

Background

Canby Area Transit Master Plan

Canby is a growing and thriving community with a population of over 13,000. The rural environment and small town feel draw many to settle in Canby making it one of the most desirable bedroom communities in both the Portland and Salem Metropolitan areas. Portland lies just 25 miles north and Salem is just 30 miles to the south.

Bordered by the Molalla and Willamette rivers, Canby has historically been a natural hub for transportation which played a major role in the development of the City. The Willamette River served as the main source of transportation with steamboats taking produce to markets in Oregon City and Portland. Rails were laid in 1870 and the tracks were quickly lined with warehouses and the agriculture industry grew. In 1914 ferry service was established across the Willamette River and today the Canby ferry is one of just three ferries still operating in Oregon.

Today, the community is home to Canby Area Transit (CAT) that provides local service as well as transit connections to Oregon City, Wilsonville, Molalla, and Woodburn. CAT buses connect with Tri-Met, SMART, South Clackamas Transportation District, and Woodburn transit creating a broad network of transportation services for area residents and visitors. The need for public transit services is growing and is expected to continue to grow. Nationally, passenger trips on rural transit systems reached an estimated 154 million in 2000 an increase of 62 percent since 1994. During the same period, passenger miles traveled increased an estimated 93 percent, meaning that people are not only taking public transportation more often, but also for longer distances. In addition, the Oregon Association of Area Agencies on Aging and Disabilities estimates the Oregon's senior population will more than double by 2030. By the year 2030, 20 percent of the tri-county population is expected to be elderly or disabled.

Notwithstanding record levels of Federal, State, and local investments in transit facilities and operations, transit systems face an enormous challenge in coping with their growth in ridership. Canby is no exception; population in Canby is expected to nearly double to 21,000 by 2020 and can expect increased demand for transit services within the community and to surrounding communities.

The five-year Transit Master Plan will answer the following questions:

- ✓ **Where are we now?**
- ✓ **Where do we want to go?**
- ✓ **What will guide us?**
- ✓ **How will we get there?**

Since the inception of Canby Area Transit, CAT and its partners have continued to improve transit and paratransit services in Canby and to surrounding communities while improving service efficiency. Yet, it is always important to plan for the future and continue to seek ways to increase effectiveness of the system and determine future needs.

The transportation needs of residents do not end at the City boundary, therefore, the concept of exploring the best structure for long term growth and connecting rural communities such as Hubbard, Aurora, Barlow, Wilsonville, and Woodburn will be an important aspect of this master planning process.

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Project Flow Chart

Phase	1	2	3
Assignments	Define and Evaluate Existing Services	Future Needs/Service Design Strategies	5-Year Transit Plan with Action Plan
Key Outcomes	1	2	3
	<ul style="list-style-type: none"> ✓ Define Advisory Committee role ✓ Define CAT staff role – develop detailed work plan ✓ Summarize current CAT services ✓ Research and review existing transportation plans, and relevant local, regional and state plans and documents ✓ Peer Review ✓ Public Involvement 	<ul style="list-style-type: none"> ✓ Analysis of <ul style="list-style-type: none"> ○ Transit operation ○ Service design and efficiency ○ Community and customer demographics ○ Future trends ✓ Develop 5- year goals and strategies in conjunction with Advisory Committee ✓ Develop service plan- route planning and design strategies ✓ Research, analyze and provide recommendation for forming a Transportation District ✓ Future Scenarios and Options 	<ul style="list-style-type: none"> ✓ Present findings and analysis ✓ Summarize future options ✓ Develop recommended action plan ✓ Prepare and present final 5-year Transit Plan
Timeline*	1	2	3
	March 2007	April, May 2007	June 2007