

April 13, 2023

# Woodburn Transit Development Plan

TDP Steering Committee

Preferred Service Plan



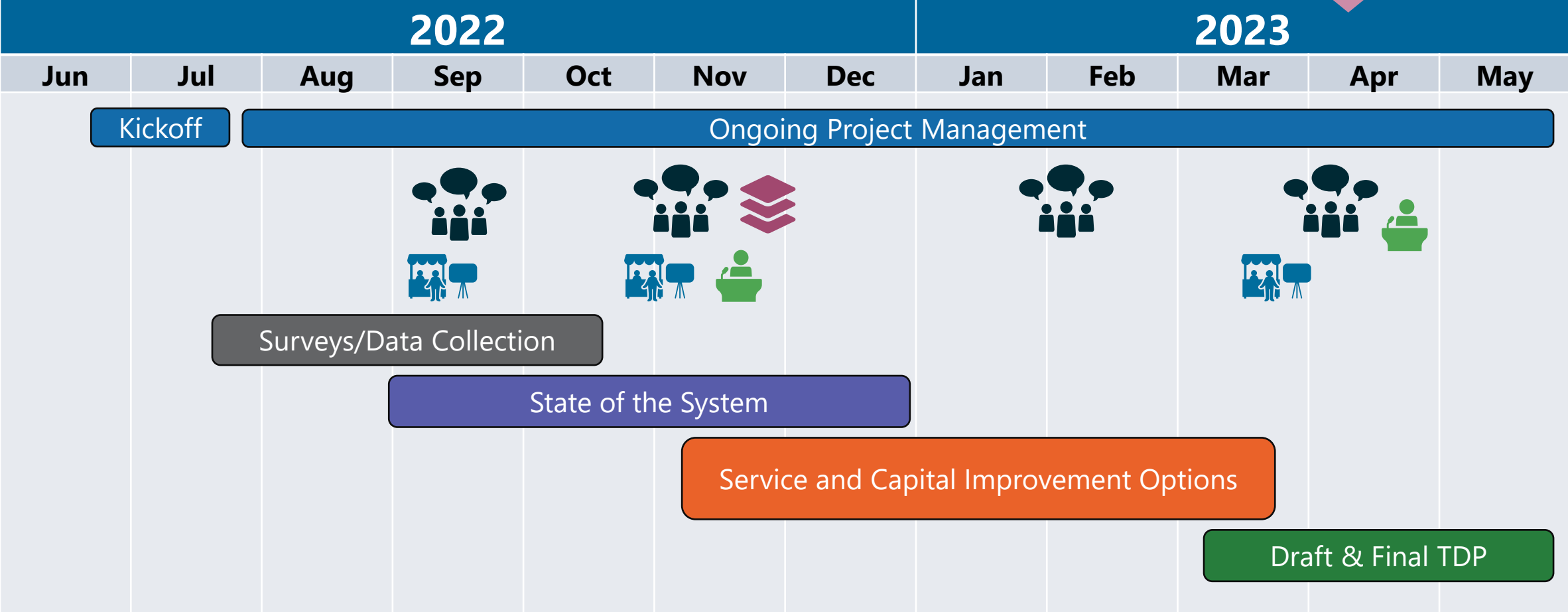
# Agenda

- 1 **Review of Service Scenario  
Community Input**
- 2 **Preferred Service Scenario**
- 3 **Schedule Update / Next Steps**



# Project Schedule

We are here



TDP Steering Committee



Planning Game Workshop



Community Meeting/Pop-Up/Survey

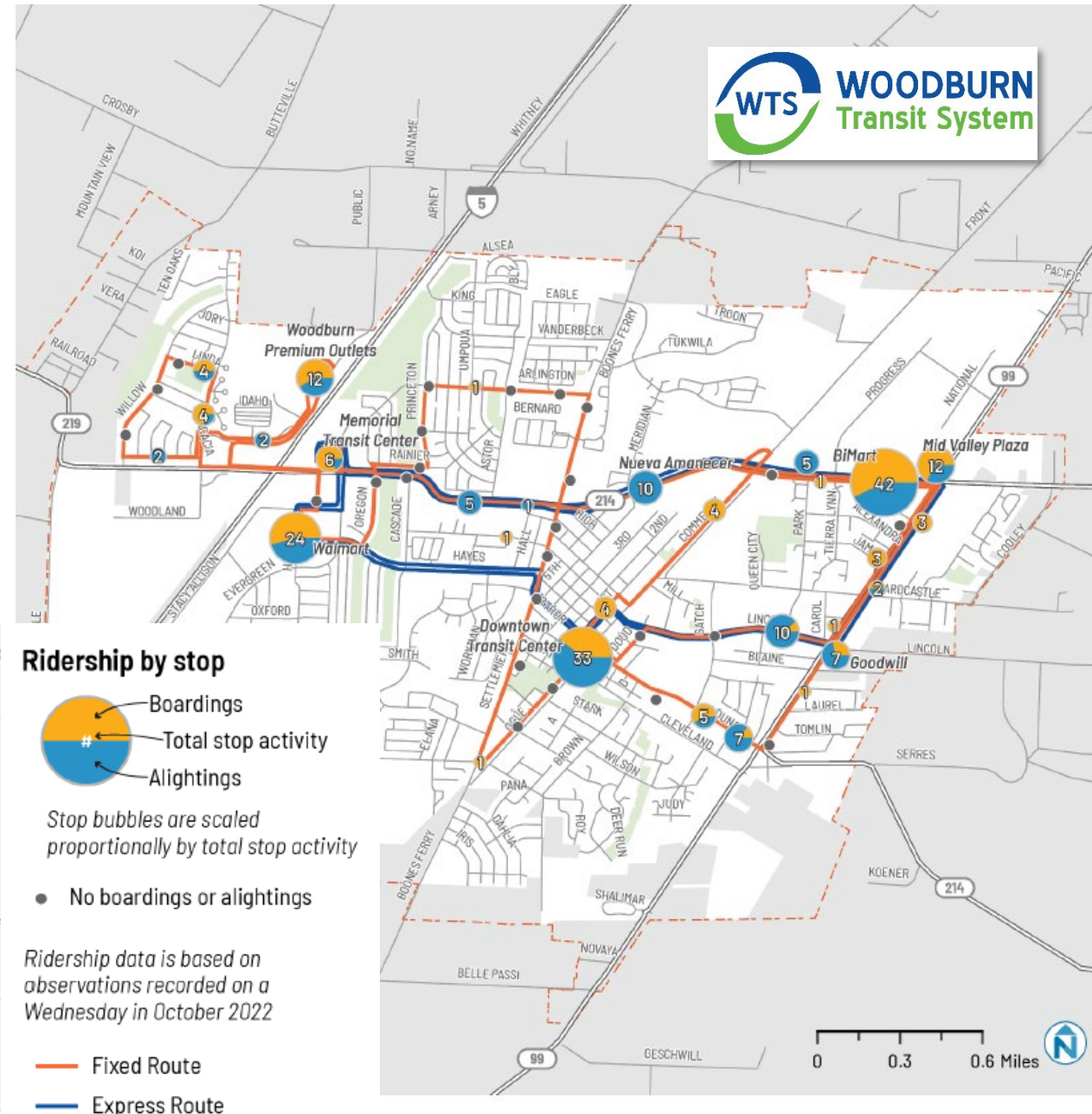


City Council Briefing

# Transit Service Scenarios

# Transit Service Scenarios: Existing Network

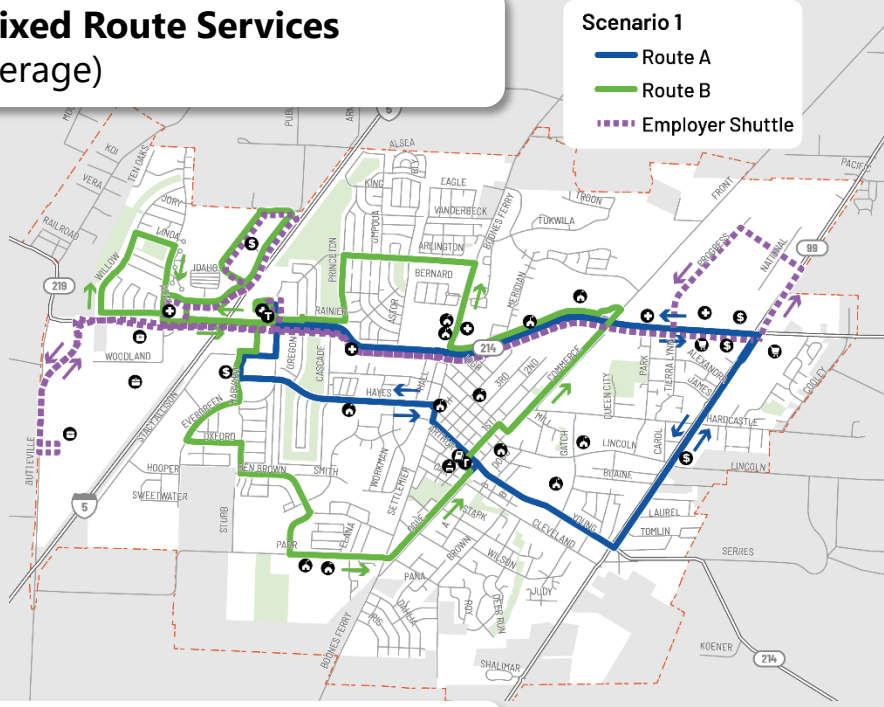
- Fixed Route and Express Route
  - Fixed Route is hourly, Express Route runs every 30 minutes in opposite directions
- Dial-A-Ride
  - For people who can't use the fixed route network
- Medical transportation to Portland and Salem
  - Volunteer drivers
- Regional Connections
  - POINT
  - Cherriots
  - CAT
    - Route 10X, 20X and 80X (new)
  - Canby Area Transit (CAT)
  - Groome Transportation
  - Greyhound and Fronteras del Norte



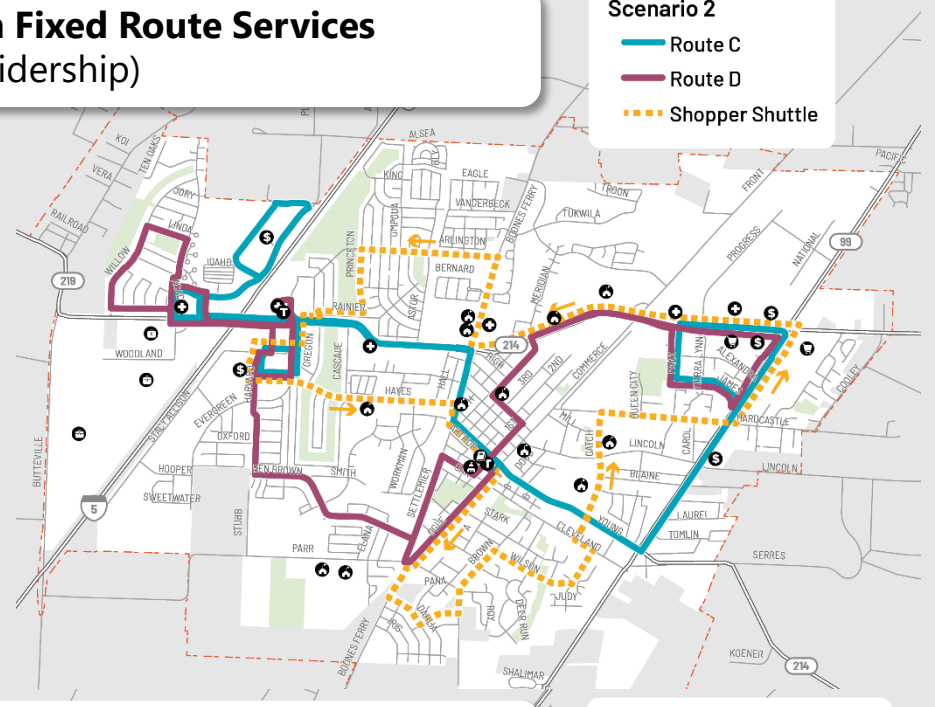
# Transit Service Scenarios: Overview

- **Scenario 1:** Maintain Fixed Route Services but with Modifications (Maintain Coverage)
- **Scenario 2:** Maintain Fixed Route Services but with Modifications (Focus on Ridership)
- **Scenario 3:** Maintain Some Fixed Route Service, but Introduces Flex Route
- **Scenario 4:** Maintain Some Fixed Route Service, but Introduces Microtransit

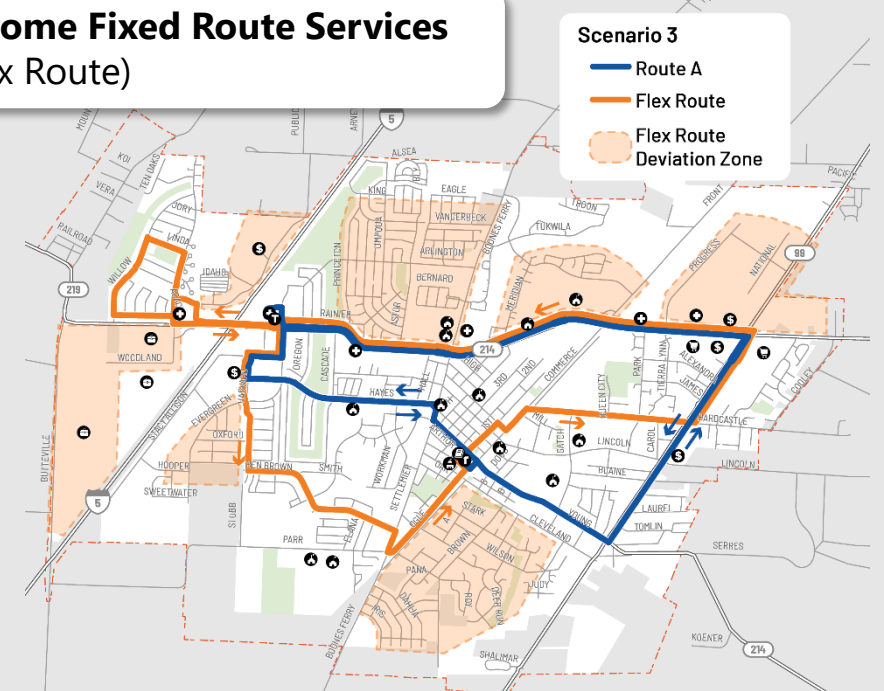
### 1. Maintain Fixed Route Services (Maintain Coverage)



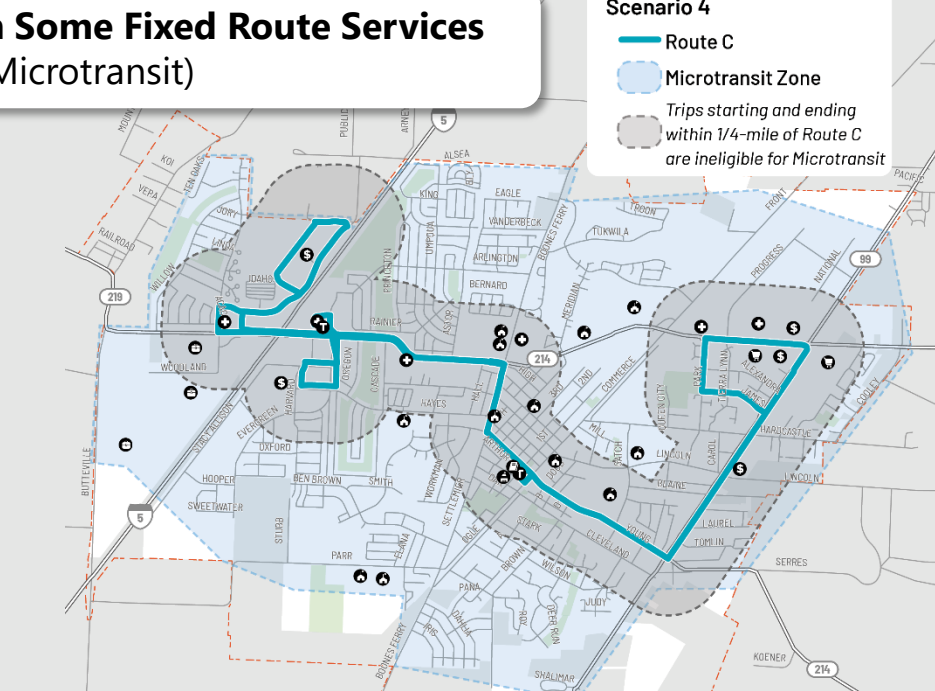
### 2. Maintain Fixed Route Services (Focus on Ridership)

















### 3. Maintain Some Fixed Route Services (Introduce Flex Route)



### 4. Maintain Some Fixed Route Services (Introduce Microtransit)



# Service Scenario Comparison Matrix - Preliminary

	<b>Residents</b> <i>Residentes</i>	<b>Jobs</b> <i>Puestos de trabajo</i>	<b>Low-income residents<sup>1</sup></b> <i>Hogares con bajos ingresos</i>	<b>People of color</b> <i>Personas de color</i>	<b>Travel times</b> <i>Tiempos de viaje</i>
Existing Routes <i>Rutas Existentes</i>					
<b>Scenario 1</b> <i>Escenario 1</i>					
<b>Scenario 2</b> <i>Escenario 2</i>					
<b>Scenario 3</b> <i>Escenario 3</i>					
<b>Scenario 4<sup>2</sup></b> <i>Escenario 4</i>					

1 - Earning less than 200% of federal poverty level / Menos de 200% del nivel de pobreza federal

2 - Results are shown for proposed Route C only. Microtransit would also provide service throughout the city in Scenario 4. / Se muestran solamente los resultados de la propuesta Ruta C. El Microtránsito también se brindaría servicio en toda la ciudad en el Escenario 4.



# Steering Committee Input

- Based on last meeting comments and Mentimeter poll
- Preference for Scenario 2
- Not as supportive of Scenario 4
  - “[Microtransit] feels similar to taxi services – people are making a living from this. May be worth working together for something like this.”



*“I like that [Scenario 1] **hits all the major businesses**, but it’s **missing opportunities to serve some of the major parks like Centennial and Legion.**”*

# Focus Group Input

- Conducted with 5 existing transit riders who lived either downtown or near Walmart



## What is your experience riding the bus?

- I am **highly satisfied** with the bus routes and schedules, as they are impeccable.
- The bus drivers **exhibit great kindness and politeness**.
- As per the participant's experience, **the bus drivers will wait for commuters** who are close and halt the bus if required.



## How can public transit be improved?

- Every bus stop should include bus times.
- Every bus stop should include benches.
- Every bus stop should include shelter for rainy and sunny days.



## How would you rank the four scenarios overall?

- **Scenario 1:** Fixed route, maintain coverage.
- **Scenario 4:** Some fixed route, new microtransit.
- **Scenario 3:** Some fixed route, new flex route.
- **Scenario 2:** Fixed route, focus on ridership.

# Community Survey

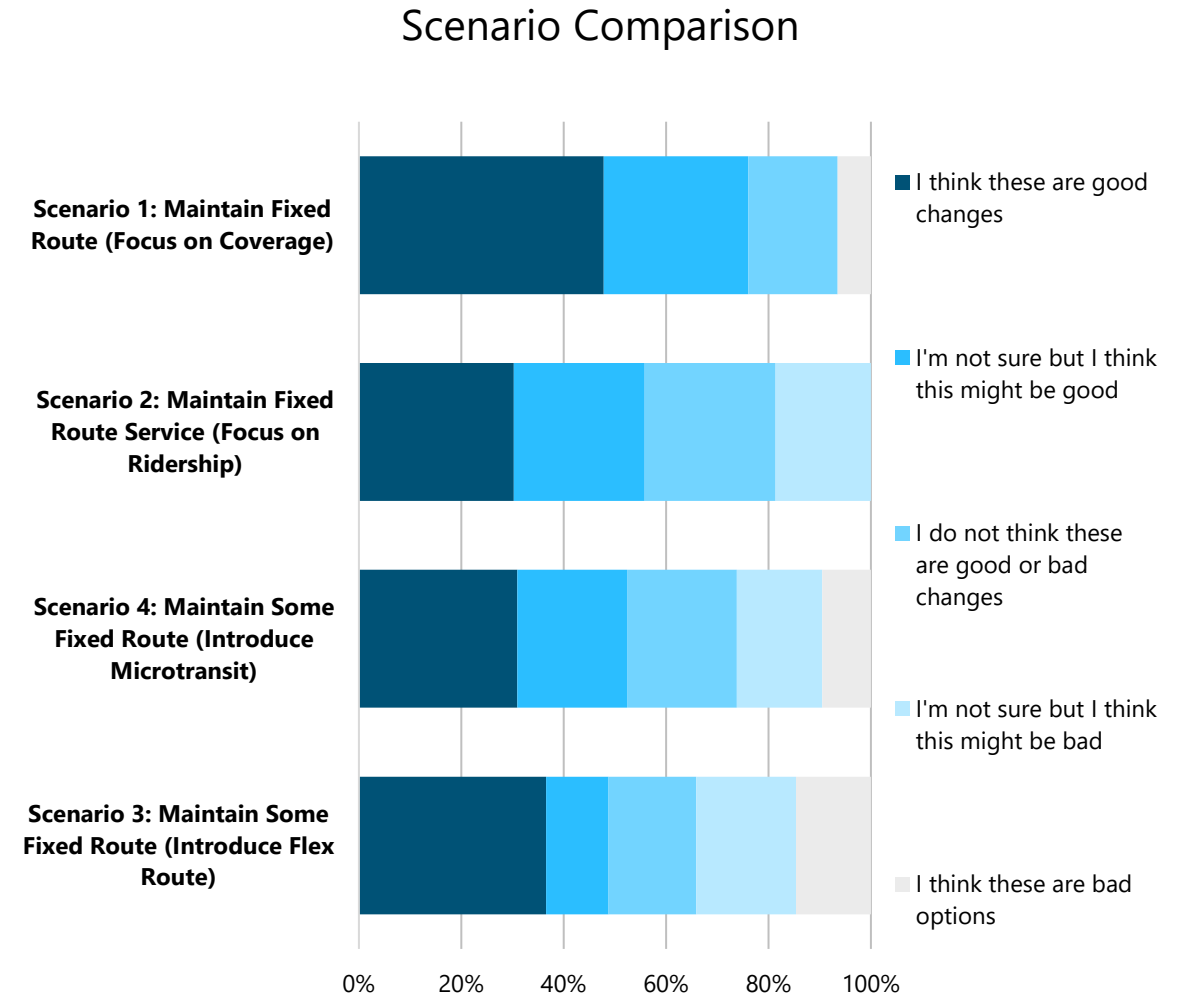
- Conducted to supplement input Steering Committee and Focus Group input
- Advertised on the bus, in shelters, on Facebook, on the radio (Spanish), and e-blasts (English and Spanish)
- Available in **English** and **Spanish**
- **52 completed surveys** (as of 4/13)

The screenshot shows the top portion of a survey landing page. At the top left is the logo for the Woodburn Transit System (WTS) with the text 'WOODBURN Transit System' and 'Transit Development Plan (TDP)'. To the right of the logo is the title 'Woodburn TDP Service Scenarios Survey'. In the top right corner, there is a language selection dropdown menu currently set to 'English'. Below the header, the main heading reads 'Welcome to the Woodburn Transit Development Plan (TDP) Scenarios Survey!'. Underneath this, there is a bilingual instruction: 'Seleccione su idioma preferido en la parte superior derecha / Select your preferred language at top right'. A paragraph of introductory text follows, explaining the purpose of the TDP and providing a link to the project website: <https://www.woodburn-or.gov/tdp>. Below the text is a small 'OK' button. The next section is titled 'Transit in Woodburn Today' and begins with the sentence 'Woodburn Transit System has two fixed routes that run seven days a week.' Two bullet points are visible: the first describes the 'Express Route' (shown in blue) which serves major destinations and runs every 30 minutes; the second describes the 'Fixed Route' (shown in orange) which serves essentially the same destinations in addition to the

<https://www.surveymonkey.com/r/HQ25FKQ>  
<https://www.surveymonkey.com/r/HQ25FKQ?lang=es>

# Community Survey Input

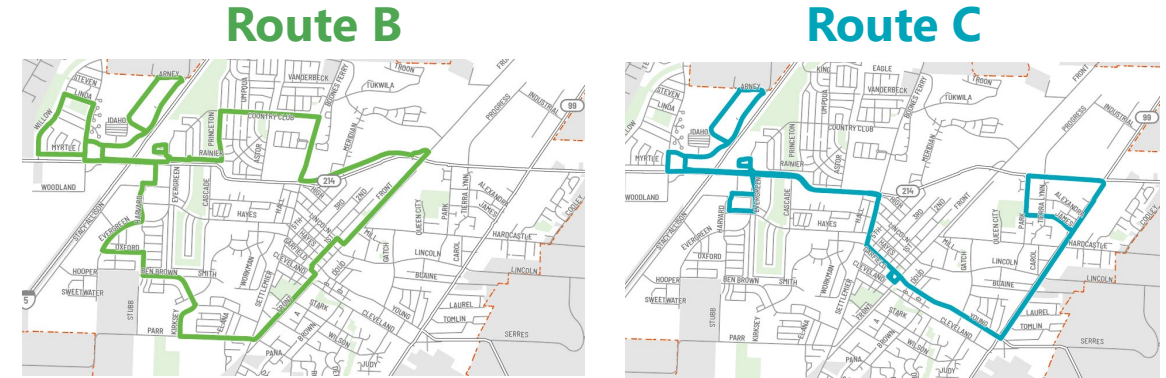
- **Scenario 1** ranked the highest overall – essentially the “status quo” scenario
- **Scenario 2** had the second highest level of support
- **Scenario 3** ranked the lowest overall, but also had mixed support
- **Scenario 4** consistently ranked the lowest of any scenario



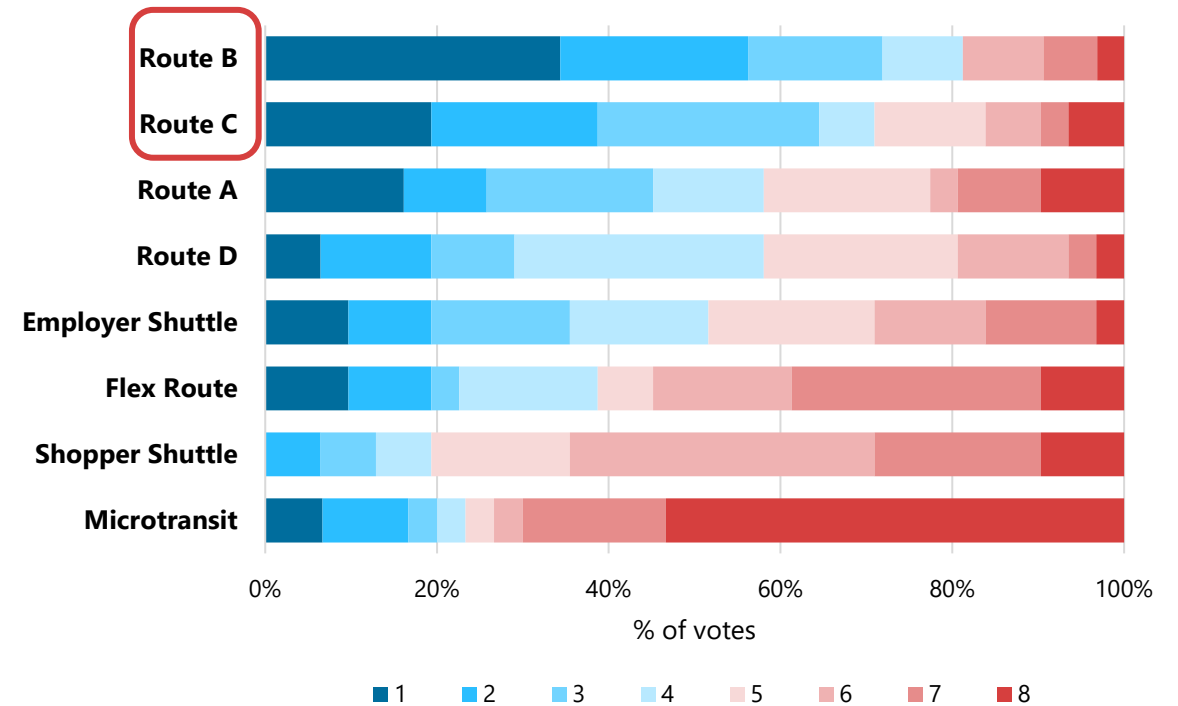
N=52

# Community Survey Input

- **Route B** (Scenario 1) ranked the highest overall – *similar to existing “fixed route”*
- **Route C** (Scenario 2) also had strong support – similar to existing *“express” route*
- Employer shuttle had moderate support, as did interest in a flex route
- Shopper shuttle had the lowest overall interest/support
- Microtransit had mixed support, but overall lowest ranked element



Scenario elements ranked  
(1=Best, 8=Least Preferable)



N=52

# Preferred Service Scenario

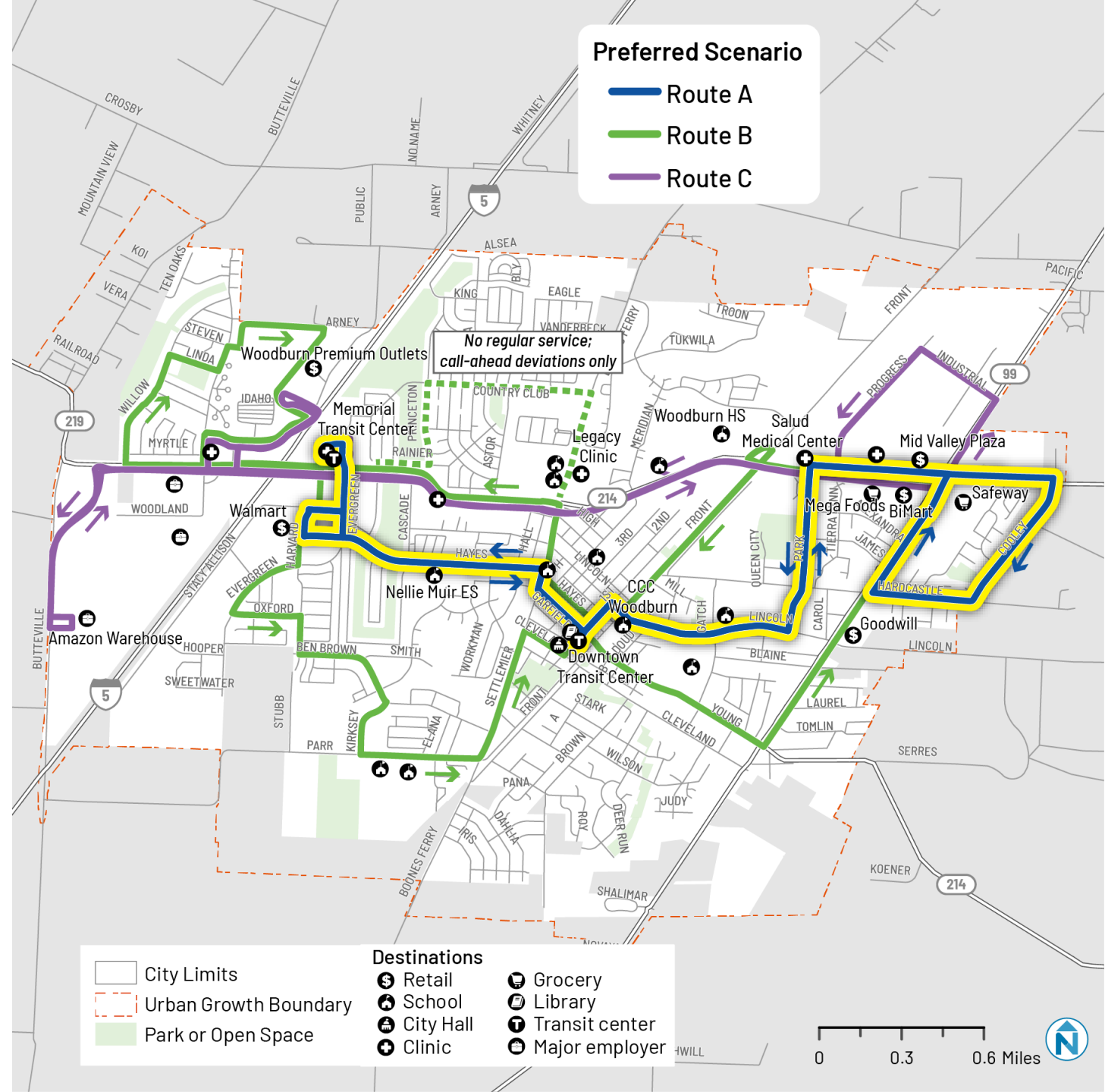
# Preferred Fixed Route Service Plan

## Route A (Direct)

- Bidirectional
- Serves major destinations directly; connects to new apartments
- Hourly round trip
- Requires one bus

## Route B (Local)

- One direction
- Serves major destinations but less directly; connects new apartments and south side of city
- Hourly round trip
- Requires one bus



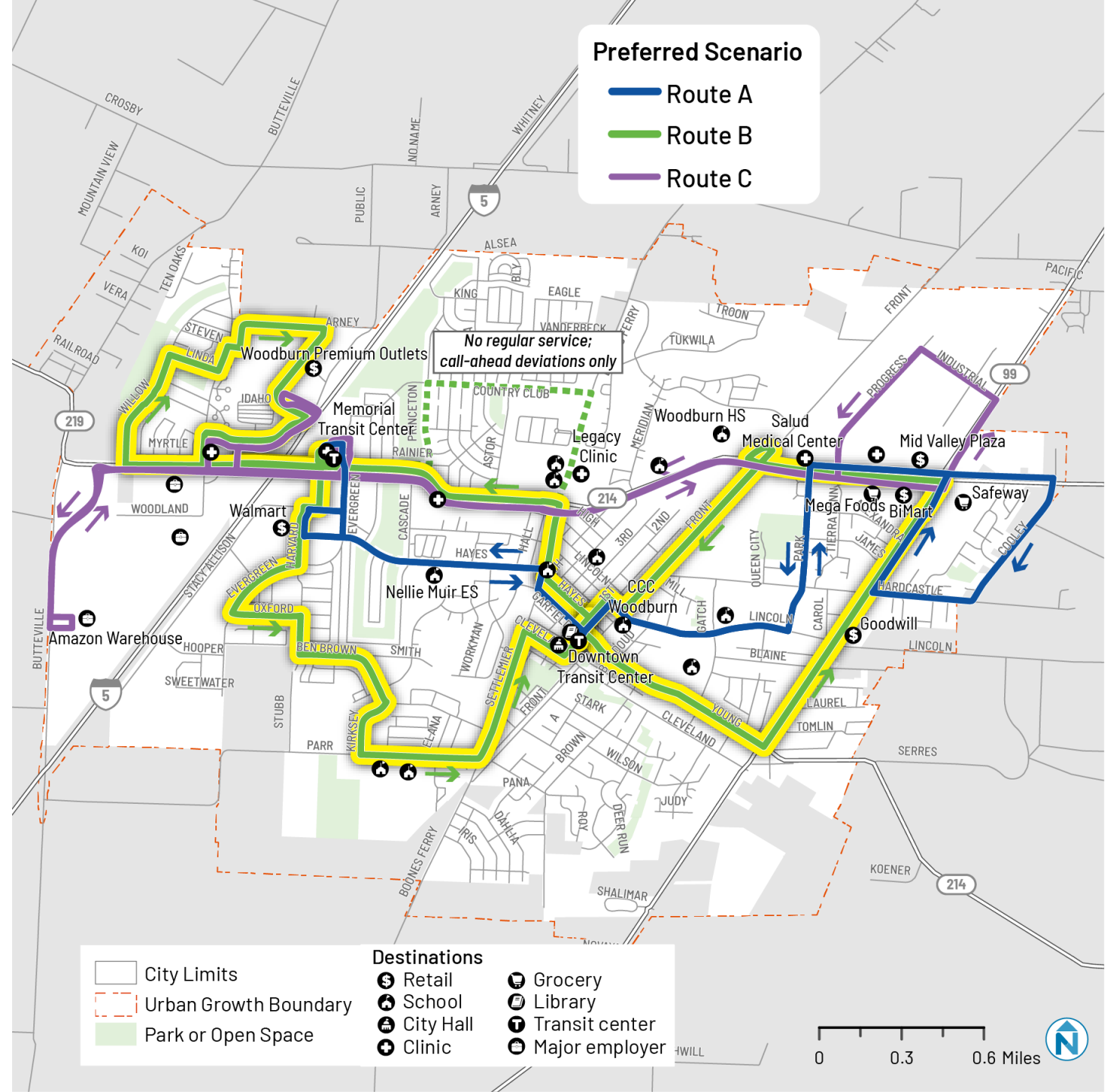
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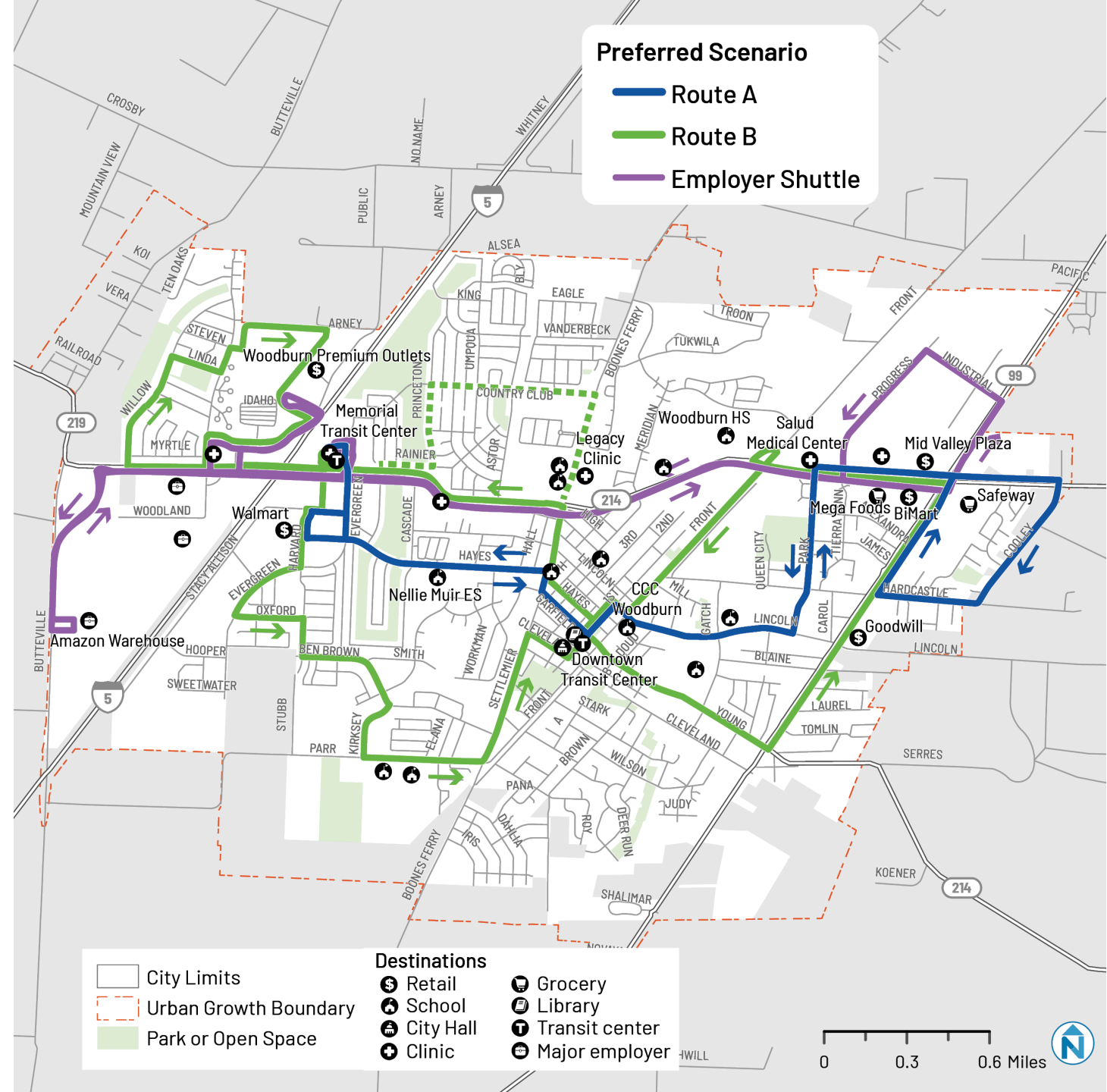
# Preferred Fixed Route Service Plan

## Short-Term Service Characteristics (1-3 years)

Route	Frequency	Service Span
<b>A</b>	60 min.	<b>Weekday:</b> 8:00 am – 6:00 pm
<b>B</b>	60 min.	<b>Saturday:</b> 9:00 am – 5:00 pm <b>Sunday:</b> 9:00 am – 3:00 pm

## Mid-Term (3-7 years) to Long-Term (7+ years) Service Characteristics

Route	Frequency	Service Span
<b>A</b>	30 min (mid-term)	<b>Weekday:</b> 8:00 am – <b>8:00 pm</b>
<b>B</b>	30 min (long-term)	<b>Saturday:</b> 9:00 am – <b>6:00 pm</b> <b>Sunday:</b> 9:00 am – <b>5:00 pm</b>



# Preferred Fixed Route Service Plan

## Route C (Express/Employer)

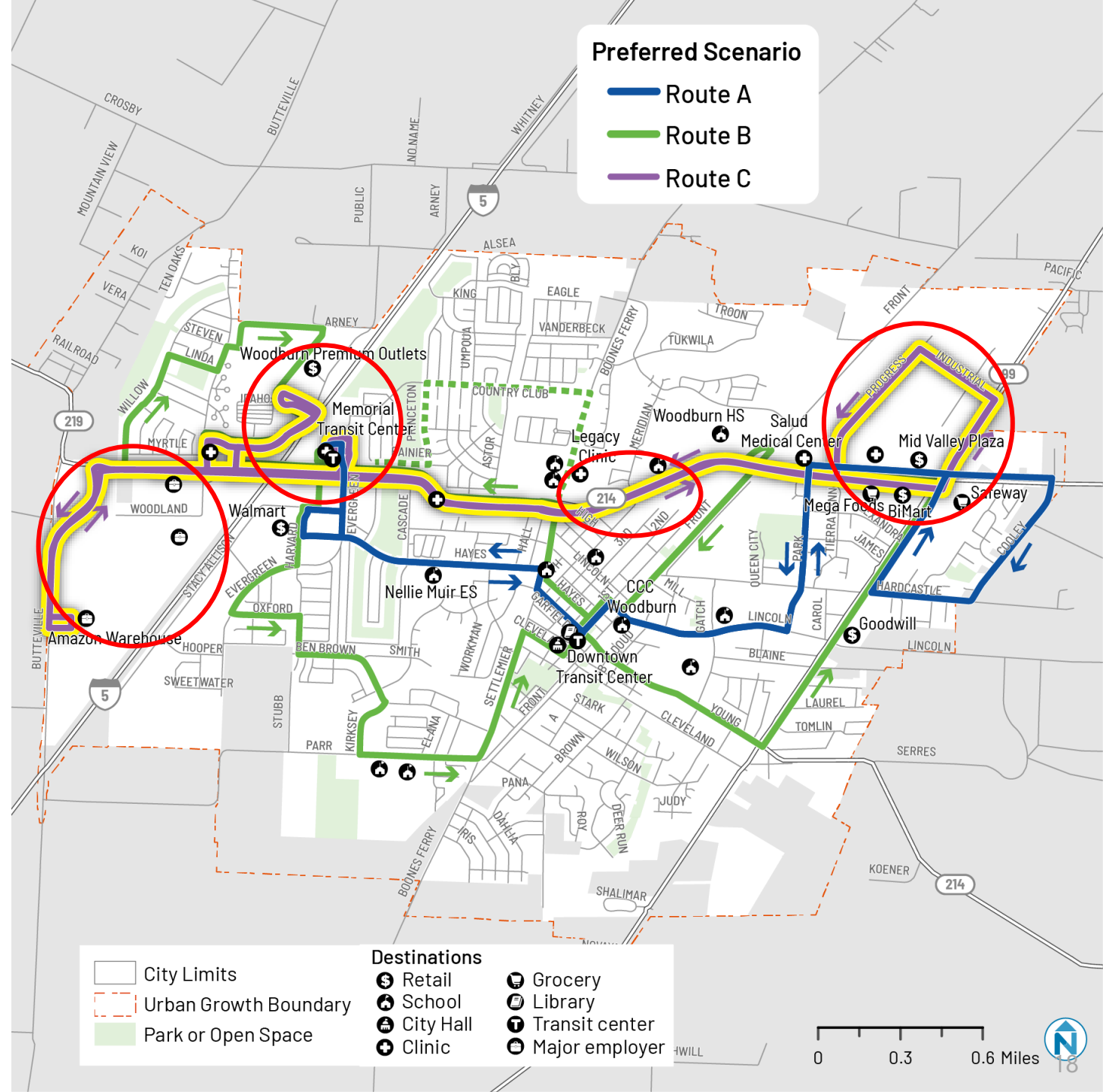
- Serves select times/locations only:
  - o Memorial TC
  - o Amazon/Do It Best/WinCo
  - o Woodburn Outlets
  - o Nuevo Amanecer
  - o NE Industrial
- Connects to Cherriots Route 80X at Memorial TC and CAT 99X/Cherriots 10X/20X at BiMart

## Frequency/Service Span

- 2 AM, 2 midday, 2 PM trips – Weekday only

## Test as pilot program for 6 months

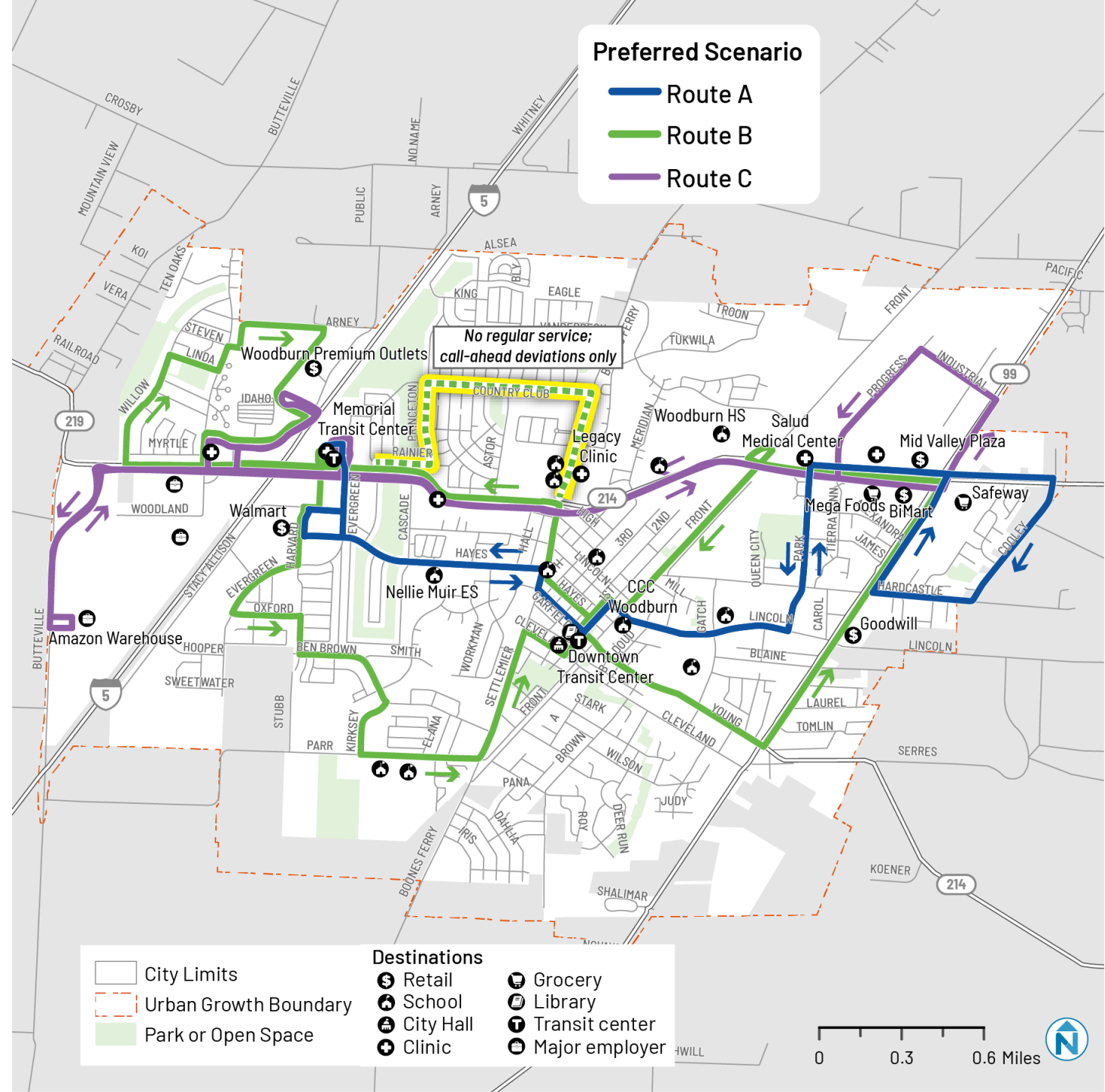
## Would require extensive outreach to employers



# Preferred Fixed Route Service Plan

- Flexible fixed route zone**

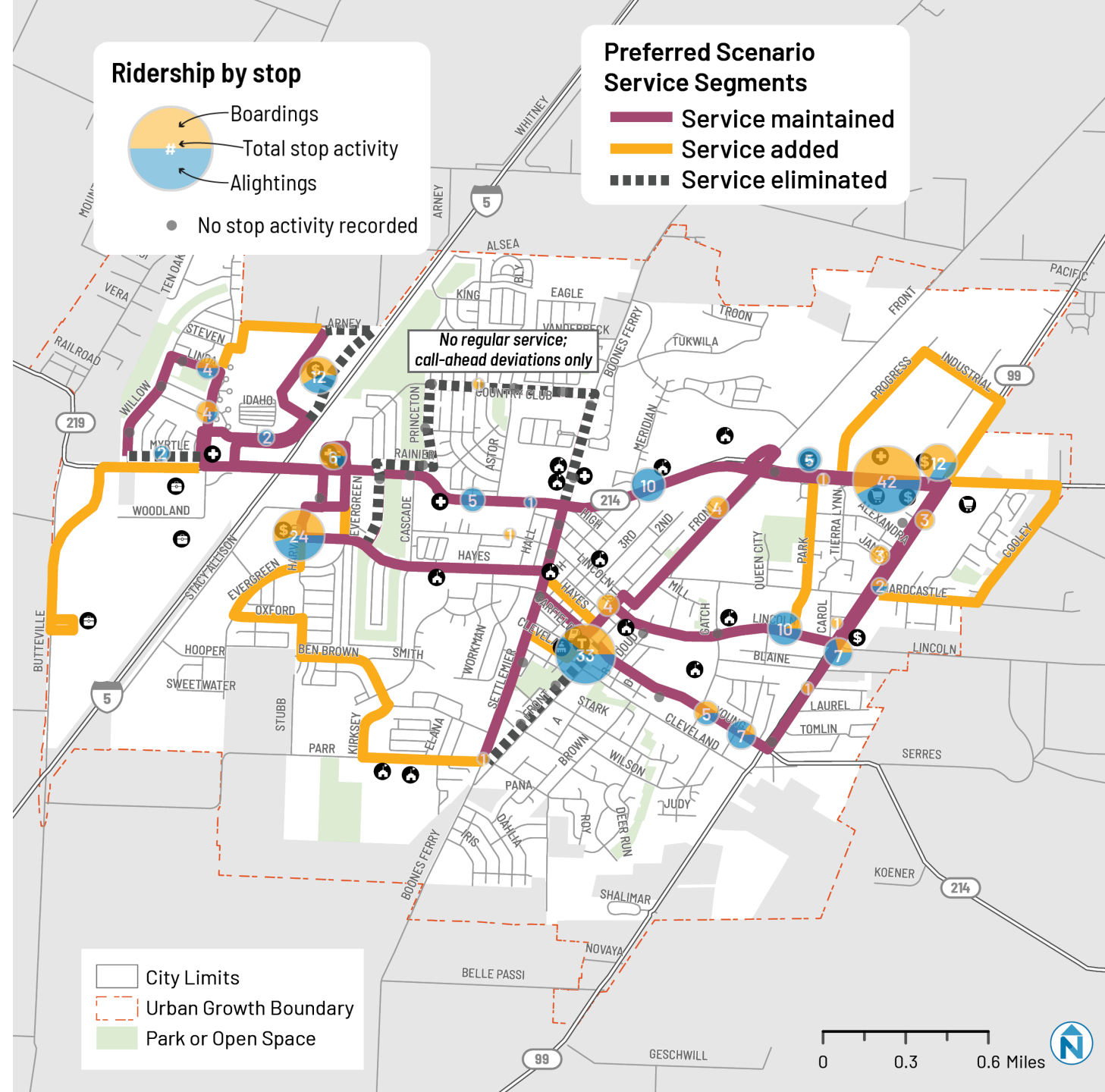
- **Route B (Local)** would serve Boones Ferry/Country Club area only as needed
- Must call at least 2 hours in advance



# Preferred Fixed Route Service Plan

## Service Changes

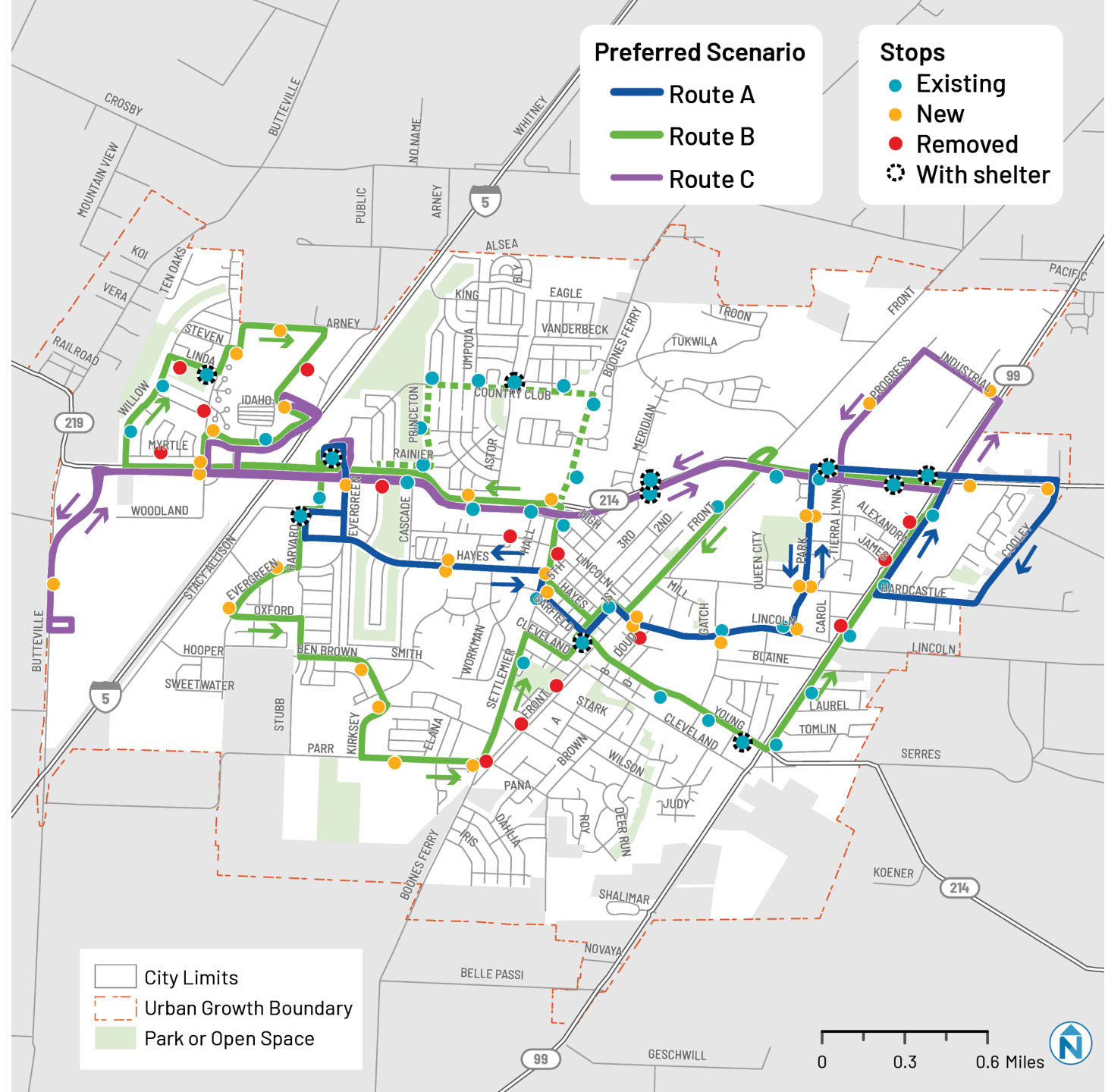
- Adds service in new areas (green segments)
- Removes service in some areas (gray segments)
  - o Low existing ridership
  - o Improves directness of routes
  - o Service along Myrtle shifted to Hwy 219
  - o Boones Ferry/Country Club would become deviation zone, with passengers calling ahead for pickup
- Hwy 214 from Front to Boones Ferry
  - o Would only have service on Route C, 6 trips per day



# Preferred Fixed Route Service Plan

## Bus Stop Changes

- Removes stops in some areas with low ridership
- Adds stops to areas with new service
- ~15 stops removed (red)
- ~32 stops added
- Opportunity to relocate 1-2 existing shelters to new or higher ridership stops





# Discussion

- How well does this respond to your input on the Scenarios?
- Are there elements of the services that you would like to change?
- Do you think the service operates early/late enough?
- Would you like more detail about the scenarios summarized in the final report?

# Non-Service Transit Recommendations

## ■ Bus stop improvements

- Organize stops into “basic” and “enhanced” stops
- **Basic stops:** Lower boardings (<10 passengers per day); Signage w/ information
- **Enhanced stops:** Higher boardings (10+ passengers per day); minimum to include shelter w/ bench
  - Lighting and trash can ideal but problematic due to vandalism
- **Note:** New bus stops must meet ADA standards
  - Should be located so that there is a level and stable surface for boarding vehicles.
  - Locating transit stops at signalized intersections increases the usability for pedestrians with disabilities.



**Basic Stop**



**Enhanced Stop**

# Non-Service Transit Recommendations

## ■ Vehicles

- Transition to low- or zero-emission vehicles mid- to long-term (3+ years) to replace older fleet
- Could consider smaller low-floor vehicles (30 or 35 foot)
- Explore state/federal grants for vehicles and necessary infrastructure
- Lower maintenance costs anticipated, but would require training and support
- If remaining fare free, would not need to purchase fareboxes



Vehicle	Year	Condition	Capacity Reg / Wheelchair	Odometer Reading	Asset Type	Fuel Type
Chevy Venture Van	2002	Fair	5/1	116,401	4yrs/100,000 miles; small, light-duty	Gas
Chevy Uplander Van	2006	Fair	5/1 ; 3/2	142,160	4yrs/100,000 miles; small, light-duty	Gas
Ford Cutaway Van	2008	Fair	10/2	99,318	5yrs/150,000 miles; medium, light-duty	Gas
Champion Bus	2009	Fair	35/2	210,057	10yrs/350,000 miles; medium, heavy-duty	Diesel
Dodge Caravan Mini Van	2011	Moderate	1/2 WC	85,420	4yrs/100,000 miles; small, light-duty	Gas
Chevy Cutaway Van	2011	Moderate	10/2	80,334	5yrs/150,000 miles; medium, light-duty	Gas
MV1 Van	2014	Moderate	3/1WC	55,600	4yrs/100,000 miles; small, light-duty	Gas
Gillig Low Floor	2015	Good	40/2WC	105,485	10yrs/350,000 miles; medium, heavy-duty	Diesel/DEF
Ford Cutaway Van	2015	Moderate	8/2WC	72,258	5yrs/150,000 miles; medium, heavy duty	Gas
Dodge Caravan SE Van	2018	Good	4/1WC	33,050	4yrs/100,000 miles; small, light duty	Gas
Arboc Bus	2019	Good	20/2WC	68,669	4yrs/100,000 miles; small, light duty	Gas



# Non-Service Transit Recommendations

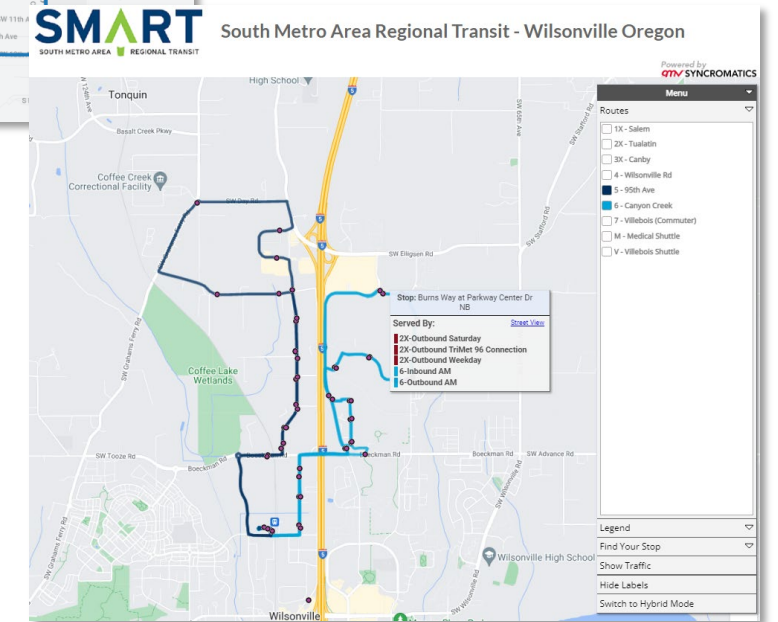
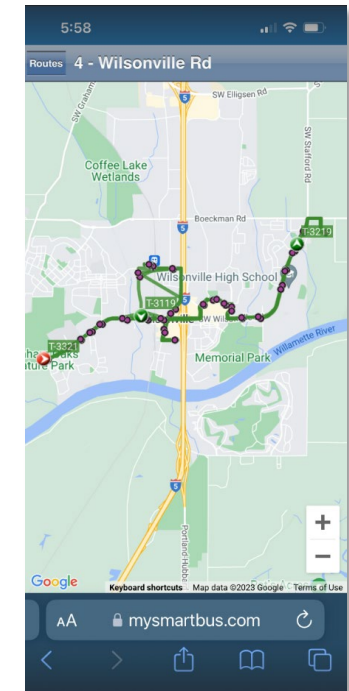
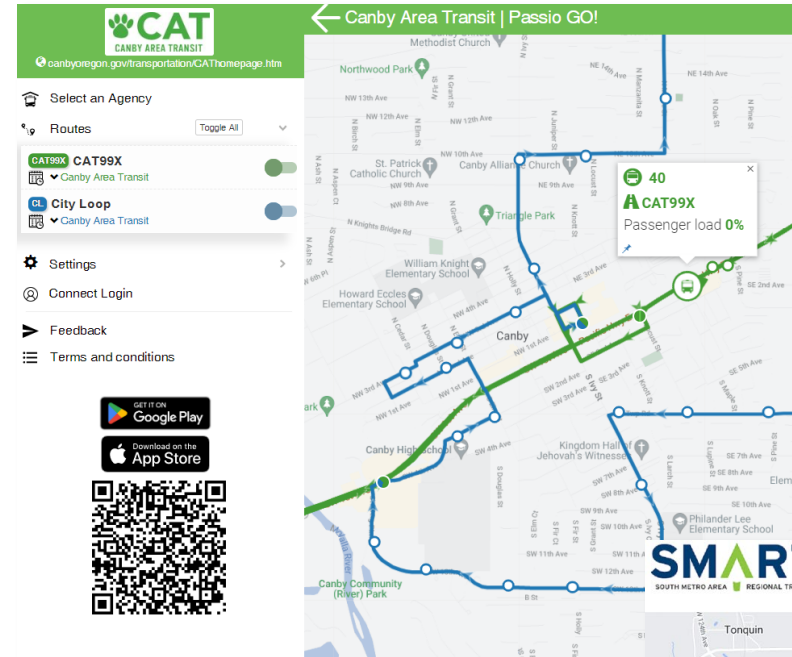
## Technology

### Short- to Mid-Term

- Introduce automatic vehicle locators (AVLs) on all buses
- Introduce a mobile app w/ real-time information
- Desktop real-time information by route with stop level information

### Long-Term

- Stop-level information
- Real-time arrival displays at Memorial TC, Bi-Mart, Downtown



- CALL**
- Call 435-615-5303
  - Listen for voice prompt
  - Enter bus stop ID
  - Hear next bus info
- TEXT**
- Text 321-123
  - Enter stop ID PC45010
  - Receive next bus information
- SCAN**
- Download a QR reader
  - Scan QR Code
  - View next 3 departure times



# Non-Service Transit Recommendations

- **Connectivity improvements**

- New stop adjacent to Safeway on south side of Molalla Road
  - Requires new pedestrian crossing for safe crossing, ideally with RRFB like what has been implemented on Highway 99
- Improved pedestrian connection between Nuevo Amanecer and Stonehedge Apartments
  - To provide access to stop on Front Street



# Non-Service Transit Recommendations

## ▪ Branding and Information

- Modify route naming
  - “Route A”, “Route B” and “Route C”
  - Color code **Route A (blue)**, **Route B (green)**, **Route C (purple)**
  - Include route name and destination by direction
    - **A /** To Walmart/Memorial TC & **A/** To Bi-Mart/Safeway
    - **B /** Local to Bi-Mart/Safeway
- Include route and schedule information at all stops
- Communicate regional connections/fares
  - \$1.00 for Canby 99X
  - \$2.25 for Cherriots routes (one-ride)
    - Reduced and youth fare
    - Day and month pass available
  - Coordinate w/ regional providers



# Non-Service Transit Recommendations

- **Regional connections**
  - Explore options for a new transit hub on east side of the city
  - Would facilitate connections longer-term between WTS, Canby Transit, and Cherriots
  - Significant capital cost; would require siting and feasibility study



# Other Transit Recommendations

- **Dial-A-Ride**

- Dispatch software updates to improve operational efficiency (not about customer service/experience)
- This improvement could also facilitate flex route/on-demand operations on Route B

- **Medical Transportation**

- Potentially partner with other agencies (Cherriots or SMART)
- Potentially combine trips to Portland (mostly) and Salem









# Discussion

- Are these the right physical improvements to the system? What are we missing and how feasible is this within the timeframe of this plan?
- Does this reflect what you think transit riders want?
- What funding sources are you aware of (local, state, etc.) that could be used to pay for improvements?



# Next Steps

- City Council Briefing
  - *April 24*
- Draft TDP
  - *Early May*
- Final TDP
  - *Mid- to Late May*



# Thank you!



Paul Lutey, Principal

[plutey@nelsonnygaard.com](mailto:plutey@nelsonnygaard.com)