



## PROGRAMS ENHANCEMENT STRATEGY

A component of the 2017 Transit Master Plan

Summer 2018

This Strategy will be included in TriMet's Statewide Transportation Improvement Fund Plan submittal to the Oregon Transportation Commission for approval of House Bill 2017 funding allocation.

*Operated by the City of Wilsonville, South Metro Area Regional Transit (SMART) provides free local fixed-route transit service with inter-city connections to Salem, Portland, Tualatin, and Canby. SMART also provides demand response service for the public and ADA qualified residents for medical appointments in the Portland region.*

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## Introduction

South Metro Area Regional Transit's (SMART) Programs Enhancement Strategy is an amendment to the 2017 Transit Master Plan (TMP) that addresses planning requirements to be eligible for new state funding. **Keep Oregon Moving** establishes a dedicated funding source for expanding public transportation service in Oregon titled the Statewide Transportation Improvement Fund (STIF).



This legislation enhances transportation services throughout the state generating roughly \$5.3 billion in transportation investments each year through increased gas tax, vehicle title and registration fees, and the creation of an employee public transportation payroll tax. Out of the total anticipated revenues, public transportation service providers will receive an additional \$115 million annually.

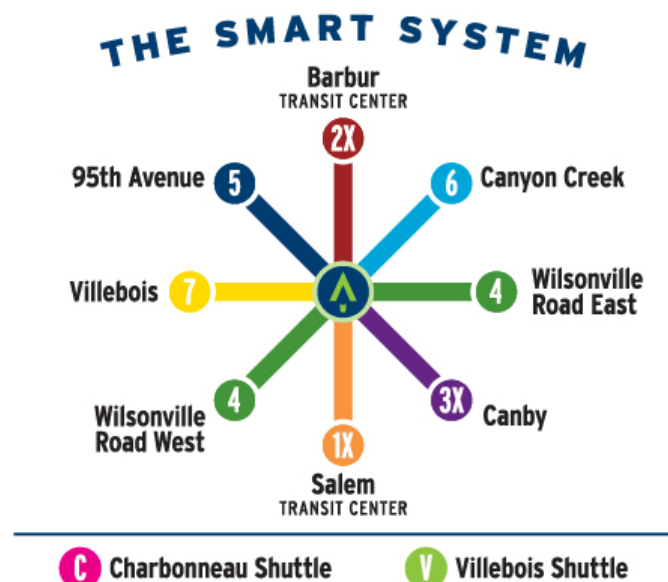
This new funding source brings opportunity to improve SMART's local and inter-community system. It is important to note that the Programs Enhancement Strategy identifies projects to be funded through the STIF (employee payroll tax) for the next two to four years.

## Existing and Future Conditions

SMART currently services nine routes: three commuter express routes (Salem, Tualatin/Barbur Transit Center, and Canby) and six local routes (Crosstown, 95<sup>th</sup>, Canyon Creek, Villebois, Villebois Shuttle, and Charbonneau Shuttle). Out-of-town routes charge a small fare for service and all in-town service is free to the public.

Within a half mile of all route stops, SMART provides public transportation access to an estimated 45,075 people, 34% of whom are in within 200% poverty level. In addition, SMART routes provide access to 53,502 jobs. This estimate does not include the Dial-A-Ride paratransit service or take into account the further access provided by connections or transfers to other transit providers.

According to the Portland State University population estimate for 2017 Wilsonville had approximately 24,315 residents. Population forecasts show Wilsonville will continue to grow along with the development of the Frog Pond residential area.



Appendix E of the TMP further identifies the characteristics of each Wilsonville neighborhood. In addition, Appendix D - Title VI Program of the TMP provides demographics from the 2010 Census of the Wilsonville population.

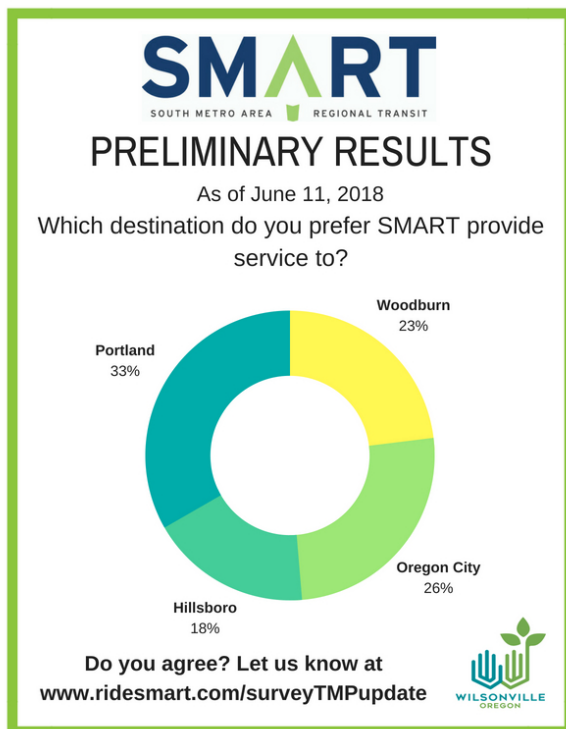
## Public Involvement

SMART conducted an extensive two-year public involvement process to develop the 2017 TMP. Businesses and community members identified needs and desires through workshops, interviews, two community surveys, public events, a citizen task force, and several other formats. The values upheld with the TMP planning process follow the International Association for Public Participation (IAP2) Core Values for Public Participation. A complete list of public participation efforts are detailed in the TMP Public Involvement chapter and Appendix F.

From the planning process described above, SMART developed a draft project list for the Programs Enhancement Strategy that opened to the public for comment and prioritization for the full month of June 2018. SMART advertised the online survey in the Boones Ferry Messenger, on bus channel cards, through media releases, social media posts, presentations at county meetings, e-newsletters, and e-mail lists. In addition, SMART staff tabled at community events such as the Festival of Arts and at the Wilsonville Transit Center to collect paper surveys.

More specifically, the survey asked for prioritization of projects ranging from new service destinations to longer hours of service and shorter wait times.

From the survey results, SMART designed the program list in this Strategy to match the priority levels the survey respondents identified. SMART also obtained an interested parties list through the survey. Those survey respondents received project updates and meeting notices.



## Coordination of Programs

A key component of the Keep Oregon Moving legislation is the coordination of programs amongst different transportation providers to create a seamless system. As a major employment center and residential community, Wilsonville is ideally situated to promote coordination throughout the region, attracting people to the City and providing access to neighboring communities.

Current coordination includes a shared Route 1X service with Salem Cherriots, an agreement with Canby Area Transit for mid-day Route 3X service, and pulsed connections with TriMet bus and WES to the north. The Wilsonville Transit Center was designed to encourage multi-modal trips by providing a Park-and-Ride lot, bus and train access, as well as bike lockers and tune-up facility.

New state funding brings opportunity for additional hours of bus service and enhanced timed connections with other public transportation service agencies such as TriMet, Canby Area Transit, Salem Cherriots and new destinations with partners such as the City of Woodburn. These enhancements will make trips easier for customers travelling using multiple systems to get to their destination.

## Revenue Estimates for City of Wilsonville

The table below highlights the estimated amount of revenue that the City of Wilsonville anticipates from the new employee payroll tax, which came into effect July 1, 2018. Estimates are based off Oregon Department of Revenue draft estimates from April 13, 2018.

	FY2019	FY2020	FY2021
<i>Clackamas County</i>	\$ 308,145	\$699,855	\$801,462
<i>Washington County</i>	\$93,349	\$211,623	\$239,481
<i>TOTAL</i>	<b>\$401,494</b>	<b>\$911,478</b>	<b>\$1,040,943</b>
<i>130% Planning Target<sup>1</sup></i>	\$521,943	\$1,184,922	\$1,353,226

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<sup>1</sup> The Oregon Department of Transportation ask that all STIF recipients assume a 130% cost-planning funding estimate.

## Programs List

### Program Alignment

A crucial aspect of program planning is aligning with city, regional, and state plan goals, strategies, and policies. In Appendix D of the TMP, the planning framework for projects is provided. The 2018 Oregon Public Transportation Plan goals are shown below and their alignment to SMART programs can be found in the Program List under OPTP alignment column.



In addition to plan alignment, projects funded through STIF must meet the requirements below. STIF alignment is shown under HB2017 alignment column of Program List.

- A. Increased frequency of bus service to communities with a high percentage of low-income households.
- B. Expansion of bus routes and services to serve areas with a high percentage of low-income households.
- C. Fund the implementation of programs to reduce fares.
- D. Procurement of low or no-emission buses in areas of 200,000 population or more.
- E. Improvements in frequency/reliability of connections inside & outside QE's service area.
- F. Coordination between service providers to reduce fragmentation.

## Prioritized List of Programs<sup>2</sup>

Priority Level	Project Name	Program Description	HB2017 Alignment	OPTP Alignment	Annual Cost
1	New Destinations	Provide service to new locations: Portland, Woodburn, Oregon City, and Hillsboro.	B, E, F	Goal 1 Goal 2 Goal 3 Goal 4 Goal 10	Min. \$3,150,900
2	More Weekday Service	Increase current weekday service hours on select routes – run mid-day, later in the evening.	A, E, F	Goal 1 Goal 2 Goal 3 Goal 4 Goal 10	\$211,700
3	More Weekend Service	Increase current weekend service hours to go later on Saturday and possibly on Sunday.	A, E, F	Goal 1 Goal 2 Goal 3 Goal 4	\$382,000
4	Increase Frequency	Add more frequency to current bus service – less wait time between buses. Includes additional times on the 1X-Salem and 3X-Canby.	A, E, F	Goal 1 Goal 2 Goal 3 Goal 10	\$379,700
5	Enhance Programs	Develop new SMART programs – vanpools, coordinated medical shuttles, and bikeshare.	B, E, F	Goal 1 Goal 2 Goal 3 Goal 4 Goal 5 Goal 9 Goal 10	\$50,000
6	Pursue Alternative Fuels	Convert bus fleet to all alternative fuels – electric and CNG. Includes facility upgrades.	D	Goal 3 Goal 5 Goal 7	\$375,200
7	Eliminate Out-of-town Fares	Charge no fare for bus service going in or out of Wilsonville.	C, F	Goal 1 Goal 2 Goal 4	\$185,000

<sup>2</sup> STIF revenues will be leveraged with federal funds to complete the projects listed above.



## Performance Measures

As a component of the Transit Master Plan, projects identified in the Programs Enhancement Strategy can be combined or work with projects in the TMP. For example, Appendix B of the TMP identifies projects to pursue if additional funding becomes available. Both project lists can be used to access both discretionary and formula pots of funding from the STIF.

Periodically, SMART will track and review projects funded through the STIF. This process will ensure proper adjustment whether it be to continue or enhance a project that is performing well or to reallocate resources to another identified project if one is not meeting the goals previously identified or the performance measures set. Though prioritized, the project list is adaptable and scalable, which allows SMART to maintain its reputation for being nimble.

Many of the programs will begin as one-year pilot projects with the intention of monitoring several factors. Factors for determining a successful project vary by program. Typically, with service-related projects, a key factor is passenger miles traveled which is the measurement of how many miles the bus travels with passengers. In addition, ridership can show how many people are served however, this factor is dependent on several other considerations such as car ownership and gas prices. Short satisfaction surveys can also show how much interest there is for a project and may lead to reasons why a project is or is not succeeding.



Prior to the end of the pilot, SMART will evaluate the effectiveness of each project and submit a formal recommendation as to the future of said project. Successful projects will meet the goals of the House Bill 2017 and OPTP, in addition to meeting internal performance measures set for each individual program.

## Future Program Investments

Additional projects that may utilize STIF revenue beyond the timeline of this Strategy are listed below in no particular order. Future projects in the list vary in stage of completeness and will go through public comment in subsequent planning efforts before implementation.

- **Mixed-Use Facility at SMART Central:** A multi-story building located at Wilsonville Transit Center that provides transit information and retail space on the bottom floor and affordable housing on the upper levels. This project could be a partnership with Oregon Metro and Clackamas County.



➤ **Technology Investments:**

- Intelligent Transportation System – Purchase automatic passenger counters to collect data required by the Federal Transit Administration. Provide WiFi on board the buses.
  - One call-one click planning program - A Metro regional effort to provide information for older adults and people with a disability to access and transfer seamlessly between transit systems.
  - Real-time bus arrival displays at transit center and popular bus stops.
- **Grow SMART:** A solar project to cover parking, fueling stations, bus wash, and the administration building with solar panels to satisfy 100% of SMART’s electric needs for three electric buses.
- **SMART Facility Phase II:** In 2011, Pivot Architects designed a second phase for the SMART facility. Phase II facility will be located on the west side of the current SMART facility and consists of bus parking on the west and east side of a bio swale, automated bus wash, offices on the north with solar panels, and paved one-way lanes for bus traffic flow.
- **Neighborhood Community Connections:** New or added service to existing routes for the areas of Frog Pond, Coffee Creek, and Basalt Creek once fully developed.
- **Bus Coaches:** Procure over-the-road style bus coaches to complement the Route 1X service.
- **Coordinated medical shuttles:** Identified through the 2014 Transit Integration Project, improving current DAR services to run on a coordinated schedule based on trip type.

