

TRANSIT ADVISORY COMMITTEE

January 24, 2019

Presiding: Chair Walt Daniels

Committee Present: Todd Aune, Elizabeth Chapin, Arlene Dana, and Matt Olsen

Committee Absent: Carol Luce and Don Smeback

Staff Present: Julie Wehling, Paul Larsen, and Nancy Muller

Others Present: Tracie Heidt, Spencer Chapin, and Jonathon and Mark from Rolling Adz

CALL TO ORDER: Chair Daniels called the meeting to order at 6:00 p.m. in the City of Canby Council Chambers.

CONSENT AGENDA:

The minutes from the November 15, 2018 meeting were reviewed.

Committee Member Chapin made a motion to approve the minutes as written. Motion seconded by Committee Member Aune and passed 5-0.

OLD BUSINESS:

- A. Operations Report: Paul Larsen, MV interim General Manager, stated overall ridership was up 10.26%. Fixed route was up from last year and General Public and same day trips were down. He presented a report showing a breakdown of the daily ride count. They rarely denied ride requests and he did not think the number of rides would increase. For January the cancellations and no shows averaged 13% of total trips booked. The average rides per hour (delivered) was about 2.5%. Total trips booked were 2.9%. It was very telling how cancellations and no shows affected ridership.

There was discussion regarding the number of cancellations and if other jurisdictions had the same problem and how the shopper shuttle was the most productive service.

Julie Wehling, Transit Director, said this report showed they were not reaching the 3.1% rides per hour goal for Dial-A-Ride. She did not think the cancellations could be improved as they served a fragile population. She did not want to penalize people for cancelling. The no shows column included people who called to cancel

less than an hour of when their trip was expected. She thought that was a reasonable number.

Committee Member Dana suggested more marketing of the service to seniors.

Ms. Wehling said she went to Hope Village every year at the Harvest event.

There was discussion regarding how to advertise the service better to seniors and the current cancellation policy.

B. Bi Monthly Report: Ms. Wehling said in March Don Smeback's term was expiring, and he planned to reapply. Also in March the Committee would elect a Chair and Vice Chair for the year. The January Rider of the Month was Frank Westfall. The Open House and Light Tour in December was well attended and she received many positive comments. The STIF application that was submitted in September had been approved by Tri-Met and the State was now reviewing it, and it looked like the State was going to approve it pending some changes. She would not know the outcome until May. Every biennium they applied for STF funds, but this funding was in danger of being drastically cut by as much as 40%. Because the governor had not put general fund money into her proposed budget for the STF fund. The omission of the STF funds in the governor's budget is most likely misunderstanding caused by confusion between STF funding and the new STIF funding. This was highly concerning because the STIF funds have completely different regulations and criteria than the STF fund and each were used for different programs. Transit organizations were working on educating state legislators on the need for these funds. She had applied for the STF funds for the same amount as last time, but she did not know if they would get it. She had also applied for two replacement buses for the Dial-A-Ride program and for \$162,000 in operating funding from federal program 5310. Another funding process was coming up next month for federal program 5311 and she expected to apply for \$590,000. It was budget time again and the proposed budget would be available at the Committee's May meeting. They would also need to hold a public meeting on the new Saturday service. She was waiting to coordinate with Woodburn and Cherriots so that the schedules would match and also waiting for a new MV General Manager to be in place because she thought more drivers would need to be hired. Their transit neighbors were all planning to start service in September, and she was hoping to start Saturday service before then.

Nancy Muller, Transit Coordinator, gave an update on the new buses that were delivered in December. These were three more ARBOC buses and were just about road ready.

Ms. Wehling passed out a frequently asked questions handout that was distributed at the last driver meeting. It might help answer questions about the system. She also passed out a graph of CAT funding that had been received for the last three years. On average 59% of their funding came from the payroll tax, 28% came from federal grants, 8% came from state grants, and 4% came from fares.

C. Transit Facilities Plan: Ms. Wehling said this was on the City Council agenda for approval on February 20.

D. ADA Plan Update: Ms. Wehling said this was on the City Council agenda for approval on February 6.

The next Transit Advisory Committee meeting would be held on March 28.

CITIZEN INPUT: None

NEW BUSINESS: The Committee heard a presentation from the owners of Rolling Adz. They gave a background on their company and explained they provided bus advertising, both interior and exterior. They had a window wrap that allowed riders to see out but the public saw the advertisement. There were different timeframes for the advertising, 3 months, six months, and a year. They thought there was a market for this.

There was discussion regarding what the advertising would look like, marketing to businesses and events, and the potential revenues.

Ms. Wehling was looking for direction from the Committee on whether or not to pursue this idea. She did caution that it might open them up to freedom of speech issues. She thought that Canby businesses that paid the payroll tax should get a discount for advertising on the bus.

Committee Member Chapin made a motion to direct staff to bring this proposal to the City Council. Motion seconded by Committee Member Dana and passed 5-0.

DISCUSSION ITEMS: None

ADJOURN:

Meeting adjourned at 7:05 p.m.

Assisted with Preparation of Minutes – Susan Wood