

MCMINNVILLE TRANSIT FEASIBILITY STUDY

JUNE 1997

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Prepared for

THE CITY OF MCMINNVILLE

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CHAPTER 1: INTRODUCTION AND OVERVIEW

The City of McMinnville, the 15th largest city in Oregon and growing at a rate of approximately five percent a year, will soon reach a population of over 25,000 people. At that time, the Oregon Transportation Planning Rule (TPR) will require the city to conduct a transit feasibility study. Equally as important as this requirement are the city's concerns about accessibility and the need to maintain a strong, pedestrian-oriented downtown.

EXISTING SERVICE

Currently YAMCO, a program of Community Action Agency of Yamhill County (YCAP), provides limited bus service in the McMinnville area. While this service is available to the entire community, approximately 70 percent of the passengers are elderly or disabled.

YAMCO also provides service to Sherwood, between Sheridan and Willamina and a dial-a-ride service. This deviated, fixed-route service running on one-hour headways has a ridership of approximately 65 trips a day.

METHODOLOGY

As the city grows, the need for expanded service within McMinnville will grow. This study assesses the feasibility of expanded transit service within the City of McMinnville. This study meets the requirements of the TPR and outlines a fixed-route transit system for the City of McMinnville. To determine feasibility, this study:

- assesses travel patterns and information about use of existing and proposed transit services through a random telephone survey of 259 households in the McMinnville area;
- presents the results of interviews with fifteen community and business leaders and YAMCO users and providers about transit;
- presents results of community input gathered through a questionnaire placed in the McMinnville *News-Register*. Over 60 people responded;
- evaluates demographic patterns including present and future year population and employment density by zones;
- develops a phased service model consisting of expanded geographical coverage and increased hours of fixed-route service in the city; and
- assesses the costs associated with this system and reviews potential funding sources.

RECOMMENDATIONS

This plan designs service improvements in phases so that they can be implemented over time as resources become available. To fund this system, this study recommends the city explore the option of forming a transportation district. The formation of this type of district permits the establishment of a tax base. The results of the survey conducted for this study suggest McMinnville voters would support a tax base of \$.15 per \$1,000. This would generate about \$180,000 in annual revenue.

This revenue base would support a three bus three route system in which all buses meet downtown every half hour in a pulse system. This system provides east-west service and increases north-south service frequency.

This study has focused on McMinnville. Although it is beyond the scope of this project, county-wide service is equally as important and merits study. In fact, the City of McMinnville, working with YCAP/YAMCO, Yamhill County and Newberg, may wish to study the establishment of a county-wide transportation district.

This study also evaluates land use patterns and regulations to determine how to strengthen support of transit. The downtown area is an example of development that supports transit. Buildings are located next to sidewalks. Blocks are short and well connected. Streets are easy to cross. This study recommends that where possible the city use this example in other areas to strengthen the existing pedestrian scale of McMinnville.

CHAPTER 2: FEASIBILITY STUDY SURVEY RESULTS

This chapter presents the results of three surveys conducted to gather information about travel characteristics and transit use and needs:

- A random telephone survey of 259 households in McMinnville;
- A questionnaire placed in the McMinnville *News Register* on October 10 and 12, 1996; and
- Stakeholder interviews of fifteen community leaders, service providers, and users of the current transit system.

Appendix A presents the questionnaires used in these three surveys. This study uses the findings from these surveys to develop transit-related goals, to better understand community travel needs and patterns, and to help develop a community-based transit plan.

TELEPHONE SURVEY

This section presents the results of the random telephone survey of 259 households in the McMinnville area conducted in September 1996. Telephone numbers were chosen based on the McMinnville zip code. This survey gathered information about:

- travel patterns;
- familiarity with and use of existing local transit service; and
- attitudes toward additional transit service.

Travel Patterns

The survey asked respondents about current trip making characteristics. Of the total sample of 259 respondents, 86 percent indicated that they make trips at least three times a week to the same location. Of those people, 78 percent drive alone while 16 percent share a ride. One percent use YAMCO bus service. The remaining few people either walk, bike, or use a dial-a-ride service.

People who make three or more trips a week to the same location were asked about their travel time and trip purposes. For 54 percent of these people, travel takes between five and 15 minutes and for another 18 percent the trip takes less than five minutes. Therefore, a large majority of people have a relatively short travel time. It is significant to note, however, that 12 percent travel more than 30 minutes to their destinations. These numbers, combined with later responses to a question about potential destinations for transit service, indicate while most trips are local, some people are commuting to the Portland area. As Table 2-1 indicates, the most frequent trip purpose is work.

**TABLE 2-1
TRIP PURPOSE**

Work	55%
Shopping	26%
School	9%
Social Activities	5%
Medical Activities	1%
Other	3%

The number of people for whom shopping is the primary trip purpose is higher than expected.

As suggested by travel times given above, the most frequent destinations were local. The following table presents destinations by trip purpose for the more frequently cited destinations.

**TABLE 2-2
TRIP DESTINATION BY PURPOSE**

Local Destinations*	work	school	shop	rec	med	other	Total N=222
Safeway/PayLess/99W and McDonald	3		21				24 (11%)
Downtown Area	16		2	1		1	20 (9%)
Wal-Mart	2		11				13 (6%)
Linfield College	1	9					10 (5%)
Roth's I.G.A./Bi-Mart			9				9 (4%)
Food 4 Less/Shopping Center	1		8				9 (4%)
Thriftway	2		4				6 (3%)
Willamette Valley Medical Center/Columbia Hospital	6						6 (3%)
Cascade Steel Mill	5						5 (2%)
McMinnville High School	1	4					5 (2%)
Lafayette - from Riverside to 19th Street	2					1	3 (1%)
Adams Elementary School	1	2					3 (1%)
Other Cities*							
Portland	9			1			10 (5%)
Newberg	9						9 (4%)
Tigard	4			1			5 (2%)
Carlton	2		1				3 (1%)
Amity/Whiteson	2					1	3 (1%)

*Note: *destinations with at least 1% of total of 222.*

Mobility

The survey asked a series of questions about the ease of getting around town under different conditions. As Table 2-3 indicates, congestion was the most commonly cited problem in getting around town. In part, this was attributed to construction on Highway 99W.

**TABLE 2-3
PERCENT EXPERIENCING DIFFICULTY
GETTING AROUND TOWN BY CONDITION**

Congested Streets	47%
Poor Bike Facilities	24%
No Place to Park	19%
No Sidewalks or Crosswalks	18%
Bus does not go where I want	13%
No Car	12%
No Driver's License	7%

The most frequently mentioned areas of traffic congestion include:

- West Second Street/Third Street/Adams/Baker
- Highway 99W at Bi-Mart (because of construction)
- All of Highway 99W
- Third Street at Johnson Street

Of the 46 people who identified parking as a problem, 37 specified the problem location as downtown. Pedestrian access was considered inadequate on Lafayette Street by eight respondents, on Highway 99W by four, and on Baker Street by four. When asked about the location of inadequate bicycle facilities, nine people identified Highway 99W, five identified Highway 18 at Third Street and four each mentioned Lafayette Street, Adams Street/Baker Street and West Second Street. Appendix B presents a detailed list of the identified problem locations.

Awareness of Existing Transit Service

To assess awareness of existing YAMCO service, the survey queried: “Are you aware of the YAMCO bus service serving McMinnville that travels from Bi-Mart to Wal-Mart, with stops every half hour in downtown”? Responses were evenly divided, with 50 percent being aware of the service.

For these 130 survey respondents who are aware of YAMCO service, 92 percent, or 119 people, do not have anyone in their household who uses the service. Table 2-4 shows the reasons given for not using YAMCO service. Survey respondents could choose more than one reason for not using the bus service, resulting in totals greater than 100 percent for this question.

**TABLE 2-4
REASONS FOR NOT USING YAMCO SERVICE
FOR RESPONDENTS AWARE OF SERVICE**

Car is more convenient	73%
Bus doesn't go where I want	15%
Schedule doesn't meet my needs	13%
Choose to walk or ride my bike	8%

Some people also mentioned that they thought YAMCO service is only for elderly or disabled people.

Again, of these people who are aware of YAMCO service, only eight percent, or 11 people, have someone in their household who uses the service. The most frequently cited purposes for using YAMCO service are work and shopping. Thirty-six percent use the service five or more times a week. It is important to note, however, that the sample size is only 11 people who are using the service. This makes the responses to these last two questions difficult to apply to the general population of McMinnville.

The 50 percent of the respondents who are unaware of the existing YAMCO service were asked if they or someone in their household would use the service now that they were aware of it. They were told that the service goes from Bi-Mart to Wal-Mart with half-hour stops downtown, in 12- to 20-seat air-conditioned buses. Forty-five percent, or 58 people, replied that they would use the service, while 55 percent either would not or do not know if they would. Table 2-5 indicates the most frequently cited reason for not using YAMCO for those people who had not been familiar with the service before the survey and would still not use it.

**TABLE 2-5
REASONS FOR NOT USING YAMCO
RESPONDENTS UNAWARE OF SERVICE**

Car is more convenient	80%
Bus doesn't go where I want	20%
Schedule doesn't meet my needs	18%
Choose to walk or ride bike	12%

Note: people could give more than one answer.

The percentage of people citing each reason is slightly higher in each category than for the people who are familiar with YAMCO service (Table 2-4). For example, while 80 percent of this group think their car is more convenient, 73 percent of the group who know about YAMCO (but do not use it) think a car is more convenient. This group is also slightly more likely to think that the schedule does not meet their needs or the bus does not go where they want than those who are familiar with YAMCO, but do not use it.

It is important to contrast the 45 percent of respondents who think that they would use YAMCO service now that they are made aware of it with the eight percent of those people who were already familiar with the service who actually use it. This indicates that people tend to substantially overestimate their potential transit usage.

Of the people who said that now that they know about the YAMCO service, they might use transit, most thought they would use it for shopping (78 percent) while only nine percent thought they would use it to go to work. This high number who responded that they would use the service for shopping may be influenced by the number

(26 percent) of the total survey respondents who make three or more trips a week for shopping purposes. When asked how frequently they might use the service, 57 percent would do so only one or two days a week, 17 percent would use it only few times a month, and nine percent would use it only occasionally. Again, these numbers seem to relate to the high percentage who would use the service for shopping trips.

Community Support For Transit

The survey asked about the potential for expanded bus service through the question, “Using a scale of one to five with five meaning very important and one meaning not important at all, how important do you think it is for McMinnville to provide regularly scheduled bus service with several routes, including east-west connections, and serving major destinations, including schools, Linfield College, shopping areas, Willamette Valley Medical Center, and employment sites”? Over two-thirds of the respondents rated it four or five with 44 percent giving it a five. Only 12 percent gave it a score of one or two. Clearly most people think transit is an important service to provide.

When asked what destinations should be served, 61 percent mentioned shopping centers, 34 percent mentioned Willamette Valley Medical Center, 33 percent said downtown, and 18 percent identified Linfield College. It is significant to note that employment sites were thought important by only three percent of the respondents. Specific destinations most frequently mentioned include:

- Wal-Mart
- Safeway Town Center
- Tanger Outlet Mall
- Bi-Mart
- Food 4 Less/J.C. Penney
- Roth’s IGA
- McMinnville High School
- Library
- Thriftway
- Columbia Hospital/Willamette Valley Medical Center

Even though the majority of people believed that it is important to provide transit service, the potential use of this service is limited. When asked how often they, or someone in their household would use this service, 37 percent indicated that they would never use it and another 28 percent said they would use it no more than a couple of times a month. About 28 percent would use it several times a week. Only seven percent would use it daily. As indicated above, these numbers seem to confirm that the service would be used primarily for shopping and other discretionary trips, rather than for work-related purposes.

The survey asked about those service characteristics and amenities that would encourage people to use transit. Respondents were asked to rank seven characteristics on a scale of one to five, where one means that the characteristic or amenity would not encourage them at all and five means that it would encourage them a lot. The responses are listed here, in the order of those with the greatest influence on potential transit use. The average scale response is shown first, followed by the percentage of responses that received a three or greater response, and then the percentage that received a four or five response.

TABLE 2-6

CHARACTERISTICS TO ENCOURAGE TRANSIT

Item	Average Scale	Percent 3-5	Percent 4-5
Car problems	3.9	76%	67%
Routes that go by my destinations	3.8	78%	66%
Routes that come closer to my home	3.6	76%	59%
Buses that run more frequently	3.2	68%	43%
Door-to-door service	3.2	60%	43%
Park and ride lots to take the bus from	3.1	58%	43%
Amenities at bus stop	2.6	50%	26%

The results of this question suggest expanded bus service should include more routes to provide greater coverage of the city.

A follow-up question was asked of those people who thought that buses should run more frequently to determine how often they thought buses should run. Forty-one percent think that they should run every 30 minutes, with 15 percent choosing service every 15 minutes and 11 percent choosing service every 20 minutes. About 17 percent think it should run less frequently than every half hour.

The survey asked if McMinnville needed more transit services geared to specific groups. Two-thirds of the respondents think McMinnville needs more transit service for elderly and disabled people, while only 13 percent think no more services are needed. Half of those questioned thought more services were needed geared to school age children while 32 percent though no more services were needed. When asked about vanpool or express bus service, 68 percent thought there should be more services for this group, while 16 percent did not think so. This suggests that while people might not use transit to commute to work locally, they might support commuter service to the Portland area. When asked if there were any other needed services, numerous people mentioned service into Portland. Some of these want service to the airport, while some proposed some type of commuter rail service.

To assess potential funding options, survey respondents were then told that “public transit usually requires a government subsidy for at least half of its costs, just as streets and roads are government subsidized.” When asked if a McMinnville transit system should be subsidized by local tax dollars, 59 percent felt that it should be subsidized. Of those people who would support a subsidy, 70 percent support a property tax increase of \$.30 per \$1,000, and 47 percent of the remaining people support a property tax increase of half that amount. Therefore about 50 percent of those people surveyed would support a property tax of \$.15 per \$1,000 for transit.

Demographic Information

Sixty-one percent of the people who responded to the telephone survey are women and 78 percent are between the ages of 18 and 64. The greatest number live in the northeast area (26 percent), followed by the southwest (23 percent), northwest (19 percent), and southeast (12 percent). The remaining people live outside of town, with 11 percent west toward the foothills, five percent east toward Lafayette, three percent south toward Corvallis, and two percent north toward Carlton. Fifty-nine percent own their homes and 40 percent are renters. The greatest percent of people (25 percent) have household income under \$20,000, followed by 17 percent with incomes between \$30,000 and \$40,000, and 16 percent with incomes between \$20,000 and \$30,000. The remaining people have household incomes above \$40,000.

Only three percent of respondents live in households with no car. Over two-thirds have two or more cars.

Fifty-seven percent have no one in their household under the age of 18, 14 percent have one person in the household under age 18, 19 percent have two people in the household under age 18, and 10 percent have three or more people in their household under the age of 18.

Fifty-four percent have two people in the 18 to 64 age range, 18 percent have one person in this category, and 13 percent have three or more people in this category in their household. Fifteen percent of the households have no one in this age range, however.

Seventy-eight percent have no one 65 or over in their household. Twelve percent have one person 65 or over in their household and 10 percent have two people in their household age 65 or over.

Findings

1. The majority of trip making seems to be local short-distance trips.
2. A small but significant group of people (10 percent) commute to the Portland area.
3. Although 50 percent of those surveyed have heard of YAMCO service, only four percent either use it or have a household member who uses it.
4. Community support for transit is high. Over two-thirds of those surveyed thought transit an important service for McMinnville to provide. Slightly less than 60 percent believe transit should be subsidized by local tax dollars. However, only 41 percent of those surveyed would support a property tax increase of \$.30 per \$1,000. About 50 percent would support a \$.15 per \$1,000 tax.
5. While support of transit service is high, usage might not be. Most people (53 percent) would either never or occasionally use it. The primary trip purpose would be for shopping.
6. Service improvements most likely to attract riders would be more routes covering more destinations.
7. Over two-thirds of those surveyed think McMinnville needs more transit services for elderly and disabled people.
8. Over two-thirds also support the need for vanpool or express bus service to the Portland area.

STAKEHOLDER INTERVIEW SUMMARY

This section presents the results of interviews with fifteen community leaders, service providers and users of the current transit system conducted in person or by telephone during the month of October 1996. These stakeholders received the list of questions several days before the interview. Appendix C presents individual answers to questions and the list of stakeholders.

Transportation Issues

The most commonly mentioned mass transit issue is the accessibility and convenience of the transit system, both in terms of frequency and distance covered. Special populations of concern are seniors, student riders, and those without their own vehicles. There is also widespread concern regarding increasing congestion within the City of McMinnville and around Newberg and Dundee on Highway 99W. Several respondents mention transit alternatives to Highway 99W as an area of potential study, including the feasibility of passenger and freight rail and/or a bypass east to Interstate 5 to alleviate growing congestion. Road conditions, capacity, and equity considerations for all modes of travel are also important issues for respondents.

Role of Transportation

For many respondents, the dial-a-ride service as well as established services for seniors and disabled persons are important personally as well as for the community in general. Respondents feel that passenger and freight service utilizing existing rail lines and mass transit connectivity to the Portland metropolitan area by bus are ways that mass transit can serve their needs. Light rail is mentioned as another method of achieving transit linkages to surrounding communities and to the Portland metropolitan area. Several respondents suggest expanding routes locally to meet broader community needs.

Evaluation of Current Services

A majority of respondents state that they are familiar with existing transit services. Among those generally familiar with the service, there is a perception that the dial-a-ride and regular service routes are designed primarily for disabled and senior riders. There is a lack of familiarity with the schedule and area of existing service, as well as with eligibility for use of the dial-a-ride system. A positive relationship exists between the ratings of existing services and the level of familiarity with the system. Four respondents who are the most familiar with available services give the current system an "excellent" rating. Another three respondents rate the current system as "fair" and the system receives two "good" ratings among respondents, as well as two "could use improvement" ratings. Four respondents do not feel familiar enough with the system to give the services a rating.

Need for Additional Services

Expanded services to west McMinnville, or an "east-west" line, is the most commonly identified area where additional transit services are needed. The next most common need identified is for additional service and linkages to surrounding communities, including the new hospital site. Respondents also express concern regarding the ability of the city and county to keep up with transportation demands and increasing pressure on

the current infrastructure. One respondent feels that increasing localization of transit service versus expansion to surrounding communities is the best way to improve mass transit service within the community of McMinnville.

The most commonly suggested improvement in existing transit service is more frequent routes, followed by transit linkages to the Portland metropolitan area, and getting the word out about existing services. Respondents also mention the quality and flexibility of existing services as factors critical to sustained and enhanced ridership. Also mentioned is the desire for increased service to several growing retirement communities in the McMinnville area.

Role of Mass Transit in the Future of McMinnville

Respondents see mass transit as part of a comprehensive growth management strategy for the City of McMinnville. Maintaining the capacity of existing routes for industry and commercial uses, as well as for commuter uses, needs to be part of that strategy. Transit is also mentioned as an alternative to increasing auto usage and its associated congestion. Again, respondents mention transit for seniors as a factor to be considered in examining the role of transit in the growth of McMinnville. The retirement population is expected to grow significantly in the future.

Financing

For most respondents, users would ideally pay for the transit system they utilize. The same respondents realize, however, that the feasibility of this proposition is low, that increased charges for transit use would undermine the purpose and goal of the service. Alternately, many respondents believe that the community as a whole has been, and will continue to be, willing to help finance the system as a public service, particularly for residents who are mobility-limited. Expanding the use of the gas tax was also mentioned by a few, although this would take a change in the state constitution.

When asked what the community would be willing to support in terms of financing additional transit services, respondents are divided between support for additional property taxes and special levies that voters have approved in the past, and lack of a community willingness to pay. A few respondents feel that the community would not support any additional taxes for transit-related services. There is less support in general for business excise taxes, unless the business community were to be involved in the design of such a proposal. Prospects for a hotel/motel tax are seen as unrealistic, as voters have defeated a similar proposal several times in the recent past. Other suggestions for financing expanded services include vehicle registration fees, license renewal fees, and a special transportation district.

Land Use and Design Patterns

Respondents suggest a number of land use and transportation-related design patterns that would enhance use of the transit system. Suggested features include siting residential developments to have easy access to transit lines, narrow streets, elimination of cul-de-sac developments, greater density in mixed-use areas, and development of additional transit lines that serve apartment complexes. Maintenance and upgrade of the current system are also noted as a feature not to be overlooked while evaluating new patterns for development. More efficient transit locations for mobility-limited riders, covered bus stops, and other design features that consider

the disabled are also mentioned. One respondent supports the toll road concept both as a financing mechanism and as a way to encourage desired transportation behavior.

MCMINNVILLE TRANSIT NEEDS SURVEY COMPILATION

In an effort to solicit input on a community-wide transportation plan, a questionnaire was placed in the McMinnville *News-Register* on October 10 and 12, 1996. Many of the responses received were photocopied suggesting they were handed out by an organization encouraging people to respond. This section compiles the results of the 63 responses received.

1. Are you aware of the YAMCO bus service serving McMinnville that travels from Bi-Mart to Wal-Mart with stops every half-hour in downtown?

YES	NO
43	20

Comments:

- The one that travels half empty.
- I don't live in McMinnville. I just recently moved from one town to Newberg so I don't know much about the transit.

2. If you are familiar with this service, please rate it from 1 (poor) to 5 (excellent) by circling.

1 Poor	2	3	4	5 Good	6 No opinion
2	4	7	3	16	8

Comments:

- Rated it poor because it doesn't show up at between 6:45 and 7:00 like it is supposed to.
- Have to get a separate ride.

3. If you are aware of YAMCO bus service and do not use it, why not? (check all that apply)

It doesn't go where I want to go	17
Schedule doesn't meet my needs	18
Doesn't come frequently enough	10
Bus is too expensive	4
My car is more convenient	19
Other (please specify):	<ul style="list-style-type: none"> • Doesn't come close enough to my home. • I use dial-a-ride. • Because it's for seniors. • Don't need it yet. • Not reliable • I live outside city limits • Out of area • Don't want to ride it • Don't know about it • Ride bike.

4. Are additional transit services needed in the McMinnville area?

YES	NO	No Opinion
47	2	10

Comments:

- Not as far as I am concerned.
- Other transportation available now: taxis, friends, feet, bicycles, skateboards, motorized wheelchairs.

5. If you think McMinnville needs more transit service, what kind does it need? (check all that apply)

Additional routes	44
More frequent service	25
More services for school-age children	8
More services for the elderly	13
More stops	26
Different types of services, e.g., commuter vans, express bus service (please specify):	<ul style="list-style-type: none"> • Commuter vans • Commuter vans to Portland and Salem • Express bus service (3) • Planned communities, neighborhoods with public transit hubs • City buses • Express bus service between Willamina and McMinnville • Express bus services, commuter vans, covered bus stops, weekend and evening service • Link to Salem • Saturday and Sunday service. • High speed trains • Either early evening or Saturday service for disadvantaged shoppers • Handicapped services • Public information about bus, etc. • Additional hours - past 5:00 pm and before 9:00 am • Routes until 10:00 pm and to rest of county
Other (please specify):	<ul style="list-style-type: none"> • Service to all nearby towns • Cross town routes (e.g., west side to east side) out to outlying areas, hospital, westside developments. • More trips from Newberg to here • Local links • Service to Newberg during the day • Service to Sherwood (2) • Better service to hospital and the doctors there • Expanded service to Newberg (3) • Transport out to Cozine Campus

Comments:

- A route for shoppers to Salem and to Portland, say, 10:00 - 3:00 daily, connecting with the municipal bus/rail services of those cities.
- Need improved transit from McMinnville to Portland.
- With McMinnville expanding, we need more routes with a connection in the center. I live on 19th. If I need to go to Wal-Mart, Food 4 Less, J.C. Penney, etc., at present I have to ride into town all the way on the south route, back to center and then on up and around to Wal-Mart, etc. Nearly an hour on the bus. We need buses going both directions connecting at the bank. That is what I hope will happen. As to financing, I'm not sure as to who should finance. All helping.

- Stop at apartment complexes and local service agencies. (2)
- Some local weekend and evening service, covered stops.
- Just more transportation out to Blanchet Farms or something.
- Need service to/from Willamina/Sheridan.
- Need service to and from Carlton.
- Need transport to Cozine Campus beyond Bi-Mart, and Wal-Mart included as a shopping mall.

6. How should additional services be financed? (check all that apply)

Increased property tax	7
Hotel/motel tax in Yamhill County	21
Increased fares	20
Business excise tax	24
Other (please specify):	<ul style="list-style-type: none"> • Make everyone pay • Real estate transfer tax • Vehicle and fuel tax increases and developer fees • Donations • Have a fund raiser • Don't know • Professional consultant tax • Increase allocations from city/county funds • Donations then profit tax • Highway tax • Combination of all (2)

Comments:

- No more taxes! Period. End of story.
- I have card to ride free to shops but would gladly pay more than regular fares.
- Don't increase the fares. There are too many low income and little old ladies that can't afford it and we need places to wait if we are shopping and miss the bus. I am 80+ and I have to shop at the stores that have a bench or some place to sit if I happen to miss the bus.
- Tax shopping malls that create more sprawl and greater distances to travel between town and services and shopping.

7. Other comments?

- People aren't prepared for the bus then complain it's late.
- Our handicapped daughter uses the service to get to and from work and we are pleased with the efficiency.
- Our mentally handicapped son works at Oregon Lithograph. They are building a new plant. Will he be able to get a bus from 19th Street and S. Baker to the new facility? Better yet would he be to get a bus running down Baker Creek road and then hook up with n-s and e-w.
- I live near city center and use the dial-a-ride. The service is good although the driver will need additional help since the town is growing and the hospital and doctors' offices require more time to take people there. Sometimes we have to wait.
- To meet our transportation requirements a new attitude toward development is needed. The present suburbanization of farmland will increase reliance on and use of the automobile. Until we develop residential neighborhoods that encourage the use of public transport with development fees based on proximity to downtown or transit, we will continue toward sprawl and traffic gridlock. To ease our dependence on the automobile, let's discourage bedroom communities and ever expanding urban growth boundaries. Let us try creating a lively downtown, adding more bicycle lanes, park and rides and other incentives for people to live where they work. To ease traffic we should consider car pool lanes, high speed trains, rush hour surcharges, staggered work hours, rush hour directional lanes, reducing on street parking, higher vehicle and fuel taxes to fund transit. To find a long-term solution to the traffic problem and enhance the livability of our region, we need to adopt a different approach to growth and planning. We need to look at one that emphasizes an integrated transportation system with less reliance on the automobile.
- The schedule needs to be simple so that it can be understood.

- Are the bus stops marked?
- Many services offered at ESD building (beyond Bi-Mart on Hwy 18). People (who use those services have no transportation) would benefit from stop located at ESD building. Current bus service cannot be counted on - doesn't pick up and get people to appointments as scheduled (have to wait).
- McMinnville is growing rapidly in population. Jobs are plentiful. Let's get a real bus system (like Tri-Met) going to get workers to the job.
- I'm more interested in services for clients without cars. Increased fares could be used with exemptions available or a very slight increase.
- Why not Tanger Outlet Center and hospital?

Findings

- While the responses to this survey may not reflect general opinion in McMinnville because it is not a scientific sample, those who answered the survey want additional transit. Desired services focus on additional routes and more frequent service.
- Of the 32 people who rated YAMCO service, 19 rated it good or excellent.
- Those who responded to the survey are divided about how transit should be funded. While only seven people suggested increasing the property tax, 21 people supported hotel/motel tax, 20 people supported increased fares, and 24 people supported a business excise tax.

CHAPTER 3: DEMOGRAPHIC ANALYSIS

Transit use is affected by several demographic factors, for instance, a person’s age or income, and where he or she lives and works. This chapter summarizes relevant demographic information provided by the 1990 US Census and the Mid-Willamette Valley Council of Governments.

CENSUS DATA

The following discussion provides statistics for the McMinnville area and for specific census block groups within that area. Figure 3-1 shows the census tracts and block groups in the McMinnville area.

Age

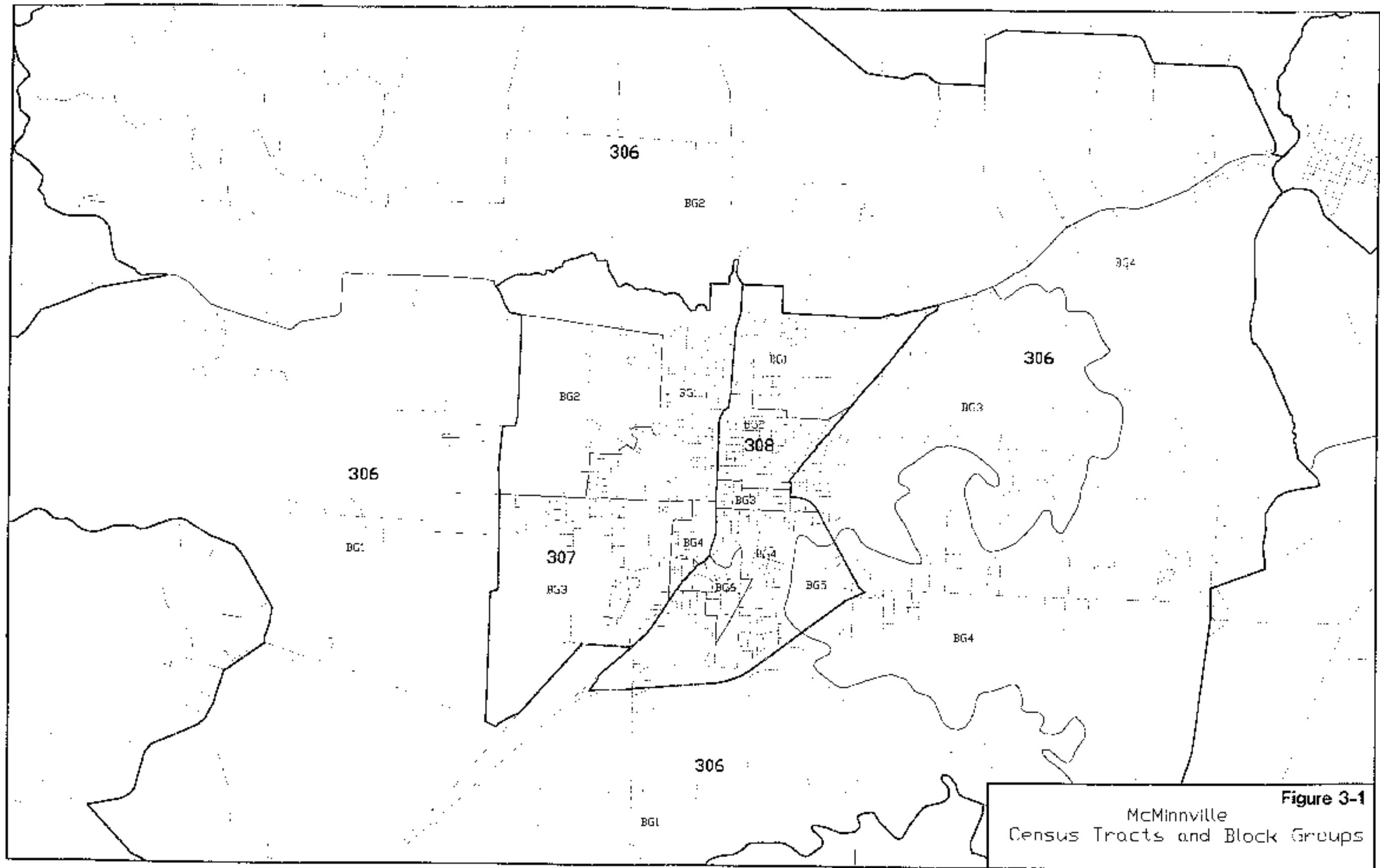
A person’s age may affect his/her use of transit. People under the age of 16 cannot legally drive a car, while older adults may be unable to drive for physical reasons. Table 3-1 presents the 1990 total population for each census block group in the study area, along with population breakdown by age group. In the McMinnville area, 30 percent of the total population was under the age of 16, and approximately 18 percent was of age 65 or over. For comparison, the State of Oregon as a whole had an under-16 population of 26.5 percent, and a 65-and-older population of 16 percent.

**TABLE 3-1
POPULATION AND BREAKDOWN BY AGE, MCMINNVILLE AREA**

Census Tract	Block Group	Population	Population Under 16	Distribution of under 16	Population 65 and over	Distribution of 65 and over
306	1	636	228	4%	108	3%
306	2	1139	268	5%	290	9%
306	3	896	325	6%	236	7%
306	4	1146	358	7%	100	3%
307	1	3053	926	18%	726	23%
307	2	911	427	8%	306	10%
307	3	2402	766	15%	291	9%
307	4	623	134	3%	79	2%
308	1	1710	552	11%	390	12%
308	2	1324	422	8%	302	9%
308	3	238	108	2%	0	0%
308	4	2469	625	12%	343	11%
308	5	32	11	0%	0	0%
308	6	925	15	0%	10	0%
total		17,504	5165	100%	3181	100%

Source: US Bureau of the Census.

In the McMinnville area, census block groups 1 and 3 of census tract 307 account for almost 33 percent of the area’s under-16 population. Block group 1 of tract 307 also has the area’s highest concentration of 65-and-older adults (23 percent), more than twice the 65-and-older population of any other block group in the McMinnville area. These figures indicate that the majority of people under 16 and 65-and-over live in the western portion of McMinnville.



Income and Vehicle Ownership

Income may also affect transit use. Typically, lower-income households maintain fewer vehicles than higher-income households and, therefore may be more likely to consider public transportation. Table 3-2 shows the 1989 median household income and the average number of vehicles per household for each census block group in the McMinnville area. Block groups 3 and 6 of census tract 308 (in southeast McMinnville) had the lowest median household incomes in the area (\$17,750 and \$8,968, respectively). The average household in both of those block groups owned 1.5 vehicles, which is less than the McMinnville-area average of 1.7 vehicles per household. The highest median household incomes were in outlying areas to the north and west of town: tract 306, block groups 1 (\$33,750) and 2 (\$41,782), and tract 307, block group 2 (\$35,565). Vehicle ownership was also high in those areas; block groups 1 and 3 of tract 307 had the highest vehicle ownership at 2.2 vehicles per household.

In 1989, the median household income for the City of McMinnville, as a whole, was \$25,878. The median household income in Yamhill County was \$28,303; in the State of Oregon, \$27,250.

**TABLE 3-2
MEDIAN HOUSEHOLD INCOME AND AVERAGE VEHICLE
OWNERSHIP, MCMINNVILLE AREA**

Census Tract	Block Group	Median HH Income	Average Number of Vehicles per HH
306	1	\$33,750	2.2
306	2	\$41,782	2.2
306	3	\$26,335	1.8
306	4	\$29,911	1.9
307	1	\$30,683	1.8
307	2	\$35,565	1.5
307	3	\$23,667	1.6
307	4	\$22,639	1.4
308	1	\$24,429	1.4
308	2	\$22,100	1.5
308	3	\$17,750	1.5
308	4	\$22,006	1.7
308	5	\$31,250	2.0
308	6	\$8,968	1.5

Source: US Bureau of the Census.

Means of Transportation to Work

Table 3-3 shows the 1990 US Census data on how people travel to work. From the data, it is apparent that the vast majority of employees drive to work alone. Approximately 72 percent commuted alone. The second most common method of commuting was to drive with at least one other person in the car (carpool). This method was used by approximately 13 percent of commuters. Approximately five percent of employed people said they worked at home. Less than 0.6 percent took a bus to work. The remainder of employees categorized their means of transportation to work as “other,” which would include walking and biking.

**TABLE 3-3
MEANS OF TRANSPORTATION TO WORK, MCMINNVILLE AREA**

Census Tract	Block Group	Drove Alone	Carpool	Bus	Other	Work at Home
306	1	219	22	0	31	46
306	2	636	21	0	40	27
306	3	324	85	0	7	18
306	4	415	91	6	24	56
307	1	1266	214	8	112	51
307	2	351	17	0	0	18
307	3	861	235	0	71	22
307	4	297	57	0	33	7
308	1	593	101	8	70	72
308	2	402	127	0	25	53
308	3	43	23	0	0	7
308	4	948	136	31	156	79
308	5	15	0	0	6	0
308	6	152	93	0	248	0
Total		6522	1222	53	823	456
Percent of Total		71.9%	13.5%	0.6%	9.1%	5.0%

Source: US Bureau of the Census.

Conclusions Drawn from the Census Data

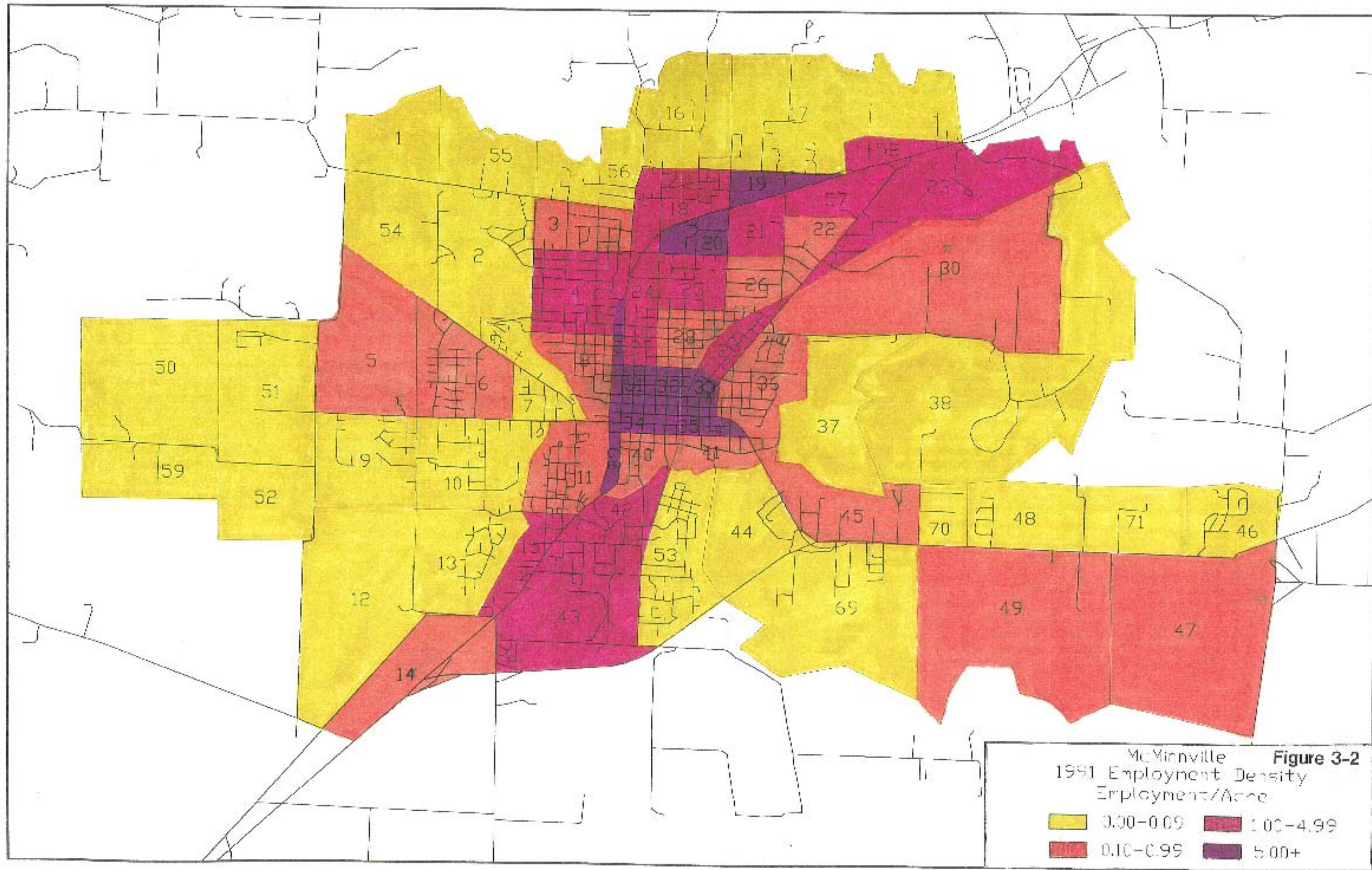
We looked at the census information to determine which block groups showed demographic characteristics supporting transit use. Block groups were rank-ordered by age, income, and vehicle ownership. We looked for areas with all, or most, of the following characteristics:

- relatively high percentage of people under the age of 16;
- relatively high percentage of people age 65 or over;
- relatively low median household income; and
- below average vehicle ownership (by household).

Using these criteria, we selected the five block groups most likely to support transit: census tract 307, block groups 1 and 3; census tract 308, and block groups 1, 2, and 4.

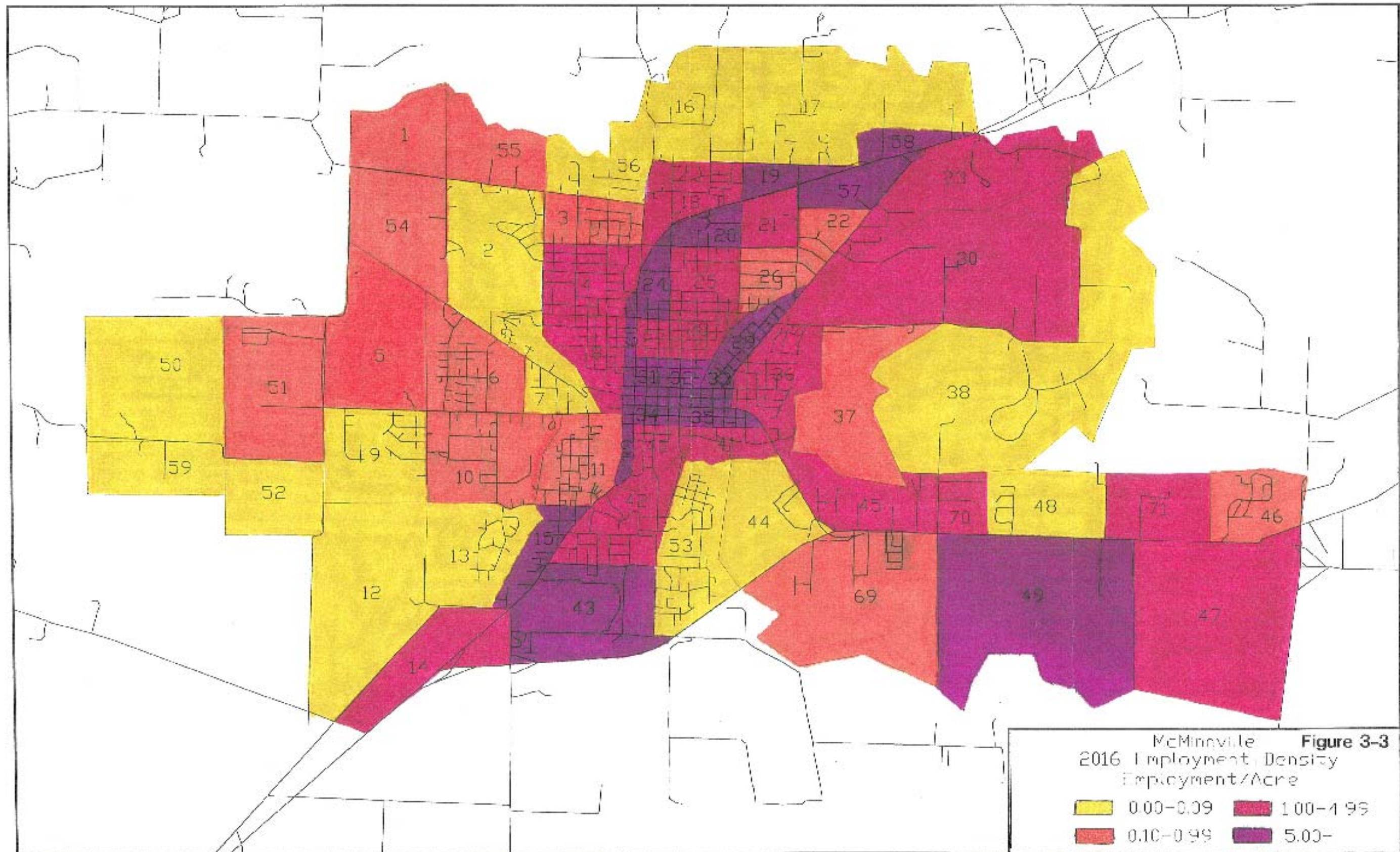
EMPLOYMENT AND RESIDENTIAL DENSITY

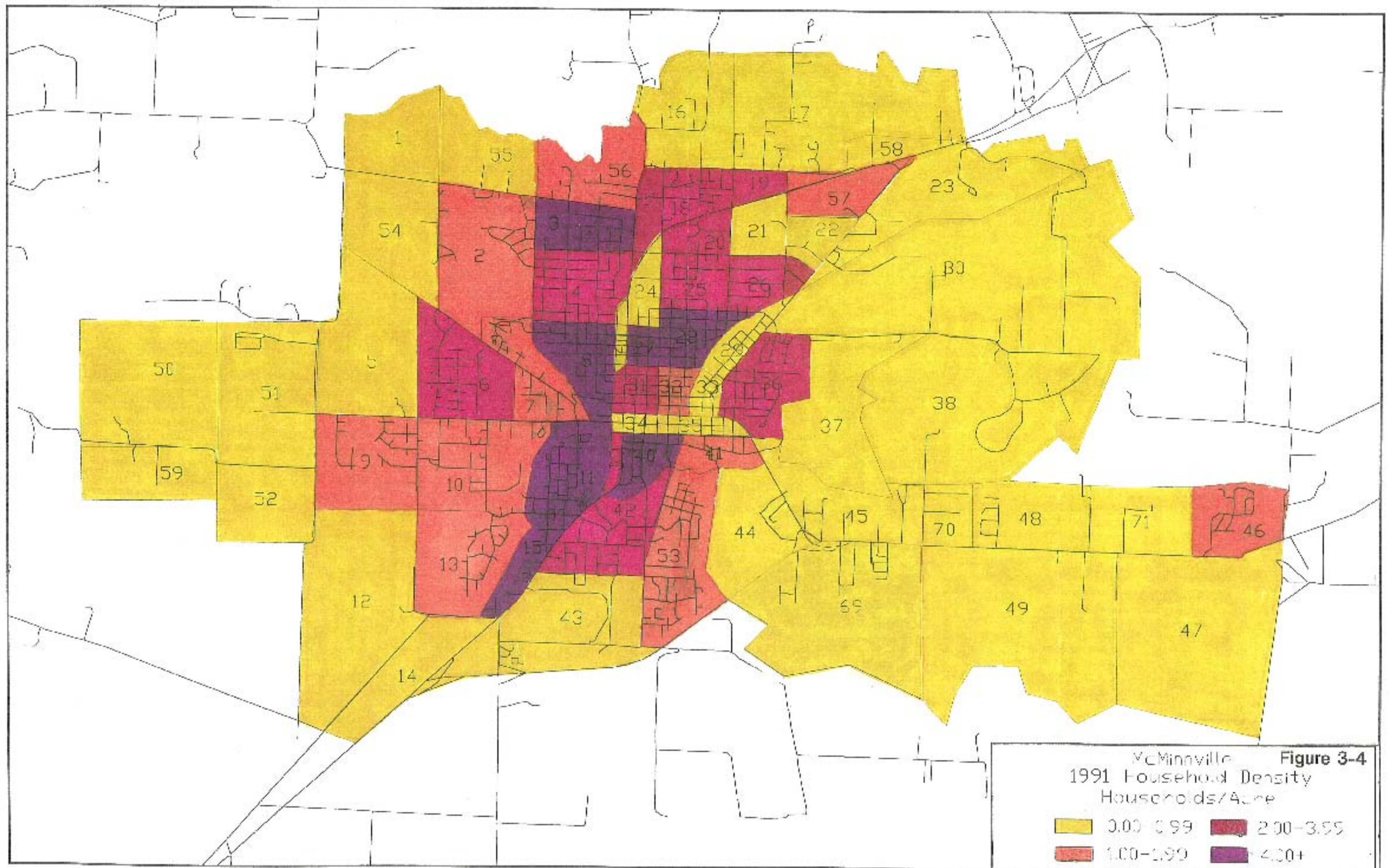
Although demographic information from the US Census provides some direction in determining areas that need transit, the most important variable for determining transit need is the overall intensity of development. Transit is most successful where population and employment densities are high. Therefore, to generate the most ridership, a transit system should follow density patterns. A corridor of high-density development, especially with a mix of residential and employment uses, will have the best chance of becoming a well-used transit route.

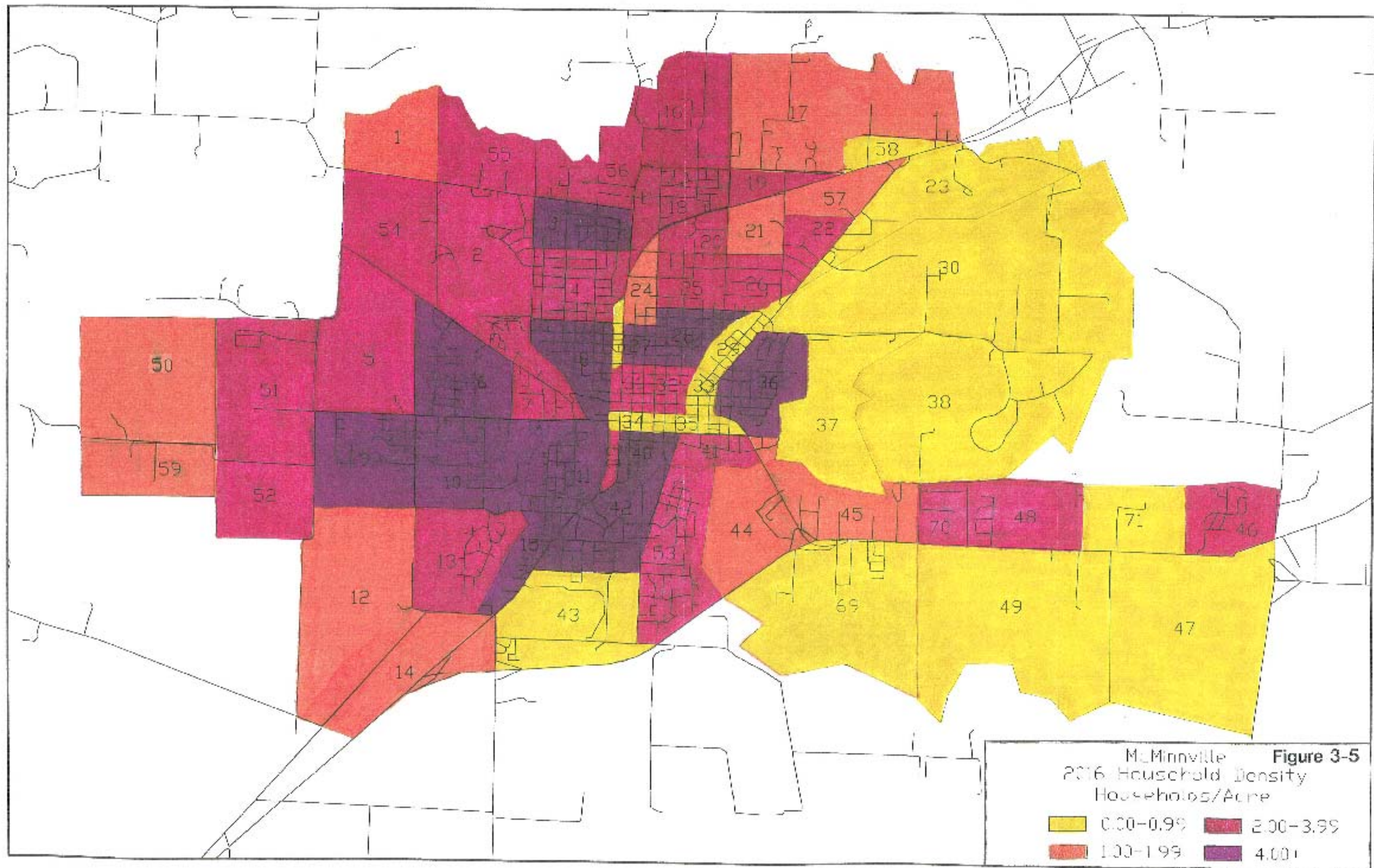


McMinnville **Figure 3-2**
 1991 Employment Density
 Employment/Acre

0.00-0.09	1.00-4.99
0.10-0.99	5.00+







To indicate current and future residential and employment densities in McMinnville, we used information provided by the WVCOG. The housing and employment data included estimates for the year 1991 and projections for 2016, and was allocated by 65 transportation analysis zones (TAZs) in the McMinnville area.

Prior to using the WVCOG data for this study, we compared the WVCOG household projections to those presented in the city's Urban Growth Boundary Study prepared by Winterowd Planning Services, Inc. Both household projections used a compound average annual growth rate (CAARG) of approximately 3.1 percent. For the McMinnville area, the WVCOG study projected 17,021 households for the year 2016, The Winterowd study provides a 2015 projection of 16,697 households, which extrapolates to 17,215 households in 2016.

The WVCOG data utilized to project the residential and employment densities presented in this report do not result in the same land use projections envisioned by the McMinnville Urban Growth Boundary Steering Committee. This difference is to be expected, since the residential and employment projections presented herein are based on extrapolations of transportation data (street carrying capacity, current traffic volumes, etc.), whereas the projections and recommendations of the local steering committee are focused on land use issues.

Employment Development

Figure 3-2 indicates McMinnville's employment densities in 1991. Figure 3-3 shows the employment densities projected for 2016. [It should be noted that these figures as well as Figure 3-4 and 3-5 use the Census TIGER maps as a base. These maps are based on address information collected in 1990 and therefore will have some inaccuracies in the street network.] Employment densities were calculated from the WVCOG data.

As indicated on Figure 3-2, the employment densities reveal a linear pattern, generally following Highway 99W/Adams Street. The highest numbers of employees per acre (in 1991) were found in the city's core and along Highway 99W/Adams Street. Downtown McMinnville had the largest contiguous area of high employment density. Relatively high employment densities were also found along Lafayette Avenue, which runs from Highway 99W in the northeast corner of the study area to the downtown core. The highest employment densities were in TAZs 34 and 39, both of which had more than 20 employees per gross acre.

Similar density patterns are projected for the year 2016, but employment densities are expected to increase (see Figure 3-3), particularly along the Highway 99W corridor. In addition, more jobs are projected in the southeastern part of the planning area, along Three Mile Lane, and creating a strong east-west band of employment. TAZs 58 and 34 are projected to have employment densities of 21.7 and 44.5 employees per acre, respectively--the highest projected employment densities in the McMinnville area.

Residential Development

The 1991 and 2016 residential densities, calculated from the WVCOG data, appear on Figures 3-4 and 3-5, respectively. As shown on the figures, the distinct linear patterns, apparent with employment densities, are not apparent with residential densities. Residential densities were highest near the center of the city, generally becoming less dense further from downtown.

As shown on Figure 3-4, seven TAZs had residential densities of more than four dwelling units per gross acre in 1991. TAZs in the upper two density categories (those above two units per gross acre) generally lay in a north-south pattern, flanking Highway 99W and Baker/Adams Streets. The exceptions to this pattern are TAZs 24,

34, and 60, which is primarily in commercial, not residential use. TAZs 6 and 36 are established residential areas that lie east and west of McMinnville's core. TAZ 27 had the highest residential density, estimated at 5.6 dwelling units per gross acre.

For 2016, residential densities are projected to increase, particularly in the western and northwestern portions of the McMinnville study area. (See Figure 3-5.) According to the projections, most of the west side will have densities of two units or more per gross acre. TAZs 6, 9, 10, along 2nd Street, are expected to move into the highest density category (four units or more per acre.) On the city's east side, TAZs 46, 48 and 70 are the areas projected to experience substantial increases in residential density, moving into the second-highest density category. These three east-side TAZs are located along the north side of Three Mile Lane. TAZ 27 is projected to have the highest residential density in 2016, with approximately 6.5 households per gross acre. It is the only TAZ expected to exceed six units per gross acre.

Conclusions Drawn from Development Patterns

The 1991 employment patterns indicate high densities along the corridors of 99W/Adams Street and Lafayette Avenue, radiating from the city's downtown area. Residential patterns in 1991 indicated the highest densities (at least four households per gross acre) generally in those TAZs along Highway 99W.

In 2016, employment patterns show the greatest increase in the southeast part of the study area along the highway bypass (i.e., to and from the airport). Some residential growth is also expected in that part of McMinnville. In addition, significant residential growth projected in the western portion of the study area will increase densities there. Much of the west side is projected to be developed at between 2 and 6.5 households per gross acre.

Note that residential and employment densities were calculated only by TAZs. Densities will vary in specific locations throughout the McMinnville area.

CHAPTER 4: GOALS AND OBJECTIVES

This chapter proposes a set of goals to guide the development of transit in McMinnville. These goals are based on the information collected through the community surveys, an assessment of existing conditions, and a review of the McMinnville Comprehensive Plan and City of McMinnville Transportation Master Plan (June 1994).

EXISTING COMPREHENSIVE PLAN GOALS

Goal VI of the Comprehensive Plan is: “to encourage development of a transportation system that provides for the coordinated movement of people and freight in a safe and efficient manner.” It is supported by policies and proposals that relate to mass transit.

Policies

- 100.00 The City of McMinnville shall support efforts to provide facilities and services for mass transportation that serve the needs of the city residents.
- 101.00 The City of McMinnville shall cooperate with local, regional, and state agencies and private firms in examining mass transit possibilities and implementing agreed upon services.
- 102.00 The City of McMinnville shall place major emphasis on the land use development implications of large-scale regional mass transit proposals. Systems which could adversely affect the goals and policies as set forth in the plan should be closely evaluated.
- 103.00 The City of McMinnville shall encourage development of mass transit systems in existing transportation corridors where possible.
- 104.00 The City of McMinnville shall encourage a centrally located bus terminal, for intercity and intracity bus service.
- 105.00 The City of McMinnville shall examine the impacts of transportation proposals involving bus and/or rail terminals on surrounding land uses.
- 105.05 The City of McMinnville shall take into account driving and walking distances to schools when reviewing the design of future residential developments. Preferred designs would make those distances less than one mile where possible.

Proposals

- 9.00 The City of McMinnville should continue to support the public transit system. Efforts to continue and expand services, if found feasible, should be supported.
- 10.00 The City of McMinnville should examine the feasibility of participating with Yamhill County in the formation of a transportation district.

- 11.00 The City of McMinnville should encourage the publication of a transportation pamphlet inventorying all public and private mass transportation services.

The following policies and proposal of Goal VI relate to the transportation disadvantaged:

Policies

- 106.00 The City of McMinnville, through public and private efforts, shall encourage provision of facilities and services to meet the needs of the transportation disadvantaged.
- 107.00 The City of McMinnville shall support attempts to coordinate existing and future services for the transportation disadvantaged to reduce duplication of efforts and facilitate complementary services.

Proposal

- 12.00 Encourage coordination of services through the county transportation coordinator and the county transportation committee.

TRANSPORTATION MASTER PLAN

In 1994, the McMinnville Transportation Advisory Committee and city staff developed transportation master plan goals to guide the development of the transportation plan. The goals that are relevant to the public transportation system are:

Develop a citywide transportation system which enhances the livability of the city, which is sensitive to environmental concerns and includes all transportation modes appropriate to the city's needs.

Maintain the viability of the central business district.

PUBLIC TRANSIT GOALS AND OBJECTIVES

The following list presents seven proposed public transit goals with supporting objectives. Transit service in McMinnville should strive to meet these goals.

1. Provide a public transportation system that will decrease reliance on the automobile to help mitigate congestion and the need for additional downtown parking.

Provide a level of service that is sufficient to attract riders who have regular access to automobiles.

Work with colleges to encourage students to use transit.

Provide routes that connect residential areas with employment, shopping and social activity centers.

Work with existing service providers to strengthen services.

2. Strengthen mobility services for seniors, disabled people, and others with special needs.

Work with existing YAMCO dial-a-ride service to assist in meeting ridership needs.

Comply with Americans with Disabilities Act.

3. Ensure the safety of both passenger and driver.

4. Strengthen community and economic development efforts.

Serve shopping and other commercial activities.

Provide access to employment sites.

Provide a high level of service to downtown supported by appropriate amenities.

5. Provide connections to the Portland area.

Work with interested groups to explore potential of commuter rail service.

Coordinate with other groups to provide vanpool and other commuter services to the Portland area.

Provide connections with Tri-Met.

6. Develop a cost-effective system that balances public costs and ridership.

7. Integrate transit and land use planning.

Strengthen relationship between housing density and transit corridors.

Strengthen pedestrian corridors.

Strengthen downtown as a mixed-use center.

CHAPTER 5: EXISTING AND PROPOSED TRANSIT SERVICE

This chapter describes existing transit service and proposes a comprehensive transit system for the City of McMinnville. These improvements can be phased in over time or implemented all at once. This chapter discusses key planning issues considered in developing these routes and presents an evaluation of potential improvements. Furthermore, it discusses types of transit other than fixed-route.

EXISTING SERVICE

Currently, Community Action Agency of Yamhill County (YCAP), under contract to Yamhill County, provides transit services in McMinnville and from McMinnville to neighboring areas. YCAP offers a variety of services including YAMCO, a fixed-route bus service with route deviations upon request in McMinnville. One bus operates in a figure eight loop configuration, serving the northern and southern portions of McMinnville. The northern part of the route operates from downtown to Wal-Mart in a clockwise direction, and the southern part operates in a counterclockwise direction from downtown to Bi-Mart. See Figure 5-1. Buses leave U.S. Bank Plaza at the corner of Third and Davis Streets in downtown every half hour, resulting in hourly service along the route. This service operates Monday through Friday from 8 a.m. to 4 p.m. The fare is \$.50 one way. For fiscal year 1995-1996 YAMCO provided 16,358 rides.

YCAP also offers the following services:

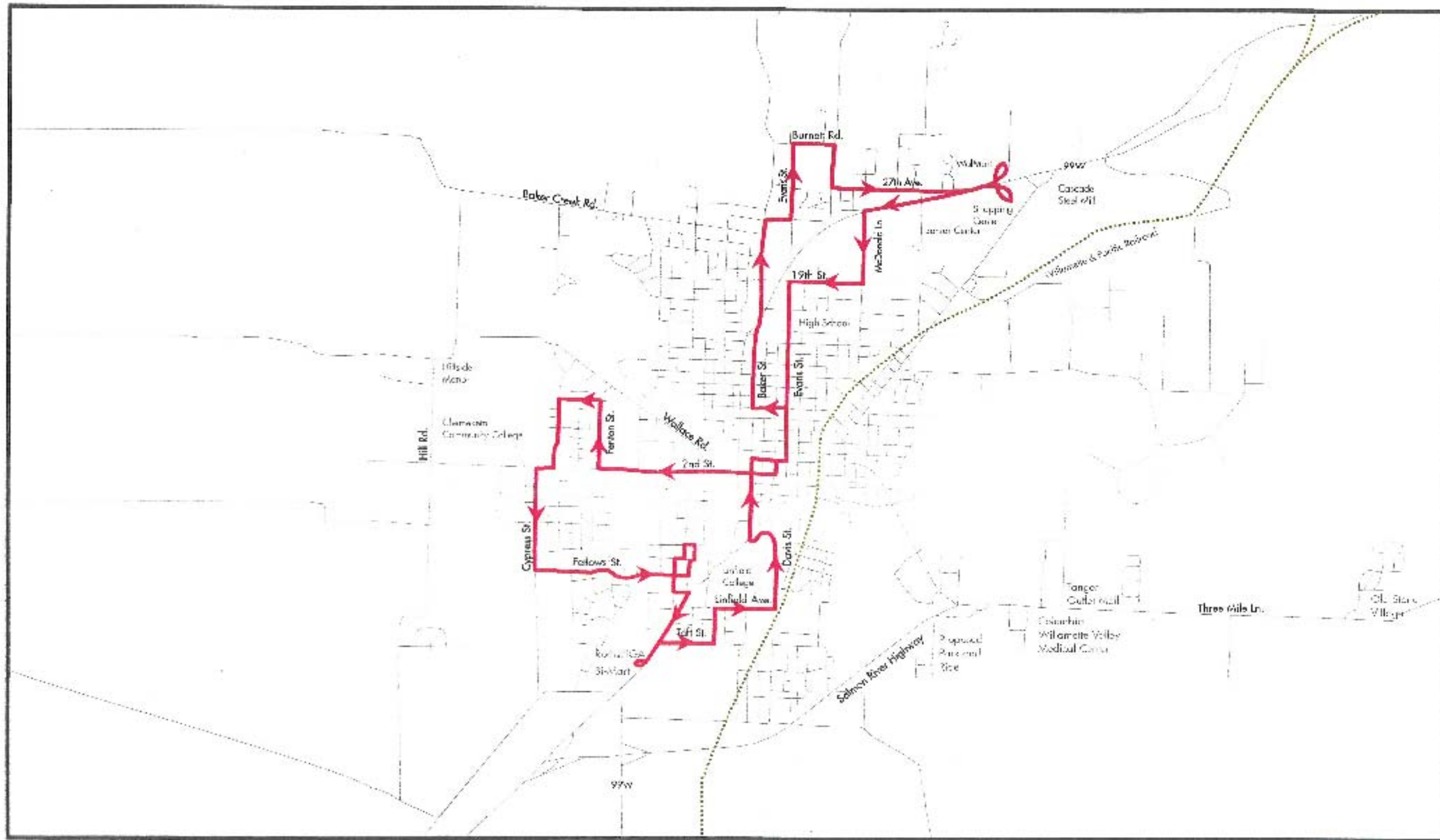
- LINKS connecting McMinnville with Sherwood and Tri-Met service into the Portland area. This is a joint effort of YCAP and Chehalem Valley Senior Council. LINKS makes four round-trip runs a day Monday through Friday. LINKS provided 4,700 trips in fiscal year 1995-1996.
- DIAL-A-RIDE providing door to door service Monday through Friday between 8 a.m and 4:30 p.m. This service is open to the general public and serves the McMinnville area. DIAL-A-RIDE provided about 16,500 rides during fiscal year 1995-1996.
- SHERIDAN/WILLAMINA route providing one scheduled round-trip Monday and Wednesday. This service provided 4,864 rides in fiscal year 1995-1996.

Greyhound Bus service stops in McMinnville four times a day as it makes two round-trips between Portland, Oregon, and San Francisco, California. Several taxi companies also provide transit service, one of the most frequent destinations being the Portland International Airport.

POTENTIAL TRANSIT IMPROVEMENTS

Current YCAP/YAMCO service provides the starting point for identifying additional potential transit routes and service improvements for McMinnville. Information gathered for this study indicates fixed-route transit improvements that have the greatest community support and potential for success include:

- service to shopping centers and Columbia Willamette Valley Medical Center; and
- more routes to provide greater coverage of the city, especially unserved areas to the east and west of downtown.



Existing YAMCO Service

— Existing Route

Figure 5-1

McMinnville is a small community with a strong downtown core built on a well-connected street system. The community can be covered well by a basic three route system; one loop or two routes traveling north and south, one east and west, through downtown. The following service options are components of a proposed comprehensive system. These proposed improvements are presented in such a way that they can be phased in as the city grows and resources permit. Alternatively, these phases can be implemented all at once or several phases can be implemented at a time. Providing a transit system plan in this manner allows the City of McMinnville the greatest flexibility in meeting the transit needs of its citizens.

Phase One - Expanded Hours

Existing YCAP/YAMCO loop service expanded to provide four more hours of service a day.

Service would go from 6:30 a.m. to 6:30 p.m. Although additional operating expenses would be incurred, this would not require the purchase of additional buses. It would not increase the area of the city covered, but might encourage some commuters to take the bus.

Phase Two - New East-West Route

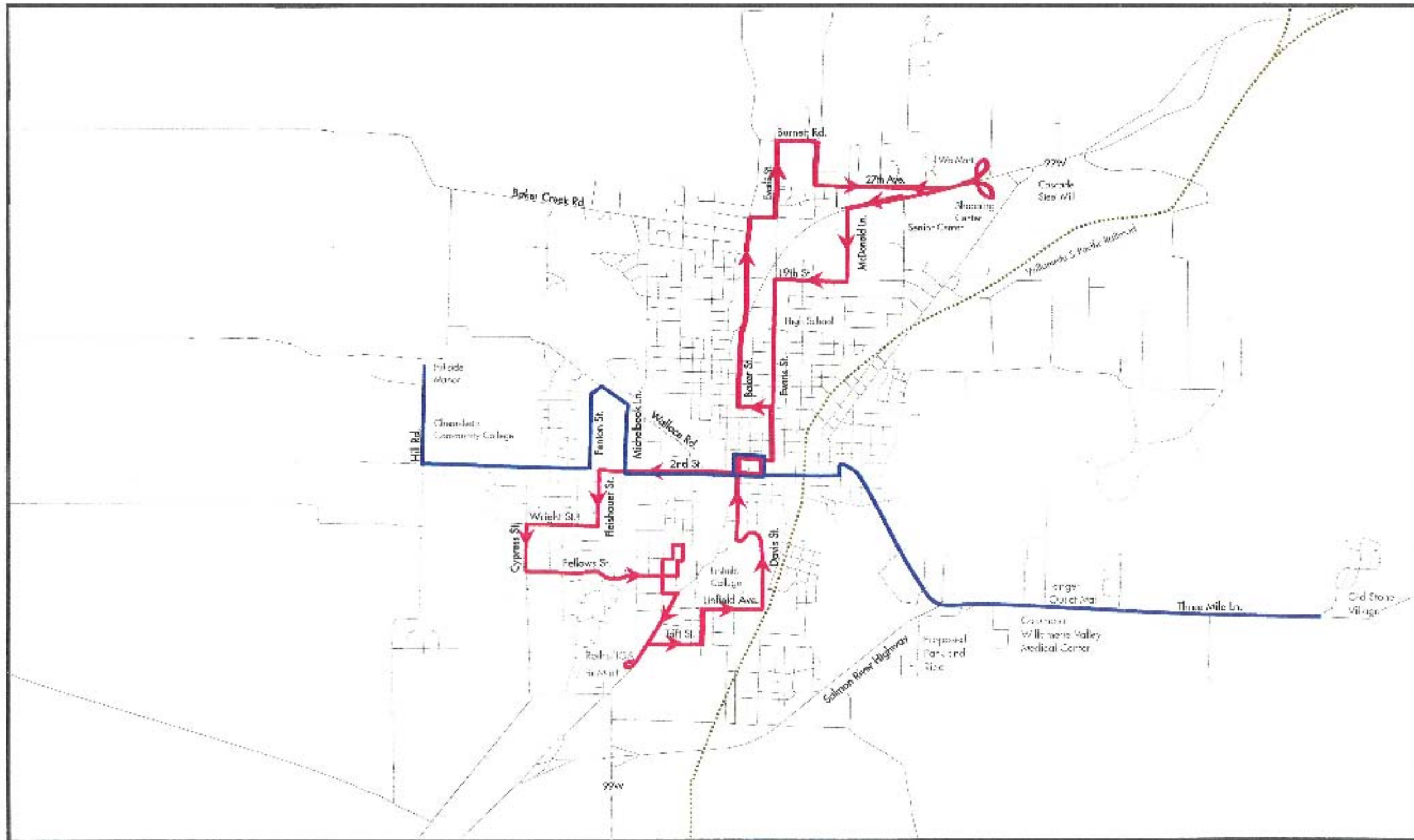
Phase One loop service plus an east-west route with one hour frequency, passing through downtown every half hour on the hour and half hour.

As Figure 5-2 shows, the existing north-south figure eight loop would be modified to avoid unnecessary duplication with the east-west route. The existing route could make a loop through Linfield College to provide better coverage. The eastern portion of the new east-west route would travel east on East Second Street from downtown to the Tanger Mall on the existing frontage road. It would then cross to Columbia Willamette Valley Medical Center and make a loop to Evergreen Mobil Court and back to the hospital. This route would return to Three Mile Lane and travel to the airport and on to Old Stone Village Mobile Court where it would turn around and return to downtown. The western portion of this route would travel from U.S. Bank Plaza out West Second street. It would travel north on Michelbook, turn left onto Wallace Road, and then turn onto Fenton Street, providing service to the residential neighborhood and to the elementary and middle school. The route would then turn back onto West Second Street going west to Hill Road where it would turn north to serve Chemeketa Community College and Hillside Manor. It would return to U.S Bank Plaza along the same route. This east-west service would meet the north-south loop downtown every half hour. This service level would require two buses.

Phase Three - Additional North-South Service

Phase One and Two plus adding another bus to the north-south loop.

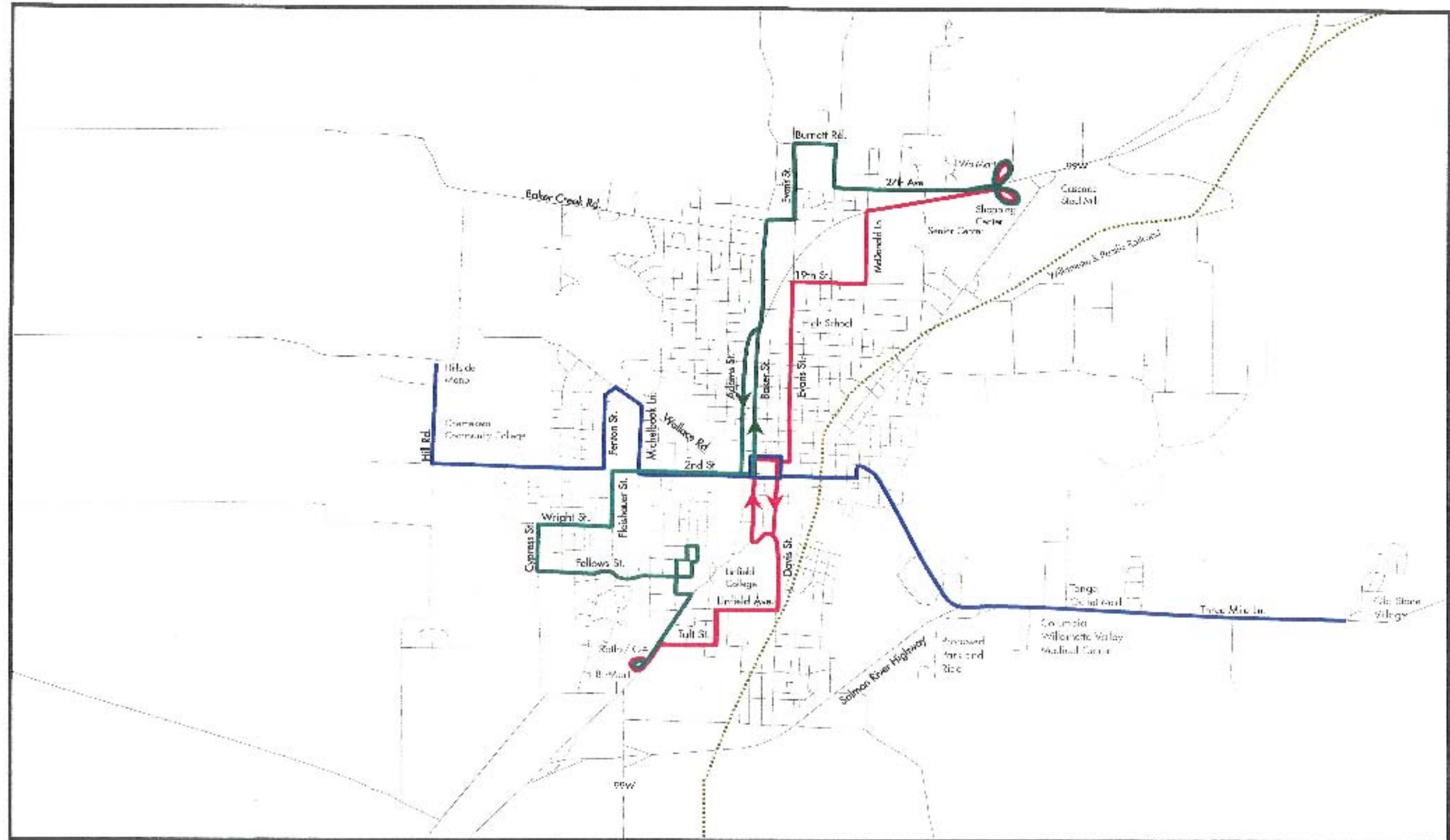
Running two buses on this route would double service frequency along the route. Both buses on this route would still meet in downtown every half hour but they would travel in opposite directions. These two buses could operate in one of two ways: the figure eight loop could be separated into two north-south routes by splitting the existing loop route in half on a north-south axis (Figure 5-3) or both buses could continue on the existing figure eight loop traveling in opposite directions (Figure 5-4). In this option both buses would leave



Proposed Service - Phase 2

- Red Route
- Blue Route

Figure 5-2



Proposed Service - Phase 3a

- Red Route
- Blue Route
- Green Route

Figure 5-3

from downtown at the same time, one traveling toward Bi-Mart and the other toward Wal-Mart. While one bus would travel clockwise on the northern loop of the figure eight, the other would travel counterclockwise on this part of the loop. In both options there would need to be minor route alternations in response to one-way streets. There are two advantages with keeping the existing loop: rider familiarity and the ability to keep on schedule on the northern end of the loop in which one leg is somewhat longer than the other. The disadvantage of the figure eight loop with two buses going in opposite directions is the potential for rider confusion. It would be important to have different route names for the two buses. Coupled with the east-west service, this scenario would require three buses.

Phase Four - Increased East-West Service

Phase Three plus adding an additional bus to the east-west route.

This service configuration would require a total of four buses. Two buses on the east-west route would double frequency to every half hour. Buses would still meet every half hour in downtown and would travel in opposite directions. While both buses could travel north on Hill Road, another option has one bus go north on Hill Road and the next bus travel south on Hill Road, thus serving each of these areas of potential future development on an hourly basis (Figure 5-5).

Phase Five—Saturday Service

Phase Four service plus eight hours of service on Saturday on the routes proposed in Phase Four.

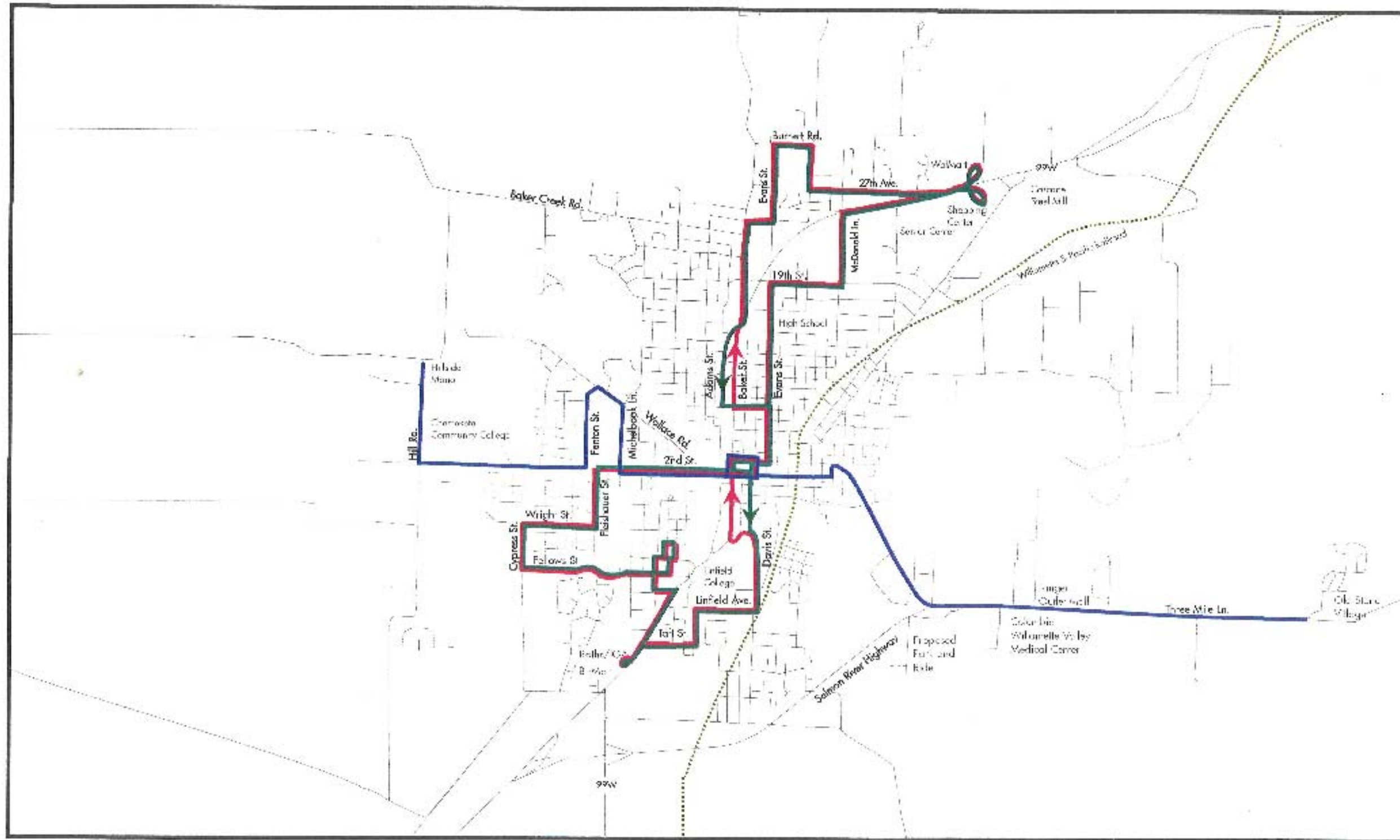
To respond to the large number of shopping trips, Saturday service could be implemented in combination with any phase of service and route configuration.

Route Deviation

Presently, YAMCO service deviates from its established route, upon request, to pick up or drop off riders whose origin or destination is off the route. In this proposed system, buses would continue to deviate in Phase One, but would not after east-west service is implemented. These two routes would provide general coverage of the city. Moreover, as the city grows, it will be increasingly difficult for bus service to keep on schedule if it has to deviate from the fixed route. As we discuss in Chapter 7, if the service does not deviate, it must provide door-to-door, demand responsive paratransit service to people with disabilities as defined in the Americans with Disabilities Act (ADA).

ROUTE PLANNING ISSUES AND ASSUMPTIONS

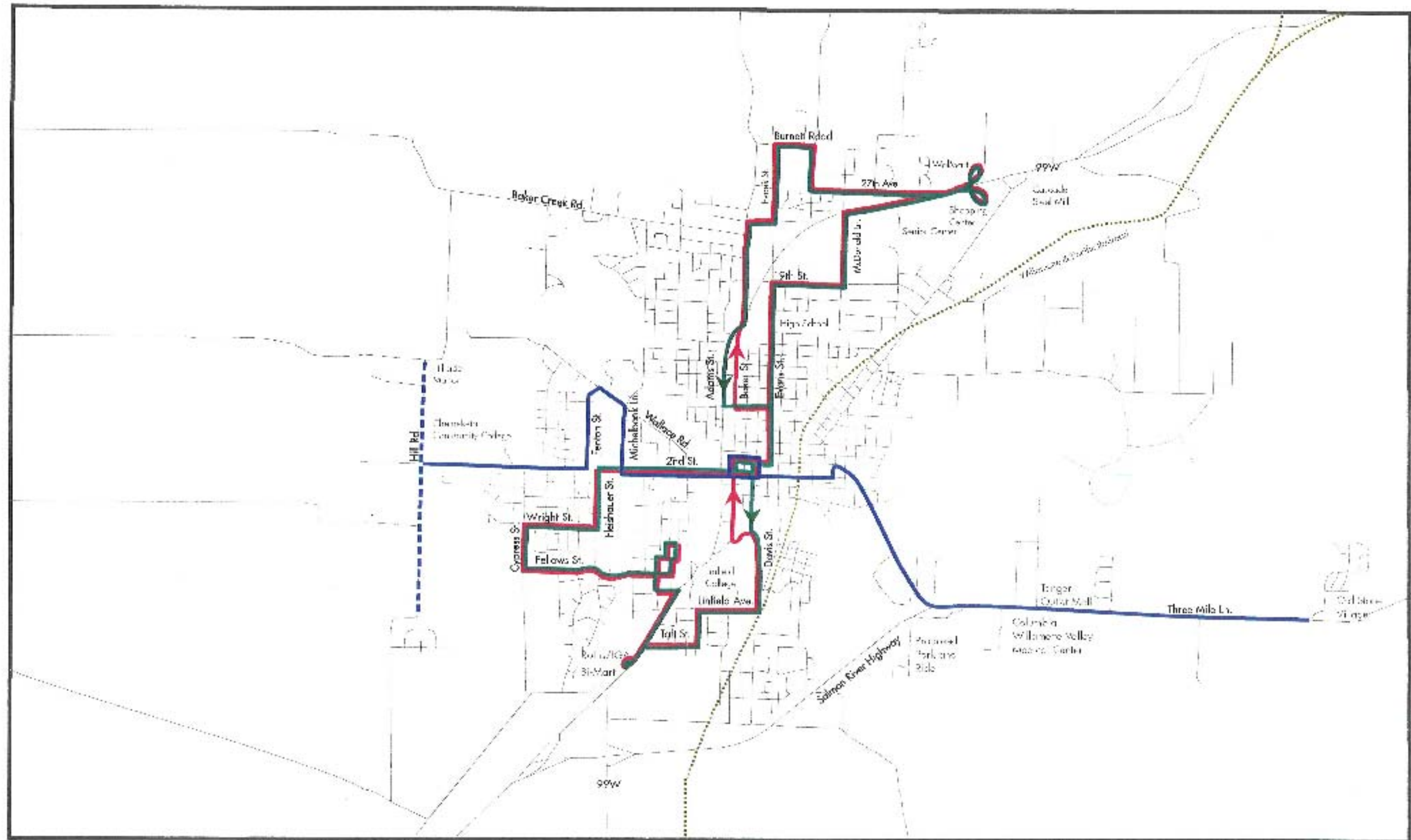
This section discusses issues that were considered in developing the various fixed-route system phases.



Proposed Service - Phase 3b

- Red Route
- Blue Route
- Green Route

Figure 5-4



Proposed Service - Phase 4

- Red Route
- Blue Route
- Green Route
- - - Alternating Service

Figure 5-5

Existing YAMCO System

YCAP/YAMCO has been providing fixed-route bus service in McMinnville since 1979. For the most part, this service provides transportation for elderly, disabled, and low-income people. As McMinnville grows, it will still be important to serve these people while expanding service to meet the transportation needs of other groups including commuters and people living in presently unserved areas of the city. But, because of its established presence in the community, existing YAMCO service should be the spine of any new service system. This existing system serves many of the destinations study survey respondents identified as important. These include Wal-Mart, Bi-Mart, Roth's IGA, Town Center, Linfield College, and downtown. It is important to build upon this system to serve other unserved destinations including Columbia Willamette Valley Medical Center, Tanger Mall, and Chemeketa College as well as the residential areas on the west side of town.

Service in Phases or All at Once

This transit system can be phased in over a period of time as the city grows or as resources become available. It can, of course, be implemented all at once. The completed system will provide McMinnville with a four bus system with service Monday through Friday from 6:30 a.m. to 6:30 p.m and Saturday from 8:00 am to 4:00 pm. Each phase provides increasing levels of service. These phases are not based on expected population growth so there is no recommendation about when these phases should be implemented. They are phased to present options at different funding levels. Phase One and Two would provide an acceptable minimum level of service in the present, providing hourly bus service to all the major destination areas of the city. Chapter 9—Financial Planning proposes funding options that might encourage implementation of several phases of the system at one time.

Downtown Pulse System

This transit plan assumes all routes will meet downtown on the hour and half hour so that people can transfer if they need to; this type of system is called a pulse system. This type of system supports the transit plan goal of strengthening McMinnville's downtown. Moreover, because destinations are scattered throughout the city, it is impossible to provide direct service from all origins to all destinations. A pulse system allows people maximum ability to get to different areas of the city. While a pulse system makes sense for the City of McMinnville, it requires that all routes take about the same time to return to downtown. In this system, all routes are designed to return to downtown within 30 minutes. Each bus takes 60 minutes to complete its run from route terminus to route terminus, passing through downtown on the hour and half hour. All routes proposed in the plan can operate on this schedule at this time. As the city grows, it may, however, become increasingly difficult to keep to this schedule, especially on the run between Wal-Mart and downtown. Service plans should be reviewed every few years to ensure that changing traffic patterns and new development do not significantly affect bus schedules.

Downtown Transit Center

Since all buses meet at a single location in downtown, it is important to have a pleasant secure transit center with appropriate amenities. Presently, YAMCO buses meet at U.S. Bank Plaza on Davis and Third Street in front of the US Bank. More parking space is needed for YAMCO buses; this will increase as new service is

added. The three remaining parking spaces between the bus zone and the bank driveway should be converted to a bus zone.

The plaza in front of the bank provides a place for people to sit or stand while waiting for the bus to arrive. As the system grows, it will need a transit center with more amenities. In addition to shelter and seating, some transit centers have kiosks and vendors selling, for example, coffee and newspapers. This site is, however, privately owned by U.S. Bank. The bank would need to agree to any improvements at this location.

For safety sake, all buses should load and unload passengers on the same side of the street. In the future, the present transit center site may not be adequate for all buses to stop on one side of the street. If commuter rail is implemented in the future, the city should consider placing the transit center on Second or Third Street near the railroad, instead of improving existing facility.

Density and Destinations

Route design considers major destinations as identified in the study survey as well as other potential high trip generators such as senior centers and schools. Furthermore, routes are placed in corridors where residential density is expected to be higher than average. Sometimes this causes routes to be less direct than they might have been. In some areas such as on Lafayette Street, the lack of residential or employment density suggests bus service would generate few riders, and therefore no bus service is provided.

Direct Routes

To encourage bus ridership, routes need to be as direct and simple as possible. This can conflict with the need to serve high density residential areas and key destinations. This plan has tried to balance these trade-offs by providing a simple system with minor deviations. Usually one-way loops are not efficient because riders must travel out of their way. But because YAMCO, in an effort to serve as much of McMinnville as possible with limited resources, started with a one-way loop, this plan proposes maintaining and then modifying this basic structure in Phase Three. This loop would be modified to have two buses running on it in opposite directions or would be split into two north-south routes.

Senior Center

Currently, YAMCO deviates to serve the McMinnville Senior Center upon request; it receives about six requests a week. This plan suggests bus service eliminate all deviations by request and that people traveling to the senior center be transported by the existing dial-a-ride service.

Three Mile Lane

The *Oregon Highway 18 Corridor Refinement Plan* proposes limiting access to Three Mile Lane and adding frontage or collector-access roads along most of it. The preliminary plans show two pedestrian/bicycle crossings, one in the area of Tanger Mall and Columbia Willamette Valley Medical Center, the other just west of the airport. These modifications to Three Mile Lane will affect bus service, shifting service from the limited

access road to the frontage roads. Because of the limited pedestrian crossings, it will be important for the bus to stop at major destinations on both the north and south side of the road in both directions, as appropriate.

Future Growth

Currently, McMinnville is reviewing and proposing expansion of its urban growth boundary. Figure 5-6 shows the relationship of potential bus routes with proposed expansion areas. These proposed areas may help strengthen transit by generating ridership. McMinnville is considering placing increased residential and mixed-use density along Hill Road. The transit service suggested in this plan could serve that area well by alternating two bus services on the west route, one bus serving Hill Road south of West Second, the next bus serving the area north as proposed in phase four. To encourage ridership, higher density development should occur as close to Hill Road as possible so the bus does not have to deviate into neighborhoods and transit riders do not have a long distance to walk. In fact, the proposed density corridor on Hill Road south of West Second Street, as proposed by the Urban Growth Boundary Steering Committee, is a good technique to support transit as is the proposed mixed-use development north of West Second street. Mixed-use development encourages walking, and ultimately transit use.

As density increases on the west side of McMinnville, the city may want to explore adding a new route. This new route could travel along Hill Road and Baker Creek Road connecting existing service at West Second Street and Hill Road. Or, a new pulse route running from the intersection of Hill Road and Baker Creek Road along Beaver Creek Road and then into downtown could be developed.

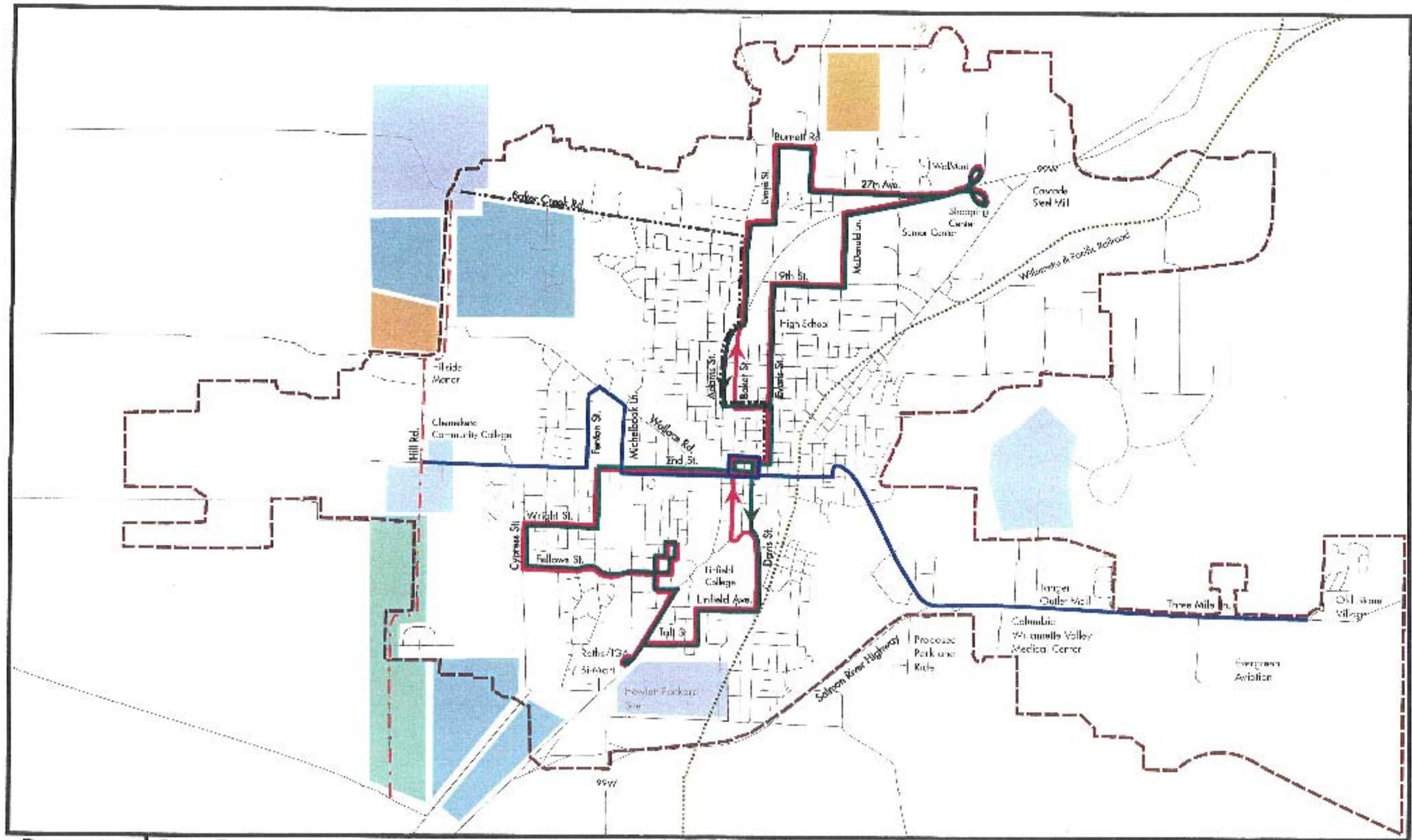
The east leg of the east-west route will be able to serve both the mixed-use node north of Tanger Mall as well as the proposed new commercial area to the east. Here too, it is important that these areas be designed to support transit and pedestrian activity. Furthermore, it is important that improvements to Three Mile Lane consider these new areas of activity to ensure ease of access to uses on both the north and south side of the road.

The proposed mixed-use node on Norton Lane north of Three Mile Lane can be served by the proposed east leg of the east-west route. The bus that serves Tanger Mall could continue north to serve the mixed-use node. Again, it would be helpful if development could occur around a central area that would include transit amenities.

The Hewlett-Packard site may be developed as mixed-use in the future. It will be easy to extend the south-north service to this site. It must be noted that service to these areas is constrained by the 30-minute time limit for a round-trip to all downtown for each leg of each route.

RIDERSHIP, COST, AND SUBSIDY

This section evaluates each phase in terms of potential ridership, cost, and subsidy. Table 5-1 presents information on annual ridership, riders per hour, annual operating cost and fare box return.



Proposed Bus Routes

- Red Route
- Blue Route
- Green Route

- - - Conceptual Bus Route 1
- - - Conceptual Bus Route 2

Proposed Urban Growth Areas

- Mixed Use Node
- Density Corridor
- Mixed Residential
- Future School Site

- - - Urban Growth Boundary
- Areas outside the Urban Growth Boundary have been recommended for inclusion by the Urban Growth Boundary Committee.*

Figure 5-6

Ridership

Ridership estimation for small systems is an inexact science, at best. For the purposes of this analysis, we can look at passenger boardings per service hour. According to the ODOT Oregon General Public Transportation Statistics 1995-1996, the average boardings per hour for small city fixed-route service was 13.75. There was wide variation, however, with Astoria averaging 8.37 boardings per hour and Corvallis, over 29. Currently, YAMCO averages about eight boardings an hour. The survey conducted for this study indicates about four percent of the households in McMinnville now have a member who uses YAMCO. It also indicates that only half the people in McMinnville are familiar with YAMCO. Of course, those people who need to or want to use such service are more likely to find about it. But with a strong marketing effort and increased coverage of the city, total ridership will increase and will be reflected in a modest increase in boardings per hour. While total ridership will increase with increase in service levels, boardings per service hour will probably be in the range of nine to 11 boardings per hour. Studies show that total ridership increases are greatest when service is expanded to new areas. Therefore, Phase Two which provides new service to the east and west areas of McMinnville is estimated to have the highest boardings per hour.

Operating Costs

Average operating cost per hour for small systems in Oregon was about \$34 in 1995-1996. Operating cost per hour ranged from \$12.80 for Woodburn to \$51.28 for Wilsonville which provides extensive dial-a-ride service and has routes that travel significant distances to other communities. Basin Transit Service, which serves the Klamath Falls area, provided service for about \$28 and Astoria provided service for slightly less than \$24. For this same time period, YAMCO provided service for a total operating cost of \$36,800 or \$18.40 per hour. While within the range of other service providers, this hourly cost is on the low side. As service grows, the cost per hour will increase with the addition of a marketing program and the staff necessary to manage a mature transit program. Therefore, this analysis assumes an operating cost of \$26 (constant 1997 dollars) an hour for Phases Two through Five. While this cost puts McMinnville service below the state average, it is the middle of the range between Astoria and Basin Transit District. Phase One continues to use the existing YAMCO rate of \$18.40 inflated to the 1997-1998 rate of \$19.50 because this phase merely extends the hours of existing service. Operating cost estimates are included for each phase of the system and are cumulative; that is operating costs are for all service in that phase, not just the increment.

Fares and Fare Box Recovery

YAMCO charges \$.50 for each one-way trip. Because of fare discounts, this generates about \$0.40 a trip or \$6,540 in fare revenue. This is a fare box recovery rate of 18 percent; that is, 18 percent of the operating costs are covered by fares. This is slightly lower than the industry standard of 20 percent. YAMCO's \$.50 charge is similar to other small systems. The Corvallis system charges \$.50, while the Basin Transit System charges \$.70.

An increase in fares causes a small decrease in ridership, although increases total revenue. If fares were increased to \$.75, Phase Five total ridership would fall about 15 percent to about 100,000 annually. Boardings would be eight an hour and fare box return would be about 18.6 percent.

**TABLE 5-1
RIDERSHIP, COST, AND FARE BOX RETURN BY PHASE (in year two of service)**

	Annual Boardings*	Annual Service Hours	Annual Operating Cost (\$)	Boardings per Hour	Percent of Fare Box Return•	Number of Buses
EXISTING						
YAMCO Service*	16,350	2,000	36,800 (18.40/hour)	8	17.7%	1 + 1 back up
PROPOSED						
Phase One	24,000	3,000	58,560**	8	16.4%	1 + 1 back up
Phase Two	69,000	6,000	156,000***	11.5	17.7%	2 + 1 back up
Phase Three	90,000	9,000	234,000***	10	15.4%	3 + 1 back up
Phase Four	114,000	12,000	312,000***	9.5	14.6%	4 + 1 back up
Phase Five	117,800	12,400	322,400***	9.5	14.6%	4 + 1 back up

Notes: *1995-1996.

**Operating cost \$19.50/hour (1995 costs inflated in 1997).

***Assumes operating cost \$26.00 (constant 1997 dollars)/hour.

•assumes \$.50 fare.

SERVICE OTHER THAN FIXED-ROUTE

Fixed-route is one type of transit service. It provides regularly scheduled service along a specified route. Fixed-route service is the most economical and efficient way to provide transit service in small to large urban areas. In very small communities or rural areas other types of service may make more sense. This section discusses three other types of service: deviated-route service; dial-a-ride or demand responsive service, and vanpool or commuter service.

Deviated-Route Service

In deviated-route service, the bus has a set schedule and route, but will deviate from its established route by request. Extra time is built into the schedule to allow flexibility. Current YCAP/YAMCO service is a deviated-route system. It has worked well in the past, but as McMinnville grows it is becoming increasingly difficult to keep to a schedule. Deviated-route service will not work with a three route pulse system on a half hour pulse as is planned for McMinnville. This is because it is important that buses meet downtown at the half hour so that riders may transfer. Therefore, when the east-west route is added to the McMinnville system, the service should no longer deviate.

Dial-A-Ride

Dial-a-ride or demand-responsive service is door-to-door service. The bus has no fixed route or schedule, but responds to requests for service. Demand-responsive service makes sense in rural areas where there is limited demand to go to any one destination at a given time. Demand-responsive service can also provide a much needed service to elderly or disabled people who cannot walk to bus stops. It is a good adjunct to fixed-route service, but is not a cost-efficient way to provide general transit services in McMinnville.

Currently, YCAP/YAMCO provides dial-a-ride service to the general public. The price varies depending on the distance of the trip. The base fare is \$.85. About 75 percent of the riders are elderly or disabled. The YCAP/YAMCO dial-a-ride service has about 5.5 boardings per hour as compared with eight boardings for the fixed-route service. Operating cost per hour is about \$24.00 compared to \$18.40 for fixed-route service.

Vanpool and Carpool Service

Vanpools and carpools most frequently provide commuter service to groups of workers who live and work near each other and wish to share the driving and the cost of the commute. Vanpool service is a flexible individually designed type of transportation which may include such elements as door-to-door service, personally determined routes, and schedules and selection of the individuals with whom one travels. Studies show that vanpool commuting begins at about 20 miles round trip, but is more successful when travel distance is at least 40 miles round-trip. In general, a typical vanpool is a prearranged group of from seven to 15 people who share a commute trip. The driver of the van is usually a volunteer who is commuting to the destination.

Carpooling is a less formal arrangement than vanpooling. A carpool usually consists of two or more commuters sharing a ride to the same or nearby locations. Carpool members may rotate driving responsibilities and share costs or work out some other equitable arrangement amongst themselves.

Currently in McMinnville there are no organized vanpool or carpool programs, although some people may work for employers who provide them. For the most part, people living and working in McMinnville would not be interested in vanpool or carpool service because the commute is too short. Survey results do suggest, however, that there is interest in some sort of service to the Portland area. Carpool and vanpool programs might be one solution. Another way to meet this need may be commuter rail; some people in Yamhill County are exploring the possibility of this type of service. This need may also be met by improved transit connections to Tri-Met. While outside the scope of this study, there is a need to develop ways to improve commuter services to the Portland area.

CHAPTER 6: LAND USE ACTIONS TO ENCOURAGE TRANSIT

This chapter reviews the following McMinnville documents to determine the extent to which they encourage new development that supports transit:

- comprehensive plan goals, policies, and proposals;
- zoning ordinance and map;
- street standards; and
- land division ordinances.

It also recommends policies and actions that will help support transit. It is important to note that Council adoption of this plan does not signify full Council endorsement of all study recommendations. Modification of the McMinnville Comprehensive Plan is the City Council's prerogative.

DEVELOPMENT THAT SUPPORTS TRANSIT

Development that supports transit is usually part of an environment that encourages walking. If people can easily walk to a bus, they are more likely to use it. Elements of such an environment include:

- continuous sidewalks that are wide enough to make pedestrians feel safe. Sidewalks should be five to six feet wide in residential areas and eight to ten feet wide in commercial areas next to busy streets. Sidewalks that are separated from the street by a landscaped strip create a pleasant walking environment.
- a well-connected system of local streets. Such a system allows direct paths to bus stops. The transit user does not have to walk out-of-direction to get to the bus stop.
- good, safe, well-marked and well-lighted pedestrian street crossings of streets that are as narrow as possible or have appropriate pedestrian refuge or median in the center of the street.
- commercial uses placed as close to the street as possible. This cuts walking distance and increases the pedestrian's sense of safety. It can be disconcerting to be walking down a sidewalk between a sea of parking and a busy thoroughfare. Development should provide safe, direct walkways from buildings to the street.

Another technique that can encourage use of transit is increased residential density along transit routes. Transit is most successful in areas where residential density is at least eight units per acre. This density corridor need only extend one block in either direction. Transit amenities such as benches, shelters, and pull-offs where they are appropriate also support the use of transit.

REVIEW OF GOALS, POLICIES, AND PROPOSALS

Comprehensive Plan - Volume II

The Comprehensive Plan contains goals for the City of McMinnville that are broad-based statements that establish general principles on which all future land use decisions will be made. Six chapters of the Comprehensive Plan include goals that could affect transit use in McMinnville. These are:

Chapter	Title	Goal Number
II	Natural Resources	II-1
IV	Economy of McMinnville	IV-3;IV-4;IV-6
V	Housing and Residential Development	V-2
VI	Transportation System	VI-1
VII	Community Facilities and Services	VII-3
VIII	Energy	VIII-2

This section identifies and evaluates specific goal, policy, and proposal statements that can affect transit. The evaluation assesses whether each provision either enhances or restricts transit use. **Bold text presents an overall assessment.** Text following that further explains the assessment.

Natural Resources

Goal II - 1

To preserve the quality of the air, water and land resources within the planning area.

Expanded transit service in McMinnville would reduce vehicle miles traveled, and therefore help to keep the air clean.

Economy of McMinnville

Goal IV - 3 (Commercial Development)

To insure commercial development that maximizes efficiency of land use through utilization of existing commercially designated lands, through appropriately locating future commercial lands, and through encouraging alternatives to strip development.

Locating commercial lands to also serve the needs of nearby businesses and households, and insuring a compact form of commercial development, will encourage walking to retail and services from residential, and walking and trip chaining within commercial centers, thereby supporting transit.

Policy 22 (General)

The maximum and most efficient use of existing commercially designated lands will be encouraged as will the revitalization and reuse of commercial properties.

Policy 24 (General)

The cluster development of commercial uses shall be encouraged rather than strip development.

Both policies regarding commercial development noted above have potential to facilitate transit development in the city. Because of lack of specific procedures and development standards regarding implementation, these policies are not likely to yield immediate benefits to transit mobility. Currently, there is no formal procedure, process or tool for the city regarding encouragement of “maximum and efficient use,” “revitalization and reuse,” and “cluster vs. strip development” of commercial properties. To facilitate transit development, the city should identify expectations and requirements for commercial sites that are located near transit corridors and downtown. Further, the city should adopt transit supportive design standards. These include minimizing commercial setbacks along corridors, encouraging windows in retail uses on ground floor areas and requiring direct pedestrian routes from buildings to the sidewalk.

Policy 26 (Location)

The size of, scale of, and market for commercial uses shall guide their locations. Large-scale, regional shopping facilities and heavy traffic generating uses shall be located on arterials or in the central business district, and shall be located where sufficient land for internal traffic circulation systems is available (if warranted) and where adequate parking and service areas can be constructed.

The transit mobility consequences of this policy regarding location of commercial development differ for downtown and outside downtown: Outside downtown, this policy is likely to restrict transit use. Future locations for regional, large scale commercial uses should also be served by transit and be accessible for pedestrians and bicyclists from adjoining residential and/or employment centers.

In downtown, this policy could result in increased demand for transit service. The policy could, however, hurt the existing, pedestrian-friendly character and urban design of downtown, including its grid street network. More commercial uses located downtown will strengthen its functions as a center of jobs, retail and services, and as a regional destination. More jobs and visitors will increase transit demand, but if all future development must accommodate traffic only as directed in the policy, it could result in significant changes to one of downtown’s key assets- its historic and significant urban design - a compact, walkable street network, derived from small blocks with an average block perimeter length of approximately 1,000 feet.

Policy 27 (Location)

Neighborhood commercial uses will be allowed in residential areas. These commercial uses will consist only of neighborhood oriented businesses and will be located on collector or arterial streets. More intensive, large commercial uses will not be considered compatible with or be allowed in neighborhood commercial centers.

This policy could facilitate transit use in existing and future residential areas that have good street connections. Locating neighborhood commercial uses in neighborhoods where streets are connected, where block perimeter is less than 1,600 feet, and where sidewalks exist or can be built

within existing right-of-way, will encourage walking and bicycling to local stores and services from nearby residential areas. Commercial areas serving neighborhoods are viable and attractive locations for bus stops and pedestrian amenities. However, locating neighborhood commercial uses in and near existing subdivisions characterized by cul-de-sac streets could discourage walking and bicycling to neighborhood stores, because travel distances will be longer than necessary. These businesses will continue to rely on auto access to be viable.

Policy 28 (Location)

A commercial planned development should be encouraged in the proximity of the intersection of Hill Road and West Second Street. Such a development should service the needs of people in western McMinnville. The development should be anchored by a grocery store.

This policy regarding location of commercial development will enhance transit use. Commercial development has been built in the southeast quadrant of the intersection. There are several routes for pedestrians and bicyclists, between commercial sites and nearby residential. The northeast and southwest quadrants are zoned for Commercial-Planned Development, and when built will further enhance transit development because they will increase pedestrian areas.

Policies 29-35 (Site Design)

These seven policies discuss site design for commercial development. Appendix D presents the complete text of each policy. A summary of each policy is noted below:

Policy 29 addresses direct auto access to large-scale commercial uses, circulation, and design for vehicular traffic.

Policy 30 addresses vehicular access locations for commercial development.

Policy 31 addresses need to minimize pedestrian-vehicle conflicts within commercial sites.

Policy 32 addresses visual screening and noise abatement between residential and commercial activities.

Policy 33 addresses landscaping for large parking lots.

Policy 34 addresses signs in commercial areas.

Policy 35 encourages directional signs for parking lots.

These policies should include site design techniques to support walking, biking, and taking the bus. These are oriented to automobile use. These policies should be expanded to accommodate pedestrian and bicycle pathways, and transit amenities.

Goal IV – 4

To promote downtown as a cultural, administrative, service and retail center of McMinnville.

Increasing the number of jobs, shops and other activities in downtown will increase transit demand, and encourage more walking within downtown and from nearby neighborhoods. Downtown could be a hub for local and intercity transit service.

Policy 39 (Downtown Development)

The City of McMinnville shall encourage and allow the development of pocket parks, landscaping, and other natural amenities to provide a visual contrast between streets and parking lots and buildings to enhance the general appearance of the downtown.

This policy improves the pedestrian environment in downtown, and consequently will enhance transit development.

Policy 41(Downtown Development)

The City of McMinnville shall encourage the expansion of retail and other commercial enterprises east of the railroad tracks and north and south of Third Street. This will be achieved by redesignating the comprehensive plan from multi-family residential to commercial and by allowing block combining where feasible.

This policy has potential to enhance transit development. This policy has been implemented, as properties in this location are zoned C3-General Commercial. Expansion of retail and commercial uses to anchor the east edge of the downtown core will strengthen the downtown. More jobs at this location will increase transit demand. Because of its historic character and surrounding residential, this area provides an opportunity to encourage mixed-use development through redevelopment. Mixed-use developments can reduce parking demand overall. Incorporating transit supportive design features and pedestrian amenities into mixed-use developments at this location will also generate pedestrian trips from nearby neighborhoods and offices. These strategies work together to make transit more viable and attractive to use. In turn, transit can help to preserve the historic character of the area, thereby encouraging local business and increasing tourism.

Policy 42 (Downtown Development)

The City of McMinnville shall continue to redesignate streets and traffic patterns in and around the downtown area to facilitate the movement of automobile traffic and provide for the safety and convenience of pedestrians.

This policy has potential to enhance transit development. To enhance downtown’s role as a “central place,” it is important to balance needs of autos and service vehicles, bikes, transit and pedestrians. Future updates and revisions of the transportation plan should address strengthening transit, pedestrian and bike linkage between downtown and neighborhoods.

Policy 43 (Downtown Development)

The City of McMinnville shall allow the closing and/or vacating of streets and parking where such closure will not affect the ability of police and fire departments, and public utilities to provide their designated service functions or where such closures will not negatively affect the overall traffic circulation in the downtown area.

The street vacation aspect of this downtown policy could hurt the historic urban design derived from the original grid street network. Additionally, it will alter the pedestrian network. Street vacation could also restrict transit expansion in downtown. Removing street parking could affect businesses and pedestrian sensitive streetscape character. To make downtown a more successful “place” for businesses, residents and visitors, its historic character should be *conserved* and *enhanced*, not *altered*. Street parking has a definite role in creating a sense of place: it creates a buffer between pedestrians and traffic, slows traffic, and encourages more businesses along the street, all desirable features of a “good place” to be in.

Policy 45 (Downtown Development)

The City of McMinnville shall study the feasibility of developing bicycle and pedestrian paths between residential areas and the activity centers in the downtown.

This policy enhances transit use. Safe and convenient pedestrian and bike routes between downtown and surrounding residential will reduce the number of trips by auto and encourage use.

Proposal 6

A planned development overlay should be placed on the large cluster commercial development areas at the entrances to the City to allow for review of site design, on and off-site circulation, parking, and landscaping. The areas to be overlaid by this designation shall be noted on the zoning map and/or comprehensive plan map.

This proposal for “gateway” development at key entrances to the city could encourage transit use, but only if transit supportive design features are incorporated into the planned development.

Proposal 7 (Downtown Development)

The City of McMinnville should study the feasibility of designating areas fronting Third Street east of the railroad tracks for retail commercial only, and designating areas on the fringes of the downtown as office residential

The zoning map indicates this policy has been implemented. Office-residential/mixed-use in these locations will enhance transit development. Additional opportunities, including urban design improvements, should be considered to further support transit use in and around downtown. Generally, in more built-up areas of the city such as downtown land use by itself is often not as significant as how buildings and outdoor spaces that *contain* uses relate in terms of scale and relationship to the street. Land use design guidelines should be addressed in an urban design plan for downtown and vicinity.

Proposal 8

The City of McMinnville should encourage the development of a commercial planned development center in the southwestern portion of the city large enough in scale to serve the needs of the area’s population. The center should be in proximity of the intersection of Old Sheridan Road, U.S. Highway 99W, and Oregon Highway 18.

This proposal could enhance transit development, if transit supportive and pedestrian sensitive features are incorporated in the planned development. This location has potential for nodal development.

Goal IV - 6 (Industrial Development)

To insure industrial development that maximizes efficiency of land use that is appropriately located in relation to surrounding land uses, and that meets necessary environmental standards.

Locating jobs within proximity of housing and services would increase travel options, including walking, biking, and transit.

Housing and Residential Development

Goal V-2

To promote a residential development pattern that is land intensive and energy-efficient, that provides for an urban level of public and private services, and that allows unique and innovative development techniques to be employed in residential designs.

The design of residential areas affects travel choices. Several older neighborhoods around downtown have well connected tree-lined streets, sidewalks and a compact layout that makes it easy to walk from place to place. Incorporating similar design features in new neighborhoods, and providing small-scale parks and stores near homes, would result in more walking, biking and use of transit in new residential areas in McMinnville.

Policy 68 (Residential Development Pattern)

The City of McMinnville shall encourage a compact form of urban development by directing residential growth close to the city center and to those areas where urban services are already available before committing alternate areas to residential use.

This policy has strong potential to enhance transit development.

Policy 69 (Development Regulations)

The City of McMinnville shall explore the utilization of innovative land use regulatory ordinance which seek to integrate the functions of housing, commercial, and industrial developments into a compatible framework within the city.

This policy has strong potential to support use of transit. Several communities in Oregon have recently adopted innovative land use regulations to integrate land use and transportation.

Policy 70 (Development Regulations)

The City of McMinnville shall continue to update zoning and subdivision ordinances to include innovative land development techniques and incentives that provide for a variety of housing types, densities, and price ranges that will adequately meet the present and future needs of the community

This policy has strong potential to enhance transit development. The city should consider adopting measures and provisions for innovative housing products in and near downtown and along existing and future transit corridors.

Policy 71.01 (Site Specific)

The city shall plan for development of the property located on the west side of the city and be limited to a density of six units per acre. It is recognized that it is an objective of the City to disperse multiple-family units throughout the community. In order to provide for multiple-family units on the west side, sewer density allowances or trade-offs shall be allowed and encouraged.

The maximum residential density provision of this policy does not support transit development in the west side of the city. (Policy is implemented.) Transit corridors should have a minimum density of eight units per acre.

Policy 72 (Planned Development)

Planned unit developments shall be encouraged as a favored form of residential development as long as social, economic, and environmental savings will accrue to the residents of the development and the city.

This policy has potential to enhance transit development provided developments incorporate densities and design features that support transit.

Policy 74 (Planned Development)

Distinctive natural, topographic, and aesthetic features within planned developments shall be retained in all development designs.

This policy has potential to enhance the pedestrian environment.

Policy 76 (Planned Development)

Parks, recreation facilities, and community centers within planned developments shall be located in areas readily accessible to all occupants.

This policy has potential to support transit development, provided parks and public facilities are convenient to walk and bike to from homes.

Policy 87 (Multiple-Family Development)

Residential developments at densities beyond that normally allowed in the multiple-family zone shall be allowed in the core area subject to review by the city. These developments will be encouraged for (but not limited to) the provision of housing for the elderly.

This policy to allow high density residential in downtown has potential to enhance transit development. Owner-occupied, higher-density residential development could also be encouraged downtown. The design of residential buildings can also enhance transit use and pedestrian environment. Providing entrances from sidewalks, locating buildings close to the street, and creating a human scale streetscape with front porches and other architectural and functional features all help to create a safe and convenient pedestrian environment.

Policy 90 (Multi-Family Development)

Greater residential densities shall be encouraged to locate along major and minor arterials with densities decreasing as distances increase from these larger traffic capacity roads.

This policy has potential to enhance transit development.

Transportation System

Goal VI - 1

To encourage development of a transportation system that provides for the coordinated movement of people and freight in a safe and efficient manner.

Providing more travel options such as an expanded transit service and improved facilities for walking and biking would result in a multi-modal transportation system that better serves the community.

Policy 117 (Streets)

The City of McMinnville shall endeavor to insure that the roadway network provides safe and easy access to every parcel.

This policy regarding access to properties could support transit use, provided the roadway network also accommodates needs of transit, pedestrians and bicyclists. Keeping block size to a maximum perimeter length of around 1,600 feet at most will result in a well connected network, that minimized out-of-direction travel for pedestrians. Street connectivity requirements could further improve pedestrian and bike circulation and distribute traffic onto several routes, thereby minimizing congested streets which are not friendly to pedestrians and bicyclists.

Policy 124 (Streets)

The City of McMinnville shall develop an access plan to accommodate development on Three Mile Lane (State Highway 18). The plan shall include specific details concerning the location of access points, the provision of left-turn refuges and acceleration-deceleration lanes, the connection of properties through the internal circulation system of roads, the responsibility for costs and the timing of required improvements.

This street policy could enhance transit use but only if the plan provides for needs of transit, pedestrians and bicyclists.

Proposal 18 (Streets)

The City should continue to monitor and evaluate the traffic circulation patterns for the core area. If and when it is necessary to establish a one-way couplet system, consideration should be given to the following areas:

Impacts on existing and future developments in the downtown area.

Maintenance of pedestrian safety and convenience.

Impacts on the traffic flow of streets adjacent to the core area.

Special attention must be given to transit and pedestrians in the design of a one-way couplet system.

Transit routing is more difficult in a one-way couplet system because busses must travel on different streets on the return trip. A couplet system makes crossing streets more difficult for pedestrians because one-way traffic may have fewer gaps and be moving more quickly than two-way traffic.

Community Facilities and Services

Goal VII-3

To provide parks and recreation facilities, open spaces, and scenic areas for the use and enjoyment of all citizens of the community.

The location, size and type of parks and other public facilities in new and redevelopable areas in McMinnville, could encourage more walking, biking and use of transit. Small and

frequent parks and other public open spaces should be easily accessible from homes, schools, and work places, without the necessity of using the private automobile. Further, parks and plazas provide informal meeting places, recreation opportunities, and public gathering areas essential for maintaining a vital community.

Energy

Goal VIII-2

To conserve all forms of energy through utilization of land use planning tools.

Policy 179 (Energy Conservation)

This policy is regarding ordinance amendments to provide design techniques to increase land and energy utilization.

The city could consider amendments to existing lands use regulations, or the adoption of planned development overlay districts, to further encourage travel by walking, bicycling, and transit, thus reducing reliance on the automobile and thereby conserving depletable fuel supply.

Future land use amendments should address:

- development at higher densities, especially within a five to ten minute walk of transit corridors or in destinations such as downtown and new employment and service centers;
- requiring new developments to provide a mix of uses that are close to each other, to encourage walking; and
- design standards to establish connections between uses to insure a pedestrian friendly community.

McMinnville Zoning Ordinance and Map

McMinnville’s zoning ordinance provides some support for transit. Maximum permitted residential density in some areas of the city can support transit development, but many design standards have been established that clearly favor travel by a single mode of travel, the auto. A significant transit-restrictive aspect of the zoning ordinance, typical for many communities, is the separation of residential and non-residential land uses. As a result, except in the downtown area, relatively few jobs are accessible by walking and bicycling.

A review of key existing residential and non-residential zoning provisions is noted below.

R1, R2, R3, and R4 Residential Zones. Maximum density allowed in residential zones is listed below.

R1	4 units/acre	Does not support transit development.
R2	5 units/acre	Does not support transit development.
R3	7-8 units/acre	Supports transit development
R4	20 units/acre	Supports transit development.

Zone R3 at 7 to 8 units per acre approaches the minimum density at which transit is most successful and R4 is above eight units per acre. Map 6-1 indicates the location of those residential zones that support transit.

C-1 Neighborhood Business Zone. This zone is found in few locations near downtown and has primarily been used as a transition between residential and general commercial zones. Future change to a mixed-use zone, with urban design standards, would enhance transit development. Specific provisions that restrict transit development or have potential to enhance transit development are noted below.

Section 17.27.030 A,B

Thirty-foot front yard setbacks do not encourage transit or walking. For a corner site, 30-foot setbacks are required on both streets possibly resulting in a corner parking lot instead of a corner neighborhood store that is pleasant to walk to or stop by on the way home.

C-2 Travel Commercial Zone. This zone is oriented to tourists and visitors. Many permitted uses can encourage use of transit or walking of transit but transit mobility benefits are not likely unless development and site design standards also address the pedestrian environment and urban design. The zone allows high density housing as a Conditional Use Permit in Core Area only. A modified/amended version of this zone could be an incentive to attract more housing in and around the Core Area, thereby improving the potential for transit.

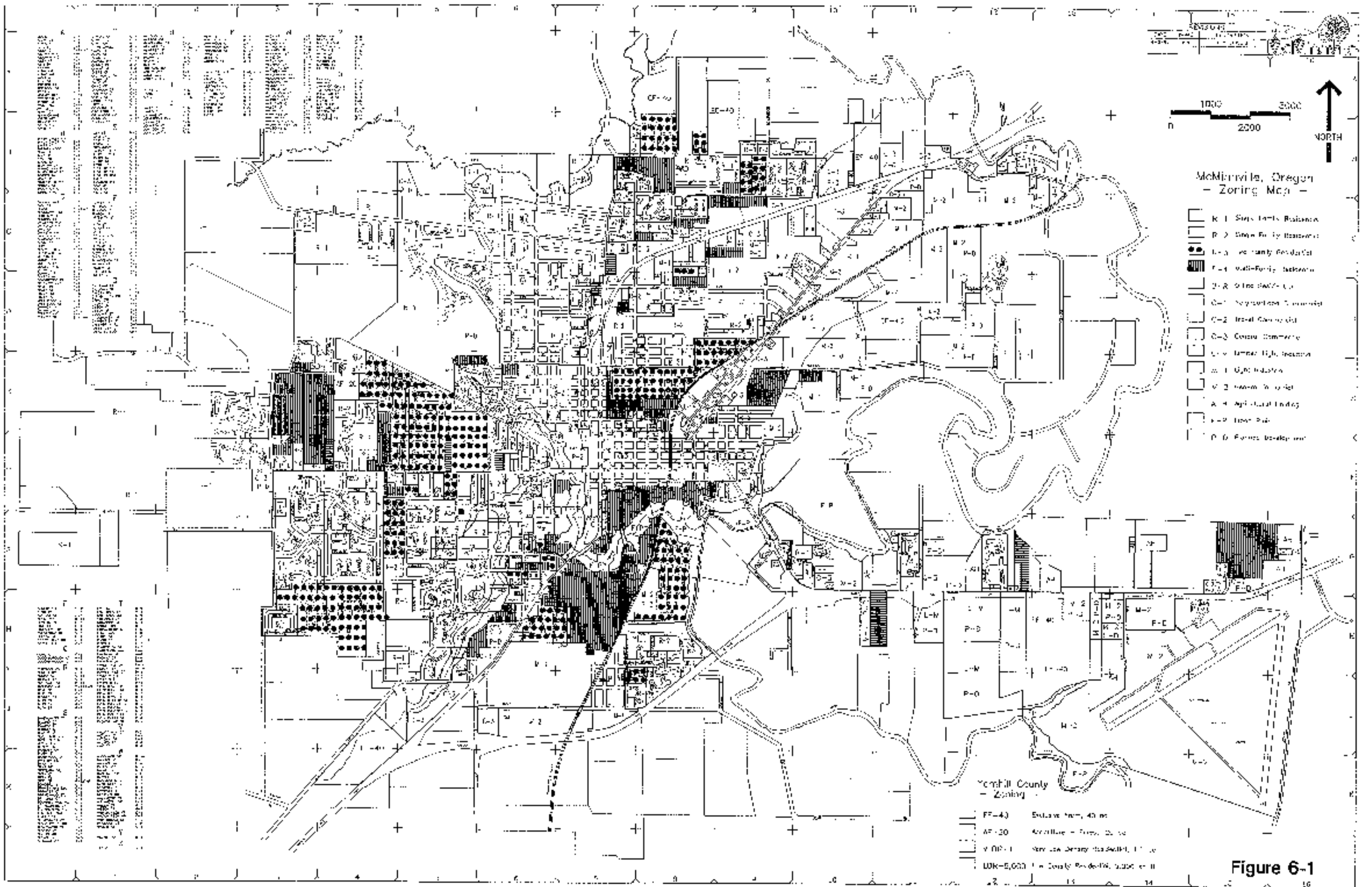
C-3 General Commercial. This zone does not require a front yard setback, thus potentially allowing development close to the street. A maximum setback requirement would ensure buildings were sited close to the street.

M-L Limited Light Industrial. The 120-foot front yard setback is a disincentive to walk or take bus.

General Regulations. Some provisions have potential to enhance transit use.

Section 17.60.110 (Off Street Parking)

A 50 to 100 percent reduction in off-street parking requirement for commercial establishments in a downtown sub-area, supports transit development. Similar approach to off-street parking could be applied in other emerging employment centers, transit corridors and mixed-use nodal development areas.



McMinnville City Street Standards

City street standards require blocks to be no longer than 1,000 feet between intersections. Blocks adjacent to arterials must be at least 1,800 feet. By contrast, the original block perimeter in downtown is less than 1,200 feet with average block lengths of 300 feet. A block perimeter of 1,600 feet and an average length between intersections of 400 feet would help maintain a well-connected street system.

Section 1(b) requires a major arterial pavement width to be 74 feet including bikeways. This suggests lane width is 12 feet. Some studies have shown that 11-foot lane width does not decrease safety or substantially decrease capacity. It is easier for a pedestrian to cross a narrower street. A five-foot reduction in street width may reduce pedestrian crossing time by as much as 1 1/2 seconds. The city may also want to consider pedestrian refuges on wide arterials.

McMinnville Land Division Ordinance

Provision (c) of Section 32 (Lots) regarding through lots, could result in restricting pedestrian access to arterials, which are potential transit routes. This provision could result in 10-foot-wide planted screens across which pedestrian or bike access (between lots and future transit route on arterial road) would be denied.

Section 40 (Exceptions, Variances, and Enforcement) regarding large scale development, could restrict transit development, because modifications to design standards and requirements are allowed. They are not allowed, however, to the detriment of the public health, safety, or welfare and providing that adequate provision is made within the development for traffic circulation, open space, and other features that may be required in the public interest. This would include transit stops and pedestrian amenities.

The following is a list of zoning ordinance provisions that do not support transit:

Residential Zones R1 and R2

The four and five units per acre, respectively, maximum residential density provision for the above zones does not support transit. Minimum transit supportive residential density is approximately eight units per acre.

Neighborhood Business Zone C-1: Section 17.27.030 A, B

The 30-foot setback, particularly at corner lots could be detrimental to the pedestrian environment, if this portion of the site is used for off-street parking, thereby making it inconvenient and unattractive for pedestrians to walk directly to the store from the sidewalk.

Limited Light Industrial Zone M-L

The 120-foot-deep front yard/setback is not convenient for transit users, who have to walk between the street and job site. To encourage transit use and to create a pedestrian sensitive environment in employment districts, buildings should be close to street, and off-street parking should be discouraged between building and street. It should be noted that the proposed transit plan would only service those industrial areas located along Three Mile Lane.

SPECIFIC LAND USE IMPROVEMENTS TO ENCOURAGE TRANSIT

This section identifies land use and design improvements along the proposed transit corridors that would encourage use of this mode. These improvements include improving the pedestrian environment, increasing density along transit routes and providing transit amenities, such as benches and shelters.

Pedestrian Environment

The city's older neighborhoods, including those near downtown have a strong pedestrian orientation built on small block perimeters, a well connected street system, continuous sidewalks and streets that are easy to cross. To ensure the continuation of this environment, especially along transit routes, this study recommends the following actions:

- modification of the city street standard for block length between street corners to no more than 400 feet even if it is adjacent to an arterial. Smaller block lengths and a well-connected street network make it easier to walk to places.
- provision of continuous sidewalks along all streets. Presently West Second has gaps in the existing sidewalk. Sidewalks need to be added to Hill Road and to the frontage roads along Three Line Lane.
- provision of a maximum setback for commercial buildings of no more than 30 feet to move buildings closer to street edge. This is particularly relevant along the Three Mile Lane frontage roads as they develop.
- provision of safe street crossings for pedestrians. Bus riders often have to cross the street at their bus stop. On busier streets, crosswalks should be marked and well-lighted. If there is a traffic signal, a pedestrian cycle should be included. This study has identified several necessary pedestrian improvements for bus riders:
 - A pedestrian crossing on Highway 99W at Wal-Mart. Presently there is no safe way to cross the street from Wal-Mart to JC Penny and Food 4 Less;
 - A marked crosswalk and pedestrian improvements that might include a pedestrian refuge in the middle of Highway 18 on the east side of the Highway 18 and Norton Lane intersection, and
 - A four-way pedestrian crossing at West Second Street and Hill Road, as the area develops.

Residential Density

Fixed-route transit is most successful in residential areas with densities of at least eight units per acre. The proposed bus routes travel through several different residential zones as Figure 6-1 shows. Only the R-3 and R-4 zone allows density at a level at or above eight (8) units an acre. An analysis of the city's 1995 Vacant Land Map shows only limited opportunities to increase density within the city on transit routes. As the city expands, opportunities exist to develop density corridors along Hill Road. The city is proposing to do this. Infill strategies the city can explore include:

- increasing allowed densities on all residential land within 800 feet of transit routes; and

- increasing retail floor area at retail centers by infilling with more building area near transit stops and along pedestrian routes in parking lots.

Summary

The following list presents land use strategies the city can consider to encourage use of transit:

Modify land use and zoning to encourage use of transit:

- Allow accessory residential units at existing single family dwellings without requiring additional parking.
- Allow development of additional retail uses near transit stops and along pedestrian routes in the parking lot areas at retail centers. This could create a reduction in the number of parking spaces and/or a cap on the percentage of parking spaces which may be provided above the minimum that the code requires.
- Reduce parking requirements to allow more intensive use of available land.
- Increase allowable lot coverage in C-1 zone to 35 percent.
- Increase residential density near transit routes. Suggest that a 30 percent reduction in minimum lot size be allowed for R-1, R-2 and R-3 zones within 800 feet of transit routes.
- Provide more retail and employment land on the west side of town.

Modify Pedestrian accessibility to encourage use of transit:

- Improve pedestrian accessibility between transit stops and walking destinations i.e., dwellings, places of employment, schools, retail/services. Primary tools for improving accessibility are public improvement projects, land division and site development review;
 - Public improvement projects include: building new streets with sidewalks, adding sidewalks on existing streets, building bus shelters at concentrated boarding locations such as schools, retail centers, apartment complexes and improving pedestrian routes between transit stops and the entries of major destination buildings such as schools, retail centers and health care facilities;
 - Site development review would provide an opportunity for city staff or planning commission to review development plans to assure that good, direct pedestrian access is provided between building entries and transit stops; and
- Pedestrian crossing improvements at transit stops on major arterials will improve access to transit. Improvements might include safety islands in the center of wide streets, pedestrian activated crossing signals, improved pavement markings at cross walks, street lights at pedestrian crossings at transit stops.

CHAPTER 7: ADA REQUIREMENTS

The Americans With Disabilities Act (ADA) requires public transit providers of fixed-route service offer complementary paratransit service to people with disabilities. [Federal Register 56, No. 173 Part 37, (pp. 45621-45778) presents this regulation in its entirety]. If service in McMinnville is modified so that it does not deviate upon request, as it does now, it will need to meet the requirements of this law. This chapter discusses ADA requirements and how existing dial-a-ride service can be modified to meet them.

ADA SERVICE REQUIREMENTS

ADA requires that operators of fixed-route public transit services provide complementary paratransit service to people who have disabilities that prevent them from using the fixed-route service because they cannot get to bus, board the bus, or have difficulty using the system. This disability may be physical or cognitive. ADA regulations include definitions of eligible disabilities.

Complementary paratransit service refers to door-to-door service that provides similar service to the fixed-route service. ADA defines the service characteristics that make a dial-a-ride system similar to the fixed-route service. McMinnville will be able to meet ADA requirements with some modifications to the existing dial-a-ride service. This section identifies service characteristics, describes the service that YAMCO presently provides, and notes necessary modifications to ADA requirements. These modifications will only be necessary when McMinnville changes the present deviated system to a fixed-route system that does not deviate on request.

Service Area

- Requirement—Paratransit service must be provided within a band 3/4 mile wide on either side of existing routes.
- Existing Dial-A-Ride service exceeds this requirement. It provides service to McMinnville and to areas outside the city and outside the proposed bus service area.
- Modification—No modifications are required.

Day and Time of Service

- Requirement—Paratransit must be available the same days and times as fixed-route service. For McMinnville that would be 12 hours a day Monday through Friday and eight hours on Saturday if Phase Five service is implemented.
- Existing Dial-A-Ride provides service eight hours of service a day Monday through Friday.
- Modification—Dial-A-Ride service would need to add four more hours of service Monday through Friday and add Saturday service.

Response

- Requirement—Reservations must be able to be made up to 14 days in advance and for next day service. A rider must be able to reserve a ride at any time during business hours for a ride at any time during service hours on the following day. This means that a caller must be able to reserve a ride on Sunday for Monday service.
- Existing Dial-A-Ride does not provide the ability to reserve a ride on Sunday for Monday service.
- Modification—Dial-A-Ride will need to provide a way for people to book rides on Sunday for Monday service. This can be done through an answering service or machine.

Fares

- Requirement—Fares for paratransit service must be no more than twice the full cash fare for a fixed-route ride for a similar trip.
- Existing Dial-A-Ride charges \$.85 for a trip within McMinnville. The fixed-route service is \$.50.
- Modification—None.

Trip Restriction

- Requirement—There may be no restrictions on the number of trips or the reason for making the trip.
- Existing Dial-A-Ride—There are no restrictions on trip purpose or number.
- Modification—None.

Capacity Constraints/Eligibility

- Requirement—The paratransit service must be able to meet the demand of those who are eligible for service. While there is some flexibility in the precise time of pick-up and delivery, service must be available. The paratransit service may provide service to other groups such as elderly non-disabled or the general public if it can ensure service to ADA eligible users. Regularly scheduled “subscription service” may fill no more than 50 percent of capacity unless excess capacity is demonstrated.
- Existing Dial-A-Ride—Presently this service is open to the general public. It sometimes must turn down requests for rides. About 75 percent of its users are elderly and disabled. It has no limit on the amount of subscription scheduling it allows; about 50 percent of all trips are subscription.
- Modification—To ensure that it can meet demand, dial-a-ride should limit its subscription service and limit ridership to only elderly and ADA eligible riders.

DEVELOPING AN ADA PLAN

At the time that McMinnville replaces its existing deviated-route system with a fixed-route system, it must have an ADA plan in place and be in compliance with all ADA requirements noted above. The service must have a program for determining and certifying eligibility, allowing out-of-town ADA-eligible guests to use the service and responding to appeals from people who have been denied certification.

The existing dial-a-ride program can be modified to meet ADA requirements. But, expanding service to provide the same hours of as the proposed fixed-route service will have costs attached to it. It would add an additional 1,400 hours of service a year, which at an hourly rate of \$26 would cost \$30,000 a year. Current dial-a-ride service is open to the general public and provides two buses, one running for eight hours and the other for four hours in the middle of the day. One way to offset this cost increase would be to provide only one bus for 12 hours. This would decrease the available number of trips, but that loss could be offset by limiting service to disabled and elderly patrons. Then, if Phase Five is implemented, dial-a-ride would need to add only 400 hours of Saturday service costing about \$10,000 to \$12,000 a year.

CHAPTER 8: CAPITAL PLAN

This chapter discusses the capital requirements needed for the expansion of fixed-route service in McMinnville. It discusses implementation of the complete three route four bus system. While YCAP/YAMCO already has some of the needed capital, the full system will need additional buses, bus stop signs, benches and shelters.

VEHICLE ACQUISITION

Full McMinnville service will require four buses for service plus one back-up bus. Currently, YCAP/YAMCO service has one bus dedicated to fixed-route service in McMinnville. Therefore, the full system would need four additional buses. YAMCO runs small 19 to 20 seat, lift-equipped buses on the McMinnville route. This study recommends expanded service continue to use this size vehicle. Boardings per hour are expected to be in the range of 10 passengers per hour, somewhat higher during peak hour and as the city grows. Smaller buses, however, will meet rider needs most of the time and are in keeping with travel through McMinnville downtown and residential areas. New vehicles purchased in 1998 are expected to cost about \$65,000 each. The total cost of these vehicles is \$260,000.

BUS STOP SIGNS, BENCHES, AND SHELTERS

Bus system amenities are an important component of a fixed-route system. Currently, YAMCO does not have signs, benches, or shelters at its major stops. Signs are very important, both to let people know where to get the bus, but also to advertise the existence of service.

Stops should be spaced every 800 to 1,300 feet. This study recommends about 50 bus stop signs. Ideally, these stops would include both a sign and information regarding routes and schedules. To meet ADA requirements, the stops should be identified in Braille for people with visual impairments. This can be done inexpensively, using a Braille label maker. Signs and installation are estimated at \$300 each. The total cost for signs would be about \$15,000.

Shelters with benches and bus pads should be installed at the busiest stops. These include Wal-Mart, Bi-Mart, Linfield College, Town Center, and Tanger Mall. A shelter would not be necessary at the medical center if the bus pulls up to the entrance. Expanded service would need about four to five shelters. Estimated costs for a shelter with benches on a pad that is accessible by people who use wheelchairs is about \$5,000. Five shelters would cost about \$25,000.

DOWNTOWN TRANSIT CENTER

Currently, the U.S. Bank Plaza serves as the downtown transit center. Buses pull up to spaces on the west side of the street to load and unload passengers. There is not enough space for four buses to pull up to the same side of the street; for safety reasons, it is important that riders do not have to cross the street to transfer. The city should designate all parking spaces on the west side of the street as part of the bus zone. There are benches at the Plaza now, but no shelter. Some sort of shelter or canopy, lighting and a telephone booth should be installed. These short term improvements can be installed for about \$10,000.

In the future, the bus service will need expanded loading and unloading space. If commuter rail service is implemented, the city should to consider relocating the transit center to nearer the railroad tracks on either Second or Third Street.

FUNDING

There are two sources of federal funding to help pay for capital equipment, Section 5809 (formerly Section 3) and Section 5311 (formerly Section 18). Both of these are administered by the Federal Transit Administration (FTA), a division of the United States Department of Transportation. Both pay 80 percent of capital acquisition, while requiring a 20 percent local match. Section 5809 funding is discretionary and comes directly from the FTA. Since grantees must compete for this funding, they need to actively campaign to receive a grant. If designated, McMinnville could receive funding within a couple of years.

The FTA provides Section 5311 funds to the state, which then distributes them. This funding is included in the State Transportation Improvement Plan and has been allocated through 2001. The process to allocate funding for 2002-2005 will begin next fall.

SUMMARY

Table 8-1 presents total capital costs and the needed 20 percent local match. If the complete system is implemented at once, it would require acquisition of all four buses. Also, the system would need to install signs in the first year of service. Shelters and transit center improvements can be installed over several years.

**TABLE 8-1
CAPITAL COSTS**

Capital Acquisition	Total Cost	Local Share (20%)
Four buses	\$260,000	\$52,000
Bus Stop Signs	\$15,000	\$3,000
Shelters	\$25,000	\$5,000
Transit Center	\$10,000	\$2,000
Total	\$310,000	\$62,000

Additionally, the system would need on-going funding to maintain and upgrade capital equipment.

CHAPTER 9: FINANCIAL PLAN

This chapter discusses potential funding sources available to finance fixed-route service in McMinnville and discusses funding strategies to cover both operating and capital costs.

OPERATING COSTS

This analysis discusses the cost of full service implementation. It is possible, however, to implement phases over a period of time. The hourly cost of service is assumed to be \$26 (constant 1997 dollars) an hour. Total operating cost for a four bus service that runs 12 hours Monday through Friday and eight hours on Saturday would be \$322,400. Assuming a \$.50 fare which would actually collect about \$.40 per trip (because of discounts and free transfers) farebox revenue will be about \$46,800 or about 14.5 percent of operating cost. This leaves a required operating subsidy of \$275,600. It should be noted that in the first year of service farebox recovery will be less, perhaps only 10 percent or \$32,000. As table 5-1 in Chapter 5 shows, the operating cost for a two route, two bus system running 12 hours Monday through Friday would be \$156,000 and assuming a 17.7 percent farebox recovery rate, this service would need an operating subsidy of about \$128,000.

EXISTING SERVICE COSTS AND REVENUES

This plan deals only with fixed-route service within the City of McMinnville. But, as discussed previously, YCAP/YAMCO currently provides a range of service including a one bus, one route fixed-route service in McMinnville, dial-a-ride service, runs to Sheridan and Willamina and service (which it shares with Chehalem Valley Senior Council) to Sherwood and Tri-Met. The total budget for this program in fiscal year 1995-1996 was about \$192,000. Of this, fixed-route service cost about \$37,000. Cost for the dial-a-ride service was \$71,000 or about \$24 an hour.

YCAP/YAMCO financed its service through the following revenue sources:

		Percent of Total revenues
Special Transportation Funds (cigarette tax)	\$47,700	25.0%
Senior and Disabled Services Funds	\$15,000	7.8%
ODOT (FTA Section 5311 pass through)	\$22,800	11.9%
Yamhill County Property Tax Serial Levy	\$67,700	35.4%
McMinnville	\$12,000	6.3%
Fares	\$26,000	13.5%

These revenues covering operating costs for the existing McMinnville fixed-route service as well as other services YAMCO provided. This analysis, however, assesses the costs and revenues needed for expanded fixed-route service in McMinnville as if it were new service; it does not build on existing revenue sources or costs. It does consider costs necessary for additional dial-a-ride service to meet ADA requirements. As discussed in Chapter 7, to meet ADA requirements, the fixed-route service must provide complementary paratransit or dial-a-ride service.

AVAILABLE FUNDING SOURCES

This section identifies potential likely federal, state, and local funding sources and discusses their availability, uses and magnitude. State and local funding mechanisms that can be used to fund transit may change depending on the impact of Measure 50, and proposed state legislation to fund transit.

Federal Sources

Federal Transit Administration (FTA) Section 5309

Section 5309 provides funding directly to the transit provider to finance capital improvements such as vehicle acquisition, capital equipment, and facility construction. It will fund up to 80 percent of the costs of capital acquisition. In recent years, Basin Transit Service in Klamath Falls and Wilsonville SMART secured Section 5309 funding in the range of \$200,000 to \$300,000. These funds, however, are discretionary and awarded competitively. Section 5309 funds are appropriated by Congress and potential recipients are designated through a political process. With the change in the Oregon congressional delegation, it may be more difficult to receive an award than it has been. After a potential recipient has been designated, it then must submit an application and comply with all of the federal requirements of a federal grant recipient.

FTA Section 5311 – Nonurbanized Area Formula Program

Section 5311 is a federally sponsored program for transit services in small urban and rural areas. It supports both capital and operating needs. These funds are distributed by ODOT's Public Transit Section. YCAP/YAMCO in McMinnville currently receives about \$22,000 a year for operating costs from this funding source. ODOT is re-evaluating its formula for distributing its funds. If McMinnville has a plan in place for improved fixed-route service, it may be eligible to receive somewhat more funding for operations than it now gets. It would not be substantially more, however. Section 5511 funds are also available for capital equipment; McMinnville might be able to get portions of the funding it needs for acquisition of new buses from this source.

State Sources

Although the Oregon Legislature is presently considering bills that would increase state funding for transit, there is only one source now.

Special Transportation Funds (STF)

These funds are available to public and social service nonprofit transit providers to support services for elderly and disabled transit patrons. This funding is generated through a \$.02 tax on the sale of cigarette packages. These funds are allocated to counties or transit districts based on population. YCAP/YAMCO received about \$48,000 in fiscal year 1996-1997 which it uses to support its dial-a-ride service. As cigarette sales decline, this pool of money will decrease. The Oregon Legislature is considering new revenue sources to replace the loss of this revenue.

Local Revenue Sources

As mentioned, until issues regarding Measure 50 are resolved, there is a great deal of uncertainty about the uses of local funding sources. This analysis describes funding options that have been used in the past; it cannot fully analyze the impacts of new and proposed change in these funding sources.

Serial Tax Levy

A serial levy is a property tax dedicated to a special purpose and requires a vote of the people. It lasts for a set number of years and then must be voted on again. It does not provide an ongoing funding source, but must be voted either every three or five years depending on the kind of serial levy. To raise \$300,000, a levy of about \$.25 per \$1,000 a year in McMinnville would be needed. (Assuming \$1.1 billion in assessed value.)

Hotel/Motel Tax

Hotel/motel taxes have been used successfully to fund transit services in Oregon. McMinnville currently has no hotel/motel tax. It has been voted down by the city council twice in the past. As Yamhill County grows as a tourist destination, this type of tax may gain more support. The rationale for using this type of tax to support transit is two fold:

- tourists in the area would use transit to get around; and
- as tourism increases, traffic and the need for parking downtown will increase. Transit would help offset these problems.

Assuming a five percent tax on rooms, the existing 231 rooms in McMinnville could generate between \$100,000 and \$150,000 in revenue annually.

Transportation District

Oregon law (ORS 267.510) allows the formation of transportation districts for the purpose of providing mass transportation services within the boundaries of these districts. These districts have the authority to finance their districts through a range of methods including levying a property tax and a payroll tax. A transportation district has the advantage of having a dedicated reliable funding source. (See page 11-1 for additional information on transportation districts.)

Establishing a Tax Base at the Time of District Formation

ORS 267.530 allows the establishment of a tax base at the time the district is formed through a vote of the electors of the district. This is a property tax. A tax base of \$.25 on \$1,000 would generate \$300,000 a year in revenue. According to the survey conducted for this study, about 50 percent of those questioned would support a \$.15 per \$1,000 increase in the property tax. According to the survey, 41 percent would support a \$.30 per \$1,000 tax. At a rate of \$.15 per \$1,000, this tax would generate about \$180,000 annually. It is important to note that the uncertainty created by Measure 50 may affect this revenue source.

In-Lieu Payroll Tax

Another transportation district funding source is the In-Lieu Payroll Tax. This source is a local payroll tax disbursed by the state to support transit service. The amount of this tax is determined by the number of state and federal employees within the district and is the reimbursement of payroll tax collected from those employees. The amount of these funds cannot exceed the amount of funding generated locally through the property tax. The amount of this revenue source would be about \$10,000 a year.

System Generated Sources

The system itself will generate revenues from fares and from advertising.

Fare Revenues

Currently YAMCO charges \$.50 per one-way trip. With discounts, this study estimates that it actually collects about \$.40 per trip. This a fare box recovery rate of about 18 percent. The industry standard for farebox revenues is about 20 percent of operating costs.

After service has been expanded, the system may wish to consider increasing its fares to \$.75. A transportation district is required by law to offer a discounted rate of 50 percent to elderly and disabled riders during off peak times. For a fare of \$.75, the system would probably collect about \$.60 per trip or less depending on the discounted rates. Basin Transit Service in Klamath Falls charges a \$.70 fare. A \$.25 increase in fare would probably decrease ridership by about 15 percent. Table 9-1 shows estimated total ridership and the farebox return for each phase for a \$.50 fare and for \$.75 fare for McMinnville service.

**TABLE 9-1
TOTAL RIDERSHIP AND FAREBOX RETURN RATE FOR \$.50 AND \$.75 FARE**

	50 cent fare		75 cent fare	
	Total Ridership	% Farebox Return	Total Ridership	% Farebox Return
Phase 1 1 bus 12 hours	24,000	16.4	20,400	20.9
Phase 2 2 buses 2 routes	69,000	17.7	58,650	22.5
Phase 3 3 buses 4 routes	90,000	15.5	76,500	19.6
Phase 4 4 buses 4 routes	114,000	14.6	96,900	18.6
Phase 5 4 buses 2 routes, Saturday service	117,800	14.6	100,100	18.6

Advertising Revenue

The McMinnville system could sell advertising space on benches and buses. This is not a large revenue producer, but might generate \$3,000 to \$5,000 in additional revenue annually.

ANALYSIS OF POTENTIAL FUNDING STRATEGIES

This section discusses a funding strategy for capital and operating expenses for McMinnville service. It is clear that such a service would need federal and local subsidy to augment farebox revenues. This analysis proposes the formation of a transportation district. While this would require a vote of the electors of the district, it would provide the transit service with a dedicated tax base. Potential improvements were presented in such a way that phases can be implemented over time as a transit district with a tax base would provide a funding source that could finance several phases of service. The formation of a transportation district is discussed in greater detail in Chapter Eleven. When those people who were surveyed for this study were asked about a local tax option, about 50 percent of them said they would support a tax of \$.15 on \$1,000. This would generate an estimated \$180,000 on paper. In reality it would be somewhat less, because some people do not pay their taxes. This analysis assumes a transportation district tax base of \$180,000

This analysis also assumes that McMinnville receives grants from Section 5309 and 5311 to fund 80 percent of its capital needs. Therefore, it would need to cover only 20 percent of its capital costs. These costs would be amortized over a seven year period at an interest rate of 7.5 percent.

As Table 9-2 indicates, if the four bus service were implemented on three routes on Monday through Saturday, there would be a yearly shortfall of about \$77,000. Even with a \$.75 fare there would still be an annual shortfall of about \$64,000. This shortfall could be met through the implementation of a hotel/motel tax.

TABLE 9-2

**YEARLY COSTS AND REVENUES* FOR FOUR BUSES
ROUTE SERVICE MONDAY – SATURDAY (PHASE 5)**

Costs	Amount
Operating	\$322,400
Capital	\$11,700
Additional ADA Service	\$10,000
Total Costs	\$344,100
Revenues	
Farebox**	\$47,000
Section 5311 operating grant	\$25,000
Advertising revenue	
Transportation district tax base	\$180,000
In-lieu funds	\$10,000
Total Revenues	\$267,000
Difference	(\$77,100)

Notes: * constant dollars.
**\$.50 fare.

Another option would be to implement less service. As Table 9-3 indicates a tax base of \$180,000 could cover the costs of Phase Three service; that is three buses on three routes for 12 hours Monday through Friday.

**TABLE 9-3
YEARLY COSTS AND REVENUES*
PHASE THREE BUS, THREE ROUTE SYSTEM**

Costs	Amount
Operating costs	\$234,000
Capital costs	\$9,500
Total Costs	\$243,500
Revenues	
Farebox revenue	\$36,000
Section 5311	\$25,000
Advertising revenue	\$5,000
Transit district tax levy	\$180,000
In-lieu	\$10,000
Total Revenues	\$256,000
Difference	+\$12,500

Note: *constant 1997 costs.

Therefore, this financial plan proposes funding a three bus, three route system through the formation of a transportation district and the establishment of a tax base that generates \$180,000 a year.

CHAPTER 10: MARKETING

A marketing plan is a critical component of any new transit program. A marketing plan educates potential users about the service and how to use it. It can also develop programs to encourage use of the service by target groups such as college students, employees of large employers or elderly people. This is particularly relevant in McMinnville where only half of those surveyed for this study were aware of existing service and several of the stakeholders interviewed did not have much information about YCAP/YAMCO. This chapter outlines activities to encourage the use of transit service in McMinnville.

EDUCATION AND ADVERTISING

To use transit service, potential riders must know the service exists, be familiar with its routes and schedule and understand how to use bus service and read schedules. In other areas people have indicated they chose not to use transit because they do not understand the schedule or how the system works. This section identifies tools that can be used to help overcome this barrier.

Bus Stop Signs

Ideally, bus stop signs should both identify the location of the bus stop and provide some information about routes and schedule. These signs do more than let people know where the stop is; they provide information about the system as a whole, thus making it easier for someone to use. They also advertise the existence of the system to people who might not otherwise know about the service. They are an on-going reminder of the service.

Schedule and Route Brochure

This is a critical component of a marketing program. The brochure should include an easy to understand map of routes and schedule of the service. It should also present information about how to use the system, what it costs, how to let the driver know when you want to get off the bus, what to do if you have a handicap for which you need assistance and a phone number for additional information. This brochure should be small enough to fit in a back pocket or a purse. The brochure should be left at shopping centers, doctors' offices, the hospital, schools, senior centers, and other key locations where potential riders may see it.

Information Phone

The transit service should have a phone number that people can call to get information about service. This is an ADA requirement as well as a good marketing tool. It can be a recorded message describing routes schedules, fares and other relevant information.

System Logo

The system should have a consistent logo which it places on all its materials as well as on its buses. This will help keep people aware of the system.

Bus Service Presentation

The system staff should develop and market presentations on bus service, especially for elementary school children. This presentation should include a bus ride and the bus brochure for students to take home to their families.

News Media

The transit service should advertise on television, in the newspaper, and on the radio. The service can take advantage of public service advertising.

MARKETING SERVICES TO POTENTIAL USERS

Many transit systems work with large employers or colleges to develop subsidy programs for employees or students. Transit system staff should start to meet with employers to both educate them and their employees about the service and to discuss the option of their providing bus passes as part of a benefit package.

In McMinnville a particularly good marketing strategy would be to develop agreements with Linfield College and Chemeketa Community College to encourage student ridership. Such a program benefits the transit system by boosting ridership and productivity as well as benefiting the colleges by reducing demands for parking.

One way to encourage student ridership is to develop a student pass program. A valid college ID can be accepted on the bus as a monthly pass, in lieu of fare payment. The college then pays the transit system a set amount based on enrollment figures, ridership projections and the cost of a ride. The college usually raises the revenue for this type of program by adding it to the student activity fee or through parking fines or fees. An example of this type of program in Oregon is Rogue Valley Transit District in the Medford-Ashland area. It has an agreement with Southern Oregon State College in Ashland in which students use the system in return for a set contribution by the school generated through a student activity fee of \$1.00 per student per term. This program was initially funded through a grant from ODOT, with matching funds from the City of Ashland and the Associated Students of Southern Oregon State College, as a demonstration project to encourage bus use by students.

If service in McMinnville is expanded to provide an east-west route and two buses traveling north-south, it should work with Linfield College and Chemeketa Community College to develop student pass programs. Linfield College has about 1,600 full time students. These students must live on campus through their junior year. They are allowed to have a car, but many do not. Parking is limited and in short supply. Linfield staff believe that improved transit services might interest students. While Linfield College is on the existing YAMCO loop few students use it because it takes so long to make a round trip. Expanded north-south service that eliminates the existing out of direction travel created by the loop would help encourage student use. Student use could be further encouraged by providing service through the campus.

Chemeketa Community College/McMinnville is located on Hill Road north of West Second Avenue. About 450 full time students are enrolled there, with approximately 75 students a day coming to campus. About 50

percent of them live in McMinnville. While Chemeketa is not on the existing YAMCO route, several students use the dial-a-ride service to get to class.

CHAPTER 11: IMPLEMENTATION

With the implementation of expanded service, McMinnville will need to assess how it provides that service and its relationship to other services in other parts of the county. This chapter discusses organizational structure and recommends implementation actions.

ORGANIZATION STRUCTURE

Presently, a private non-profit agency, Community Action Agency of Yamhill County (YCAP), provides transit services in McMinnville as well as other parts of the western half of Yamhill County through a contract with Yamhill County. Another agency, Chehalem Senior Services, provides transit in the Newberg area.

As the system expands, McMinnville can provide service through one of four organizational structures:

- Continued administration and service through YCAP/YAMCO;
- Administering and providing the service itself;
- Through the establishment of a transportation district; or
- Through the transportation district or the city contracting for the service.

This study recommends the city explore the possibility of establishing a transportation district. The greatest advantage of a transportation district is the funding mechanisms that it offers. This benefit is, however, slightly offset by the need to set up a new government structure and board. With the approval of electors in the district, this entity can establish its own tax base. This provides the transit service with a dedicated funding source, so that it can provide services and plan for the future. The transportation district could provide service itself or it could contract with the existing service provider, YCAP, or another provider.










ORS 267.520 allows the formation of a transportation district. The process may be initiated by a resolution adopted by the governing body of the most populous city in the proposed district and filed with the county governing body. ORS 267.530 allows for the establishment of a tax base at the same election at which the district is formed. The district must have a governing body consisting of seven members elected from the district at large. ORS 267.550 imbues this district with the status of a municipal corporation.

To form a transportation district with a tax base, the city may request the county to hold an election for voters within the boundaries of the district. They vote separately on the formation of the transportation district and the establishment of a tax base. This election may only be held in May or November of even numbered years, so it could be held in May or November of 1998.

The boundaries of the district can be drawn in any one of a number of ways. This study has focused on service for the City of McMinnville, however YCAP/YAMCO presently provides service to other areas in the west half of the county. Therefore, the boundaries could include those communities as well. Or McMinnville, working with YCAP/YAMCO, the county and Newberg, could explore the possibility of a county-wide transit district. A county-wide transportation district might provide economies of scale in staffing and maintenance and improved coordination as well as service throughout the county. Note, however, that Newberg and Yamhill County have not been contacted about this suggestion; county-wide service is beyond the scope of this study. It merits careful investigation, however.

IMPLEMENTATION TASKS

The following table presents a conceptual outline of tasks needed to begin expanded service. This table assumes the city will choose to form a transportation district and will begin providing expanded service in June 1999. To achieve this ambitious time line, the district might need to lease vehicles. Vehicle acquisitions can be a lengthy process.

	1997	1998	1999
City Council adopts transit plan	June		
Determine boundaries of district in consultation with YCAP/YAMCO, county and Newberg			
Organize district; adopt resolution to form district and establish tax base			
Determine service level and tax base needed; conduct additional studies			
Hold election to establish district and tax base		November	
Pursue options for receiving FTA 5309 and 5311 capital funding			
Hire staff/contract for service			
Arrange for financing to acquire vehicles/equipment			
Install signs			
Prepare plan to meet ADA requirements			
Develop schedule/brochure			
Begin service			June

OTHER RECOMMENDATIONS

In addition to the proposed transit plan, this study recommends the City of McMinnville:

- Work with the county, ODOT, and appropriate citizen groups to improve travel option to the Portland area; and
- Implement land use improvements that support the use of transit.

APPENDIX A

Questionnaires

Hello. I'm --- from MDC, the public opinion research firm. I'm calling on behalf of the City of McMinnville, which is interested in learning about the travel habits of area residents.

S1 Do you live in or near the McMinnville city limits?

- 1 Yes
- 2 No (TERMINATE)

Q1 In a typical week, do you make trips at least three times a week to the same location?

- 1 Yes (GO TO Q2)
- 2 No (GO TO Q6)

Q2 For this trip (IF MORE THAN ONE DESTINATION REPEATED, ASK ABOUT THE MOST FREQUENT DESTINATION), how do you travel most often? (IF NEEDED, READ LIST)

- 11 Drive alone
- 12 Share a ride
- 13 Walk
- 14 Bike
- 15 Door to door dial-a-ride service
- 16 YAMCO bus service
- 17 Greyhound bus
- 97 Combination of (SPECIFY)
- 99 Other (SPECIFY)

Q3 How long does it take to get there?

- 11 Less than 5 minutes
- 12 5 to 10 minutes
- 13 10 to 15 minutes
- 14 15 to 20 minutes
- 15 20 to 25 minutes
- 16 25 to 30 minutes
- 17 more than 30 minutes
- 97 DK

Q4 What is your destination? (NAME OF A SPECIFIC PLACE, OR AN INTERSECTION)

Q5 What s the primary purpose of this trip?

- 1 Work
- 2 School
- 3 Shopping
- 4 Visiting/recreation/social activities
- 5 Medical
- 9 Other (SPECIFIY)

Q6 Do you or does any member of your household have difficulty getting around town because...

	Yes	No	DK/NR
A. you or a member of your household doesn't have a car	1	2	7
B. you or a member of your household doesn't have a drivers license	1	2	7
C. some streets are congested	1	2	7
1) 6H where do you experience the congestion? (SPECIFY)			
D. you can't find a place to park your car	1	2	7
1) 6I where do you experience the parking problem? (SPECIFY)			
E. it's hard to walk some places because of lack of sidewalks or pedestrian crosswalks	1	2	7
1) 6J where do you have this problem? (SPECIFY)			
F. it's hard to ride a bike in some places	1	2	7
1) 6K where do you have this problem (SPECIFY)			

G. the bus doesn't go where I need to go
1) 6L where is it that you need to go? (SPECIFY)

1 2 7

Q7 Are you aware of the YAMCO bus service serving McMinnville that travels from Bi-Mart to Wal-Mart, with stops every half hour in downtown?

- 1 Yes (GO TO Q8)
- 2 No (GO TO Q13)

Q8 Do you or does anyone in your household use it?

- 1 Yes (GO TO Q9)
- 2 No (GO TO Q12)

Q9 For what purpose do you or they use it? (READ LIST IF NEEDED, RECORD MULTIPLE MENTIONS)

- 1 Work
- 2 School (K through 12)
- 3 College
- 4 Shopping
- 5 Visiting/recreation/social activities
- 6 Medical trips
- 7 Other (SPECIFY)

Q10 How frequently do you or they use it?

- 1 Five or more days a week
- 2 Four days a week
- 3 Three days a week
- 4 One or two days a week
- 5 A couple of times a month
- 6 Occasionally, but less than a couple of times a month
- 7 DK

Q11 What is the location of your (or their) destination? (NAME OF PLACE OR INTERSECTION)
(***NOW GO TO Q18***)

Q12 Why don't you happen to use it? (RECORD MULTIPLE MENTIONS)

- 11 It doesn't go where I want to go
- 12 Schedule doesn't meet my needs
- 13 Doesn't come frequently enough
- 14 Bus is too expensive
- 15 My car is more convenient
- 16 I walk or ride my bike to go where I need to go
- 99 Other (SPECIFY)

(*****NO GO TO Q18***)

Q13 The YAMCO service goes from Bi-Mart to Wal-Mart with half hour stops in downtown, in 12 to 20 seat air conditioned buses. Although you were not aware of YAMCO service, now that I mention it, do you think you or anyone in your household would use it if it met your or their needs?

- 1 Yes (GO TO Q14)
- 2 No (GO TO Q17)
- 7 DK (GO TO Q17)

Q14 What destinations would you want to use it for? (SPECIFY—RECORD MULTIPLE MENTIONS)

Q15 What would be the purpose of your travel? (RECORD MULTIPLE MENTIONS)

- 1 Work
- 2 School (K through 12)
- 3 College
- 4 Shopping
- 5 Visiting/recreation/social activities
- 6 Medical trips

7 Other (SPECIFY)

Q16 How frequently do you think you or they would use it?

- 1 Five or more days a week
- 2 Four days a week
- 3 Three days a week
- 4 One or two days a week
- 5 A couple of times a month
- 6 Occasionally, but less than a couple of times a month
- 7 DK

(*****NOW GO TO Q18)

Q17 Why don't you think you or they would use it? (RECORD MULTIPLE MENTIONS)

- 11 It doesn't go where I want to go
- 12 Schedule doesn't meet my needs
- 13 Doesn't come frequently enough
- 14 Bus is too expensive
- 15 My car is more convenient
- 16 I walk or ride my bike to go where I need to go
- 99 Other (SPECIFY)

Q18 Using a scale of 1 to 5, with one meaning not important at all and 5 meaning very important, please tell me how important you think it is for McMinnville to provide regularly scheduled bus service with several routes, including east west connections, and serving major destinations, including schools, Linfield College, shopping areas, Willamette Valley Medical Center, and employment sites.

- 1 Not important at all
- 2
- 3
- 4
- 5 Very Important
- 7 DK/NR

Q19 What would be important destinations for transit to serve? (RECORD MULTIPLE MENTIONS)

- 11 Downtown
- 12 Shopping centers... Which ones? (SPECIFY)
- 13 Employment sites... Which ones? (SPECIFY)
- 14 Linfield College
- 15 Chemeketa Community College
- 16 Schools... Which ones? (SPECIFY)
- 17 Willamette Valley Medical Center
- 18 City Parks
- 99 Other (SPECIFY)
- 97 DK

Q20 How often do you think you or someone in your household would use this service?

- 1 Five or more days a week
- 2 Four days a week
- 3 Three days a week
- 4 One or two days a week
- 5 A couple of times a month
- 6 Occasionally, but less than a couple of times a month
- 7 Never
- 8 DK

Q21 Please tell me if the following items would encourage you to use transit. Please use a scale of 1 to 5, where 1 means that you would not be encouraged at all by this item, and 5 means that you would be encouraged a lot by this item.

		Not			Very	DK/NR	
		1	2	3	4	5	7
A.	Buses that run more frequently (IF rated 3-5, ASK) How Frequently? (SPECIFY)						
	1 every 5 minutes						
	2 every 10 minutes						
	3 every 15 minutes						
	4 every 20 minutes						
	5 every 25 minutes						
	6 every 30 minutes						
	7 less frequently than every half hour						
	8 DK						
B.	Routes that come closer to my home	1	2	3	4	5	7
C.	Routes that go by my destinations	1	2	3	4	5	7
D.	Door to door service	1	2	3	4	5	7
E.	Amenities at bus stops – for example, newspapers, espresso stands, bank ATM’s	1	2	3	4	5	7
F.	If I had problems with my car	1	2	3	4	5	7
G.	Park and ride lots to drive to and take the bus from	1	2	3	4	5	7

Q22 Is there anything else that would encourage you to use transit? (SPECIFY)

Q23 Do you think McMinnville needs more of the following services?

		Yes	No	DK/NR
A.	Transit services for elderly or disabled people?	1	2	7
B.	Transit services geared to school age children?	1	2	7
C.	Vanpool or express bus services for commuters	1	2	7

Q24 Are there any other transit services that you feel McMinnville needs? (SPECIFY)

Q25 Public transit usually requires a government subsidy for at least half of its costs, just as streets and roads are government subsidized. Should a McMinnville transit system be subsidized by local tax dollars?

- 1 Yes (GO TO Q26)
- 2 No (GO TO Q28)
- 3 DK/NR (GO TO Q28)

Q26 Would you support a property tax increase of \$.30 per \$1,000 (or about \$30 per year on a property assessed at \$100,000) to pay for transit services?

- 1 Yes (GO TO Q28)
- 2 No (GO TO Q27)
- 3 DK/NR (GO TO Q27)

Q27 How about a property tax increase of half that amount – about \$.15 per \$1,000 (or about \$15 per year on a property assessed at \$100,000)?

- 1 Yes
- 2 No
- 3 DK/NR

Q28 Including yourself, how many people live in your household that are under the age of 18?

Q29 Between the ages of 18 and 65?

Q30 Over age 65?

Q31 What is your age, please?

- 1 Under 18
- 2 18-64
- 3 65 or over
- 7 NR

- Q32 How many cars or trucks does your household have in use?
- Q23 Do you own or rent your home?
- 1 Own/buying
 - 2 Rent/leasing
 - 3 NR
- Q34 What area of McMinnville do you live in? (READ LIST IF NEEDED)
- 1 Northeast
 - 2 Northwest
 - 3 Southeast
 - 4 Southwest
 - 5 Outside of town, east towards Lafayette
 - 6 Outside of town, west towards foothills
 - 7 Outside of town, south towards Corvallis
 - 8 Outside of town, north towards Carlton
- Q35 Which of following categories best describes your total annual household income?
- 1 Under \$20,000
 - 2 \$20,000 up to \$30,000
 - 3 \$30,000 up to \$40,000
 - 4 \$40,000 up to \$50,000
 - 5 \$50,000 up to \$75,000
 - 6 \$75,000 up to \$100,000
 - 7 \$100,000 and over
 - 8 DK/NR
- Q36 RECORD GENDER
- 1 Male
 - 2 Female
- Q37 RECORD FIRST NAME
- Q38 RECORD PHONE NUMBER

**COMMUNITY STAKEHOLDERS
MCMINNVILLE MASS TRANSIT FEASIBILITY ANALYSIS
INTERVIEW QUESTIONNAIR**

1. What transportation issues affect your organization/business?
2. How does/could mass transit serve your particular needs, both as an individual and as an organization/business?
3. Are you aware of the transit service currently provided to McMinnville and to surrounding communities?
4. If yes, how would you rate these services:
5. Where are additional services most needed? What types of service?
6. What improvements in transit service would tend to encourage you or others in your organization/business to use transit more?
7. What role do you perceive transit playing in relation to the future growth of McMinnville?
8. How should additional transit services be financed?
9. In what ways do you think the community would be willing to finance additional transit services?
 - ◆ increased property taxes?
 - ◆ business excise taxes?
 - ◆ substantial fares?
 - ◆ hotel/motel tax?
 - ◆ other
10. What changes in land use and design regulations would facilitate expanded transit services?
11. As this study proceeds, what information would you be interested in receiving and what opportunities to participate would you be interested in?
12. Other comments?

WHAT ARE McMinnville's TRANSIT NEEDS?

The City of McMinnville, working with the consulting firm of David Evans & Associates, is studying the feasibility of expanding transit services for the community. This study will examine community goals, existing services, future transit needs and land use strategies to support transit. The city will hold an open house early next spring to solicit input on a community-wide transit plan. The following questionnaire seeks your views about transit services in McMinnville; the answers you provide will help guide the city in its assessment of community goals and needs. Your input is necessary to design a transit system that meets your needs.

Questions? Please call Carol Landsman at David Evans & Associates, 499-0490.

1. Are you aware of the YAMCO bus service serving McMinnville that travels from Bi-Mart to Wal-Mart with stops every half-hour in downtown? Yes _____ No _____

2. If you are familiar with this service, please rate it from 1 (poor) to 5 (excellent) by circling.

Poor				Good	No Opinion
1	2	3	4	5	6

3. If you are aware of YAMCO bus service and do not use it, why not? (✓ all that apply)

<input type="checkbox"/> It doesn't go where I want to go	<input type="checkbox"/> Bus is too expensive
<input type="checkbox"/> Schedule doesn't meet my needs	<input type="checkbox"/> My car is more convenient
<input type="checkbox"/> Doesn't come frequently enough	<input type="checkbox"/> Other:

4. Are additional transit services needed in the McMinnville area? Yes _____ No _____ No Opinion _____

5. If you think McMinnville needs more transit service, what kind does it need? (✓ all that apply)

<input type="checkbox"/> Additional routes	<input type="checkbox"/> More services for the elderly
<input type="checkbox"/> More frequent service	<input type="checkbox"/> More stops
<input type="checkbox"/> More services for school-aged children	<input type="checkbox"/> Other (please specify):
<input type="checkbox"/> Different types of services, e.g. commuter vans, express bus services (please specify):	

6. How should additional services be financed? (✓ all that apply)

<input type="checkbox"/> Increased property tax	<input type="checkbox"/> Increased fares
<input type="checkbox"/> Hotel/motel tax in Yamhill County	<input type="checkbox"/> Business excise tax
<input type="checkbox"/> Other (please specify):	

7. Other comments:

8. Name and address (optional):

Thanks! Please complete and return by **October 18** to:

Ron Pomeroy, Associate Planner
McMinnville City Hall, 230 East Second Street
McMinnville, OR 97128

APPENDIX B
Identified Problem Locations

Location	Number of Responses
West Second/Third/Adams/Baker/Evans	47
99W and Bi-Mart (99W under construction)	29
All of 99W	18
Third Street and Lafayette (Johnson)	18
99W and Highway 18 (two responses mentioned waiting for trains)	9
Downtown (between 99W and Evans)	5
19 th Street and Baker Street	5
99W and Linfield College	5
99W and Fellows Street (Seven-Eleven)	4
99W and McDonalds	3
First Street and Safeway	3
Fifth Street between Courthouse and High School	2
12 th Street and Baker	2
Lafayette and Riverside	2
Total Responses	152

Note: some respondents named multiple locations: each is counted separately.

The following had one response each:

All of 16th Street
 99W and Riverside Drive
 First Interstate Bank
 Baker Avenue into Baker Creek Road
 Thompson Lane and 12th Street
 Highway 18 and Sheridan
 Mulki RV Park
 Linfield Avenue
 Fleishauer Road
 Michelbook: 12th Street to Second Street
 27th and McDaniel
 99W Sherry's to PayLess
 First Street and Baker
 First Street and Ford
 In front of Hewlett Packard
 Where the two highways meet???
 Getting onto the main streets from the side streets: need stoplights
 Do not know

**McMinnville Study – Survey #6i Responses – LACK OF
PARKING AVAILABILITY**

ODOT0182

Location	Number of Responses
Downtown/3 rd Street [courthouse: 3 mentions; post office: 2; city hall: 1]	37
Linfield College	3
Adams Street/99W/Swimming Pool	2
Safeway Store	1
99W by mobile home park	1
18 th Street – east	1
U.S. Bank	1
Thriftway/Shopping Mall	1
Physicians Medical Center	1
Roths/IGA	1
Everywhere	4
No Response	3
Quantity of disabled spaces is ok	1
Total responses	55

Note: some respondents named multiple locations: each is counted separately.

McMinnville Study – Survey #6j Responses – PROBLEM PEDESTRIAN
ACCESS LOCATIONS

ODOT0182

Location	Number of Responses
Lafayette	8
99W	5
Baker Street	4
27 th Street: Hembree Street/Wal-Mart Store	3
Adams Street	2
West Second/Second Street	2
18 th Street/12 th Street off of Michelbook Lane	2
Evans: 13 th /27 th street	2
Fellows	2
The Library	1
The Hospital	1
Safeway Store	1
Shopping Center	1
Davis	1
3 rd Street	1
Burnett	1
Wallace & Hill	1
Ford	1
Highway 18	1
Old Sheridan Road	1
West end of town	1
All over town	1
No specific area named	2
Do not know	1
No response	1
Total responses	47

Note: some respondents named multiple locations: each is counted separately.

McMinnville Study – Survey #6k Responses – PROBLEM BICYCLE
ACCESS LOCATIONS

ODOT0182

Location	Number of Responses
99W	9
Highway 18/Third Street	5
Lafayette	4
Adams Street/Baker Street	4
West Second	4
Westside Road	3
Baker Creek Road/Hill Road	2
Davis – at the river	2
Third Street	2
The Hospital	1
Linfield College	1
18 th Street/Michelbook	1
Burnett	1
Fellows	1
27 th Street/McDaniel	1
27 th Street/McDonald	1
Hill Road	1
Old Sheridan Road	1
Fleishauer Road	1
Lockhead Avenue	1
Ford	1
Everywhere	8
Downtown/Third Street	6
Do not know/no response	3
In the neighborhoods	2
West side of town	1
On Sidewalks, at rush hour	1
Total responses	65

Note: some respondents named multiple locations: each is counted separately.

APPENDIX C
Stakeholder Interview Responses

APPENDIX C

Stakeholder Interview Responses

1. What transportation issues affect your organization/business?

- She and her son take the bus four times per day
- Issues of congestion and access, leading to livability, “balanced affordability.” Public transportation, if too expensive, defeats the intention. The public role includes subsidies. Need to think about moving more large groups of people in a regular pattern in a regular way including equity and access considerations and the comprehensive costs of transportation. Ensure that drivers and riders pay their fair cost of pollution, resource depletion, and non cost-effective transportation modes.
- Concerned about students who do not have their own transportation, that they are able to get to classes. Approximately 40% come out of the downtown area. Concerned about the existence and availability (timing) of the system; the frequency of service.
- Most significant issue would be a highway east, connecting with the McMinnville Industrial Promotion area. Business depends upon the sixty to seventy trucks that will be eventually be going there. There is already tremendous congestion in McMinnville. Secondly, congestion in movement between here in Portland is an issue, particularly the tie-ups on 99W at Newberg and Dundee. Now it takes an hour to get through Newberg and Dundee. Highway 99W and Highway 18 bumper to bumper, incoming at surprising levels.
- Road conditions primary issue for the approximate 16,000 children who attend the McMinnville public schools, which has their own transportation system.
- Service issues, for different ages’ recreational activities, including children after school.
- New location of the hospital does not create access problems, employment at the hospital assumes individual automobile mobility. YAMCO is adequate to meet needs.
- Bypass to the freeway would be helpful, as well as mass transit. Students have a keen desire to get to Portland; currently not accessible for most students.
- All transportation modes; vehicles, bikes, and pedestrian. Growth puts pressure on the current capacity, ability to handle all of these modes.
- Transportation issues affect the senior center activities and programs. YCAP does provide good services. City senior center is on the regular, hourly north-south route. Dial-a-ride is available for handicapped.
- The biggest issue is the lack of a bypass through Newberg and Dundee to Interstate 5. Trucks are going regularly to Portland and Seattle and back again. Highway 99 is overly congested. There is also congestion in the city.
- There is a need for mass transit to work places for McMinnville residents, also those beyond the city, around the Portland metropolitan area.
- Capacity to attract business as McMinnville is distant from the major freeway. Getting freight to market is an issue.
- (Retirement center) residents like to go places. The center provides transportation six times a day into McMinnville; the downtown area; beauty parlors, and excursions within a 100-mile radius. Soon, the center will need to use their vehicles for trips from the dining room to the cottages.
- Public transportation would be nice, virtually zero now.
- All transportation issues affect YAMCO. Dial-a-ride provides service from those one year to one hundred years old. Takes them to medical appointments, shopping, meal sites; rides, etc. Take all public, disabled, and seniors to Carlton, Dayton, Lafayette, and Sheridan. Links to Newberg and Tri-Met.

2. How does/could mass transit serve your particular needs, both as an individual and as an organization/business?

- Uses mass transit for all transportation purposes. Service could go longer and further (i.e., from McMinnville to Forest Grove).
- Light or heavy rail access to Portland. Red Line train is running from McMinnville to Portland. Riders can make use of their time, less of a headache. As an organization, transit is vital in accomplishing some of the growth management objectives that communities have identified to retain livability.
- As an individual, rides bicycle a lot. Would take transit if there were a system in place that was reliable. Has lived and liked relying on public transportation in Europe. Likes to use it particularly in big cities.
- Movement of goods, service, and people. The Red Line train was running in the 1920s, one of the fastest in the state even light rail in that time. County has a system which they have supported.
- Serves the handicapped.
- Takes it to school and home. Accessible and user friendly.
- Only 40% of the hospital staff live in McMinnville.
- There are drivers from Portland who carpool to McMinnville and back. The personal time it takes commuting to Portland is so significant that the passenger train service would be desirable. Have to consider funds compared with demand.
- Might use if convenient, but does not at this time. Understands that there is a connection from here to the Portland metropolitan area; Tri-Met transit centers.
- Bring and take seniors to the city senior center. About 15 to 20% of attendance relies on public transit. Mealtime rides especially important. Route could begin earlier.
- Right now, some employees bike, mostly people drive their cars.
- Need to move cars off the road, think about moving people.
- Mass transit could take over the daily trips from the retirement center to downtown. Freedom from the shuttle.
- Customers could use mass transit inter and intra-city. Railroad lines that are abandoned should be kept in the public domain. If they are lost to the private sector, it will take billions to acquire them back.
- Probably need more routes, more off the existing routes. Dial-a-ride needs advance, 80 people per day use dial-a-ride. Public bus takes over on 100 on their established routes. As the city is growing, more people are in use.

3. Are you aware of the transit services currently provided to McMinnville and surrounding communities?

- Yes.
- Is aware of YAMCO; subsidized by the federal administration and by the county. Understands that they are designed primarily to service senior population which is a needed service.
- Special YAMCO (YCAP) services will pull in to the church parking lot on Hill, not sure of times, several times per week. Western McMinnville is growing, there are a growing number of destinations there. Services are used by a small population who count on it. Supports students travel to the community college. Those who do not have transportation. They can make arrangements but it is difficult. Less than half of the students in McMinnville, others are strung out over the surrounding areas in Yamhill County. For both able-bodied or handicapped.
- Not much in the position to know what is needed. A lot of talk of development of the downtown area, mixed use with apartments above, need plans for food services for the residential above.
- Aware also taxi. Used to be commuter bus. Used to be a Salem shuttle which believe does not run any more.
- Yes.
- Yes.
- Frankly do not know much about the service. Knows that there is a senior service. Stunned to learn that there was regular service. Also a stop a Linfield College. Reference to service in the student handbook.
- Familiar in a general sense through YCAP. Is not sure who is eligible to ride. Seen as a senior service rather than a broad based transit system.
- Yes.

- Aware of the Dial-a-Bus YCAP service
- Yes.
- Do use YCAP. Monthly donation. Resident wheelchair users to the hospital.
- YCAP also provides private taxi.
- Dial-a-ride service to Carlton, Dayton, Lafayette, Sheridan, Links to Tri-Met, share with Newberg, Wheatlen, Hopewell, all of Yamhill County. Established routes as well which are extending.

4. If yes, how would you rate these services.

- Good.
- Response to inquiries, excellent response. They want to be an excellent provider service.
- Fine as far as they go. Would be good if they were more frequent and available to the population already using the services.
- Excellent for what they do.
- To some extent, poor. Seniors do use as a method of transportation, although not regular no far enough.
- Two days in advance notice is available, but not very efficient.
- Need of assistance, not that they don't do a good job. Sheridan when necessary. Need a transit study; load and ridership; up to providers, how they distribute the grant. Need evaluation and accountability, ability to provide the service. What is and what is not necessary, be open to alternatives and evaluation.
- Unfamiliar.
- No information.
- Can not rate, does not use. Has not heard any complaints.
- With resources available, do a great job, caring people, could do more with more resources.
- Fair.
- As good as could be expected. People coming and going on their schedule. Easier for Hillside to do a lot of the transit as they system is now. Could use hospital service to alleviate wait time which are not as flexible as would be optimum.
- Hasn't used, unfamiliar with schedule and times.
- Excellent. Extra trips on the weekend. Last Saturday one of their "Mystery Breakfast" trips out of town. Out of town shopping trips one time per month.

5. Where are additional services most needed? What types of service?

- From McMinnville to Forest Grove. Ride as far as Yamhill, then has to continue by hitching to work in Forest Grove. Hope that something could be developed from McMinnville to Forest Grove. Goes to Portland for doctors, shopping. McMinnville does connect to Portland, but limited times.
- Linkages between the west and east sides. Address alternatives between the residential west and industrial east.
- Need for regular transportation services hourly at least to end of 2nd Street. What sort of usage remains a question. Need a more flexible and tailored system to meet specific needs to avoid large buses with only two or three riders. From the Linfield College area, or the Clackamas Community Center campus to shopping in the North of town. Seniors do use this service. Certain destinations would emerge. Flexible basis. Stay smaller looking. Need to stay flexible; look at need and destination and time of day. Does the school bus system clearly serve the need of students? Weekend transportation geared toward 12-15 years old would be good, with parental inputs as to destinations; downtown and the parks. Creates more freedom than some parents might like.
- Regular bus lines with frequent routes desirable.
- Periphery road.
- Some take the bus to Salem, Tigard area; increasing population commuting. Shuttle to Transit Centers. Need a good long-term study.
- Localize the service. County, not as necessary as effective or efficient as could be with process and the structure.
- Service for the seniors, rather than route, YCAP is fine.

- For students, to downtown and northtown, shopping places, also for staff.
- East-west service. Most growth occurring north and south-west. Plans should be in alignment with what the school does. Need a broader mix of routes that would offer more options. Whole system needs to be upgraded, including stops.
- East-west routes. Hourly pickup and out to the hospital, out west. More services in the morning and more weekend and evening service.
- Plans to allow growth of transit, too few roads. Demand is increasing. Growth needs to keep up with traffic needs.
- Infrastructure and the road system inadequate to move goods to the marketplace. Need to maintain the economic balance that they have had over the last thirty years.
- Regular service back and forth to downtown. Bi-mart to Wal-Mart, the whole length of town. Service is very valuable to the retirement community, include out to Meridian Park hospital. Red line rail offers possibilities.
- In city local taxi company could expand. Bus should be steady and frequent; taxis in the interim, bus service would work. Also between cities to Portland and Salem.
- Should include other communities. As are routes once a twice a week to outer communities, established routes. Now north-south, could go out west. Apartment complexes, establish a route to the new hospital, also to Olde Stone Village mobile home complex. Would pass the airport, before and after eight o'clock needed, also weekends.

6. What improvements in transit service. Service would tend to encourage you or others in your organization/ business to use transit more?

- Forest Grove connection.
- Out of city services, including to the Portland metropolitan region. There is currently no linkage to the Portland metropolitan area, nor to Newberg. Transit services outside McMinnville to other parts of County and Portland.
- Assuming good quality, equipment is in good shape, buses are clean, the drivers are friendly. System should be flexible and available, frequent.
- Voted to finance transportation plan that is drawn up. Go ahead with the periphery road which should be protected as it is planned and developed, with limited traffic. Should be commercial in the residential areas. Houston planned services by deed restriction.
- Now there is limited availability, both in terms of time and geography. Not sure size substantiates a large traffic system. McMinnville quite compact there ay not be a strong need yet.
- A rail line into Portland; something to connect to Portland; a bicycle system. In McMinnville, there should be dependable, safe and regular bus routes. Study should examine destinations; schools and shopping trips, both east-west and north-south.
- None
- Information flow. Stunned to learn of the service. Fares and structure are critical.
- More visibility and a broader range of routes.
- More convenient time and geography, more frequent service. Dial a bus used to be sufficient. System needs to be responsive to growth.
- If was convenient; stop at to and from work places, bank, grocery stores, schedule and whole system needs to be examined.
- There really isn't transit service. The West developed in wide spaces, people like to get in their cars. It will be tough to try to get them out.
- Regular routes to the retirement community. Service that could be counted on coming and returning from town. The center has plans for four to five hundred projected residents. Regular routes to Salem. Service every thirty minutes.
- Frequency; variety of locations, predictable schedule. Keep easy to memorize.
- More awareness necessary. Already been in existence for longer than twelve years.

7. What role do you see transit playing in the future of McMinnville?

- Coordinating with service to Forest Grove, more service in general.
- Must be part of comprehensive growth management for McMinnville. Rose should be investigated, to allow affordable access and to minimize congestion during peak use hours.
- Twenty years, need to look at traffic distribution. Some routes clogged at times, used to be traffic was free, especially on roads in and around McMinnville. For those reasons, advocates slow growth in population around McMinnville. Does not think that transit would increase the growth rate. Routes can influence growth.
- Without transportation, McMinnville needed a bridge across the Willamette River. The river is a tremendous barrier to moving goods. Even row crops were and could be moved across by ferry, continue on through Salem. Foods did not come over without the bridge. Crops depreciate if they have to wait to cross the river. Should take a look at moving goods by freight.
- Does not see transportation having a strong role in McMinnville's growth. Could decrease reliance on roads, especially commuter traffic.
- If running bus lines, would be a real public master planning process, with off-street linkages including parks, off-street park and rides.
- Will be utilized both internally and externally.
- Link cars to space ratio. If transit were available to Portland, McMinnville might become more of a bedroom community. Elderly are more transportation dependent. Service to Corvallis and other developments.
- Wish transit would play a bigger role than it has in the past. It is a challenge to get people out of their cars. Cars play a role, limited resources to build more roads.
- Important. Can't imagine growing without it. Especially with senior population. A third of growth will be retirees over the age of 55.
- Commuter trains would be convenient. If there were a train system to Portland, would be an alternative to driving if station is located convenient to downtown, or direct lines to Interstate 5.
- Allow to continue to grow in a methodical way, allow people safe travel. Better control of industry, commerce.
- Traffic heavier and heavier out of town. Keeps growing, more of a problem, crowded. Congestion, uncomfortable on the road. Need increasing capacity.
- Should be a cost benefit analysis done.
- A lot of role in future growth of McMinnville. (Mass transit) has to move into new areas. Need to grow with the growth.

8. How should additional transit services be financed?

- No ideas.
- Gas tax. Currently all transportation is subsidized in some form. Unfair to ask one area of the economy to pay for another. Transportation uses should support transportation uses.
- Fares should bear the cost.
- City residents have been willing to pay for transportation plan.
- Users need to have a stake in funding county taxes, bond; avoidance cost, a combination.
- Partial tax base, capital subsidized per ride, charge for service, venture capital.
- Nice if the fares provided sufficient funds. Check socially optimal pricing; cost vs. maximized use.
- Ideal would be fares; mix of fares and property taxes.
- Vehicle registration, license, transportation related fees in the city. Special transportation levees. Do have, need more; service the hospital which has moved out of the way. Transportation district, broader base, better funding. Levees are soft and unpredictable.
- Gas tax, expand the use.
- Safer more environmentally should, should be funded by the users, although unrealistic.
- Service charges and maybe equipment (capitol) paid for by bond issue, spread out for the cost and benefit of all. Some subsidized support.
- Ideally would be a self-supporting private enterprise.

- Now a lot that the community has taxed themselves; for a \$50,000 home, \$6.00 per year.
9. In what ways do you think the community would be willing to finance additional transit services? (numbers refer to individuals interviewed)
- Doesn't pay taxes (no opinion)
 - Already doing property taxes (1), (2), (3) some willingness to fund, (4) doesn't think community is willing to fund, (5) no likelihood, won't support another, (6) do support,
 - Increased property taxes: (1) for bond measure only, (2) no, (3) no, (4) maybe, (5) bond levees do pass,
 - Business excise taxes: (1) for dedicated purpose, (2) some question, payroll tax concern with large businesses, what is their proportionate benefit?, (3) not viable, (4) should talk to the restaurants, stores, (5) would need the support of the business community, (6) don't do well, (7) if businesses agree – but would cause a decrease in profits, and an eventual increase in fares,
 - Substantial fares: (1) Contradictory to the function, make transit less desirable, (2) would kill the programs, (3) no, (4) yes, (5) piece of, (6) yes, (7) fair and reasonable, (8) could go up \$.50 more, (9) go to first, use this, high fares can entice people to get into the habit, like subways, (10) no,
 - Hotel/motel tax: (1) unrealistic, (2) rejected, (3) no, (4) awkward, tried three times, (5) unfair on two or three businesses,
 - Other?: (1) gas tax, (2) special levee, (3) vehicle registration, (4) system development charges, (5) city budget, (6) bonds for capital, (7) re-appropriate existing funds, (8), gas tax seems logical,
 - Combination: (1), (2)
 - Other comments: (1) in India, doesn't have to pay, (2) use all available funding existing to YCAP, YAMCO, examine destination points, retailers? (3) need a community awareness of transit role, (4) tax attitude against, (5) be careful with subsidies, re-appropriate existing funds, (6) generating new additional funding will be difficult regardless of source.
10. What changes in land use and design regulations would facilitate expanded transit services?
- Extension to Forest Grove main need, then to Portland.
 - Housing that has density near transit lines, skinny streets, elimination of “dead worm”, or cul-de-sac development. Transit plan should be part of the city comprehensive plan.
 - One issue is density. Those concerned about not gobbling up valuable farmland in accommodating growth? Consider the impact of transit and development. Favors working in ways to increase density. If meant more people use transit, would be a step in the right direction.
 - Don't really need a lot. McMinnville Industrial Promotion Area is still private. Periphery road will be necessary in the plan, but needs protection and planning for transit use.
 - Upgrading of core street facilities another hot button issue. Core streets and infrastructure, housing and traffic density. Need to change to improve infrastructure over the long term.
 - Transportation over the next twenty years. Look at the land base.
 - Urban Growth Boundary already confines people to the city.
 - Measure 32; slowing growth into voter approved annexations. Shuttle to Salem would be helpful.
 - Need to strike a good balance between density and open space. Along corridors make more accessible, convenient in terms of geography and timing.
 - More efficient geographic locations, covered bus stops, design features that consider handicapped.
 - Most problems related to cost of environmental studies in corridor planning; eminent domain; need a fast tract to get highway systems done. Logical to work with existing rail. Supports toll road concept.
 - Issue of environmental impacts, studies can cause years of delay, difficult to get off ground, conflicts with public service goal.
 - Regular service out to the retirement center, out Hill, back Baker. Develop including the apartments, major pick up point. Have room for a few park and ride spaces.
 - Greater density concentration. New Orleans transit system planning impressive, bust lands on each side of street with meridian down the middle. Being affordable can make bus system work better. Locations clustered with a mix of residential, commercial, and industrial development work well.

- Accessibility. Close to apartments. Some cannot drive or do so with difficulty.

11. What information or opportunities to participate are you interested in?

- Information. Phone, mail-out flyers.
- Kept abreast. Would consider sitting in on task force, committee or focus group. Chamber and the Downtown Association should be advised of transportation process, issues.
- Look at any other cities with populations of 20,000 – 25,000, ridership.
- Studies when land use decisions are made. Need to take residential into account, with place for parking.
- Copy of the report. Street task force. Important for school district to keep abreast. Happy to be involved in a discussion of the report.
- City staff involved; services staff would be a natural combination.
- Yes, would like to receive more information.
- Committee on routes, zones, fee and schedule changes.
- Yes. As detailed as they come (for the City). Interested in focus group or public discussion.
- Concerned with anything that deals with seniors. Interested to receive results.
- Very interested in receiving results.
- Yes, interested in summaries. Focus could be developed through neighborhoods in the city.
- Would like to receive information as goes along. Public meetings could attend or send staff along.
- Curious to see what is going on.
- Interested in the financing and planning of routes, participating in the planning.

**COMMUNITY STAKEHOLDERS INTERVIEWED
MCMINNVILLE MASS TRANSIT FEASIBILITY ANALYSIS**

NAME	POSITION
Phil Bladine	Chairman, Citizen's Advisory Committee and Chairman of the News Register Newspaper
Fred Block	Chairman, McMinnville Planning Commission
Barbara Brewer	Manager, McMinnville Senior Center, City of McMinnville
Tammy Brooks	YAMCO Rider
Rosemary Davis	CEO, Willamette Valley Medical Center
Robert Donahue	Executive Director, Hillside Manor Retirement Community
Ed Gormley	Mayor, City of McMinnville
Dave Hansen	Dean of Students, Linfield College
Malcolm Johnstone	President, McMinnville Chamber of Commerce
Jay Pearson	Assistant Director, Parks and Recreation, City of McMinnville
Goldie Resteroff	Coordinator, YAMCO Driver
Dale Stites	Business Service Director, School District No. 40
Kent Taylor	City Manager, City of McMinnville
Mark Trumbo	Director, Chemeketa Community College
Curt Zetzsche	President, Cascade Steel Rolling Mill

APPENIX D

Comprehensive Plan Design Policies

APPENDIX D

COMPREHENSIVE PLAN DESIGN POLICIES

- 29.00 *New direct access to arterials by large-scale commercial developments shall be granted only after consideration is given to the land use and traffic patterns in the area of development as well as the specific site. Internal circulation roads, acceleration/deceleration lanes, common access collection points, signalization, and other traffic improvements shall be required wherever necessary, through the use of planned development overlays.*
- 30.00 *Access locations for commercial developments shall be placed so that excessive traffic will not be routed through residential neighborhoods and the traffic-carrying capacity of all adjacent streets will not be exceeded.*
- 31.00 *Commercial developments shall be designed in a manner which minimizes pedestrian/vehicle conflicts.*
- 32.00 *Where necessary, landscaping and/or other visual and sound barriers shall be required to screen commercial activities from residential areas.*
- 33.00 *Large parking lots shall be required to be interspersed with landscaped islands to provide a visual break and to provide energy savings by lowering the air temperature outside the commercial structures on hot days, thereby lessening the need for inside cooling.*
- 34.00 *The City of McMinnville shall develop guidelines concerning the size, placement, and type of signs in commercial areas.*
- 35.00 *The City of McMinnville shall encourage the developing of a sign system that directs motorists to parking areas.*