



City of Wilsonville Transit Master Plan



CONVENIENCE

SAFETY

RELIABILITY

EFFICIENCY

FISCAL RESPONSIBILITY

FRIENDLY SERVICE

EQUITY & ACCESS

ENVIRONMENTAL RESPONSIBILITY



Acknowledgements

The City of Wilsonville would like to acknowledge the following for their dedication to the development of this Transit Master Plan. Their insight and outlook toward the future of this City helped create a comprehensive plan that represents the needs of employers, residents and visitors of Wilsonville.

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Executive Summary

Public transit has always been at the forefront of shaping the personality and image of some of this country's greatest cities. The first and most notable modes of public transit include the Staten Island Ferry, which began operating in 1817 and remains operational to this day, the cable cars of San Francisco, the New York subway system and the elevated train in Chicago, affectionately referred to as the "L", which began operating in 1895 and is considered this country's first rapid transit system. So what does all this mean for the City of Wilsonville and what role will the Transit Master Plan play in helping to shape the City of Wilsonville's future? These questions are both relevant and timely, and they are questions that the Transit Master Plan seeks to address in specific detail.

The City of Wilsonville, like most thriving cities and not at all surprisingly, finds itself at a bit of a crossroads. Rapid growth coupled with a desire to maintain a high quality of life for its residents, commuters and visitors has delivered the City of Wilsonville to an intersection; the very same intersection that has produced many great cities. It is important to stress that a crossroad in and of itself is not necessarily a situation to be feared. However, deciding which direction to travel, how that travel will be accomplished and when traveling will be most advantageous to make for a successful journey are all critical components of the directional decision making process. The good news is that the City of Wilsonville was and continues to be forward thinking. The magnificent architects of the City's design knew that developing, maintaining and providing mobility options was/is crucial to the sustainable success of any vibrant city, of which the City of Wilsonville unquestionably qualifies.

Convinced that "necessity is the mother invention" the leaders of the City of Wilsonville created the South Metro Area Regional Transit (SMART). SMART was developed with the mission of providing safe, reliable and cost effective public transit, and after almost three decades of proudly delivering on this mission, SMART finds itself in good health, well liked, well respected, and most importantly, ready to face the future.

So where does SMART go from here? The Transit Master Plan holds the key. Developed by the SMART team with valuable input and cooperation from City staff, a citizen task force, the public, the Mayor and City Council, the Planning Commission and the business community by way of the Wilsonville Area Chamber of Commerce, the Transit Master Plan will serve as a beacon of hope and promise, guiding our decisions while ensuring that SMART always remains true its core mission. To that end, SMART is pleased to present its new multiyear Transit Master Plan. This comprehensive plan is a view into the future and is dedicated to all those who live, work, play or do business in the City of Wilsonville. We have taken great care to ensure that everyone wishing to be heard was in fact heard. Furthermore, we believe it to be imperative that the Transit Master Plan address the needs of all, inclusive of individuals and businesses. SMART understands and appreciates that it is the local business community that makes it possible for SMART to provide mobility options to thousands annually. SMART also understands

and believes that our transit goals can only be achieved through a collaborative effort between all that desire the City of Wilsonville to take its rightful place as one of this country's most livable cities.

In closing, it is our sincere hope that the reader will find the Transit Master Plan to be lucid and well organized. In addition, we are mindful that the only consistent thing in life is change, so we welcome and encourage your input, feedback and questions, not only today or tomorrow but each and every day as we seek to deliver on our promise to all of you.

Respectfully,

South Metro Area Regional Transit (SMART)



Introduction

Overview

South Metro Area Regional Transit

Situated on Interstate-5 between Portland and Salem, Wilsonville serves as a transportation hub and has established itself as an important employment center in the Portland metropolitan area. With employment figures almost equal to the City’s population, large numbers of employees commute to jobs in Wilsonville from Portland, Salem, Sherwood, Gresham, Vancouver, and many other locations. To aid in the movement of Wilsonville’s employees, residents and visitors South Metro Area Regional Transit (SMART), a department of the City of Wilsonville, provides fixed-route service within the City and connecting service to Canby, Tualatin, Salem, and Portland. SMART also provides an extensive demand-response system (Dial-a-Ride) with priority to ADA-qualified riders, transporting elderly and disabled riders to out-of-town medical appointments.

In addition to fixed-route service, SMART provides businesses, residents and visitors of Wilsonville with the resources to participate in various transportation options such as vanpooling, carpooling, bicycling, walking, and telework through the SMART Options Program.



THINK SMART OPTIONS

This program promotes a robust set of travel options to provide the freedom and choice for people to travel while reducing the amount of single-occupancy vehicles on the road.

In order to ensure equitable access, coordinated transit services and enhance regional mobility of transit programs and projects, SMART works cooperatively with state and regional partners, including Oregon Department of Transportation (ODOT), TriMet, Cherriots, Canby Area Transit (CAT), Multnomah, Clackamas and Washington Counties, and Portland Metro. The value of SMART’s services is greatly increased by being well connected with other transportation networks which include neighboring transit systems and bicycle and pedestrian networks. These connections increase the level of choice and overall mobility for people in and around Wilsonville, whether they are traveling to jobs, school, shopping, parks, or recreational events.

SMART History

Prior to 1989, transit service in Wilsonville was provided by the Tri-County Metropolitan Transportation District of Oregon (TriMet) with one route that operated during peak commute hours. In 1988, the Wilsonville Innovative Transportation Association was formed to look at alternative methods of providing transit service at a better cost/benefit ratio for local businesses. The City of Wilsonville successfully petitioned to withdraw from TriMet's service district, effective January 1st, 1989.

For the first two years, the City contracted with Bucks Ambulance Service to provide rides on a demand response basis. In 1991, Wilsonville began to provide demand-response service on its own. Wilsonville also contracted with TriMet to extend Route 96 into Wilsonville, providing Wilsonville residents and employees with transportation between Wilsonville and Portland. The City decided to change its name from Wilsonville Area Rapid Transit (WART) to South Metro Area Rapid Transit (SMART) in 1993 and to South Metro Area Regional Transit in 2007. 1993 was also the year when SMART began providing service to Tualatin Park & Ride, Barbur Transit Center, and Oregon City Transit Center. The Oregon City service was discontinued in 2002 due to low ridership and resources were reallocated to improve services to Portland.

In 1994, SMART began providing the in-town service that had previously been contracted service. Ridership increased dramatically between 1994 and 1995 and new routes were introduced in 1995, 1996, 1998, 2003, 2009 and 2014.

Today, SMART operates seven fixed-routes as well as Dial-a-Ride, non-emergency medical trips, and special shuttle services for older adults and people with disabilities. These services are primarily supported by a Wilsonville payroll tax and grant funding. SMART's payroll tax rate is currently 0.5000 percent and was last increased in October 2008 to help fund service connections with TriMet's commuter rail. Please see the chapter on Funding Sources and Expenditures for SMART's payroll tax history as compared to other transit agencies.

Transit Master Plan

The Transit Master Plan (TMP) provides a broad look ahead to the type of transit system and supportive transportation options required to meet Wilsonville's mobility needs. This is accomplished by providing proposals for improved transit service as well as strategies to reduce single-occupancy vehicles. With its combined transit and transportation options approaches, the TMP will guide future decision-making for SMART for the next five to seven years.



The development of this plan relied heavily on members of a TMP Task Force; an advisory committee of residents, transit riders, and community organizations who served as a sounding board during the public involvement and update processes. The Task Force proposed the following mission statement and goals for the TMP process:

To provide convenient, safe, reliable, efficient, fiscally and environmentally responsible and friendly transportation services to anyone who wants or needs those services in Wilsonville. SMART services help to attract and retain businesses. SMART is a valued community asset that enhances the quality of life for everyone who lives, works in, or visits Wilsonville.

CONVENIENCE. *SMART provides services that are convenient, comfortable and easy to use.*

SAFETY. *SMART provides a safe and secure environment for our customers, community and employees through maintenance, training, design, enforcement and the allocation of resources.*

RELIABILITY. *Coordinated and reliable, the Wilsonville community depends on SMART to meet mobility needs.*

EFFICIENCY. *SMART's services are provided in an efficient and cost-effective manner.*

FISCAL RESPONSIBILITY. *The SMART system is fiscally responsible to the community.*

FRIENDLY SERVICE. *SMART provides friendly services that add value to Wilsonville's quality of life.*

EQUITY & ACCESS. *SMART services are accessible and they are provided equitably throughout the Wilsonville community.*

ENVIRONMENTAL RESPONSIBILITY. *SMART conducts its operations with regard for long-term environmental consequences.*

For SMART to provide residents, employers, employees, and visitors of Wilsonville the service described in the TMP mission and goals, it must be part of an integrated transportation system that considers land use, fixed-route buses, demand-response service, taxis, carpools, vanpools, employer shuttles, bicycles, pedestrians, and innovative strategies to encourage non-single occupancy vehicle travel.

The planning context and policy framework for the Transit Master Plan is dependent upon a variety of local, regional and state plans, policies and regulations; such as the Oregon Transportation Plan (OTP), the Regional Transportation Plan (RTP), the Climate Smart Strategy, Americans with Disabilities Act (ADA), and the Tri-County Coordinated Transportation Plan for Seniors and Persons with Disabilities (CTP). These documents help determine and shape how growth will occur in Wilsonville and what key policies, goals and principles should be considered. Overall, these goals and objectives contribute to providing safe, efficient, accessible, and equitable transportation; providing mobility to people of all ages and incomes; and reducing air pollution, greenhouse gas production, energy use, and traffic congestion. This plan and SMART service aims to further the implementation of the City's Transportation System Plan, a subset of the City Comprehensive Plan. To learn more about these policies and plans, please see Appendix D.

SMART Existing Services

SMART Capital Facilities & Fleet

SMART Central Station is Wilsonville's transit hub located on SW Barber Street in Wilsonville. It was built and completed as part of TriMet's Wilsonville WES Station in 2009. The hub includes the WES station, a 400 space Park & Ride facility, a 12-bay bus transit center, 48 bicycle lockers and a bike repair station to allow for multi-modal trips. SMART Central also features a metal and glass clock tower that has a security and sound system. To allow for quick and convenient transfers, SMART routes are timed to pulse with WES arrivals and departures.

Wilsonville SMART Administration and Fleet Maintenance facility is located at 28879 SW Boberg Road. This building houses the SMART Fleet, the City/SMART Maintenance and Transit Operations Divisions.

The Administration and Fleet Maintenance building was completed in 2013 with guidance from the Mayor and City Council. This state-of-the-art facility was constructed without incurring any debt and includes sustainable features to increase efficiency and reduce environmental impacts. The facility also includes a Compressed Natural Gas (CNG) fueling station for SMART's CNG buses.



SMART Transit Fleet

SMART maintains a wheelchair-accessible fleet of 30 active revenue vehicles. The active fleet consists of a wide range of vehicles including everything from small cutaways used in Dial-a-Ride service to heavy duty 40' buses, used primarily on inter-city routes. SMART fleet also includes a trolley utilized for community events and local service in the warmer months. In addition to these active vehicles, SMART maintains a small contingency fleet of older vehicles that are only used in case of emergency.

Bus Stops & Amenities

SMART currently has more than 150 bus stops within the City of Wilsonville. Some stops are primarily poles and signs while others have full amenities such as; benches, shelters, schedule displays, lights and garbage cans.

Fixed-Route Service

The current SMART fixed-route system consists of seven routes; two commuter express routes and five local routes serving the community of Wilsonville and surrounding areas. SMART operates its full services Monday through Friday from 5:00 a.m. to 9:15 p.m. and reduced service on two of its routes on Saturdays from 8:30 a.m. to 5:30 p.m.

Routes typically begin and end their runs at SMART Central. SMART Central Station offers intermodal connections between SMART buses and TriMet’s Westside Commuter Rail (WES) and Salem Cherriots. Several major transfer locations outside of Wilsonville allow for transfers from SMART to other providers, including TriMet (Tualatin Park & Ride and Barbur Transit Center), Canby Area Transit (CAT) and Cherriots. In addition, SMART also connects with TriMet Route 96 at Commerce Circle. This TriMet route offers service from Wilsonville to Portland averaging every 30 minutes during peak commute times.

SMART service is free for trips within Wilsonville, including both fixed-route and Dial-a-Ride service. Inter-city service and connections to other transit providers requires a fare payment.

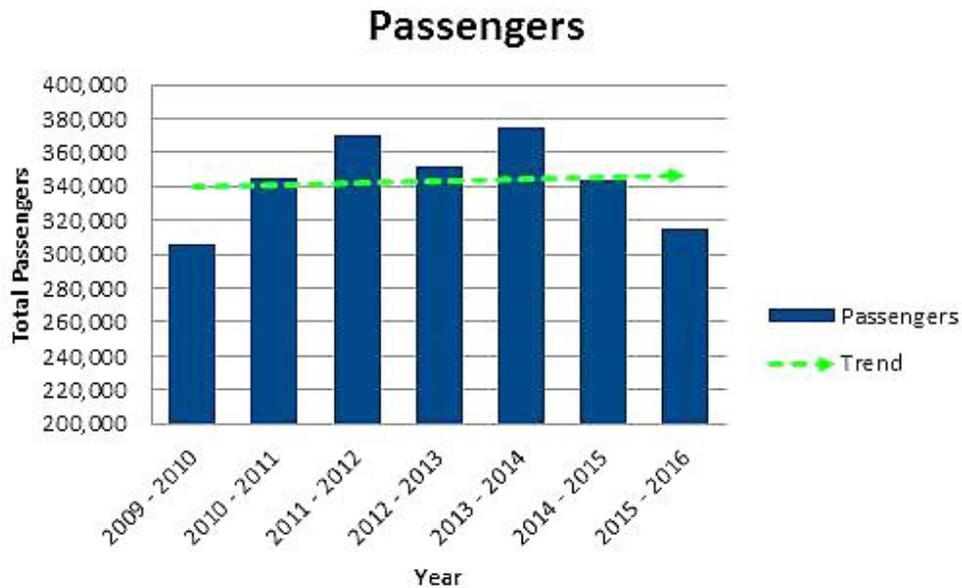
The table below summarizes fixed-route fares and passes for riding SMART routes. Riders can pay cash or purchase a monthly pass for either the 1X or the 2X/3 routes. An “All Pass” allows use of all inter-city routes (1X, 2X, and 3). Reduced-price passes for seniors, people with disabilities, students, and youth must be purchased in person at Wilsonville City Hall. SMART does not accept transfer receipts from other transit providers (other than Cherriots passes on the shared Route 1X) and other providers do not provide a discounted fare for passengers transferring from SMART services.

Fixed-Route Fares & Passes

Fare Category	Fare Type	1X (Salem)	2X (Portland) 3 (Canby)	4,5,6,7 (Wilsonville)
Adult ¹	Single Ride (cash)	\$3.00	\$1.50	Free
	Monthly Pass	\$85.00	\$35.00	
	Monthly “All” Pass ³	\$120.00		
	20-Ride Punch Card/Pass 40-Ride Punch Card/Pass	Requires 2 punches	Requires 2 punches	
Discounted ²	Single Ride (cash)	\$1.50	\$0.75	Free
	Monthly Pass (One Route)	\$42.50	\$17.50	
	Monthly “All” Pass ³	\$60.00		

Notes: (1) Adult fares are for persons age 18-59. (2) Discounted fares must be purchased in person at City Hall and are for seniors age 60+, persons with disabilities, Medicare card holders, youth age 5-17, and students 18-23 with valid student ID. (3) An “All” Pass is valid on all intercity routes (1X, 2X, and 3X). Source: SMART website.

Over the past five years, SMART system ridership has varied between 325,000 to 350,000 passenger trips per year. Since 2008, when the last TMP was approved and the WES service changes were put in place, SMART’s service hours have increased by over 35 percent, operating cost saw a 16 percent increase while ridership has seen just over a 4 percent increase. The variation may be due to a variety of factors including service changes, employment or shift time fluctuations or data gathering limitations. As SMART moves to a computerized passenger count system in the next couple years, gathering data will become easier and more accurate.

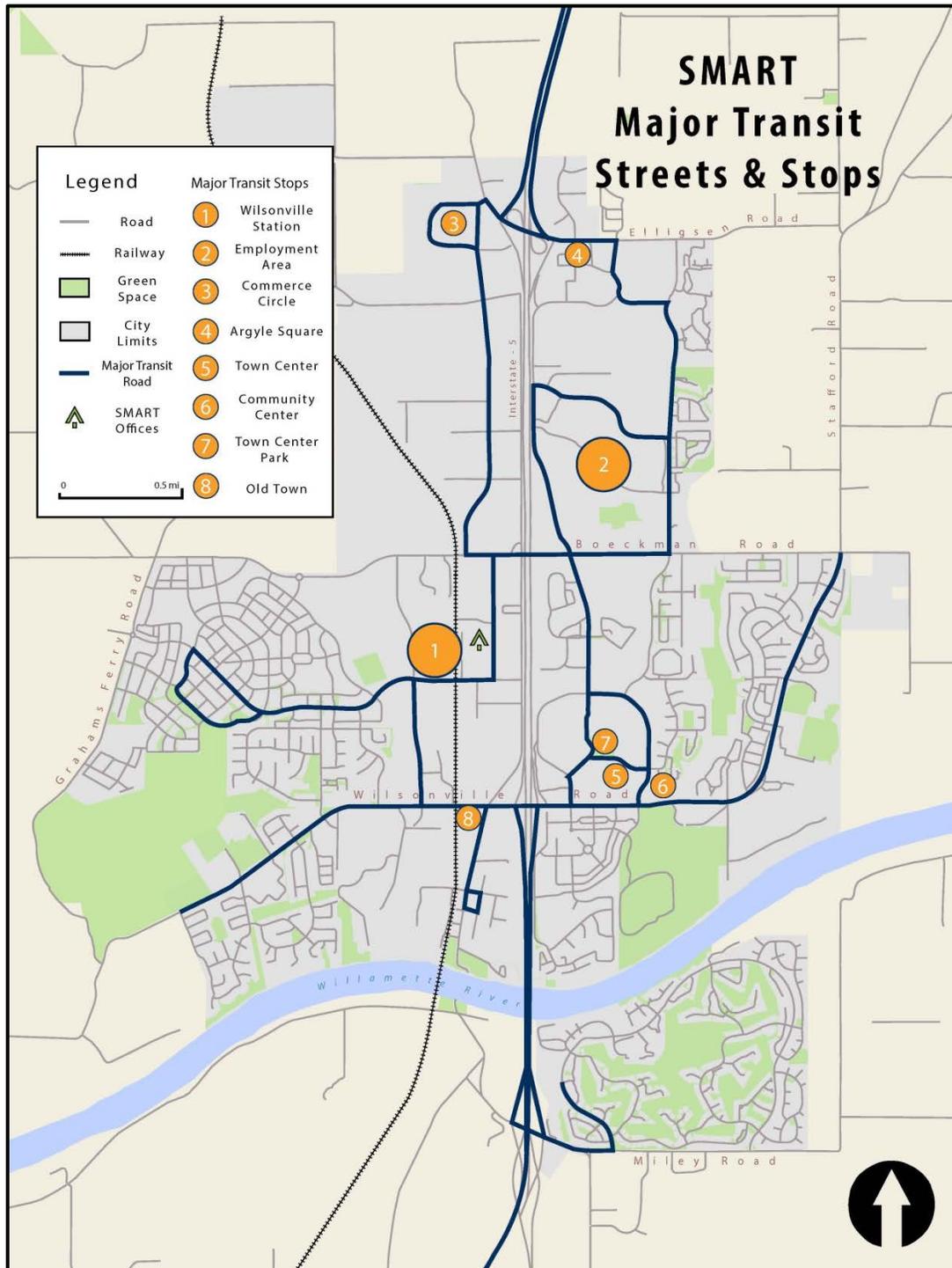


In addition to productivity measurement, SMART is also committed to ensuring that transit services are provided in a fair and balanced manner throughout Wilsonville. To that end, SMART has worked to establish measures that monitor equity issues and ensure compliance with Federal Title VI Civil Rights standards for our fixed-route system. A copy of SMART’s Title VI policy can be found in Appendix C.

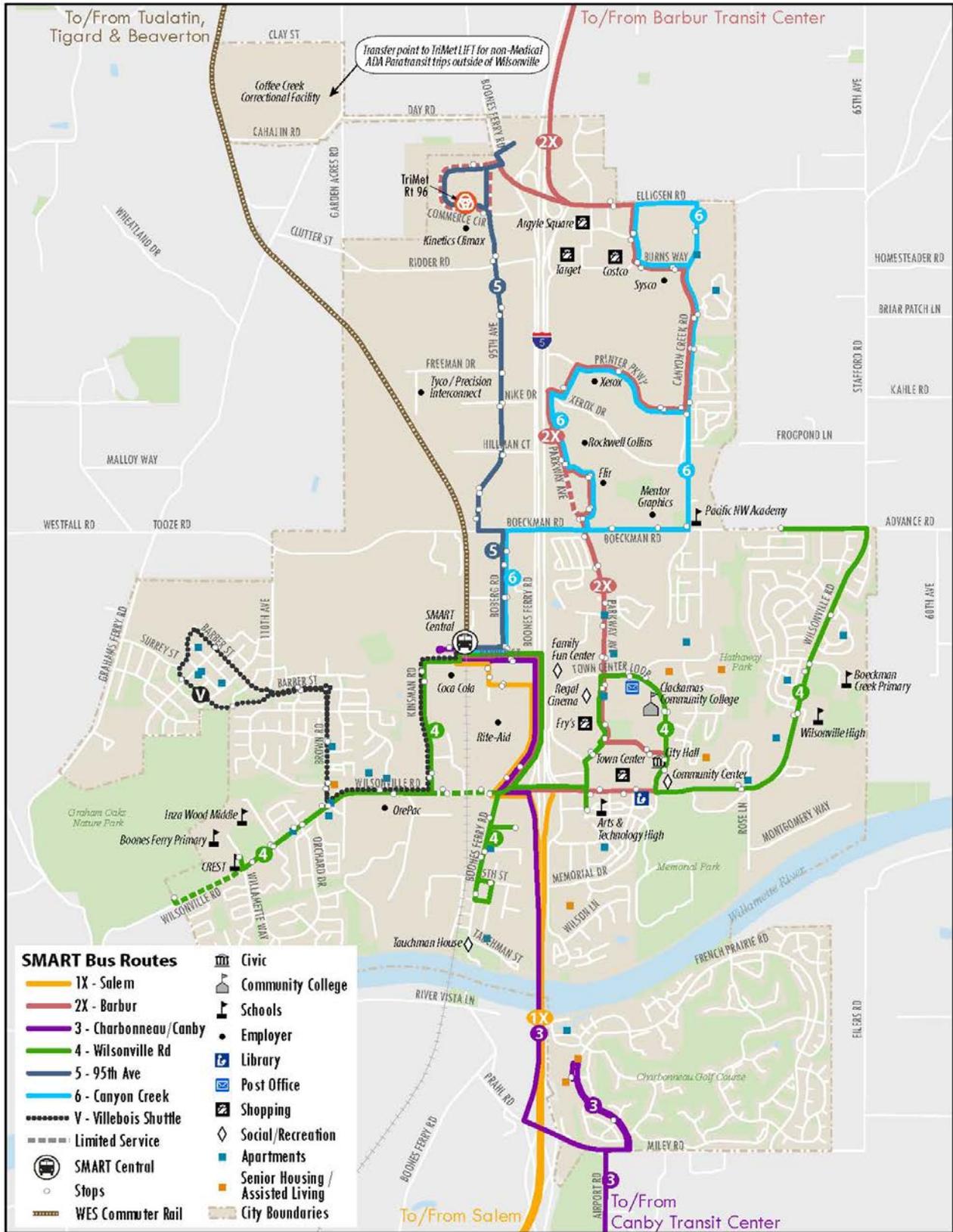
On-time performance is a measure of trips completed as scheduled. A bus is considered on-time if it is within five minutes of the schedule at any time point, late is defined as more than five minutes after the scheduled departure time, and early is defined as anything before the scheduled departure time. SMART has set a standard that at least 85 percent of all trips will run on time for fixed-route service and 90 percent for Dial-a-Ride service.

Service availability and access is a general measure of the distribution of routes within the SMART service area. SMART’s goal is to ensure that 85 percent of City residents live within walking distance (i.e. no more than 1/4 mile) of a bus stop. SMART will continuously make efforts to mirror the growth of the City of Wilsonville with its transportation service so that residents and employers can have equal access to transit.

Major transit streets are a primary corridor for transit, receiving half-hour or better service during peak traffic hours. The designation of major transit streets allows the City to set standards for encouraging land use patterns, development designs, and street and bicycle/pedestrian improvements that support transit. Major stops are those which are located at intersections of two or more bus routes, transfer locations between transit systems, Park & Ride lots, and shopping centers or other major destinations.



Map of Current Fixed-Route Services



Route	Service Type	Name	Termination(s) / Major Transit Centers	Other Major Destinations	Weekday Headway	Weekday Service Span	Saturday Headway	Saturday Service Span /
1X	Intercity	Salem	Salem Transit Center	State Capital	30-60 min	4:30 a.m.-10:00 a.m. 3:30 p.m.-8:00 p.m. No midday service	No Service	No Service
2X	Intercity	Barbur	Tualatin Park & Ride Barbur Blvd Transit Center	Wilsonville City Hall Mentor Graphics Parkway Woods Argyle Square Commerce Circle	20-60 min	5:00 a.m.-9:45 p.m.	60-120 min	8:15 a.m. – 5:45 p.m.
3	Intercity	Charbonneau Canby	Canby Transit Center	Springridge at Charbonneau	60 min	6:00 a.m.-9:15 a.m. 3:30 p.m.-7:30 p.m. No midday service	No Service	No Service
4	Local	Wilsonville Road East/West	Mentor Graphics Boones Ferry Primary School or Graham Oaks Nature Park	Boeckman School Wilsonville H.S. Civic Center Town Center Loop Inza Wood Middle School	30-60 min	5:00 a.m.-7:45 p.m.	60-120 min	8:30 a.m.-5:30 p.m.
5	Local	95 th Avenue	SMART Central	Commerce Circle	30 min	5:30 a.m.-10:15 a.m. 3:15 p.m.-7:15 p.m. No midday service	No Service	No Service
6	Local	Canyon Creek	Argyle Square	Mentor Graphics Parkway Woods Argyle Square	30 min	6:30 a.m.-10:05 a.m. 3:15 p.m.-7:39 p.m. No midday service	No Service	No Service
7	Local	Villebois Shopper Shuttle	Villebois	Town Center	5 a.m. & 2 p.m. trips	6:07 a.m.-6:45 a.m. 5:07 p.m.-5:45 p.m.	No Service	No Service

Dial-a-Ride

Dial-a-Ride (DAR) is a door-to-door transportation demand-response service for customers within the City of Wilsonville. SMART is pleased to offer four distinct programs under its Dial-a-Ride service: ADA Complementary Paratransit, General Public, Senior Trips, and Out-of-Town Medical Trips. While ADA eligible customers are given priority scheduling, Wilsonville residents of all ages are welcome to utilize the Dial-a-Ride programs.

SMART proudly offers complementary ADA Paratransit service to individuals who may have difficulties accessing fixed-route services. ADA customers are required to be certified as eligible under the federal ADA guidelines in order to use the service. Reservations can be made up to two weeks in advance and rides are guaranteed during any hours of normal operations.

Dial-a-Ride Fares

Fare Type	Local	Intercity
Single Ride (one way) (cash)	Free	\$3.00
Monthly Pass		\$50.00
Punch Pass	Free	2 punches

Residents of Wilsonville can utilize SMART’s General Public Dial-a-Ride program. Under this program, customers are required to book their ride a day in advance of their desired day of travel. This DAR program is designed to supplement fixed-route service and should be used sparingly to reach areas within Wilsonville that are not frequently served by other transportation modes. Although SMART is pleased to offer DAR services, customers are encouraged to utilize the fixed-route service and travel training program whenever possible.

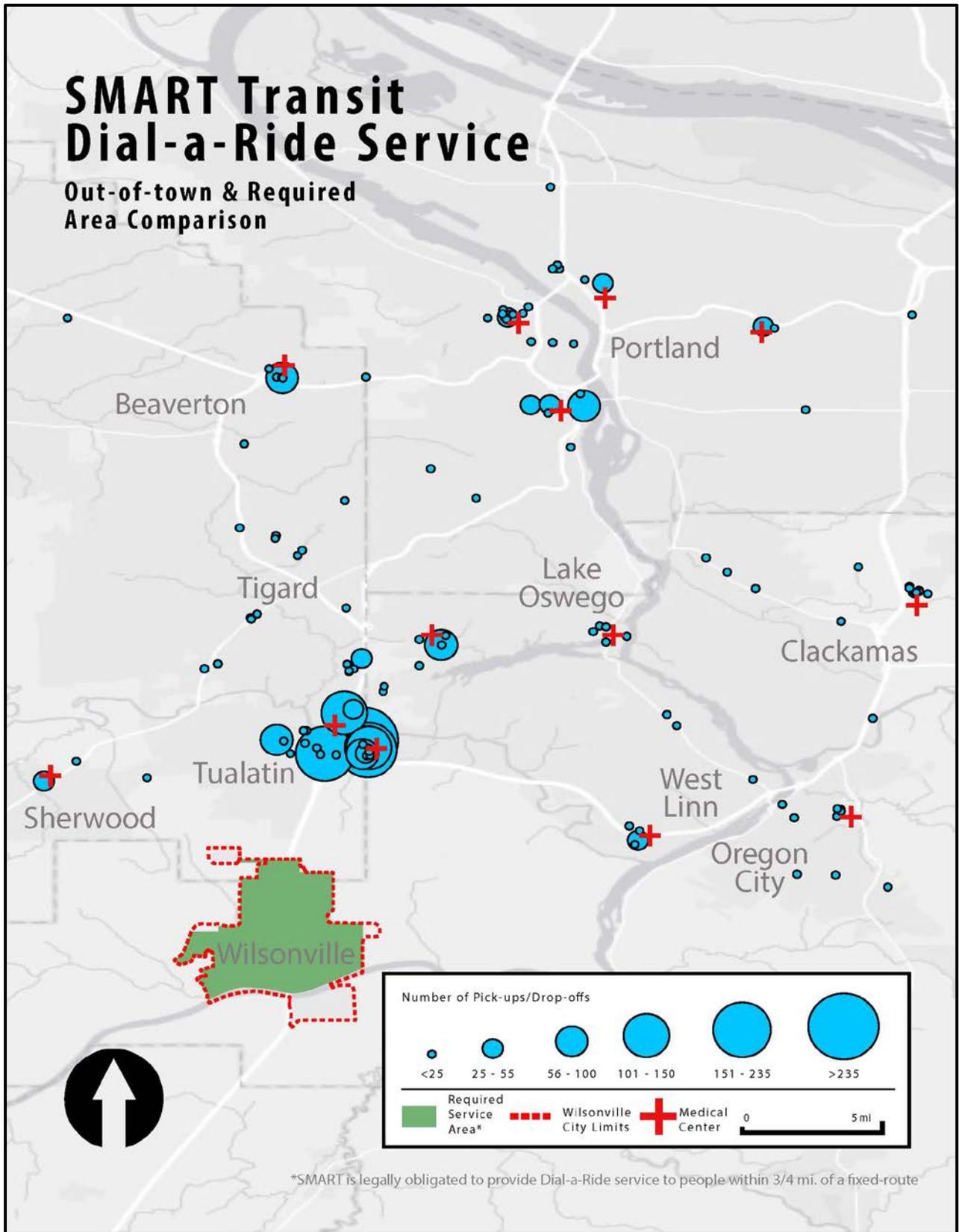
SMART is mindful and fully embraces the reality that Wilsonville has an active senior population and as such, SMART offers the Senior Trips Dial-a-Ride program. This heavily used program was designed to provide seniors with viable mobility options. Through DAR, seniors have unrestricted access to the City and all of its amenities. Seniors who are 60+ are able to make reservations up to two days in advance of their anticipated trip.

Through special transportation funds allocated to transportation providers throughout the region, SMART is able to offer an Out-of-Town Medical Trips. This program allows seniors and persons with disabilities access to the Portland Metropolitan area for medical appointments. SMART competes with other transportation providers for the funding needed to offer this vital program. SMART believes in the concept of equal access, and thus it is important for SMART to provide a bridge between medical services and the people that need them, no matter the distance.

SMART has updated its computer-aided dispatching software to improve efficiencies relative to passenger loads, route planning, and fuel consumption. This update has allowed SMART to increase Dial-a-Ride capacities within all programs as scheduling has become more efficient. The ridership for all Dial-a-Ride programs saw a 53% increase from 2015 to 2016 with no additional services added. This increase is mainly attributed to the new software.

SMART Transit Dial-a-Ride Service

Out-of-town & Required
Area Comparison



*SMART is legally obligated to provide Dial-a-Ride service to people within 3/4 mi. of a fixed-route

SMART DAR Out-of-Town and Required Service Comparison Map 2016

Other Services

SMART offers the following additional services:

RideWise Travel Training

SMART has partnered with Ride Connection to bring their RideWise travel training program to Wilsonville. Eligible customers who are unfamiliar with SMART's fixed-route services are encouraged to take part in this program to help understand how to plan your trip and successfully utilize SMART's and surrounding area fixed-route services. The travel trainer also hosts group trips designed to help people learn to ride transit in a social, relaxed environment.

Shopper Shuttle

SMART operates shopper shuttle service for no charge five days a week to Safeway and Fred Meyer stores in Wilsonville for seniors and supportive housing residents in Villebois.

Community Center Senior Lunches

SMART operates pre-scheduled, door-to-door service to Wilsonville Community Center for senior lunches.

Summer Events Trolley

SMART operates the trolley throughout the summer to community events such as the Farmers Market and Rotary concerts. The trolley also provides free rides around town for special events like Fun in the Park.



Wilsonville Community Profile and Characteristics

A strategic southern gateway to the Portland Metropolitan area – Wilsonville’s small town lifestyle, coupled with high quality neighborhoods, popular amenities and good jobs have grown the city’s population continuously over time, even during the most recent economic down turn. According to the Portland State University (PSU) Population Research Center, as of July 2016, the estimated population of Wilsonville was 23,700. Once a small farming community, Wilsonville has transitioned into a well-planned city with a mix of high-tech industries, small businesses, a transportation system, and a variety of housing types.



Within City limits, Wilsonville has many diverse neighborhoods. These neighborhoods offer a broad variety of opportunities for businesses and residents – from the Westside Industrial area to Town Center and Villebois – these distinct neighborhood identities have different transit needs. Neighborhood areas and corresponding analysis are described in Appendix E.

Wilsonville is also home to several major employers and an employee base of more than 18,000. Wilsonville weathered the 2008 recession better than most communities in Oregon and is now seeing increases in employment figures and building permit requests.

Commute Trends (Longitudinal Employment-Household Dynamics 2014)

	Wilsonville	Tualatin	Oregon City	Tigard	Sherwood	Canby
Percent of Workers Who Commute In	93% 16,957/18,310	93% 23,742/25,426	85% 11,718/13,826	92% 40,731/44,138	86% 4,521/5,526	80% 4,743/5,903
Percent of Working Residents Who Commute Out	85% 7,447/8,800	87% 11,021/12,705	87% 13,787/15,895	86% 20,965/24,372	92% 8,067/8,802	85% 6,677/7,837

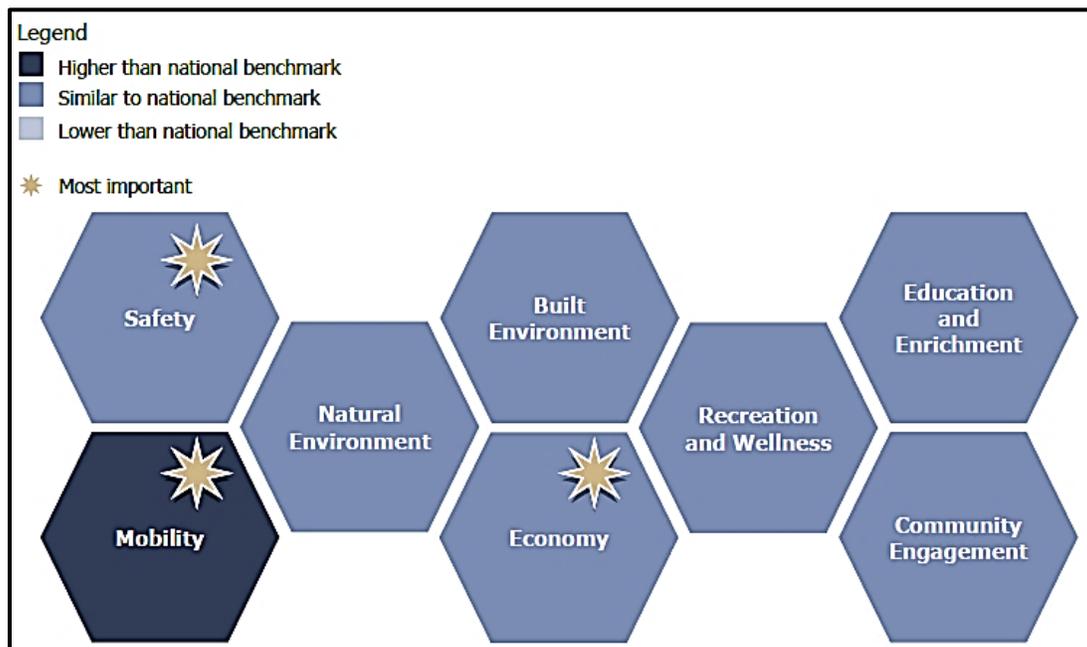
A high percentage of Wilsonville workers and residents are commuters. The majority of workers (93 percent) commute into Wilsonville from other areas of the Portland Metro region. The top cities providing Wilsonville businesses with workers include Portland, Beaverton, and Salem. The commuting trend is also true of local residents. Of the 8,800 working residents of Wilsonville, 85 percent commute to nearby communities. These strong growth trends are

expected to continue over the next 20 years. Portland Metro forecasts indicate that by 2035, population and employment opportunities in Wilsonville will increase by nearly 50 percent.

Those traveling in Wilsonville face two major geographic constraints --The Willamette River and Interstate-5. The combination of these obstacles creates traffic congestion, limiting the economic vitality of the area. On-ramps from Oregon 217 and Interstate 205 funnel into Interstate 5 (north of Wilsonville) creating serious traffic that could be reduced through various transportation demand management strategies to reduce single occupancy vehicles. In addition, weaving motions of vehicles south of the Boone Bridge contribute to congestion by slowing the speed of traffic and resulting in many serious traffic crashes. Traffic on the freeway delays bus times, just as it delays all other traffic, for those heading across or outside of town.

Quality of Life

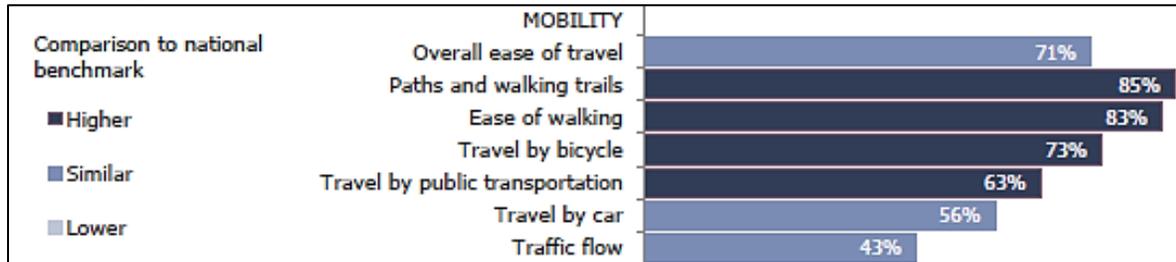
The National Citizen Survey (NCS) gathers opinions of Wilsonville residents regarding various aspects of the City to determine its livability. The NCS defines livability as how desirable a place is to live. Overall, residents rated the quality of life in Wilsonville as good or excellent. The visual below shows eight aspects of the community, the color of each aspect reveals how residents rated the section compared to the national benchmark. Stars on an aspect indicate residents identified it as important to the community. By displaying what facets are most important and their quality, the community can highlight its values and strengths. The mobility sector scored excellent, higher than the national benchmark, and was also labeled as an important aspect to the community. This high satisfaction with mobility is partly a result of SMART's fixed-route and demand response services.



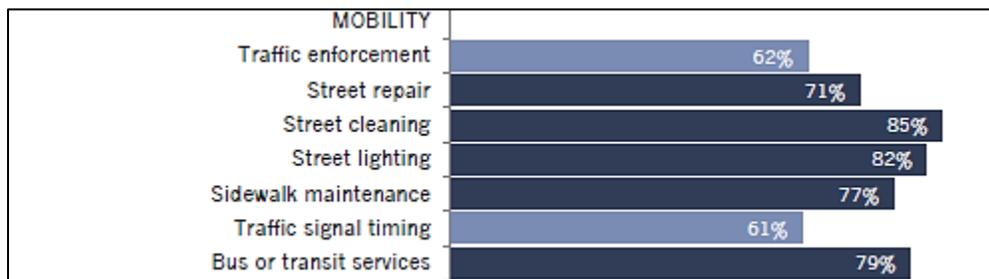
National Citizen Survey. Wilsonville Livability Report. 2016.

More specific ratings related to mobility within the areas of community characteristics, governance, and participation can be seen below:

Community Characteristics:



Governance:



According to the NCS report, “About 8 in 10 (Wilsonville) residents positively rated the availability of paths and walking trails, ease of walking, bus or transit services, street cleaning and street lighting in Wilsonville as excellent or good...when asked to write in their thoughts about Wilsonville’s biggest priority in the next five years, around 4 in 10 participants responded that traffic, roads and transportation was the top priority for the City”. From this study it can be concluded that although mobility scored very well and is considered a strength of Wilsonville, there are still opportunities for improvement. These improvements include enhancing transportation options like biking and carpooling, as well as making public transportation a more appealing option than driving a personal vehicle.

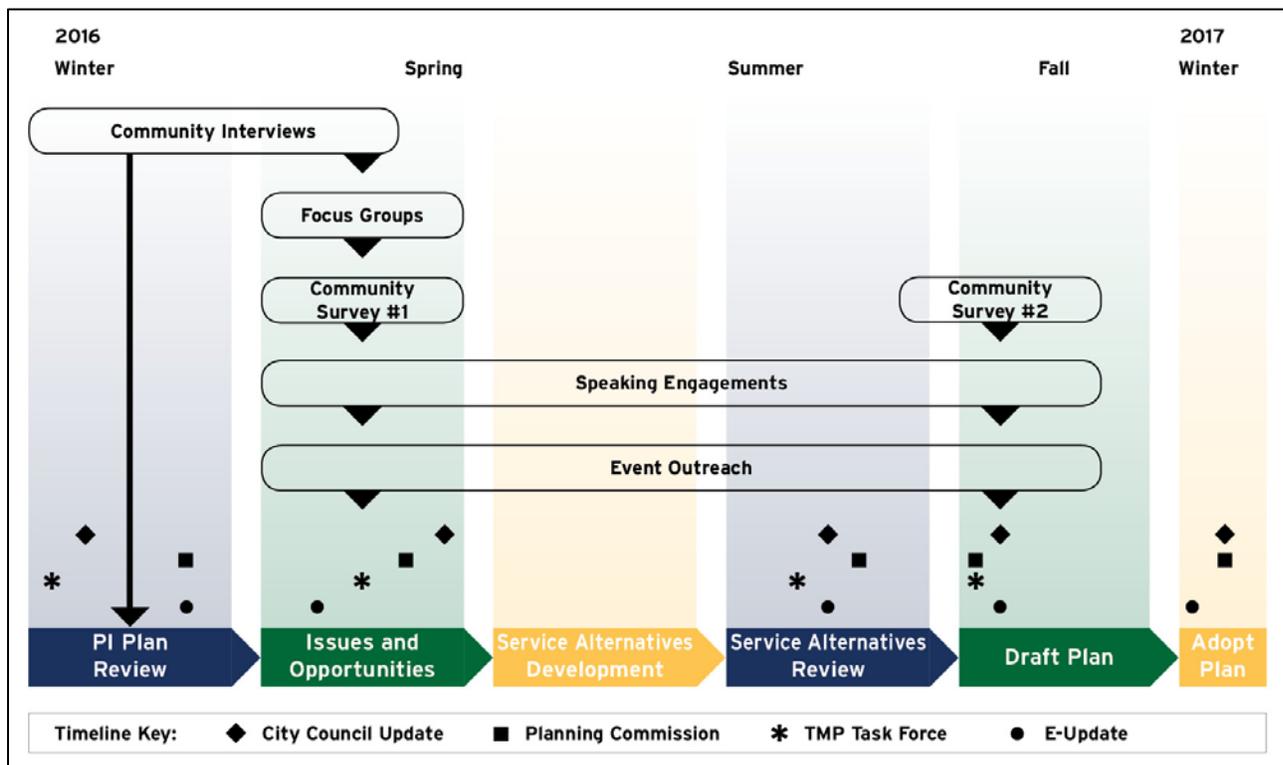
Public Involvement

To ensure this document represented the diverse interests of the Wilsonville community, the Transit Master Plan (TMP) had an extensive and inclusive public engagement process. Outreach efforts were tailored to reach people in practical and convenient ways as to reflect the opinions from the wide spectrum of current and potential system users, the business community, and residents. Gaining input from employee break rooms, neighborhood and community gatherings, on-board SMART buses and through mobile electronic kiosks are some examples of the project’s active public involvement efforts. The complete TMP Public Outreach Summary (including survey results and data) may be found in Appendix F. To guide the TMP public involvement process, the following values were established:

- Realistic:** Be clear about the project constraints, objectives, and parameters.
- Inclusive:** Reach out to everyone including those with limited transit access and other barriers.
- Meaningful:** Provide timely information that is accurate and easily accessible.
- Transparent:** Make decisions public with project materials available on the website.

Phases of Public Involvement Process

There were three phases of the TMP Public Involvement process: **Issues and Opportunities Identification, Service Alternatives Development, and Service Alternatives Review.** The visual below shows the timeline and relevant actions for the public involvement process.



Phase One: Issues and Opportunities Identification

SMART and Cogito Partners launched the public input process with the overarching question of how to prioritize service within a fixed budget. This question was framed to help stakeholders determine service priorities and the correlated trade-offs in delivering transit services with available resources.

SMART discussed the project purpose and framework with community partners and stakeholders to understand their perspectives and determine where to focus SMART resources. The first community bi-lingual survey was opened to the public and available in paper and online formats, at electronic kiosks, and community events. The survey posed questions to understand current ridership and the key trade-offs for SMART to consider in service alternatives development including:

Survey Question	Survey Response
Who rides SMART?	Respondents mostly identified as employees and residents of Wilsonville.
What kinds of trips are taken by transit?	Main reasons for using SMART services are for work commute, recreation, and errands.
Type of trips not taken by transit and why?	Inter-city trips, mainly to Portland due to infrequency of service and transfers. More people would use SMART for work, if available to serve a variety of work shifts.
Preference on length of trip, service time, and distance to access transit?	Survey respondents felt transit service being provided throughout the day and week was more important than peak-hour service only. Non-riders might be more inclined to use SMART service if it goes to more destinations outside the city and with more frequency.

“Regular service makes it more likely that people will use it. The times become well known and people are able to make use of the buses for cross-town trips outside of rush hour. So provides [sic] connectivity improvements in the city, and deals with the east-west divide that still challenges families, especially those with children.”

SMART and consultants augmented this information with focus groups, display outreach, targeted survey distribution, and a large community workshop. Seven key themes arose from this phase in outreach and are as follows:

- 1) *Support the economy*
- 2) *Enhance connectivity*
- 3) *Expand service times*
- 4) *Provide additional transportation options*
- 5) *Get the word out*
- 6) *Create partnerships*
- 7) *Explore additional funding mechanisms*



Input from the online survey respondents, stakeholder workshop attendees, stakeholder interviewees, and focus groups participants revealed that SMART could shift its priorities slightly on two key trade-offs with public support:

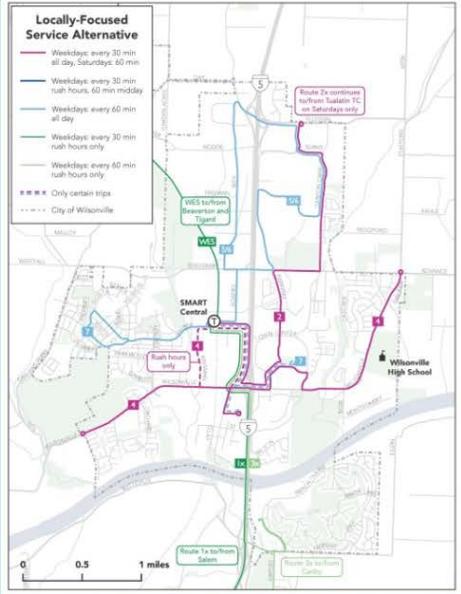
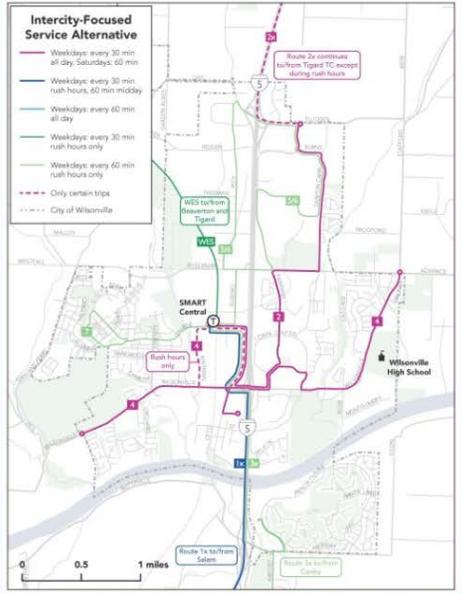
- *More frequent service in places with more activity*
- *More service throughout the day and week*

Phase Two: Service Alternatives Development

Based on input from the Issues and Opportunities phase, SMART service planners and Jarrett Walker & Associates developed service alternatives. To illustrate these service trade-offs, the second phase of outreach presented a spectrum of potential service alternatives to gauge the public’s priorities. SMART staff led the outreach effort, presenting the questions of:

- How to balance ridership and coverage goals?*
- How to balance rush-hour service with service other times of day and week?*
- How to balance local and inter-city (out-of-town) services?*

The table below shows the service alternatives spectrum that the public used to determine how to balance their wants and needs.

Locally-Focused Alternative	Common to both Alternatives	Intercity-Focused Alternative
<p>Key Distinctions:</p> <ul style="list-style-type: none"> Expanded evening service until 11p.m. (Routes 2X & 4). Faster east/west cross town service. Increased service to Villebois. 	<ul style="list-style-type: none"> More service on weekdays in the midday and evenings with fewer stop locations. More Saturday service with fewer stop locations. Because both alternatives increase how often buses come on existing routes (growing ridership), no additional routes are proposed (covering a greater geographic area). This means that some people would have to walk slightly farther, but in exchange everyone gets a more frequent route and a faster, more direct trip. <p>For more information, visit: www.plansmartwilsonville.com</p> 	<p>Key Distinctions:</p> <ul style="list-style-type: none"> Expanded service to Salem. New connection to Tigard Transit Center at times when WES is not running. Service will no longer be provided to the Barbur Transit Center, but overall connections to TriMet will be improved. Better timed connections to Canby Transit for Oregon City. 

Phase Three: Service Alternatives Review

The developed service alternatives were then reviewed by community partners and stakeholders via multiple and accessible outreach methods to assess the proposed service alternatives and potential funding strategies.

In the first phase of TMP outreach, small groups of stakeholders representing common interests convened to discuss issues and opportunities. For the Service Alternatives Review phase, groups were combined to foster dialogue and understanding of the inherent trade-offs for transit service. Groups included representatives from business, recreation, retail, education, social service, and City of Wilsonville advisory groups, elected officials, nonprofits, public agencies and private organizations. The key findings from these discussions were:

Preference for more inter-city service

- Focus on rush hour does not apply to many of Wilsonville employer shifts
- Connections to Oregon City remain critical
- Proposed frequencies may be challenging for higher education students

Develop transportation options

- Explore additional options like ridesharing, car and vanpooling, bike sharing, car sharing, and ridesourcing to augment SMART services
- Involve Wilsonville Area Chamber of Commerce in this conversation

In addition to these group discussions, a second community survey was opened to the public. The Service Alternatives Survey administered online, via electronic kiosks, and at community events received over 550 responses. The key question aimed to understand the community's balance between inter-city focused and locally-focused service alternatives. The response data is summarized below.

Provide more inter-city service.

Inter-city service, primarily desired for work commuting, would create more access to neighboring cities such as Tigard, Canby and Salem. This service would use existing resources to better connect with current transit systems like Cherriots and TriMet. Such expansions would support the goals of the Oregon Public Transportation Plan (OPTP) and the Regional Transportation Plan (RTP) to create an interconnected transportation system.

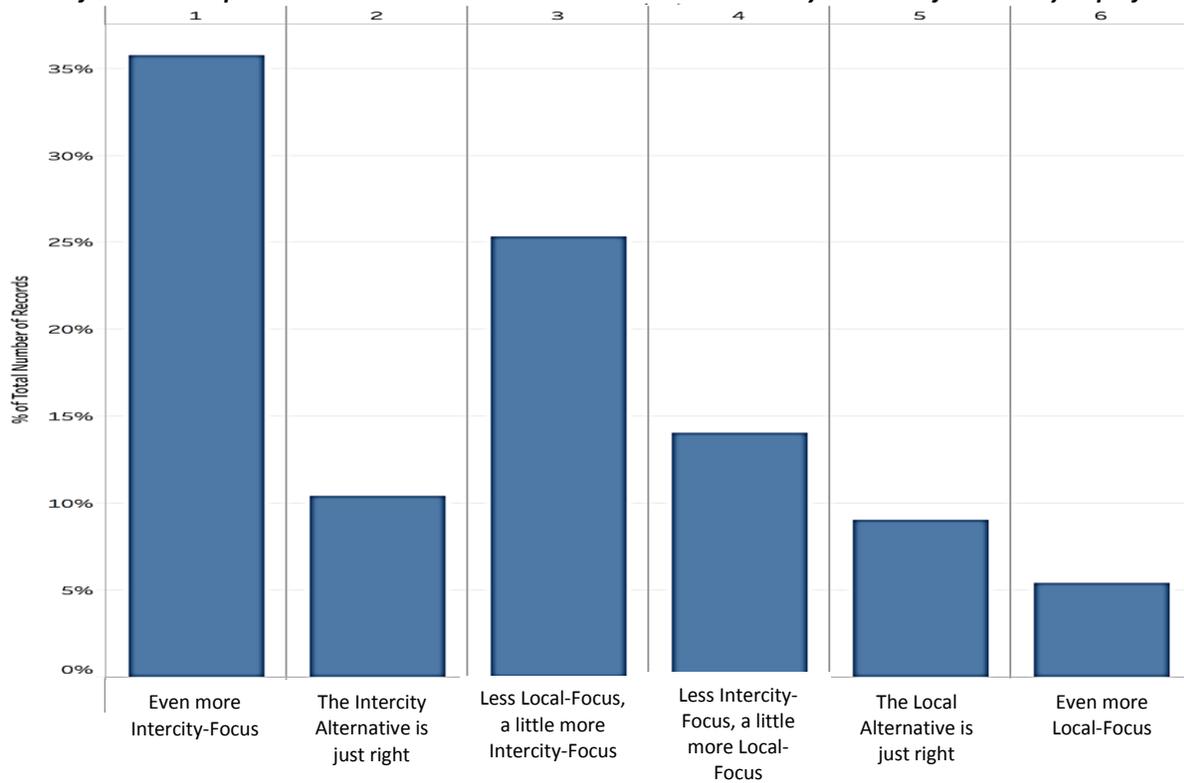
"...My primary concerns are for those who can't afford cars, or can't drive due to age, to get around. I selected this alternative as it connects more to other transportation, which I think would be better for working adults that don't have cars, and to get cars off the road."

More mid-day service.

Provide transit access to commuters who do not have traditional work schedules or need to get home early. SMART also should play a supportive role in developing transportation options such as carpool or vanpool by providing informational resources to Wilsonville employers.

“One of the hardest things about trying to live a low-car lifestyle in Wilsonville is the ability to get to other places outside of commute hours. Wilsonville is small enough to bike or walk around for most trips, despite being a car-first town. Getting outside of Wilsonville is where traffic is worst and connections are hard.”

Which of the below options comes closest to the balance between inter-city and local-focus that you prefer?



TMP Task Force Input

The Transit Master Plan Task Force strongly preferred expansion options which will improve connections to other transit systems and service to neighboring communities, connecting with TriMet bus lines, WES, and other nearby cities. Such services support goals of the City of Wilsonville’s Transportation System Plan as well as other adopted transportation plans, to create an interconnected and multi-modal transportation system.

Forms of Outreach

Throughout each phase of the public involvement process, SMART utilized a variety of outreach techniques to be as realistic, inclusive, meaningful, and transparent as possible. SMART serves multiple constituencies with a variety of transportation needs and to ensure that community sub-groups were represented and community priorities were understood, SMART gathered input from:

Workshop and Issue-Based Discussions

To gain insight on key issues and trade-offs for service, SMART conducted a community workshop with 40 community representatives to provide the necessary understanding of transit planning for well-informed decision-making. In addition, there were seven small issue-based discussions that included perspectives from bicycle and pedestrian users, people with disabilities, older adults, under-represented populations, youth and businesses.

Media

SMART used multiple media outlets to inform the Wilsonville community about the project and specific opportunities to give input prior to key decisions and project milestones. This included articles in the Boones Ferry Messenger and Wilsonville Spokesman, e-updates to an interested parties list of over 1,200, social media posts, and distributing over 10,000 informational bookmarks at retailers, public facilities, education institutions, SMART buses, and restaurants.

SMART also dedicated a separate TMP project website that allowed for the public to comment, to see project updates, and a timeline of events. The site linked to SMART’s main website.

Community Surveys

SMART administered two surveys in spring and summer of 2016 via the project website, electronic kiosks, distributions of paper surveys, and community event outreach. SMART received over 1,300 responses in total and gained valuable insight into current riders, barriers, and services preferences.



Wilsonville Civic Leaders

Every community has leaders who connect with a variety of constituencies. Early interviews on how best to reach their networks enhanced the TMP’s public outreach by connecting with those who serve on relevant Wilsonville committees, local service organizations, community non-profits, and business networks. Leaders were part of the TMP Task Force and SMART staff worked with Wilsonville organizations to place information in their newsletters and links to project website at major milestones.

Under-Represented Communities

One value set for TMP outreach was to ensure that the impacts and benefits of the TMP are equitably experienced regardless of race, national origin, gender, disabilities, English language proficiency or income levels. To meet this value, SMART and partners created outreach materials that were available in accessible formats. SMART also partnered with community organizations to do Spanish specific outreach. There were arranged survey input opportunities at low-income service providers, apartment complexes, and identified shopping venues. TMP meetings and outreach occurred at various times of day and locations to make information available to a broad array of people. SMART also adopted a formal Title VI program (see Appendix C).

In addition to the outreach forms listed above, SMART also integrated public opinion through:

- Development and adherence to a Public Involvement Plan, vetted by key stakeholders;
- Updates to committees and City Council;
- Electronic kiosks with bi-lingual information and surveys at public locations;
- Guidance from the TMP Task Force;
- Consistent, reliable, accessible information; and
- Representative stakeholder interviews



Transit Demand

Planning for Future Transit Demand

There are many continuously changing factors that influence transit ridership. Due to the variability of these factors, it can be difficult to accurately predict the future demand for transit. The price of gasoline is an example of a dynamic factor that influences ridership, but one that has proven hard to predict. There are direct correlations between the price of oil and transit ridership; when gasoline prices decline, many transit riders return to their private vehicles. Although this factor does greatly sway ridership, it is impossible to accurately predict future oil prices. It is important that SMART is able to provide the proper service even as factors continue to affect and shape transit demand. Efforts to expand transportation services can lead to more freedom and options for people.

In a summary of his book from 2015¹, Jarrett Walker highlights key characteristics for high transit ridership. Two of these characteristics are frequency and duration of service. Walker states that more frequency of service allows for rider spontaneity and less wait time, giving the individual more freedom. Duration of service allows for people to ride at more times of the day and week such as in the evening and on weekends. This consistency throughout the day and week can promote more ridership because it is a reliable service. An important point Walker makes in his summary, is that sometimes low ridership is necessary to accommodate what the community identifies as important. This could mean providing service that has less frequency but more coverage as to accommodate low-income, disabled, or other populations that may otherwise have no access to transit.

A study in 2005 concluded that, "The most significant ridership increases are generally the result of a combination of initiatives or actions. Seldom does a single initiative result in significant or sustained increases."² Other studies found that external factors have the largest effect on ridership; such as parking availability, land use, and population density.

Future trends and developments, along with customer preferences and availability of funding, help to form the basis for planning future service. The following section identifies specific factors that are likely to affect transit demand for the City of Wilsonville and SMART.

1. Walker, Jarrett. *Human Transit. "Explainer: The Transit Ridership Recipe"*. July 2015.
2. Cambridge Systematics, Inc. *TCRP Research Results Digest 69, Evaluation of Recent Ridership Increases*, p.1.

Factors Likely to Affect Transit Demand

Population Growth

Preliminary Metro household estimates indicate that Wilsonville will be in the range of 30,000 residents by 2030. These estimates have historically been estimated much lower than actual amounts and the City could expect much more than 30,000. This growth will create a higher demand on transit, as more people need options to get around, in and out of town.

Residential Development

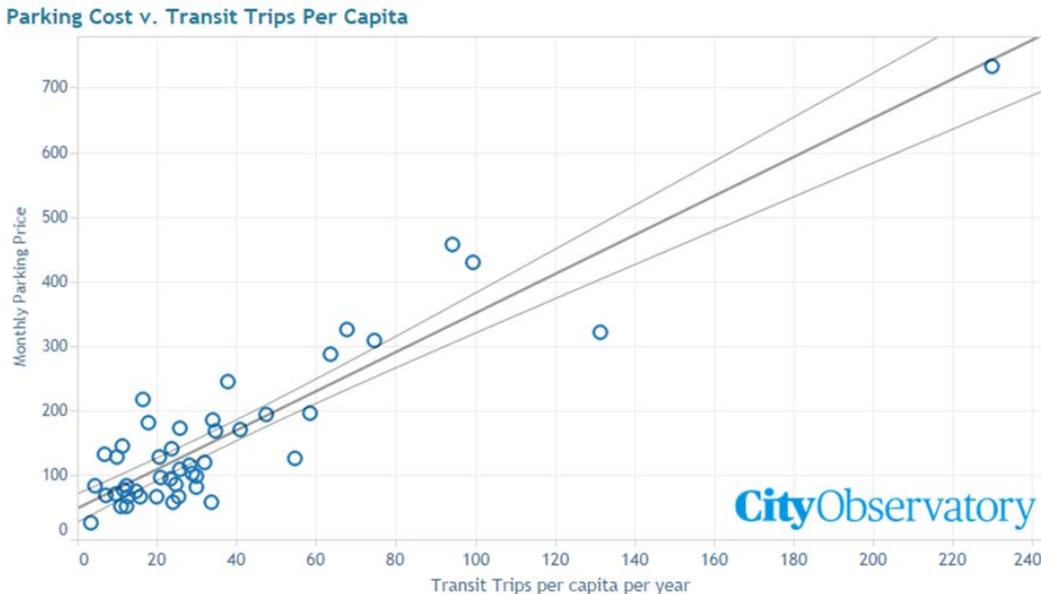
The build out of Villebois will result in a total of more than 2,500 housing units to the west side of Wilsonville. In addition, the City is in the process of developing Frog Pond, a 500-acre residential area that will add many single-family, detached homes and two more public schools to east Wilsonville. These developments will increase demand for bus service.

Growing Employment

Metro has designated hundreds of acres in the Coffee Creek and Basalt Creek areas just northwest of Wilsonville for future industrial development. This will increase employment in Wilsonville and the need for more travel options. SMART will continue to serve employers to encourage easy transportation that will aid in employee retention and recruitment.

Cost of Parking

Free and plentiful parking is a powerful incentive to drive rather than using alternatives such as transit or carpooling. The City Observatory, an urban research think tank, found that the correlation between transit ridership and parking cost is very strong. Commuters who drive alone are very sensitive to the price they have to pay; as long as parking is free there is not much incentive for commuters to consider other modes of transportation. In Wilsonville, parking is free and plentiful which means it is more difficult to get people to use transit.



Commuter Rail

Since early in 2009, TriMet has provided commuter rail service between Beaverton and Wilsonville with the Westside Express Service (WES). Operating on “heavy rail” or freight lines, the WES differs from light rail but similar in that it has the advantage of bypassing and removing traffic from I-5 and Highway 217.



Multiple transit connections exist at each WES stop, with access to MAX trains at the Beaverton Transit Center. WES continues to provide only commute-hour service, leaving a gap during the mid-day and evening hours. Expanding WES service would lead to more ridership for SMART as many customers transfer from WES. Service changes proposed in this Master Plan will have SMART filling in those gaps when the WES does not operate, allowing more people to have the freedom to take the WES and still be able to get home mid-day.

Fares

Electronic fares (e-fares) have recently become another payment option for transit agencies to implement. This technology allows riders to pay for fares on their phones or by card and has the potential to create a simple, single way for people to pay. This option is proving to be convenient for many and provide faster ways of payment and transferring between transit systems which may increase regional transit ridership. SMART is currently partaking in a feasibility study to determine the costs and benefits of implementing this technology.

Aging Population

Based on PSU's 2016 population figures and 2010 U.S. Census data, there are approximately 3,300 (14%) of Wilsonville residents over age 65. The baby boomer generation has reached retirement age and seniors are accounting for a growing portion of the population. This is likely to create increased demand for SMART's Dial-a-Ride and medical trips. Elderly residents may also add to the increased demand for fixed-route transit service. It is important to do further research on SMART's current Dial-a-Ride system to promote maximum efficiency for the expected aging population. SMART will need to find ways to increase efficiencies in services provided to both the aging and disabled populations due to anticipated increasing costs and increasing demands for service.

Balancing Needs

The greatest challenge of transit service planning is finding and maintaining the delicate balance between the many divergent and often conflicting needs of passengers. Although most routes are planned based on a particular passenger need (such as commuting), many routes are also able to effectively accommodate other needs at the same time.

Commuter Service vs. Local Service

The preferred destinations of commuters and local users are often divergent enough that a single route cannot effectively meet both needs. In many cases, the travel times of commuters and local users are very different. Commuter trips tend to be very time-sensitive, with commuters being less tolerant of frequent stops. On the other hand, local bus riders have a variety of trip destinations and require many stops. However, there is considerable overlap in travel times of commuters and students in Wilsonville. This is in part due to the early morning shifts at a number of employment sites that end in the early afternoon. Many employers are now utilizing a wide range of shift times, making it increasingly difficult for SMART to accommodate those workers.

Service on Transit Corridors vs. in Neighborhoods

Limiting transit service to transit corridors ensures a shorter travel time from beginning to end. It also ensures that neighborhoods do not have the traffic and noise impacts of buses traveling down small streets. While bus service into neighborhoods has potential neighborhood impacts, it also ensures the greatest level of access, particularly for those who cannot walk very far.

Transit Dependent vs. Choice Riders

Transit serves an important role in providing mobility to people who do not have access to automobiles, including the young, old, people with disabilities and people with low incomes. SMART's first priority must always be to provide transportation for transit-dependent individuals, particularly those with disabilities. However, in order for transit to effectively reduce automobile trips and the overall demand on the transportation system, SMART must also provide a service which is attractive as an alternative to those who drive, also known as choice riders. Although the needs of transit dependent riders and choice riders are not mutually exclusive, they are likely to have differing priorities. Choice riders are likely to place a greater value on fewer stops and faster travel times, whereas transit dependent passengers may prefer more closely spaced stops that allow for shorter travel distance to the bus stop.

Coordinating Route Schedules

Transit relies heavily on connections to other systems to be efficient and provide the most options for users. If a route schedule is designed to ensure timely connections with a neighboring transit system it may result in connections that are much worse with another neighboring system or route within the SMART system. SMART must consider connections with the WES, TriMet bus lines, Salem Cherrits, and Canby Area Transit (CAT) when designing route schedules and changes which can limit the amount of changes made.

Funding Sources and Expenditures

Revenue

SMART has three primary sources of continuous revenue, a local payroll tax, intergovernmental revenue, and charges for services. The predominant source of ongoing funding is the local payroll tax levied on businesses performing work in Wilsonville assessed on gross payroll and/or self-employment earnings. The second largest source is intergovernmental grants and contracts. Finally, charges for service, including fares collected on out-of-town routes and transit pass sale revenue contribute to SMART’s local funding.

A historical breakout of amounts received for the past five fiscal years (City fiscal year from July 1 to June 30) plus amounts estimated for the fiscal year end 2017 are displayed in Chart A below. Chart B displays the percentage breakout of each source in relation to the total amount of revenue received.

CHART & GRAPH A: Revenue source historical trend, for fiscal year ending:

Source	2012	2013	2014	2015	2016	2017 (Est.)
Transit Tax	\$ 4,048,569	\$ 3,990,885	\$ 4,342,885	\$ 4,597,118	\$ 4,838,597	\$ 4,891,700
Intergovernmental ¹	749,354	970,963	1,041,610	1,662,590	918,358	733,832
Charges for Services	179,633	223,931	251,511	248,995	190,235	213,580
Total	4,977,556	5,185,779	5,635,474	6,508,703	5,947,190	5,839,112

¹ Includes Connect Oregon CIP funding for the construction of SMART offices and shop facilities in 2012 & 2013.

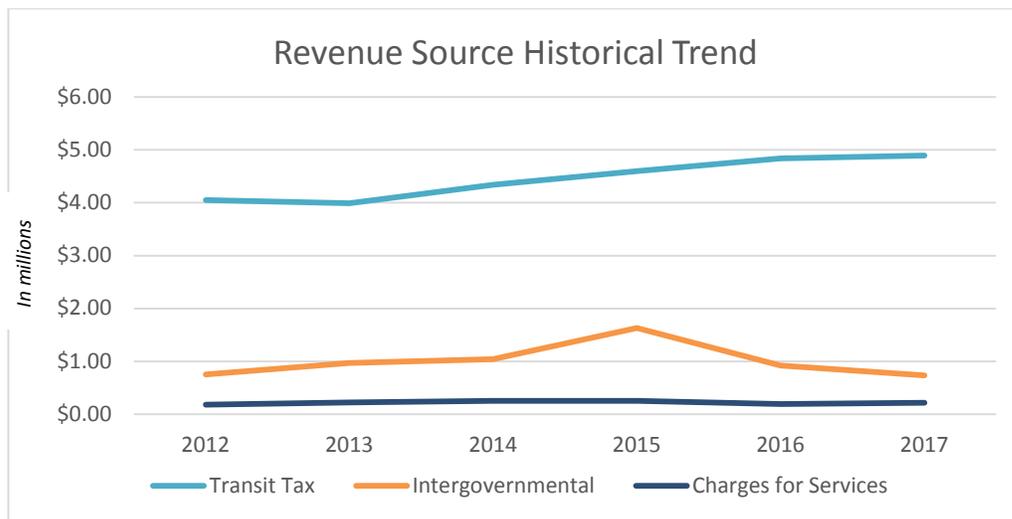
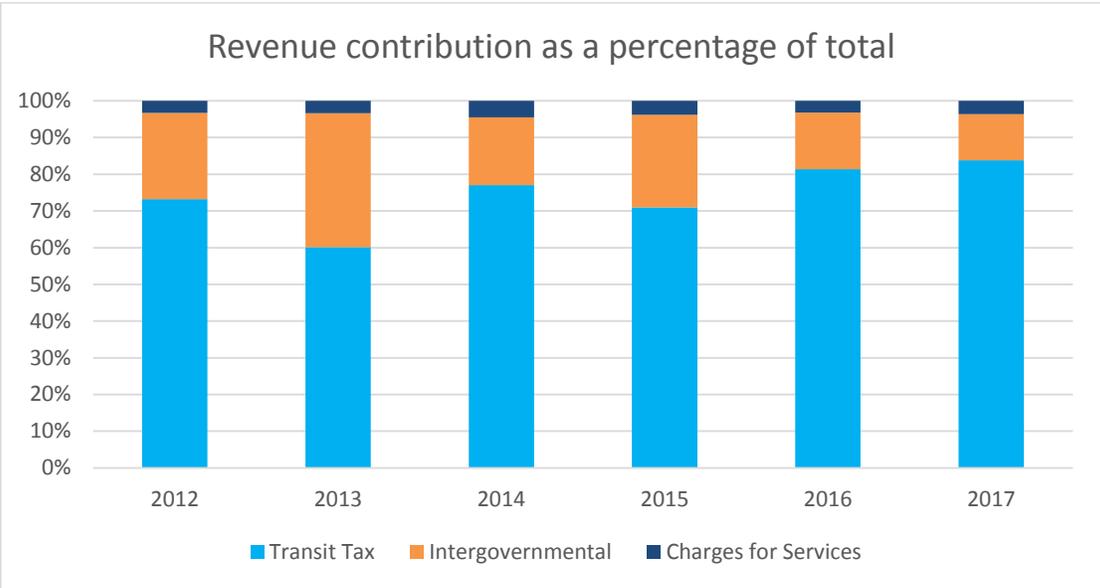


CHART & GRAPH B: Revenue contribution as a percentage of combined total, fiscal year ending:

Source	2012	2013	2014	2015	2016	2017 (Est.)
Transit Tax	73%	60%	77%	71%	81%	84%
Intergovernmental	24%	37%	19%	25%	16%	12%
Charges for Services	3%	3%	4%	4%	3%	4%
Total	100%	100%	100%	100%	100%	100%



Transit Tax

The payroll tax on local businesses covers employment within City limits. From 1990 to 2006 the tax was .3% of gross payroll expense. In 2006, the rate was raised to 0.033% and in 2008, the tax rate was raised to its current level of .5%. Transit tax funds are used to pay for SMART operations and to leverage funding from federal and state grants. Payroll tax amounts collected by the City typically increase year to year, as companies increase their payroll through wage adjustments or by adding to their payroll, and as the economy grows with new businesses relocating to the City. In Fiscal Year 2016-17, an estimated \$4.9 million in transit tax funds is expected to be received, contributing to a five year, year over year, average annual growth rate of 3.92%. Six transit agencies in Oregon levy payroll tax: Lane Transit District, TriMet, City of Sandy, South Clackamas Transportation District (SCTD), City of Canby, and City of Wilsonville. SMART’s current payroll tax rate is 48.74% less than that of TriMet and 20% less than Canby Area Transit (CAT) service. Please see table on the following page for a comparison of payroll tax rates in Oregon.

Oregon Payroll Tax Rates

Calendar Year	SMART	TriMet	Canby	Sandy	South Clackamas Transit District	Lane Transit District
1972	Not formed	0.3000%	N/A	N/A	N/A	N/A
1978	Not formed	0.5000%	N/A	N/A	N/A	N/A
1990	0.3000%	0.6176%	N/A	N/A	N/A	N/A
2006	0.3300%	0.6418%	N/A	N/A	N/A	N/A
2008	0.5000%	0.6618%	N/A	N/A	N/A	N/A
2009	0.5000%	0.6718%	N/A	N/A	N/A	N/A
2010	0.5000%	0.6818%	0.6000%	0.6000%	0.5000%	0.6500%
2011	0.5000%	0.6918%	0.6000%	0.6000%	0.5000%	0.6600%
2012	0.5000%	0.7018%	0.6000%	0.6000%	0.5000%	0.6700%
2013	0.5000%	0.7118%	0.6000%	0.6000%	0.5000%	0.6800%
2014	0.5000%	0.7218%	0.6000%	0.6000%	0.5000%	0.6900%
2015	0.5000%	0.7237%	0.6000%	0.6000%	0.5000%	0.7000%
2016	0.5000%	0.7337%	0.6000%	0.6000%	0.5000%	0.7100%
2017	0.5000%	0.7437%	0.6000%	0.6000%	0.5000%	0.7200%
2018	0.5000%	0.7537%	0.6000%	0.6000%	0.5000%	0.7300%
2019	0.5000%	0.7637%	0.6000%	0.6000%	0.5000%	0.7400%
2020	0.5000%	0.7737%	0.6000%	0.6000%	0.5000%	0.7500%
2021	0.5000%	0.7837%	0.6000%	0.6000%	0.5000%	0.7600%
2022	0.5000%	0.7937%	0.6000%	0.6000%	0.5000%	0.7700%
2023	0.5000%	0.8037%	0.6000%	0.6000%	0.5000%	0.7800%
2024	0.5000%	0.8137%	0.6000%	0.6000%	0.5000%	0.7900%
2025	0.5000%	0.8237%	0.6000%	0.6000%	0.5000%	0.8000%

TriMet and Lane Transit District has approved their rates beyond 2017.

Wilsonville, Canby and Sandy require approval from City Council to change payroll tax rate.

South Clackamas Transit District requires a vote to change payroll tax rate.

Intergovernmental

In FY 2016-17, intergovernmental revenue is projected to total \$733,832. Intergovernmental grant revenue is comprised of federal, state, and county funds. Nearly all federal funds received directly by SMART are subject to the policies and regulations of the Federal Transit Administration (FTA) or the Federal Highway Administration (FHWA). Historically, SMART has relied on intergovernmental grants for its bus purchases typically funded 80% through grant and 20% through a local match. There are five federal funding programs that either directly or indirectly come to SMART to support regular operations and capital purchases.

State funding largely comes by way of the State Transportation Fund (STF) or the *ConnectOregon* program. STF is comprised of cigarette tax, non-highway use gas tax, ID card revenues, and general fund. The STF Program provides revenue in support of transportation need for people who are senior and people with disabilities of any age. The *ConnectOregon* program is a grant initiative funded by lottery-based bonds to promote stronger, more diverse and efficient transportation options throughout Oregon. Given that State lottery proceeds are now potentially over-subscribed, it is difficult to determine the future of the *ConnectOregon* program. SMART received \$2-million in *ConnectOregon* funds to help pay for the construction of SMART’s offices and shop facilities, completed in 2013.

Charges for services

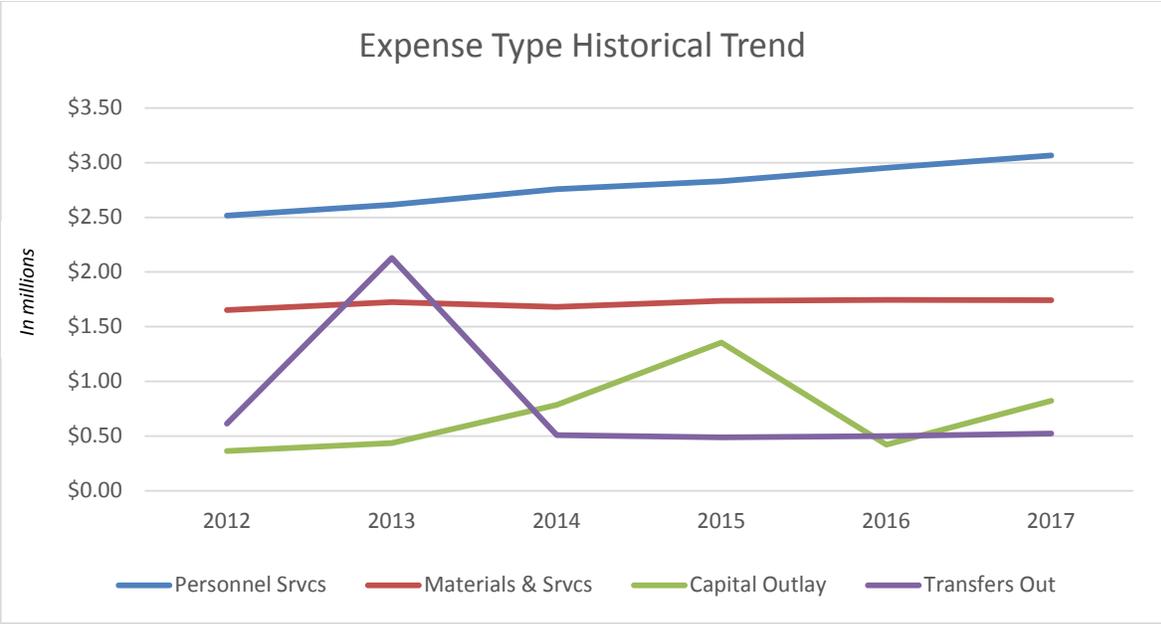
A much smaller component of local funding includes charges for services, including fare box and transit pass sale revenue. Currently, SMART charges fares for all routes that travel outside of the City of Wilsonville. Projected annual fare revenue for these routes in FY 2016-17 is approximately \$200,000 from pass sales and cash fares.

Expenditures

As per the City’s Five-Year (FY 2016 – 2021) Financial Forecast, SMART expenses are anticipated to increase by at least an annual inflation rate of 2% per year while maintaining roughly comparable levels of service. The most volatile components of SMART’s expenses are PERS related costs, salaries, health insurance, and fuel. Salaries and wages will grow in general at roughly a 2.5% rate while benefits are projected to increase 4% to 6%. A historical breakout of expenses for the past five fiscal years plus amounts estimated for the fiscal year end 2017 are displayed in the below chart and graph.

Expense	2012	2013	2014	2015	2016	2017 (Est.)
Personnel Services	\$ 2,516,542	\$ 2,615,774	\$ 2,758,428	\$ 2,829,047	\$ 2,952,481	\$ 3,066,128
Materials and Services	1,652,730	1,725,315	1,680,998	1,736,677	1,744,271	1,742,014
Capital Outlay	361,330	436,185	785,703	1,354,869	419,995	822,000
Transfers out¹	614,385	2,127,838	507,412	489,028	500,348	524,060
Total	5,144,987	6,905,112	5,732,541	6,409,621	5,617,095	6,154,202

¹Transfers out includes amounts for administrative overhead and capital project funding. In FYE 2013, for example, \$1.7 million was transferred out for the funding of the construction of SMART offices and shop facilities.



Service Increases and Potential Revenue Sources

SMART aims to increase levels of service to match the City’s growing demand as it attracts more employers and residents. To provide the level of service for businesses, residents and visitors to utilize public transit, SMART will need to explore more revenue sources. Below are some options that SMART could explore further in the near future to help provide equitable and convenient service. It is important to note that the options listed are in no way meant to represent all available funding sources or set to occur; instead these options highlight some of the more common, creative and accessible funding streams.

Public-Private Partnerships

The coordination between public and private partners can help increase knowledge and benefits of transportation options in addition to addressing barriers to productivity and development for both parties. Examples of partnerships could be with Lyft or other transportation network companies to supplement paratransit and/or Dial-a-Ride services. Another partnership could be with Enterprise Rideshare to help initiate vanpools for employers.

Advertising

Additional revenue could be generated from advertising revenue. Revenue could be generated from advertisements on the outside of buses, within buses or in shelters. Types and content of advertising can be controversial as there are limitations on the guidelines SMART could implement to control content.

Commercial Services

The citizens TMP Task Force discussed the possibility of establishing a SMART owned and operated retail shop or shops located on the property of SMART Central Transit Center. Retail could include places that are comfortable for customers to wait for their ride, such as a coffee shop. A deep dive into the feasibility and return on investment of such a project is needed. Revenue estimates and profitability would be determined through comprehensive financial analysis.

Grant Funding

Funding from grants, SMART's second largest revenue source, are beginning to become fewer as monies at the federal level for transportation are being reduced. SMART has historically been successful in seeking and being awarded grants. SMART will continue to seek grants from the counties, region, state and federal sources.

Increase Fares

Revenue from fares is anticipated to continue to be a small supplemental source of revenue that will serve to help offset costs associated with providing service on particular routes. Currently, fares make up about 4% of SMART's revenue. SMART currently only charges for out of town routes. Price elasticity of demand aside, a \$0.25 cent increase in fares, as currently structured, would result in an estimated \$32,300 in additional revenue.

Tax Revenue

Payroll Tax

Payroll tax revenue is a function of two variables, the local employment wages or earnings and the tax rate. An increase in revenues can occur by increasing either factor.

Commercial and industrial expansion is expected to continue for the next several years as existing businesses experience growth and new developments occur, provided that the economy remains strong. Once the available industrial land has been developed, the increases will come primarily through wage and business growth, resulting in a slower, but steady level of payroll tax revenue increase. In the interim, SMART staff members remain actively involved in the City's economic development activities – hoping to expand the job base in the community.

The second variable in the calculation of payroll tax revenue is the tax rate. For every .1% (.001) the transit tax goes up (for example, from the current 0.5% to 0.6%) an additional \$968,000 in revenue is generated (based on the FY 2015-16 actual local wages and earnings amount).

Gas Tax

The City could impose a local gas tax and dedicate the funding to SMART operations.

Property Tax

SMART could pursue property tax funding in one of three ways:

- I. Seek funding from the City's General Fund largely funded from property taxes and is used for City services such as Police, the Library, Parks, and Administration. Funding SMART from the General Fund would be a direct offset to these other services.
- II. A voter-approved local option property tax levy could be considered. These levies are limited to five years. For every dime (\$0.10) of new property tax, it means \$340,000 in revenue (based on current assessed valuation).
- III. SMART could also seek voter approval for the formation of a special property tax district with a permanent tax rate.

Sales Tax

Oregon counties and cities have the right to impose a sales tax at the local level. For example, in 1990 the City of Ashland, Oregon established a voter approved five percent tax on all prepared food sold in Ashland, those proceeds were restricted for the purchase of open space for parks and to offset the costs associated with the building of a new wastewater plant. Funds could likewise be designated for transit operations.

Transit Operations Monthly Fee

A monthly fee included on the City's combined utility bill. The City of Wilsonville has approximately 5,000 residential accounts and 476 multi-family utility accounts (with approximately 4,976 individual units). With a simple per account residential and per unit multi-family dwelling unit formula, for every \$1.00 per month (\$12.00 per year), an estimated extra \$119,712 could be raised.

Conclusion

In order to maintain a high quality public transportation system, it is important to maintain consistent funding levels while operating efficiently. SMART management, working with City staff and City Council, can consider a range of possibilities with various considerations. The top priorities for SMART's management team are to improve operational efficiencies and seek out new funding sources, particularly intergovernmental grants. It appears to be uncertain, however, that state or federal funds will continue as they have. Through a combination of focusing on operational efficiency and resource generation, SMART can genuinely live up to its name and approach its future responsibly, effectively, and wisely.

Recommended SMART Service

Proposed Routes

The following route proposals are presented as a package. The SMART network is interdependent on a variety of factors such as connecting with other transit agencies and complying with federal regulations. Changing a route design or frequency affects other routes; this proposal balances service to form a complete system.

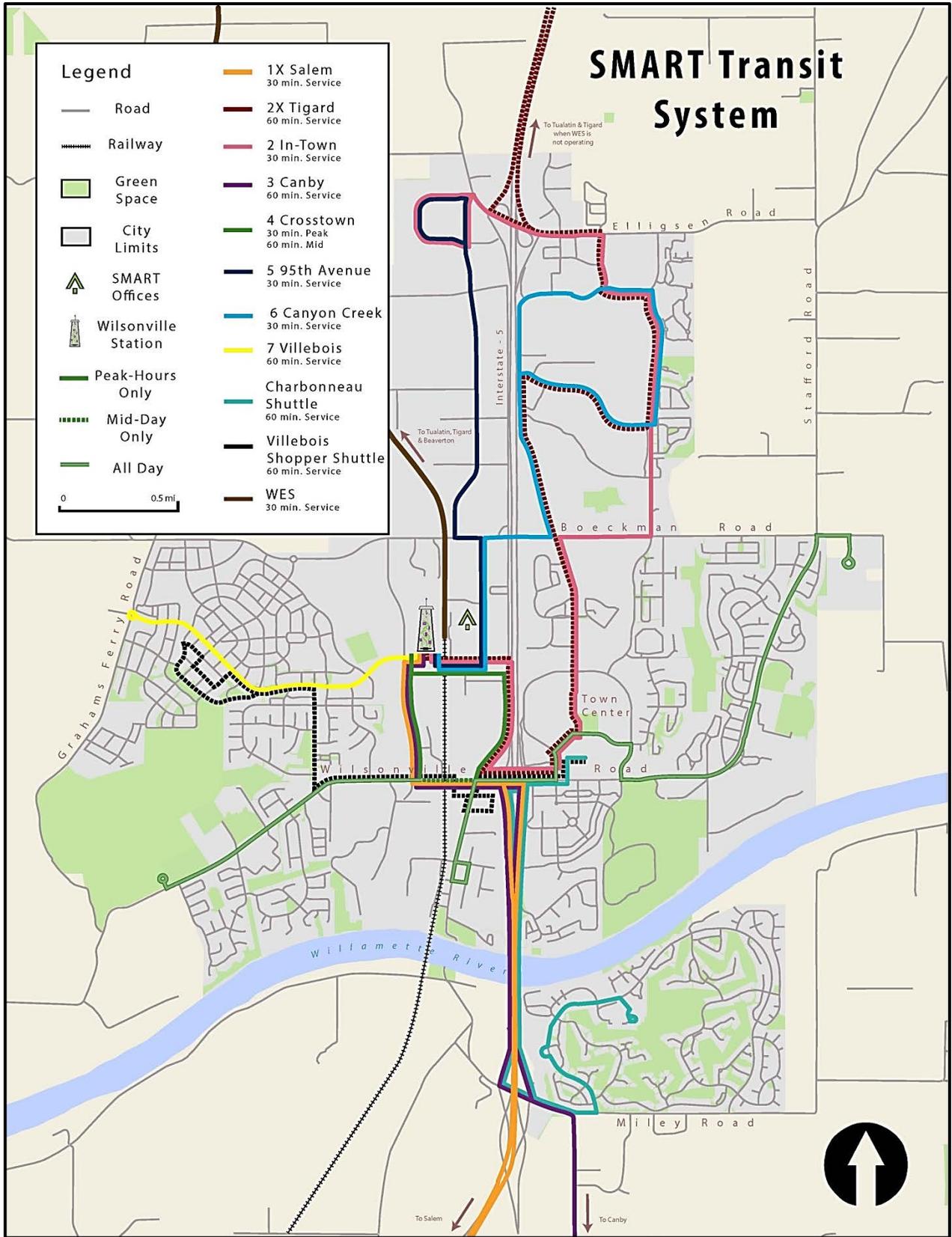
This is a cost-neutral proposal that was developed by three main factors: public input, service efficiency, and funding. These factors combined with projections of future demand and consultant recommendation helped SMART prioritize the following fixed-route service changes with little to no financial impact to meet the transit needs of Wilsonville. For a priority list of fixed-route service changes that vary dependent on funding levels, please see Appendix B.

In order to balance the various divergent needs for transit service, individual routes are designed with a primary purpose. For example, one route may be designed primarily as an inter-city commuting route whereas another is designed primarily as a local service route. A mix of primary purposes ensures that there are routes to serve the widest possible range of needs. SMART supports the use of vanpools and other transportation options to provide service which is competitive with the automobile for commuters in areas where fixed-route service cannot meet all commuters' needs.



Cost Analysis of Recommended SMART Routes

Service Options		Annual Cost			
Priority Level	Description of Service	Current		Projected	Notes
1	Switch service from Barbur TC to Tigard TC with stop at Tualatin Park & Ride (Route 2X)	\$1,322,119	2	\$383,024	Increased connections with TriMet Slight cost reduction
			2X	\$726,550	
			Total	\$1,109,574	
2	a Separate Canby & Charbonneau Service (Route 3)	\$212,424		\$192,160	Increased connections with CAT
	b Pilot Charbonneau Shuttle service		\$0	\$78,038	
3 & 4	Streamline Route 4 services & expand evening service	\$931,259		\$972,846	Skip SMART Central during non-peak hours and streamline route along Wilsonville Rd Expanding evening service is approximately \$182,409, which is included in this projected cost.
5	Expand Route 4 Saturday service	\$0		\$19,136	Two extra hours (overtime wages)
6	Villebois & Route 7 reconfiguration	\$35,174		\$47,970	Mileage and hours essentially stay the same
DAR*	ADA Required Paratransit	\$0		\$69,968	Paratransit service to meet ADA guidelines
Total		\$2,500,976		\$2,489,692	Proposed plan is cost neutral
<p>*DAR is not among the 'New Service Priorities', however, ADA requires paratransit service be provided within 3/4 miles of any fixed-route service. With items 2b, 4, 5, & 6 expanding fixed-route service, SMART's DAR budget reflects those additional costs of added paratransit service.</p>					



Route 1X – Salem

Route 1X will continue to enhance regional connectivity by providing express commuter service between Wilsonville and downtown Salem. This service is provided through a joint effort between Wilsonville SMART and Salem-Keizer Cherrriots, with SMART providing 16 daily trips and Cherrriots providing ten. Service will continue to run every 30 minutes, Monday through Friday, from 5:00 a.m. – 10:00 a.m. and 3:00 p.m. – 7:00 p.m.

Given the large number of commuters moving in both directions, especially public employees who work in Salem, the 1X is a highly utilized service. Public involvement has indicated that this service would be even more desirable if an additional morning and mid-day trip were added.

Public input also displayed a desire for commuter service to Keizer and Woodburn from Wilsonville. SMART recognizes the importance of this service, however, limited funding restricts SMART from providing this service in the near future.

At this time, service to Salem will stay the same; however, SMART will work to coordinate with Cherrriots to provide more service in the future. If additional funding becomes available for SMART operations or Cherrriots is willing to increase their service, adding morning or mid-day service on the 1X is one of SMART's highest priorities.

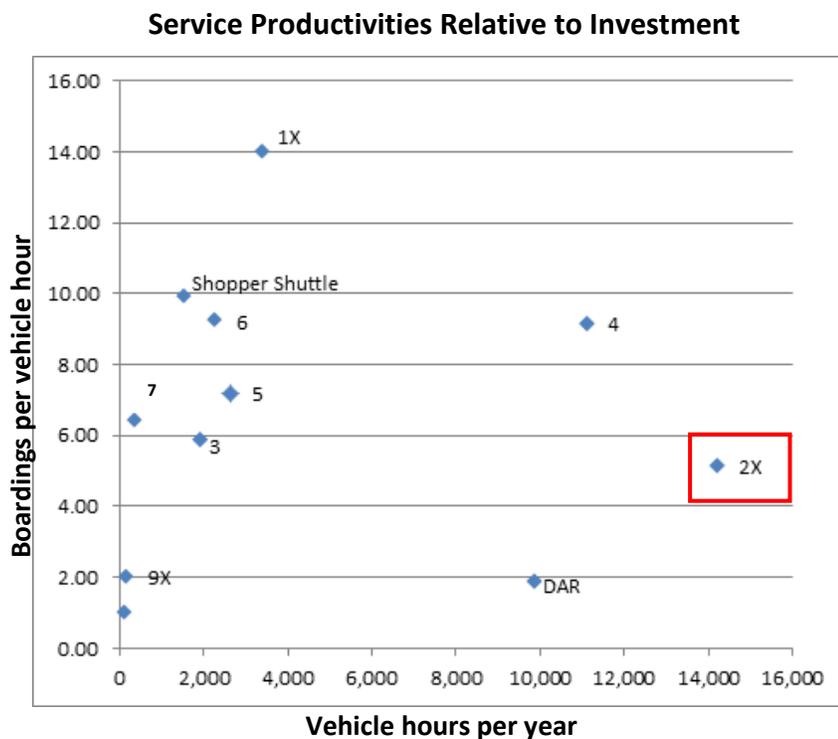


Proposed Route 1X

Route 2X – Tigard/Tualatin

Route 2X is a commuter service linking Wilsonville, Tualatin, Tigard, and Portland. The recommended 2X service will alter the current service in three main ways.

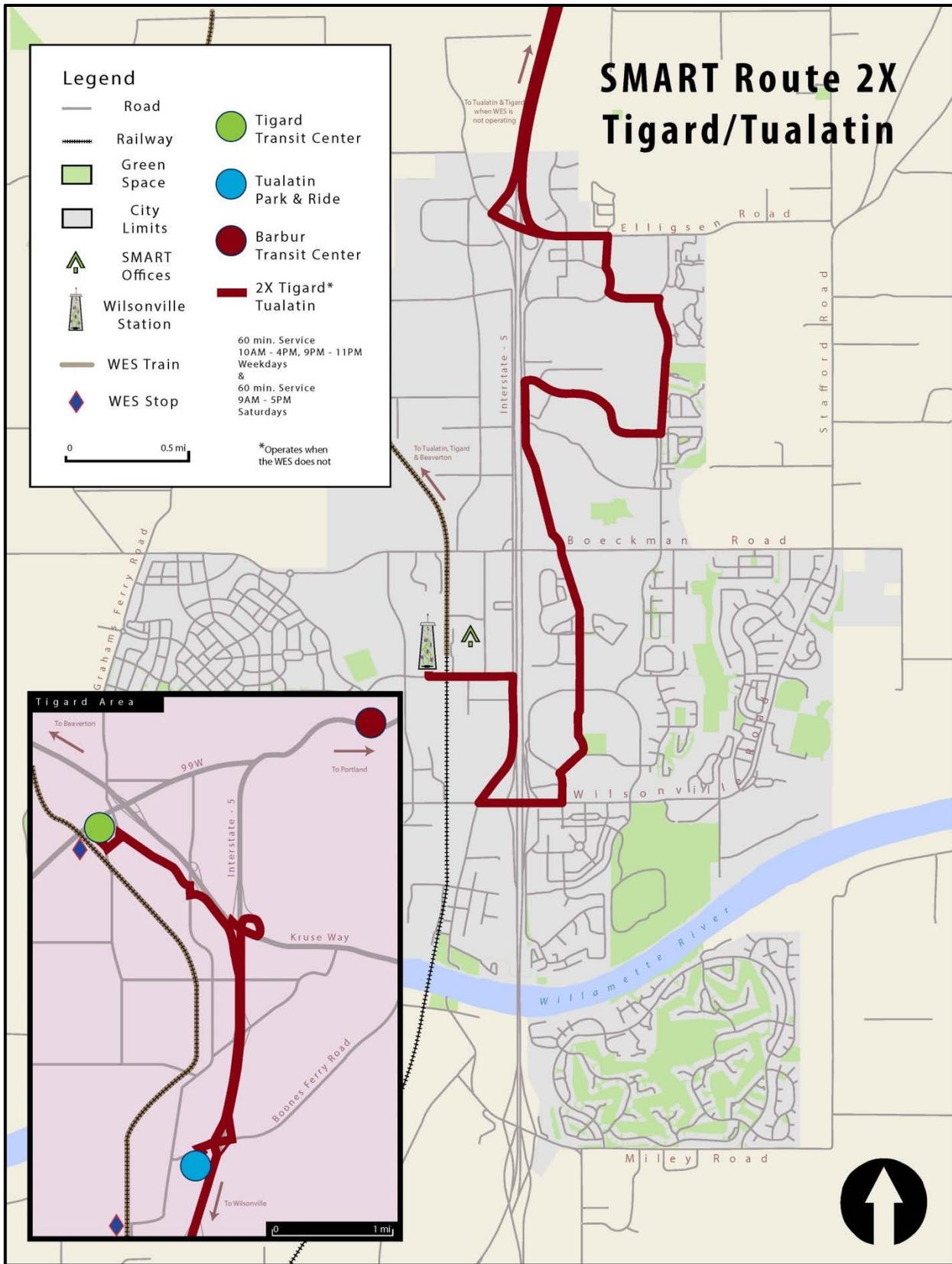
The first alteration proposed is to change service from Barbur Transit Center to Tigard Transit Center. This new service will improve regional connectivity to Washington County while still providing access to Portland. Switching from Barbur to Tigard may increase travel times for some current riders of the 2X up to 20 minutes. Public feedback and consultant recommendation determined that providing service to Tigard will give more people the option to use this service. SMART is willing to make this change as the productivity of the current service to Barbur is very low, as seen in the graph below.



The second proposed change is to provide weekday service only when the WES is not running. This would fill the current gap in mid-day and evening service for commuters who take the WES. This means that the 2X would run Monday through Friday from 10:00 a.m. - 4:00 p.m. and 9:00 p.m. – 11:00 p.m. on an hourly basis to Tigard Transit Center.

In addition to stopping at Tigard, SMART will also provide hourly mid-day and evening service on weekdays and 9:00 a.m. – 5:00 p.m. service on Saturdays to Tualatin Park & Ride.

The last proposal is to divide current service into an express route (as described above) and a local service, please see Route 2 In-Town on the next page for more details.

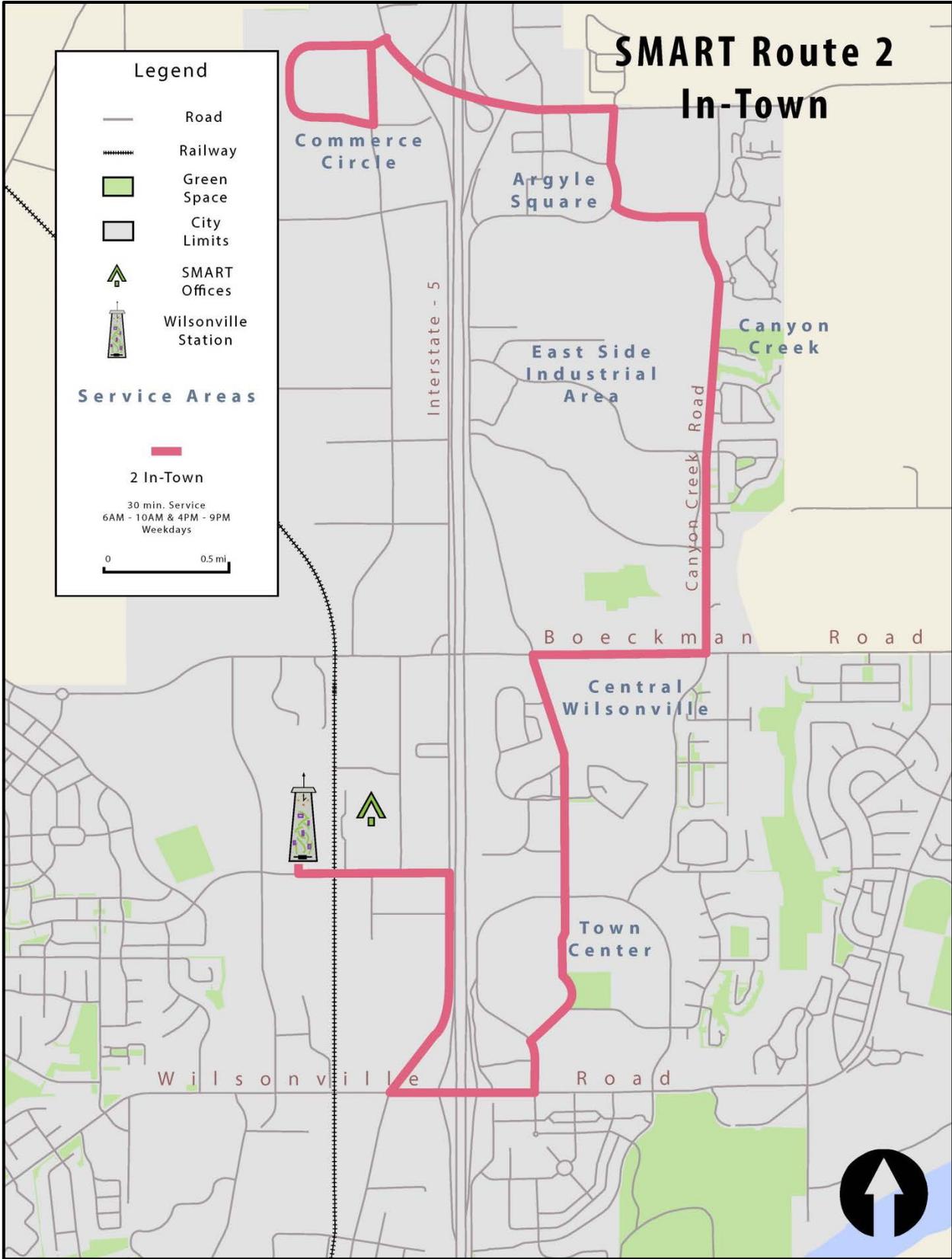


Proposed Route 2X

Route 2 In-Town

To help provide better linkages between north and south Wilsonville, SMART staff recommends an additional local service, Route 2 In-Town. This service would be similar to the current in-town portion of the 2X but would increase connections to TriMet 96, commercial services, and employment. SMART staff will continue to work with TriMet to bring Line 96 to SMART Central to provide easy connections for transit customers.

This proposed service would by-pass Printer Parkway in favor of Canyon Creek Road during peak times to help streamline the service. Service into the Parkway Woods campus would still be served by Route 6. Route 2 service will run Monday through Friday every 30 minutes from 6:00 a.m. – 10:00 a.m. and from 4:00 p.m. – 9:00 p.m.



Proposed Route 2 In-Town

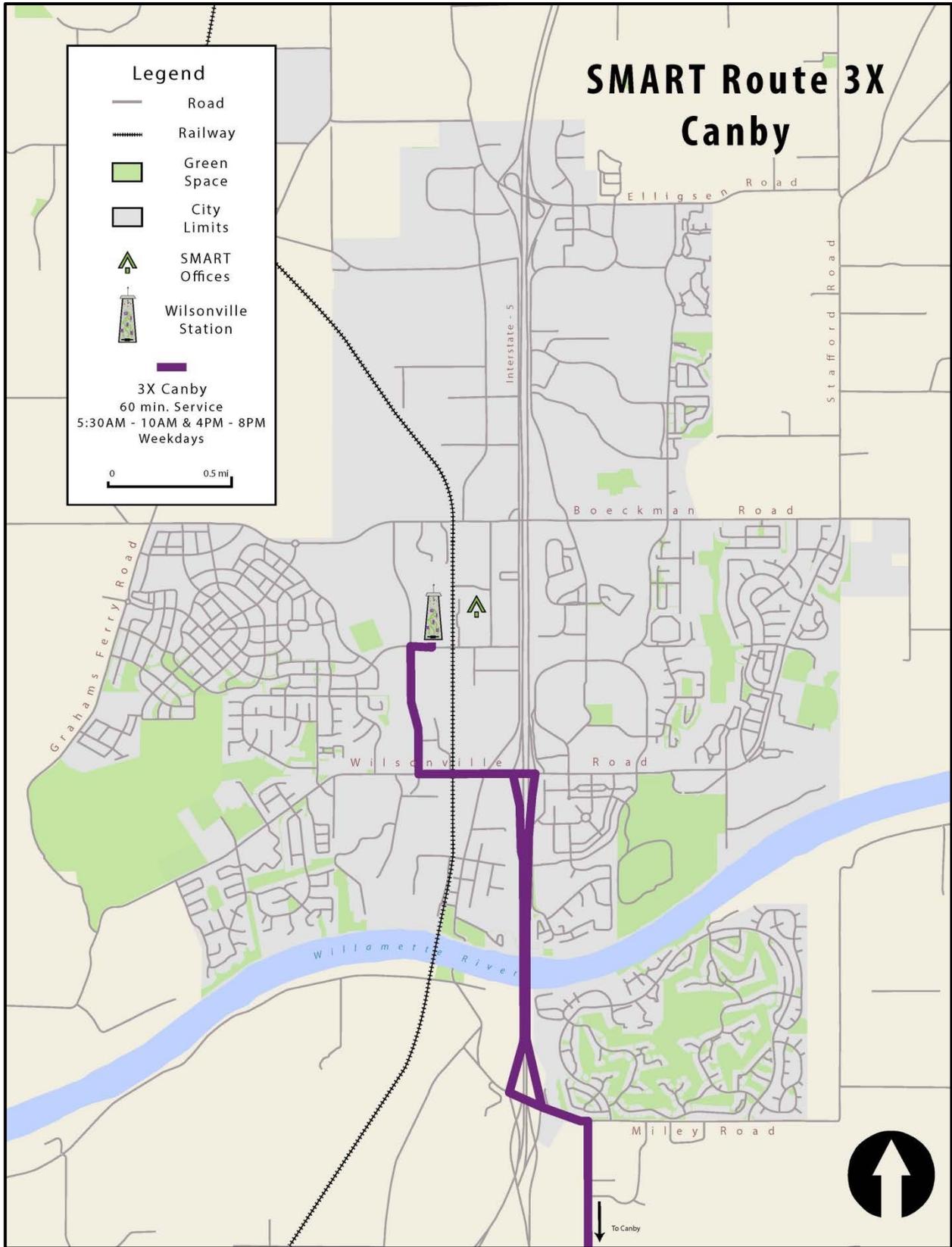
Route 3X – Canby

SMART staff proposes that the current Route 3 be divided into an express route and local route. The proposed 3X would provide express service to Canby, bypassing the current stops in Charbonneau. To still provide service to Charbonneau, staff recommends a pilot Charbonneau shuttle as described on the following pages. The new 3X would enhance regional connectivity by connecting SMART routes and commuter rail with Canby Area Transit (CAT) and South Clackamas Transit District (SCTD) – Molalla (as well as to services and facilities in Oregon City).

Public input and ridership data found that many Charbonneau residents are not using the current Route 3 mainly because the service does not run when they want to use it. Residents of Charbonneau are more interested in local service during the day rather than commuter service to Canby.

There was also a strong demand for transit service from Wilsonville to Oregon City, primarily for access to social services and the main campus of Clackamas Community College. SMART is in discussions with CAT staff and consultants about ways to make that feasible. A possible route option for this service would be to avoid the traffic on Interstate-205 as it leads to unreliable schedules and increased costs.

SMART will provide hourly service from 5:30 a.m. – 10:00 a.m. and 4:00 p.m. – 8:00 p.m. service from SMART Central to Canby.



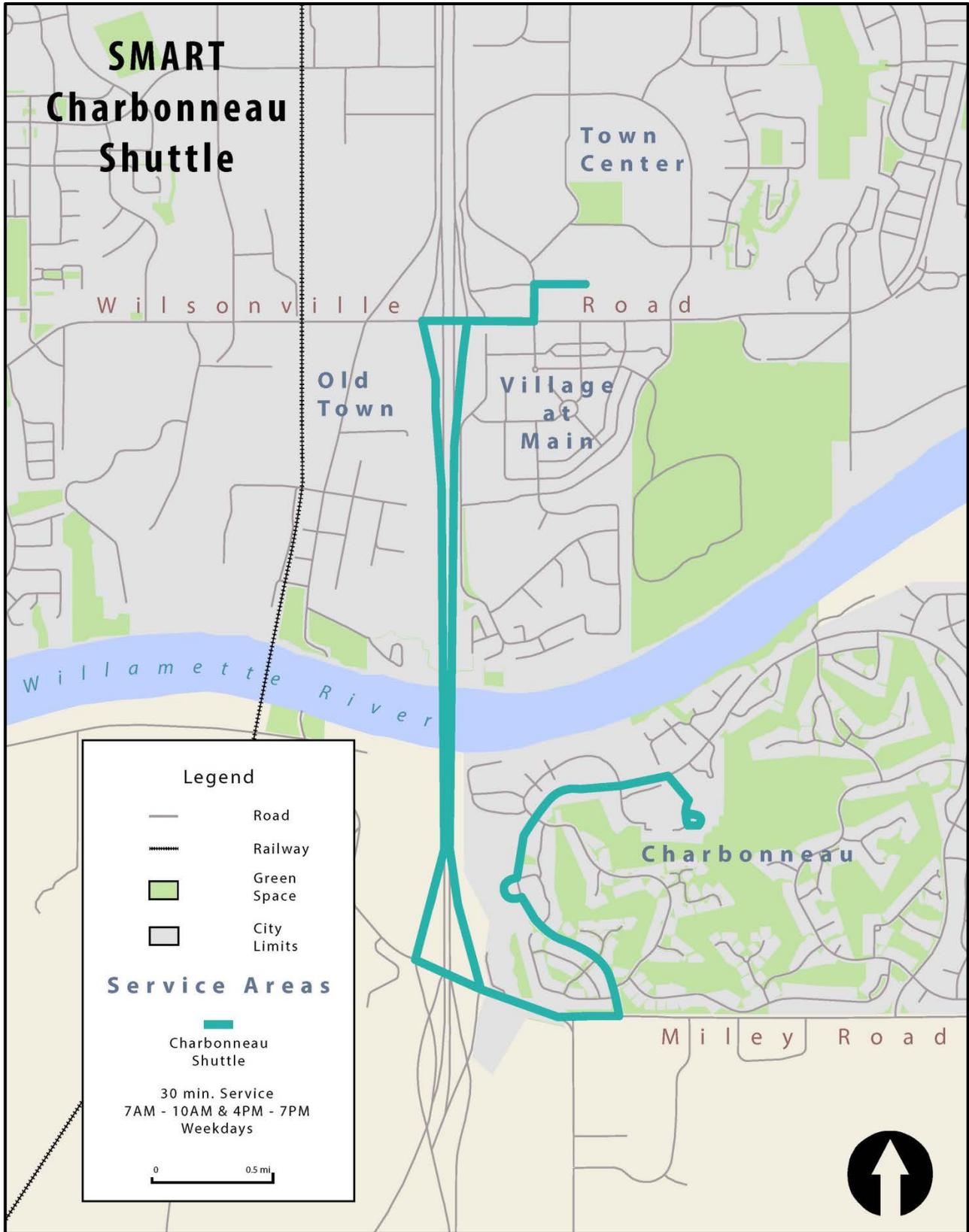
Proposed Route 3X

Charbonneau Shuttle

SMART is recommending a Charbonneau shuttle service be established on a pilot basis, in lieu of the current Route 3 service to Charbonneau. This shuttle service would loop around French Prairie Drive, if requested, and bring passengers to services on the north side of the river. Shuttle service will focus initially on the commercial center of Charbonneau and on Spring Ridge during mid-day. Part of the new shuttle service to Charbonneau will include “shopper service” to the Town Center area, with deviation to the west side of town on request.

Currently, there are only two bus stops in Charbonneau. For many people who live on the east side of Charbonneau, this makes transit use impractical -- especially since there is no public parking available at the bus stop at SpringRidge. In recent years, SMART’s Route 3 has carried only a small number of people employed in Charbonneau, while residents tend to use SMART’s Dial-a-Ride service when needed.

Before implementing a Charbonneau Shuttle, SMART staff anticipates a focused outreach effort to gain input from Charbonneau residents on how the shuttle could best meet their needs.



Proposed Charbonneau Shuttle

Route 4 – Crosstown

Route 4 is SMART’s primary local service that connects the east and west sides of Wilsonville so residents can access commercial services, schools, and parks.

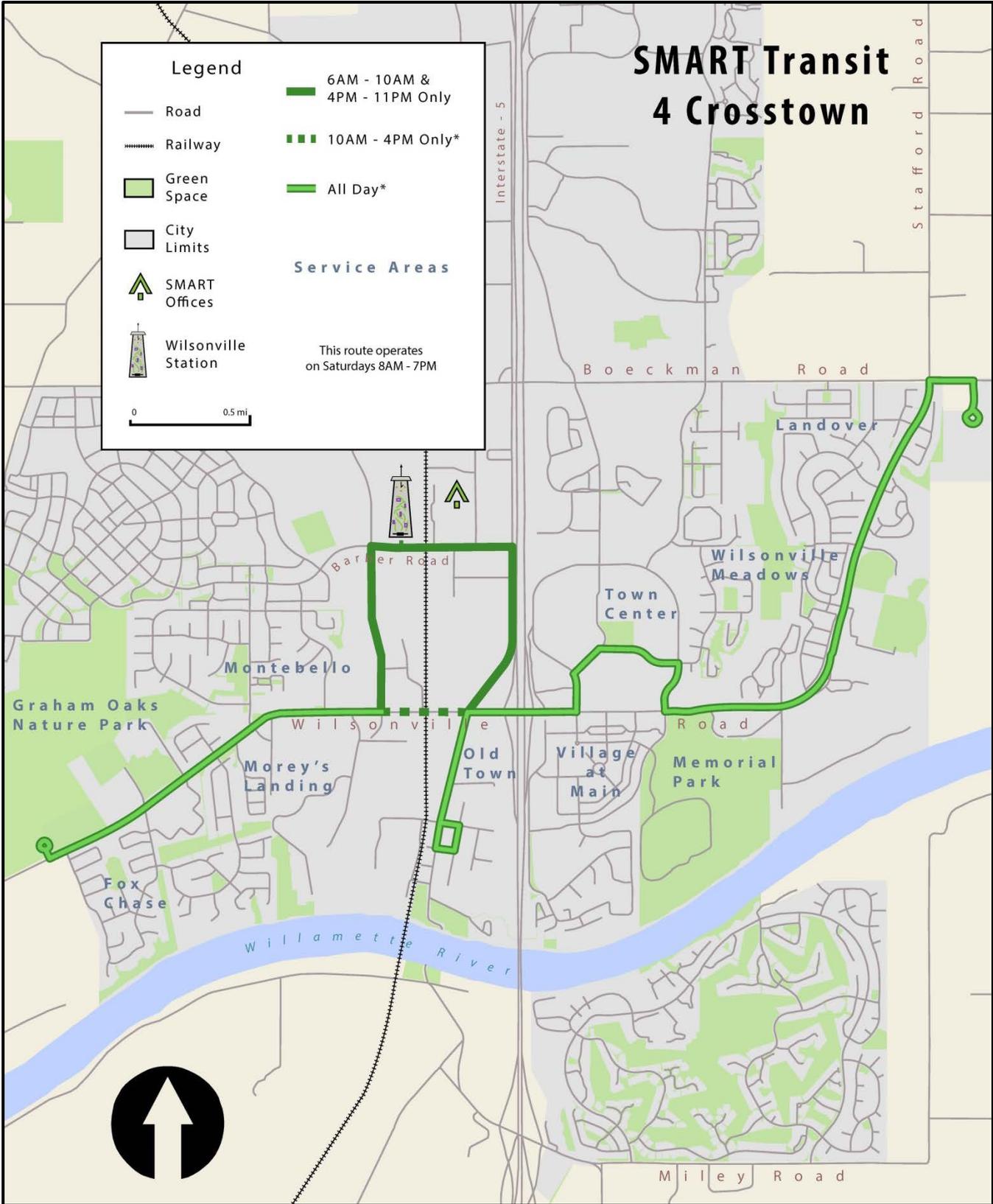
During the public outreach effort, SMART heard numerous concerns about the prolonged stops at SMART Central. From this feedback, SMART recommends streamlining Route 4 so that mid-day service from 10:00 a.m. – 4:00 p.m. would bypass SMART Central and stay on Wilsonville road. Streamlining this service will also change the route to omit the turnaround currently at Edge Fitness.

Staff also proposes to add service to this route as follows:

- 1) Extend weekday evening service from 7:42 a.m. to 9:10 p.m.
- 2) Add a half-hour of morning service starting at 8:00 a.m. instead of 8:30 a.m.
- 3) One hour of evening service from 5:52 p.m. to 6:52 p.m. on Saturdays

SMART will continue to provide crosstown service, while also serving an important role in connecting residents with commuter rail and transfers to inter-city service at the SMART Central station.

In the future, SMART may be extending Route 4 on the east side of Wilsonville to accommodate additional growth, including development in the Frog Pond area.



Proposed Route 4

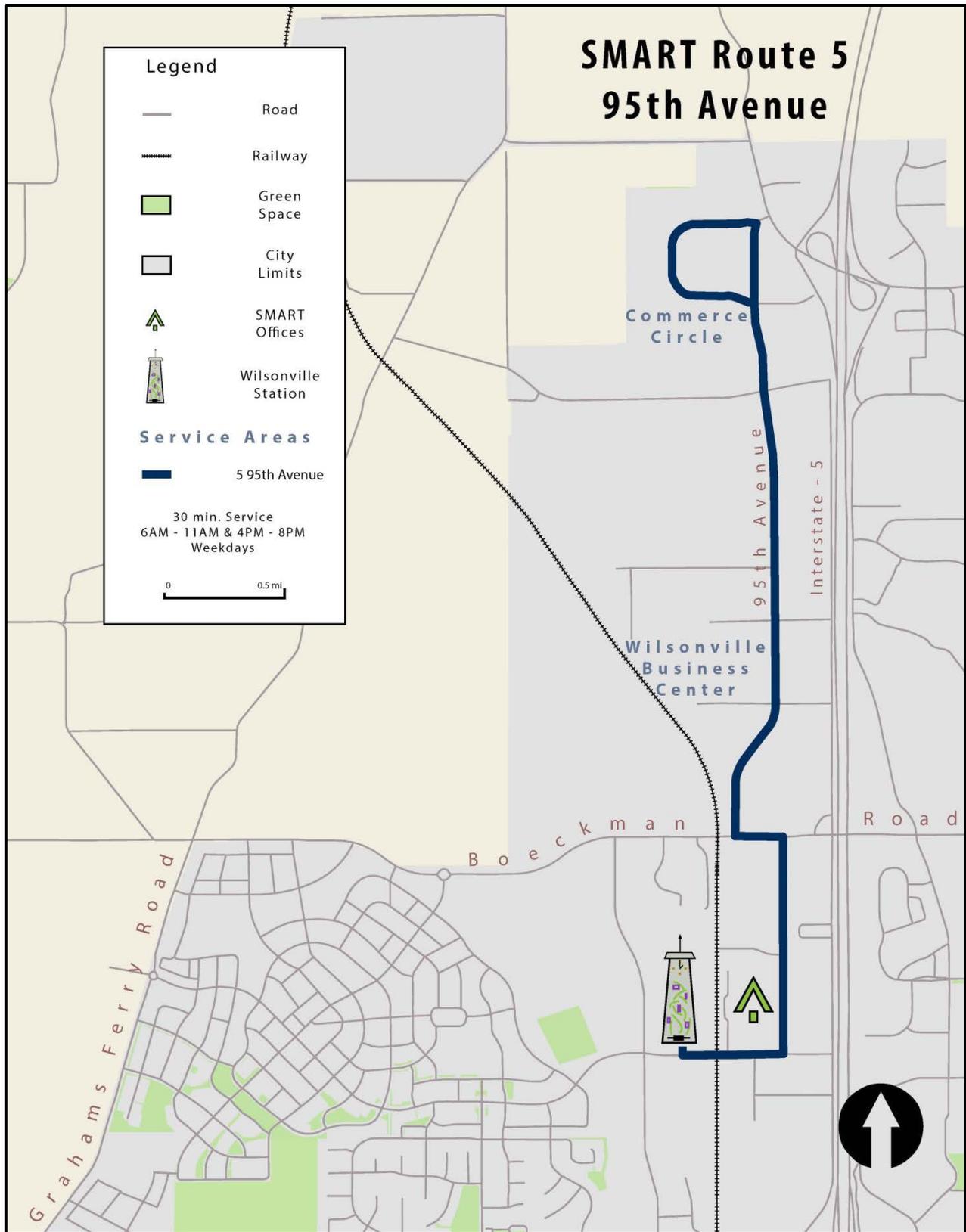
Route 5 – 95th Avenue

The existing Route 5 provides an important link between TriMet's Route 96 and employment sites on the west side of Wilsonville. This route will remain the same with only a minor directional change at Commerce Circle to increase efficiency.

SMART has been fortunate to receive federal grant money to make sidewalk improvements where those improvements will enhance ADA access to bus stops. SMART anticipates that adequate funding will be available to make sidewalk and bus shelter improvements on Commerce Circle.

Route 5 will run Monday through Friday every 30 minutes from 6:00 a.m. – 11:00 a.m. and 4:00 p.m. – 8:00 p.m.

In the future, an extension of Route 5 will be needed to serve Coffee Creek based on the current progress of development in that area. Further development of the Basalt Creek area north of Day Road will require additional service to meet expected demand. As part of this future service extension it is imperative that, as directed in Wilsonville City Council Resolution 2562 declaring intent to have SMART service align with Wilsonville city limits, newly annexed lands are made part of SMART service territory.



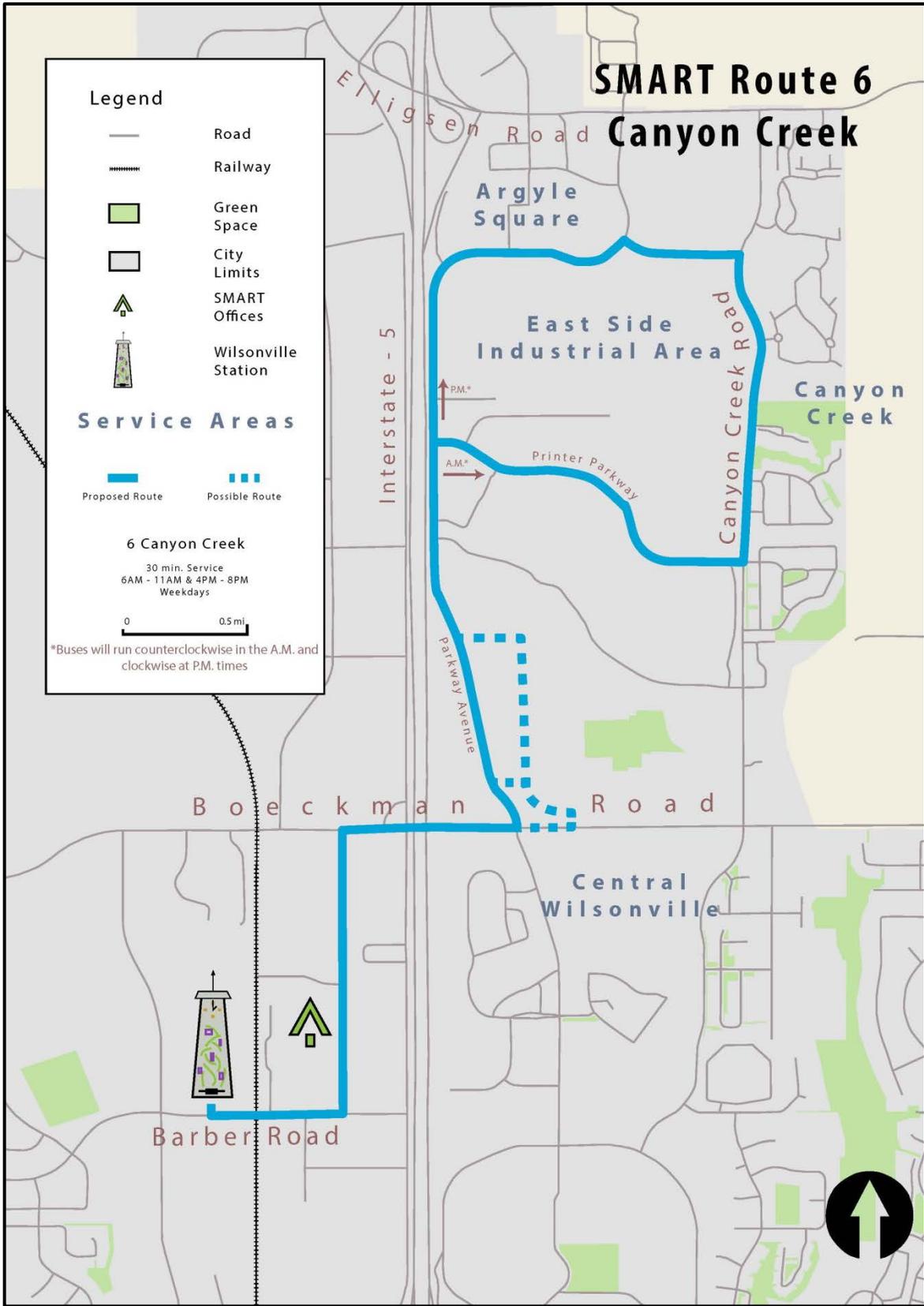
Proposed Route 5

Route 6 – Canyon Creek

Route 6 is a local service that connects commuter rail with employment, shopping, and residential areas on the east side of Wilsonville. Recommended service would run Monday through Friday every 30 minutes from 6:00 a.m. – 11:00 a.m. and 4:00 p.m. – 8:00 p.m. Service will run counterclockwise in the A.M. and clockwise at P.M. times.

Staff supports retaining most of the current configuration of Route 6 with a minor reroute such that it will by-pass Elligsen Road in favor of Parkway Avenue. This will allow SMART to provide faster service while bypassing an area that is seldom used by passengers. SMART has received public comment to continue service within the parking lots of Mentor Graphics, Oregon Tech, and FLIR and will work with businesses to accommodate their needs while ensuring it fits within the SMART network.

In the future, Route 6 may need to be extended to serve Frog Pond.



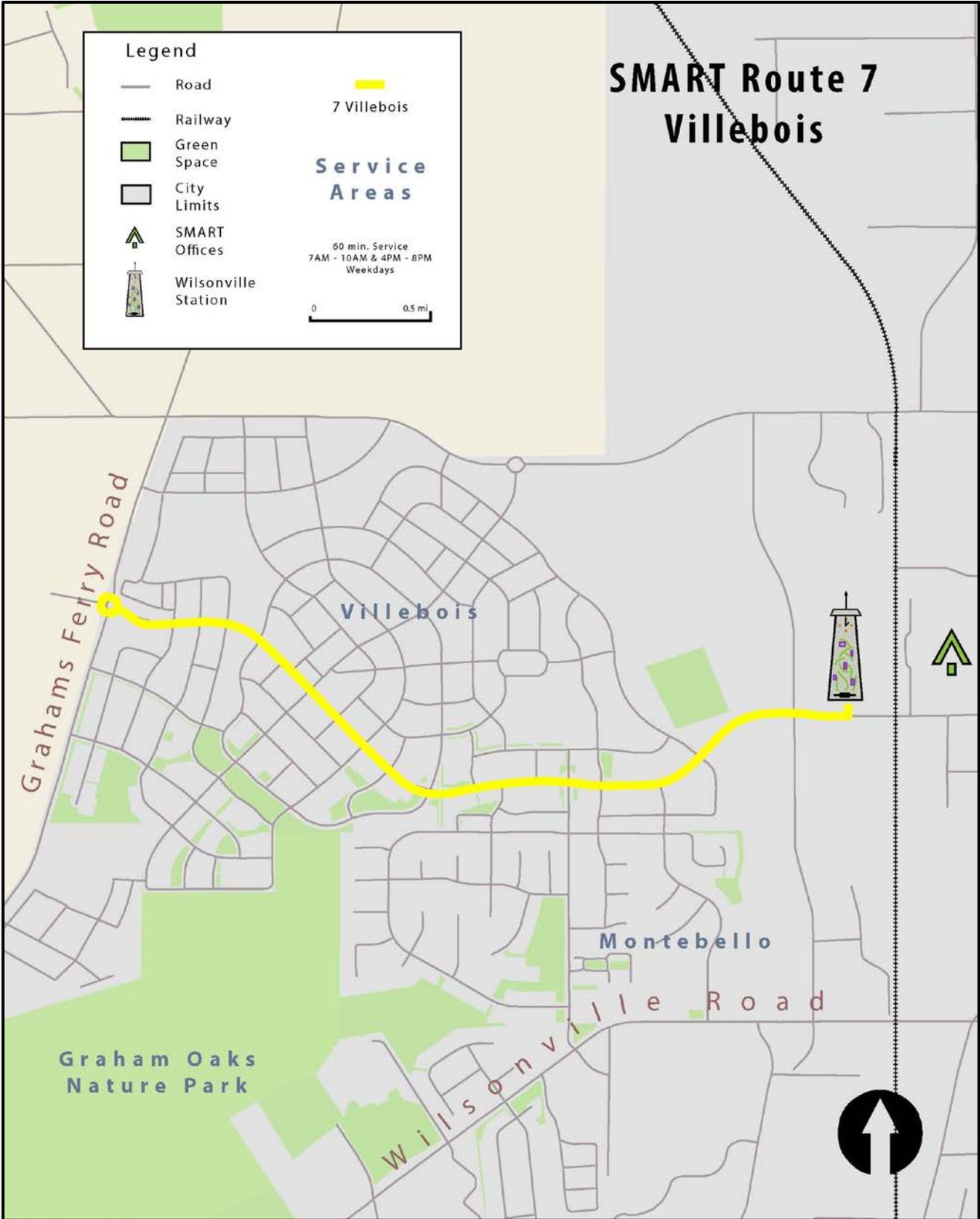
Proposed Route 6

Route 7 – Villebois and Villebois Shopper Shuttle

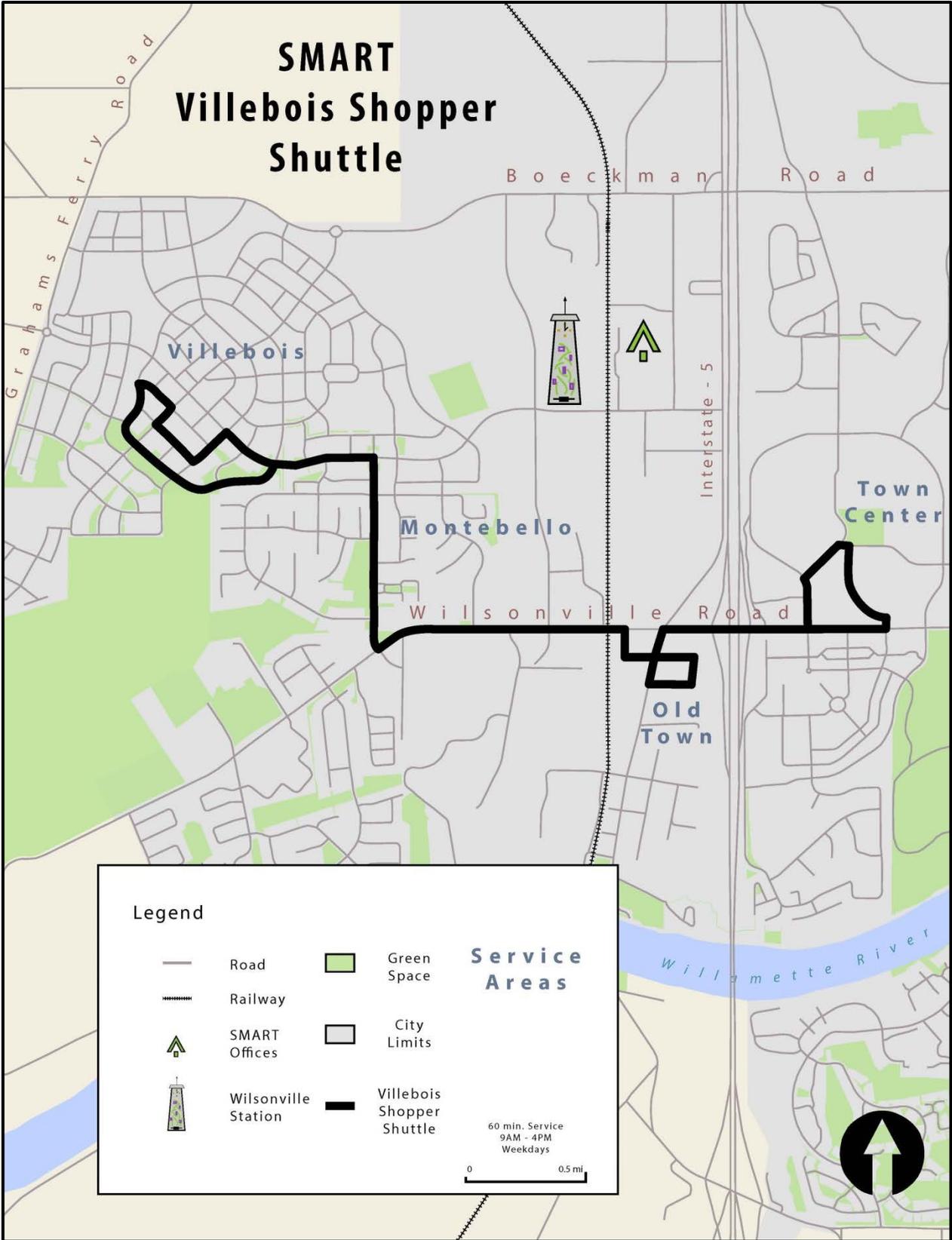
Route 7 provides local service to connect Villebois with commuter rail and other transit routes. Route 7 currently and will continue to operate hourly Monday through Friday during peak commute hours (7:00 a.m. – 10:00 a.m. and 4:00 p.m. – 8:00 p.m.). SMART recognizes that service demands are increasing in this area which is why if there is an increase in revenue, adding more fixed-route service would be a high priority.

SMART proposes streamlining the current route to increase efficiency by rerouting the service straight down Barber Road with a turnaround at Grahams Ferry Road roundabout.

In addition to retaining Route 7, SMART staff will continue to have the Villebois Shopper Shuttle. The Villebois Shopper Shuttle will continue to run hourly Monday-Friday from 9:00 a.m. to 4:00 p.m. In the future, there is potential to replace them both with a single deviated fixed-route service.



Proposed Route 7



Proposed Villebois Shopper Shuttle

Transportation Options

Transportation options are the measures and techniques designed to encourage and provide more access to public transit, carpooling, ridesourcing, vanpooling, bicycling, walking, and telework as alternatives to driving. Implementing these options has a variety of benefits, from reducing traffic and filling in transit service gaps to increasing economic vitality and the health of people and the environment. For transit to be a viable option for people, it must be part of an integrated system that considers public/private partnerships, land use, fixed-route buses, demand-response service, taxis, carpools, vanpools, employer shuttles, bicycles, pedestrians, and innovative strategies to manage mobility.

SMART’s Role

SMART will continue to develop and assist with implementation of transportation options for employers in the City of Wilsonville by assisting with the overall administration and promotion of transportation options. The options below are currently being explored by SMART Options staff.

Employer Vanpools

Vanpools can serve as a cost-effective alternative to providing new fixed-route service in some locations. Vanpools are typically a good choice for groups of 8 to 15 employees who share a similar commute. Riders generally meet in a specific common location, such as a Park & Ride lot, and drive to the worksite together. Vanpools are most likely to be a practical cost-saving option if the one-way commute is at least 15 miles.

A positive step towards vanpool formation would involve securing funding and setting up meetings at worksites to present vanpools as a viable alternative to single-occupancy vehicles commuting. SMART staff would assist with the process of identifying potential participants and employers, with the ultimate goal of matching them up. SMART is currently facilitating discussions between employers to help establish vanpools. In addition, SMART staff is looking and will endeavor to apply for grants that could be used to buy down the participant’s costs, which would in effect encourage participation in the program. The potential for vanpooling is very high in Wilsonville in part because of the concentration of large employment sites and the large number of people commuting into the City.



Typically, the cost of the van includes a mileage allowance, insurance, maintenance, and roadside assistance. Without subsidies, a 15-passenger vanpool from Vancouver to Wilsonville (approximately 25 miles each way) would cost approximately \$125 monthly per passenger. A subsidy could reduce the fare to approximately \$95. Employers could also subsidize their employees' vanpool expenses. Currently, tax laws allow an employer to contribute up to \$255 monthly per employee in benefits to commute by vanpool. This amount is tax-free for the employee and a business deduction for the employer. In the event that the employer does not wish to subsidize the employee's vanpool expense, the employee can still have a maximum of \$255 per month withheld from their pay as a pre-tax benefit. Direct payment and pre-tax deduction can also be combined in any proportion, up to a combined maximum of \$255. The 2015 Oregon Transportation Options Plan points out that transportation options also greatly reduce the annual cost of transportation per household; for example, a motor vehicle could cost \$10,000 a year while a vanpool costs about \$1,500.

Shuttles

Commuter Shuttle

Commuter shuttles between SMART Central and large employment sites could provide a practical alternative to fixed-route service that may not provide direct service. Employers could request a shuttle for their employees that could make half hourly runs to and from the transit center and employment site.

Corporate Lunch Shuttle

A corporate lunch shuttle could take employees to and from their worksite to lunch. This shuttle would be by request only. A SMART shuttle could take employees to lunch at a set time into Town Center or somewhere within Wilsonville. This service can encourage using transportation options more often while also aiding in employee retention.

Ridesourcing

Ridesourcing allows individuals to arrange rides using real-time online applications for pick-up and drop-off by drivers of personal cars in exchange for a fee. Two examples of ridesourcing companies that organize this system, known as Transportation Network Companies (TNCs), are Lyft and Uber. Studies have shown that ridesourcing is primarily used for late night or weekend social trips. Rather than being seen as competition with public transit service, TNCs are regarded as a complement to bus service, which typically has limited service late nights and weekends. Lyft Paratransit is an option to also help supplement service for the elderly and disabled. This service could help reduce the demand on SMART's Dial-a-Ride service. Currently Lyft boundary extends to the Willamette River, so service boundaries would need to be extended if Wilsonville sought out this option.



Bikesharing

Bikesharing allows for individuals to use public bicycles to get between two points. Wilsonville is relatively small which makes bikesharing a realistic option for those wanting to grab lunch or bike to a meeting in town. Usually renting a bike costs very little or can be free for the first couple hours of use. Bike sharing stations could be set up at SMART Central, Town Center, and employment on 95th Ave allowing for bike commute to occur between these areas.



City of Portland BIKETOWN

Carsharing

Carsharing provides access for people to use cars other than their own. Carsharing vehicles are either owned by carsharing companies or by individuals willing to share their own vehicle. Examples of well-known carshare companies are Avis Budget Group (owner of ZipCar) and Enterprise. This option provides short-term trips of varying types. Traditional carsharing trips have users return the vehicle at the same location they took it from. One-way trips let users drop off their vehicle at a different location from where they began. Peer-to-peer trips allow car owners to share their cars through a company. Advantages of carsharing include reduced costs of car ownership and less concern about parking space availability.

Carpools

The area around Wilsonville is growing rapidly and an increasing number of residents from cities such as Sherwood, Newberg, West Linn, and Oregon City work in Wilsonville. Areas that may not have enough people coming from it would be a good candidate for carpools as they usually carry fewer people and those people utilize their own private vehicles. To assist in connecting people who want to carpool, Oregon provides an online ride-matching tool Drive Less. Connect.



Drive less. Connect.

Matching people with places.

Goals & Implementation Measures

This chapter highlights the measures taken and goals addressed to ensure that SMART continues to provide service that aligns with the goals created by the TMP Task Force. The policies and implementation measures are intended to ensure that transit is a viable option as the City of Wilsonville grows and the demands for transportation change.

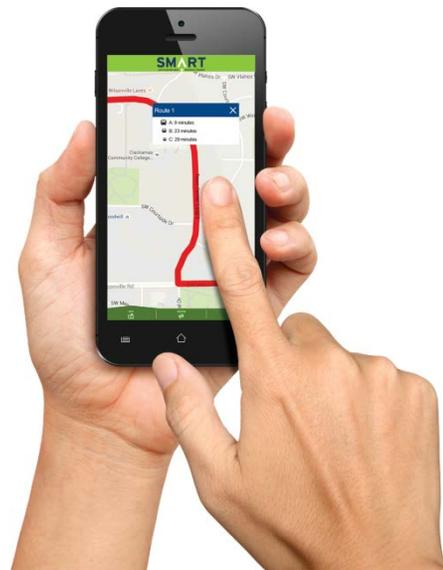
Increasing Public Knowledge of Transit

Marketing and public information are key elements in maintaining and increasing ridership. SMART can provide service that effectively meets passengers' needs, but if people don't know it's there, they won't use it. As Wilsonville continues to grow, there are also many new residents and employees who may not have previously heard about SMART. There is great opportunity to leverage outreach efforts through coordination with other providers and existing resources. The actions that need to be taken in order to get the information to the intended audience are often very inexpensive and represent a good value in terms of increased ridership.

Marketing of Services

ETA SPOT System

In the summer of 2016, SMART launched ETA SPOT (Spatial Positioning on Transit), a new application that provides real-time arrival predictions for all fixed-route buses. This technology will help people better navigate bus arrival times and give people options in how they want to access information. It also provides important data on ridership and other information needed by SMART staff. The app allows for users to make comments and quickly receive rider alerts. ETA SPOT is available to download for free from the Apple Store or Google Play and is also accessible on the SMART website to any computer.



Printed Informational Materials

Printed informational materials regarding SMART services allow for people without access to technology to get information they need. These materials need to be kept up-to-date while also making information available in Spanish. These materials are available to the public and are found at the library, City Hall, in welcome packets for new residents and employees at worksites with 100 or more employees, and at the community center.

Social Media

Today, many people use social media outlets such as Facebook or Twitter as a means to communicate. SMART will continue to use campaigns through Facebook to reach out to those who use social media as a main source of communicating. This also allows for customers to interact with SMART through updates, 'how-to' videos and more.

Participation at Community Events

Having SMART representatives at Wilsonville community events such as the Farmers Market provides an opportunity for residents and visitors to learn about the public transit system and their transportation options. These markets allow for individualized trip planning for passengers as well as information on SMART services. Summer months provide many opportunities to participate in community events such as Movies in the Park or Kiwanis Fun Run.

Informational Kiosks

Informational kiosks are a useful means of providing information on a variety of transportation options in locations where there are likely to be crowds of people. Kiosks can consist of maps and brochures or can include interactive computer screens that provide information on transit routes, carsharing, bikesharing, carpools, vanpools, shuttles, bicycle routes, taxis, and local attractions, including restaurants and accommodations. In Wilsonville, the most useful location for a kiosk would be at SMART Central.

Website

The SMART website serves as a valuable reference for current and prospective passengers who want to find out more about routes, schedules, and various transportation options. All programs and services can be found on the website such as the Walk Wednesday program. Employers can access the site to find information and assistance on developing transportation options for the workplace such as carpooling, ridesourcing, or shuttles.

SMART is working to find avenues to make it easier for transit riders of multiple systems for one trip (such as TriMet in Portland to SMART) to transfer between systems. This may be in the form of a website or app. SMART will need to work closely with other transit agencies to ensure that website links and information are regularly updated.

Specific Marketing

Ensuring that necessary information is readily available and easy to understand will make it much easier for people to ride SMART. Marketing could be tailored to provide specialized information for employees, new residents, schools, or other specific groups. Marketing should include information on carpooling, vanpooling and other alternatives in addition to conventional transit services.

Employment Sites

Employers have a particular interest in attracting the best employees available. The better the transportation options, the better their chances of attracting and retaining employees. In addition to turnover, employees less often have the traditional 9- 5 schedule. Marketing programs at employment sites should aim to provide a service or benefit in conjunction with the information. Many worksite programs that help to reduce traffic congestion and air pollution also provide a benefit for employees, including flex-time, telework, staggered work hours, parking cash-out, and preferred parking for carpools.

Providing additional information on the cost savings over driving and environmental benefits can serve as an added incentive. Low-cost incentives and promotional programs can also serve as effective tools to increase transit ridership and participation in carpools, vanpools, walking and bicycling. Many employers will not be aware of tax incentives for subsidizing vanpool and transit fares, and purchasing equipment such as bicycles, bicycle lockers, and telework hardware. SMART can ensure that they have that information. SMART can also assist in developing and implementing programs at worksites. Establishing strong relationships with employers is essential in ensuring that these programs are well supported.

Schools

Marketing and information for school-age children is particularly important, because travel habits often become ingrained at an early age. The traffic impacts of children switching from car trips to other transportation modes is also higher because parents often have to make two round trips to drop off and pick up a child. Education on SMART and other transportation alternatives can often be integrated into the existing school curriculum. For instance, SMART has sponsored a SMART Art on the Bus program at Wilsonville schools. Students work together in small groups to produce art that depicts buses and other forms of travel. During the process, the costs and benefits of various transportation modes are also discussed. In years past, winning pictures were selected to be included on the exterior wrap of a SMART bus. More outreach to schools can be achieved through class demonstrations such as how to put a bike on the bus or a discussion on how the bus system works. There is also opportunity for establishing a Safe Routes to School Program at these schools.

Seniors and People with Disabilities

Ensuring that seniors and people with disabilities have ready access to transit information provides them with greater freedom of mobility. Without adequate information, there is a greater likelihood that seniors and people with disabilities will forego some trips altogether or be totally reliant on friends or family to drive them around. Dial-a-Ride is available to qualified individuals by calling 24-hours ahead of time to reserve a ride. If the passengers have sufficient information on fixed-route service, they may be able to use it instead of Dial-a-Ride. This not only provides them with greater flexibility, but it also results in a lower per-trip cost than Dial-a-Ride. In addition to Dial-a-Ride, travel training is a free service provided by SMART and available for those who would like to learn how to use the fixed transit service.

Improving Service Quality

Attaining a high quality of service is paramount if transit is to be competitive with the private automobile. Providing a safe, affordable, dependable, convenient, and comfortable service is the key to maintaining and increasing the current customer base. Passengers must be assured of quality service free of any discrimination based on minority status, age, gender, ethnicity, or disability. Customers must be confident that the bus will, as much as possible, arrive on time and that the bus is clean, safe, and well-maintained.

Schedule and Program Coordination

The coordination of schedules between routes and transit providers is key in assuring that travel times are competitive with the automobile. SMART continues to work closely with TriMet, Cherriots, and CAT, to ensure that connections are convenient and wait times are minimized.

The SMART Options Program provides assistance to employers in setting up transportation options programs at their worksites. However, SMART can get additional leverage for the program by working cooperatively with Metro and other jurisdictions or agencies that support transportation options.

Customer Service Monitoring

By maintaining a record of customer service calls, letters, and e-mail along with the resolution or action taken, SMART has been able to assess whether customer complaints are being effectively resolved.

Passenger surveys represent an opportunity to assess customer satisfaction and provision of equitable service. Passenger surveys include demographic questions in order to identify any service inequalities or unmet needs of specific demographic groups. The last demographic survey for SMART was done in 2002 and another one should be done again soon.

Emergency Ride Home Program

A program that encourages employees to carpool, use transit, bike, or walk to work by the transit agency guaranteeing them a ride home in the event of an emergency. A free taxi ride is provided when an employee becomes ill at work, has to work unexpected overtime, or has a family emergency such as a sick child.

Nationwide, Emergency Ride Home programs have proven themselves to be an inexpensive insurance policy. They act as a strong incentive, yet few people actually end up needing to use the ride-home feature. The Emergency Ride Home Program in Salem costs less than \$2,500 per year to administer and covers 1,600 commuters. Programs can be structured so that participants are limited to a specified number of rides each year or quarter. SMART has had only an unofficial guaranteed ride home program for passengers. However, there are no set

guidelines and the program is not publicized. Developing guidelines, extending the program to carpoolers, and vanpoolers, and publicizing the program could provide a valuable tool in attracting and retaining passengers. The program also provides a benefit for employers and employees who participate in transportation options programs.

Maintenance, Security, and Vehicle Replacement

SMART does not keep worn out or unreliable buses in service. SMART staff continues to inspect and repair all buses on a set maintenance schedule to ensure that there are no breakdowns during service hours. Thanks to successful State and Federal grant applications, SMART's fleet is relatively new by industry standards. SMART is developing a plan to work with the Transportation Security Administration to better assure system safety and security.

On-Board Amenities

In order to attract passengers away from their cars, SMART must provide service which is competitive in terms of cost, comfort, and convenience. On-board amenities are a way of adding comfort and convenience. If passengers can access the internet, listen to music, watch the news, or relax in comfortable seats, transit may seem more attractive than driving. SMART should survey current and potential passengers to assess the value and cost-effectiveness of any on-board amenity being considered.

Improving Access to Transit

Transit serves an important role in providing mobility to people who do not have access to automobiles, including the young, old, minorities, low-income residents, and people with disabilities. Transit-dependent individuals often rely on transit as a lifeline to connect them with jobs, shopping, medical appointments, and social interactions. SMART's first priority must always be to provide transportation for transit-dependent individuals. This includes measures to provide service within walking distance of all neighborhoods in Wilsonville, to provide schedule information in Spanish, and to offer demand-response service help to ensure that transit is accessible to those who need it most. Providing fare-free service within Wilsonville also ensures that cost is not a barrier. Although fares are charged for service outside of Wilsonville, these fares remain much lower than the cost of driving an automobile. Half-price fares are also available for youth, seniors, and people with disabilities.

Good access to transit means that it is safe, practical, and convenient to get to and from bus stops. Ideally, transit is located no more than walking distance of all residences and businesses. It also means that people are able to access the information they need to ride transit, such as schedules and maps.

Other considerations which can adversely affect access to transit are the lack of:

- Safe sidewalks
- ADA sidewalk ramps
- Street lighting
- Traffic signals
- Bus shelters
- Information for those with limited English proficiency
- Secure bike parking

General Access

Factors such as transit shelters and building design and orientation affect all transit users. Transit shelters provide improved access by providing shelter from weather, an opportunity to sit down, lighting, and a display of route and schedule information.

Many buildings are designed with a priority for automobile access, making access from the sidewalk difficult or hazardous. Bus service in parking lots is generally inadvisable because of the many hazards from motorists backing out and people walking to and from their cars. However, if a person has to endure a long walk through the parking lot with bags of groceries to get to a bus stop, transit is not a practical option.

This problem highlights the importance of orienting buildings towards the sidewalk. SMART will work closely with other City departments to ensure that pedestrian and bicycle access is expanded and that new developments are designed to be transit friendly.

Bus Shelters and Bus Stop Seating

Bus shelters and benches provide the best protection from the elements and comfort at bus stops. Some of SMART's older shelters are now in need of major repair or replacement. Bus stops with seats bring opportunities for passengers to sit down while they wait for the bus. Although they do not provide shelter from the elements, they are particularly useful for people who are not able to stand for long periods of time.

An updated bus stop priority list should be based on:

1. Number of passenger boardings per day – this criterion leverages limited resources to benefit the greatest number of customers.
2. Designation as a major transit stop - Since major transit stops are often transfer points, shelters are particularly important for these locations.
3. Type of population served - Locations that serve higher concentrations of transit-dependent and lower-income populations are given priority for shelter placement.
4. Availability of a nearby bus shelter - Shelters are distributed to obtain maximum coverage and equal access.
5. Preparation required - All other criteria being equal, level sites that provide adequate placement area with minimal impact to surrounding properties are preferred.



Pedestrian and Bicycle Access

Providing good pedestrian and bicycle networks help to ensure that there will be good access to transit as well, particularly if pedestrian, bicycle, automobile, and transit are well interconnected. In an ideal situation, a person would be able to use any mode of transportation or combination of modes to reach a destination; this provides the greatest level of choice in mobility. Reality is more likely to present gaps in the pedestrian and bicycle networks which also create problems in accessing bus stops. A short gap in the sidewalk network or one unsafe crossing can render the trip to a transit stop impractical. Pedestrian access is therefore the key ingredient in assuring accessibility to transit.

Bicyclists have a larger “travel shed” than pedestrians but also depend on the ability to store or transport their bicycles. Bike racks are provided on all buses, so that passengers can bicycle at either end of their bus trips. SMART allows bicycles on buses when bus racks are full and there is ample room on the bus. Bicycle storage and a repair station are also provided at SMART Central.

Encouraging bicycle access to transit allows transit to attract customers from an area beyond walking distance. There are a number of reasons why people combine bicycling and transit:

- Either the origin or destination is not within walking distance of a transit stop.
- They want to get some exercise, but their trip is too long to bicycle the entire distance.
- They may want to go for a recreational ride at their destination.
- They don't drive or don't want to drive.

The Wilsonville Bicycle and Pedestrian Master Plan identifies gaps in the sidewalk network and recommends improvements, based on a number of factors including connections to bus stops. Completing these gaps will greatly improve safe access to transit. In particular, the identified improvements to Boeckman Road will provide pedestrian and bicycle connections between the commuter rail station and residential sites on the east side. Provisions for safe pedestrian crossings also need to be required of new construction, including, where applicable, curb ramps, bulb-outs, medians or pedestrian refuges, flashers or signals, and traffic calming measures, to ensure that pedestrians can safely travel to and from bus stops.

Park & Ride

Automobile access to various transportation options is a solution to reducing traffic but also allowing for independence. Currently, the only Park & Ride lot in Wilsonville is at SMART Central. This lot provides 400 spaces and continues to operate with excess capacity. Additional land for expansion of the Park & Ride lot has been acquired and can be developed as the need arises. Having a Park & Ride lot on the east side of the freeway would also improve transit access for travelers who otherwise have to deal with getting from one side of the freeway to the other.

Senior and Disabled Access

Mobility and independence are important quality-of-life issues for seniors and people with disabilities. Transit can provide an important lifeline, linking people to work, shopping, community connections, and medical appointments. Improving access to transit not only creates a greater sense of freedom and mobility for senior and disabled passengers, it can also prove to be cost-effective over the long run. Seniors and people with disabilities are also likely to be more sensitive to access issues. For instance, a senior may be mobile enough to walk to a bus stop, but unable to stand and wait for any length of time. In such a case, the availability of a shelter determines whether or not transit is a viable option. Similarly, a person in a wheelchair may be able to get to the bus stop with no problem as long as there is a continuous sidewalk with properly designed ramps.

All SMART buses are LIFT-equipped and accommodate wheelchairs. Dial-a-Ride service is available, but must be scheduled in advance. SMART also provides transportation to medical appointments in the Portland area for Wilsonville seniors and people with disabilities. A coordinated effort with TriMet and other providers would help to streamline the process for Dial-a-Ride trips between transit agencies, so that reservations for one trip could be made

with a single phone call. Dial-a-Ride customers can transfer between SMART and TriMet services, but they must schedule the two services separately.

SMART will continue to coordinate with the Wilsonville Community Center to offer senior luncheon, shopping and activity trips, providing seniors with mobility, and an opportunity to run errands and socialize.

SMART still needs to conduct an overall detailed evaluation of the transit system's accessibility for seniors and people with disabilities. The evaluation should be performed in consultation with people who represent seniors and people with disabilities, as well as the affected persons themselves. This process would provide SMART with a list of obstacles or deficiencies that need to be addressed while also dealing with ways to decrease costs and increase system efficiencies. Topics to be addressed are expected to include:

- Redefining the boundaries of SMART’s out-of-town Dial-a-Ride service;
- Creating a medical shuttle service;
- Potential public/private partnerships;
- Consideration of different types of vehicles with different accessibility features; and

Travel Training

Travel training consists of showing people who have never taken the bus where they need to board and how to read the schedules. A trainer goes with an individual or a group and shows them how it works. This training is extremely valuable, since "fear of the unknown" keeps many people from trying transit even though they would like to. Travel training is a particularly effective tool to introduce seniors and people with disabilities to the benefits of using fixed-route transit.

In December 2016, SMART partnered with Portland-area non-profit Ride Connection to have an employee at SMART offices to provide travel training (RideWise) to seniors and those with disabilities. This service is free to anyone in Wilsonville who qualifies. Information about this service is found in brochures and online and presentations given at the community center, retirement homes, and homes for those with disabilities.



Access for those with Limited English Proficiency

Language barriers limit access to transit when prospective passengers are unable to get the information they need on routes and schedules. The largest concentration of non-English speakers in Wilsonville speaks Spanish. According to the 2010 U.S. Census, 12% of Wilsonville's population spoke Spanish as a native language and spoke English "less than very well". SMART continues to expand the information it provides in Spanish on the schedules and on the website.

SMART has enacted a Title VI program in compliance with federal requirements and that program now guides SMART's efforts to reach out to and accommodate people with limited English proficiency (see Appendix C). SMART also has multi-language translation available for in-coming phone calls. SMART also translates all written materials to Spanish and regularly has Spanish translators available at public meetings.

The transit schedule pages are primarily graphic and numeric and therefore understandable to most non-English speakers. However, SMART will need to continue to expand outreach efforts of all kinds to the Spanish speaking members of the community.

¿Llevar a su bicicleta en el autobús?



1. Espere en la acera para que llegue el autobús.
2. Cuando el autobús este detenido, haga contacto visual con el conductor para que vean que necesita cargar la bicicleta en el autobús.
3. En la parte delantera del autobús, coloque su bicicleta para que la llanta delantera este en el lado con el gancho y las ruedas se alinean con el marco.
Si no hay otras bicicletas ahí, es posible que tenga que apretar la palanca para bajar la rejilla hacia abajo. Si usted es el único usuario, coloque su bicicleta en el marco más cercano al autobús.
4. Jale el gancho sobre la llanta delantera para asegurar.
5. Asegúrese de quitar todo los artículos sueltos de su bicicleta, incluyendo maletas.
6. Cuando esté listo para salir del autobús, salga por la puerta delantera y notifíquelo al conductor que necesita obtener su bicicleta.
7. Después de descargar su bicicleta, levante la rejilla en la posición cerrada si está vacía.
8. No crucen la calle en frente del autobús, el tráfico de paso no los puede ver.

SMART
SOUTH METRO AREA REGIONAL TRANSIT
503-682-7790 ridesmart.com

Service Expansion

SMART aims to provide service to new developments in Wilsonville and increase opportunities for residents, employees, and visitors to connect to jobs, shopping, parks, and community activities. By continuing to expand service, SMART can help facilitate regional connectivity and access to other cities.

Transportation Management Association (TMA)

A TMA is a public/private partnership of business members, transportation providers and governmental entities that addresses important transportation issues and provides cooperative service. Members work together to organize commuting options for employees, customers, and the community. These options include carpools, ridesourcing, vanpools, transit, bicycling, walking, and telework. The goal of a TMA is to provide commuting solutions for the community, while also helping to reduce traffic congestion and improve air quality.

Wilsonville may not have a sufficient concentration of employees to justify a TMA yet, however, with development of the industrial lands near Coffee Creek and other increases in employment, a TMA will probably be viable in the near future.

Service Goals to Accommodate a Growing Community

SMART believes that the lifeblood of any successful organization rests in its willingness to be introspective. Self-evaluation is necessary if SMART is to be true to its core mission of providing safe, reliable and cost-effective service. With this as its roadmap, SMART has established specific goals which were designed to speak directly to how it plans to deliver on its core mission. The list below highlights seven service goals SMART has established for accommodating a growing community.

1. Respond to public comments requesting more focus on inter-city transit service
2. Facilitate coordination of transportation options (vanpools, etc.) with bus transit
3. Provide service to new developments in Wilsonville
4. Provide increased opportunities for residents, employees, and visitors to connect to jobs, shopping, parks, and community activities
5. Facilitate regional and inter-city connectivity
6. Increase service frequency to improve convenience and coordination between routes
7. Extend service times over longer periods to accommodate travel needs

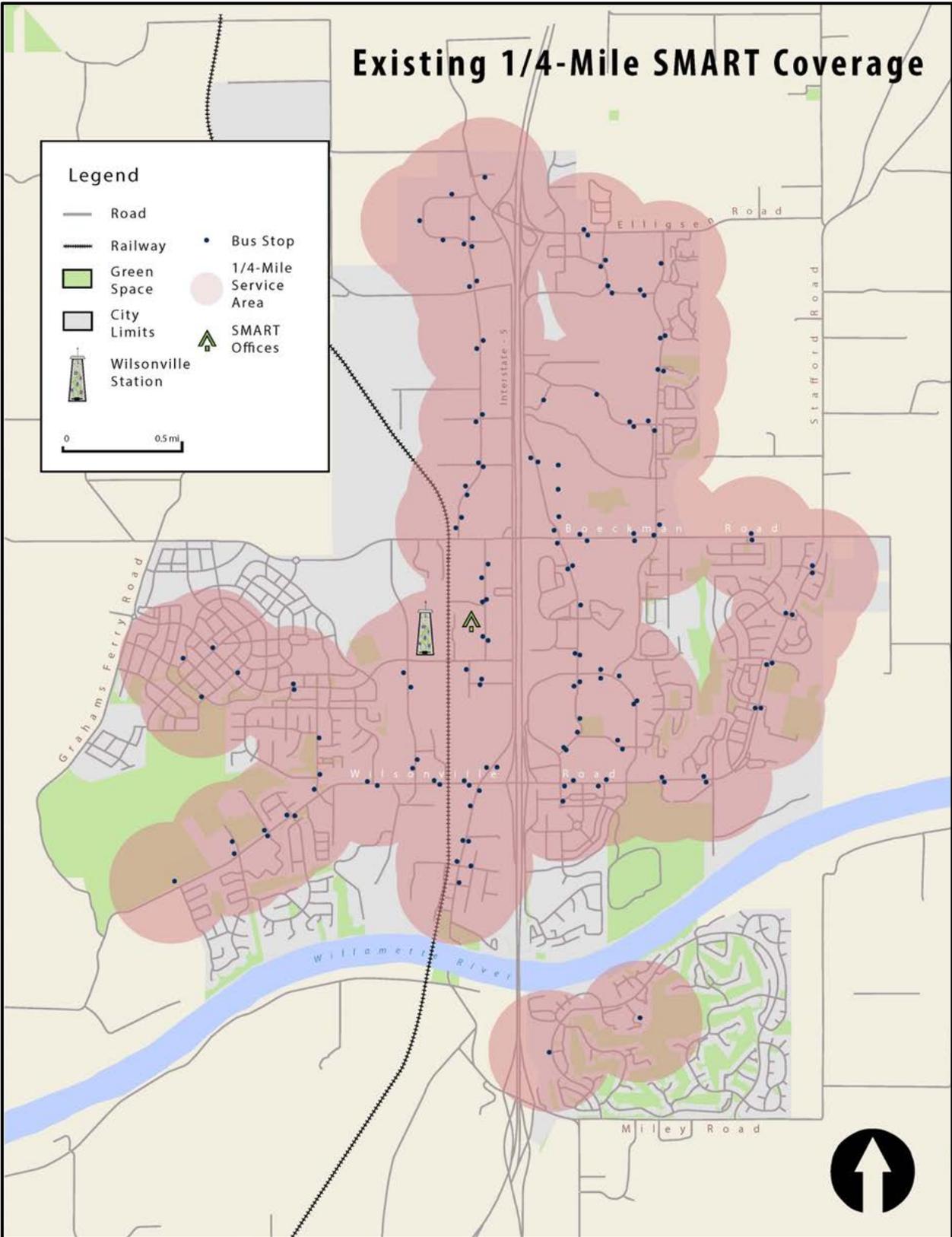
An objective of SMART's service network is to provide bus service within a fourth of a mile of all developed areas within City limits. This service coverage goal, though aggressive, is achievable and will prove to be a welcome convenience as Wilsonville continues to grow and SMART begins to focus more on inter-city service. Please refer to the map below to see SMART's existing 1/4 mile coverage.

Existing 1/4-Mile SMART Coverage

Legend

- Road
- Railway
- Green Space
- City Limits
- 🏠 Wilsonville Station
- Bus Stop
- 1/4-Mile Service Area
- 🏢 SMART Offices

0 0.5mi



Increasing Efficiency and Improving Air Quality

Transit generally provides air quality and traffic congestion benefits over automobile travel. However, there are ways to create even greater benefits. Promoting transportation options as a package can also help to reduce traffic congestion and air pollution. The use of alternative fuels provides additional opportunities for transit to reduce its impact on the environment and air quality.

Transportation Systems Management (TSM)

TSM approaches work to increase the operational efficiency of the existing transportation infrastructure. As applied to transit, TSM measures help to reduce bus travel times, making transit more competitive with the automobile.

The two TSM measures that are most likely to work for SMART are traffic signal priority and queue bypass. They should also be carefully reviewed by traffic engineers to ensure that they do not result in negative impacts on overall traffic flow. The most effective location for implementation of either measure would be on Wilsonville Road between Town Center Loop E and Boones Ferry Road.

Traffic Signal Priority

Buses use a mechanism to alert a traffic signal of their approach. The approach of a bus either allows for the light to turn green earlier or to stay green longer. Signal priority is not the same as signal preemption, which is reserved for emergency vehicles. Preemption alters the normal operation of the signal, while priority is much less disruptive.

Queue Bypass

Buses are allowed to use a right-turn-only lane to proceed through the intersection. This allows the bus to bypass the line of through traffic at the intersection, making service more time and cost efficient.

Transportation Options

Transportation Options programs make the transportation system more efficient and reduce pollution without adding major infrastructure. These programs are most effective when complementary elements are packaged together to fit the needs and conditions of a given site or area. Supporting infrastructure, such as functional sidewalks, bicycle racks and transit shelters, as well as transit services are all important to a successful program.

To meet the target for the Regional Transportation Plan, SMART will need reach and maintain a mode split target of 15 percent. Transportation options mode split refers to the share of trips made by a mode of transportation other than single-occupant vehicles. To ensure this target is reached SMART must work closely with employers to assist them in designing and implementing work-site programs for ECO program compliance or to benefit their employees.

In addition SMART will continue to support DEQ requirements that large employers (100 or more employees) submit transportation options plans to show how they will reduce transportation impacts.

Alternative Fuels and Solar Options

SMART currently uses low-sulfur diesel with five percent biodiesel content in most buses, and would like to further reduce environmental impacts by switching to cleaner fuel sources. SMART now operates four compressed natural gas (CNG) cutaway buses and two diesel-electric hybrid buses. SMART has also attempted to secure grant funds for one or two battery-electric buses. Alternative fuels are currently being used by a number of transit providers with successful results. In many cases, initial costs are prohibitive without substantial grant revenues. As the alternatives become more available, less costly, and more reliable, these options should be pursued.

Clean Fuel Programs

Both ODOT and the FTA have provided a variety of grant opportunities to support transit agencies in improving air quality and reducing greenhouse gas production. SMART has actively participated in those programs and has been the beneficiary of grants on occasion. That will continue and SMART will continue to pursue grants funds for battery-electric buses and related charging infrastructure. Two other options that may help to meet SMART's clean fuels objectives are renewable diesel or higher concentration biodiesel.

Solar Power and Photo-Luminescent Materials

Solar panels are being used more widely now to power electronic parking meters, emergency phones, and a number of other uses. Solar panels can also be used to power lighting at bus shelters. This would also reduce the cost of running electrical conduit to the shelters for current lighting. The costs of photo-voltaic lighting systems continue to decline and the effectiveness of the equipment continues to improve.

Photo-luminescent materials are another means of lighting informational displays at bus shelters. The light-weight material can be applied as a decal or as an entire panel. It absorbs light during the day and continues to provide light several hours after dark.

Creating a Sense of Community Ownership

Wilsonville residents have a strong sense of pride in their community and in the SMART transit system. SMART continues to provide service that will enhance community connectivity and help create a sense of ownership. The ideas below are currently being implemented or explored by SMART to enhance community ownership.

Community Event Transportation

Transportation to community events not only provides a convenient option, it also provides opportunity for residents to connect to one another and participate in city events. SMART provides service to Wilsonville’s Farmers Market and Rotary Concerts in the summer. SMART also occasionally provides transportation to community functions such as sports events and the County Fair. Providing these services is an effective way to encourage people who would not normally ride the bus to try it out. Once they are familiar with the service, they may feel more comfortable using it on a regular basis.

Naming Bus Routes

Naming bus routes after landmarks or symbols provides an easier frame of reference for some passengers than a route number. It can also provide a sense of ownership for the community. Bus routes can be named after important destinations along the route.

Shelter Design

SMART could allow neighborhoods and businesses the opportunity to design their own bus shelters, providing them with a shelter that reflects the character of the individual neighborhood. While there are basic functional requirements for a bus shelter, there is also plenty of room for innovation and individuality. Even a basic shelter could be decorated with artwork produced by local adults or children.



The artwork is then transferred onto the shelter as decals (similar to the ones used on the buses), or the glass could be etched to create a monochrome image. This approach has been used on shelters near Wilsonville High School, where the Wildcat theme is proudly displayed.

Employer Recognition

Many employers have innovative programs that encourage their employees to ride transit and use other transportation options. Recognizing these employers with an annual awards program would let them know that their efforts are appreciated. SMART could also recognize and support Wilsonville employers by displaying informational materials on environmental programs or health and wellness efforts at particular worksites.

Unique Vehicles

The SMART trolley is a good example of a unique vehicle that Wilsonville residents recognize as a mobile community landmark. In fact, the trolley has been so popular that people often ask if their next ride can be on the trolley. SMART could look at additional opportunities to acquire vehicles which are distinct, aesthetically pleasing, and fun. One option could be a double-decker bus, which could provide the capacity needed for routes that have standing room only without adding the expense of another bus and driver. Adding more trolleys to the fleet could also be a popular option.

Art and Poetry on the Bus

SMART has sponsored a very successful Art on the Bus program, which provides Wilsonville students with an opportunity to display their artwork on the bus. SMART could also sponsor poetry contests, with the selected poetry displayed on cards in the bus in the area above the windows that is often used for advertising cards on other transit systems. For each contest, participants would focus on a particular subject, which could range from Wilsonville, parks, transportation, seasons, or a number of other subjects. The costs to offer such a program are very low and would provide an opportunity for many residents to see their work displayed. SMART intends to revamp this program to bring more transportation education to youth.



Appendices

- A. Glossary*
- B. Route Priorities*
- C. Title VI Program*
- D. Planning Framework*
- E. Neighborhood Characteristics*
- F. TMP Public Outreach Summary*

Appendix A – Glossary

A

Accessibility

The extent to which facilities, including transit vehicles, are barrier-free and can be used by people who have disabilities, including wheelchair users.

Access to Jobs

Federal funding for programs to increase work-related transportation available to low-income individuals.

Active Transportation Plan (Regional ATP) 2014

The Regional ATP provides a vision, policies and actions to connect active transportation, such as walking and biking, to public transit within the Metro region. An emphasis on developing safe conditions for walking and biking near transit centers will help to integrate active transportation with public transit.

ADA

Americans with Disabilities Act: Passed by the Congress in 1990, this act mandates equal opportunities for persons with disabilities in the areas of employment, transportation, communications and public accommodations. Under this Act, most transportation providers are obliged to purchase LIFT-equipped vehicles for their fixed-route services and must assure system-wide accessibility of their demand-responsive services to persons with disabilities.

Alternative Fuels

Vehicle engine fuels other than standard gasoline or diesel. Typically, alternative fuels burn cleaner than gasoline or diesel and produce reduced emissions. Common alternative fuels include methanol, ethanol, compressed natural gas (CNG), liquefied natural gas (LNG), biodiesel, clean diesel fuels and reformulated gasoline.

Alternative Mode

Any type of commuting transportation other than single occupancy vehicle that results in reduction of automobile commute trips, e.g. carpooling, vanpooling, bicycling, walking, transit, and telework.

Alternative Work Schedules

Any programs, such as compressed work weeks, flex time, telecommuting, staggered shifts, or any other program that eliminates pm peak-hour trips

AoA

Administration on Aging. The agency within the U.S. Department of Health and Human Services that oversees the implementation of the Older Americans Act, including senior nutrition programs, senior centers and supportive services for elders.

Appropriation

The step at which a legislative body and chief executive have agreed and signed into law an approval to spend public funds on specified programs and projects. Within the federal government, no funds may be spent unless their appropriation has been approved by Congress and signed into law by the President.

Automobile Dependency

Transportation and land use patterns that result in high levels of automobile use and limited transportation alternatives. In this case, "automobile" includes cars, vans, light trucks, SUVs and motorcycles.

B

Bus Pullout or Turnout

A pullout is a specialized bus stop where a transit vehicle can load or unload passengers in an area separated from the traffic lanes.

Bus Rapid Transit

Bus Rapid Transit - BRT is designed to be an alternative to light rail service using bus vehicles. BRT usually is made up of dedicated bus lanes with stations spaced at train-like intervals. BRT can offer more frequent, and more convenient service than regular buses, similar to a rail line, but may be cheaper to build or more flexible where buses can leave the bus-way to reach other areas.

Buy America

Federal transportation law which requires that all purchases of vehicles, equipment or any other manufactured item be of US-made and assembled components, unless the purchase price is less than \$100,000 or the DOT has given the purchaser a Buy America waiver.

C

Capital Costs

Refers to the costs of long-term assets of a public transit system such as property, buildings and vehicles.

Carpool

A prearranged ridesharing service in which a number of people travel together on a regular basis in a car. Some carpool arrangements involve the exchange of money in exchange for driving, while others simply trade off driving.

Carshare

Carshare refers to automobile rental services intended to substitute for private vehicle ownership. It makes occasional use of a vehicle affordable, even for low-income households, while providing an incentive to minimize driving and rely on alternative travel options as much as possible. Carsharing can also be used at worksites to provide transportation from commuter rail stations and for employees' midday errands.

CARTS

The Chemeketa Area Regional Transportation System (CARTS) is a partnership between Marion, Polk, and Yamhill counties that coordinates resources to provide transportation for senior citizens, disabled, and economically disadvantaged residents access to medical services, employment, education, shopping, and recreation. CARTS is operated by Salem-Keizer Transit (Cherriots).

CAT

Canby Area Transit (CAT) provides fixed-route and dial-a-ride service in Canby and provides connections with SMART, TriMet, and SCTD.

CDL

Commercial Driver's License: The standardized driver's license required of bus and heavy truck drivers in every state. Covers drivers of any vehicle manufactured to seat 15 or more passengers (plus driver) or any vehicle over 13 tons gross vehicle weight. The CDL is mandated by the Federal government in the Commercial Motor Vehicle Safety Act of 1986. All SMART drivers, dispatcher, and mechanics have CDL's.

Cherriots

The name given to the bus service operated by Salem-Keizer Transit. In addition to Salem-area service, Cherriots also operates service between Salem and Wilsonville, coordinating with SMART's 1X service.

Clackamas County Transportation System Plan 2013

The Clackamas County Transportation Plan strongly emphasizes the link between land use and transportation. It calls for increasing transit use by encouraging land use patterns, development designs, and street and pedestrian/bikeway improvements that support transit. The plan sets a goal of transit service within 1/4 mile of most residences and businesses within the Portland Metropolitan UGB.

Clean Air Act

Federal regulations which detail acceptable levels of airborne pollution and spell out the role of state and local governments in maintaining clean air.

Climate Smart Strategy 2014

The Climate Smart Strategy was created in response to a state mandate to provide the Portland metropolitan region with a strategy for reducing greenhouse gas (GHG) emissions from cars and small trucks. The document includes nine key policy recommendations in reducing GHG from light duty vehicles, three immediate actions that focus on transportation funding, a toolbox of possible actions for 2015-2020 and regional framework plan amendments.

CMAQ

Congestion Mitigation and Air Quality: A flexible funding program administered by the Federal Highway Administration (FHWA) which funds projects and programs to reduce harmful vehicle emissions and improve traffic conditions. CMAQ funds may be used flexibly for transit projects, rideshare projects, high-occupancy vehicle lanes or other purposes.

Community Transportation

Transportation services that address the transit needs of an entire community, including the needs of both the general public and special populations.

Commuter Rail

Commuter rail is passenger train service that often shares tracks with freight or inter-city trains. Commuter rail trains are usually made up of coaches hauled by a locomotive and serve downtown travel markets. Most train service is concentrated in peak hours of travel. Train stations are usually about five miles apart to allow the heavier trains to accelerate and decelerate.

Compressed Work Week

An on-going alternative work schedule, in accordance with employer policy, that regularly allows a full-time employee to eliminate at least one (1) work day every two (2) weeks through working longer hours during the remaining days, resulting in fewer commute trips by the employee.

Coordinated Transportation Plan for Seniors and Persons with Disabilities (CTP) 2016

This document seeks to support the creation of a regionally coordinated transportation system that is efficient, effective, and founded on present and future need of elderly and disabled riders. Although the CTP addresses the provision of specific transportation services and coordination among providers, it also emphasizes land use and design which support and encourage walking and transit. An update of this plan was completed in June, 2016, with the participation of SMART staff.

CTAA

Community Transportation Association of America. A national professional association of those involved in community transportation, including operators, vendors, consultants and federal, state and local officials. SMART is a member of CTAA.

Curb Extension or Bulbout

An area where the sidewalk and curb are extended into the parking lane to decrease crossing distance for pedestrians. Curb extensions can also be used to allow buses to remain in the travel lane instead of pulling over to the curb at bus stops.

Curb-to-Curb Service

A common designation for para-transit services. The transit vehicle picks up and discharges passengers at the curb or driveway in front of their home or destination. In curb-to-curb service the driver does not assist the passenger along walks or steps to the door of the home or other destination. SMART is now required to provide door-to-door service for ADA-qualified passengers.

D

Demand-Response Service

The type of transit service where individual passengers can request transportation from a specific location to another specific location at a certain time. Transit vehicles providing demand-response service do not follow a fixed Route, but travel throughout the community transporting passengers according to their specific requests. SMART's dial-a-ride is demand-response. These services require advance reservations.

Deviated Fixed-Route

This type of transit is a hybrid of fixed-route and demand-response services. While a bus or van passes along fixed stops and keeps to a timetable, the bus or van can deviate its course between two stops to go to a specific location for a pre-scheduled request. Often used to provide accessibility to persons with disabilities.

Disabled

Any person who by reason of illness, injury, age, congenital malfunction or other permanent or temporary incapacity or disability is unable, without special facilities, to use local transit facilities and services as effectively as persons who are not so affected.

Discretionary Grant

Financial assistance that is awarded on the basis of competitive merits from among proposals that are submitted. Even in cases where projects are identified, or earmarked, by members of congress, grant-making agencies generally will require recipients to file applications and abide by the procedures of what was designed as a competitive grant-making process.

Door-to-Door Service

A form of paratransit service which includes passenger assistance between the vehicle and the door of his or her home or other destination. A higher level of service than curb-to-curb, yet not as specialized as door-through-door service (where the driver actually provides assistance within the origin or destination).

DOT

Department of Transportation, the federal agency that oversees how transportation money is spent and programs are conducted in the U.S.A. The DOT oversees over a dozen other agencies, including FTA and FHWA.

Drug and Alcohol Testing Regulations

DOT implemented the Omnibus Transportation Employee Testing Act in December 1992. The act requires drug and alcohol tests for all safety-sensitive employees of agencies receiving section 5307, 5309 or 5311 funding (Section 5310 agencies are not included), including drivers, maintenance workers, dispatchers and supervisors. All CDL carrying employees are subject to random drug tests.

E

E&D

An abbreviation commonly used to refer to services for the elderly and disabled.

Emergency Ride Home

A program that encourages employees to carpool, use transit, bike, or walk to work by guaranteeing them a ride home in the event of an emergency. A free taxi ride is provided when an employee becomes ill at work, has to work unexpected overtime, or has a family emergency such as a sick child. Also referred to as "Guaranteed Ride Home."

Employee Commute Options (ECO) Program 1996

In 1996, the Oregon Legislature passed a series of laws designed to protect air quality in the Portland metropolitan area that included Employee Commute Options (ECO). The Oregon Department of Environmental Quality (DEQ) then established a set of Administrative Rules to implement the law. The ECO rules set more specific goals for trip reduction than the TPR, and specifically target businesses with more than 100 employees. The ECO rules require these businesses to provide commuting options to encourage employees to reduce single-occupancy vehicle (SOV) commute trips. For instance, Wilsonville currently has more than 25 businesses with more than 100 employees, each of which must provide their employees with options that have the potential to reduce SOV trips to worksites by 10 percent within three years of the employer's plan. They are also required to maintain the trip reductions as long as the ECO rules are in effect.

Employment Transportation

Transportation specifically designed to take passengers to and from work or work-related activities.

Environmental Justice

The fair treatment and meaningful involvement of all people regardless of race, color, national origin, or income with respect to the development, implementation, and enforcement of environmental laws, regulations, and policies.

F

Far-Side Bus Stop

A bus stop that is located immediately following an intersection.

Fare Box Revenue

A public transportation term for the monies or tickets collected as payments for rides. Can be cash, tickets, tokens, transfers and pass receipts. Fare box revenues rarely cover more than a small portion of a transit system's operating expenses.

FAST Act

The current federal transportation legislation, Fixing America's Surface Transportation (FAST) Act, is a federal law signed by President Obama on December 4th, 2015. This act authorizes 305 billion dollars to go to various transportation improvements, public transportation systems, programs, research, and safety upgrades for networks across the country. This act took effect at the beginning of 2016 and will continue on until 2020. The FAST Act did not actually guarantee that funding would be provided for transit over the life of the bill.

Federal Transportation Bills since 1991

Intermodal Surface Transportation Efficiency Act (ISTEA), 1991,
The National Highway System Designation Act (NHS), 1995,
Transportation Equity Act for the 21st Century (TEA-21), 1998,
Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU), 2005,
Moving Ahead for Progress in the 21st Century Act, (MAP-21) 2012,
Fixing America's Surface Transportation Act (FAST), 2015.

FHWA

Federal Highway Administration. A component of the U.S. Department of Transportation, provides funding to state and local governments for highway construction and improvements, including funds must be used for transit. FHWA also regulates the safety of commercial motor vehicle operations (vehicles which require a CDL to drive). FWHA is the lead agency in federal intelligent transportation activities and regulated interstate transportation.

Fixed-Route

Transit services where vehicles run on regular, pre-designated, pre-scheduled routes, with no deviation. Typically, fixed-route service is characterized by printed schedules or timetables, designated bus stops where passengers board and alight and the use of larger transit vehicles.

Flex Schedules

An employer policy allowing individual employees some flexibility in choosing work schedules. Flex schedules allow employees to start earlier or later, avoiding peak traffic times.

FTA

Federal Transit Administration (before 1991, Urban Mass Transportation Administration). A component of the U.S. Department of Transportation that regulates and helps fund public transportation. FTA provides financial assistance for capital and operating costs and also sponsors research, training, technical assistance and demonstration programs. FTA was created by the passage of the Urban Mass Transportation Act of 1964.

G

Grant

The award of government funds to an entity. Federal funds are typically awarded either as formula (or block) grants, where a predetermined legislative process establishes the level of funding available to an entity, or discretionary grants, where the funding agency is free to determine how much (if any) funding an entity will be given based on the relative merits of the proposal. Private foundations also give grants based on their own criteria.

Guaranteed Ride Home

Program that encourages employees to carpool, use transit, bike or walk to work by guaranteeing them a ride home in case they cannot take the same mode home (e.g., if they need to work late or if an emergency occurs). Also referred to as "Emergency Ride Home."

H

High-Occupancy Vehicle (HOV)

A passenger vehicle carrying more than a specified minimum number of passengers. HOVs include carpools, vanpools, and buses. HOV requirements are often indicated as 2+ (two or more passengers required) or 3+ (three or more passengers required).

High Transit Service (Frequent service)

This level of service is achieved when a location is served by multiple bus routes at intervals of 15 minutes or less during peak commuting hours.

HOV Lane

This is a traffic lane limited to carrying high occupancy vehicles (HOVs) and certain other qualified vehicles.

Human Services Transportation

Transportation related to the provision of human or social services. Includes transportation for the elderly and people with disabilities when the transportation is provided by an arrangement other than the public service available to all.

I***Inter-city Transportation***

Transportation service between two urban areas. Under FTA's Section 5311 (f), intercity transportation service must receive no less than 15 percent of each state's total Section 5311 funding, unless a state's governor certifies that these needs are already being met.

Interlining

Interlining is a term used to describe a vehicle that is continuing on to another route without reporting back to the garage/depot. Often times this requires the two routes to share a common bus stop or terminus.

L***Linked***

A linked trip is a person's entire trip between an origin and destination, which may involve transferring between vehicles (e.g., Park & ride or bus and rail transit), or multiple stops, such as stopping at a daycare center or store along a commute trip.

M***Match***

State or local funds required by various federal or state programs to complement funds for a project. A match may also be required by states in funding projects which are joint state/local efforts. Some funding sources allow services, such as the work of volunteers, to be counted as an in-kind funding match. Federal programs normally require that match funds come from other than federal sources.

Medicaid

Also known as Medical Assistance, this is a health care program for low-income and other medically needy persons. It is jointly funded by state and federal governments. The Medicaid program pays for transportation to non-emergency medical appointments if the recipient has no other means to travel to the appointment.

Medium Transit Service

This level of service is achieved when at least two bus Routes serve a location with no longer than 20-minute intervals during peak commuting hours.

Metro and the Regional Transportation Plan (RTP)

Metro is empowered to coordinate the preparation of the Regional Transportation Plan and has an elected council of representatives from throughout the region. The Joint Policy Advisory Committee on Transportation (JPACT) and Metro council share decision making authority on funding and both serve as decision makers for the Metropolitan Planning Organization (MPO). Metro is a unique regional government for the Portland area and Wilsonville is the southernmost community within Metro. Besides regional planning authority, as the Metropolitan Planning Organization Metro has authority over the distribution of federal transportation funds to the region.

Mode

A method used by people or goods to get from one place to another, such as using cars and trucks, freight and passenger trains, walking, bicycling, and riding buses.

Mode Split

Travel modes include walking, biking, auto, and bus and light rail. The mode split is the percentage of total travel by each mode. For example if the mode split is 80% auto, this means that 80% of all trips are made by auto.

MPO

Metropolitan Planning Organization. The local bodies that set coordination standards and select projects in urban areas to be funded by the FAST Act. In the Portland Metropolitan area, Metro serves as the MPO.

Multi-modal Transportation

The availability of transportation options using different modes within a system or corridor, allowing for greater choice and mobility.

N**National Transit Database Reports**

Annual reports formerly known as Section 15, report financial and operating data, required of almost all recipients of transportation funds under Section 5307.

Near-side Bus Stop

A bus stop that is located immediately preceding an intersection.

O

OAA

Older Americans Act. Federal law first passed in 1965. The act established a network of services and programs for older people. This network provides supportive services, including transportation and nutrition services, and works with public and private agencies that serve the needs of older individuals.

Operating Assistance

Funding that helps support the day-to-day costs of operating or providing services; in transportation settings, this category often includes driver salaries and operating staff expense, as well as fuel, and other routine, ongoing costs of having and operating a transportation service.

Operating Costs

Non-capital costs associated with operating and maintaining a transit system, including labor, fuel, administration and maintenance.

Oregon Department of Transportation (ODOT)

State agency that oversees and maintains the state transportation system (including public transit), under the guidance of the Oregon Transportation Commission.

Oregon Public Transportation Plan (OPTP) 1997

The OPTP provides guidance for the development of transit, rideshare, and transportation demand management services throughout Oregon. The OPTP sets first priority on service to those who are most dependent on the public transportation system (seniors, people with disabilities, low-income, and youth). The plan describes transit service as a lifeline for many people in need of transportation to medical appointments, employment, and educational services. The ODOT Policy Advisory Committee and the Technical Advisory Committee is currently updating the OPTP with the intention of completing the Plan in 2018.

Oregon's Statewide Planning Goals

The 19 goals that provide a foundation for the State's planning program. The 19 goals can be grouped into four broad categories: land use, resource management, economic development, and citizen involvement. Locally adopted comprehensive plans and regional transportation plans must be consistent with the statewide planning goals.

Oregon Transportation Options (TO) Plan 2015

The purpose of the Oregon Transportation Options Plan (TO) is to establish a vision and policy guidance that supports and advances TO program activities and suggests ways to integrate TO into transportation planning and investments. The plan also supports TO program activities and integration with capital investment planning at the local and regional level.

P

Para-transit

Types of passenger transportation that are more flexible than conventional fixed-route transit but more structured than the use of private automobiles. Para-transit includes demand-response transportation services, subscription bus services, shared-ride taxis, carpooling and vanpooling, jitney services and so on. Most often refers to wheelchair-accessible, demand-response van service.

Park & Ride

A mode of travel usually associated with movements between work and home, that involves use of a private auto on one portion of the trip and a transit vehicle, carpool, or vanpool on another portion of the trip. Thus, a park-and-ride trip could consist of an auto trip from home to a parking lot, and transfer at that point to a bus, carpool, or vanpool in order to complete the trip to work.

Parking Management

Strategies aimed at making better use of available parking supply. Parking management strategies include preferential parking or price discounts for carpools and/or short-term parkers, and disincentives, prohibitions and price supplements for those contributing more to congestion.

Parking Cash-Out

This means that people (typically commuters, and sometimes residents of multi-family housing) who are offered a free parking space are also offered the cash equivalent when they use alternative transportation modes and so do not impose parking costs.

Passenger Mile

One passenger transported one mile. Total passenger miles are calculated by adding the sum of the distances ridden by each passenger.

Payroll Tax

The transit payroll tax was established by City Ordinance 340 in December, 1988. From January 1, 1990 to October 2006, the transit tax rate has remained constant at .3% (3/10 of one percent). In October 2006, the rate was raised to 0.33%, and to 0.5% in 2008. This tax is imposed for the provision of public transportation services in the local transit area.

Peak Hours

The rush hours of the day, generally 7-9 a.m. and 4-6 p.m.

Pre-Award/Post-Delivery Audit Requirements

Since 1991, FTA has required recipients of Sections 5307, 5309, 5310 and 5311 funds to carry out audits of vehicles and other rolling stock purchased with FTA money. These audits are to insure that vehicles are manufactured according to specification and comply with applicable Buy America and Federal Motor Vehicle Safety Standards.

R

Regional Center

A design type designated in Metro's 2040 Growth Concept. After the Central City , regional centers have the region's highest development densities, the most diverse mix of land uses, and the greatest concentration of commerce, offices, and cultural amenities. They are very accessible by both automobile and public transportation, and have streets that are oriented to pedestrians.

Regional Transportation Functional Plan (RTFP) 2014

The Regional Transportation Functional Plan (RTFP) is a Metro document that identifies the procedures necessary in order to meet the goals that are laid out in the Regional Transportation Plan (RTP). These procedures include changes in the region's systems for streets, transit, bicycles and pedestrians that are dependent on the nearby cities and municipalities.

Regional Transportation Plan (RTP)

The guiding document developed by Metro for all federally funded transportation planning efforts in the region, with a twenty year horizon and updated every three years. The RTP is the region's transportation system plan that is required by the Transportation Planning Rule.

Reverse Commute

A rideshare program facilitates the formation of carpools and vanpools, usually for work trips. A database is maintained for the ride times, origins, destinations and driver/rider preferences of users and potential users. Those requesting to join an existing pool or looking for riders are matched by program staff with other appropriate persons. In rural areas, a rideshare program is often used to coordinate Medicaid or volunteer transportation.

Ridership

The number of rides taken by people using public transportation in a given time period.

Rideshare

A motor vehicle, carrying two or more people for any trip purpose, including work and shopping.

S

SCTD

South Clackamas Transportation District (SCTD) provides bus service in the Molalla area and connections to Clackamas Community College and Canby.

SDC or Systems Development Charge

A system development charge (SDC) is a one-time fee imposed on new construction at the time of development. The fee is intended to recover a fair share of the costs of existing and planned facilities that provide capacity to serve new growth.

Section 5307

The section of the Federal Transit Act that authorizes grants to public transit systems in all urban areas. Funds authorized through Section 5307 are awarded to states to provide capital and operating assistance to transit systems in urban areas with populations between 50,000 and 200,000. Transit systems in urban areas with populations greater than 200,000 receive their funds directly from FTA.

Section 5309

The section of the Federal Transit Act that authorizes discretionary grants to public transit agencies for capital projects such as buses, bus facilities and rail projects.

Section 5310

The section of the Federal Transit Act that authorizes capital assistance to states for transportation programs that serve the elderly and people with disabilities. States distribute section 5310 funds to local operators in both rural and urban settings, who are either nonprofit organizations or the lead agencies in coordinated transportation programs.

Section 5311

The section of the Federal Transit Act that authorizes capital and operating assistance grants to public transit systems in areas with populations of less than 50,000.

SMART Options

A grant-funded program operated by South Metro Area Regional Transit (SMART). This program works with employers, schools, and individuals to help them find alternatives to driving alone. These alternatives include carpooling, vanpooling, transit, walking, bicycling, and telework. SMART Options also works with SMART Options works closely with other regional providers and services

Southwest Corridor Transit Project (SWCP)

The SWCP is on-going and works to improve a range of high capacity transit, bicycle, roadway and pedestrian access in southwest Portland and southeast Washington County. This project

included an investment strategy, transportation and land use plans, and an analysis of transit alternatives.

State Implementation Plan (SIP)

The statement of how the transportation, environmental, and health communities expect to meet federal air quality safety standards.

State Transportation Improvement Program (STIP)

A staged, multi-year, statewide, intermodal program of transportation projects, consistent with the statewide transportation plan and planning processes as well as metropolitan plans, TIPs, and processes.

Statewide Planning Goal 12

Oregon’s Statewide Planning Goal 12 is to provide and encourage a safe, convenient and economic transportation system. The State’s Transportation Planning Rule (TPR) is designed to implement Statewide Planning Goal 12. The TPR promotes the development of safe, convenient, and economic transportation systems that are designed to reduce reliance on the automobile so that the air pollution, traffic, and other livability problems faced by many urban areas can be avoided. The TPR permits regional planning agencies to adopt alternative standards in order to comply with the TPR.

T

Telework or Telecommute

This term refers to a transportation demand management strategy whereby an individual substitutes working at home for commuting to a work site on either a part-time or full-time basis.

Title VI of the Civil Rights Act

“No person in the United States shall, on the ground of race, color or national origin, be excluded from participation in, be denied benefits of, or be subjected to discrimination under any program or activity receiving federal financial assistance.”

TOD

Transit Oriented Development- Development in which public transportation, walking, and biking are designed to play a large role in mobility. TODs sometimes have the features often identified with New Urbanism- that is- using traditional town planning strategies to increase livability.

Town Center

A Metro 2040 Growth Concept design type that functions as a local activity area and provides close access to a full range of local retail and services within a few miles of most residents.

Town centers do not compete with regional centers in scale or economic diversity, but they will offer some specialty attractions of regional interest. Town centers have excellent multimodal access and connections to regional centers and other major destinations.

Traffic Calming

Various design features and strategies intended to reduce vehicle traffic speeds and volumes on roadway as a means of promoting safe and pleasant conditions for motorists, bicyclists, pedestrians, and residents.. These measures can include medians, bicycle lanes, roundabouts, curb bulb-outs, tighter curb radii, landscaping, and narrower streets.

Transit

This term refers to publicly-funded and managed transportation services and programs within the urban area, including light rail, regional rapid bus, frequent bus, primary bus, secondary bus, mini-bus, para-transit and park-and-ride.

Transit-Dependent Populations

Low-income, minority, youth, seniors, and people with disabilities tend to be more dependent on transit than the population as a whole. These groups often rely on transit as a lifeline to connect them with jobs, shopping, medical appointments, and social interaction. Since these groups do not have the mobility choices available to other groups, providing them with adequate transit service is considered first priority.

Transportation Demand Management (TDM)

Various strategies that change travel behavior (how, when and where people travel) in order to increase transport system efficiency and achieve specific objectives such as reduced traffic congestion, road and parking cost savings, increased safety, improved mobility for non-drivers, energy conservation and pollution emission reductions. Also referred to as Transportation Options or Mobility Management.

Transportation Improvement Program (TIP)

The multi-year capital program of transportation projects updated each year. SMART is subject to both the MTIP (Metropolitan Transportation Improvement Program) and STIP (State Transportation Improvement Program).

Transportation Network Company (TNC)

These companies connect paying passengers with drivers who provide the transportation on their own non-commercial vehicles, also known as ridesourcing.

Transportation Options Program

A program that seeks to promote a variety of transportation options and alternatives to the single-occupant automobile.

Transportation Planning Rule (TPR)

The implementing rule of Statewide Planning Goal 12 dealing with transportation, as adopted by the State Land Conservation and Development Commission (LCDC). Among its provisions, the TPR requires reducing vehicle miles traveled (VMT) per capita by 15 percent in the next 30 years, reducing parking spaces per capita by 10 percent in the next 20 years, and improving opportunities for alternatives to the automobile.

Transportation System Management (TSM)

Strategies and techniques for increasing the efficiency, safety, or level-of-service of a transportation facility without increasing its size. Examples include, but are not limited to, traffic signal improvements, traffic control devices (including installing medians, channelization, access management, and ramp metering), incident response, targeted traffic enforcement, preferential transit measures, and restriping for high-occupancy vehicle lanes.

Transportation System Management and Operations (TSMO)

A program designed to optimize the performance of roadway infrastructure that already exists through the implementation of specific systems and services that preserve capacity, improve reliability and safety, and improve the environment.

Transportation System Plan (TSP)

A plan for one or more transportation facilities that are planned, developed, operated, and maintained in a coordinated manner to supply continuity of movement between modes and within and between geographical and jurisdictional areas.

TriMet

Tri-County Metropolitan Transportation District, the transit agency for most of Clackamas, Multnomah, and Washington Counties.

Trip

A one-way movement of a person or vehicle between two points. Many transit statistics are based on unlinked passenger trips, which refer to individual one-way trips made by individual riders in individual vehicles. A person who leaves home on one vehicle, transfers to a second vehicle to arrive at a destination, leaves the destination on a third vehicle and has to transfer to yet another vehicle to complete the journey home has made four unlinked passenger trips.

Tripper Bus

A tripper bus is a second, often smaller bus that is used to create more rider capacity on a Route by following a regular bus and picking up passengers that otherwise would not be able to fit on the first bus due to overcrowding.

U

U.S. DOT

The United States Department of Transportation goals target transportation infrastructure, congestion, reliability and access. Federal strategies are designed to produce improvements in these measures of mobility throughout the U.S. transportation network in an effort to improve commerce and air quality, reduce energy consumption, and improve quality of life.

Unlinked Passenger Trips

An unlinked trip is a passenger trip made in a single vehicle, such as a single automobile or bus ride.

V

Vanpool

A prearranged ridesharing service in which a number of people travel together on a regular basis in a van. Vanpools may be publicly operated, employer operated, individually owned or leased.

VMT

Vehicle Miles of Travel - the measure of how many miles vehicle travel in a given period- use to assess the amount of roadway travel in the region.

W

Walk SMART

The objective of the Walk SMART project is to increase the number of walking trips by all people in Wilsonville.

Washington County Transportation System Plan 2015

Places a strong emphasis on regional connections and on strategies to increase transit efficiency and access; including improving bicycle and pedestrian access to transit stops, road improvements, and private development in close proximity to major bus stops and commuter rail stations.

WES

WES (Westside Express Service) a commuter rail line owned by TriMet with service to Beaverton, Tigard, Tualatin and Wilsonville. WES runs every 30 minutes during the weekday morning and afternoon rush hour.

Appendix B – Route Priorities

The content below highlights SMART’s priority if funding levels change to either (1) more available revenue and increasing service or if (2) costs increase and reducing service levels.

If SMART has more available revenue, the first service enhancements will be:

Priority Level	Service Description	Estimated Cost
1	Add hours of service on the 2X to Tualatin and/or Tigard with better connections to TriMet.	\$60,489
2	Add more Saturday service and hours of service on Route 4.	\$114,650
3	Add mid-day or late-morning service on the 1X.	\$372,000
4	Expand service to Villebois. Hourly service all day from Villebois to connections at SMART Central	\$168,000
	Current Villebois Shopper Shuttle would be replaced by all day Route 7	\$118,480
	Cost after Route 7 replaces the Villebois Shopper Shuttle	\$49,520
5	Add service to Coffee Creek and Frog Pond growth areas.	\$184,967
6	Begin service to Downtown Portland.	\$194,513
7	Begin service to Woodburn.	\$35,981
8	Acquire battery-electric buses, especially for in-town use.	\$86,250
Total	Total cost of all projects if annual operating funding were available.	\$1,384,849

If SMART has to make cuts because of increased operating expenses, or decreased revenue, the first cuts will be:

Priority Level	Service Description	Estimated Cost Savings
1	Reduce geographic area for out-of-town medical (Dial-a-Ride) trips. Half of current revenue mile and reduced service by 1/4	\$65,430
2	Drop one morning trip on the 1X, returning to 30-minute headway.	\$61,917
3	Reduce services to Tualatin, or to Tigard, on the 2X. Bypassing Tualatin Park & Ride	\$46,714
4	Reduce service to Canby on Route 3. Decrease Route 3 to Canby by two trips	\$53,000
Total	Total annual savings if all cuts were executed	\$227,061

Appendix C - Title VI Program

City of Wilsonville

South Metro Area Regional Transit (SMART)

Title VI Program

November 29, 2016

Stephan Lashbrook
Transit Director

29799 SW Town Center Loop E
Wilsonville, Oregon
lashbrook@ridesmart.com
(503) 570-1576

Introduction

This program reflects the City of Wilsonville's commitment to ensuring that no person shall, on the grounds of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance.

The City of Wilsonville is committed to complying with the requirements of Title VI in all of its programs and activities including the provision of transit services.

Signed Policy Statement

A policy statement signed by Bryan Cosgrove, Wilsonville City Manager, assuring SMART's compliance with Title VI of the Civil Rights Act of 1964, can be found as Attachment A.

Title VI Complaint Procedures

The City of Wilsonville has a standard process for investigating all complaints filed with SMART. Members of the public may file a signed, written complaint up to one hundred and eighty (180) days from the date of the alleged discrimination. Full procedures for filing a complaint and the City procedures for investigating complaints can be found as Attachment B. At a minimum, the complaint should include the following information:

- Name, mailing address, and how to contact complainant (i.e., telephone number, email address, etc.)
- How, when, where and why complainant alleges s/he was discriminated against. Include the location, names and contact information of any witnesses.
- Other significant information.

The complaint may be filed in writing with the City of Wilsonville at the following address:

Stephan Lashbrook
Transit Director
29799 SW Town Center Loop E
Wilsonville, Oregon
lashbrook@ridesmart.com
(503) 570-1576

Record of Title VI investigations, complaints, or lawsuits

SMART has had no Title VI complaints, investigations, or lawsuits filed against it in the past three years.

SMART Limited English Proficiency Outreach Plan

A full copy of SMART's outreach plan for individuals with limited English proficiency can be found in Attachment C. Key elements of the plan include:

- Spanish speaking translators available upon request;
- Route and Schedule brochures available in both English and Spanish;
- Transit surveys conducted by SMART available in Spanish;
- Public meetings with translators available upon request;
- Multiple-language translators available to anyone contacting SMART by phone;
- Rider alerts and other notifications printed in both Spanish and English; and
- Information on SMART's website automatically translated into multiple languages.

Notification of SMART's Title VI obligations

Wilsonville SMART publicizes its Title VI program by posting its commitment to providing services without regard to race, color, or national origin in all buses and in the City of Wilsonville Library, City Hall, the driver break room, and the SMART administration and maintenance facilities.

Furthermore, SMART provides information regarding Title VI obligations on the website (<http://www.ridesmart.com/274/Title-VI>) and in customer brochures.

The posters, website, and brochures provide information in English and Spanish:

- A statement that the City operates programs without regard to race, color, and national origin; and
- A statement encouraging anyone to contact the City of Wilsonville with questions or comments about SMART's non-discrimination policies or to file a complaint.

General Information/Comments/Complaints: smart@ridesmart.com

(503) 682-7790

www.ridesmart.com

Title VI – Compliance Officer & Limited English Proficiency Plan (LEP)

Coordinator

SMART's Transit Director, who reports to the Wilsonville City Manager, will serve as the overall Title VI Compliance Officer. The Compliance Officer is responsible for ensuring that SMART is meeting its obligations under Title VI of the Civil Rights Act of 1964.

SMART's Program Manager, will serve as SMART's Title VI Limited English Proficiency (LEP) Plan Coordinator. The LEP Plan Coordinator will ensure that SMART satisfies the intent of the LEP Plan by making information available to LEP individuals, offering ways for them to participate in SMART's public participation efforts and ensuring the process is in place for direct input and feedback.

Subrecipients

SMART does not pass any FTA funds through to subrecipients.

Summary of Public Participation Efforts

Over the last three-year period, SMART conducted the following public outreach and involvement activities:

- Public Open House meetings for the Transit Master Plan (Fall 2015, Spring 2016, Summer 2016, Winter 2016).
- Onboard and community surveys for proposed service changes related to the Transit Master Plan available in English and Spanish (Spring 2016, Fall 2016).
- Information booth set up at SMART Central for community surveys of proposed service changes related to the Transit Master Plan available in English and Spanish (Spring 2016, Fall 2016).
- Online community surveys for proposed service changes related to the Transit Master Plan available in English and Spanish (Spring 2016, Fall 2016).
- FACEBOOK posts about community surveys for proposed service changes related to the Transit Master Plan, with cross posts from other departments.
- Boones Ferry Messenger articles for proposed service changes related to the Transit Master Plan.
- Separate surveys for the DEQ Employee Commute Options Rule Survey materials in English and Spanish (ongoing with Wilsonville employers)
- Had Spanish translator available at two public outreach events Summer and Fall 2016.
- Created and installed Spanish “channel cards” on the inside of SMART buses. These cards promote transit and community programs (ongoing).
- Senior and Community Center outreach workshops (ongoing)
- Wilsonville school outreach and workshops (ongoing)
- Wood Middle School Bike Safety Class materials provided in English and Spanish (Spring 2014, 2015, 2016)
- “Bike Rodeo” materials provided in English and Spanish (Summer, 2016)
- SMART website includes the Google Translator tool. This tool instantly translates all pages on the website into more than 80 languages. Phone callers are now available to connect with a third party translator as of fall 2015 (now ongoing).
- Farmer’s Market tabling – (Summer 2014, 2015, 2016).
- Employer outreach workshops (ongoing).
- Community outreach workshops (ongoing)

Overview of SMART Service Standards and Policies

The Wilsonville City Manager adopted the updated SMART Service Standards and Policies document on November 29, 2016 - Attachment F.

Attachment A



29799 SW Town Center Loop E
Wilsonville, Oregon 97070
(503) 682-1011
(503) 682-1015 Fax Administration
(503) 682-7025 Fax Community Development

City of Wilsonville SMART Transit Non-Discrimination Policy Statement

November 29, 2016

Title VI of the Civil Rights Act of 1964 states:

“No person in the United States shall, on the grounds of race color or national origin be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal assistance.”

The City of Wilsonville is committed to complying with the requirements of Title VI in all of its programs and activities including the provision of transit services.

Bryan Cosgrove
City Manager
City of Wilsonville & SMART Transit



"Serving The Community With Pride"

Attachment B

Discrimination Complaint Procedure

1. Title VI of the Civil Rights Act of 1964 states that no person in the United States shall, on the grounds of race, color, or national origin be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance. Any person who believes that he or she, has been subjected to discrimination prohibited by Title VI of the Civil Rights Act of 1964, may file a complaint with the City of Wilsonville South Metro Area Regional Transit (SMART). A complaint may also be filed by a representative on behalf of such a person. All complaints will be referred to the City of Wilsonville Transit Director for review and action.
2. In order to have the complaint considered under this procedure, the complainant must file the complaint no later than 180 days after:
 - a) The date of alleged act of discrimination; or
 - b) Where there has been a continuing course of conduct, the date on which that conduct was discontinued.

In either case, SMART may extend the time for filing or waive the time limit in the interest of justice, as long SMART specifies in writing the reason for so doing.

3. Complaints shall be in writing and shall be signed by the complainant and/or the complainant's representative. Complaints shall set forth as fully as possible the facts and circumstances surrounding the alleged discrimination. In the event that a person makes a verbal complaint of discrimination to an officer or employee of SMART, the person shall be interviewed by the City of Wilsonville Transit Director. If necessary, the City's Transit Director will assist the person in reducing the complaint to writing and submit the written version of the complaint to the person for signature. The complaint shall then be handled according to the City of Wilsonville's investigative procedures.
4. Within 10 days, the City's Transit Director will acknowledge receipt of the allegation, inform the complainant of action taken or proposed action to process the allegation, and advise the complainant of other avenues of redress available, such as ODOT and USDOT.
5. The recipient will advise ODOT and/or USDOT within 10 days of receipt of the allegations. Generally, the following information will be included in every notification to ODOT and/or USDOT:
 - a) Name, address, and phone number of the complainant.
 - b) Name(s) and address(es) of alleged discriminating official(s).
 - c) Basis of complaint (i.e., race, color, or national origin)
 - d) Date of alleged discriminatory act(s).
 - e) Date of complaint received by the recipient.
 - f) A statement of the complaint.
 - g) Other agencies (state, local or Federal) where the complaint has been filed.
 - h) An explanation of the actions the City of Wilsonville has taken or proposed to resolve the issue in the complaint.

6. Within 60 days, the City's Transit Director will conduct an investigation of the allegation and based on the information obtained, will render a recommendation for action in a report of findings to the Wilsonville City Manager. The complaint will be resolved by informal means whenever possible. Such informal attempts and their results will be summarized in the report of findings.
7. Within 90 days of receipt of the complaint, the City's Transit Director will notify the complainant in writing of the final decision reached, including the proposed disposition of the matter. The notification will advise the complainant of his/her appeal rights with ODOT, or USDOT, if they are dissatisfied with the final decision rendered by SMART. The City's Transit Director will also provide ODOT and/or USDOT with a copy of this decision and summary of findings upon completion of the investigation.
8. Contacts for the different Title VI administrative jurisdictions are as follows:

Federal Transit Administration Office of Civil Rights
Attention: Title VI Program Coordinator
East Building, 5th Floor – TCR
1200 New Jersey Ave., SE
Washington, DC 20590

Attachment C

CITY OF WILSONVILLE/ SMART SERVICES LIMITED ENGLISH PROFICIENT (LEP) PLAN November 28, 2016

SMART is required to take responsible steps to ensure meaningful access to the benefits, services, information and other important portions of our programs and activities of individuals who have Limited English Proficiency (LEP). SMART consulted the USDOT's LEP Guidance and performed a four factor analysis of contact with the public to determine the appropriate mix of LEP services to offer.

Four Factor Analysis:

1) The nature and importance of service provided by SMART.

SMART provides important transit services to the City of Wilsonville through its fixed Route, paratransit, rideshare, and bicycle/pedestrian programs. SMART serves the transit needs of the City of Wilsonville and provides critical regional links to three other providers (Salem Cherriots, Portland's TriMet and Canby's CAT) through the City's Transit Center: SMART Central at Wilsonville Station.

2) The number or proportion of LEP persons in the service area.

Data was gathered from the following sources to identify information on persons who speak languages other than English at home, who speak English less than very well and are therefore classified as limited English proficient or "LEP":

- a. 2010 Census Data – See attachment E;
- b. Census Bureau's 2010-2014 American Community Survey 5-Year Estimates; *
- c. Department of Labor LEP Special Tabulation website.

A review of the census data and 2010-14 American Community Survey Estimates on the numbers of LEP persons revealed that in Wilsonville, Oregon, the highest percentage of total population 5 years of age and over that spoke a language other than English at home is Spanish speakers. The number of Spanish speaking individuals is estimated to have risen from 9.1% to about 10.0% since the 2010 Census, while the number of identified people in the LEP population that speaks English less than "very well" is estimated to have gone down from 41.4% to 33.1% of the that group.

The second largest LEP populations in Wilsonville are Indo-European and Asian which makes up less than 5% of the total population. The most recent Census Tract (2010) information on minority populations can be found in Attachment D.

3) The frequency with which LEP individuals come into contact with SMART service.

SMART serves LEP persons daily via our buses, paratransit, demand response services, and community programs. SMART has a translator system in place for the customer service phone line. SMART receives an average of approximately one call per month that requires translation and has received no call requests for languages other than Spanish.

Subject	Wilsonville city, Oregon					
	Total		Percent of specified language speakers			
	Estimate	Margin of Error	Speak English "very well"		Speak English less than "very well"	
			Estimate	Margin of Error	Estimate	Margin of Error
Population 5 years and over	19,133	+/-370	95.3%	+/-1.7	4.7%	+/-1.7
Speak only English	85.4%	+/-2.4	(X)	(X)	(X)	(X)
Speak a language other than English	14.6%	+/-2.4	67.9%	+/-9.5	32.1%	+/-9.5
Spanish or Spanish Creole	10.0%	+/-2.3	66.9%	+/-12.5	33.1%	+/-12.5
Other Indo-European languages	2.7%	+/-1.2	82.1%	+/-12.6	17.9%	+/-12.6
Asian and Pacific Island languages	1.6%	+/-0.6	47.3%	+/-15.8	52.7%	+/-15.8
Other languages	0.2%	+/-0.2	100.0%	+/-48.1	0.0%	+/-48.1
SPEAK A LANGUAGE OTHER THAN ENGLISH						
Spanish or Spanish Creole	1,919	+/-437	66.9%	+/-12.5	33.1%	+/-12.5
5-17 years	431	+/-135	81.9%	+/-12.5	18.1%	+/-12.5
18-64 years	1,436	+/-387	61.1%	+/-16.0	38.9%	+/-16.0
65 years and over	52	+/-53	100.0%	+/-41.1	0.0%	+/-41.1
Other Indo-European languages	514	+/-223	82.1%	+/-12.6	17.9%	+/-12.6
5-17 years	87	+/-81	79.3%	+/-33.3	20.7%	+/-33.3
18-64 years	324	+/-132	92.9%	+/-11.0	7.1%	+/-11.0
65 years and over	103	+/-84	50.5%	+/-39.3	49.5%	+/-39.3
Asian and Pacific Island languages	313	+/-108	47.3%	+/-15.8	52.7%	+/-15.8
5-17 years	0	+/-22	-	**	-	**
18-64 years	311	+/-108	46.9%	+/-15.9	53.1%	+/-15.9
65 years and over	2	+/-3	100.0%	+/-100.0	0.0%	+/-100.0
Other languages	38	+/-34	100.0%	+/-48.1	0.0%	+/-48.1
5-17 years	0	+/-22	-	**	-	**
18-64 years	15	+/-21	100.0%	+/-76.6	0.0%	+/-76.6
65 years and over	23	+/-27	100.0%	+/-61.8	0.0%	+/-61.8
CITIZENS 18 YEARS AND OVER						
All citizens 18 years and over	14,474	+/-527	99.2%	+/-0.6	0.8%	+/-0.6
Speak only English	91.3%	+/-2.1	(X)	(X)	(X)	(X)
Speak a language other than English	8.7%	+/-2.1	90.3%	+/-6.2	9.7%	+/-6.2
Spanish or Spanish Creole	5.0%	+/-1.7	94.9%	+/-5.4	5.1%	+/-5.4
Other languages	3.7%	+/-1.2	84.1%	+/-11.5	15.9%	+/-11.5
PERCENT IMPUTED						
Language status	5.8%	(X)	(X)	(X)	(X)	(X)
Language status (speak a language other than English)	9.9%	(X)	(X)	(X)	(X)	(X)
Ability to speak English	13.0%	(X)	(X)	(X)	(X)	(X)

Figure 1: American Community Survey 2010-2014

All SMART buses are stocked with “SMART Comment” cards in both Spanish and English. Passengers may submit a comment, question, or complaint and request that someone contact them in Spanish or English so they may have full and effective access to SMART services and programs. A copy of the “SMART Comment” card can be found as Attachment F.

4) The resources available to the recipient of the federal funds to assure meaningful access to the service by LEP persons.

SMART has been providing information in Spanish such as surveys, bus Routes, schedules and fares, public service announcements and general information on the buses and website. In addition, the City has provided interpreters at public meetings and has a translator system in place for the customer service information phone line. SMART estimates that over the past three years, more than 300 Spanish speaking LEP individuals have been assisted at SMART related outreach events in the City of Wilsonville.

5) Construction, Site or Location of Facilities

SMART has not sited, located or constructed any facility requiring an equity analysis since the last Title VI program was approved. Minor sidewalk improvements were made at a number of locations to improve ADA access, but the locations were selected solely on the basis of the physical characteristics of the existing sidewalks.

6) Minority Representation on Planning or Advisory Boards

SMART does not currently have any standing or advisory boards. However, as part of the Transit Master Plan process SMART has established a Transit Master Plan Task Force. Staff has reached out to our community partners (detailed below) to identify and encourage the participation of minorities on the Task Force. In fact, anyone who attended the early meetings of the group was automatically invited to serve on the Task Force.

Implementation Plan:

Based on the four factor analysis, SMART recognizes the need to continue providing language services in the area. A review of SMART's relevant programs, activities and services that are being offered or will be offered by the City as of November 2016 include:

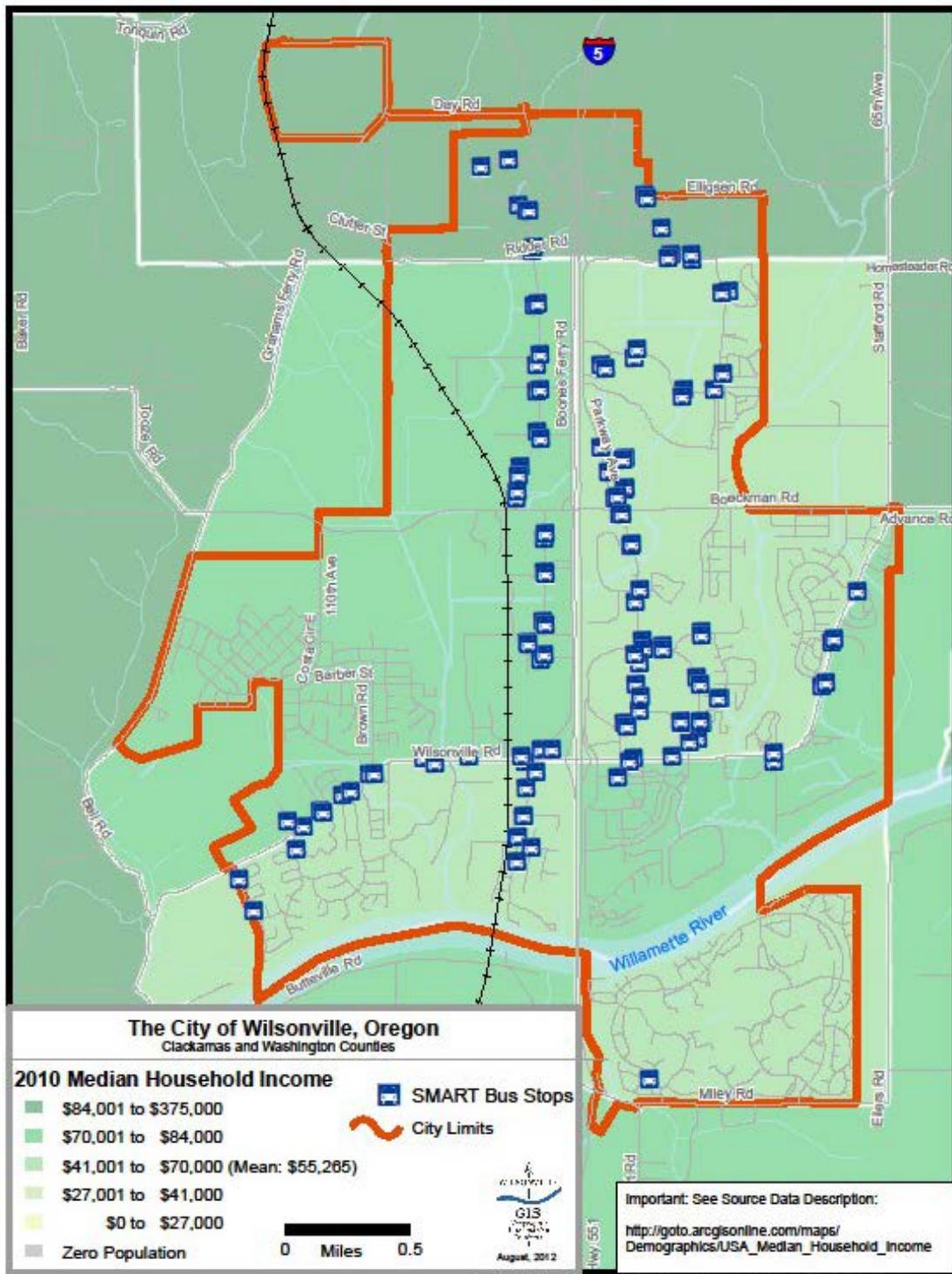
- Spanish speaking representatives are available upon request.
- Route and Schedule brochures are available in English and Spanish.
- Route and schedule information are available for Google translation into Spanish or a variety of other languages on the SMART website.
- SMART Options brochures are available in Spanish with information for bicycling and pedestrian safety.
- Transit survey conducted by SMART was made available in Spanish.
- Specific public meetings related to the Transit Master Plan, other planning efforts or major fare or service changes have been held with the Spanish speaking community in Wilsonville. Information was provided in Spanish and translators were available on-site to help with questions or concerns.

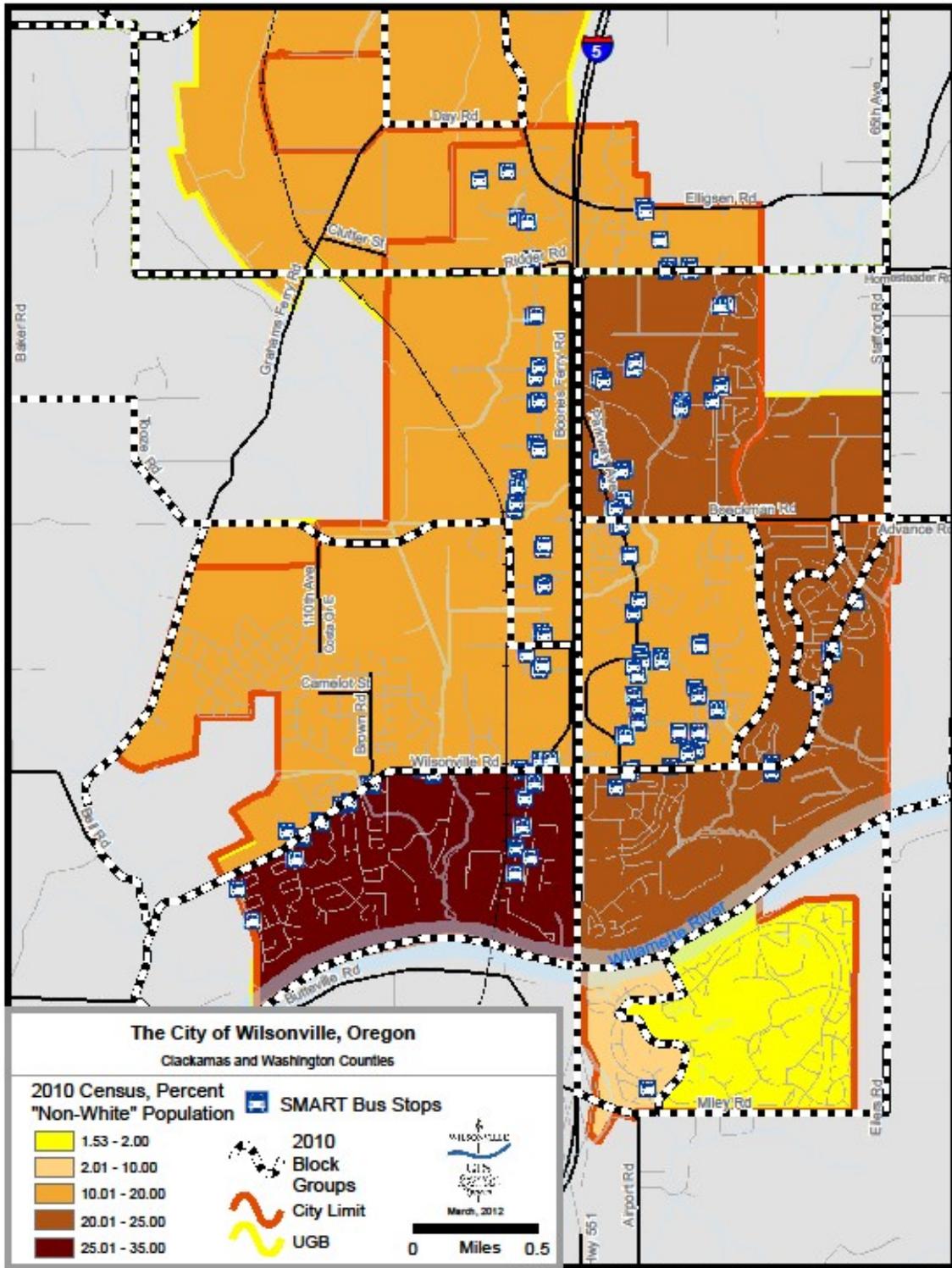
SMART's outreach and marketing initiatives have yielded a list of community organizations that provide service to populations with limited English proficiency. The following list of community organizations and schools in the area have been contacted to assist in gathering information and see what services are most frequently sought by the LEP population: Wilsonville High School, Wilsonville Art Tech High School, Wood Middle School, Boeckman Creek Primary School, Boones Ferry Primary School, Wilsonville Community Center, Wilsonville Public Library, Wilsonville businesses over 100 employees, Lowrie Primary School, and Wilsonville City Hall.

SMART will continue to contact the community organizations that serve LEP persons, as well LEP persons themselves, and perform a four factor analysis every three years to identify what, if any, additional information or activities might better improve SMART services to assure non-discriminatory service to LEP persons. SMART will then evaluate the projected financial and personnel needed to provide the requested services and assess which of these can be provided cost-effectively.

Attachment D

2010 Census Data (Most recently published)





Attachment E

TITLE VI STANDARDS AND POLICIES

Pursuant to requirements set forth in the Federal Transit Administration's (FTA) Circular 4702.1B, SMART must establish and monitor its performance under quantitative Service Standards and qualitative Service Policies. The service standards contained herein are used to develop and maintain efficient and effective fixed-route transit service.

This Title VI 2016 Service Standards and Policies document is the second formal service standard document for SMART. While it was initially created to meet FTA Title VI requirements, SMART will be looking to make transit service standards and policies part of the Transit Master Plan through the update of that document.

FTA Title VI Standards & Policies

The FTA requires all fixed-route transit providers of public transportation to develop quantitative standards and qualitative policies for the indicators below:

- A. Vehicle Load Standard;
- B. Vehicle Headway Standard;
- C. On-time Performance Standard;
- D. Service Availability Standard;
- E. Vehicle Assignment Policy; and
- F. Transit Amenities Policy.

(VEHICLE) PASSENGER LOAD FACTOR - Standards for passenger capacity are used to determine if a bus is overcrowded. The chart below shows the Maximum Safe Capacity of each type of bus in revenue service, both seated and standing. The Maximum Load Factor is the ratio between seated and standing capacity.

Standard: SMART’s standard for all Routes for Maximum Load Factor is 1.5, except in the case of freeway express buses traveling more than 55 mph, which then is 1.0.

Vehicle Type	Seated	Standing	Maximum Safe Capacity	Maximum Load Factor
26 ft. Bus	21	7	28	1.3
30 ft. Bus	33	10	43	1.3
35 ft. Bus	35	11	46	1.3
40 ft. Bus	37	12	49	1.3
40 ft. freeway Bus	45	0	45	1.0

Measure: Vehicle load issues will be measured through customer complaints, driver feedback and supervisor on-board reviews.

VEHICLE HEADWAY - Vehicle headway is the measurement of the frequency of service and is the scheduled time between two trips traveling in the same direction on the same Route at a given location. SMART provides both residential and commuter service.

Standard: The chart below shows the targeted headways for each Route.

Route	Commute Period	Base Period	Type of Service
1X - Salem	60 min. (30 min. in conjunction with Salem Transit)	----	Commuter express
2X - Barbur Blvd.	30 min.	60 min.	Local in Wilsonville, then express to Barbur Blvd.
3 - Canby	60 min.	----	Out of town commuter
4 - Crosstown	30 min.	60 min.	Local
5 - 95 th Ave.	30 min.	----	Local Commuter
6 - Argyle Sq.	30 min.	----	Local commuter
7 - Villebois	2 trips a.m./2 trips p.m.	----	Local Commuter shuttle

Measure: Ensure that schedule changes of 25% or more will go through a Title VI review process.

This will ensure that SMART meets the expectation of Title VI that the minority/disadvantaged population will be provided no less service than the non-minority/non-disadvantaged populations.

ON-TIME PERFORMANCE – On-time performance is a measure of trips completed as scheduled.

Standard: SMART has set a standard that at least 92% of all trips will run on time. SMART measures on-time performance through bus schedule adherence. A bus is considered “on time” if it is within 0-5 minutes of the schedule at any time point, “late” is defined as more than 5 minutes after the scheduled departure time, and “early” is defined as anything before the scheduled departure time.

Measure: Schedule adherence will be measured through computer software that is connected to an AVL on each vehicle. The software provides highly accurate on-time performance data regularly throughout each day. Ride checks, field checks, and trip checks will be performed periodically to ensure the computer program maintains accuracy.

SERVICE AVAILABILITY - Service availability (a.k.a. service access) is a general measure of the distribution of Routes within the SMART service area.

Standard: SMART’s goal is to ensure that 85 percent of City residents live within walking distance (i.e., no more than 1/4 mile) of a bus stop. SMART service continues to be particularly strong in neighborhoods with significant minority and low-income populations.

Measure: Transit access is determined by mapping all active bus stops within the system and then calculating the population (based on 2010 Census data) within 1/4 mile radii of those stops. This information is then compared to the City’s total population.

VEHICLE ASSIGNMENT POLICY - Vehicle assignment refers to the process by which transit vehicles are placed into service in on Routes throughout the SMART’s system

Standard: Vehicles are rotated throughout the SMART system, with newer vehicles serving all areas of the system. Specific vehicles are assigned to Routes only when required by operating conditions (e.g., in cases where a smaller bus is required to provide service on narrower streets).

Measure: Daily assignments are reviewed to ensure that the most equitable distribution is made. Generally, within the small city of Wilsonville, the same buses serve both the minority/disadvantaged neighborhoods and the non-minority/non-disadvantaged neighborhoods. As such, there is no pattern of providing poorer quality vehicles in minority or disadvantaged neighborhood.

DISTRIBUTION OF TRANSIT AMENITIES - Distribution of Transit Amenities is a general measure of the distribution of transit amenities (items of comfort, convenience and safety) available to the general riding public

Standard: Bus stop signs: SMART ensures that bus stops are easily identifiable, safe, and accessible places to wait for the bus. Seats can be applied to signs as needed.

Shelters: Although some shelters are provided by developers in new growth areas, SMART uses ridership as the primary criterion for determining shelter placement when public funds are used. Minimum threshold for shelter consideration is an average of 10 or more boardings per weekday. A seat bench is included with all shelters.

Trash can placements: Trash cans are provided at all shelters. They are mounted on either the shelter or bus stop sign pole so as to not block ADA pads or pedestrian walkways. At other stops, trash cans are provided on an as needed basis.

Measure: The distribution of transit amenities is determined by demand. Annually, SMART reviews ridership levels to make decisions on how limited federal resources should be spent. Currently, passenger amenities are spread equitably throughout the SMART service area.

Attachment F



COMMENT CARD

Please complete this card and return it to the Operator, drop off at City Hall, or mail to 29799 SW Town Center Loop E. Wilsonville, OR 97070

NAME: _____
DATE: _____
PHONE: _____
EMAIL: _____
ADDRESS: _____

WOULD YOU LIKE SOMEONE TO CONTACT YOU? YES NO

COMMENTS:

The City of Wilsonville operates services and programs without regard to race, color, and national origin. Please contact the City of Wilsonville with questions, comments, or complaints about SMART's non-discrimination policies.

Smart@ridsmart.com 503-682-7790



Tarjeta de Comentario

Por favor complete esta tarjeta y devuélvela al conductor del autobus, o dejéla en o envíela a 29799 SW Town Center Loop, E, Wilsonville, OR 97070

NOMBRE Y APELLIDO: _____

FECHA: _____
TELÉFONO: _____
CORREO ELECTRÓNICO: _____

DIRECCIÓN: _____

¿Le gustaría hablar con alguien en español sobre este comentario SÍ NO

COMENTARIO:

SMART está dedicado a proveer servicios y programas sin respeto a raza, color de piel, y nacionalidad. Por favor comuníquese con el Director de Tránsito de la Ciudad de Wilsonville si tiene preguntas o comentarios sobre la política de no discriminación o para presentar una queja.

Smart@ridsmart.com 503-682-7790

Appendix D – Planning Framework

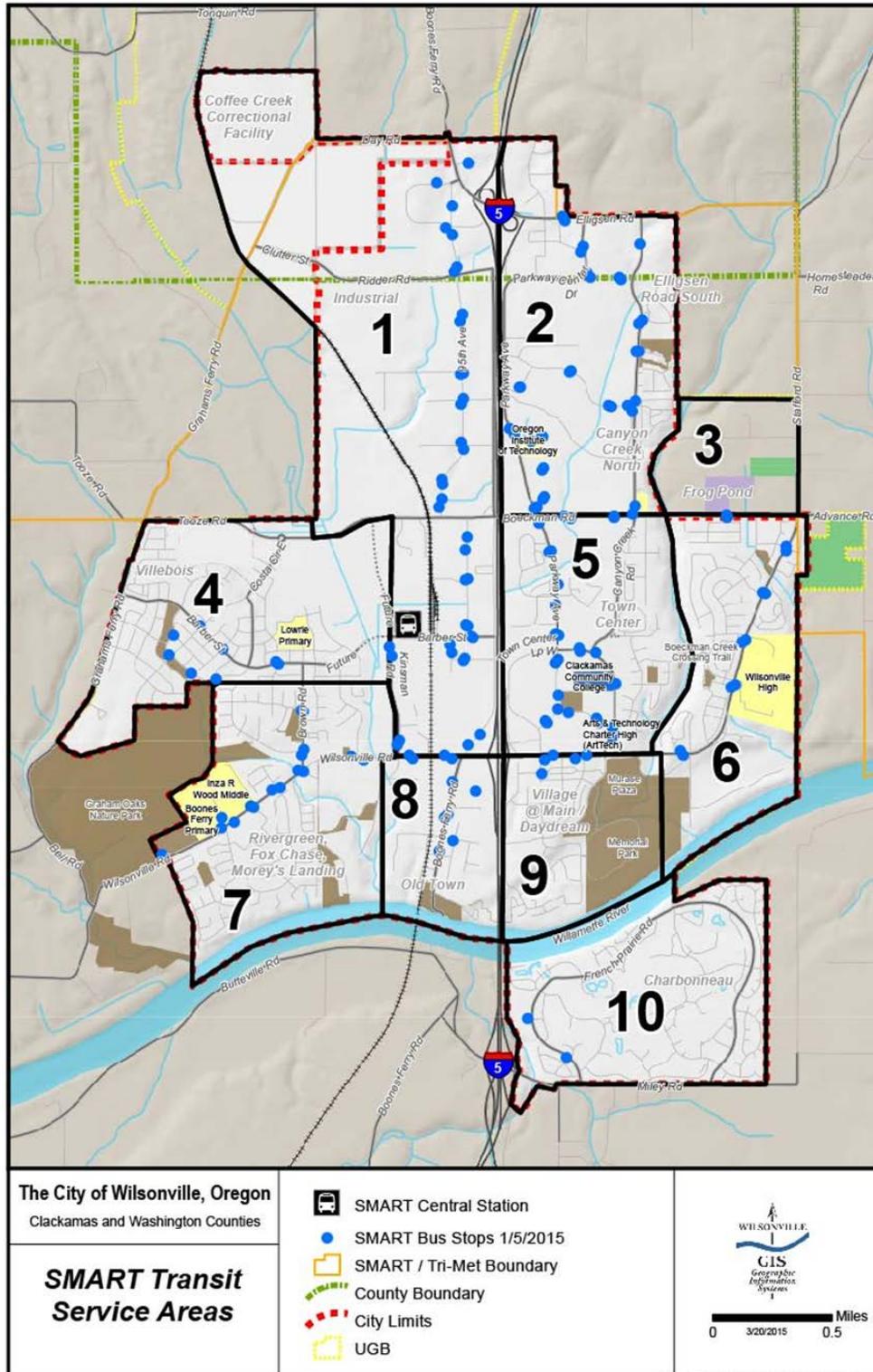
The following plans, policies and documents were considered most relevant for the SMART Transit Master Plan Update:

Plan	Agency	Description
Oregon Transportation Plan (OTP) (2006)	ODOT	The OTP is the statewide multimodal transportation plan. It defines goals, policies, and strategies to guide the development of state, regional, and local transportation plans. The OTP does not recommend specific projects but provides a framework for prioritizing transportation improvements and funding.
Regional Transportation Plan (RTP) (2014)	Metro	The RTP proposes investing more than \$22 billion in local, regional, state and federal funds during the next 25 years to improve safety, system reliability and travel choices for everyone, revitalize downtowns and main streets, create jobs and support the region’s economy, and reduce our region’s carbon output.
Regional Travel Options Strategic Plan (2012)	Metro	Metro’s Regional Travel Options (RTO) program supports Metro’s mission of creating a great place by increasing the awareness of non-single occupancy vehicle (SOV) travel options such as biking, walking, taking transit, and ridesharing.
Transportation System Plan (TSP) (2013)	City of Wilsonville	The Wilsonville Transportation System Plan (TSP) is the City's long-term transportation plan and is an element of its Comprehensive Plan. It includes policies, projects, and programs that could be implemented through the City's Capital Improvement Plan, development requirements, or grant funding.
Tri-County Coordinated Transportation Plan for Seniors & Persons with Disabilities (2016)	TriMet	Vision: Guide transportation investments toward a full range of options for seniors and people with disabilities, foster independent and productive lives, strengthen community connections, and strive for continual improvement of services through coordination, innovation, and community involvement.
Regional Active Transportation Plan (2014)	Metro	Provides a vision, plan and policies for communities in our region to increase transportation options and support economic development, healthy active living and equity. An agreed upon regional strategy knits together local plans and projects efficiently, consistently and cohesively.
Salem- Keizer Transit Long-Range Regional Transit Plan (LR RTP) (2013)	Salem – Keizer Transit	The LR RTP provides a blueprint for Salem-Keizer Transit operations for the next 20 years and prioritizes future transit service investments amid limited resources.
Climate Smart Strategy (2014)	Metro	The Climate Smart Strategy is a set of policies, strategies and near-term actions to guide how the region moves forward to integrate reducing greenhouse gas emissions with ongoing efforts to create the future we want for the Portland Metro Region

Plan	Agency	Description
Oregon Transportation Options Plan (2015)	ODOT	The Oregon Transportation Options Plan is directed towards the education and advertisement of different transportation strategies throughout the Metro region. While most plans focus on the improvement and expansion of transit systems, the Oregon Transportation Options Plan is committed to providing investment and awareness within the current state of the system so that people can make informed decisions on how to travel in a way that has a healthy impact on our economy, environment, and society.
Employee Commute Options Program (1996)	DEQ	The Oregon Legislature passed a series of laws designed to protect air quality in the Portland metropolitan area that includes Employee Commute Options (ECO). The Oregon Department of Environmental Quality (DEQ) then established a set of Administrative Rules to implement the law. The ECO rules set more specific goals for trip reduction that specifically target businesses with more than 100 employees.
Americans with Disabilities Act	Federal	The Americans with Disabilities Act (ADA) requires SMART and all other public transit agencies that operate fixed-route local systems to provide paratransit or other special service to individuals with disabilities who have difficulty using fixed-route services. The law requires that SMART provide ADA service that is comparable to the level of service provided to individuals without disabilities, who can use the fixed-route system.
Oregon Transportation Planning Rule (2011)	Department of Land Conservation and Development	This division implements Statewide Planning Goal 12 (Transportation) to provide and encourage a safe, convenient and economic transportation system. This division also implements provisions of other statewide planning goals related to transportation planning in order to plan and develop transportation facilities and services in close coordination with urban and rural development. The purpose of this division is to direct transportation planning in coordination with land use planning.
Clackamas County Transportation System Plan (2013)	Clackamas County	Clackamas County Transportation Plan calls for increasing transit use by encouraging land use patterns, development designs, and street and pedestrian/bikeway improvements that support transit. The plan sets a goal of transit service within 1/4 mile of most residences and businesses within the Portland Metropolitan UGB.
Washington County Transportation System Plan (2015)	Washington County	Washington County's Transportation Plan places a strong emphasis on regional connections and on strategies to increase transit efficiency and access. The Plan calls for improving bicycle and pedestrian access to transit stops. It also calls for road improvements and for private development in close proximity to major bus stops, commuter rail stations, and existing and proposed light rail stations to include appropriate features to support and complement existing and future transit services.

Appendix E – Neighborhood Characteristics

The following data was collected in 2015 as part of an Existing Conditions Report. Data was collected by bus drivers within a span of a week.



Area 1: Westside Industrial (Coffee Creek, 95th & Boberg Road areas)

Overview

The Westside Industrial area is located just west of the I-5 Freeway. The industrial area forms a swath from Wilsonville Road north to Elligsen/Day Road and includes the Coffee Creek Wetland area to the west. The majority of development located south of Elligsen Road between SW 95th & Boberg/Boones Ferry is industrial, with some commercial uses. The largest employers currently located in the area include Convergys, Rite Aid Distribution, Microsoft, TE Connectivity Precision Interconnect, Coca Cola Bottling Company and the Coffee Creek Correctional Facility (which continues to be within TriMet's service territory in spite of being within the City of Wilsonville).

With the exception of the State Correctional Facility which is located in the northwest corner of this area just off Day Road, the land located in the Coffee Creek area is sparsely developed. The recently completed Coffee Creek Master Plan created a detailed transportation and land use plan for that area and development plans for expansion to the north into the Basalt Creek area and neighboring City of Tualatin.

The Westside Industrial area is also home to Wilsonville's SMART Central Station and the southernmost terminus of TriMet's Westside Express Service (WES) commuter rail. The SMART Central Station serves as the main transfer point for the entire SMART system including connections to neighboring regional transit providers.

Currently, the major north/south streets that serve the Westside Industrial area include 95th Avenue/Boberg, and Boones Ferry Road. Major east/west streets include Boeckman and Elligsen Roads, which offer direct connections from this area to Wilsonville's east side. In addition to these existing streets, Day/Elligsen Road, Grahams Ferry Road and the planned Kinsman Road extension will provide important access to the developing northern Coffee Creek and Basalt Creek areas.

Other key streets for SMART include Kinsman Road, Barber Street and Boones Ferry Road in the southern part of this neighborhood area, all of which provide access between Wilsonville Road and the SMART Central. The Commerce Circle Loop located near Elligsen Road is also an important transit street as it provides a transfer point between TriMet's 96 service and SMART's Route 5.

There is limited residential development within the Westside Industrial area. The one major exception is the Walnut Mobile Home Park located between Boeckman Road and Boberg Street – which includes about 57 units. Children who live within this area generally attend Lowrie Primary School (located on SW Brown Road), Wood Middle School (on Wilsonville Road West) and Wilsonville High School (on Wilsonville Road East).

Commuting

As a major employment area in the City, jobs in the Westside Industrial area tend to provide more blue-collar employment with a focus on manufacturing, warehouse and wholesale trade. There are an estimated 7,000 employees who work within this area. The largest concentration of these workers commute from Portland and Wilsonville, but workers also live in other neighboring communities such as Salem, Tigard, Tualatin, Woodburn, Beaverton and Sherwood.

Existing Services & Amenities

The location of the SMART Central Station in the southern portion of the Westside Industrial area means that businesses along Barber Street are served by transit throughout the day – as all seven lines provide some service to the area during the weekday; and Route 4 provides service on Saturday but only along Wilsonville Road and not directly to the SMART Central Station. Route 5, along 95th Avenue, provides weekday peak hour service to businesses located on or near Boberg Road and 95th Avenue; and TriMet Line 96 connects with SMART’s Route 5 at Commerce Circle seven times during peak service hours.

Fixed-Route

As noted above, this area includes the SMART Central Transit Center. Because of this, ridership is high, with about 448 boardings per day. More than 80 percent of those boardings occur at the Transit Center. Other key stop areas include the transfer point between TriMet 96 and the SMART Route 5 at Commerce Circle and 95th Avenue. Route 5 sees about 25 boardings per day. Also in this area, the closest stop to Wilsonville Road on Boones Ferry (near Fred Meyer) sees about 30 boarding per day.

Dial-a-Ride

Dial-a-Ride pickups and drops offs are also limited in this area (on average less than 10 per day). The Coffee Creek Correctional Facility sees the most boarding/alighting activity in this area as it is the current transfer point between TriMet LIFT and SMART Dial-a-Ride.

Major Opportunities

- Partner with TriMet to streamline transit service between SMART Central, TriMet’s line 96 and SMART’s Route 5 to eliminate duplicative service and the extra transfer currently required for passengers traveling to and from Portland.
- Kinsman Road expansion could provide alternate routes for Route 5.
- The employment area offers opportunity for large carpool coordinating.

Identified Concerns

- The nature of manufacturing and warehouse facilities that operate most hours of the day. Current limited hours of transit operation do not always match the needs of the employees in this area.
- The current transfer point between SMART and TriMet LIFT has been identified as a concern for DAR riders – they would like to see the transfer point moved to the Holiday Inn near Commerce Circle.

Area 2: Northeast Neighborhoods

(Elligsen Road, Eastside Industrial/Commercial and Canyon Creek areas)

Overview

The Northeast Neighborhood area includes both sides of Elligsen Road, south to Boeckman and east of I-5 to the City boundary. This area is made up of the East Industrial Campus neighborhood and the Canyon Creek residential neighborhood, with the major dividing line between residential and employment found east and west of Canyon Creek Road.

The Eastside Industrial area is located between I-5 and Canyon Creek Road. It is home to Wilsonville's largest employers and institutions of higher learning including Xerox, FLIR, Mentor Graphics, D.W. Fritz, Rockwell Collins, Oregon Tech and Pioneer Pacific College.

The Canyon Creek Neighborhood is located just to the east of these major employers. Largely residential, the Canyon Creek Neighborhood includes large multi-unit housing developments such as Canyon Creek Meadows, Canyon Creek Estates and the Carriage Oak Community. Sidewalks line all of the public streets but there are gaps in the bicycle lane network through this area. The one major exception is along Parkway Avenue from Xerox north to Argyle Square. Here there is no safe pedestrian or bicycle connection and access to this nearby commercial area is limited to the east side of this area along Canyon Creek Road. The one major multi-use-path starts in the southern part of this neighborhood on the Mentor Graphics Campus and provides a paved trail that meanders south through undeveloped fields to the Town Center area. This trail is signed as private property and could be developed by Mentor Graphics in the future.

Children living in the Northeast Neighborhood area generally attend Lowrie Primary and Wood Middle school, which are over two miles from the area on the west side of Wilsonville. Wilsonville High School is located less than two miles to the southeast.

Commuting

The Eastside Industrial area is the second largest employment area in Wilsonville. It provides jobs for over 6,000 skilled workers including high-tech and professional service industries. Of employees working in this area, close to 8 percent live in Wilsonville. The remaining employees commute from other nearby communities, including Portland (about 13%), Beaverton, Tigard, Tualatin, Hillsboro, Lake Oswego and Salem (2-4%).

In addition to workers who commute daily to this area, there are also more than 1,200 residents who live in the Canyon Creek Neighborhood and commute from their homes to jobs. Of that number, approximately seven percent (100) of the residents have jobs within Wilsonville (which might include those in the Eastside Industrial area); and another 14 percent (200) commute to jobs in Portland. Many of the others commute to jobs up and down the I-5 corridor (Salem, Eugene/Springfield, Tigard, Corvallis, etc.)

Existing Services & Amenities

The Northeast Neighborhoods are served by the weekday peak hour Route 6: Canyon Creek and the Route 2X: Barbur throughout the weekday and on Saturday. Combined, these routes provide 15 minute peak-hour service to the major employers in this area.

Fixed-Route

The Northeast Industrial area sees about 200 boardings per day. Key stops include the major employers (Mentor Graphics, Rockwell Collins, FLIR and Xerox) and the apartment and housing development areas along Canyon Creek Road.

Dial-a-Ride

Dial-a-Ride pickups and drops offs average less than 15 per day. Argyle Square (Target/Costco) and Oregon Tech see the most boarding/alighting activity for DAR in this area.

Major Opportunities

- With the majority of the workforce and a large share of the residential population in this area commuting during peak times, improved transit service could capture some of the highest ridership in the City.
- New extension of Canyon Creek Road to Town Center Loop creates opportunities for future transit service.

Identified Concerns

- Lack of mid-day service may deter Oregon Tech students from using the service due to classes going throughout the day.

Area 3: Frog Pond

Overview

The City of Wilsonville is currently completing a master planning process that will define the future of the 500-acre Frog Pond/Advance Road area. This process will establish a Master Plan for the area and define expectations for the type of neighborhoods that will be developed there in the future. Following completion of the Plan, the project team will further refine the area within the Urban Growth Boundary (UGB) (mostly west of Stafford Rd) and develop zoning and other implementation tools needed to implement the Plan. The City of Wilsonville is expecting more than 600 single-family households and an elementary school in the West Neighborhood which is already inside the UGB. The East and South neighborhoods are expected to have similar density.

Expected to be largely residential, the Frog Pond area will include Wilsonville-West Linn School District plan to build a second middle school for Wilsonville just east of Stafford Road which is under construction and opening in Fall 2017. This new middle school will ease overcrowding at Wood Middle School (on the west side of Wilsonville) and offer a closer middle school option for many east side neighborhoods.

Key east/west access to this area will be along Boeckman/Advance Road while Stafford/Wilsonville Road will provide key north/south access. Once developed, this area should also offer improved pedestrian/bicycle access along Boeckman Road.

Existing Services & Amenities

Currently, SMART provides very limited service to this area, as part of the current cross-town Route 4.

Major Opportunities

- The new middle school could serve a more convenient bus turn-around point than where it currently turns around (at Mentor Graphics).
- Development with some retail could be a potential desired destination.

Identified Concerns

- Increased demand from the new residential development without additional revenue could put a stress on SMART existing resources.

Area 4: Villebois

Overview

Villebois is a master planned community, located primarily on the old Dammasch State Hospital site. The Villebois Master Plan calls for 2,645 housing units and as of now, approximately two-thirds have been built. Upon completion, the developed community will offer a mix of single family homes and multifamily unit options – including town homes and apartment complexes such as the existing Renaissance Court, Rain Garden Apartments and The Charleston.

Barber Street, Brown Road, Montebello and 110th Avenues provide key connections between Villebois and other areas of town. All existing streets have sidewalks and pedestrian/bike paths that offer key connections for residents. An extension of Barber Street from Villebois east to Kinsman Road was completed in 2016 which now allows for direct connection between Villebois and the SMART Central and from Villebois to Boones Ferry Road.

Children in the area generally attend Lowrie Primary School – which is located on Lisbon Street, within the Villebois neighborhood, and Wood Middle School on Wilsonville Road. The High School is located about three miles to the east on Wilsonville Road.

Commuting

There are 611 residents within this neighborhood that are commuting daily to jobs. Of this number, about 120 commute to jobs in Wilsonville and 150 commute to jobs in Portland. The remaining employees in this area typically commute to other nearby communities including Beaverton, Hillsboro, Tualatin and Lake Oswego.

Because this is largely a residential area, employment opportunities within Villebois are limited. As of today, the jobs that are located in Villebois are mostly due to the Lowrie Primary School and people working from home.

Existing Services & Amenities

SMART service to this area is limited. Route 7: Villebois currently serves the neighborhood via Brown Road with two trips in the morning and two trips in the evening.

Fixed-Route

SMART sees about eight boarding rides per day.

Dial-a-Ride

There is an increase in demand for Dial-a-Ride pickups and drops offs in this area which currently averages 20 per day. The Charleston and Rain Garden Apartments tend to have the most active DAR usage in the area.

Major Opportunities

- Close proximity to schools may offer opportunities to encourage parents/children to bike or walk to school and then take transit or other options to work.
- Adapting current Route to provide more frequent and direct service could increase ridership.

Identified Concerns

- This area was identified by the community as needing additional transit service in the City's 2013 Transportation System Plan.
- Some streets are not wide enough to facilitate lay-over or turn-around opportunities for larger transit vehicles, but these streets provide no identified problems for smaller transit vehicles.

Area 5: Town Center

(Renaissance, Ash Meadow, Jory Trail, Courtside, Vlahos neighborhoods and Town Center Commercial Area)

Overview

This area runs from Boeckman Road south to Wilsonville Road and from the Boeckman Creek Corridor on the east to the I-5 Freeway on the west. The area includes a major retail and commercial area called Town Center. Wilsonville City Hall, the US Post Office, Clackamas Community College Wilsonville Campus, Wilsonville Arts and Technology Alternative High School, the Wilsonville Community Center and other related City facilities are located here, as are major retailers, restaurants, movie theatres, commercial activities and Safeway.

Despite the commercial feel, many residents also call this area home – particularly in those areas just south of Boeckman Road and north of the Town Center Loop. Major residential areas include new mixed residential developments like Renaissance, Ash Meadows, Jory Trail and older more established neighborhoods to the east such as Courtside and Vlahos. Multifamily housing units are included throughout this area; the largest of these include Terrene at the Grove, Sundial, Woodleaf, and Jory Trail. This area also includes a significant number of retirement communities including The Springs, Portera, and Winfield Village.

The Mentor Graphics company (recently acquired by German company Siemens) holds title to approximately 60 undeveloped acres on the south side of Boeckman Road. That property is expected to become available for development in the future and will certainly create a demand for additional transit services.

Boeckman Road, Parkway Avenue, Town Center Loop, and Wilsonville Road are key connecting roadways in the area. In addition, the recent completion of Canyon Creek Road south to Town Center Loop provides an important north/south connection for the east side of Wilsonville. Most of the development in this area has an established network of sidewalks. Wilsonville Road offers some east/west bicycle access in the area. Despite this, north/south bicycle lane access is limited – though the new Canyon Creek Road extension and the restriping of Town Center Loop East to create a bike lane has recently improved safety and access in this area. Most of the children in this area attend Boones Ferry Elementary and Wood Middle School which are located west on Wilsonville Road and Wilsonville High School which is east. The communities closest to Boeckman (like Renaissance and Ash Meadows), however, attend Lowrie Primary in Villebois instead of Boones Ferry, utilizing Boeckman Road for access.

Commuting

There are approximately 2,000 employees who work in this area – making it the third largest employment area within Wilsonville. Of those, just over 12 percent (250) live in Wilsonville; another 11 percent (230) live in Portland, the remaining commute from other nearby communities.

There are also about 1,193 residents who live in the Town Center area and commute daily from their homes to jobs. Of that number, about 21 percent (250) commute to jobs within Wilsonville (which might include those in the Town Center area); and another 25 percent (300) commute to jobs in Portland. The rest commute to jobs in Beaverton, Hillsboro, Tualatin, Tigard, Oregon City or Lake Oswego.

Fixed-Route

With about 250 boardings per day, the Town Center area sees some of the largest ridership numbers in Wilsonville. Key stops include the areas near the Community Center/City Hall and stops throughout Town Center Loop east.

Dial-a-Ride

The Town Center area also sees some of the largest DAR numbers – with about 56 pickups and drop offs per day. Key pick up/drop off locations include Winfield Village and The Springs senior housing facilities as well as Safeway and the City Community Center.

Major Opportunities

- The Canyon Creek Road extension offers new opportunities to serve this area.
- Town Center redevelopment provides a chance to Route buses to desired destinations.

Identified Concerns

- The redevelopment may cause some detours for SMART in the upcoming years. There are difficult places to turn around.
- Route 4's stop at SMART central can become a long wait time for someone traveling from east to west Wilsonville.

Area 6: Southeast Neighborhoods

(Wilsonville Meadows, Boulder Creek and Landover neighborhoods)

Overview

This area is located on the east side of Wilsonville. It runs from the City limits to Boeckman Creek and from Boeckman Road to the Willamette River and incorporates the Wilsonville Meadows, Boulder Creek and Landover neighborhoods. This area is largely single family residential but includes four major apartment complexes, all located along Wilsonville Road: Boulder Creek, Berkshire Court, Hathaway Court and Bridge Creek.

The largest employer in the area is the Wilsonville-West Linn school district which has teachers and support staff at Wilsonville High School and Boeckman Elementary School on Wilsonville Road.

Children living in the east side neighborhood area generally attend Boeckman Creek Primary School and Wilsonville High School, both of which are located along Wilsonville Road in this neighborhood. Wood Middle School, located on the other end of Wilsonville Road – slightly over two miles to the west, is the designated middle school for this community. Construction of a new middle school along Advance Road, northeast of Area 6, has now begun.

Commuting

According to the Longitudinal Employer-Household Dynamics (LEHD) which uses Census information and 2011 State Employment Data, some 1,330 individuals within these neighborhoods are employed. Of those, 18 percent work jobs in Wilsonville, another 20 percent commute to jobs in Portland. The remaining employees in this area commute daily to other nearby communities.

Because this is largely a residential area, employment opportunities within the area are limited. The one major employer in the area is the Wilsonville-West Linn School District which employs teachers and staff at both the Boeckman Creek Primary and Wilsonville High Schools.

Existing Services & Amenities

SMART provides 30 minute service to the Southeast Neighborhood Area on Wilsonville Road as far north as Wilsonville High School during an extended peak (5am - 10am; 2pm - 7:30pm) and hourly service during the midday and on Saturdays with the Route 4 – Wilsonville Road. A few peak trips throughout the day continue on past Wilsonville High School to serve Mentor Graphics on Boeckman Road.

There are stops on Wilsonville Road that serve the Southeast Neighborhoods. Most residents live within 1/3 mile walking distance of these stops.

Fixed-Route

This is another strong ridership area – with just under 150 boardings per day. Key stops are focused nearest the Wilsonville High School with over 70 percent of the ridership coming from the Meadows Loop and Parkway stops.

Dial-a-Ride

This residential area averages less than five DAR pickup and drop offs per day – the majority coming from individual homes.

Major Opportunities

- Close proximity to schools may offer opportunities to encourage parents/children to bike or walk to school and then take transit or other options to work.
- Opportunity for bus to turn-around.

Identified Concerns

- None identified.

Area 7: Southwest Neighborhoods

(Rivergreen, Fox Chase, Morey's Landing, Park at Merryfield, Silver Creek and Montebello neighborhood areas)

Overview

The Southwest Wilsonville Neighborhood area extends from the Willamette River North to Camelot Road and from the western City Boundary east to Kinsman Road. Once farm lands, the Southwest Wilsonville Neighborhood area was developed into traditional residential areas, beginning in the 1960s. The majority of housing in the area is single family homes, though there are some large multifamily developments along Wilsonville Road including Autumn Park, Wilsonville Heights, Timber Creek Village, Wiedemann Park, Carriage Estates and Montebello Apartments, among others.

Wilsonville Road, a designated minor arterial in the Wilsonville Transportation System Plan, is the only major through street to serve this neighborhood area. Located in the middle of the southwest Wilsonville neighborhood, it serves to split the area into two distinct neighborhood groups with the Rivergreen/Fox Chase/Morey's Landing communities located to the south of Wilsonville Road and the Park at Merryfield, Silver Creek and Montebello communities located to the north.

A limited number of neighborhood streets provide some north/south connection from the neighborhood areas to Wilsonville Road including Willamette Way West, Willamette Way East, Wellington Road and Orchard Drive/Guiss Way and Brown Road. A variety of other loop or cul-de-sac streets serve these neighborhood areas. These streets are specifically designed to reflect the residential nature of the community by slowing and mitigating through traffic. The majority of the streets within this southwest neighborhood area have sidewalks and several bike and pedestrian paths offer important connections between neighborhoods at dead-end streets.

The public elementary and middle school for the majority of children within the Southwest Neighborhood area is with Boones Ferry Elementary School and the Inza Wood Middle School. Both of these schools are located just across Wilsonville Road on Willamette Way east and are within ½ mile or less of most homes within this neighborhood. Wilsonville High School is located more than two miles away on the east side of town.

The only major exception is the Montebello neighborhood, which is in the Lowrie Primary School area. Lowrie School is just north of Montebello in Villebois. A pedestrian path within the Montebello community allows direct pedestrian access from the neighborhood to the Lowrie school grounds.

Commuting

There are 1,252 individuals within this neighborhood that are employed. Of those, 20 percent have jobs in Wilsonville, another 27 percent commute to jobs in Portland. The remaining employees in this area commute regularly to other nearby communities.

Because this is largely a residential area, employment opportunities within the area are limited. The one major employer in the area is the Wilsonville-West Linn School District that employs teachers, and other support staff at the Boones Ferry and Wood Schools.

Existing Services & Amenities

SMART provides 30 minute service to the Southwest Neighborhood Areas as far west as Willamette Way East on Wilsonville Road during an extended peak (5a.m.-10a.m.; 2p.m.-7:30p.m.) and hourly service during the midday and on Saturdays with the Route 4 – Wilsonville Road. A few trips throughout the day provide service as far east as Graham Oaks Nature Park. The Route 7 also provides limited peak hour service to the Montebello and Park at Merryfield Neighborhoods on Brown Road.

There are 16 stops on Wilsonville and Brown Road that serve the area. Over 80 percent of residents live within 1/3 mile walking distance of these stops.

Fixed-Route

With about 130 boardings per day, this area sees consistent ridership. Key stops include the apartment complexes along Wilsonville Road and the Wood Middle School area.

Dial-a-Ride

Another largely residential area, Dial-a-Ride use is low with about 10 riders per day. The largest concentration for Dial-a-Ride is at the Brookside Senior Living Apartment in the Montebello neighborhood.

Major Opportunities

- Close proximity to school; may offer opportunities to encourage parents/children to bike or walk to school and then target transit or other options to work.

Identified Concerns

- This area was identified by the community as needing additional transit service in the 2013 Transportation System Plan.
- Adequate turnaround and layover locations due to street design have made serving this area difficult.

Area 8: Old Town

Overview

The Old Town historic neighborhood is located on the west side of Wilsonville. It borders the I-5 freeway on the east; runs to Kinsman/Industrial Way on the west and from the Willamette River north to Wilsonville Road.

The Old Town area contains a mix of housing types and retail/commercial areas. The bulk of single family housing is found close to the river, while most of the multifamily and retail/commercial areas are located closer to Wilsonville Road. Employment in the area comes from retailers like Fred Meyer and small commercial businesses. Bell Tower Apartments and Boones Ferry Village are the major multifamily complexes within the area. Both are located on the south side of the Fred Meyer complex on Boones Ferry Road.

Wilsonville Road borders Old Town on the north and is the key arterial connecting Old Town with the rest of the City. Boones Ferry Road, a neighborhood collector, provides the only access from Wilsonville Road into the Old Town neighborhood. While all of the commercial/retail area near Wilsonville Road has sidewalks, much of the area near the river does not. A striped bicycle lane runs the full length of Boones Ferry Road in the Old Town area. This bicycle lane connects with the Boones Ferry Trail near the waterfront and provides a direct connection (under I-5) to the neighborhoods east of the freeway.

Public school options for children in this neighborhood include Boones Ferry Elementary and Inza Wood Middle School. Both are located just over a mile west of the neighborhood on Wilsonville Road. The public high school, Wilsonville High, is located on the east side of town – roughly 1 ½ miles east of the Old Town neighborhood.

Commuting

There are about 520 employees who work in this area. Of those, just less than six percent (31) live in Wilsonville. Another 11 percent (54) live in Portland and the remainder commute from other nearby communities.

There are also about 161 residents who live in the Old Town area who are employed and commute daily from their homes to jobs. Of that number, about 21 percent (30) of the residents work in Wilsonville (which might include those working in the Old Town area); and another 26 percent (42) commute to jobs in Portland. The remaining employees mostly commute to jobs in Beaverton, Hillsboro, Tualatin, Tigard, Oregon City or Lake Oswego.

Existing Services & Amenities

SMART provides 30-minute service along Boones Ferry Road during an extended peak (5a.m.-10a.m.; 2p.m.-7:30p.m.) and hourly service during the midday and on Saturdays with Route 4 – Wilsonville Road.

Fixed-Route

Modest ridership (about 80 boarding per day) can be found in the Old Town neighborhood – with close to 80 percent coming from the stops nearest Fred Meyer.

Dial-A-Ride

The Old Town area also sees about 20 pickups and drop offs per day – with the majority these also focused on the Fred Meyer area.

Major Opportunities

- The shopping area promotes a lot of ridership for those completing errands.
- Arrowhead road extension could connect Old Town to the Southwest neighborhoods.

Identified Concerns

- Access and turn-around options are limited.

Area 9: Village at Main / DayDream

Overview

The Village at Main/Day Dream area is located just south of the Town Center Area. It runs from Wilsonville Road south to the river and from the Boeckman Creek Corridor on the west to the I-5 freeway. Restaurants, retail and commercial businesses line Wilsonville Road. The Village at Main, a collection of town homes and apartments, as well as commercial property, sits just off Wilsonville Road on Town Center Loop West, while single-family homes can be found in the Daydream and other neighborhoods closer to the river. This area is also home to Memorial Park, the City's Public Library and the Marquis Wilsonville Assisted Living Facility.

Wilsonville Road, designated a minor arterial in the Wilsonville Transportation System Plan, is the only major through street to serve this neighborhood area providing a key connection between this area and other parts of town. Memorial, Parkway, Holly and Rebekah Roads are the key connecting roadways providing access from the neighborhood to Wilsonville Road. Neighborhood children attend Boones Ferry Primary, Wood Middle School and Wilsonville High School – all are located along Wilsonville Road nearly two miles from the neighborhood.

Commuting

There are about 630 employees who work in this area. Of those, just over 12 percent live in Wilsonville; another eight percent live in Portland, the remaining commute from other nearby communities. There are also about 650 residents who live in the Village at Main/Daydream area and are employed. Of that number, about 22 percent work within Wilsonville (which may include jobs in this area); and another 24 percent commute to jobs in Portland. The rest commute to jobs in Beaverton, Hillsboro, Tualatin, Tigard, Oregon City, Lake Oswego or other nearby locations.

Fixed-Route

While boardings in Village at Main are relatively low, about 40 boarding per day – over 80 percent of that number is found at the pull in circle stop at Town Center Loop West and Main. This is significant, because the “loop” is out of direction and adds to the overall travel time on the Route 4 - Wilsonville Road. SMART is now planning to move this stop to Wilsonville Road in order to improve efficiency of east/west travel.

Dial-a-Ride

Dial-a-Ride pickups and drop offs average less than two per day.

Major Opportunities

- High density population creates lots of potential for high ridership.

Identified Concerns

- Stop proximity to the neighborhood may not be convenient enough to be desirable for residents to walk to.

Area 10: Charbonneau

Overview

Charbonneau is the only Wilsonville neighborhood south of the Willamette River. Running from the river south to Miley Road and from the I-5 freeway east to Eilers Road, this golf course community is one of Oregon's earliest planned communities. Designed in 1972, Charbonneau has a small commercial district and housing types ranging from condominiums and apartments to traditional single-family homes, golf-course homes, waterfront properties and gated estates. It is home to a sizeable retirement community (Springridge Court) which offers many associated amenities.

Miley Road is the main street to serve this neighborhood area providing a key connection between Charbonneau and the rest of the City. French Prairie Road is a loop that connects with Miley Road on both ends providing a ring of access for the community around the Charbonneau Golf and Country Club.

Much of the commercial area of the community has sidewalks, though local residential streets do not. Some of the existing pedestrian paths are on private property and not designed to meet ADA standards. A marked pedestrian/bicycle path provides access to about $\frac{3}{4}$ of French Prairie Road, though the traffic treatments along the roadway make bicycle access relatively safe throughout this neighborhood.

Children living in the Charbonneau area attend schools in the Canby School District, with the nearest primary, middle and high school about four miles away.

Commuting

There are approximately 1,120 individuals within Charbonneau who are employed. Of those, seven percent work at jobs in Wilsonville, another 20 percent commute to jobs in Portland. The remaining employees in this area commute to other nearby communities.

Because this is largely a residential area, employment opportunities within Charbonneau are limited. The one major employer is the Charbonneau Golf and Country Club and SpringRidge at Charbonneau – Senior Living Community. Unlike other areas of Wilsonville, employees working in this area are more likely to commute from the Canby or Woodburn area than other nearby communities.

Existing Services & Amenities

SMART bus service connects Charbonneau to the rest of Wilsonville and the City of Canby with the Route 3: Charbonneau/Canby Route. Fixed-route service on the Route 3 is limited and ridership has been low, especially since CAT stopped service to Wilsonville – with only eight peak hour trips each week day.

Fixed-Route

Fixed-route ridership in Charbonneau is limited – averaging less than 8 boardings per day.

Dial-a-Ride

Dial-a-Ride averages 15 pickups and drop offs per day. The largest concentration for DAR is at the SpringRidge Senior Living Complex.

Major Opportunities

- A designated shuttle for the Charbonneau residents could provide more direct and mid-day service.

Identified Concerns

- Low ridership possibly due to the service being commute hour only as part of the Canby service.
- Neighborhood is hard to access to due congestion on I-5 and the Boone Bridge.

Appendix F – TMP Public Outreach Summary



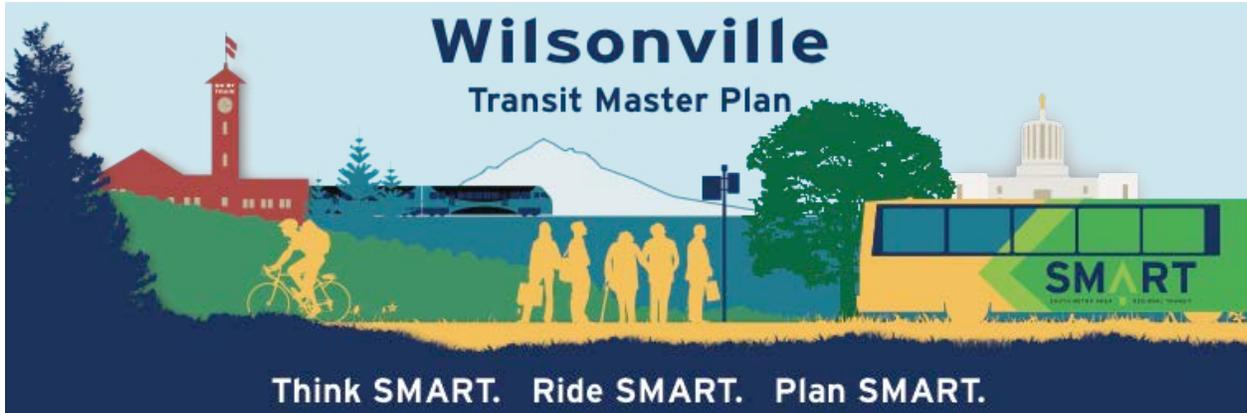
TRANSIT MASTER PLAN

PUBLIC

OUTREACH

SUMMARY

Winter 2017



Public Outreach Summary

INTRODUCTION

In January 2016, South Metro Area Regional Transit (SMART) formally began updating the 2008 Wilsonville Transit Master Plan (TMP). The TMP is a broad look ahead to the type of transit system and supportive transportation options required to meet Wilsonville's mobility needs.

From the outset, SMART directed a process to involve a diverse and broad spectrum of existing and potential system users, and the businesses that support transit through payroll taxes.



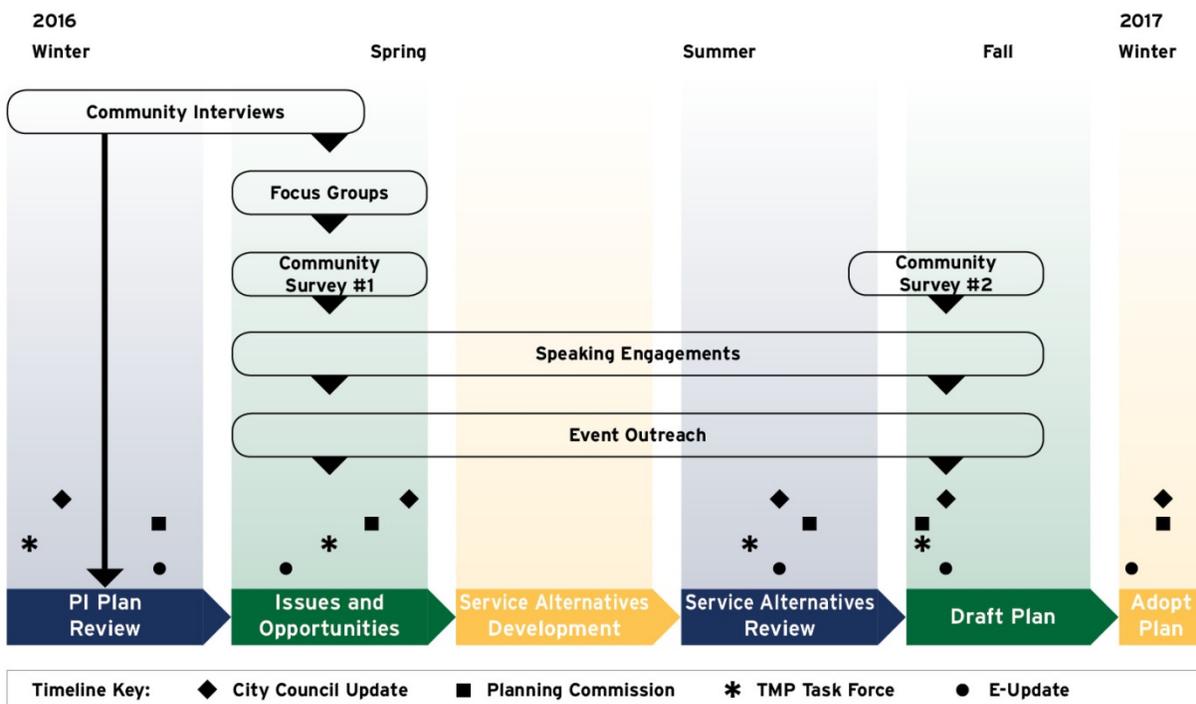
Outreach Photos

Three key phases:

- 1) **Issues and Opportunities Identification** *Winter 2016*
 Informed community partners and stakeholders of the project purpose and framework, and listened to their perspectives on where to focus SMART resources.

- 2) **Service Alternatives Development** *Spring 2016*
 Based on input from the Issues and Opportunities phase, SMART service planners and Jarrett Walker and Associates developed draft service alternatives.

- 3) **Service Alternatives Review** *Summer 2016*
 Review by community partners and stakeholders via multiple and accessible outreach methods of the proposed service alternatives and potential funding strategies.



Values guide involvement:

- Realistic:** be clear about the project constraints, objectives, and parameters
- Inclusive:** reach out to everyone, including those who don't use computers or face other barriers
- Meaningful:** provide timely information that is accurate and easily accessible
- Transparent:** make decisions public with key project materials available

To identify issues and opportunities SMART asked:

What are your priorities when you can't have it all?

This frame helped SMART stakeholders to understand the trade-offs SMART faces in delivering transit services with available resources. Public responses grounded and illuminated the issues and opportunities facing Wilsonville and set the stage for transit service alternatives development. These options will be available for community consideration in summer and fall 2016.

OUTREACH APPROACH

- Consistent, reliable, accessible information with identified SMART contact person
- Thorough stakeholder analysis
- Draft Public Involvement Plan vetted with key stakeholders
- Representative stakeholders interviewed from throughout Wilsonville
- Small issue-focused meetings held
- Non-traditional outreach targeted to those with low-income, people with disabilities, young and elderly people
- E-updates to Interested Parties List
- Timely response to all submitted comments and questions
- Electronic kiosks with information and survey placed at high visibility locations
- Speaking engagements at civic organizations
- Updates to relevant committees and City Council
- Transit Master Plan website with comment and survey functions
- Media (print, TV)

OUTREACH METHODS

Beginning in spring 2016, staff used a series of methods to adhere to SMART's value of inclusion.

Project Website Development

A bright, inviting, and accessible website provides community members a one-stop location to learn about the project, see upcoming events, project documents, available input opportunities, and option to sign up for project updates.



Community Survey #1

An informative and brief survey posed questions on the key tradeoffs for SMART to consider in service alternatives development including:

- **Which types of trips do you currently use transit for?**
- **Which types of trips would you want to use transit for, but currently cannot?**
- **Are short or long transit trips more important to you?**
- **At what times should SMART primarily target services?**
- **Transit can be spread out, to get close to everyone, or it can be concentrated into frequent Routes. Which would you rather do?**

Launched on March 1, 2016 with pro-active outreach efforts, the survey received **over 800 responses** via a variety of methods including on-line, mobile kiosks, and in-person paper surveys.

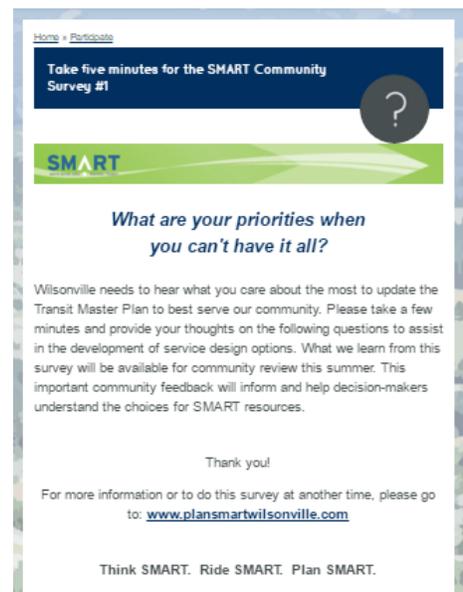
Community Survey #2

SMART launched a second survey on August 8, 2016 to illustrate these service tradeoffs and ask about a spectrum of potential service alternatives to gauge the public's priorities:

- **How to balance ridership and coverage goals?**
- **How to balance rush-hour service with service other times of day and week?**
- **How to balance local and intercity (out of town) services?**

Over 500 respondents provided feedback.

See Appendix A for a complete list of locations and community partners instrumental in a successful survey response rate.



Mobile Kiosks

Electronic kiosks placed at high visibility locations such as Wilsonville City Hall, Wilsonville Public Library, Oregon Institute of Technology, and Wilsonville Community Center made input easy for stakeholders on the move.



Paper Surveys

Bi-lingual surveys accompanied the mobile kiosk stands and were distributed to large employers, schools, higher education institutions, large housing complexes, and in partnership with community organizations.

Informational Bookmark Tear-Offs

In partnership with local businesses, community organizations, and city services, over 8,000 tear-offs were distributed throughout the community and on SMART buses. Brightly colored and easily accessible, these bookmarks connected mobile devices to the survey via code scan.

Display Outreach

Project staff conducted survey outreach at retail outlets, WES Station, SMART Central Station, employee break rooms, educational institution lobbies, and more.



E-Updates

With the TMP's Interested Parties List of **over 1,300**, the project sent

E-Updates announcing:

- Project Overview
- Survey Launch #1
- Survey Reminder
- Survey Launch #2
- Survey Reminder
- Draft TMP Announcement & Public Hearings Notification
- City Council Action (to be sent late March 2017)

City departments, community businesses, faith-based organizations and other partners assisted in forwarding notices to their networks of residents, employees, students, and congregants.

Encuesta sobre la Comunidad de SMART # 1

¿Cuáles son sus prioridades cuando no se puede tener todo?

Wilsonville necesita escuchar a sus miembros para actualizar el Plan Maestro de Tránsito para servir mejor a nuestra comunidad. Por favor, tome un momento y proporcione sus pensamientos en las siguientes preguntas. Este estudio es el resultado de consultas de ciudad en servicio electorales para servir a la comunidad que ocurre. Estos comentarios importantes de la comunidad servirán para informar y guiar a los encargados de tomar las decisiones para el futuro de SMART.

Para obtener más información o para tomar esta encuesta en otro momento, por favor vaya a la página web: www.plansmartwilsonville.com

Planema SMART Paseo SMART Plan SMART

P1: Por favor, cuéntanos de sus hábitos:
¿Qué tipo de viajes actualmente utiliza en su tránsito?
 Por favor, marque todo lo que se corresponda.

Viajes al trabajo
 Viajes a la escuela
 A la recreación
 Mandados (comerciales), reuniones o eventos
 Clases de México
 Viajes regionales
 Otros

¿Cuáles tipos de viajes desea de utilizar el tránsito de autobuses pero en la actualidad no puede?
 Por favor, marque todo lo que se corresponda.

Viaje al trabajo
 Trabajo / reuniones ciudadanas
 Compras de escuela
 Recreación
 Mandados, reuniones, eventos
 Clases México
 Viajes regionales
 Otros

Comentario: ¿Por qué no?

¿Cómo se describe? Por favor, marque todo lo que se corresponda.

Residente de Wilsonville
 Vivo en un hogar para gente con ingresos bajos
 Empleado en Wilsonville
 Empleado fuera de Wilsonville
 Sin trabajo
 Persona viviendo con una discapacidad
 Estudiante en Wilsonville
 Estudiante fuera de Wilsonville



Media

The Wilsonville Spokesman reported twice about the project launch and announced the on-line survey.

Using the city wide monthly newspaper, Boones Ferry Messenger, SMART announced and reminded residents of survey availability.

Stakeholder Interviews

Project staff met one-on-one to interview and explore further the tradeoffs facing SMART. Participants included:

- Businesses
- Elected Officials
- City Staff
- Community Groups
- Educational Institutions
- Home Owner Associations

Workshop and Targeted Focus Discussion Groups

Community Workshop

Project Team and consultants held a large stakeholder workshop with community representatives to provide the necessary understanding of transit planning for well-informed decision-making and a community supportive Transit Master Plan for Wilsonville.

Title VI/ Environmental Justice (EJ) Populations

To ensure that the impacts and benefits of the Wilsonville Transit Master Plan are equitably experienced regardless of race, national origin, gender, disabilities, English language proficiency or being low-income, project staff sought initial input on outreach methods with community organizations and conducted two targeted discussion groups:

- Title VI Focus Group (Low-income and Spanish Speaking)
- Older Adults and People with Disabilities

Business Discussion Groups

Coordinated in partnership with the Greater Wilsonville Chamber of Commerce, two groups of business representatives met with project staff to discuss trade-offs, issues, and opportunities.

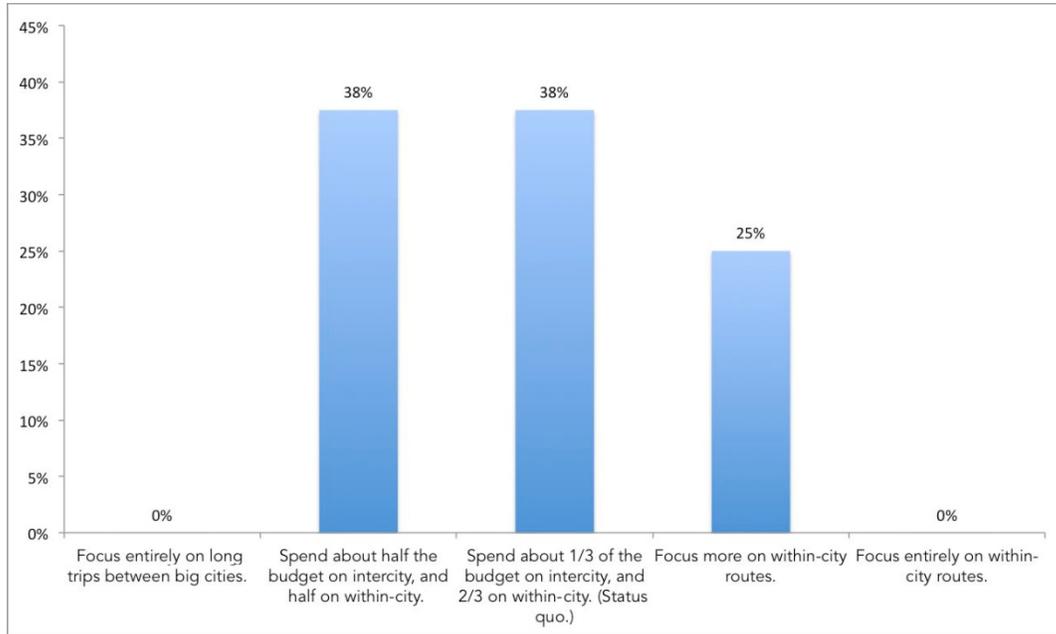


SUMMARY OF COMMUNITY INPUT

Project Team and consultants created a variety of venues for interaction with diverse stakeholders, who were polled on some of the trade-offs addressed in the online survey. What follows is a summary of input collected from the Wilsonville TMP Community Workshop, community-wide survey, stakeholder interviews, and targeted focus groups.

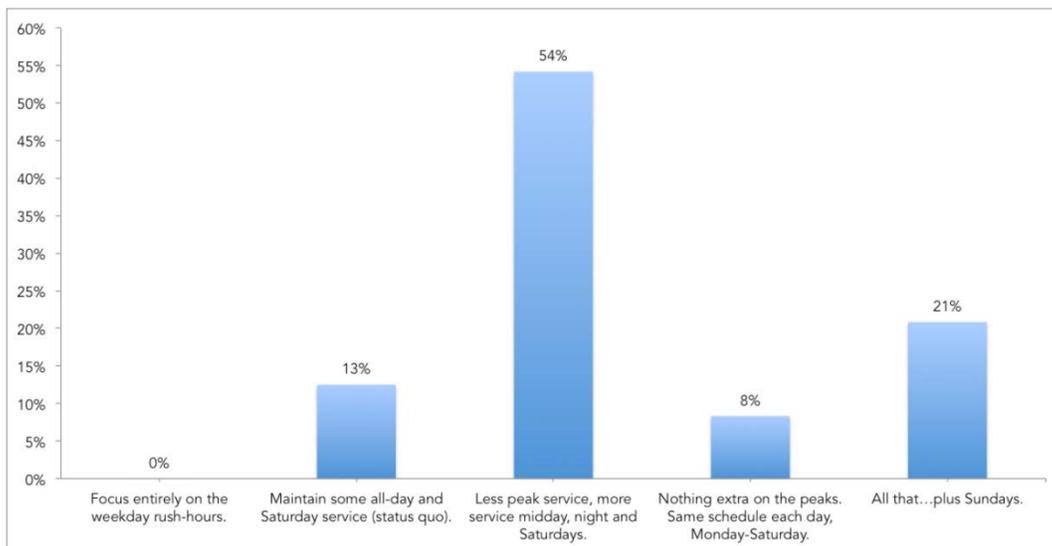
Community Workshop Results

Should SMART focus on inter-city services, or within-city services? (Similar to Q2 from the survey)



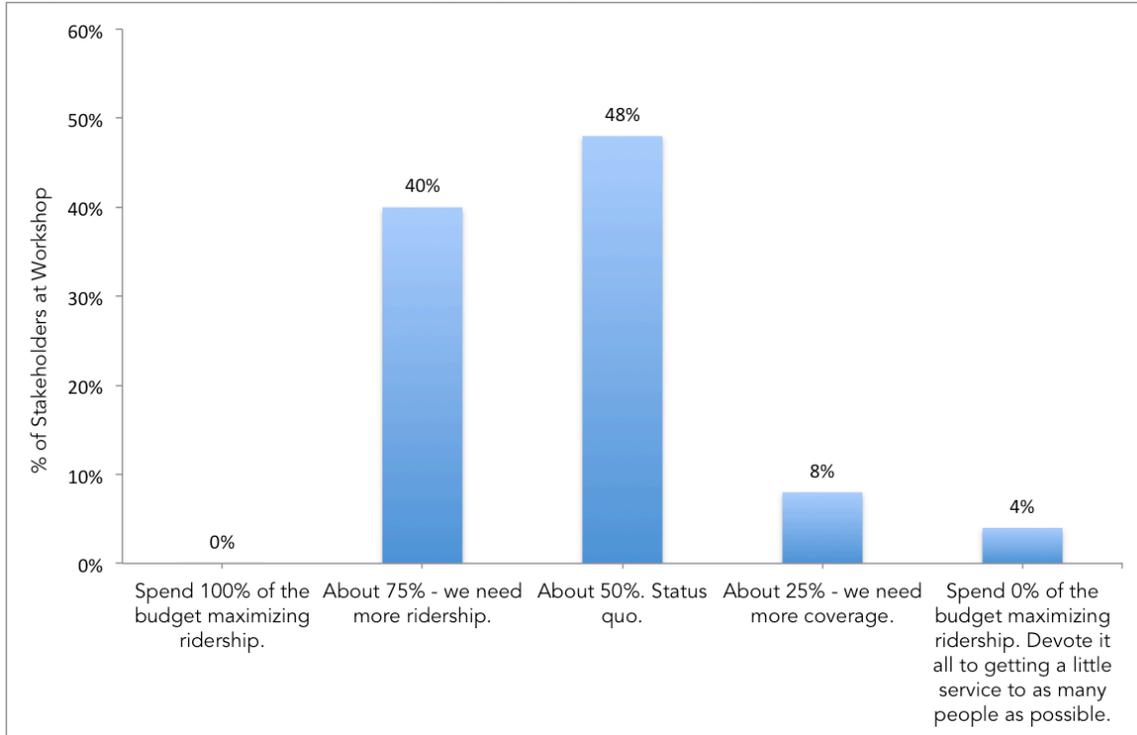
Stakeholders almost equally split on whether there should be more intercity or more local service emphasis. However, 38% were happy with the status-quo balance.

Should SMART focus more on rush-hours or more on all-day all-week service? (Similar to Q3.)



Stakeholders expressed fairly strong support for a move away from rush-hour service and towards flatter, all-day all-week schedules.

**How should SMART balance maximizing ridership and providing coverage?
(In practice, this means balancing frequency with walking distance, similar to Q4.)**



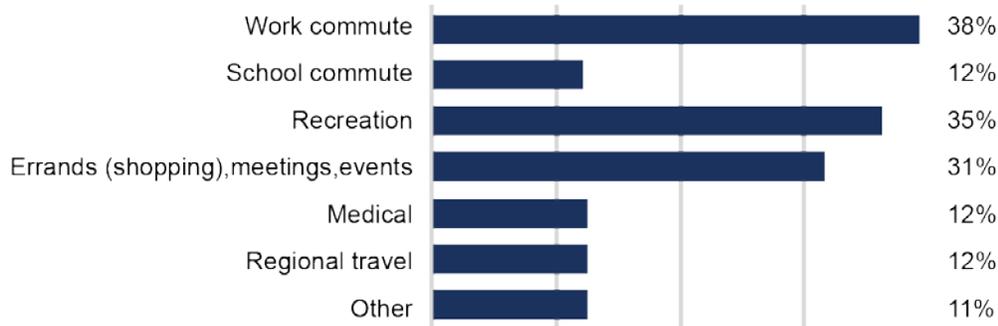
After a long conversation about what leads to high ridership and the trade-off between having few frequent Routes or many low-frequency Routes, the stakeholders were polled on how to balance these competing goals.

While nearly half of stakeholders expressed support for the current balance of maximizing ridership vs. providing coverage, 40% want to see more focus on ridership, and therefore less coverage.

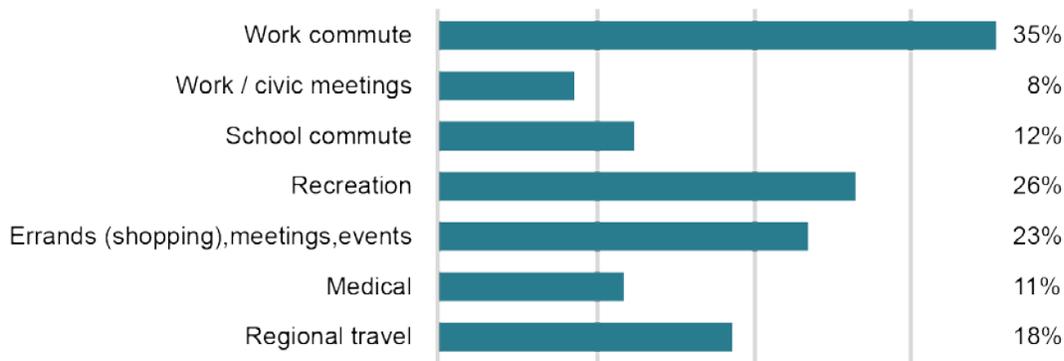
Community Survey #1 Results

During a period of six weeks, the TMP project staff received 772 survey responses through the website and bilingual paper surveys.

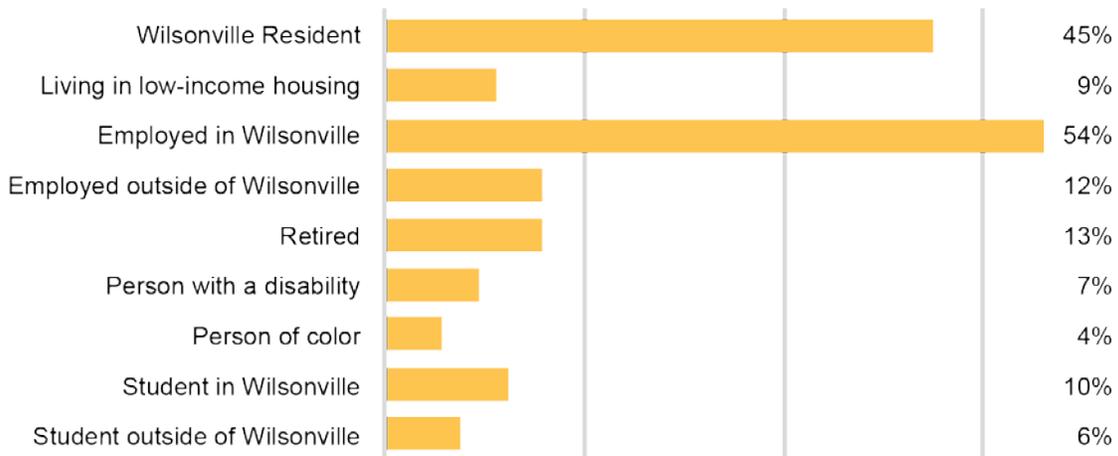
Q1a) Which types of trips do you currently use transit for?



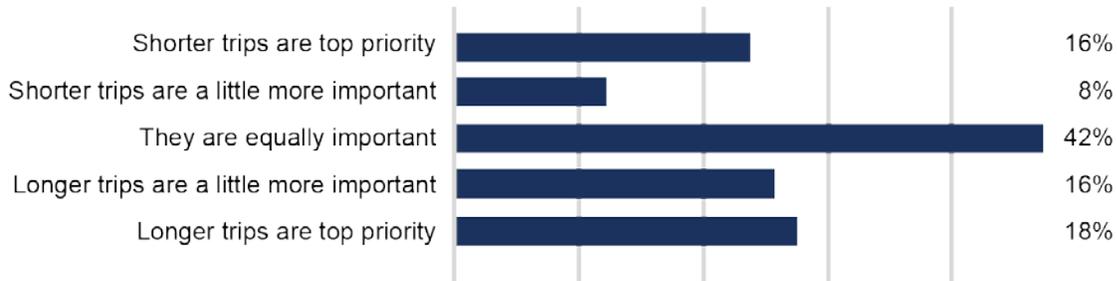
Q1b) Which types of trips do you want to use transit for but currently cannot?



Q1c) How would you describe yourself?

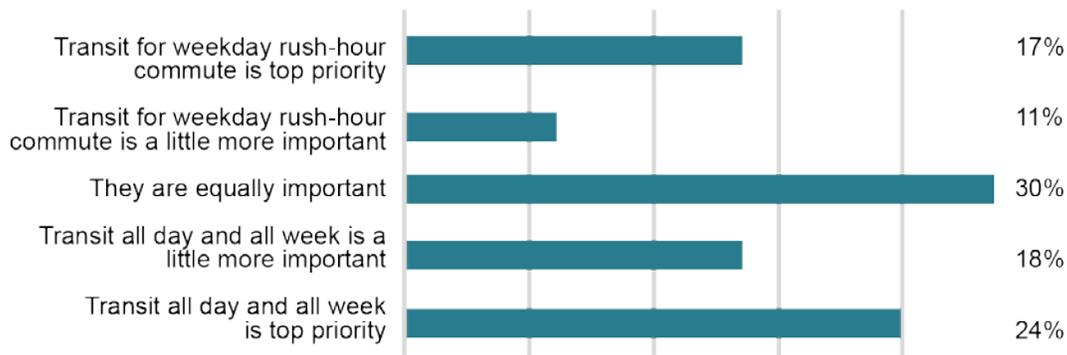


Q2) People make both short transit trips in town and longer transit trips to other cities in the region. Which is more important to you?



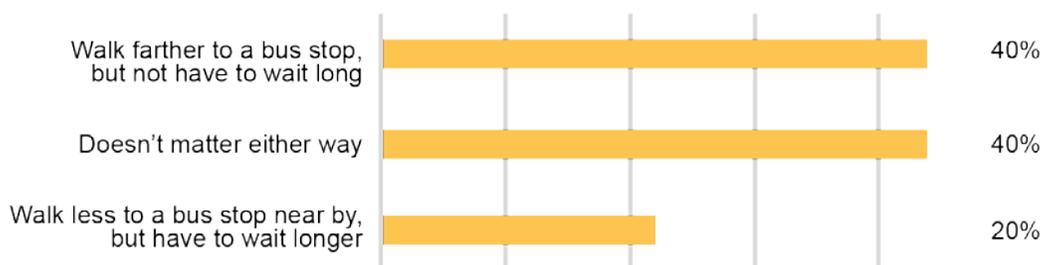
Slightly more survey respondents said that they think longer trips are more important to serve with transit than short trips.

Q3) Some people commute to work during rush-hour for 9-5 jobs, while others work different schedules. People could use transit for other kinds of trips besides their work commute, as well as during evenings and weekends. At what times should SMART primarily target services?



More survey respondents expressed support for a shift towards all-day and all-week service than for maintaining SMART's current focus on weekday rush hours.

Q4) Transit can be spread out, to get a little close to everyone, or it can be concentrated into frequent Routes. Help us understand your preference.

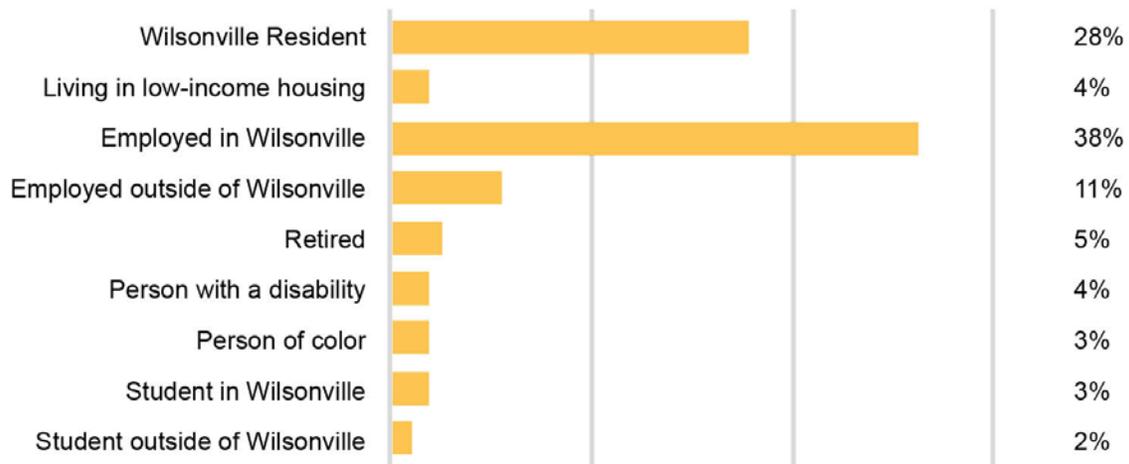


Short waits are only possible, within a fixed budget, if an agency provides less coverage and therefore more frequency. For local transit, frequency is key to high ridership. This survey question is about the *individual* experience of a high ridership transit system versus a high coverage transit system: in a high ridership system, waits are short but walks are longer.

Community Survey #2 Results

The Service Alternatives Survey administered on line, via electronic kiosks, and at community events received 550 responses. The key question aimed to understand the community's balance between intercity focused and locally-focused service alternatives. The response data shows the majority is employed in Wilsonville and suggests a favoring towards more intercity service.

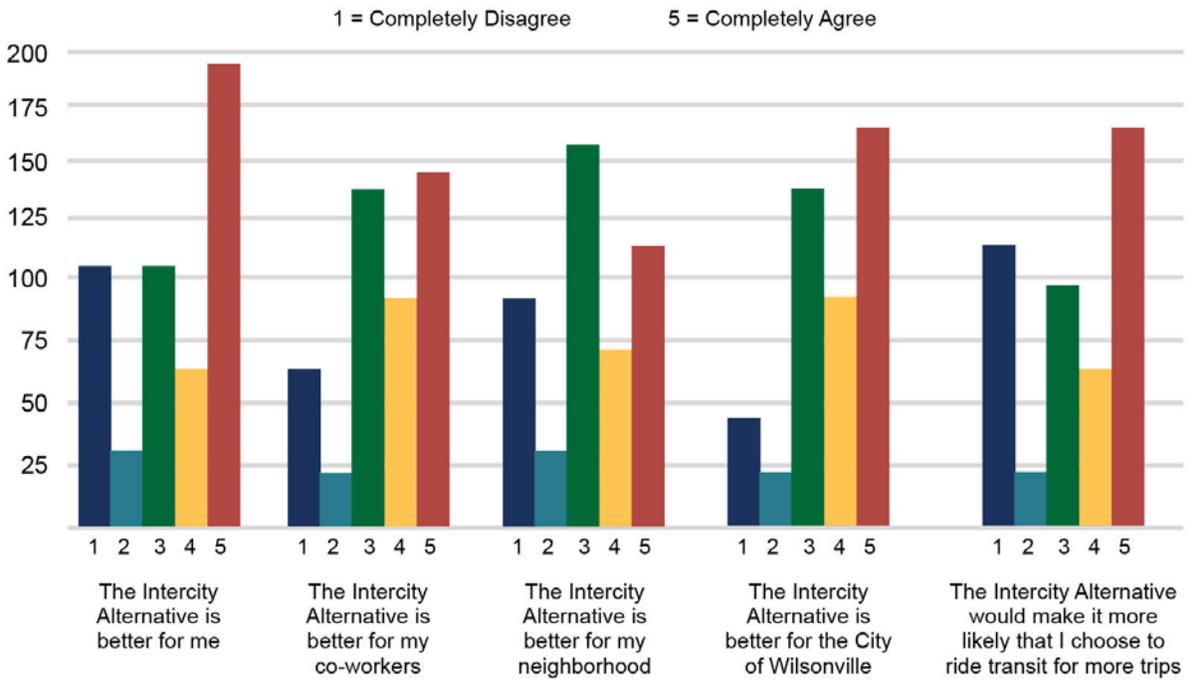
Q1) How would you describe yourself?



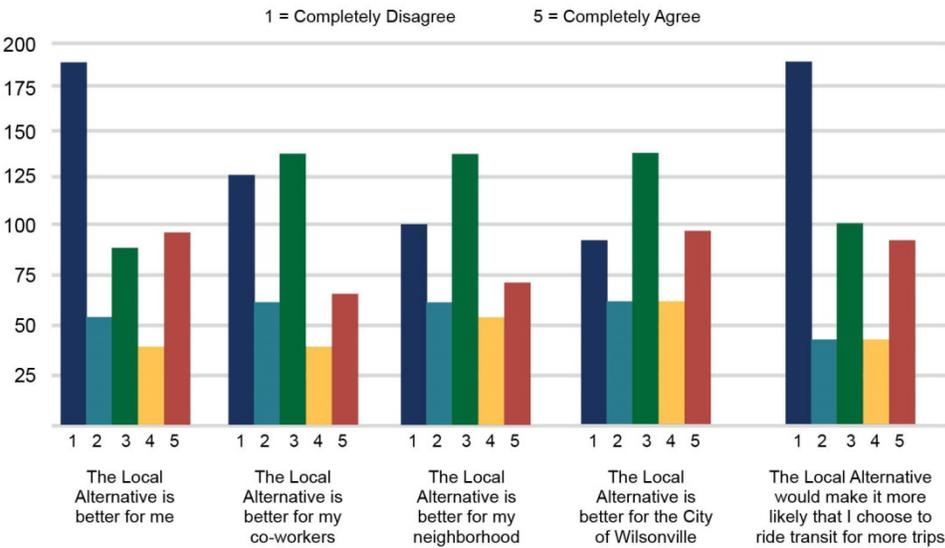
Q2) Did you participate in the first survey?



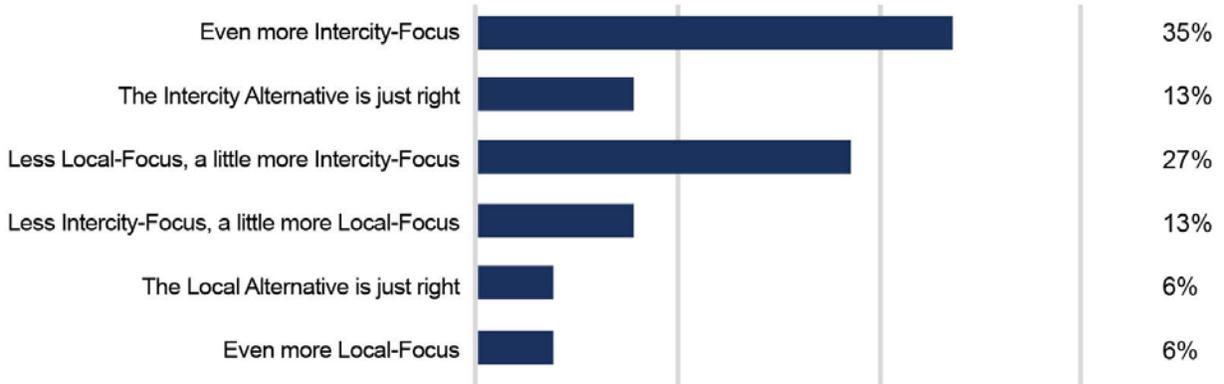
Q3) For the Intercity-Focused Alternative, please rank the questions below on a scale of 1-5.



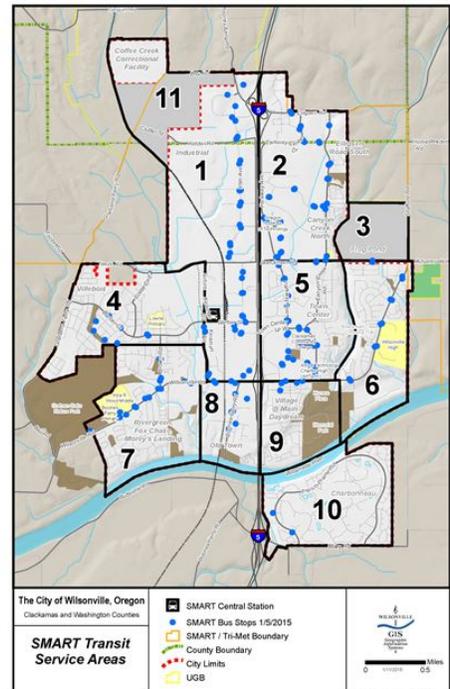
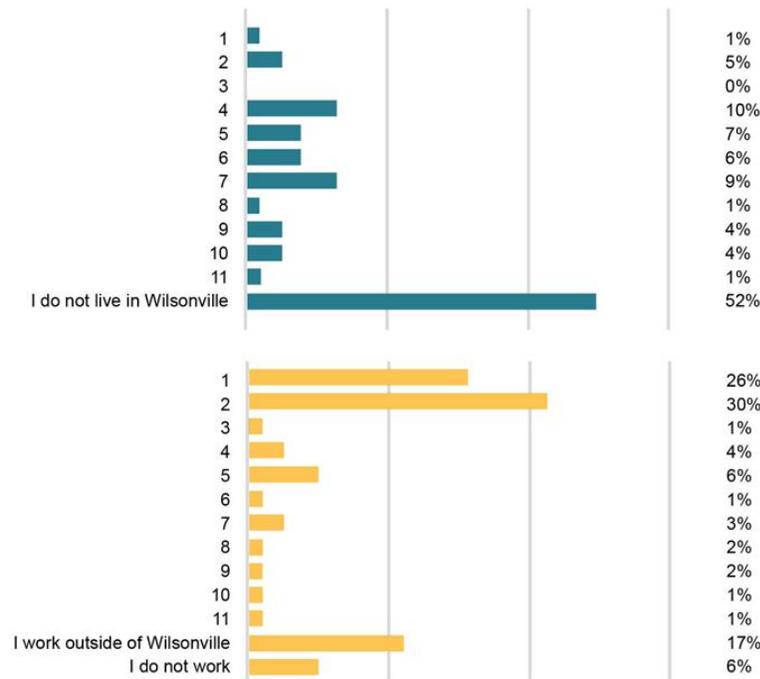
Q5) For the Locally-Focused Alternative, please rank the questions below on a scale of 1-5.



Q7: Which of the below options comes closest to the balance between Intercity-Focus and Local-Focus that you prefer?



Q8: Using the service map, tell us where you live and work:



Stakeholder Interviews and Focused Discussion Results

Support the economy

- Tourism could be served well with more routes on weekends to Salem and PDX
- More access from airports and other cities important to Wilsonville
- SMART'S role is to provide Wilsonville with a work force
- Important to serve workers in and out of community

Enhance connectivity

- Proximity of stops near schools for new middle school
- Oregon City is critical location for social services
- Plan for transit in new developing areas
- Target high density neighborhood and growth in industrial areas
- Stronger connections to Portland
- More WES service
- East to west within Wilsonville take much too long

Expand service times

- Traditional 9-5 no longer the norm for businesses with multiple shifts
- Need later service for evening shifts
- More times to address after-school needs
- Weekend service
- Quick service between transit and higher education facilities
- Priority should be given to the shift times with the highest number of workers

Provide additional transportation options

- Promote ridesharing (vanpooling/carpooling)
- Explore additional car sharing opportunities
- Explore bike sharing

Get the word out

- Lack of awareness that service is free within Wilsonville by English and non English speakers
- Schools, students, and families are not aware of free service
- Travel training needed
- Need to work with employment agencies to reach daily in-flux of temporary workers

Create partnerships

- Use back-to-school information to highlight SMART services to parents and students
- Include in admission and orientation packets to higher education facilities
- Explore increases in vanpooling
- Create stronger partnerships with Tri-Met and SAMTD for more transportation options

Explore additional funding mechanisms

- Fix the transit districts' boundaries to match location of businesses
- Businesses are dealing with minimum wage increases
- People wanting more service causes businesses concern about financing

Focus group participants named a number of transit outcomes that relate to either maximizing ridership (target high density and move large numbers of workers) or to providing coverage regardless of ridership (provide access to social services and new developing areas). In the focus group setting, we did not ask them to resolve this conflict. Insight into how people want SMART to resolve these conflicting goals may be better gleaned from the online survey and the stakeholder workshop, where respondents were asked to make a trade-off.

Considerations for Service Alternatives Development

The input of the online survey respondents, stakeholder workshop attendees, stakeholder interviewees, and focus groups participants suggest that SMART could shift its priorities slightly, on two key trade-offs, with public support:

- **The importance of rush-hour, relative to the rest of the day.** Only 28% of online survey respondents said that service during the peaks is more important than the rest of the day and week. Similarly, of the polled stakeholders, only about 13% supported the status-quo level of emphasis on peak service; the rest wanted to see a small or major move towards flatter, all-day all-week schedules. People who participated in focus groups expressed a great deal of interest in service outside of rush hours.
- **How to balance providing frequency to maximize ridership, and providing low-frequency coverage services to more places.** A large minority of stakeholders at the workshop asked for a shift towards higher frequencies and/or higher ridership. Among survey respondents, about twice as many people prefer short waits than short walks, suggesting higher support for a more frequent network than an infrequent network that gets close to everyone.

On the matter of *local vs. intercity trips*, only a slightly larger number of survey respondents and stakeholders expressed support for longer, intercity trips than short, local trips.

Service Alternatives Key themes:

Preference for more intercity service

- Connections to Oregon City remain critical
- Proposed frequencies may be challenging for higher education students
- Focus on rush hour does not apply to many of Wilsonville employer shifts

Transportation Options

- Explore additional options like ridesharing, car and vanpooling, bike sharing, car sharing, and ridesourcing to augment SMART services
- Involve Chamber of Commerce in this conversation

Considerations for local service

- Need to continue to serve low-income apartment complexes
- More service for arts and culture sites

APPENDICES

Outreach Overview

Outlined are the stakeholder groups reached and by what method during Phase 1 of the Wilsonville TMP.

Mobile Kiosk Placement

City Hall
Wilsonville Public Library
Boones Ferry Elementary School
Clackamas Community College

Display Outreach

Wilsonville Community Center
SMART Central Station
Thriftway
Safeway
Oregon Technical Institute
Town Park Center
Wilsonville Farmers Market
SMART Central
Charbonneau Country Club
Wilsonville Community Center
Montague Park
Wilsonville Community Sharing
Sofia Park
Autumn Park
Oregon Technology
Costco
Creekside Apartments
Microsoft
Fred Meyer
Mentor Graphics
Pioneer Pacific College
Vision Plastics
Flir
Target
Edge Family Fitness
Bullwinkle's Family Fun Center

Informational Bookmark Tear-Offs

SMART buses
Wilsonville Public Library
Fred Meyer
Qdoba (stapled to all "to go" orders)
Large and small employers

Paper Survey Outreach

Convergys
Vision Plastic
Gillespie Graphics
Xerox
Mentor Graphics
Clackamas Community College
Autumn Park (Spanish survey distribution)
Valley Christian Church
Saint Cyril Catholic Church
SMART Central
Shopper Shuttle

Community Workshop

Convergys
Xerox
Mentor Graphics
Coffee Creek Correctional Facility
City of Wilsonville Community Development
City of Wilsonville Community Planning
City of Wilsonville Planning Commission
SMART Transit Mater Plan Task Force
Oregon Institute of Technology
Clackamas Community College
Wilsonville Chamber of Commerce
Wilsonville Public Library Foundation
Charbonneau Home Owners Association
Charbonneau Country Club
Mayor Knapp
Councilor Stevens

Issues and Opportunities Focus Groups

Business Community
Republic Services
Hasson Company Realtor
Pacific Residential
IBEW Local 48

Centrex Construction
Columbia Bank
Langdon Farms
Bittner & Hans
Crowley Landscaping Management
Washington County Planning
Commission

Title VI & Environmental Justice (Low
income/Limited English Proficiency)

Lowrie Elementary School
West Linn Wilsonville School District
Northwest Housing Alliance
Coordinator
Wilsonville Public Library Spanish
Outreach Coordinator
SMART Bilingual Driver
Clackamas County Social Services
Developmental Disabilities Coordinator
Clackamas County Social Services
Children, Youth, & Families
Creekside Woods

Older Adults / ADA

Clackamas County Social Services
Volunteer Connections
Creekside Woods Senior Housing
SMART Paratransit
City of Wilsonville ADA
Wilsonville Community Center
Wilsonville Community Sharing

Service Alternatives Focus Groups

Note: These groups were combined in order to
foster understanding of competing transit
needs.

Convergys
Wilsonville City Councilor
City of Wilsonville Planning Department
Xerox Corporation
Oregon Institute of Technology
Langdon Farms
Clackamas County Children and Youth
Services
Clackamas Community College
Transit Master Plan Task Force
Wilsonville Planning Commission
Wilsonville Art and Culture Council
Greater Wilsonville Chamber of
Commerce
Wilsonville Development Review Board
Committee
Wilsonville School District Community
Services
Wilsonville Library Foundation
Wilsonville Parks and Recreation
Wilsonville Community Sharing

Stakeholder Interviews

Wilsonville Youth Sports
City of Wilsonville Councilor Lehan
City of Wilsonville City Manager
City of Wilsonville Public Works
West Linn Wilsonville School District
Pioneer Pacific College
Microsoft
Fry's Electronics
Wilsonville Holiday Inn
World of Speed
Employment Express / Tualatin
Chamber of Commerce
American Family Insurance