



PLANNING COMMISSION

WEDNESDAY, OCTOBER 12, 2022

WORK SESSION

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



PLANNING COMMISSION STAFF REPORT

| | | | |
|---|--|---|--|
| Meeting Date: October 12, 2022 | | Subject: Transit Master Plan- Community Engagement Summary 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 type="checkbox"/> Information or Direction <input checked="" 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 summary for the Transit Master Plan Update. | | | |
| 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 present the results of the public engagement conducted for the Transit Master Plan update.

EXECUTIVE SUMMARY:

In Spring 2022, the City began updating the 2017 Transit Master Plan to address changing conditions and engage with the community to consider transit service enhancements and new projects.

In July, August, and September of 2022, staff and consultants conducted community outreach in the form of tabling events, a community survey, and a stakeholder workshop. A report summarizing the results of this outreach is included below with presentation to the Commission.

EXPECTED RESULTS:

Presentation of the engagement conducted this summer for the Transit Master Plan.

TIMELINE:

This is the second presentation of the Transit Master Plan Update to the Planning Commission. Staff introduced this project in August 2022 and tentatively plans to return for 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. Engagement Summary Report
2. Powerpoint Presentation (dated October 12, 2022)

SMART Transit Master Plan

Public Engagement Summary

Fall 2022

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Introduction

In Spring 2022, South Metro Area Regional Transit (SMART) formally began updating the 2017 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 transit users, including historically under-served communities, seniors, people with disabilities and others who live in Wilsonville and travel to population centers for appointments, shopping, or to visit family and friends.

Outreach Overview

The first round of public engagement began in Summer 2022 with the launch of tabling events throughout the City of Wilsonville. SMART staff attended eight tabling events and collected feedback using a dot exercise on maps. The online survey was launched on August 12, 2022 and was available on the Let's Talk Wilsonville website for one month. A total of 210 responses were collected, 185 in English and 25 in Spanish. Finally, project staff hosted a Stakeholder Workshop on September 20, 2022 to walk participants through the potential trade-offs being considered in the TMP. A total of 18 participants attended the workshop held at the Wilsonville Library from 4:00 pm to 7:00 pm

Outreach Approach

As the project team worked to plan and execute the first phase of outreach for the TMP, the approach taken by the project included:

- Consistent, reliable, accessible information with identified SMART contact person
- Sharing information on the Let's Talk Wilsonville website
- Final Public Involvement Plan
- Representative stakeholders individually contacted for intentional participation
- Special consideration to senior facilities, apartment complexes, schools, lower income residents & workers, and people who speak predominantly Spanish to reach under-represented groups
- Email blasts to Interested Parties List to keep them informed on project updates
- Updates to the Planning Commission and Wilsonville City Council

Outreach Methods

Beginning in Summer 2022, staff used a series of tools and methods to involve the community in the planning process of the TMP.

Project Website Development

An inviting and accessible website page on the Let's Talk Wilsonville website was provided for the SMART TMP update giving community members a one-stop location to learn about the project, see upcoming events, participate in the project survey, and sign up for the project mailing list. The project page was provided and updated in English and Spanish.

Community Survey

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

- What do you think are the highest priorities for adding new service?
- What places inside Wilsonville do you think are most important to serve?
- What should SMART prioritize when adding new transit service over the next five years?
- Which are the most important places you think people should be able to reach by transit?

Launched on August 12, 2022, the survey received over 200 responses, with 25 respondents in Spanish.

Operator Survey

A brief open-ended survey was offered to SMART operators to ask them what they are hearing from riders about transit service or if there are any issues or observations, they have that could help the community. A total of seven operators took the survey.

In-person tabling events

SMART staff attended eight in-person events to share information about the TMP and held a dot map activity that asked community members to decide where they think it is important for SMART to go at a regional level and at a local level. The eight events staff attended include:

- Wilsonville Farmers Market on Thursday July 14, 2022, from 3:30 to 8 pm
- Rotary Concert in the Park event on Thursday July 21, from 3:30 to 7 pm
- Wilsonville Farmers Market on Thursday August 4, from 3:30 to 8 pm
- Rotary Concert in the Park event Thursday August 11, from 4 to 7 pm
- Heart of the City's Gear Up 4 School on August 13, from 9 a.m. to 12 pm
- West Linn Wilsonville School District Family Empowerment Open House on August 17, from 4:30 pm to 6 pm
- City of Wilsonville's Community Block Party on August 25, 2022 from 3:30 pm to 8:30 pm
- Bridging Cultures event on Saturday August 27, from 11:30 a.m. to 1:30 pm

The dot map activity ended with a total of 32 participants and 99 total dots.

Stakeholder workshop

On September 20, 2022, SMART staff held an invitation-only workshop focused on key questions about how future transit should be planned, both within Wilsonville and around our part of the region. The workshop was held in-person from 4:00 pm to 7:00 pm at the Wilsonville Library.

The workshop included:

- A fun, interactive transit planning game introducing trade-offs and service considerations in and around Wilsonville
- Live polling about key questions
- A presentation about existing Wilsonville transit services and how they're performing
- Question & answer time and discussions



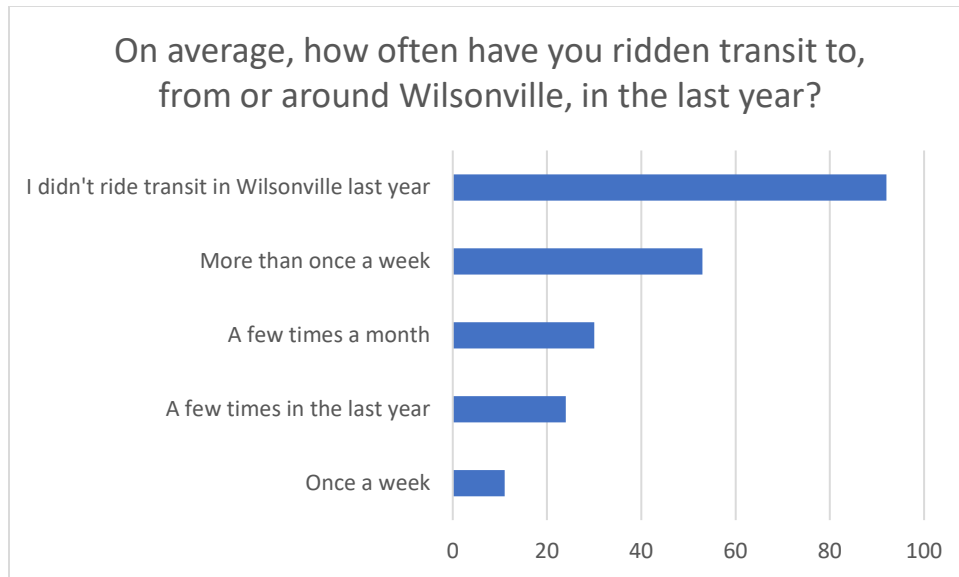
Staff invited around 150 participants by email or phone calls and a total of 18 participants attended the stakeholder workshop.

Summary of Community Input

Community Survey summary

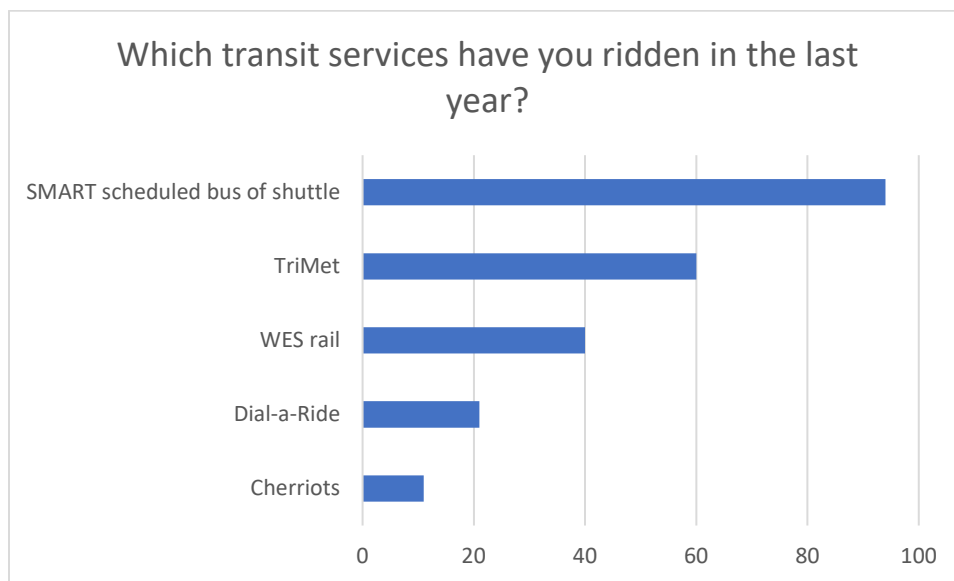
On average, how often have you ridden SMART in the last year?

Of the 210 respondents, about half said they didn't ride transit in Wilsonville in the past year. Of the people who rode transit, the majority said they rode more than once a week



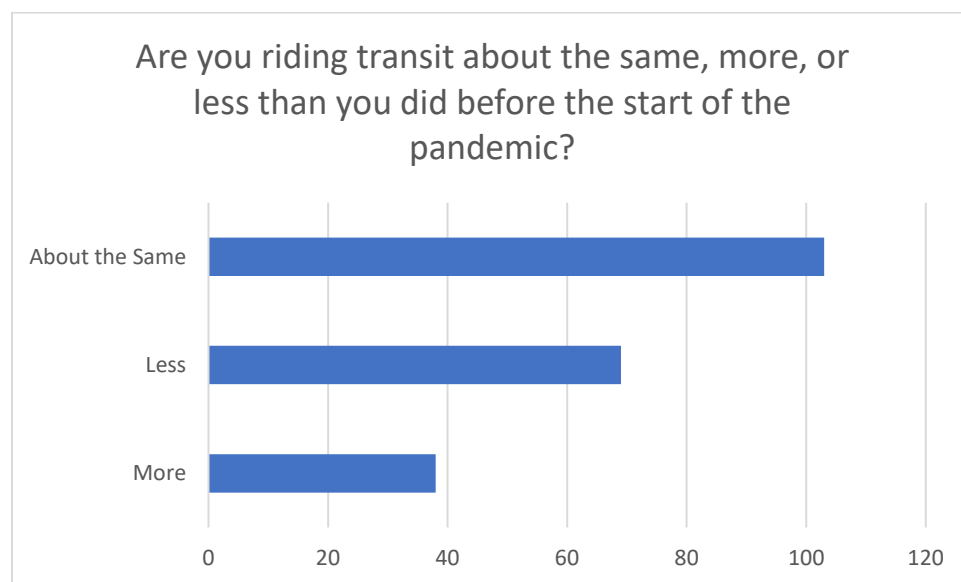
Which SMART services have you ridden in the last year?

This question was dependent on if respondents answered that they rode transit more than once a week, once a week, or a few times a month to the previous question. Respondents could choose multiple answers. Of the 226 answers, SMART buses or shuttles were the most selected.



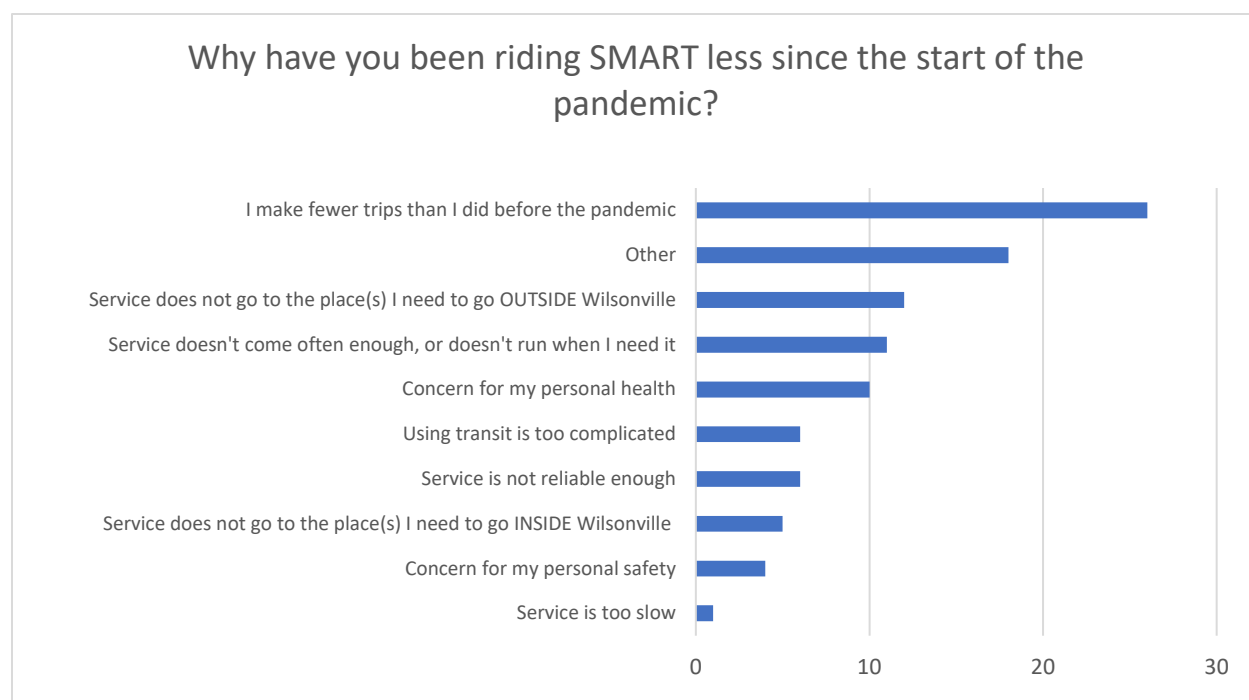
Are you riding about the same, more, or less than you did before the start of the pandemic?

Of the 210 respondents, most didn't change their riding habits since the start of the pandemic.



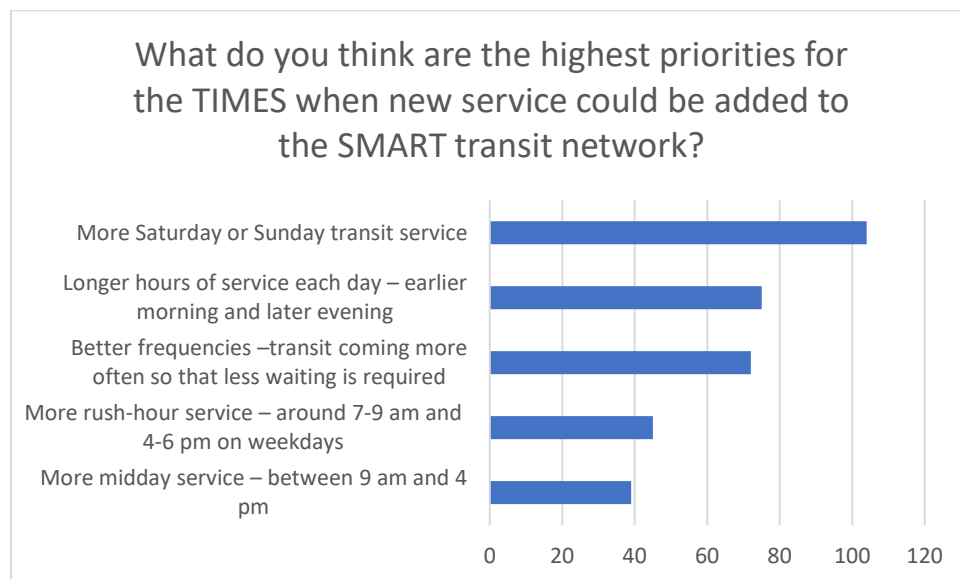
Why have you been riding SMART less since the start of the pandemic?

This question was dependent on if respondents answered that they rode transit less than before the pandemic in the previous question. Respondents could pick as many options as needed. Of the 99 answers chosen, most people who are riding transit less since the pandemic said it was because they take fewer trips overall.



What do you think are the highest priorities for the TIMES when new service could be added to the SMART transit network?

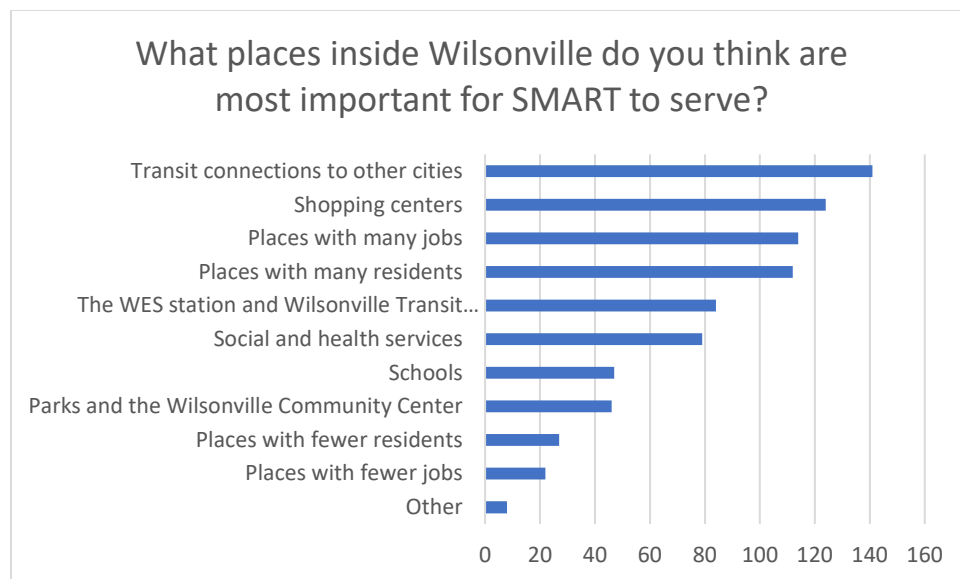
Respondents were instructed to pick up to two answers. There were 335 answers and 104 of them indicated more Saturday or Sunday transit service.



People who indicated that they ride SMART, Black, Indigenous, and People of Color (BIPOC), and people with low incomes all had similar opinions to all respondents.

What places inside Wilsonville do you think are most important for SMART to service?

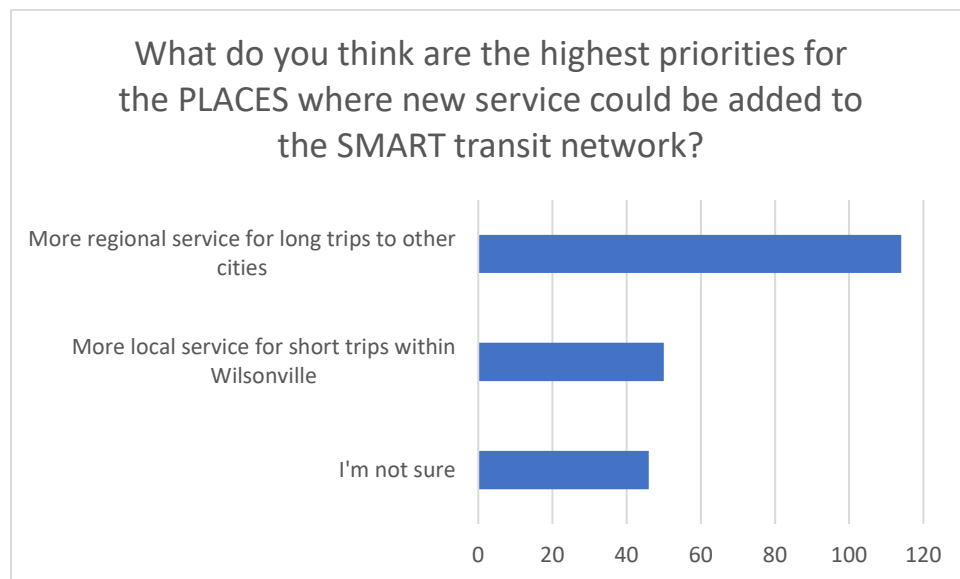
Respondents were instructed to pick up to four answers. There were 804 total answers chosen with connections to other cities being the most popular.



People who indicated that they ride SMART, BIPOC, and people with low incomes all had similar opinions to all respondents.

What do you think are the highest priorities for the **PLACES** where new service could be added to the SMART transit network?

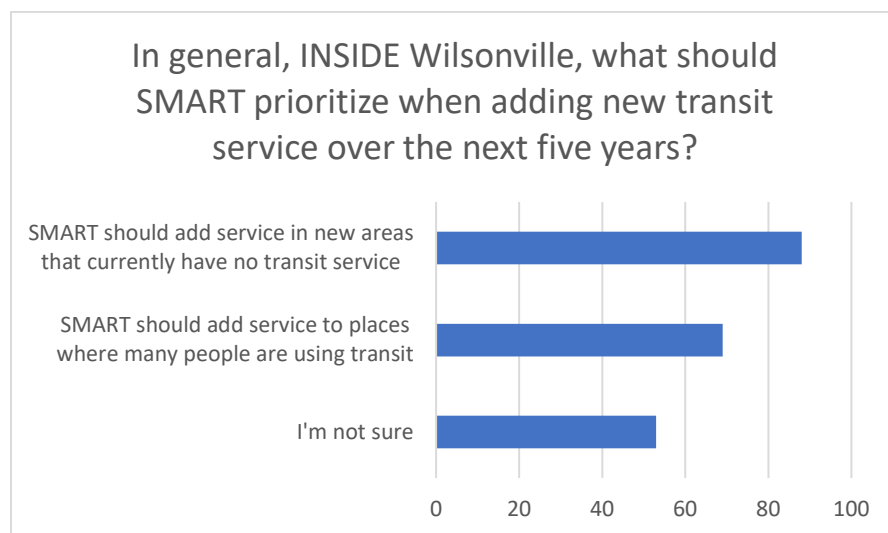
Of the 210 respondents, most people chose 'regional service for long trips to other cities' as the highest priority.



Among people who indicated that they ride SMART BIPOC people, and people with low incomes, the balance of responses to this question was similar to that of all respondents.

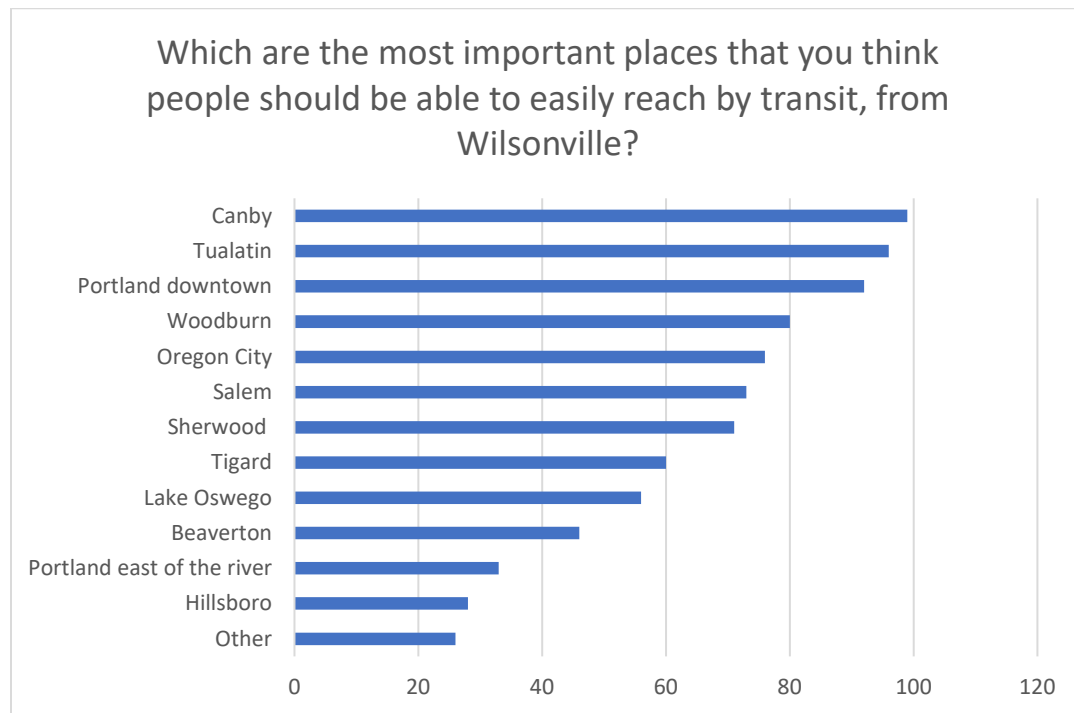
In general, **INSIDE** Wilsonville, what should SMART prioritize when adding new transit service over the next five years?

Of the 210 respondents, more people said it was more important for SMART to add service in new areas than to add more frequent service to areas already served.



Which are the most important places that you think people should be able to easily reach by transit, from Wilsonville?

Respondents were instructed to pick up to five answers. Canby, Tualatin, and downtown Portland, were the top three choices of 836 answers total.



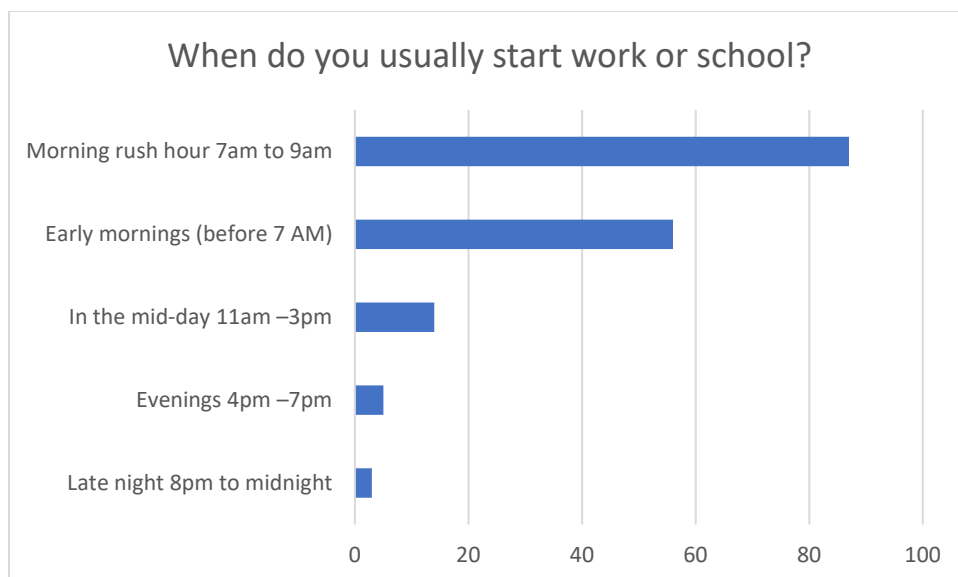
Is there anything else you think SMART should be providing or changing in the next five years?

96 people answered this open-ended question. Respondents' answers are summarized below in order of most mentioned topics:

- Additional or more frequent service to regional connections
- Higher frequency of existing service
- Additional route and destination suggestions
- Additional amenities like ability to pay and track buses on apps, phone charging, and multimodal amenities
- More educational materials, especially in Spanish

When do you usually start work or school?

Of 165 respondents, the majority said the start work or school during morning rush hour.



Stakeholder Workshop summary

The 18 participants at the stakeholder events were broken out into small groups to work on creating transit maps for the City of Wilsonville using both local and regional service. They each had to consider the trade-offs of operating at different distances and different frequencies throughout the region.

Some general sentiments were:

- Attendees shared that they understood how difficult it is to plan a transit system that works for everyone.
- Attendees noted the difficulty of choosing between higher frequency service and service that reaches more areas.
- Many attendees shared suggestions for places they wished were easier to take transit to such as shopping centers, movie theaters, little league sport fields and schools.
- Some attendees wished there was better synchronization between other bus lines and transit systems to transfer to.
- Many groups were more interested in reaching farther destinations than in frequent service.
- Attendees often wanted to provide transit options at non-peak hours to support workers with non-traditional work hours, students and retired people.



Afterwards, participants were asked questions in a live poll and shared their take-aways from the interactive exercise. Below are the results of the live poll.

Poll: On weekdays, how important are rush hours?

017

Rush hours should be the priority.

 12 %


A little extra service at rush hour makes sense.

 59 %

Having consistent schedules all day long should be the priority.

 29 %

I'm not sure.

 0 %

Poll: How important are weekends?

018


Weekends are so important that we should cut some weekday frequencies to offer more weekend service.

 50 %

We should add weekend service only when new funding is available.

 50 %

Weekends aren't very important.

 0 %

Poll: If you could add weekend service, what would you add first?

018

Longer Saturday hours for routes that already run on Saturdays.

 28 %

More routes running on Saturdays.

 28 %

Start running some routes on Sundays (as well as Saturdays).

 44 %

In the discussion that preceded the poll about adding Saturday or Sunday service, staff clarified that adding Sunday service would be much more expensive because the entire SMART operation would have to be turned on and staffed on Sundays. The stakeholder understood that therefore much less Sunday service could be added than Saturday service for any given amount of funding.

Poll: How should SMART balance the goals of high ridership and wide coverage?

017

The top priority is to run routes that many people use.

 18 %


Use about half of SMART's budget on busy routes, and the other half covering areas that area important even if few people ride.

 76 %

Spread service evenly across the entire city, so that every street has a little bit of service on it.

 6 %

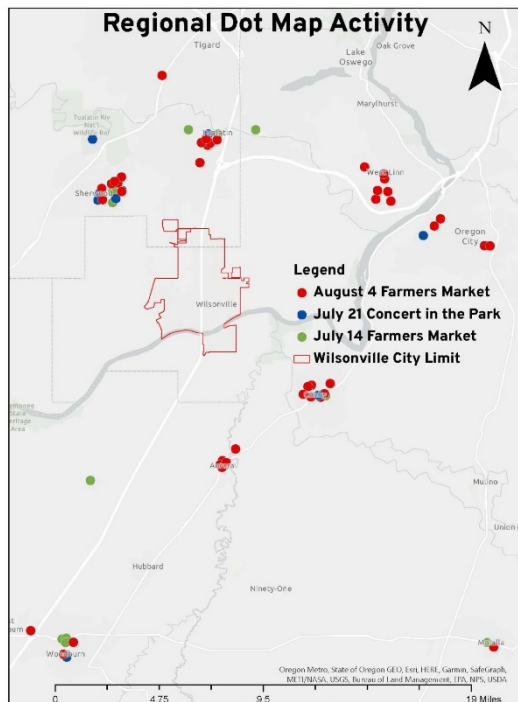
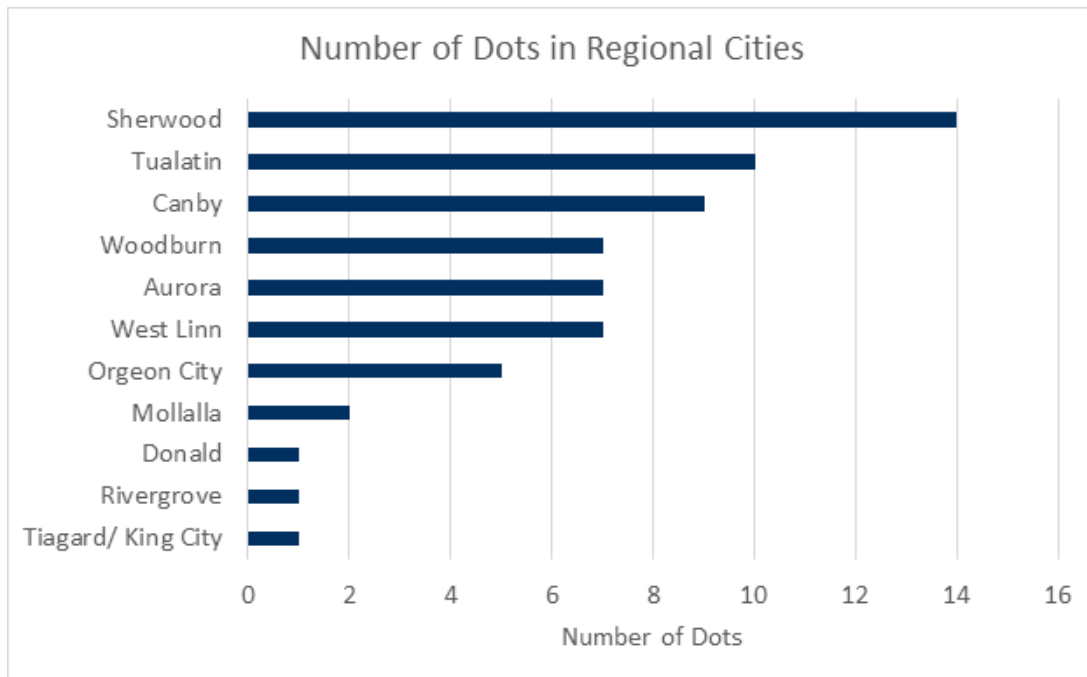
I'm not sure.

 0 %

Map Dot summary

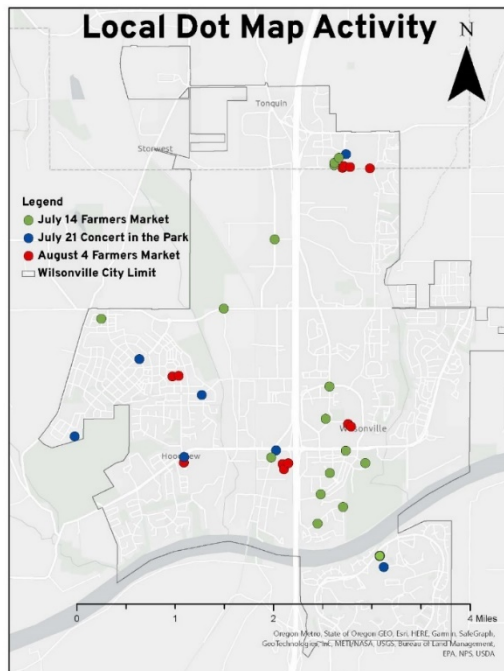
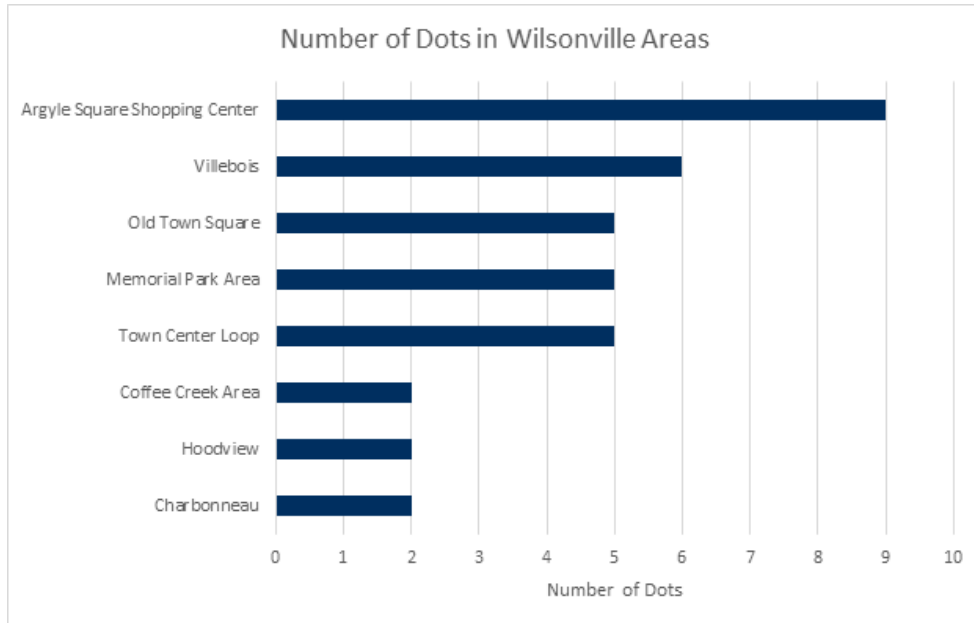
The dot map activity conducted at the three tabling events resulted in a total of 32 participants and 99 dots. The top three regional locations and the number of dots received were:

1. Sherwood – 14 dots
2. Tualatin – 10 dots
3. Canby – 9 dots



For the dot maps showing Wilsonville only, the top three local locations and the number of dots received were:

1. Argyle Square Shopping Center – 9
2. Villebois – 6
3. Town Center Loop area, Memorial Park area, & Old Town Square – 5 (three way tie)



Operator survey results

Feedback from the driver and operators is summarized below:

“What are you hearing from riders about **frequency** of service?”

- Frustrations with current reduced service, particularly on the 2X
- Difficulty with Dial-a-Ride scheduling
- Suggestion for additional stops for Villebois residents

“What are you hearing from riders about **where** SMART goes?”

- Interest in going to Woodburn, Barbur Transit Center, Clackamas, Oregon City, East Portland and Canby
- Suggestion to use landmark references for routes within Wilsonville rather than just east or west.
- Satisfied with service to OHSU and Veterans’ Hospital

“Are there **issues** preventing you from providing on-time, reliable service?”

- Rush hour traffic
- Lack of synchronization with TriMet buses

“What is SMART’s single **biggest obstacle** in your opinion?”

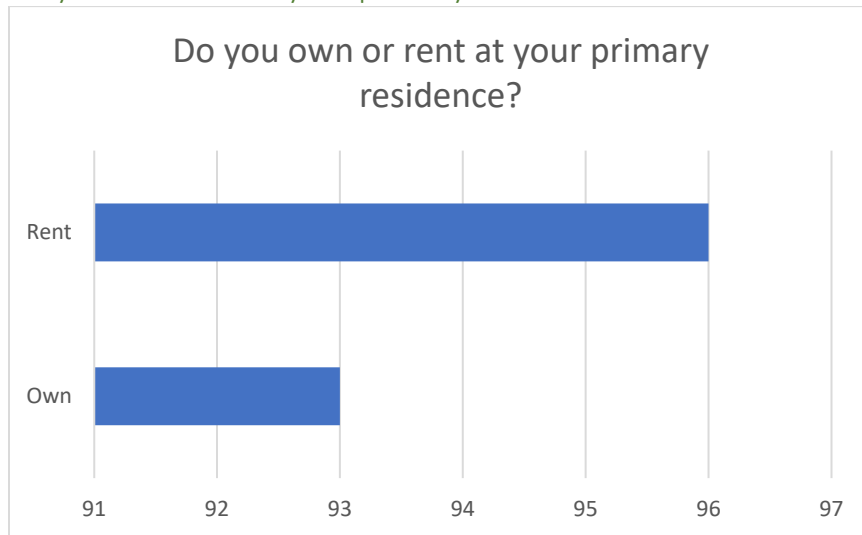
- Driver shortages and burnout
- Service reduction
- Lack of consistency in dealing with route delays
- Experimental and non-direct routes

“Any **other** thoughts?”

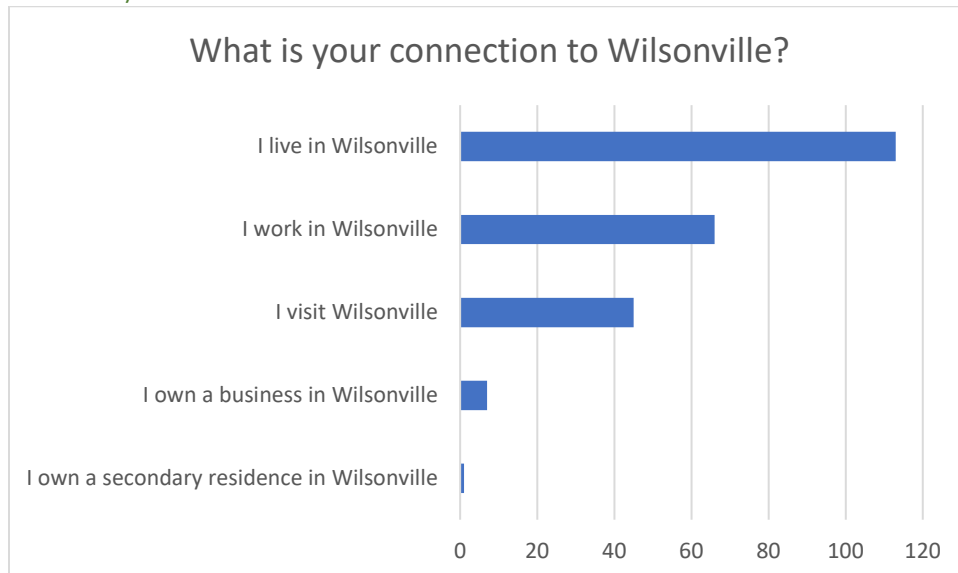
- Educational materials to explain how to pay bus fare would be helpful, especially with competing options like HOP, Cherriots, student passes, etc.

Demographics of Community Survey

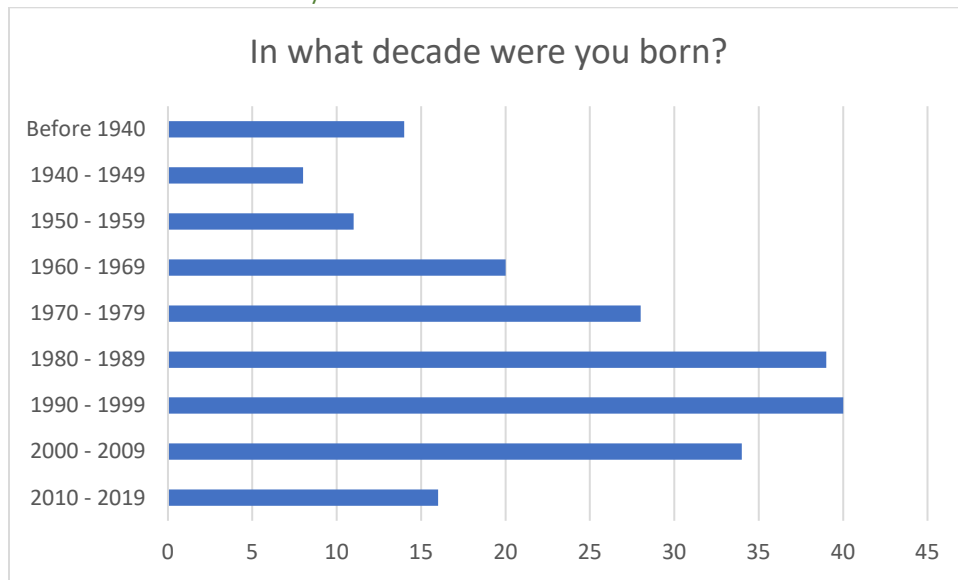
Do you rent or own your primary residence?



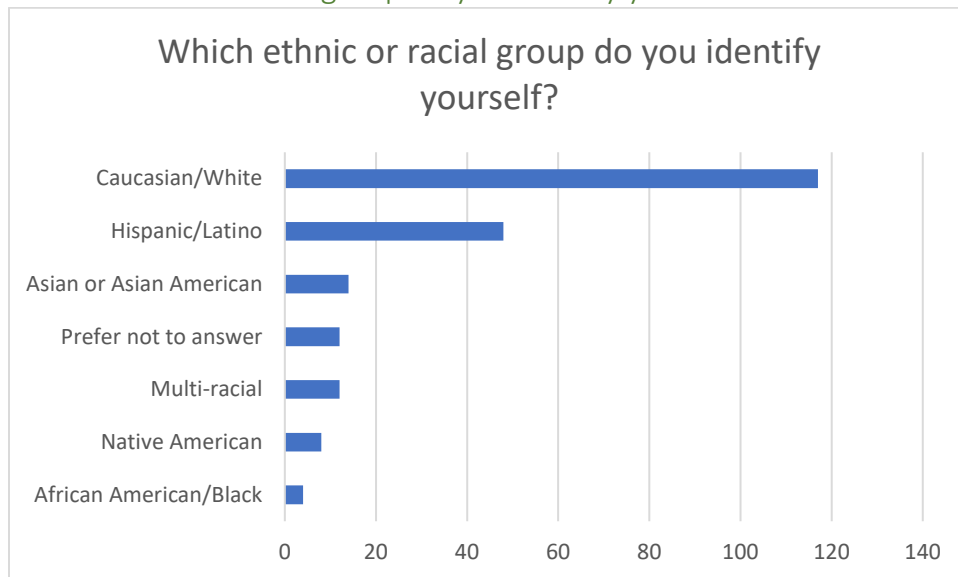
What is your connection to Wilsonville?



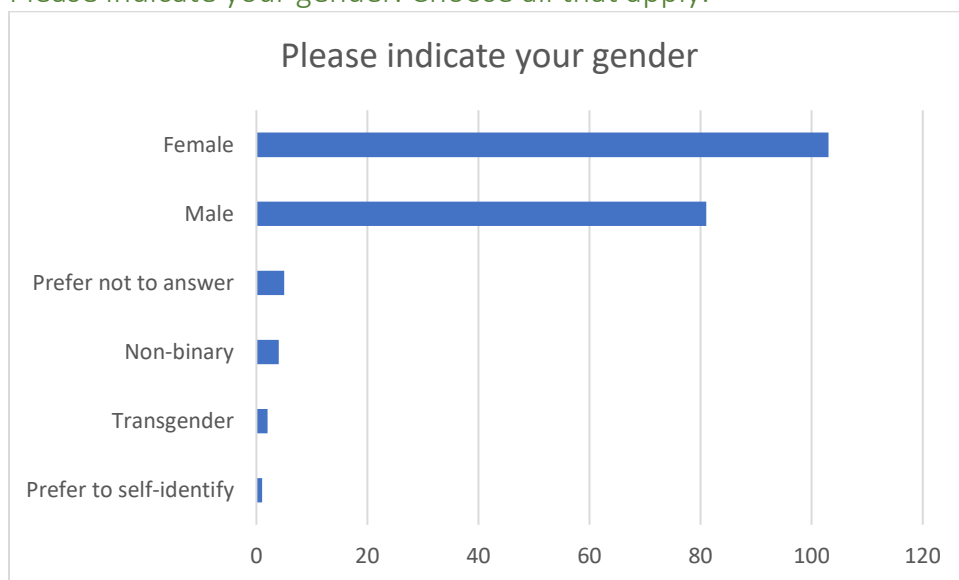
In what decade were you born?



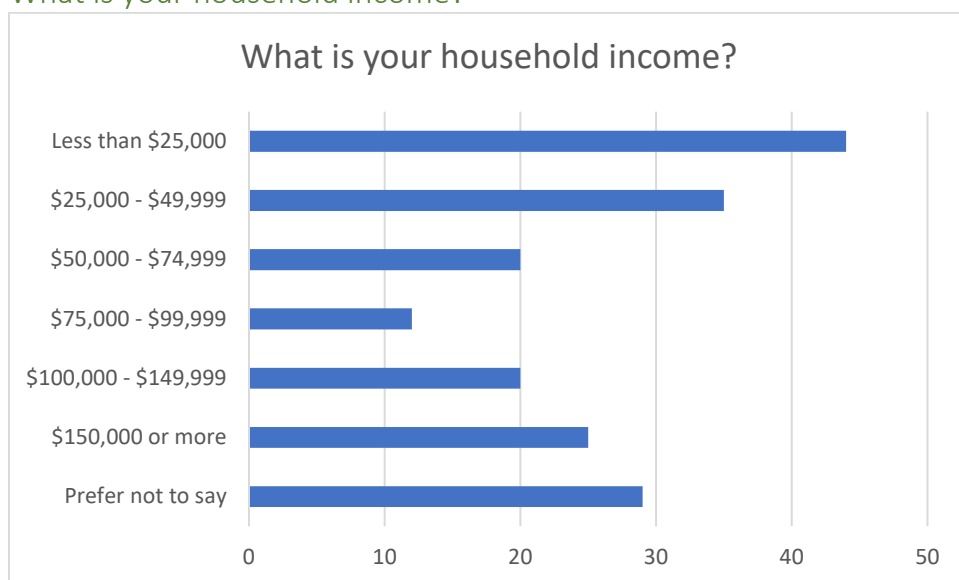
Which ethnic or racial group do you identify yourself? Choose all that apply.



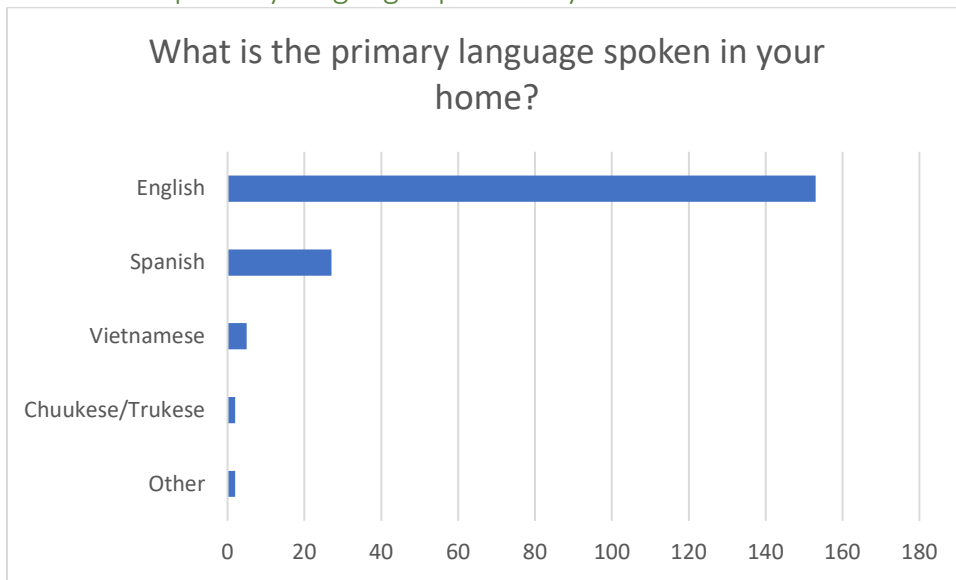
Please indicate your gender. Choose all that apply.



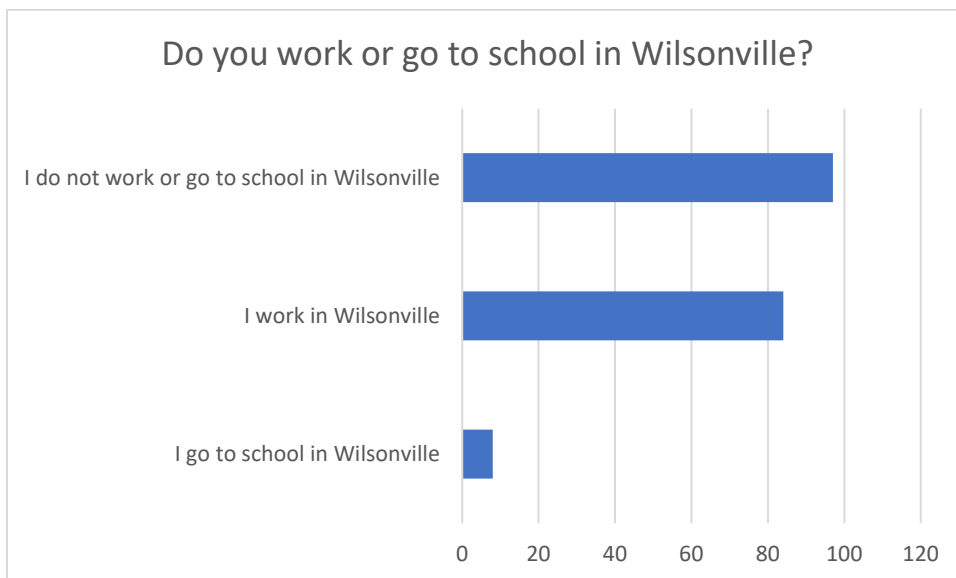
What is your household income?



What is the primary language spoken in your home?



Do you work or go to school in Wilsonville?



SMART Transit Master Plan Community Outreach Update

Planning Commission October 12, 2022

Kelsey Lewis

SMART Grants and Programs Manager

Michelle Poyourow

Jarrett Walker + Associates

Brenda Martin

EnviroIssues

Our Agenda Today

- Outreach approach
- Outreach methods
- Key findings
- Questions and next steps

Outreach Approach

- Sharing information on the Let's Talk Wilsonville website with identified SMART contact person
- Representative stakeholders individually contacted for intentional participation
- Special consideration to senior facilities, apartment complexes, schools, lower income residents & workers, and people who speak predominantly Spanish to reach under-represented groups
- Updates to the Planning Commission and Wilsonville City Council

Outreach Methods

| Outreach tools | Methods of use |
|------------------------------------|--|
| Website updates | Ongoing updates to Let's Talk Wilsonville in English and Spanish |
| Presentation to Commission/Council | Updated Planning Commission and City Council on TMP goals and outreach plan, received feedback on stakeholder workshop |
| Community survey | Open survey from August 12 th to September 16 th Received over 200 responses, 25 in Spanish |
| Operator survey | Open ended survey offered to SMART bus operators Seven surveys collected |
| In-person tabling events | Staff attended eight community events throughout July/August Conducted a dot map exercise |
| Stakeholder workshop | 18 participants attended September 20 th event at Wilsonville Library |

Community Survey Findings

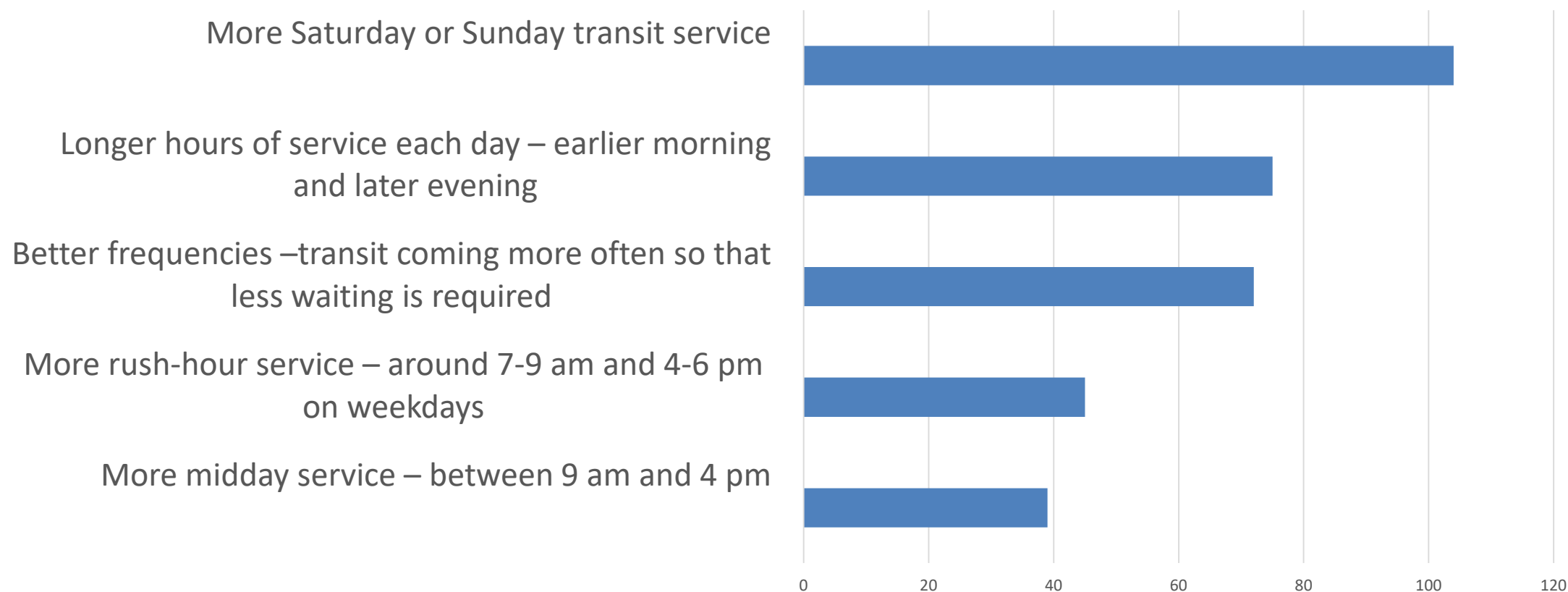
Of the 210 respondents who took the survey:

- about half said they didn't ride transit in Wilsonville in the past year
- But those who do ride, ride more than once a week
- Most didn't change their riding habits since the start of the pandemic
 - Those who are traveling less are doing so because they have fewer trips to make



Survey Priorities

What do you think are the highest priorities for the **TIMES** when new service could be added to the SMART transit network?



Survey Priorities Continued

Respondents think its most important to:

- Serve transit connections to other cities and shopping centers
- Have more regional service for long trips to other cities
- Add SMART service in new areas that currently have no transit service
- Serve the cities of Canby, Tualatin, and downtown Portland



Stakeholder Workshop Summary

Attendees shared that:

- It was difficult to plan a transit system that works for everyone
- They wished it were easier to take transit to shopping centers, movie theaters, little league fields and schools
- Wished there was better synchronization between bus lines and transit systems
- They were more interested in reaching farther destinations than in local, frequent service
- There was interest in providing transit options at non-peak hours to support non-traditional workers, students and retired people



Live Poll Results

Poll: On weekdays, how important are rush hours?

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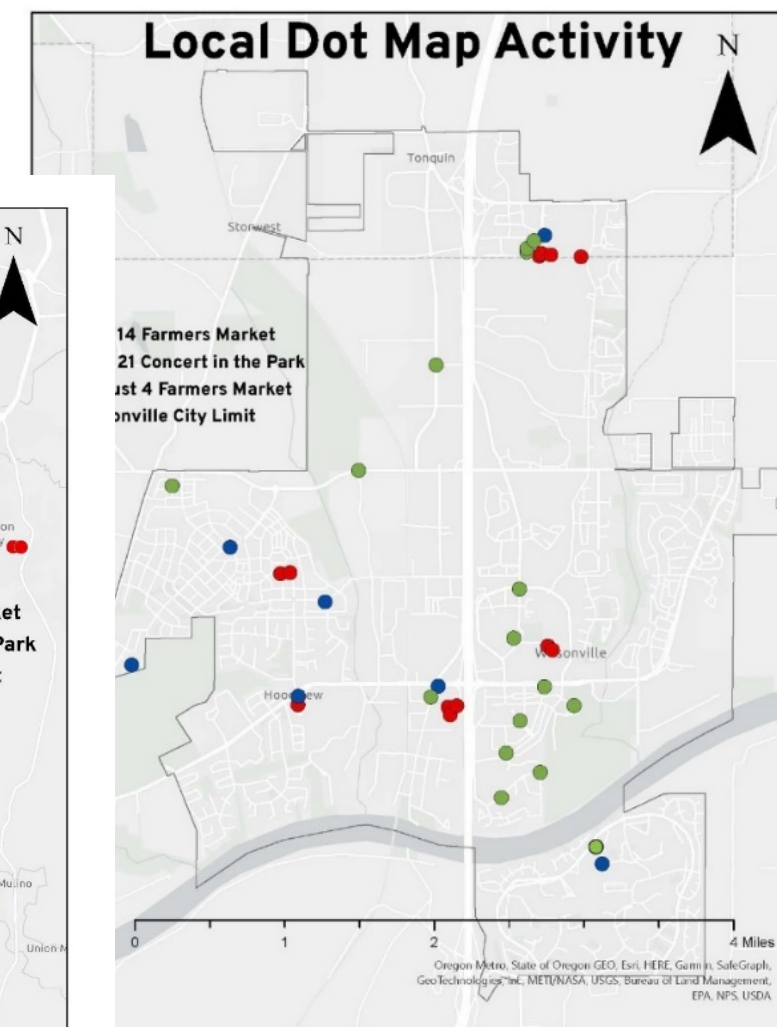
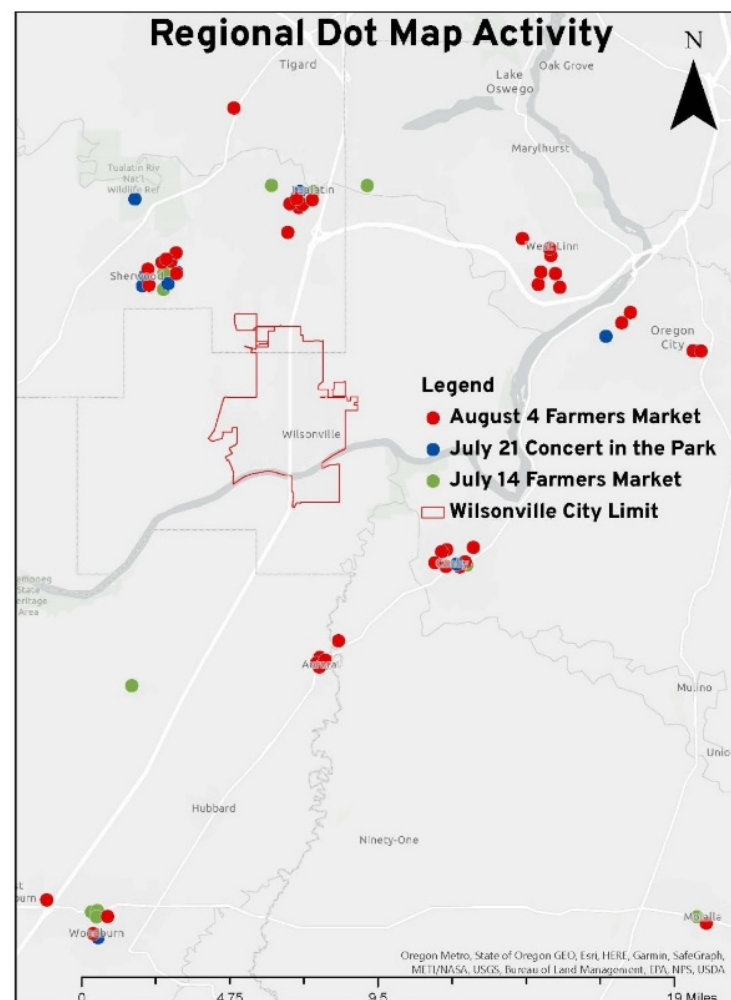
Dot Map Summary

Top three **regional** locations:

- Sherwood – 14 dots
- Tualatin – 10 dots
- Canby – 9 dots

Top three **local** locations:

- Argyle Square Shopping Center – 9
- Villebois – 6
- 3-way tie – 5:
 - Town Center Loop area
 - Memorial Park area
 - Old Town Square



Questions and Next Steps