



PLANNING COMMISSION

WEDNESDAY, AUGUST 10, 2022

WORK SESSION

2. Transit Master Plan (Lewis) (30 minutes)



**PLANNING COMMISSION
STAFF REPORT**

Meeting Date: August 10, 2022		Subject: Transit Master Plan Update and Community Engagement Plan	
		Staff Member: Kelsey Lewis, Grants & Programs Manager	
		Department: SMART	
Action Required		Advisory Board/Commission Recommendation	
<input type="checkbox"/> Motion <input type="checkbox"/> Public Hearing Date: <input type="checkbox"/> Ordinance 1 st Reading Date: <input type="checkbox"/> Ordinance 2 nd Reading Date: <input type="checkbox"/> Resolution <input checked="" type="checkbox"/> Information or Direction <input type="checkbox"/> Information Only <input type="checkbox"/> Council Direction <input type="checkbox"/> Consent Agenda		<input type="checkbox"/> Approval <input type="checkbox"/> Denial <input type="checkbox"/> None Forwarded <input checked="" type="checkbox"/> Not Applicable	
		Comments: N/A	
Staff Recommendation: Review the public engagement strategy for the Transit Master Plan Update and provide feedback.			
Recommended Language for Motion: N/A			
Project / Issue Relates To:			
<input type="checkbox"/> Council Goals/Priorities:	<input checked="" type="checkbox"/> Adopted Master Plan(s): Transit Master Plan	<input type="checkbox"/> Not Applicable	

ISSUE BEFORE PLANNING COMMISSION:

Staff and consultants will introduce the public engagement strategy for the Transit Master Plan update.

EXECUTIVE SUMMARY:

The City Council adopted the current Transit Master Plan as a sub-element of the City's Comprehensive Plan in 2017, and amended it in 2018 to include the Programs Enhancement Strategy. In order to address changing conditions and engage with the community to consider transit service enhancements and new projects, the City has hired a consultant to assist in updating the Transit Master Plan.

The consultant Jarrett Walker and Associates has recently completed the Existing Conditions Report, and the key questions section is included as an attachment to this staff report to provide context for the outreach staff plans to conduct (Attachment 1).

Staff will introduce the Transit Master Plan Update and seek feedback from the Commission. In particular, staff seek input on the following questions:

1. What questions or input does the Commission have on the outreach strategies planned for this project?
2. What questions will the Commission need answered during this project to ensure the updated transit master plan will be consistent with the Comprehensive Plan?

EXPECTED RESULTS:

Presentation of the outreach strategy for the Transit Master Plan and guidance from the Planning Commission.

TIMELINE:

This is the first presentation of the Transit Master Plan Update to the Planning Commission. Staff tentatively plans to return in October 2022 and two meetings in the spring of 2023 for the adoption of the plan.

CURRENT YEAR BUDGET IMPACTS:

The development of this Transit Master Plan update is primarily funded by two State grants through the Oregon Department of Transportation. The remainder is funded by transit tax revenue.

COMMUNITY INVOLVEMENT PROCESS:

To ensure that the final document represents the diverse interests of the Wilsonville community, this Transit Master Plan process is intended to have an extensive and inclusive public engagement process. Outreach efforts are tailored to reach people in practical and convenient ways to reflect the perspectives of a wide spectrum of current and potential system users, the business community, and residents.

POTENTIAL IMPACTS OR BENEFIT TO THE COMMUNITY:

When implemented, the new plan is expected to improve efficiencies, increase travel independence, and to reduce traffic congestion by providing travelers an alternative to travel in single-occupancy vehicles. A successful outreach strategy is a large part of a successful master plan.

ALTERNATIVES:

N/A

ATTACHMENTS:

1. Key Questions, Section 6 from the Existing Conditions Report
2. Powerpoint Presentation on Outreach Plan (dated August 10, 2022)

6. Key Questions for Future Service Planning

This report has described SMART's existing network and demand-response programs and local and regional markets. However, the future development of SMART's network can only be *informed* by such analysis. The actual choices about what SMART should do in the future will be made based on input from the public, stakeholders and elected officials about what values, goals and priorities should shape the agency's service improvement efforts.

Based on our evaluation of existing conditions, we identify several key questions for the future. These are not questions with a technical answer; instead, their resolution will depend on a conversation between SMART and its riders and other community members.

How much should SMART's network focus on WES?

WES was designed to fill a critical regional mobility need - north/south connectivity between Wilsonville and Beaverton, passing through busy, fast-growing places on the way. However, ridership on WES has historically been very low, with the lowest levels occurring during the pandemic. TriMet's operating agreement with FTA is ending during the next decade, which puts the future of the rail line into question.

The WES connection is extremely useful in terms of the places it can open up access to. Currently, there is no replacement that

would be as quick and easy a method of reaching critical network nodes like Tigard or Beaverton Transit Centers. But it is also only available during rush hours, and people in Wilsonville need to travel at all sorts of times beyond the traditional morning and afternoon commuting windows.

As long as WES is the focus on the network, the current network design makes sense. Most areas of Wilsonville are directly connected to WES, making the peak connection north available to as many people as possible.

As a result, there is a major question for SMART and the community it serves: to what degree should your transit network focus on connecting with WES?

When we improve local service, what are the most important priorities? Ridership or coverage?

SMART's local routes serve all parts of Wilsonville, but their service level is highly variable. One important question for the public is what SMART should focus its local service resources on. For example, should it concentrate more service into making busy corridors like Route 4 more useful, even if this meant that it invests less in peak-only services like Route 5 or 6 that serve fewer riders? This is the substance of the ridership-coverage tradeoff described earlier in this document.

However, this question is only particularly relevant if SMART were to change the basic principle of the network away from the current imperative to connect all areas to WES.

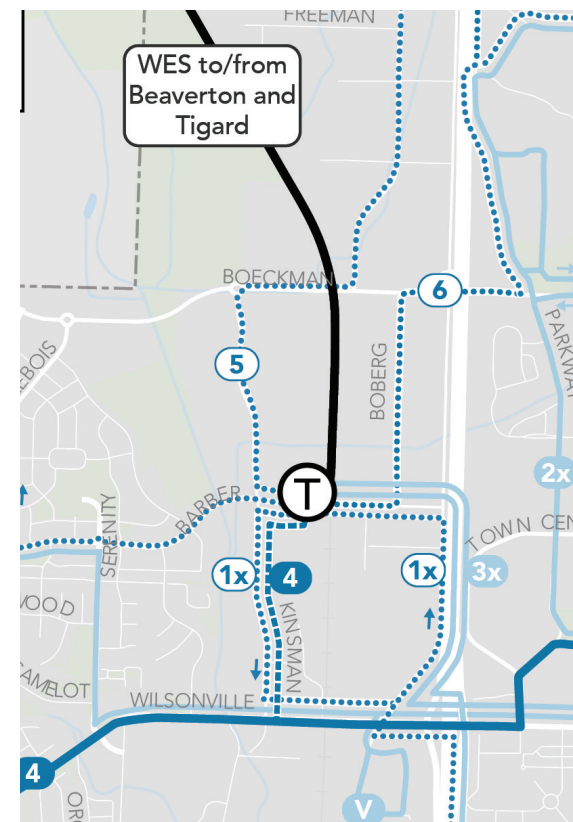


Figure 56: SMART's network converges at the SMART Transit Center and connection to WES. All SMART services reach this point, including Route 4, which deviated to the transit center during rush hours when WES is running.

How should SMART balance services oriented towards peak commuters vs. service available at other times?

Because SMART's service is built around WES, many of its routes primarily serve the needs of people commuting during the rush hours. Routes 5 and 6 only operate when WES is running, and regional services like 2X and 3X run extra trips during this period, or have their schedules aligned with WES arrivals. This approach to network design maximizes the usefulness of the network during the rush hour periods when many people need to travel.

This rush hour focus comes at a cost. For example, the areas served by Route 5 and 6 aren't reachable at all during the middle of the day, or on Saturdays. The extra trips Route 2X makes during rush hour are trips it can't make later in the evening, or earlier in the morning.

Since the onset of the pandemic, the commuting patterns of the workers whose schedules were previously most aligned with the traditional rush hour (office and professional workers) have changed dramatically. Most major cities' downtown cores are still challenged by much higher vacancy rates than before the pandemic, and commute-oriented services operated by TriMet and other large transit agencies have lagged in ridership recovery compared to routes oriented toward the all-day demand generated by retail and service workers, and the customers that visit their places of employment.

SMART Service and Ridership - 2022

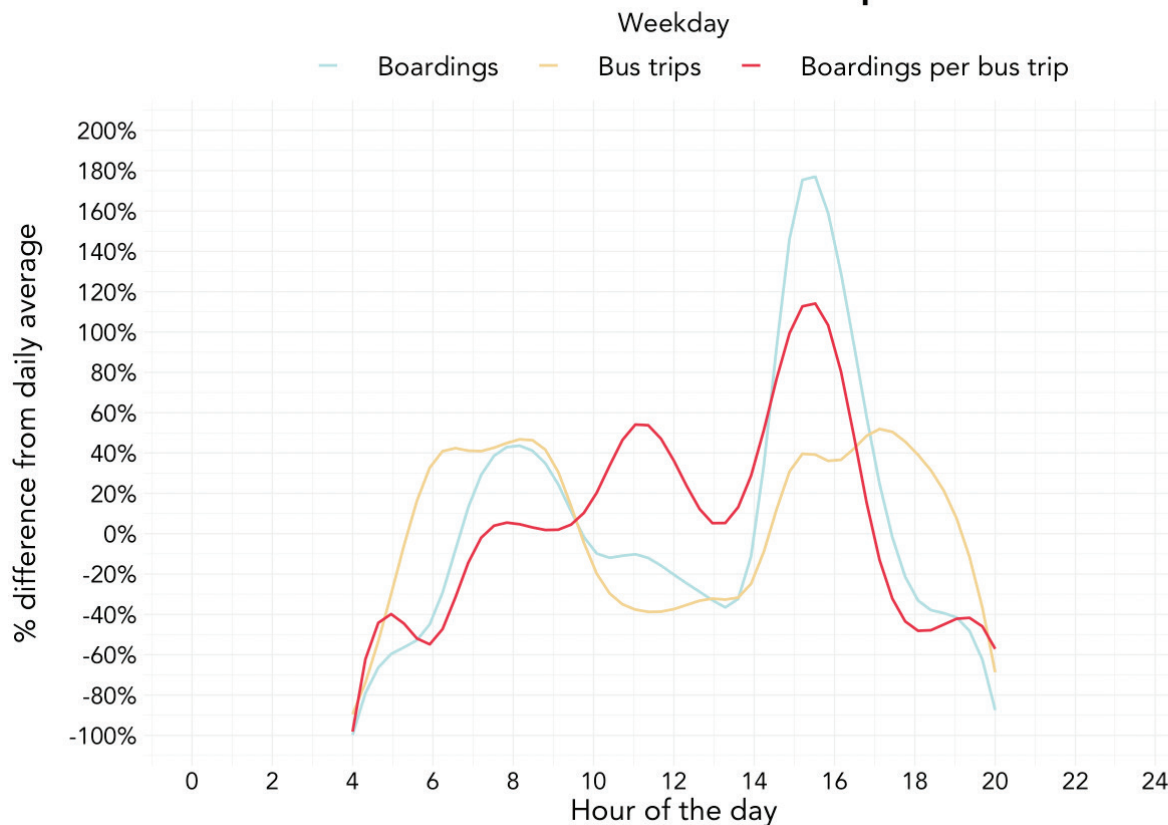


Figure 57: SMART Service and Ridership by Hour

Earlier in this report, we examined the chart shown above, which compares ridership and service level throughout the day. Ridership and service (number of trips) are both higher during the rush hours than during the midday or evening, but importantly, the number of people who board each trip doesn't drop in the midday. This is evidence that people are finding SMART's service useful throughout the

midday, even though there is less service offered.

These observations about the rush hour raise an important question for future service planning: is this focus on the rush hour the right service design, given current performance and changing travel patterns? Ultimately, this is again a question about what people value - a service that is easier

to use during rush hour, or a service that is available over a wider range of hours, perhaps even on weekends?

How should SMART balance improvements to regional or local services?

In the 2017 TMP process, one of the major questions for the public and stakeholders was about whether SMART's network should focus more or less on local or regional services. While some regional services can be funded through grants or interagency partnerships, it is also important to gain greater understanding from the public about whether SMART should focus on making it easier to get around Wilsonville, or making it easier to travel between Wilsonville and neighboring communities.

When we improve regional service, what are the most important destinations to serve?

This document has reviewed a range of data describing some of SMART's potential regional markets, like the table of commute trips between Wilsonville and other destinations shown on this page. There are good reasons to make investments in service improvements oriented north, northeast, and south toward Salem. So one of the most important questions for the public to inform SMART's future planning is which of these connections are the highest priority for Wilsonville's residents?

City	Direction	Total Trips	Pct of Total
Portland	W/NW, E/NE	4644	15%
Wilsonville	Local	1802	11%
Tualatin	W/NW	1416	4%
Beaverton	W/NW	1399	4%
Tigard	W/NW	1394	4%
Salem	S	1137	4%
Hillsboro	W/NW	1025	3%
Lake Oswego	W/NW	934	3%
Woodburn	S	725	2%
Canby	E/NE	718	2%
Oregon City	E/NE	612	2%
Sherwood	W/NW	575	2%
West Linn	W/NW	517	2%
Newberg	W/NW	495	2%
Gresham	E/NE	444	1%
Aloha	W/NW	406	1%
Vancouver	W/NW	258	1%
Milwaukie	E/NE	256	1%
Keizer	S	246	1%
Happy Valley	E/NE	211	1%
Eugene	S	206	1%
Albany	S	176	1%
McMinnville	W/NW	175	1%
Hubbard	S	161	1%
Oak Grove	E/NE	158	<1%

Figure 58: Commute trips to and from Wilsonville (top 25)

Next Steps

This report is only the first step in this project. It lays out the current conditions of the network and poses questions, but this report cannot determine what SMART should do to improve its network in the future. Those questions can only be answered through engagement with the community that SMART serves.

In late summer and fall 2022, SMART will conduct an engagement process focused on these very questions. Using online and in-person methods, the agency will ask the public to help it determine what it should be focusing on in the coming years as it seeks to improve service.



Figure 59: SMART TMP Update Project Timeline

SMART Transit Master Plan Update

Planning Commission August 10, 2022

Kelsey Lewis

SMART Grants and Programs Manager

Michelle Poyourow

Jarrett Walker + Associates

Brenda Martin

EnviroIssues

Our agenda today

- Our team
- What is the Transit Master Plan?
- Project schedule
- Public Engagement
 - Public Survey
 - Stakeholder Workshop
- Questions

Our team

Michelle Poyourow, *Project Manager*
Álvaro Caviedes, *Lead Analyst & DPM*
Evan Landman, *Planner*
Shreya Jain, *Analyst*



Brenda Martin, *Engagement Lead*
Sarah Omlor, *Engagement Task support*




*Support operations,
capital, fleet
planning*



What are we doing here?


- The TMP Update will identify transit improvement projects that could be implemented over the next 3-5 years.
- Update to the last TMP completed in 2017.
- Since 2017, there has been:
 - Changes in funding / operating resources
 - New service areas
 - Changes in goals & priorities
 - Changes resulting from the pandemic
 - What else?



City of Wilsonville
Transit Master Plan
SMART
SOUTH METRO AREA REGIONAL TRANSIT

CONVENIENCE
SAFETY
RELIABILITY
EFFICIENCY
FISCAL RESPONSIBILITY
FRIENDLY SERVICE
EQUITY & ACCESS
ENVIRONMENTAL RESPONSIBILITY





JUNE 2017

Project Timeline



Public Engagement

May 2022- July 2023	Project Schedule
Ongoing	Website updates
August 2022	Presentation to Commission
September 2022	Presentation to Council
August and September 2022	Public survey
September 2022	Stakeholder workshops
October 2022	Summary of input received for PE#1
October 2022	Presentation of summary to Commission

Survey – Summer/Fall 2022

- Summer events to let the public know about the TMP update
- Intercept surveys on board SMART
- Survey asking people for their feedback on:
 - Their travel patterns
 - How SMART can improve service to better fit the needs of residents and visitors to Wilsonville
 - Locations that are important for SMART to serve
 - Regional destinations that SMART should prioritize



Stakeholders Workshop – September 2022

- Intensive half-day workshop for key stakeholders
- Around 20 stakeholders from key organizations, agencies, and community groups
- Focused on considerations of service for local and regional transit routing options
- Interactive exercises for participants, including
 - live polling
 - a briefing presentation
 - discussions topics about trade-offs



Stakeholders Workshop – September 2022

List of stakeholders to invite:

- Jurisdictional partners
- Wilsonville Community Sharing
- Wilsonville Chamber of Commerce
- Apartment complex representatives
- Youth representative
- Faith leaders
- Wilsonville Community Seniors, Inc.
- Assisted living facilities

Whom else should we reach out to for the workshops?

Questions, Guidance, Input?