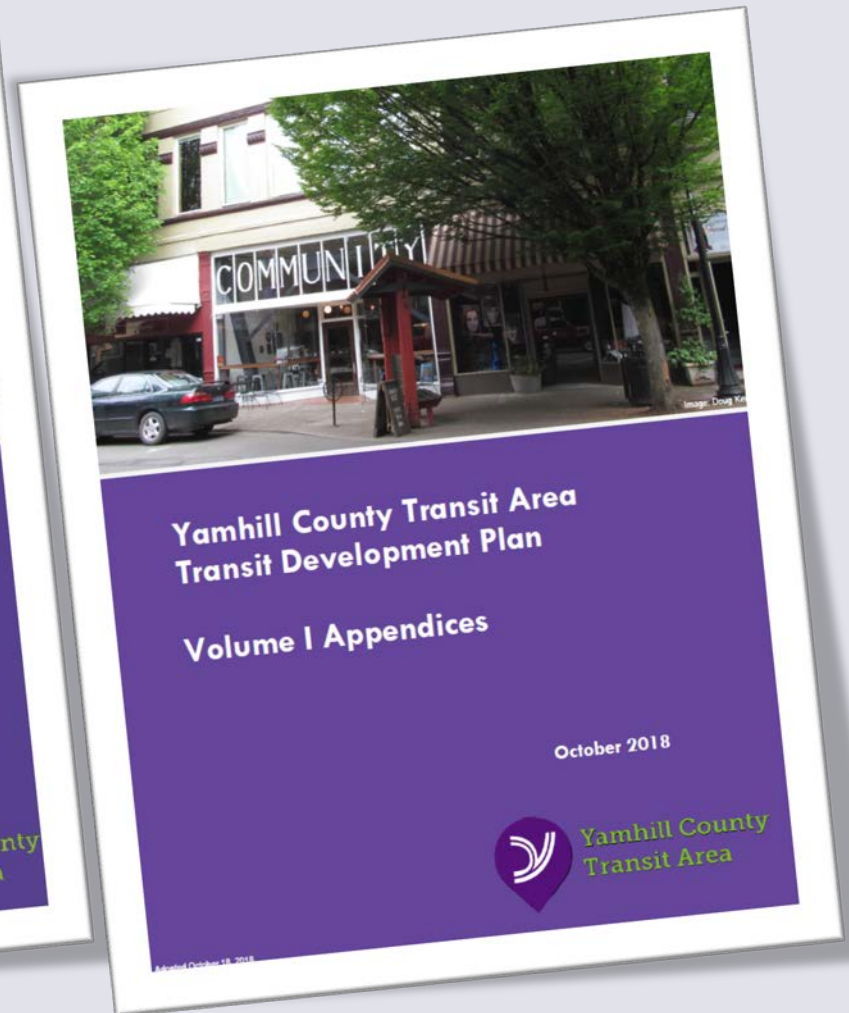
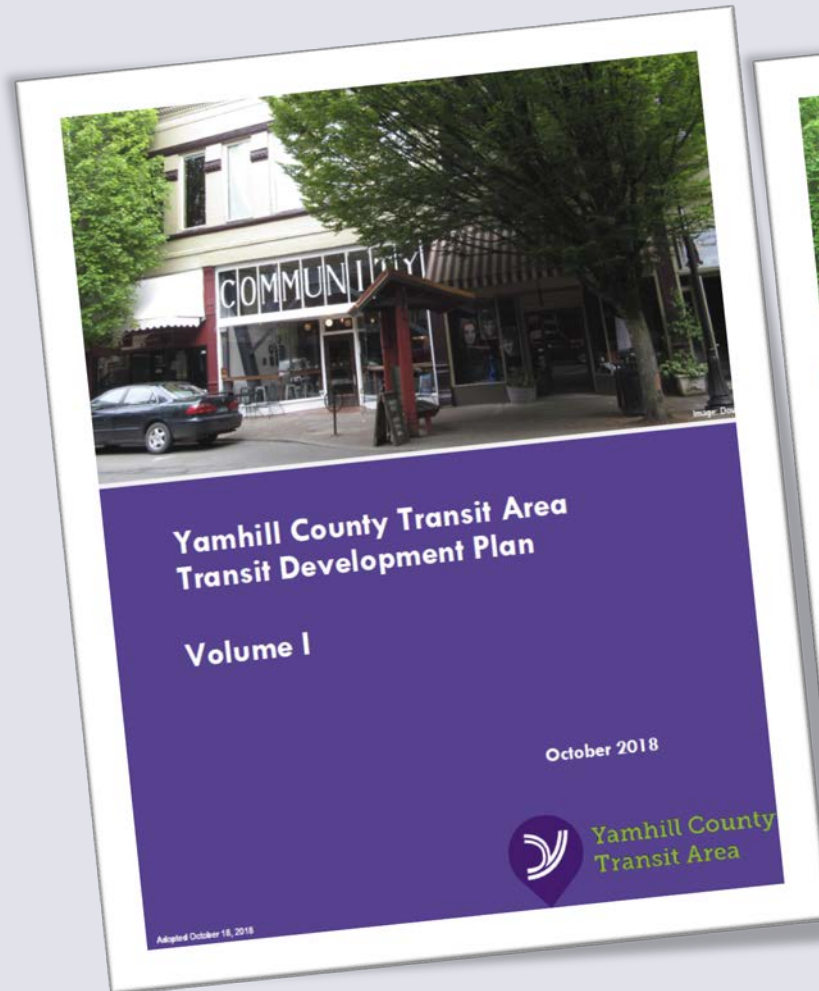


Work Session – Transit Plan (Docket 5-21)



Planning Commission, 10.21.21

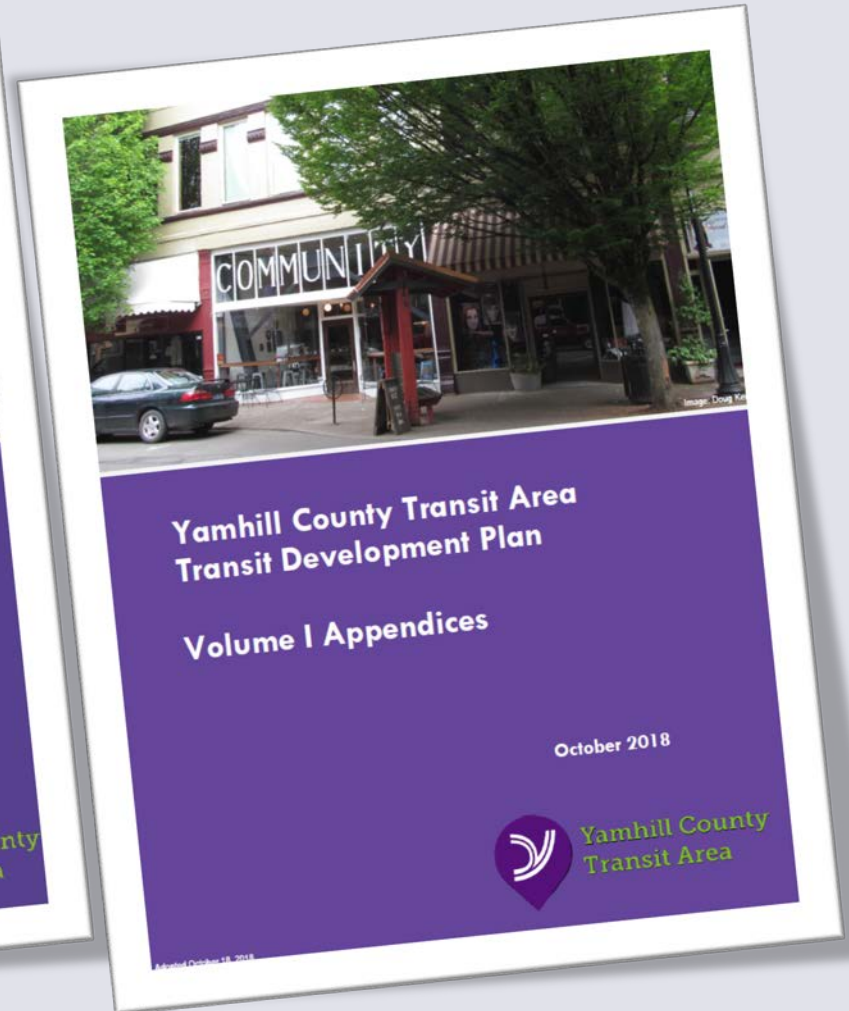
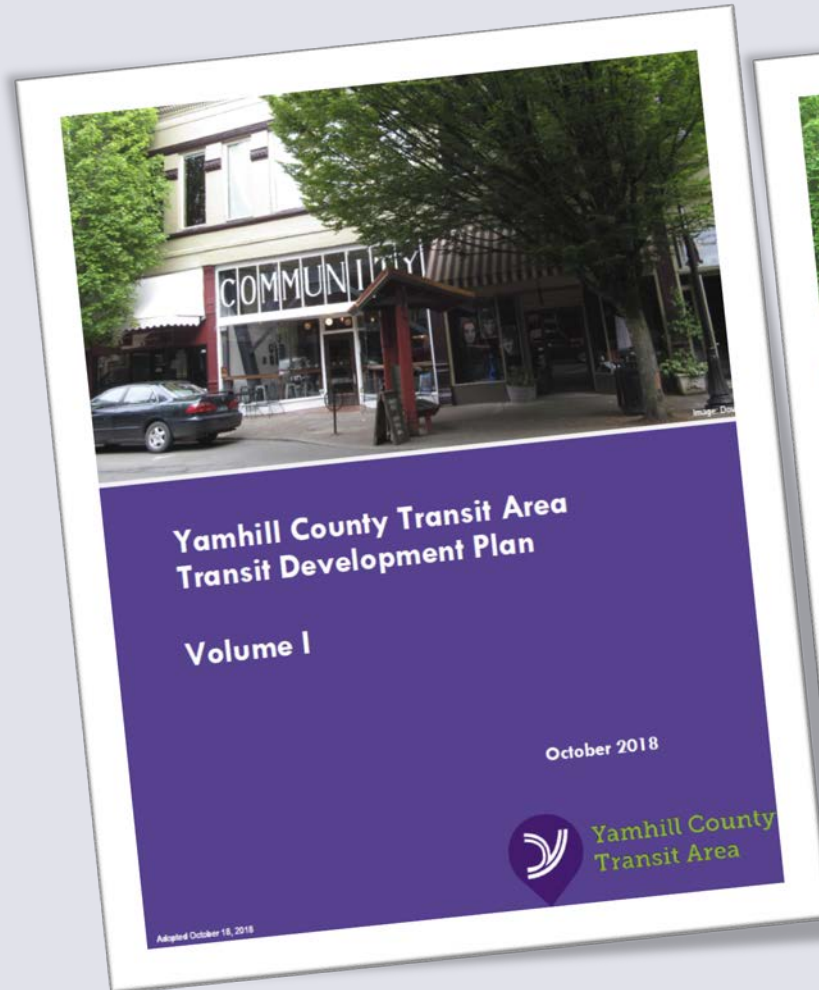
Tonight's Discussion

- ❖ **Become familiar with the Yamhill County Transit Area Transit Development Plan.**
- ❖ **Discuss adopting the YCTA TDP as a supplemental document to the McMinnville Transportation Plan and then amend the Comprehensive Plan Policies and Development Code as necessary with the Transportation System Plan update.**

History of Transit in McMinnville

- ❖ **Transit service in McMinnville comes in several forms, fixed-route bus services, dial-a-ride and commuter link bus service to other Willamette Valley cities.**
- ❖ **It is provided by Yamhill County Transit Area.**
- ❖ **The City of McMinnville has development code that references the adopted Transit Plan for location of high-density residential housing.**
- ❖ **The last adopted Transit Plan for McMinnville is the 1997 YCTA Transit Feasibility Study.**

Project Overview

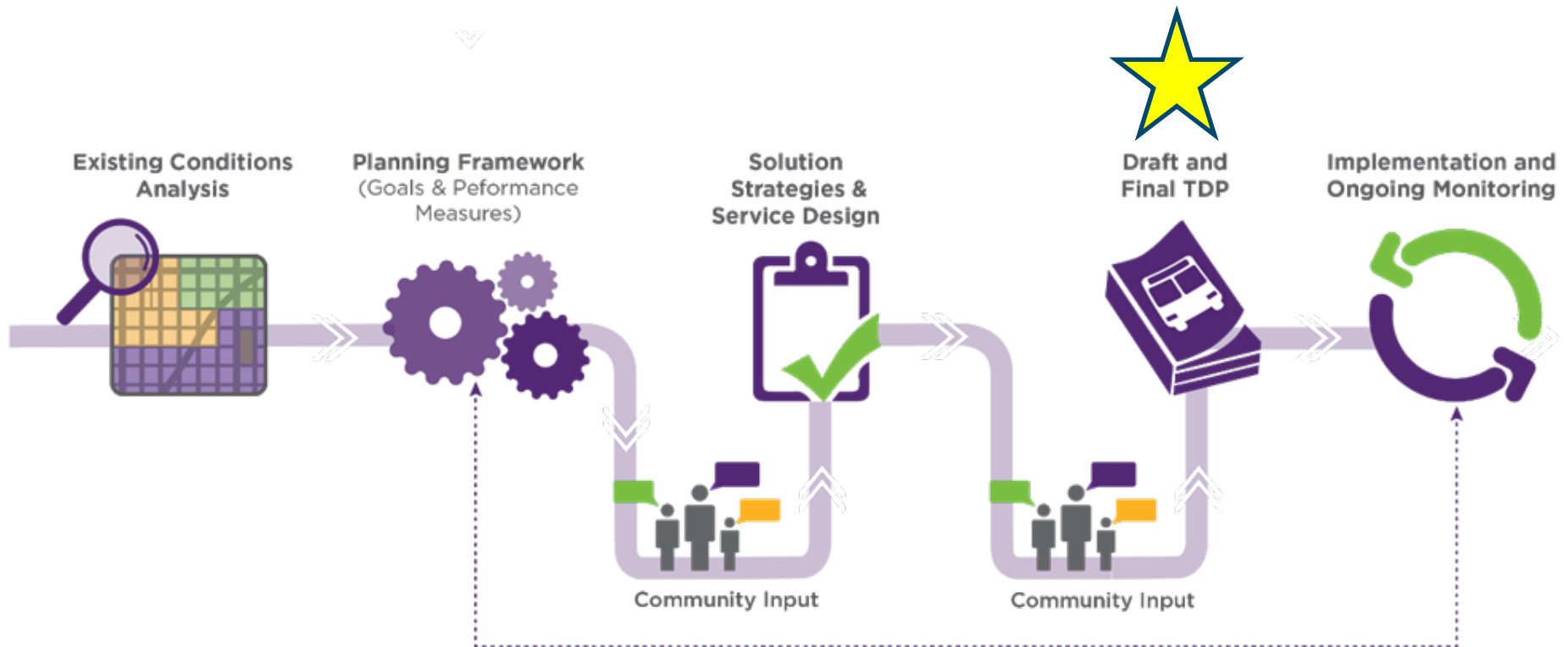


Planning Commission, 10.21.21

What is the purpose of this project?

- Provide strategic guidance to help YCTA provide a sustainable and innovative transit system serving both urban and rural users over a 20-year period

What is the Transit Development Plan?



Potential desired outcomes for a successful plan?

- Optimize and/or reorganize existing service
- Enhance physical transit infrastructure
- Provide revenue-neutral and increased funding scenarios
- Promote full range of transportation options
- Identify transit-supportive land use policies and provide local jurisdictions with guidance for planning and decision-making

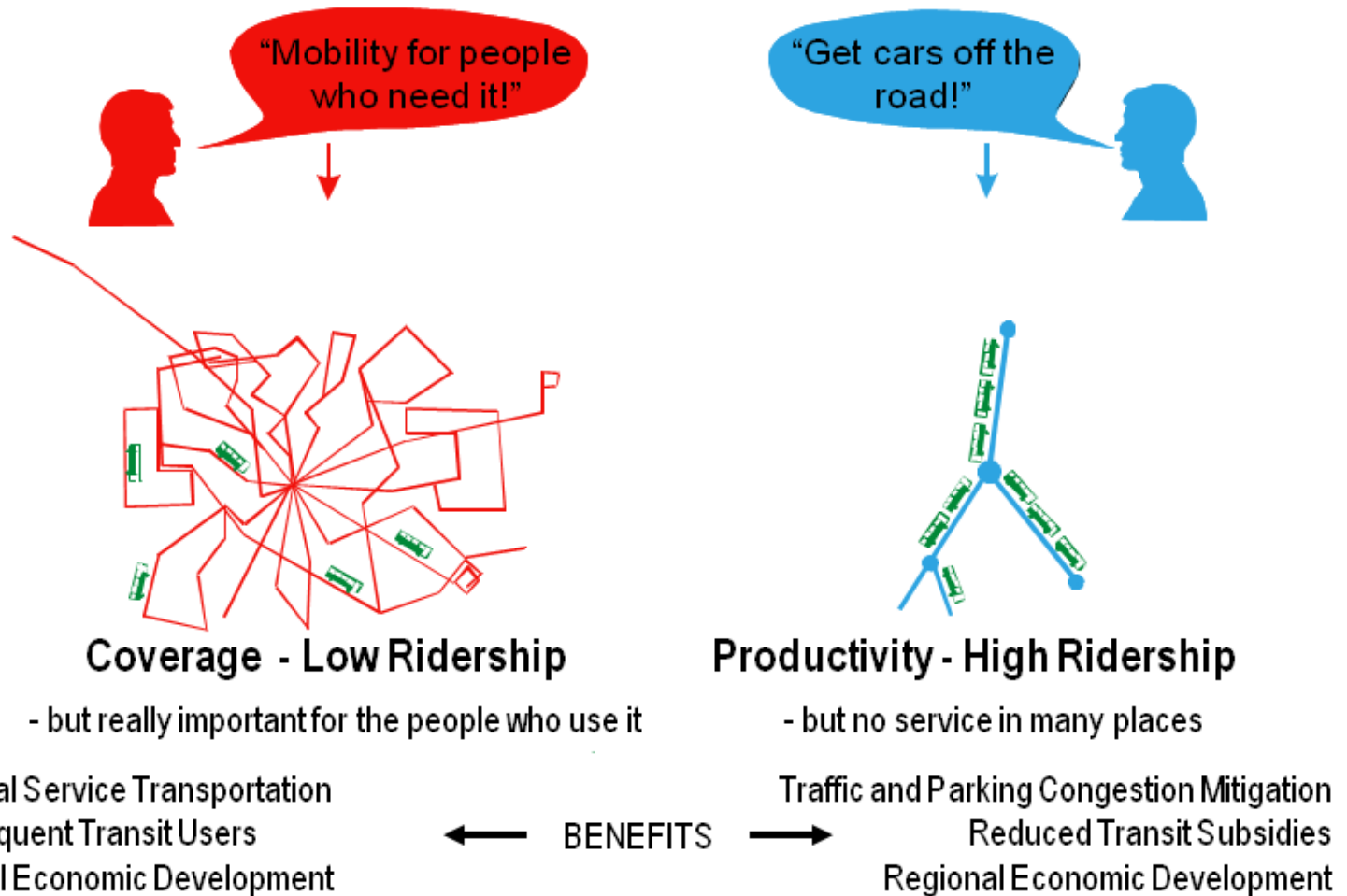
Potential desired outcomes for a successful plan?

- Improve integration & coordination of urban & rural services, including the NW Oregon Transit Alliance & other YCTA partners
- Meet needs expected from future regional growth and tourism
- Preserve function of state highways by expanding regional transit and reducing single occupant vehicle travel

Transit Goals for YCTA

- **Goal 1: Mobility** – convenient, reliable public transportation serving a range of customer needs
- **Goal 2: Accessibility** – equitable and address the needs of all users
- **Goal 3: Passenger experience** – convenient, attractive and welcoming way to travel
- **Goal 4: Safety and security** – transit riders and drivers have safe and secure vehicles and facilities
- **Goal 5: Livability and economy** – integrate public transit in the transportation system to support a prosperous, healthy community
- **Goal 6: Efficiency and financial accountability** – manage the transit system in a fiscally responsible way to maximize return on investment

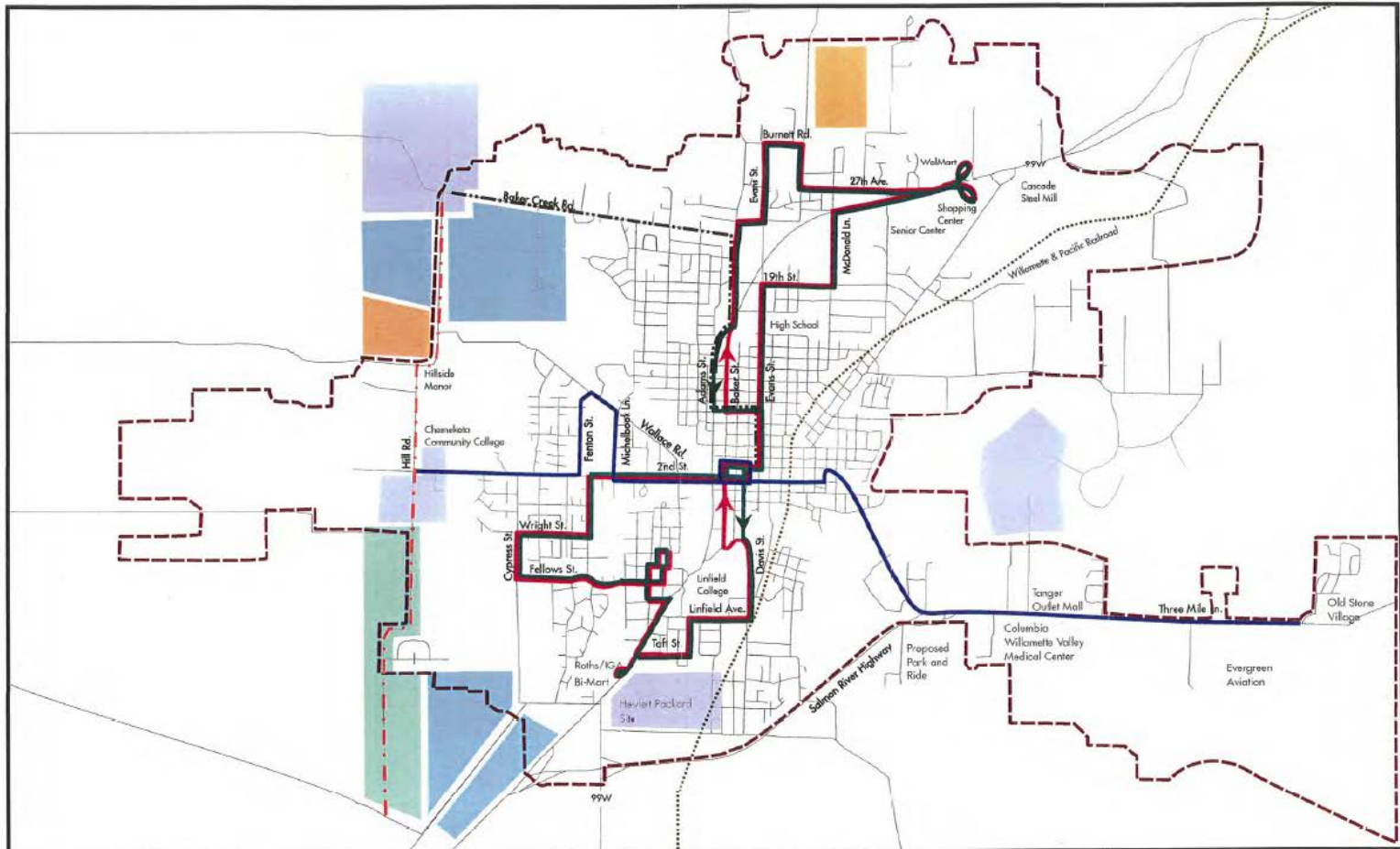
How should YCTA resources be allocated?



Transit Planning - Cities

The background image shows the interior of a bus. Several passengers are seated, including a man in a white shirt, a man in a dark suit, and an older man with white hair and glasses in the foreground. A woman wearing a green cap is visible on the right side. The bus has blue seats and metal handrails. A sign on the ceiling reads "Please use HEALTH CARE & TRIP". The bus is moving through a city street, with buildings and other vehicles visible through the windows.

McMinnville Transit Feasibility Study, June 1997



Proposed Bus Routes

- Red Route
- Blue Route
- Green Route

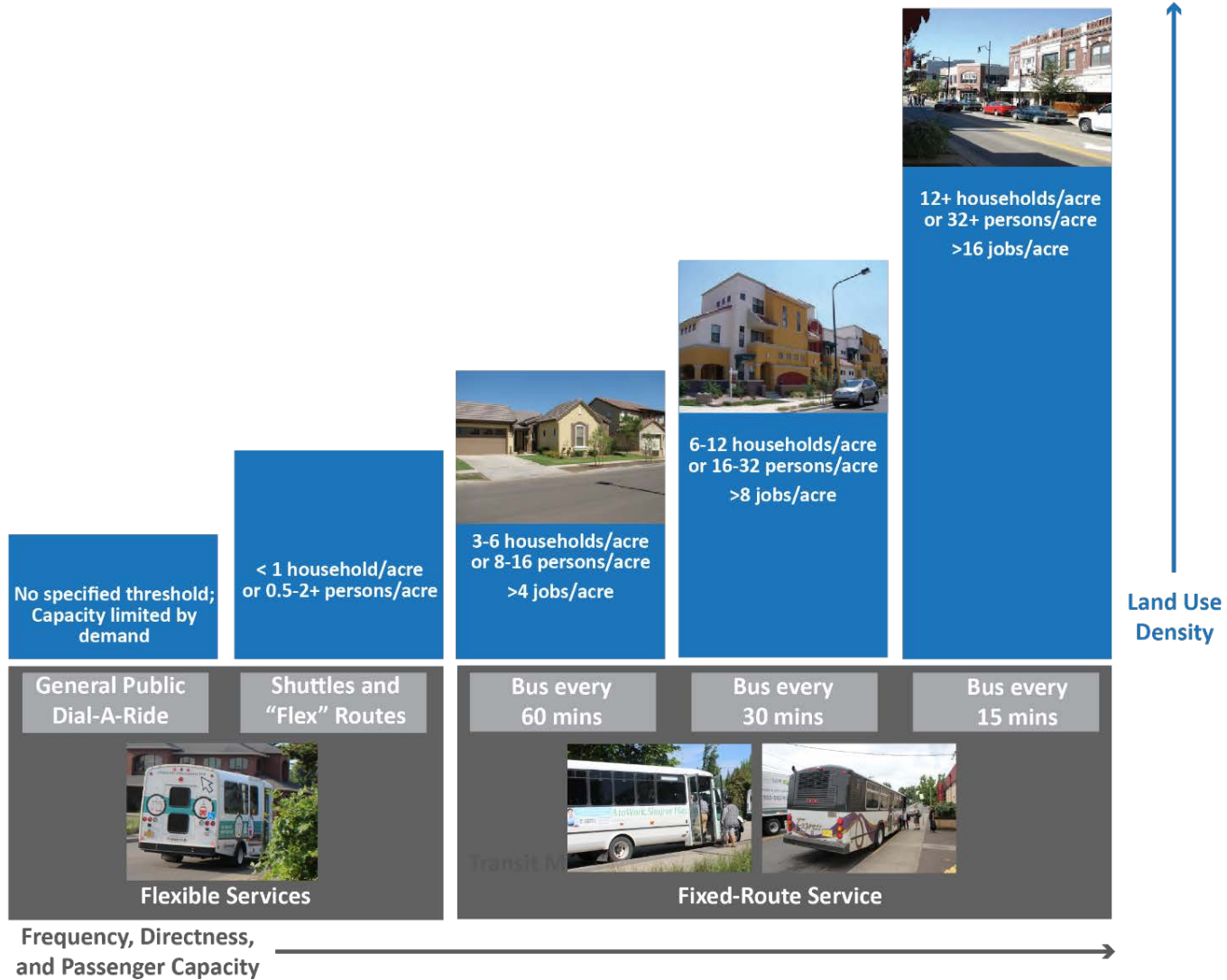
Proposed Urban Growth Areas

- - - Conceptual Bus Route 1
- - - Conceptual Bus Route 2
- Mixed Use Node
- Density Corridor
- Mixed Residential
- Future School Site

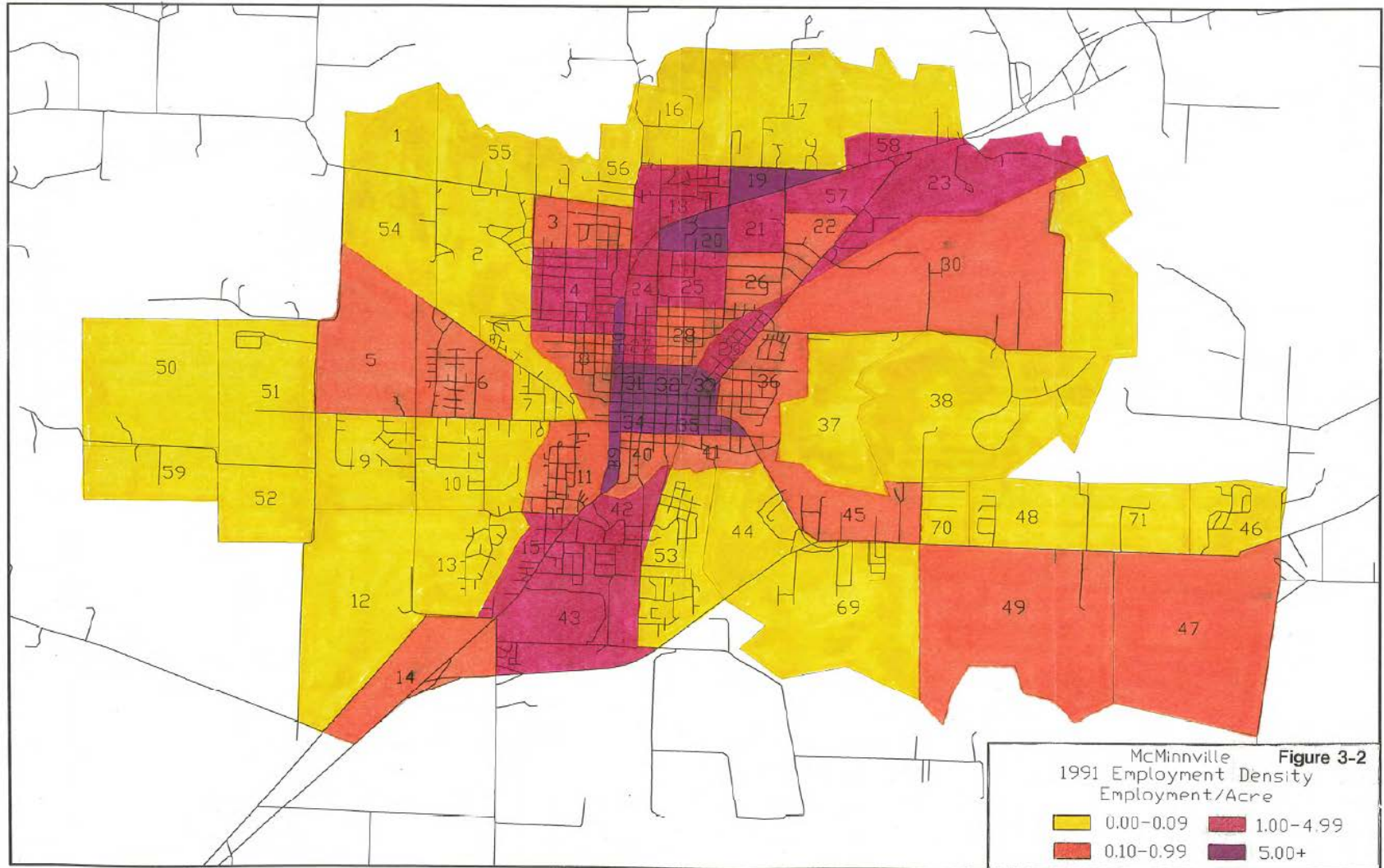
- - - Urban Growth Boundary
- Areas outside the Urban Growth Boundary have been recommended for inclusion by the Urban Growth Boundary Committee.*

Figure 5-6

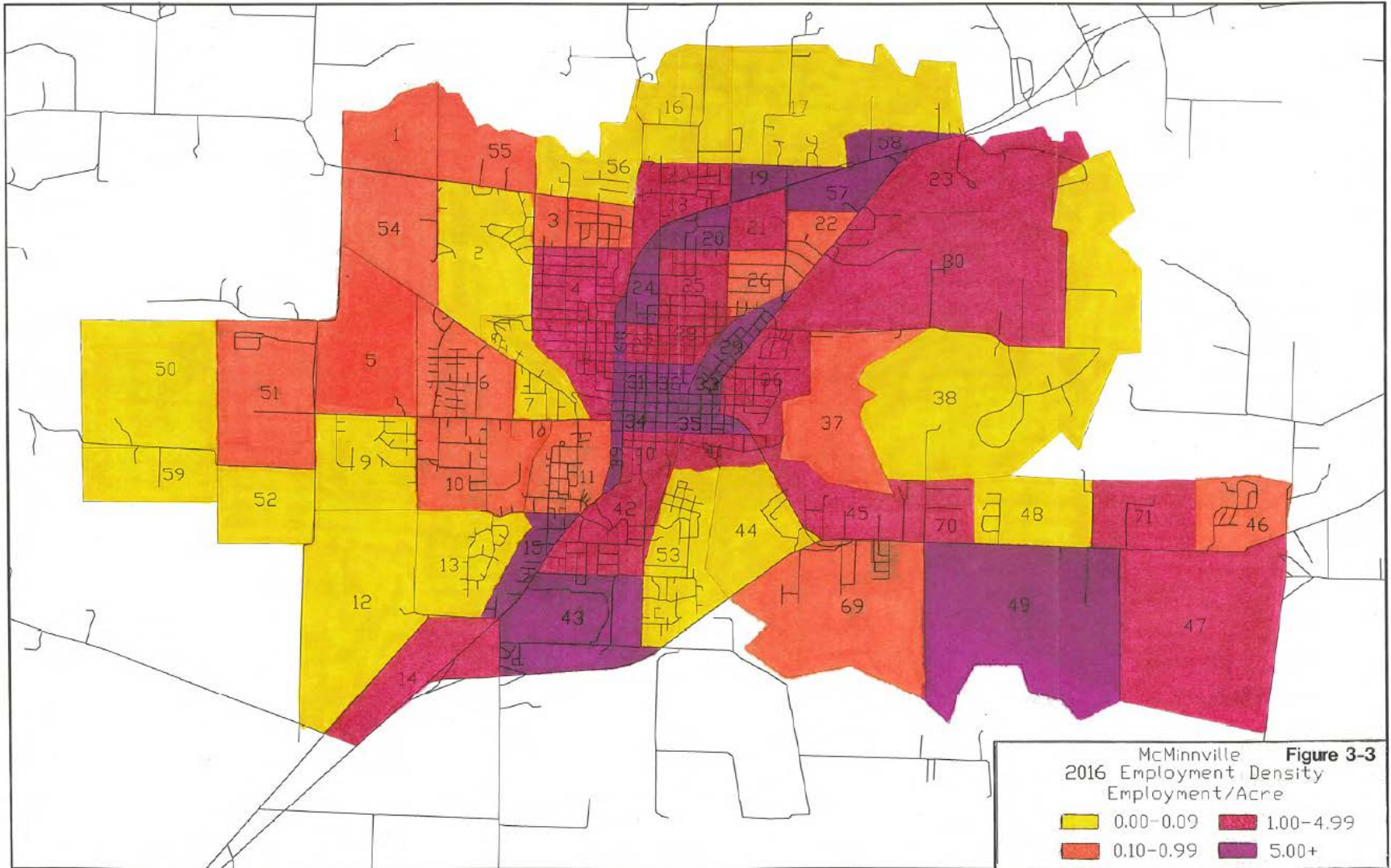
Density & Transit Service



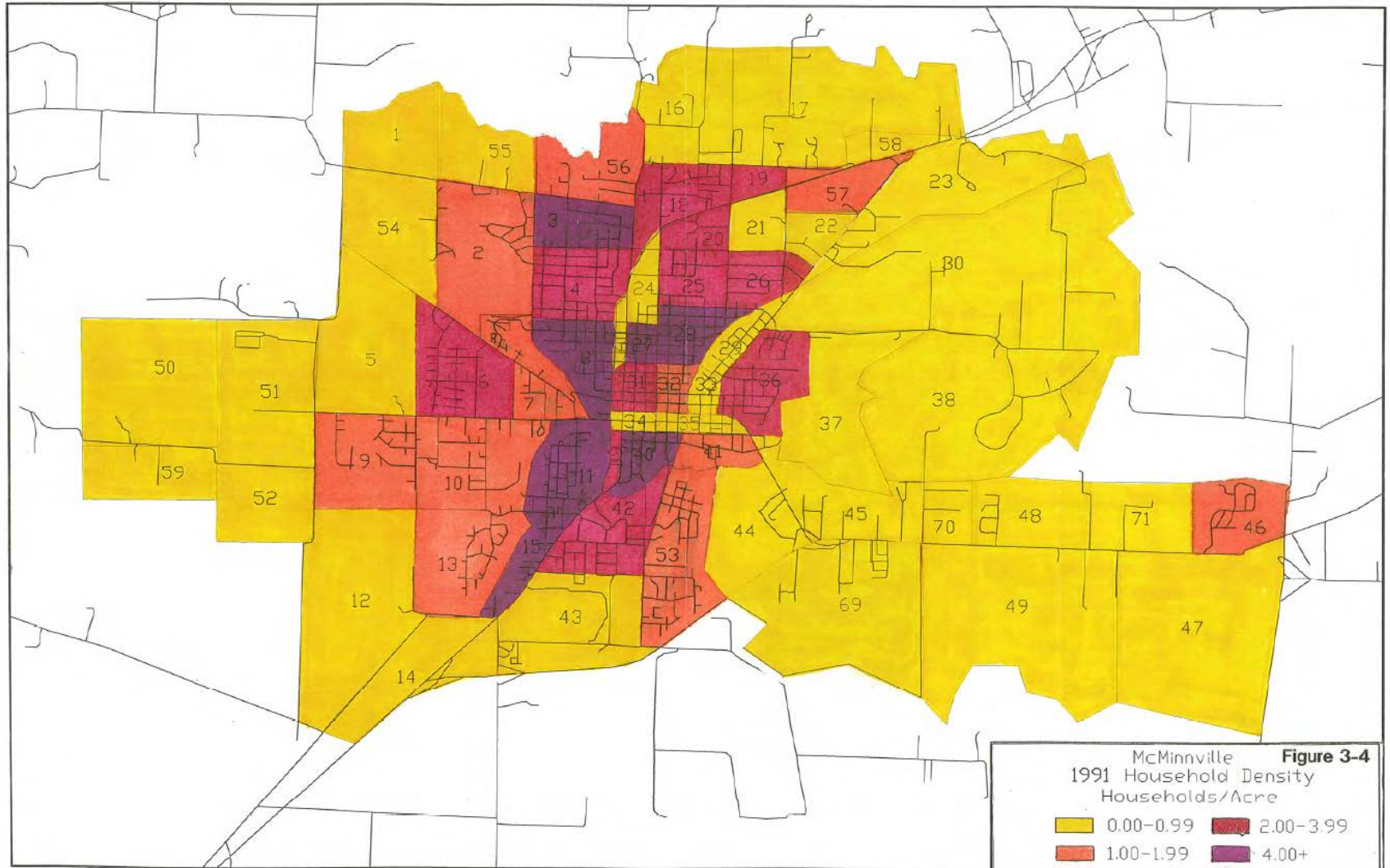
McMinnville Transit Feasibility Study, June 1997



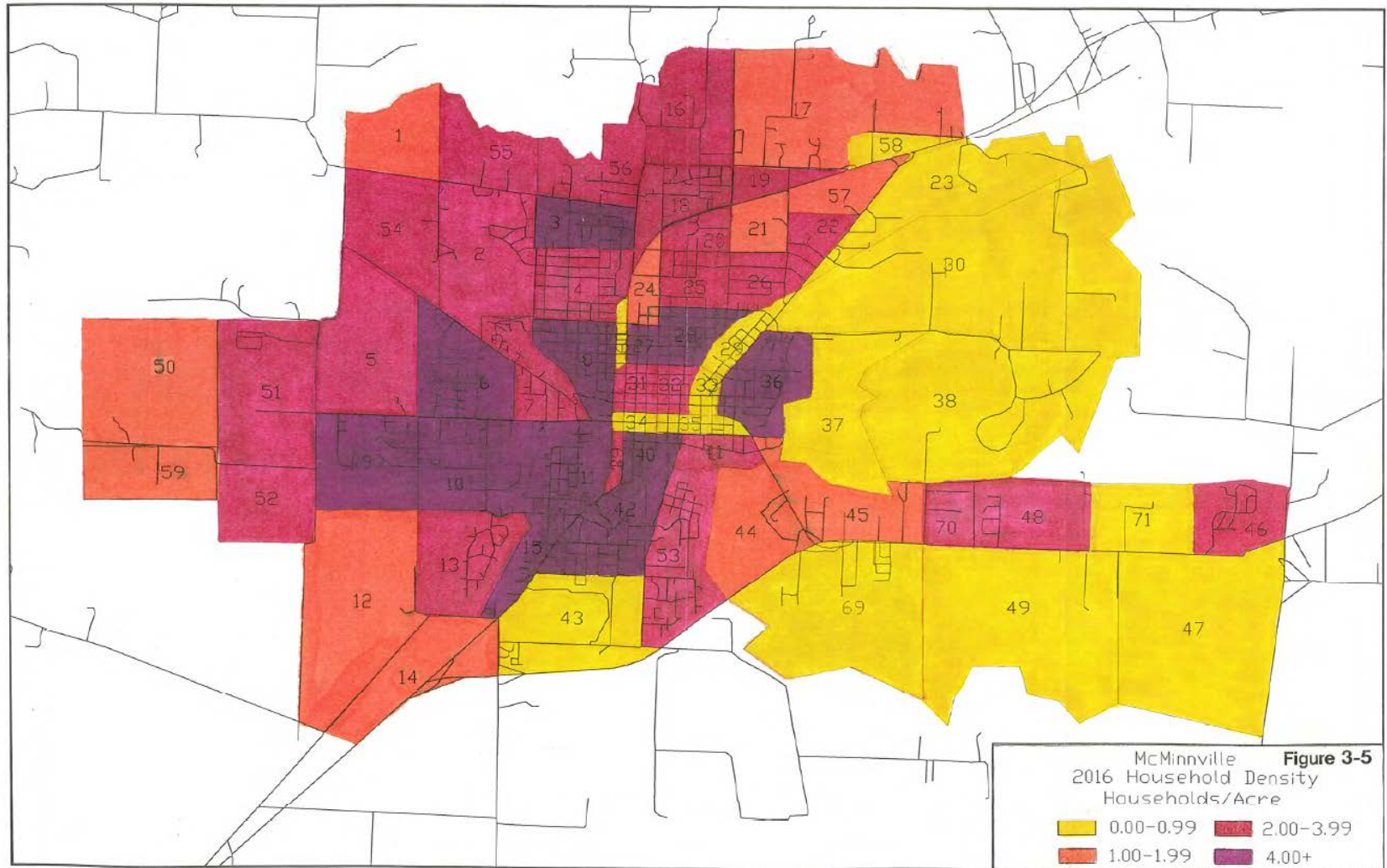
McMinnville Transit Feasibility Study, June 1997



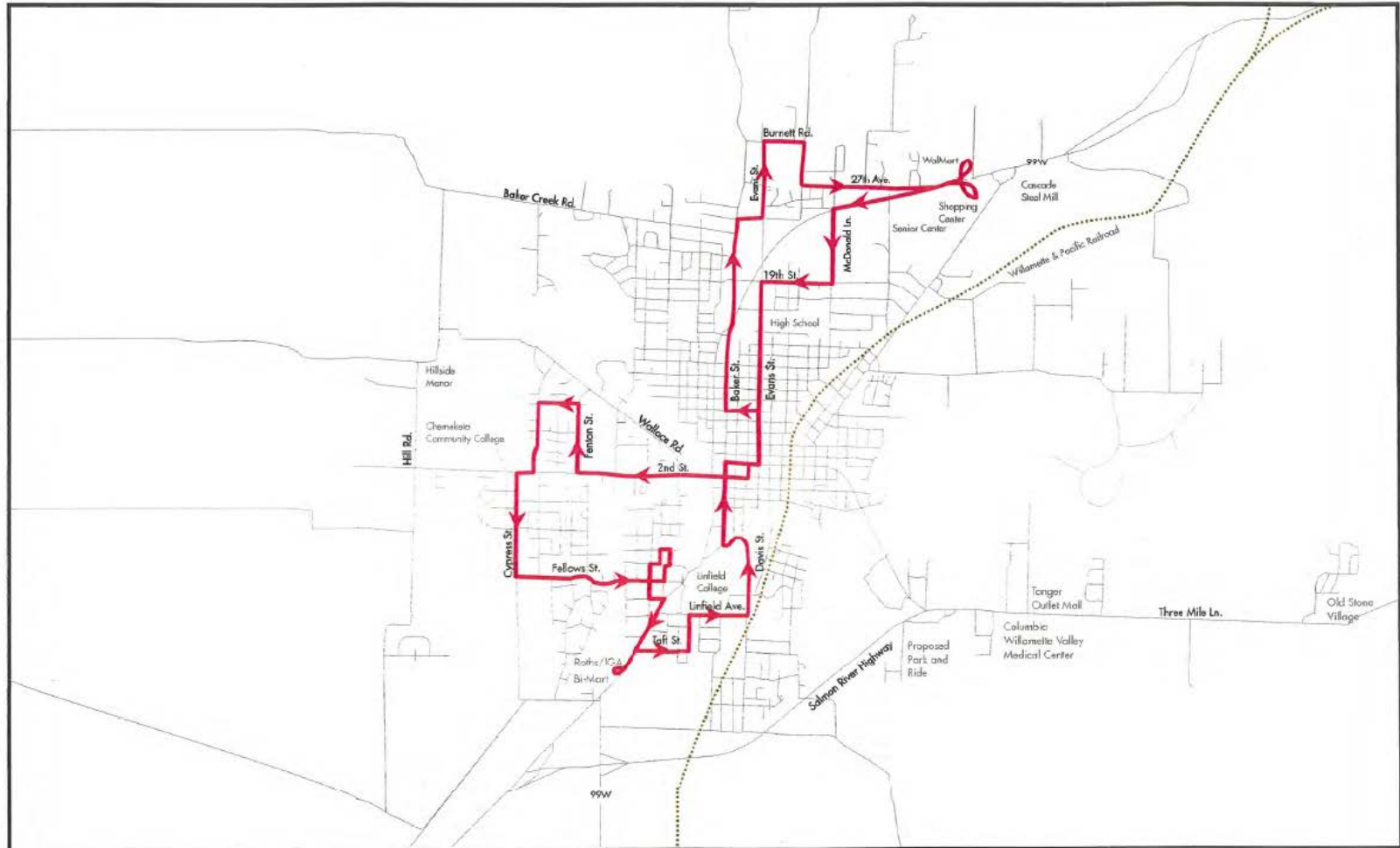
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McMinnville Transit Feasibility Study, June 1997

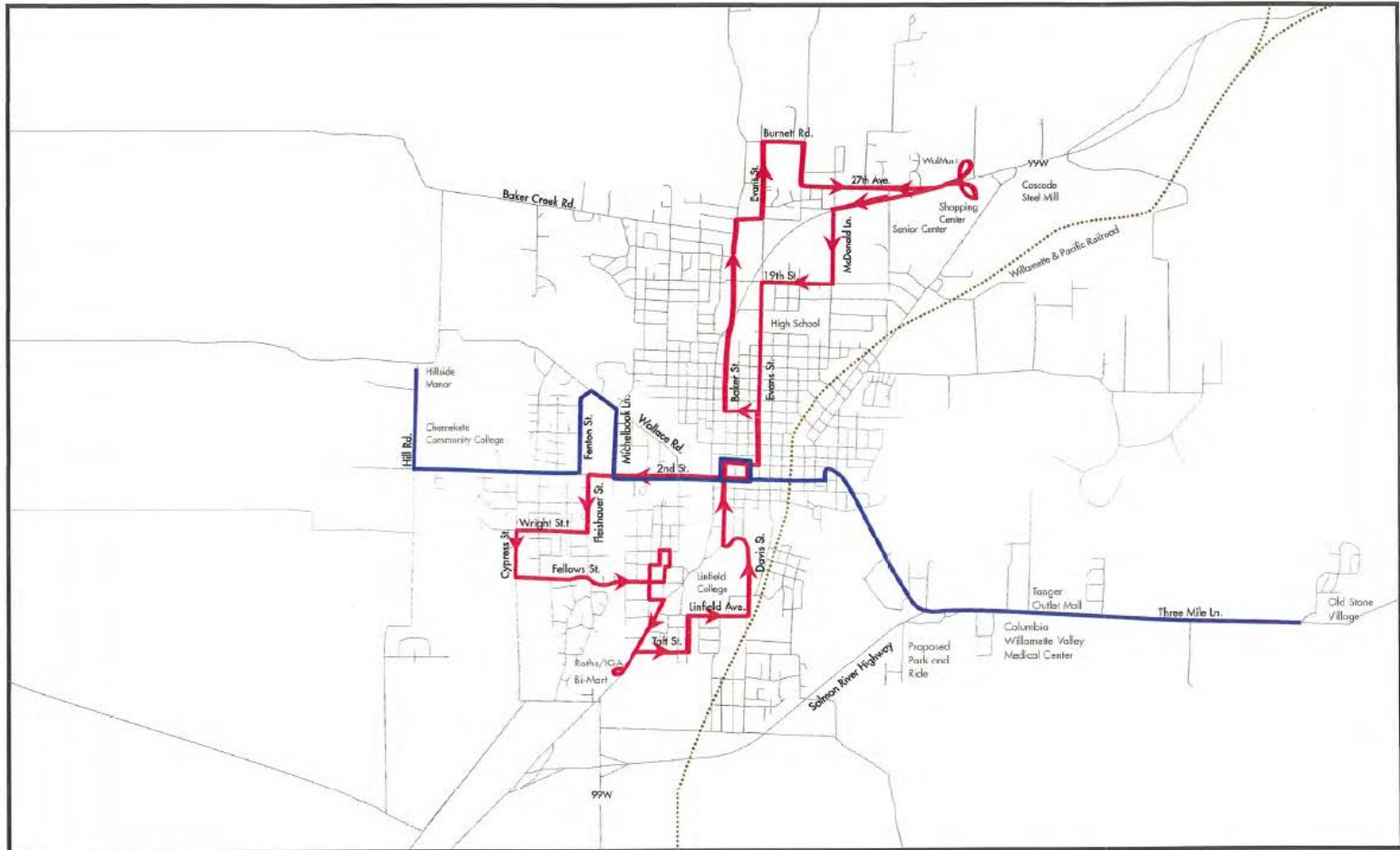


Existing YAMCO Service

— Existing Route

Figure 5-1

McMinnville Transit Feasibility Study, June 1997

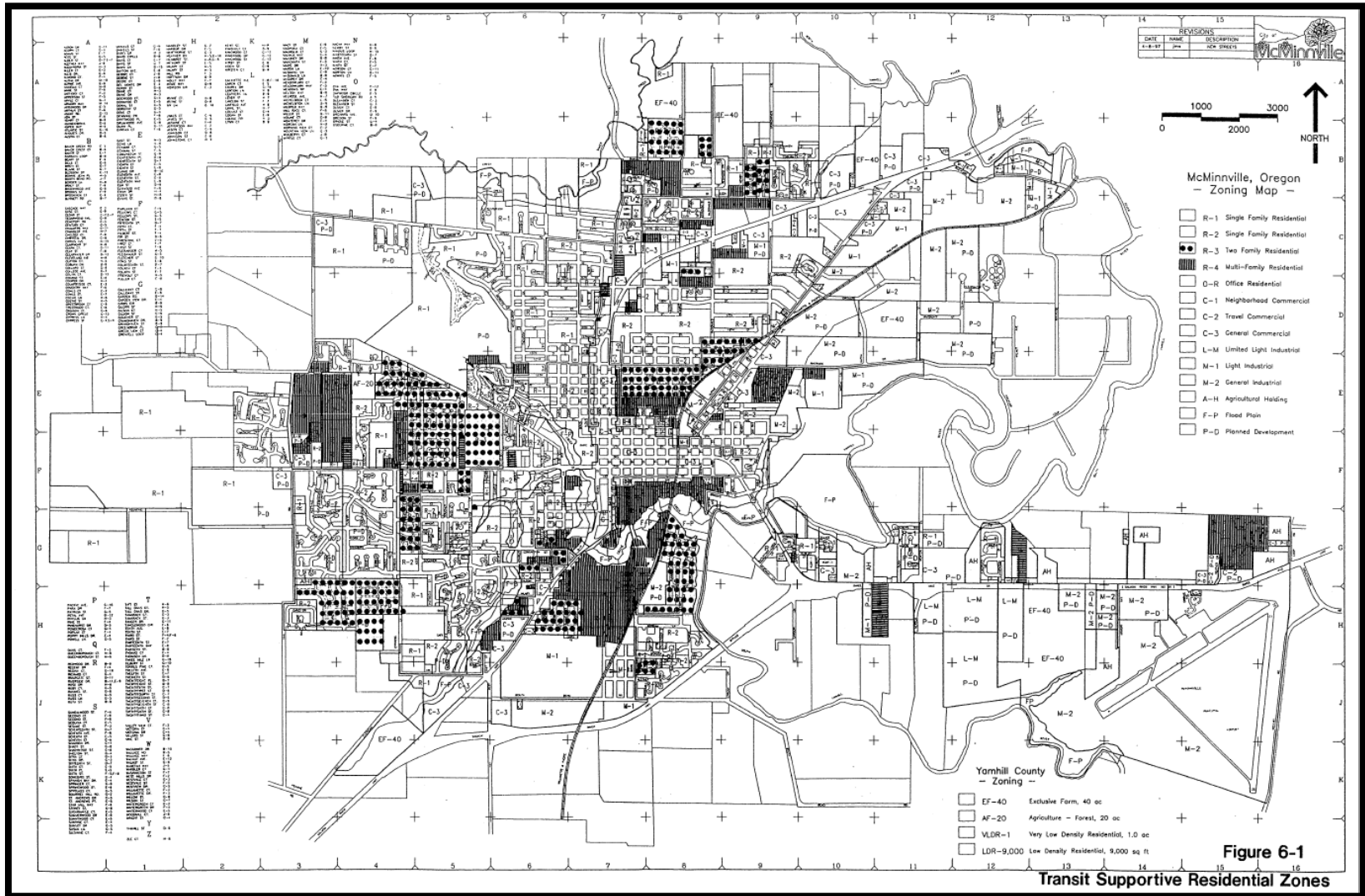


Proposed Service - Phase 2

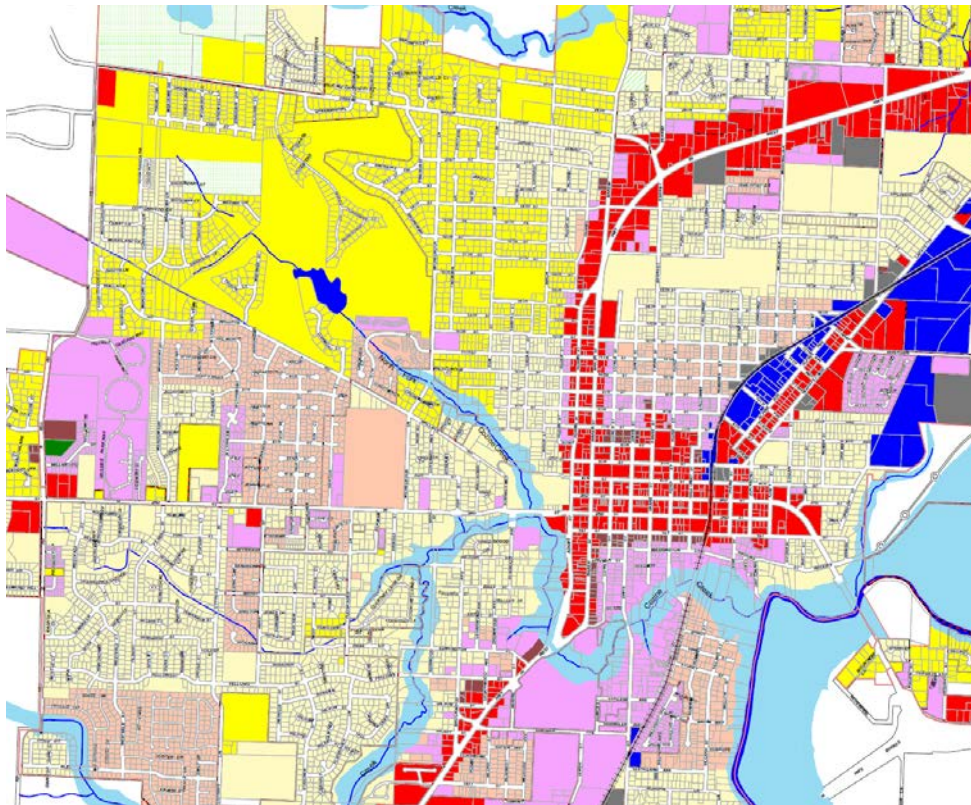
- Red Route
- Blue Route

Figure 5-2

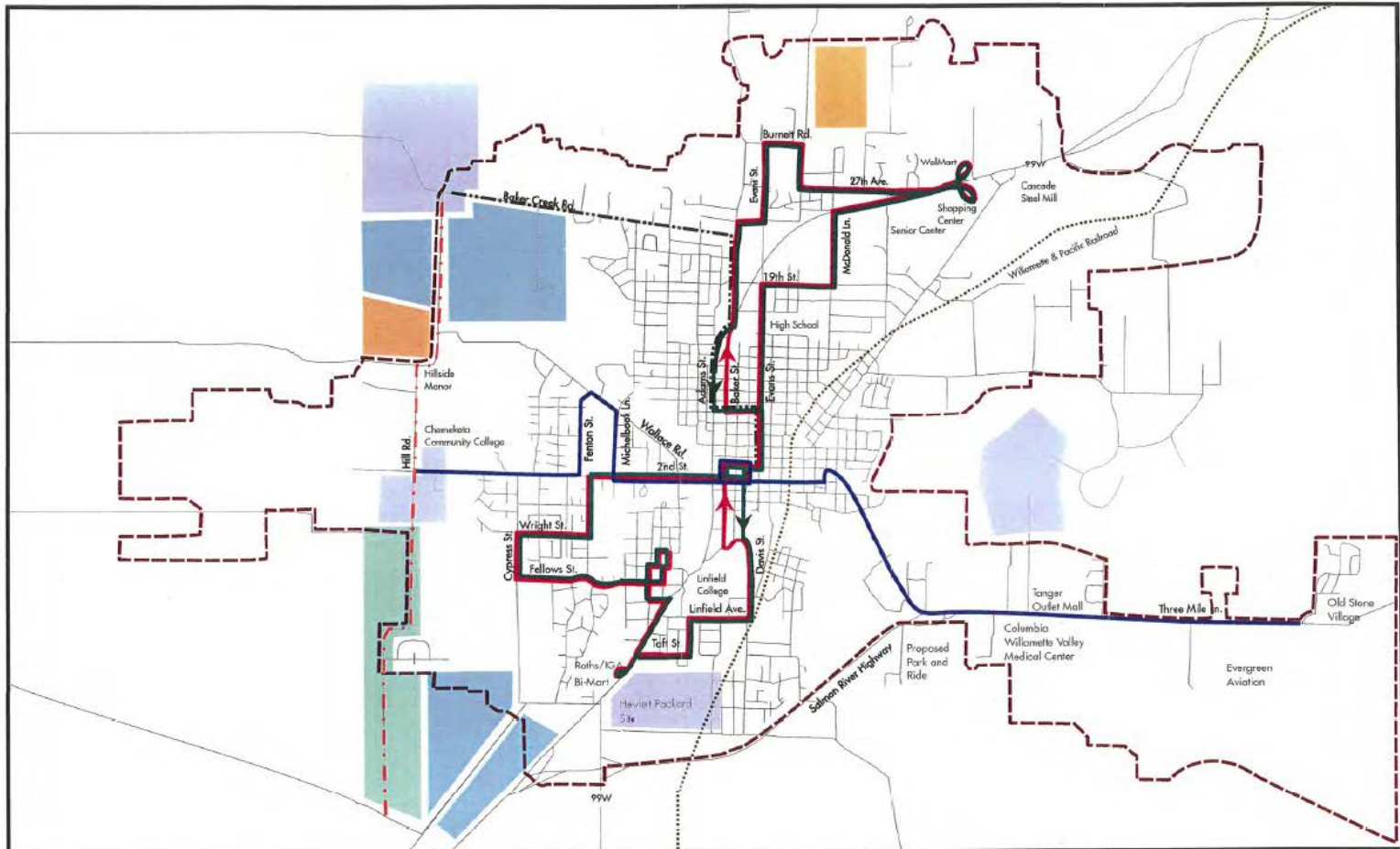
McMinnville Transit Feasibility Study, June 1997



Linking Land Use and Transportation



McMinnville Transit Feasibility Study, June 1997



Proposed Bus Routes

- Red Route
- Blue Route
- Green Route

Proposed Urban Growth Areas

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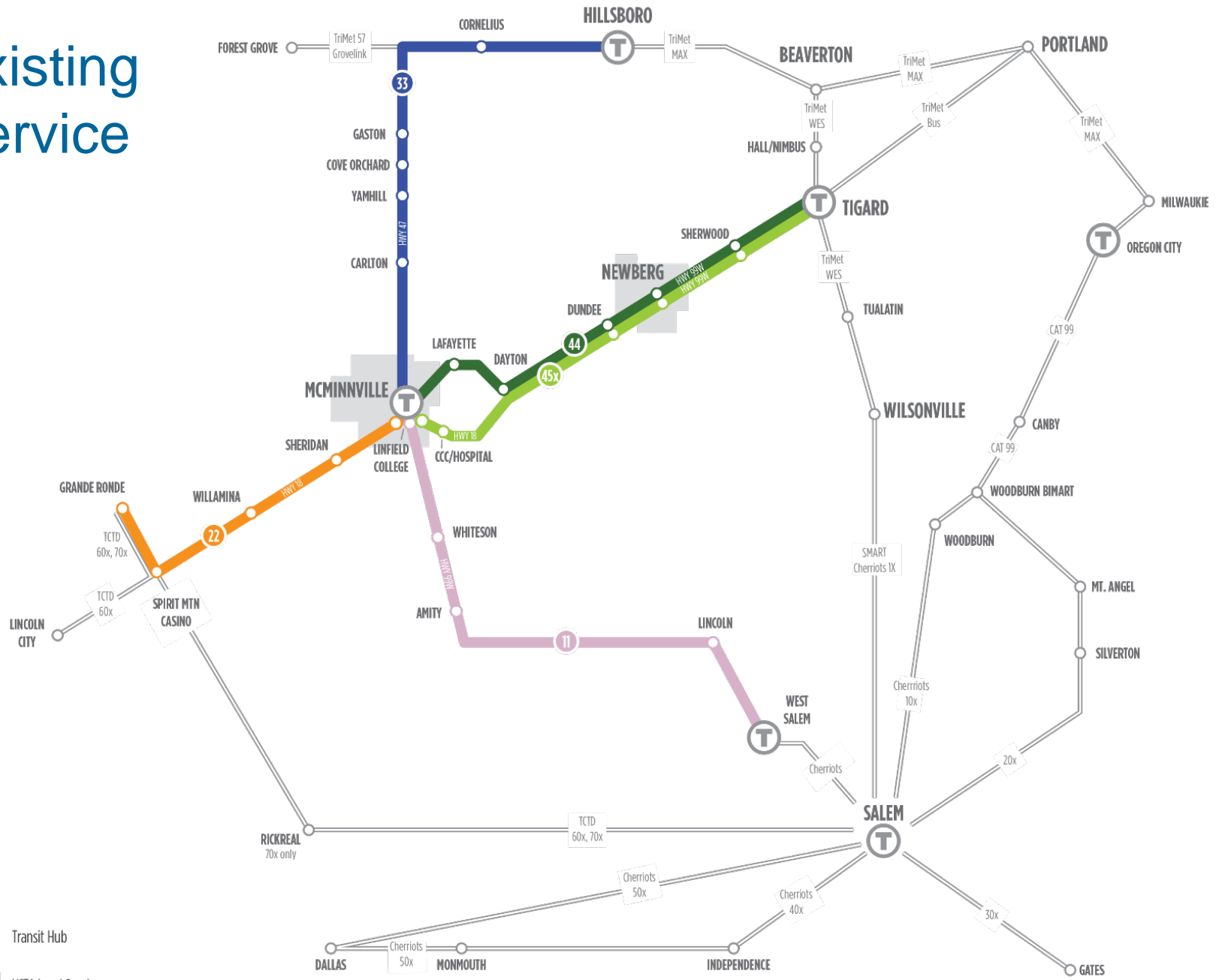
McMinnville Transportation System Plan,

Implement the 1997 Feasibility Plan

Transit Policies

- **Transit-supportive Street System Design** – the city will include the consideration of transit operations in the design and operation of street infrastructure.
- **Transit-supportive Urban Design** – through its zoning and development regulations, the City will facilitate accessibility to transit services through transit supportive streetscape, subdivision and site design requirements that promote pedestrian connectivity, convenience and safety.
- **Transit Facilities** – the City will continue to work with YCTA to identify and help develop supportive capital facilities for utilization by transit services, including pedestrian and bicycle access to bus stop and bus shelter facilities where need is determined and right-of-way is available.
- **Pedestrian Facilities** – the City will ensure that arterial and collector streets' sidewalk standards are able to accommodate transit amenities as necessary along arterial and collector street bus routes. The City will coordinate with YCTA on appropriate locations.
- **Intermodal Connectivity** – the city of McMinnville will encourage connectivity between different travel modes. Transit transfer facilities should be pedestrian and cyclist accessible.

Existing Service

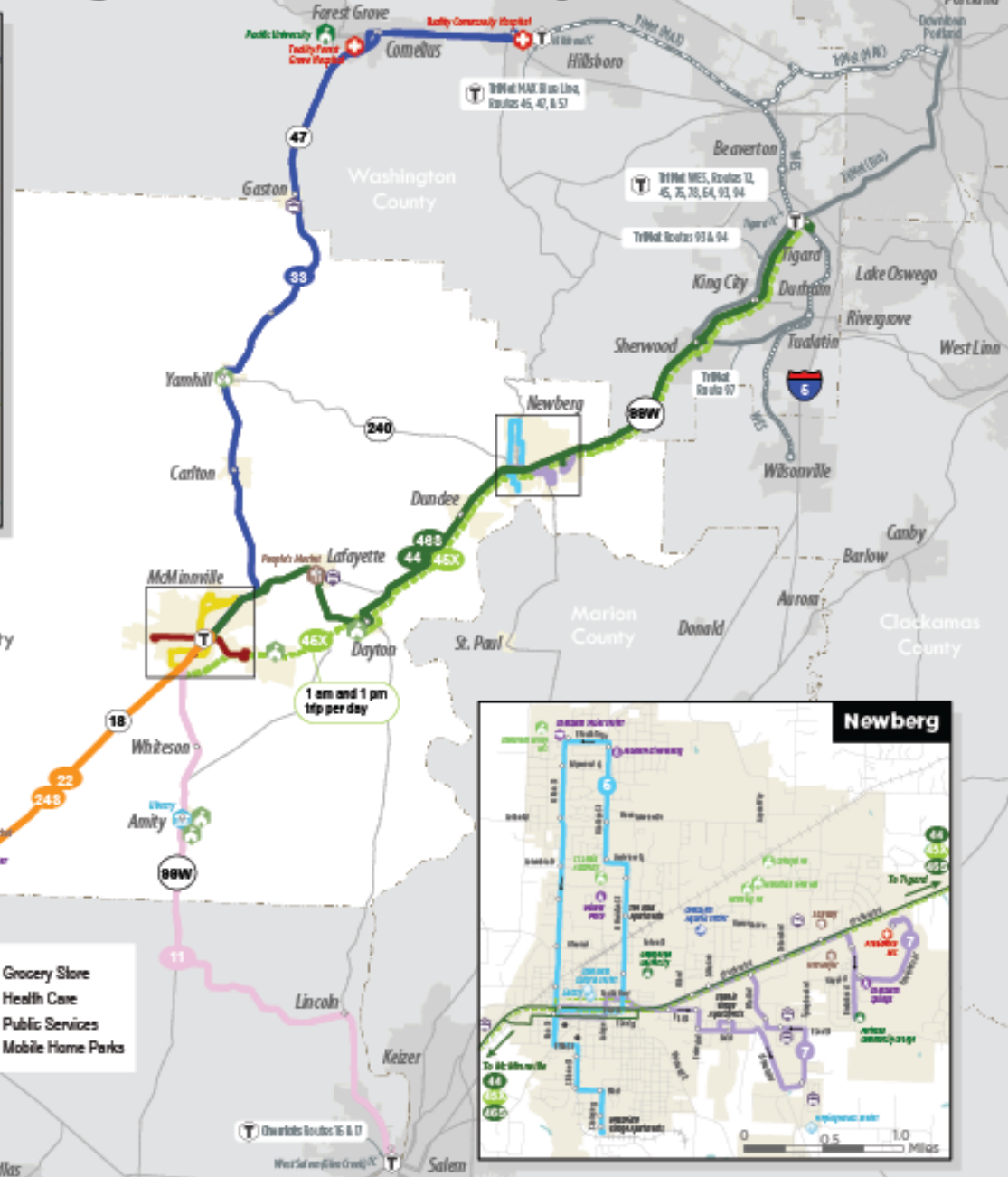


LEGEND

- Transit Hub
- YCTA Local Service

2017 Yamhill County Transit Area Existing Fixed-Route and Inter-City Services

Multnomah County



McMinnville		2	-
		3	-
Newberg		5	-
		7	-
McMinnville-Salem		11	-
McMinnville-Grand Ronde		22	24s
McMinnville-Hillsboro		33	-
		44	48s
McMinnville-Tigard		45x	-

- Education
- Schools (Middle/High)
- Senior Centers
- Senior Housing
- Casino
- Transit Center
- Bus Stop
- Closed Bus Stop
- Grocery Store
- Health Care
- Public Services
- Mobile Home Parks



Data Source: ESRI, Oregon Spatial Data Library, Yamhill County

YTCA Snapshot

- \$2.0 million annual operating budget
- 4 intercity routes and local service in McMinnville and Newberg
- 300,000 annual rides
 - Nearly 50% are for work commute
- People and jobs within ¼ mile of YCTA routes/stops:
 - McMinnville: ~70% of people and jobs
 - Newberg: ~80% of people and jobs
 - Other cities: 36% of people and 58% of jobs



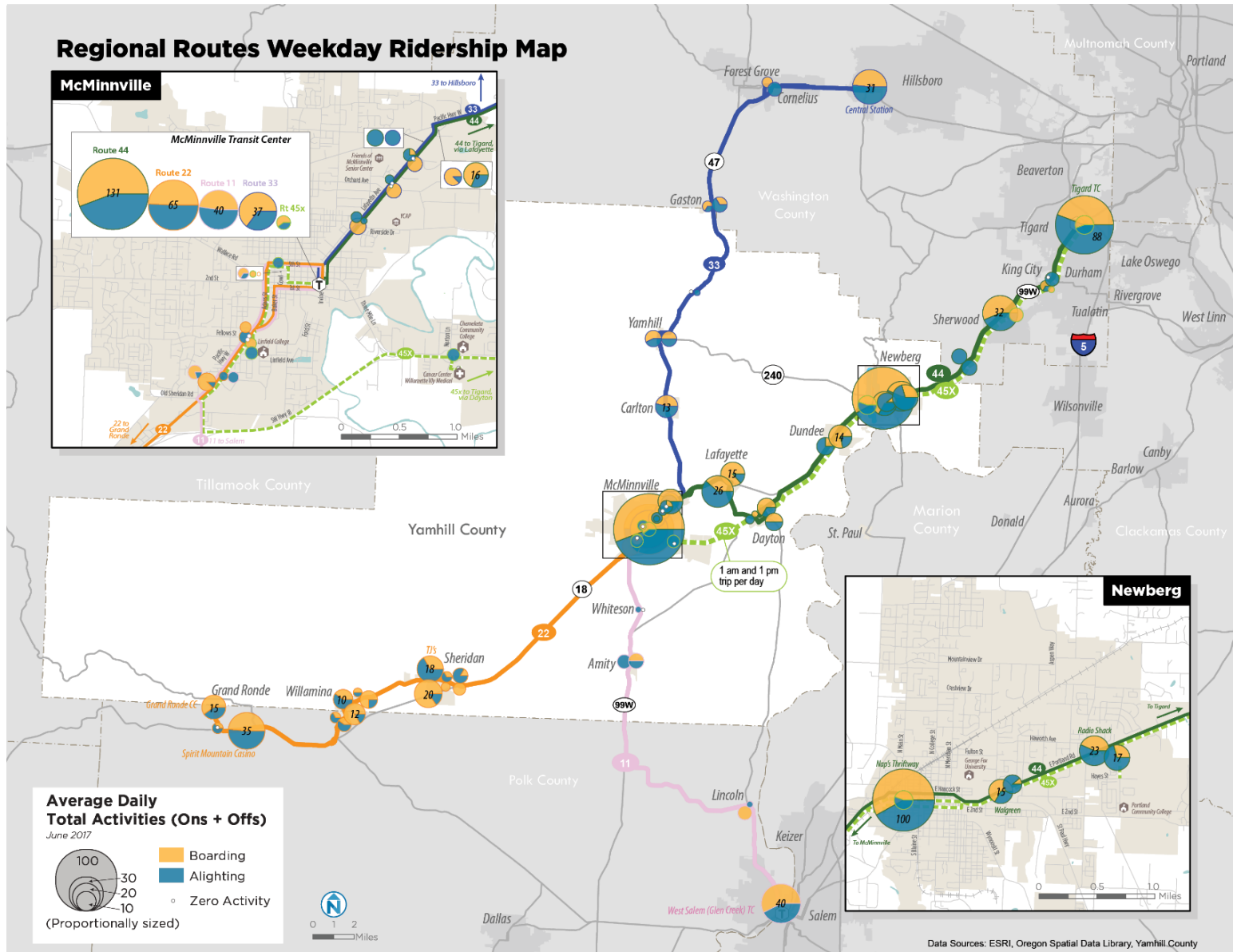
Existing YTCA Ridership and Service Hours (2016)

Service Type	Annual Ridership		Annual Service Hours		Productivity (Boardings/Hour)
Local Fixed Route	95,000	31%	8,500	23%	11.1
Intercity	165,000	55%	15,900	43%	10.4
Dial-A-Ride	42,000	14%	12,700	34%	3.3
Total	302,000	-	37,100	-	8.1

Ridership rounded to nearest 1,000 and service hours rounded to nearest 100

How are people using the system today?

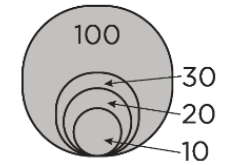
Intercity Routes - Weekday



McMinnville Fixed Route Service (Weekday)

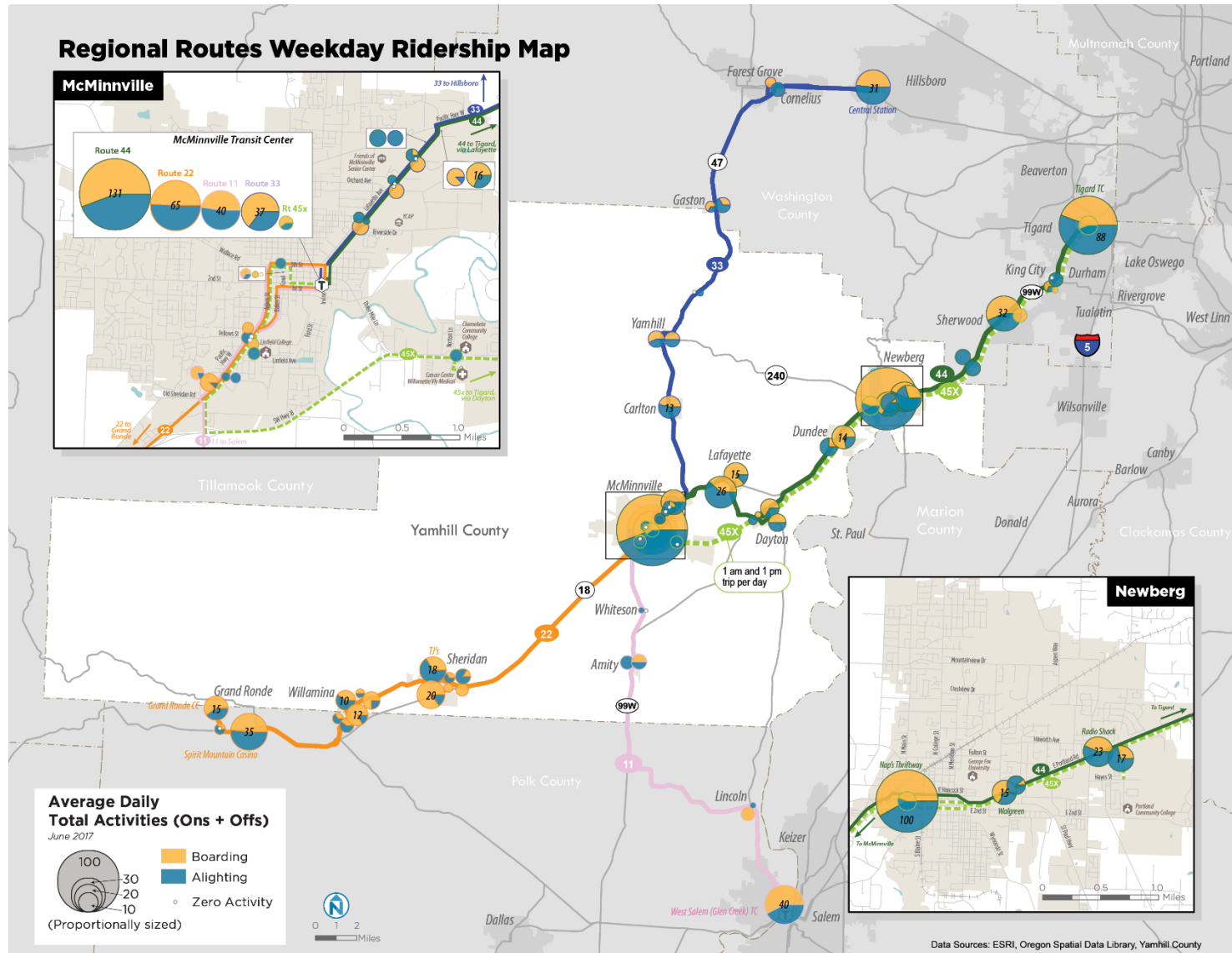
Average Daily Total Activities (Ons + Offs)

Weekday, June 2017

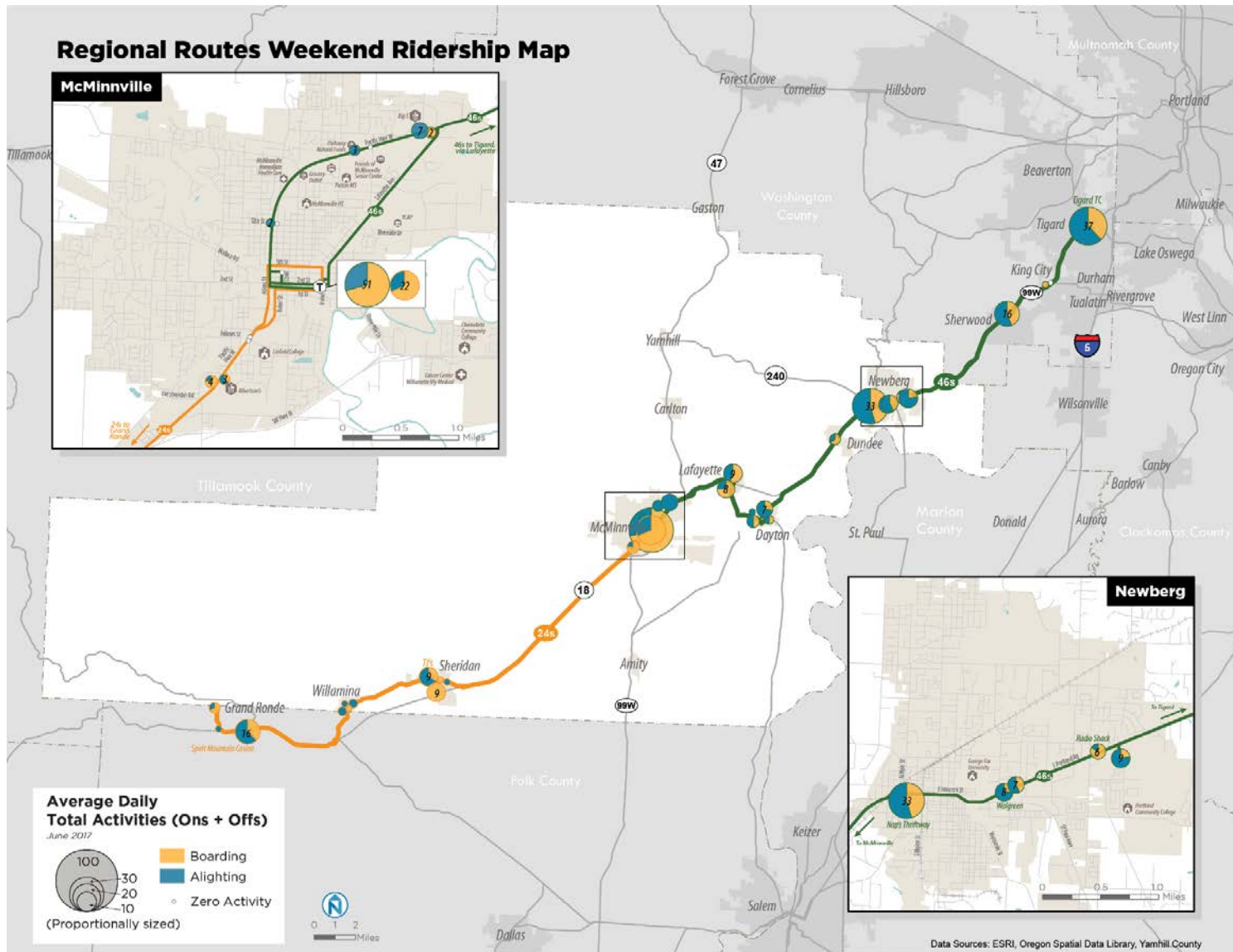


- Boarding
- Alighting
- Zero Activity

Intercity Routes - Weekday

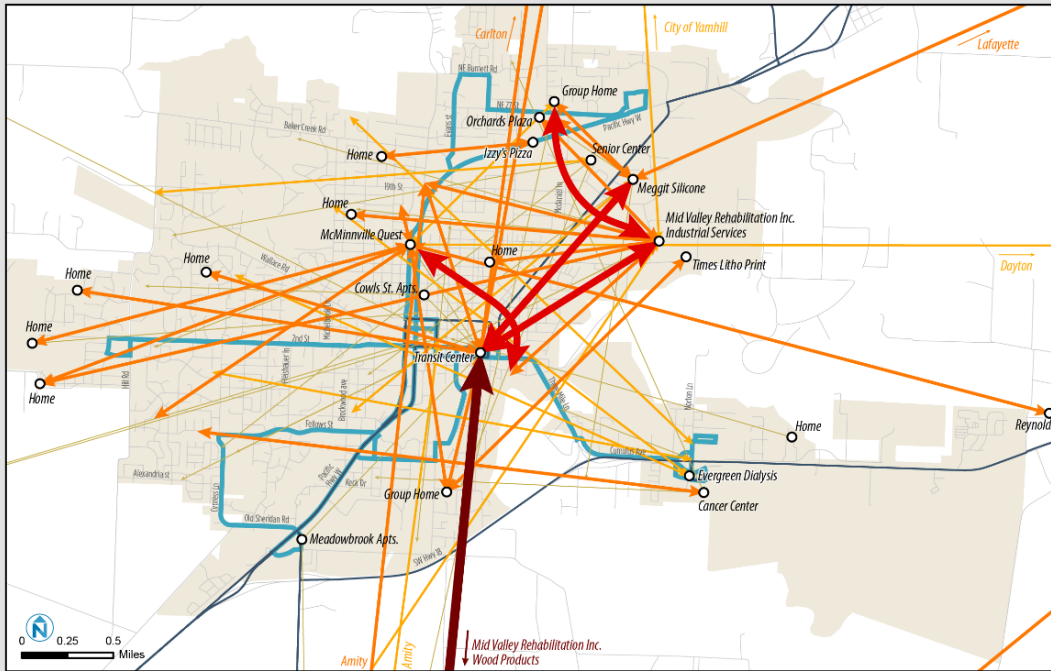


Intercity Routes - Weekend



McMinnville Dial-A-Ride Trips

Dial-a-Ride Trip Pairs: McMinnville



Number of Dial-a-Ride Trips by Trip Pairs

Average Weekly (April 10-22, 2017)

- | | | |
|--------------|---------|------------------------|
| not shown | 1 - 5 | ○ Major Trip Ends |
| light yellow | 6 - 10 | — Local Bus Routes |
| yellow | 11 - 15 | — Intercity Bus Routes |
| orange | 16 - 20 | ■ City Limits |
| red-orange | 21 - 56 | |
| dark red | 121 | |

0 1 2 Miles

Yamhill County



Key Issues from Existing Conditions

- Lack of awareness in community
 - Lack of bus stops and consistent branding
- Regional connections are useful, but:
 - Congestion results in major transit delays (need to run on time and improve communication to riders)
 - Need to improve local service connections
 - Need partnerships to help reach employers located off of highway

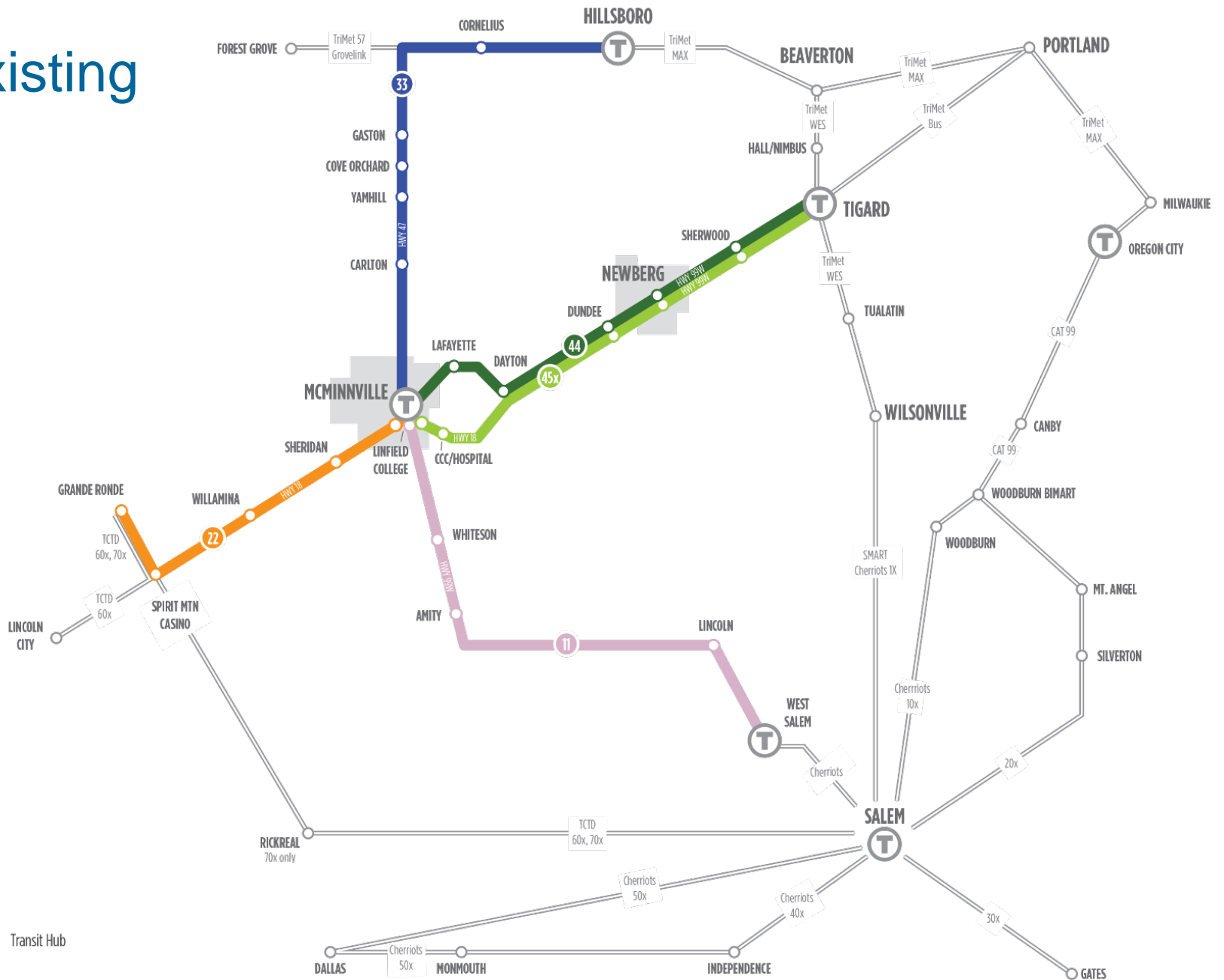


Key Issues/Findings from Existing Conditions

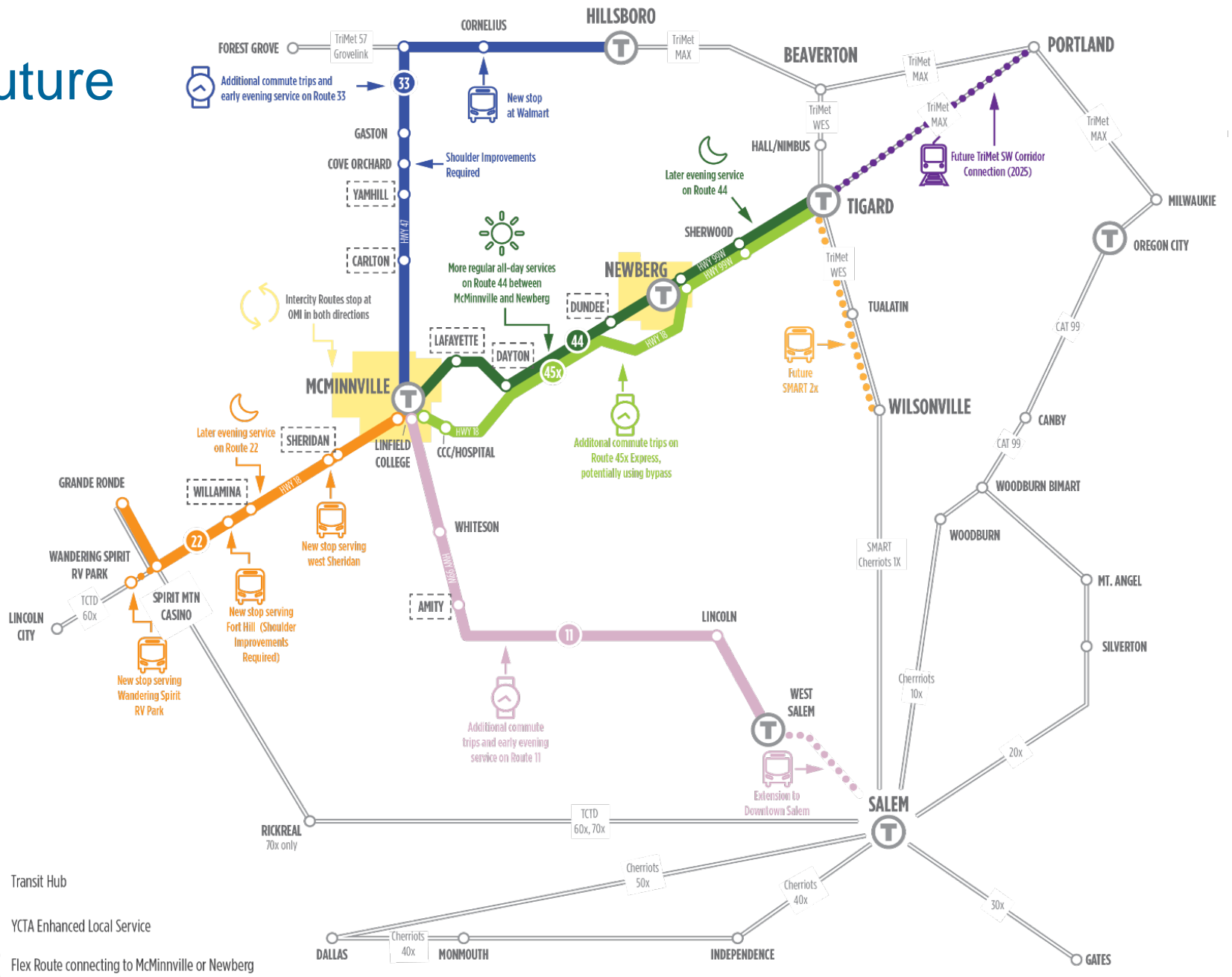
- Route alignment generally good, but:
 - Changes to schedules and route design are needed
 - Some key destinations/areas in McMinnville/Newberg lack service
- Weekend service and later/earlier hours are priorities
- Shopper (or other) types of shuttles to improve access to destinations
 - Walking to storefronts can be a challenge
- Need to improve service in smaller communities



Existing



Future



Plan Time Frames

Time Frame	Years*	Funding Level	Plan Emphasis
Immediate	0 years: FY 2018 (Summer 2018)	Existing	Cost-Neutral or Near Cost- Neutral
Near-Term	1 years: FY 2019 (2018-2019)	Partial-year STIF funds	Address capital needs (e.g., bus stops and buses) Low-cost changes to address the most critical needs
Short-Term	2-3 years: FY 2020 to FY 2022 (2020 – 2022)	Full STIF funds Additional resources required to implement all plan priorities	Address capital needs (e.g., bus stops and buses) Phased, incremental service expansion
Mid-Term	4-9 Years: FY 2023 to FY 2027 (2023 – 2027)		Continued service expansion
Long-Term	10-20 Years: FY 2028 to FY 2037 (2028-2037)		Flexible service plan
Long-Term (Vision)	Beyond 20 Years	Unconstrained	Additional service options

Public and Stakeholder Input

Existing Conditions Phase (Spring/Summer 2017)

- **Rider Survey:** 300 responses
- **Community Events & Destinations:** 7
- **Community Survey:** 400 responses (online and print)
- **Focus Groups:** 5 meetings
- **Project Advisory Committee Meetings:** 2

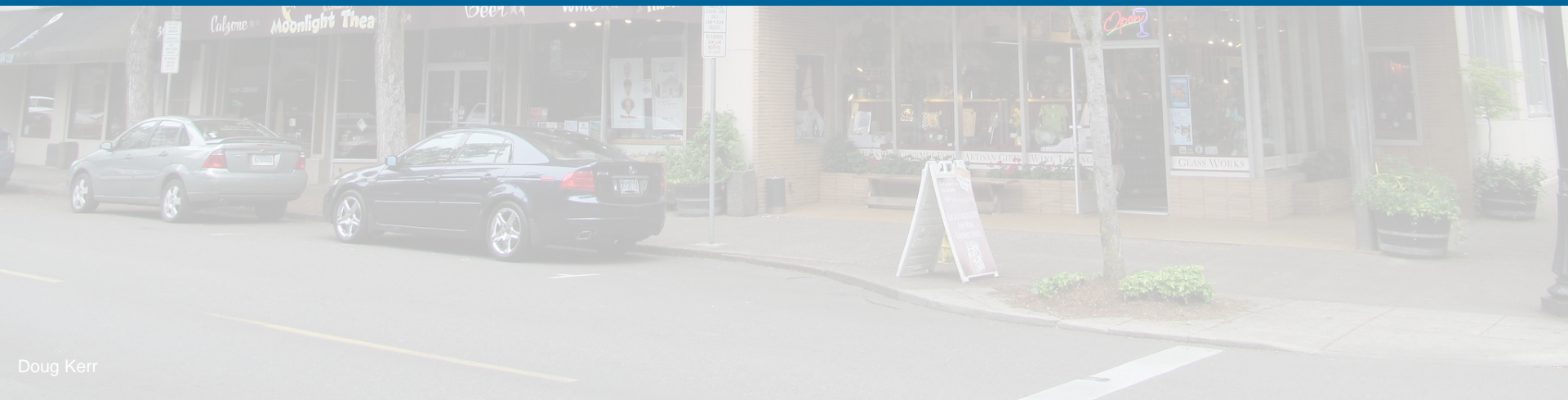
Solutions Strategies Phase (Winter/Spring 2018)

- **Public Events:** 4 events, engaged with 50 people
- **Online Surveys:** 77 responses
- **Focus Groups:** 1 meeting
- **Project Advisory Committee Meetings:** 2



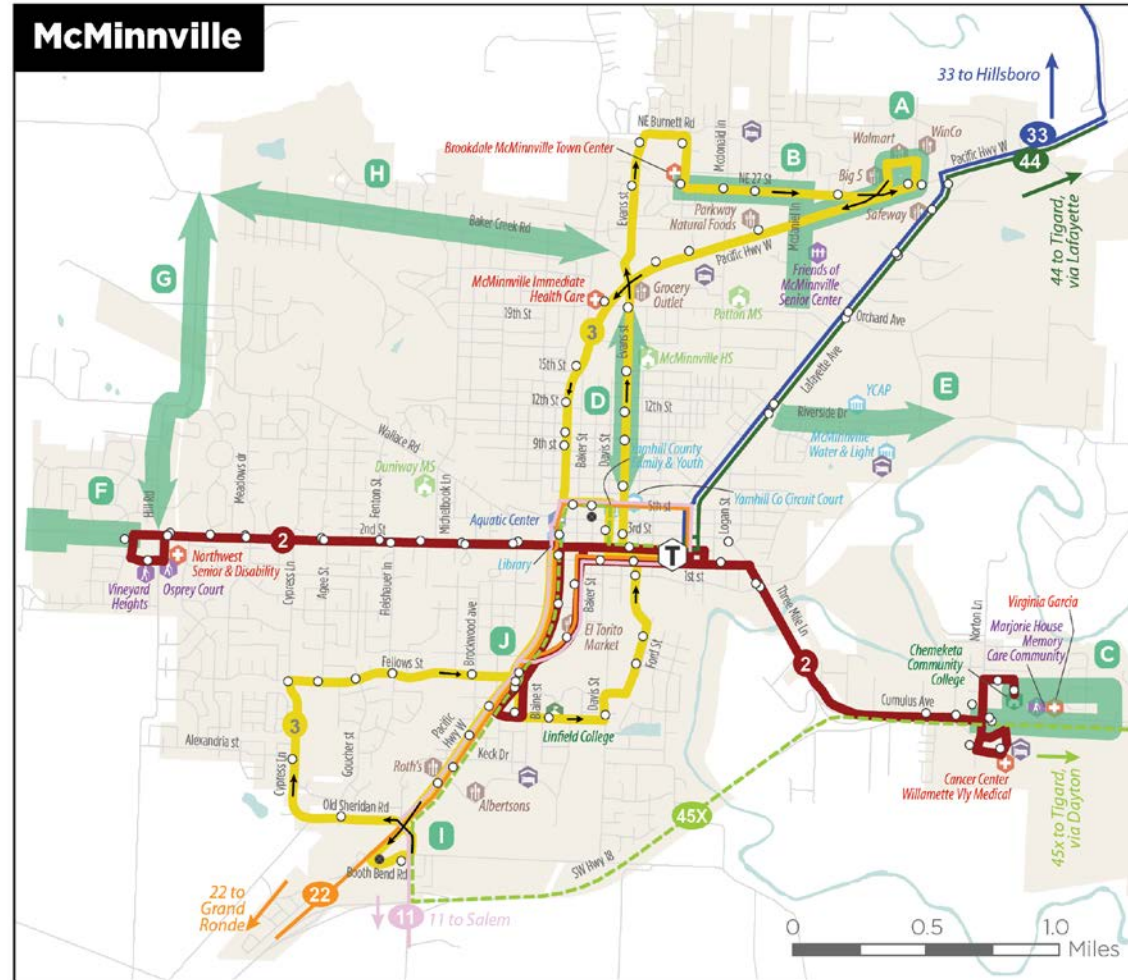


Service Design - McMinnville



McMinnville Changes

- **Near-Term**
 - Route 3 North
 - Shopper Shuttle
- **Short-Term**
 - Route 2 East
 - Saturday service
 - Early evening
- **Mid-Term**
 - Expand Sat service
 - Earlier morning
 - Later evening
 - Pilot on-demand service (Lafayette/Riverside)
- **Long-Term**
 - Serve NW area

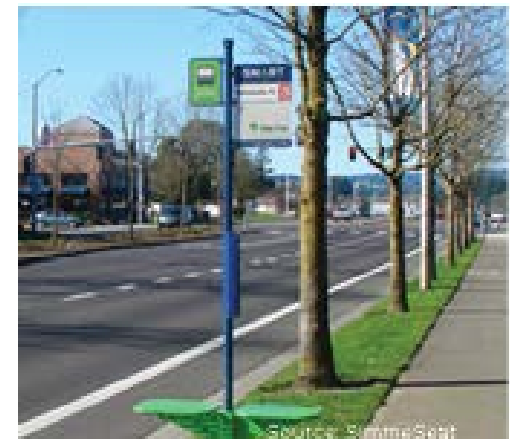


YCTA Existing Routes Proposed Service Change or New Service Area

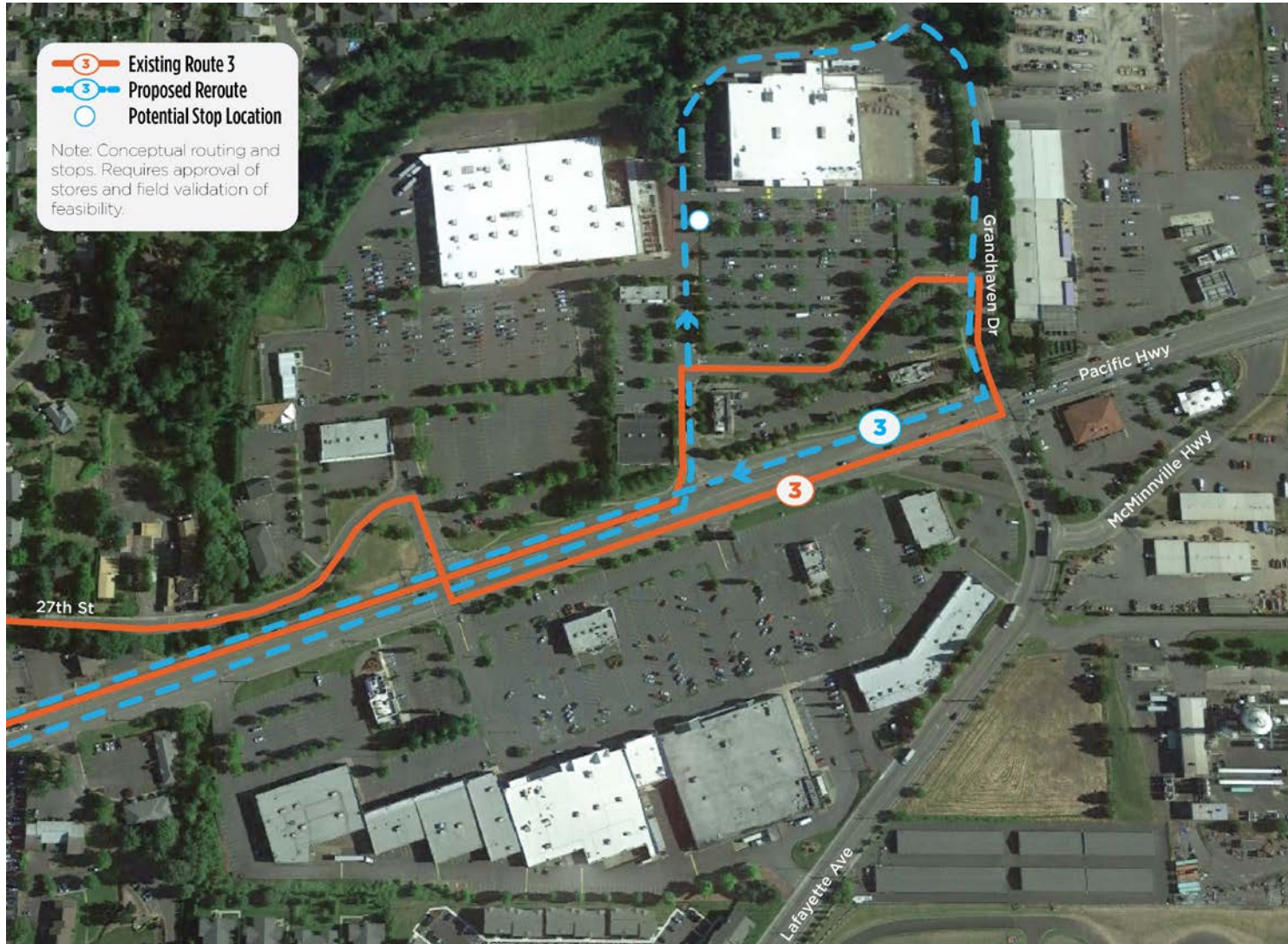


Immediate Changes: Summer 2018

- Minor schedule and routing changes
 - Improve efficiency and connections between routes
 - Help buses run on time
 - Closer access to retail stores (Walmart/Winco)
- Renumber McMinnville routes
 - easier to understand
- Begin marking bus stop locations and place shelters when routes/stops are confirmed



Walmart/Winco Access (Immediate Change)

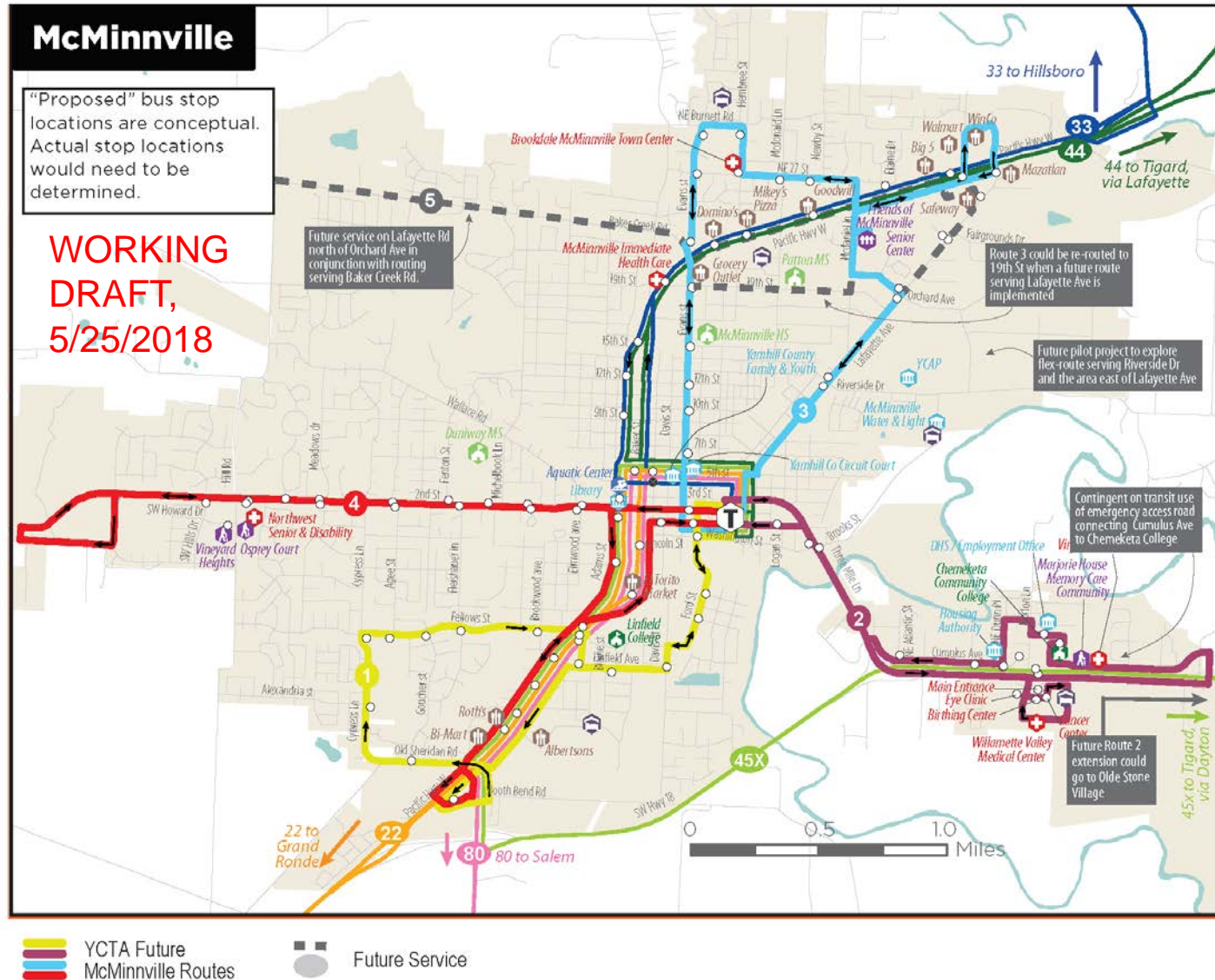


Potential Phase 2 (after plan adoption)



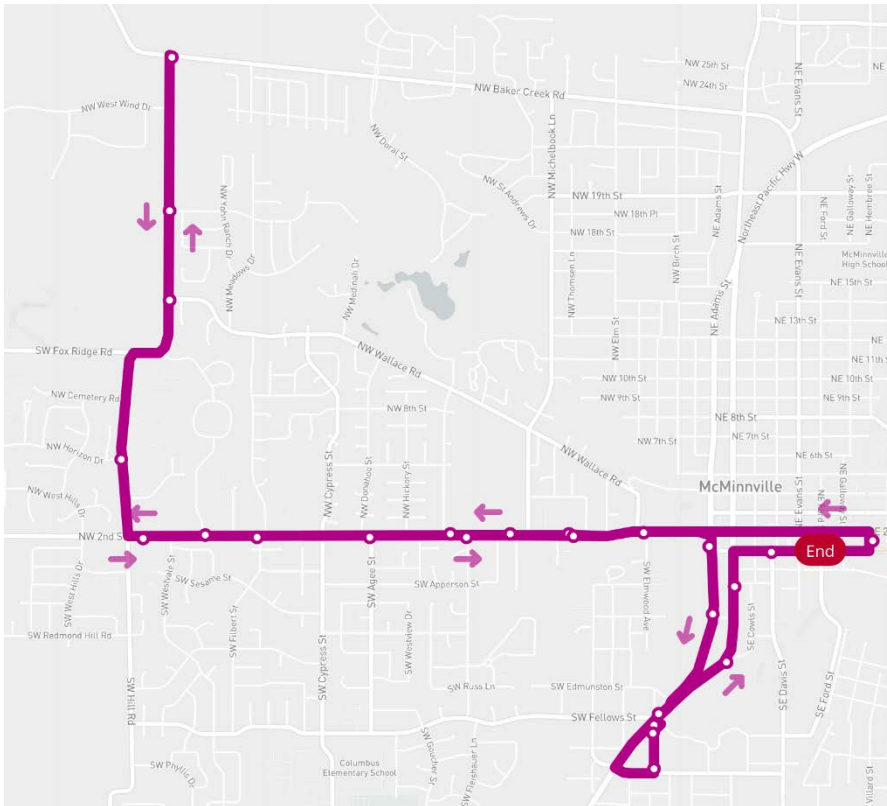
McMinnville Changes – Near-Term (2019)

- Address issues with Rt 3 (North), including service to Senior Center
- Extend Rt 2 (renumbered to 2 and 4) to east, west, and south
- Shopper Shuttle (1 day/week)
- Longer-term:
 - Route serving Baker Creek/Hill Road area
 - On-demand flex-route pilot east of Lafayette Ave



Service to Baker Creek Rd / Hill Rd Area – Long-Term

Extension of Route 2 West



And /or new Route connecting Winco/Walmart area and downtown

Capital Priorities

- Sign and mark bus stops (first year)
- New buses with consistent markings/branding (early plan years and ongoing)
- Ongoing stop improvement program (shelters, ADA access, etc.)
- Technology upgrades: support real-time information and alerts
- Improvements for CCC access roadway



Technology and Programs

- Improve marketing and information, e.g., system map, website, online trip planning, real-time information/alerts
- Fare payment technology
- Travel training, volunteer driver program, etc.
- Software to allow on-demand reservations (similar to Lyft/Uber)



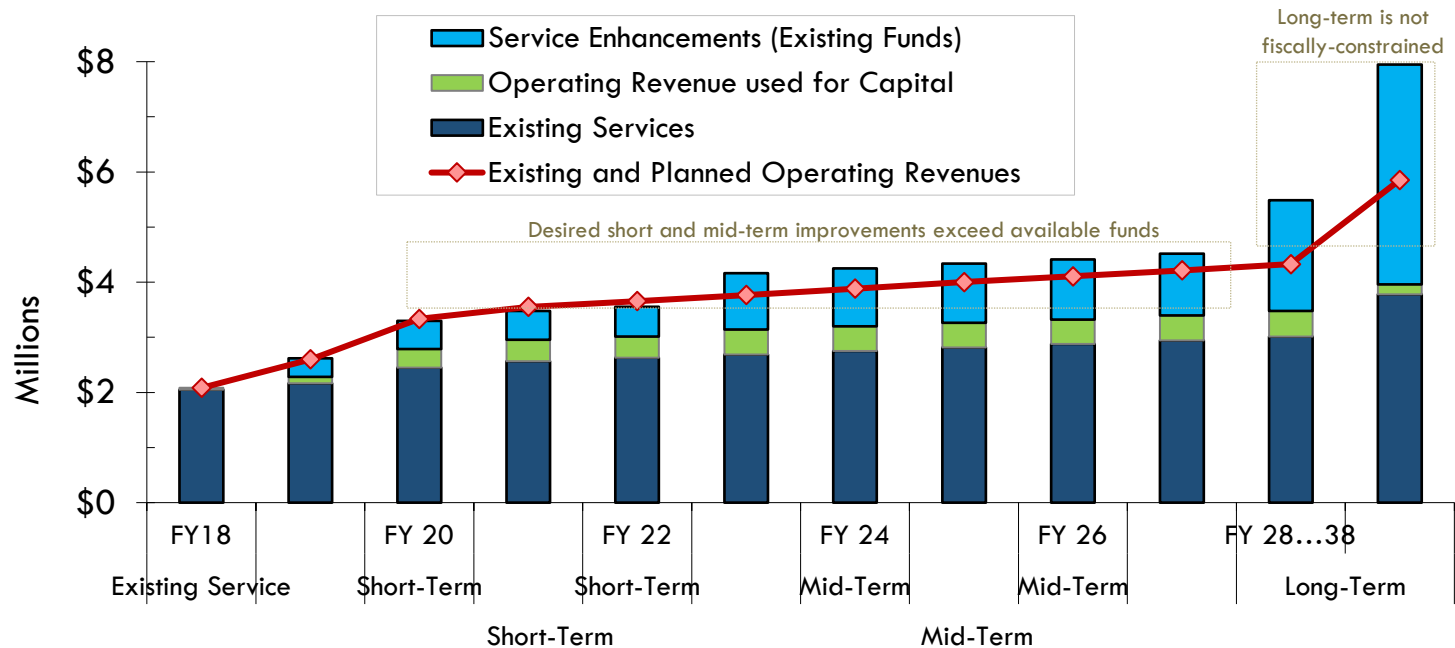
Capital – Facilities

Improvement	Benefits	Estimated Cost*
Sign and Mark Bus Stops	Communicates where vehicles stop and the presence of transit in the community	\$100,000
Stop improvement program (benches, shelters, pads, and other amenities)	Provides comfortable, dignified places for passengers to catch the bus	\$50,000 (annual)
Improvements at Chemeketa Community College – McMinnville. Gate access and roadway improvements.	Enables service to Virginia Garcia clinic and other housing east of Norton Lane.	\$25,000
Newberg Downtown Transit Center	Provides visibility for transit and a restroom for drivers and passengers.	\$1.0 M
McMinnville Bus Maintenance & Storage Facility	Provides space for future expansion and flexibility for future service contracting.	\$5.0 - \$6.0 M
Plan for expansion of McMinnville Transit Center	Provides space for future expansion	\$1.0 – 1.5 M

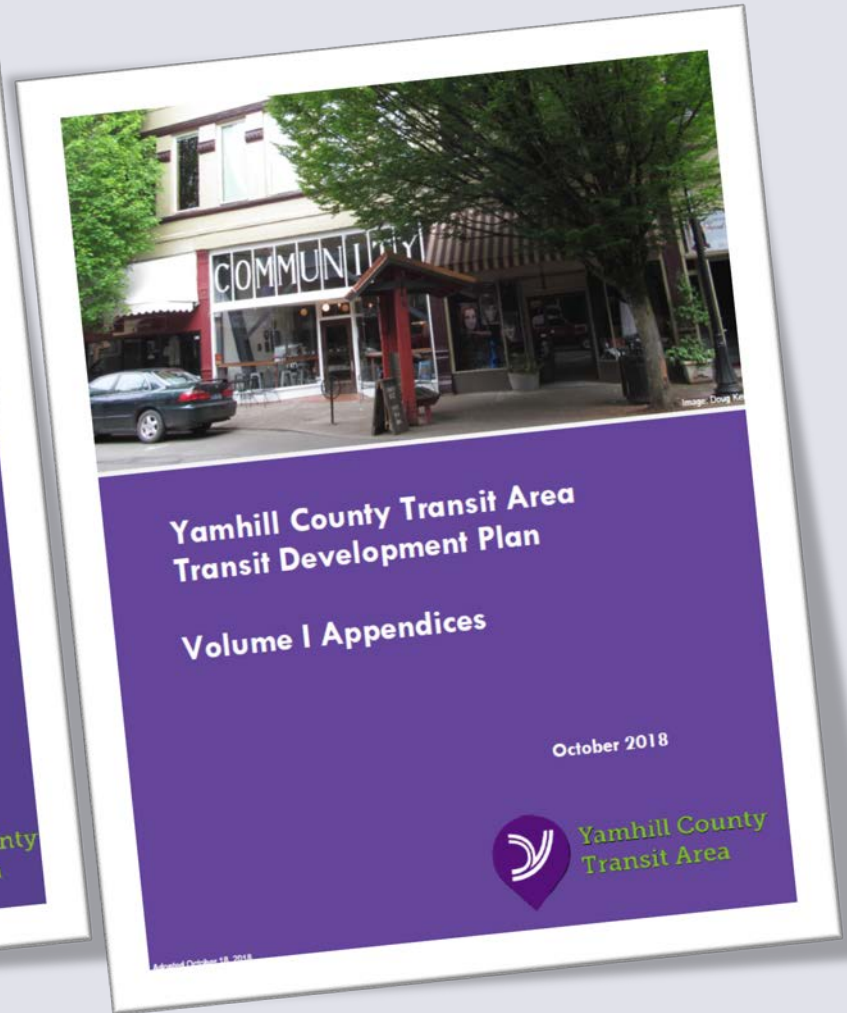
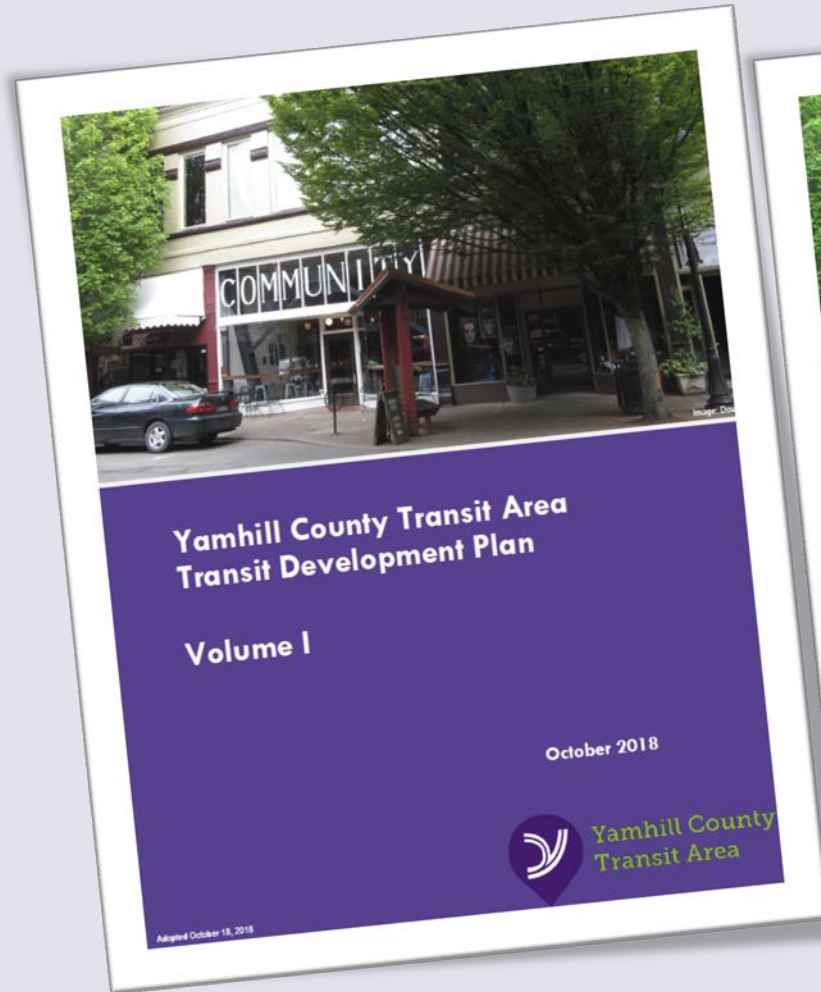
* Order-of-magnitude conceptual costs

How do we pay for it?

- State Transportation Improvement Fund (HB 2017)
 - Statewide employee payroll tax starting in 2019
 - New annual revenues of \$500,000 in 2019 and \$1.1M in 2020
- “STIF” can fund some but not all of desired improvements
 - YCTA board and advisory committee members are considering other funding options



ADOPTION



Planning Commission, 10.21.21

10 SUPPORTING PUBLIC TRANSIT WITH LOCAL LAND USE POLICIES

Chapter 10, YCTA TDP

APPENDIX G DETAILED LAND USE POLICY ASSESSMENT

Appendix G, YCTA TDP

Evaluation of McMinnville Policies

	Planning for Transit-Dependent Populations	Establishing the YCTA TDP as a Guidance Document	Coordinating with YCTA	Implementing Transit-Supportive Improvements
McMinnville	<p>MOSTLY CONSISTENT</p> <p>Existing policy addresses City support for ensuring transportation services and facilities meet the needs of the transportation-disadvantaged (transit not singled out).</p> <p>Existing policy regarding complete streets focuses on the safety of children, seniors, and people with disabilities in all phases of transportation and development project implementation.</p>	<p>PARTIALLY CONSISTENT</p> <p>Existing policy establishes City support for transit service improvements that meet residents' needs and are consistent with City goals, policies, and plans.</p> <p>Existing policy commits the City to street design and development requirements consistent with the "Transit System Plan" (which may only be a reference to the City's TSP and not to transit agency-specific planning), and does not address transit-supportive density.</p>	<p>MOSTLY CONSISTENT</p> <p>Existing policy directs the City to study the feasibility of forming a transportation district in collaboration with Yamhill County.</p> <p>Existing policy calls for coordination with YCTA in providing multimodal access to transit stops, streets and sidewalks that can accommodate transit stops and improvements, and support for TDM programs, but does not refer to land use planning and development coordination.</p>	<p>MOSTLY CONSISTENT</p> <p>Existing policy expresses support for hosting an intercity/intracity transit terminal in the city.</p> <p>Existing policy commits the City to transit-supportive development requirements with a focus on pedestrian connectivity; requirements for transit stop improvements and other transit-supportive improvements (e.g., park-and-rides) are not called out. Ways that the City can support TDM (development requirements) are also not specified.</p>

Evaluation of McMinnville Codes

	Newberg	McMinnville
Coordination with Transit Agencies		
1. Pre-application conference	<p>INCONSISTENT</p> <p>A pre-application form is available on the City's website, but there are not code provisions regarding a pre-application conference, let alone specifying that transit agencies need to be invited to participate.</p>	<p>INCONSISTENT</p> <p>A pre-application form is available on the City's website, but there are not code provisions regarding a pre-application conference, let alone specifying that transit agencies need to be invited to participate.</p>
2. Application review	<p>MINIMALLY CONSISTENT</p> <p>The Community Development Director has discretion to require that notice be mailed to parties that the Director believes may be affected by the application, which could include transit agencies, but notice is not required. (Section 15.100.210(C))</p>	<p>MINIMALLY CONSISTENT</p> <p>Notice of a Director Review proposal must be sent to property owners and notice of a Public Hearing Review proposal must be sent to agencies that the Planning Director determines to have an interest in the proposal, neither of which requires notice to be sent to transit agencies or other transportation providers. (Section 17.72.110 and Section 17.72.120)</p>
3. Hearing notice	<p>(Notice of the hearing is not addressed separately from notice of the proposal. See #2 above.)</p>	<p>(Notice of the hearing is not addressed separately from notice of the proposal. See #2 above.)</p>
Access to Transit and Supportive Improvements		
Site Access		
4. Access between the site and the street	<p>CONSISTENT</p> <p>On-site walkways are required to connect from the building entrance(s) to the street and may be required to connect to adjoining development. (Section 15.440.140)</p>	<p>MOSTLY CONSISTENT</p> <p>Pedestrian walkways are required to connect between building entrances and the street/sidewalk for large format commercial development; there are no requirements related to connecting to adjoining development. (Section 17.56.050(C)(2)) Buildings are required to have a zero setback and primary entrances are required to open onto the public right-of-way in downtown. (Section 17.59.050) A similar level of connection is not required for development that is not downtown or is not large format commercial.</p>

Evaluation of McMinnville Codes

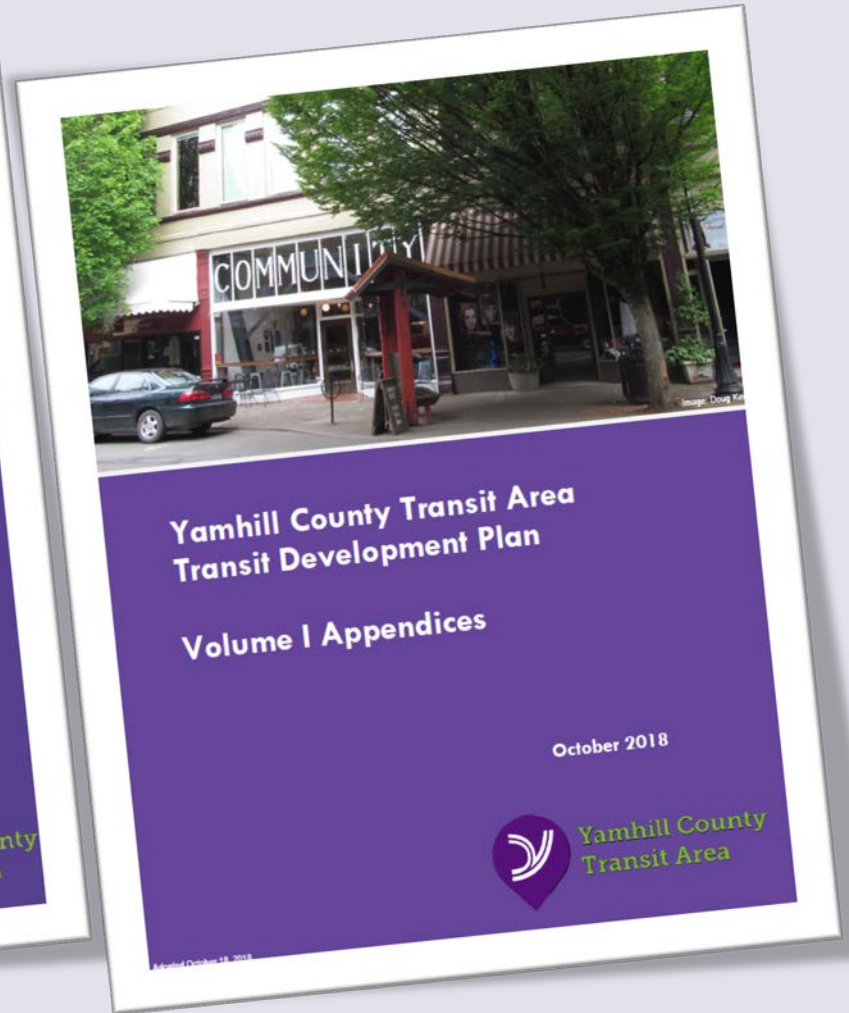
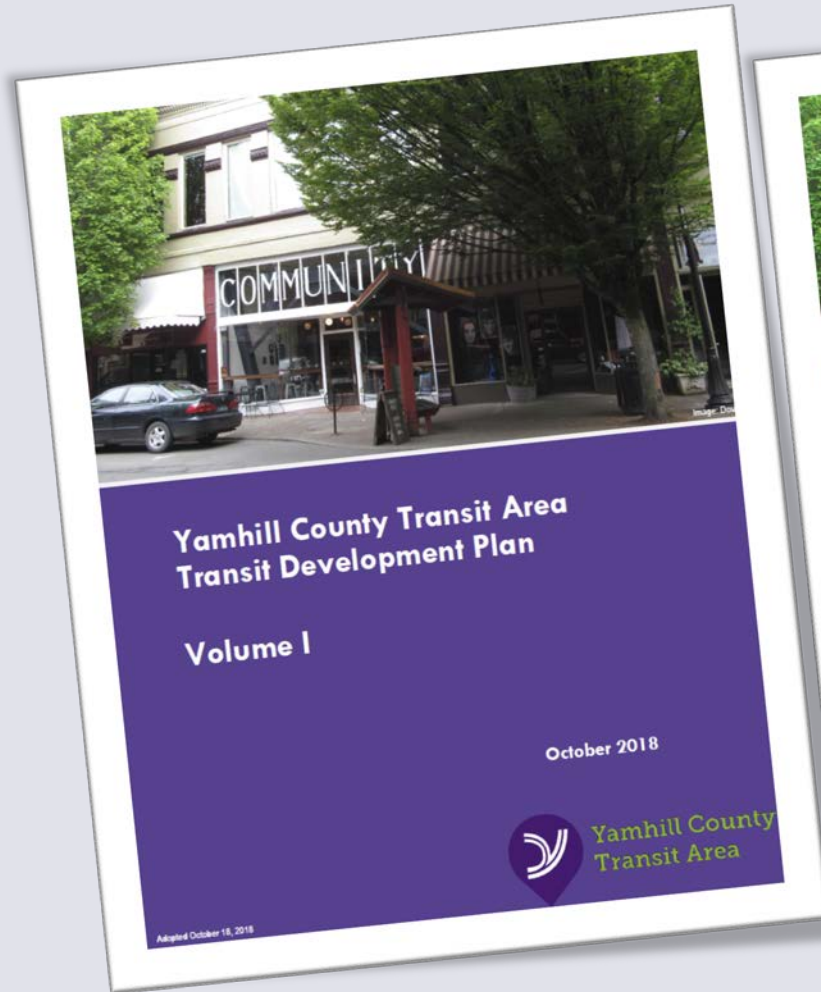
	Newberg	McMinnville
5. Access to transit stop and supportive improvements	<p>CONSISTENT</p> <p>Existing code includes access requirements (addressed in #4 above) and requirements for transit stop improvements including reasonably direct access, a landing pad, an easement, and lighting, consistent with the TSP or an adopted transit plan. (Section 15.505.030(V))</p>	<p>INCONSISTENT</p> <p>Other than basic requirements regarding access (addressed in #4 above), code provisions do not address transit-specific access or improvements.</p>
Area Access		
6. Access to transit stops from beyond the site	<p>MINIMALLY CONSISTENT</p> <p>Existing requirements establish maximum block lengths of 800-1,200' in residential and institutional zones, with allowances for longer blocks where there is a mid-block public walkway, but code does not require or encourage this type of access way for long blocks or other situations where a street connection is not practical. (Section 15.505.030(O))</p>	<p>CONSISTENT</p> <p>Land division standards limit block length to 400' and perimeter to 1,600'. "Pedestrian ways" (access ways) are allowed to be provided in the cases of long blocks, dead-end streets, and other sub-standard situations. (Section 17.53.103)</p>
Other Transit-Supportive Requirements		
Vehicle Parking		
7. Transit-related uses/facilities in parking areas	<p>CONSISTENT</p> <p>Transit-related uses permitted in parking areas. (Section 15.440.060(J))</p>	<p>INCONSISTENT</p> <p>Parking spaces are permitted to be used only for car parking; transit-related uses are not addressed. (Section 17.06.040)</p>
8. Preferential parking for employee ridesharing	<p>CONSISTENT</p> <p>Preferential carpool/ vanpool parking is established in existing code. (Section 15.440.010(D))</p>	<p>INCONSISTENT</p> <p>Existing code does not address carpool/vanpool parking.</p>
9. Maximum parking requirements	<p>MOSTLY CONSISTENT</p> <p>Off-street parking is not required in the Central Business District and 50 percent parking requirement reductions are permitted for non-residential uses in the Riverfront District and for commercial uses within 200 feet of a public parking lot. (Sections 15.440.010(B) and (C) and Section 15.440.050(C))</p>	<p>MOSTLY CONSISTENT</p> <p>Off-street parking is not required and 50 percent parking requirement reductions are allowed in designated parts of downtown. (Sections 17.60.060 and 17.60.100)</p>

	Newberg	McMinnville
10. Reduced parking requirements	<p>PARTIALLY CONSISTENT</p> <p>See #9 above for parking requirement reductions. Residential development is permitted to credit on-street parking when 10 spaces or more are required, and reductions are allowed for affordable housing sites with pedestrian connections or routes to a transit stop. (Section 15.440.030)</p>	<p>PARTIALLY CONSISTENT</p> <p>See #9 above for parking requirement reductions. A reduction of one vehicle parking space for each 15 required vehicle spaces is permitted for five bicycle parking spaces provided (all zones). (Section 17.60.140(A)(3))</p>
11. Parking area landscaping	<p>MOSTLY CONSISTENT</p> <p>Parking areas with 10 or more spaces must provide at least 25 square feet of landscaping per parking space. Perimeter landscaping and landscaped islands are required. (Section 15.420.010(B)(3))</p>	<p>PARTIALLY CONSISTENT</p> <p>Perimeter landscaping around surface parking lots is required in downtown. Otherwise, reduced or no landscaping is required in downtown. Five to seven percent of parking lot gross area is required to be landscaped (all zones), and islands are required to break up parking areas. (Section 17.59.060 and Section 17.57.070)</p>
<i>Bicycle Parking</i>		
12. Minimum requirements for transit stops and centers	<p>MOSTLY CONSISTENT</p> <p>Existing code requires bicycle parking based on required vehicle parking for transit transfer stations and park-and-ride lots. (Section 15.440.100) Bicycle parking for transit centers that do not require vehicle parking and bicycle parking for standard transit stops are not addressed.</p>	<p>INCONSISTENT</p> <p>Existing code only requires bicycle parking in commercial and office/residential zones and is based on the amount of required vehicle parking. (Section 17.60.140) The Planning Director is authorized to determine parking requirements for uses not listed. (Section 17.60.090) However, it is not clear whether these provisions apply to bicycle parking (they are grouped with other vehicle parking requirements), and without bicycle parking requirements explicitly established for transit stops and transit centers, bicycle parking is not guaranteed to be provided for these uses.</p>
<i>Urban Form</i>		
13. Maximum setbacks	<p>PARTIALLY CONSISTENT</p> <p>Existing front yard setback requirements for the C-2 zone and C-3 zone – the zones that predominantly front OR 99W – require at least a 10-foot setback in the C-2 zone and no minimum setback plus a 20-foot maximum setback in the C-3 zone. (Section 15.410.020) Removing minimum setback requirements in the C-2 zone where adjacent to OR 99W and a maximum setback of 0-10 feet (with allowances for pedestrian amenities) in both zones where adjacent to OR 99W are not addressed.</p>	<p>MOSTLY CONSISTENT</p> <p>Existing front yard setback provisions do not require front yards in the C-3 zone, which is the predominant zoning fronting OR 99W. (Section 17.33.030) Except when providing pedestrian amenities, buildings are required to have no setback in downtown. (Section 17.59.050) Maximum setbacks in the C-3 zone outside of downtown and adjacent to OR 99W are not addressed.</p>

Staff Recommendation

- ❖ **Adopt the 2018 Yamhill County Transit Area Transit Development Plan as a supplemental document to the McMinnville Transportation Plan.**
- ❖ **Change all references from the 1997 YCTA Transit Plan in the Comprehensive Plan, the McMinnville City Code and the McMinnville Transportation System Plan to the 2018 Yamhill County Transit Area Transit Development Plan.**
- ❖ **Evaluate and amend the McMinnville Comprehensive Plan Goals and Policies, and McMinnville Municipal Code as appropriate with the upcoming McMinnville Transportation System Plan update.**

QUESTIONS?



Planning Commission, 10.21.21

REFERENCE SLIDES

Existing Access

Population & Jobs Density Per Acre, Within ¼-Mile of Transit Routes/Stops

City	Population Density (2010)	Jobs Density (2014)	Combined Pop. & Jobs Density
Amity	5.6	1.1	6.7
Carlton	6.9	2.1	9.0
Dayton	5.2	1.2	6.4
Dundee	5.0	1.5	6.5
Lafayette	5.7	1.0	6.7
McMinnville	6.1	2.7	8.8
Newberg	6.5	2.4	8.9
Sheridan	6.0	0.9	7.0
Willamina	3.1	0.5	3.6
Yamhill	3.4	2.0	5.4
Total for All Cities	5.4	1.5	6.9
Outside of McMinnville & Newberg	5.1	1.3	6.5

Source: 2010 Decennial Census, 2014 LEHD

Future Population

Jurisdiction (UGBs)	Population (2017)	Population (2035)	% Change (2017-2035)	Density, Population/Acre (2035)
Yamhill County Service Area	108,144	136,836	27%	0.3
Within UGBs	82,976	107,955	30%	6
McMinnville UGB	34,293	44,122	29%	5.9
Newberg UGB ^A	24,296	34,021	40%	7.6
Sheridan UGB	6,340	6,893	9%	4.4
Lafayette UGB	4,083	5,717	40%	10
Dundee UGB	3,243	4,570	41%	6
Dayton UGB	2,837	3,200	13%	3.8
Carlton UGB	2,229	3,013	35%	5.3
Willamina UG ^B	2,125	2,321	9%	3.2
Amity UGB	1,642	1,910	16%	4.6
Yamhill UGB	1,077	1,338	24%	4.5
Gaston UGB ^C	811	850	5%	2.6
Outside UGBs	25,123	28,880	15%	0.1

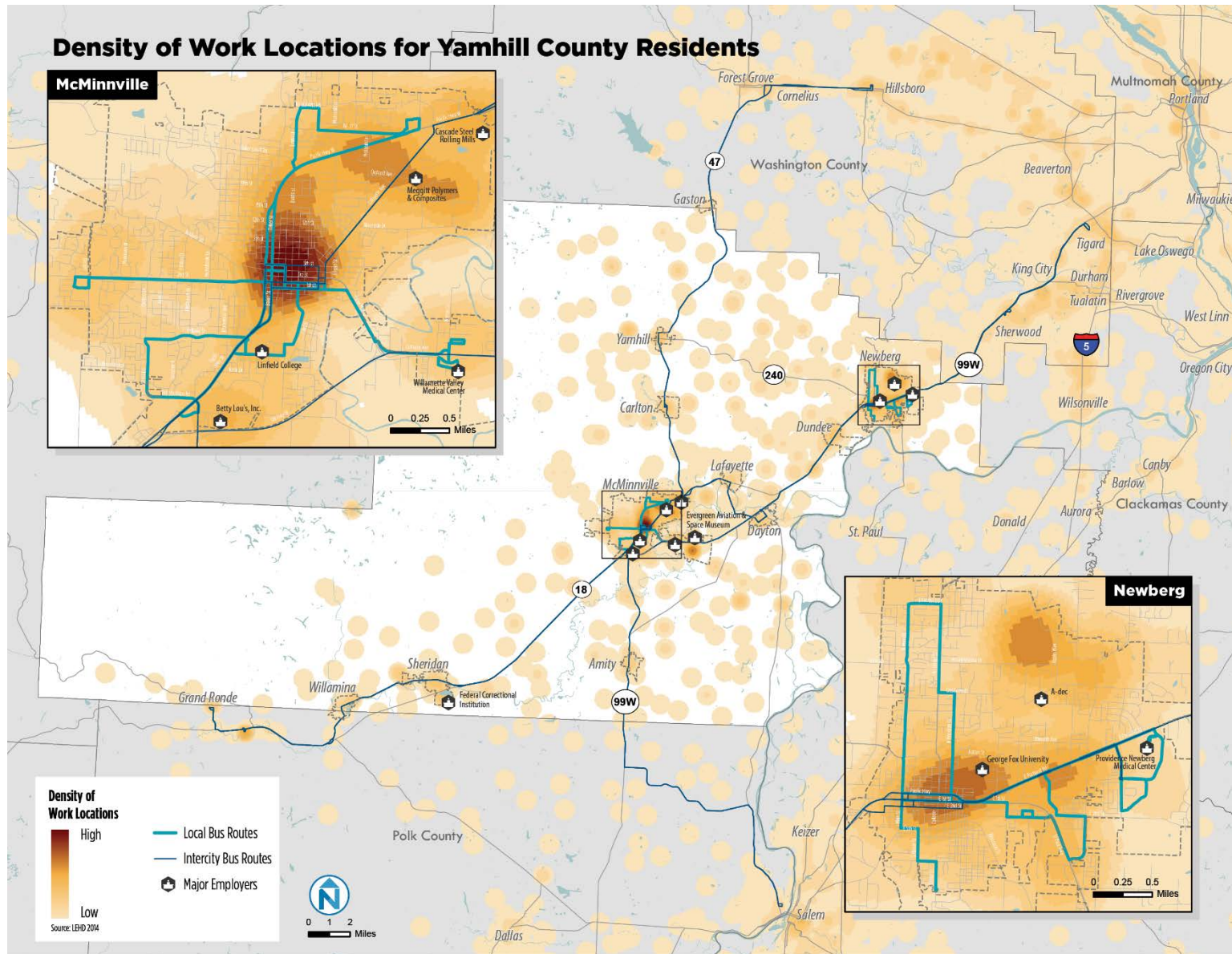
Source: 2017 Portland State University Population Research Center (PRC)

Future Employment

Jurisdiction (UGBs)	Jobs (2014)	Jobs (2035)	% of County Jobs (2035)	Density, Jobs/Acre (2035)
Yamhill County ^A	33,073	42,707	100.0%	0.09
Incorporated Cities ^B	25,109	32,423	75.9%	2.08
McMinnville	13,927	17,984	42.1%	2.67
Newberg	7,920	10,227	23.9%	2.75
Sheridan	1,123	1,450	3.4%	1.16
Dundee	485	626	1.5%	0.71
Carlton	348	449	1.1%	0.79
Willamina	289	373	0.9%	0.62
Dayton	282	364	0.9%	0.68
Yamhill	272	351	0.8%	1.02
Amity	259	334	0.8%	0.84
Lafayette	204	263	0.6%	0.47
Unincorporated Areas	7,964	10,284	24.1%	0.02

Source: Oregon Employment Department

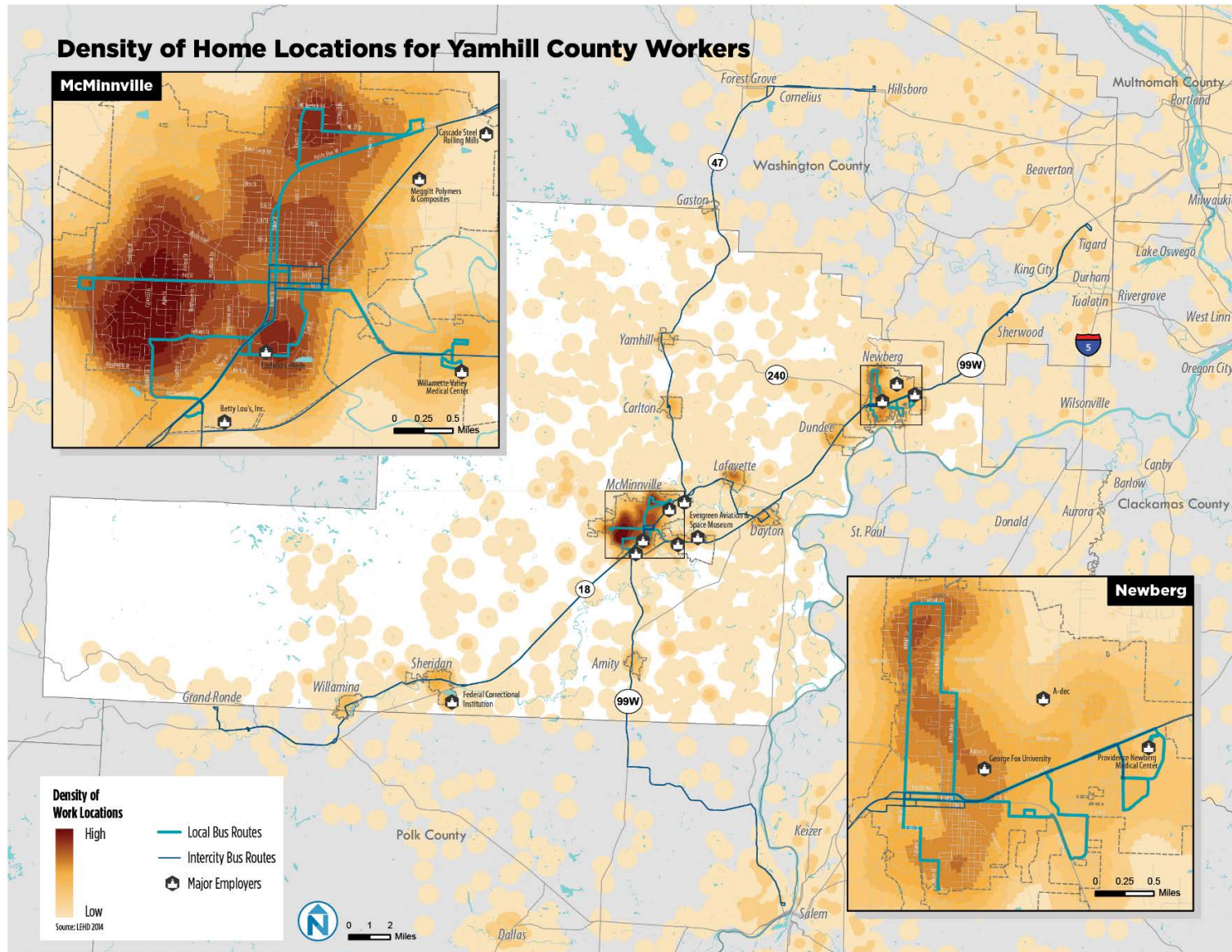
Where do Yamhill County Residents' Work?



Where do people who work in Yamhill County live?

36% of McMinnville residents also work in McMinnville

25% of Newberg residents also live in Newberg

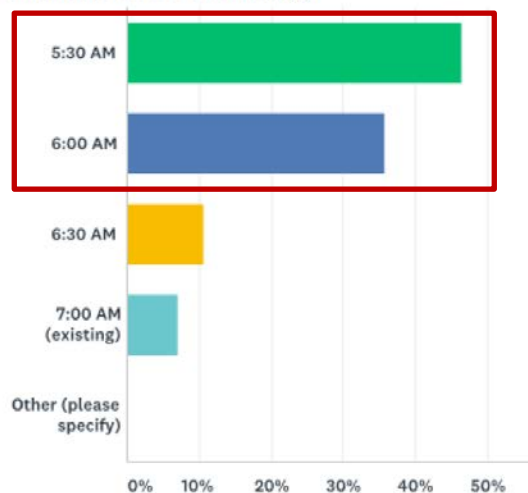


How early and late should service run?

- Local routes
 - Short-term: **7 am-7 pm**
 - Mid/Long-Term: **6 am (or earlier) - 9 pm**
- Add early evening trips on intercity routes
- Look at partnerships/technology to serve lower-demand evening needs (retail workers, college students, etc.)

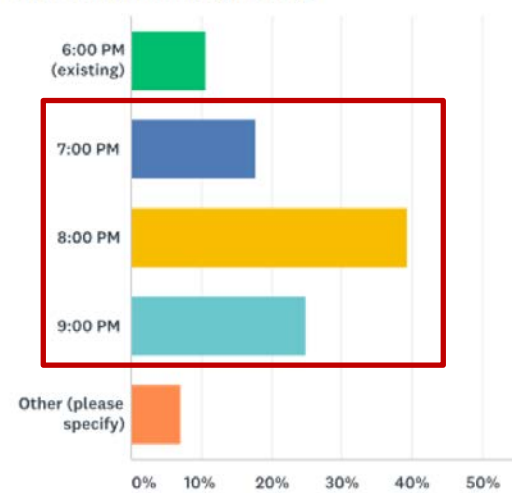
Online survey,
McMinnville
local service

When should buses start running?



N=28

When should buses stop running?

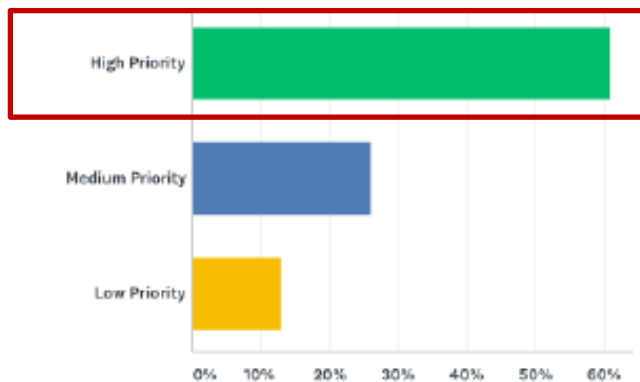


N=28

How should YCTA expand weekend service?

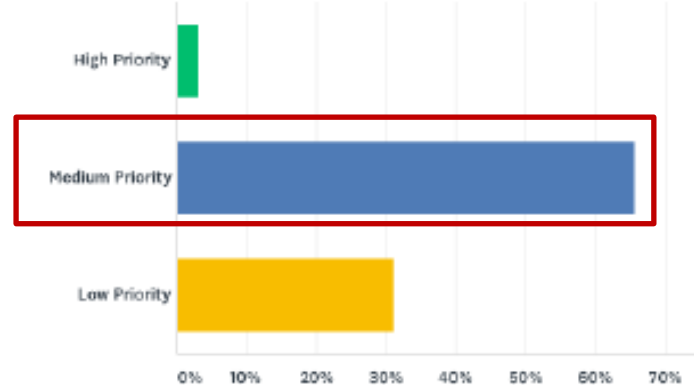
- Top priority:
 - **Saturday service in McMinnville (short/mid-term)**
- Routes 22 (Grand Ronde) and 44 (Tigard) already run on Saturdays
 - Additional weekend service on intercity routes is likely long-term (i.e., unfunded) given current funding levels and other needs

Salem Saturday Service



N=23

McMinnville-Newberg-Tigard Sunday Service





N=32

McMinnville-Newberg Connector

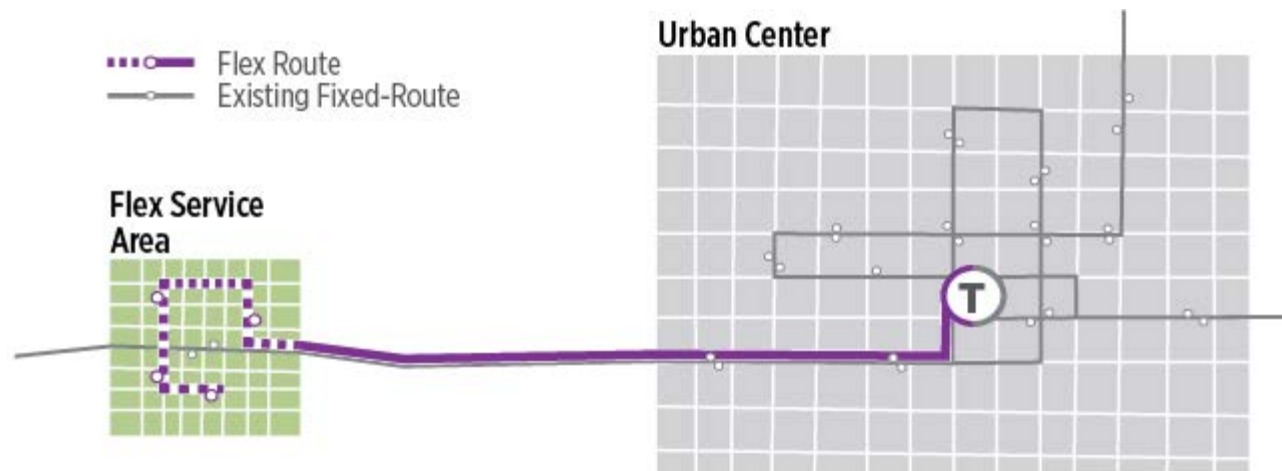
- Fills gaps in Route 44 schedule, between Newberg and McMinnville only (including Dundee, Dayton, Lafayette)
 - Does not go to Tigard
 - Runs on OR 99W

- Additional express service, possibly using bypass (evaluate based on future travel times)

TIME PERIOD	LEAVES MCMINNVILLE	
	CURRENT	NEAR-TERM*
Morning 	5:10 am 6:25 am 7:25 am 10:35 am	5:30 am no change no change 10:38 am*
Mid-day	12:15 pm	no change
Afternoon, Evening 	1:15 pm 3:20 pm 5:05 pm (45x) 5:40 pm 6:12 pm	1:28 pm no change no change 5:31 pm no change

Improve Service in Small Cities

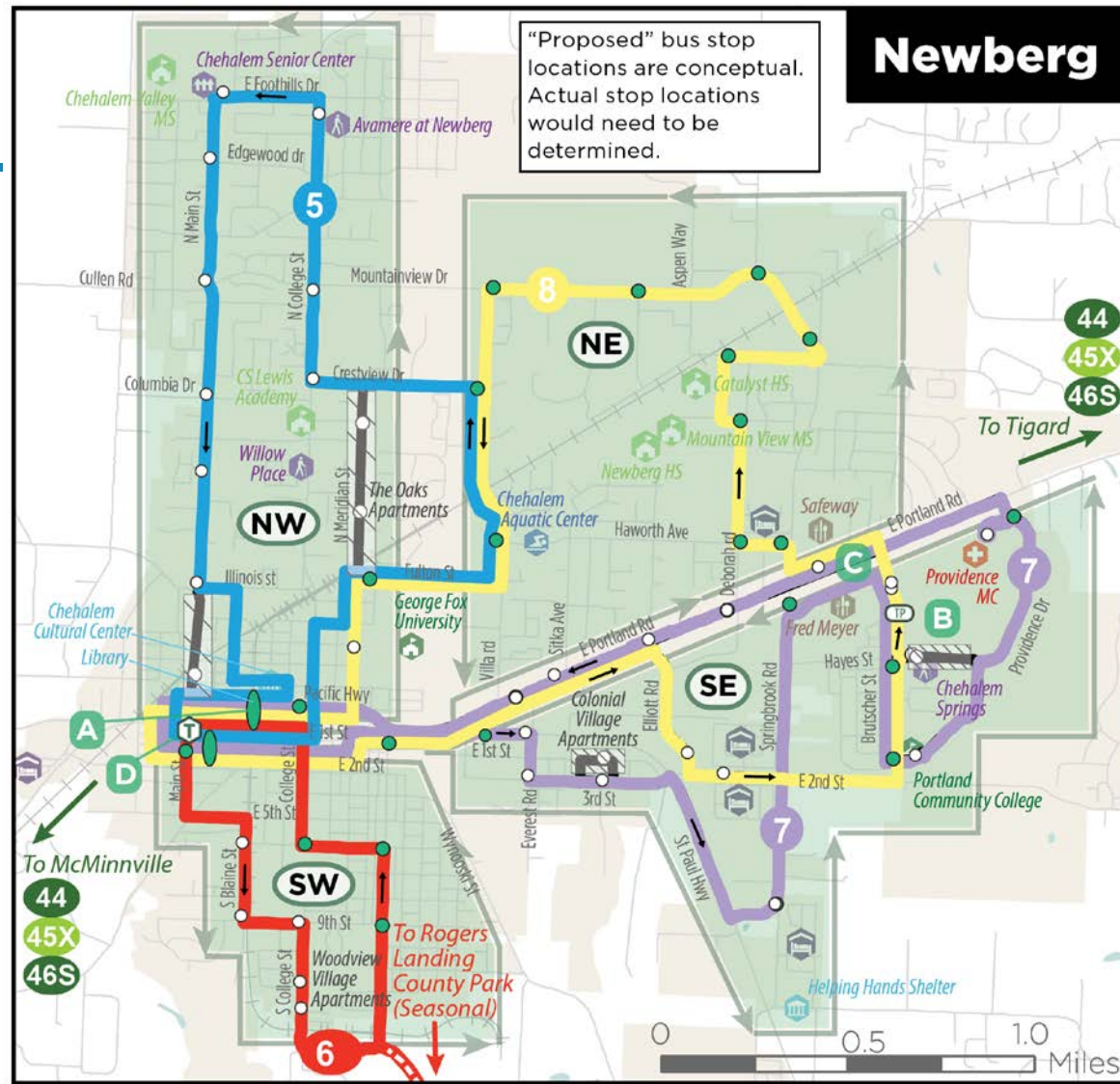
- Pilot shopper shuttle expanding to rural flex routes serving geographic community clusters:
 - Yamhill/Carlton
 - Dundee/Newberg
 - Sheridan/Willamina/Amity
 - Lafayette/Dayton
- Service in Sheridan south of Yamhill River
- Community-driven process to develop specific service design
- Stop at Transit Center and other key destinations in McMinnville(or Newberg)



Newberg Changes

- Near-term (2019):
 - Convert 1 Dial-A-Ride bus to fixed-route (2 total)
 - 4 routes, running counter-clockwise every 60 minutes

- Need to demonstrate increased ridership with stop/route improvements



“Proposed” bus stop locations are conceptual. Actual stop locations would need to be determined.

Newberg

— Proposed Newberg Local Routes
 Proposed Conceptual Service Areas
 T Proposed Transit Center (General Location)
 ◻ Proposed Transfer Point
 Existing Route Segments To No Longer Be Served
 • Proposed Bus Stop*

A Westbound transit stop on Hancock St.
B Northbound bus stop on Bruschler St.
C Bus stop in Fred Meyer parking lot (subject to identifying suitable location)
D Future downtown transit center (location to be determined)

Note: * Proposed bus stop locations are conceptual.



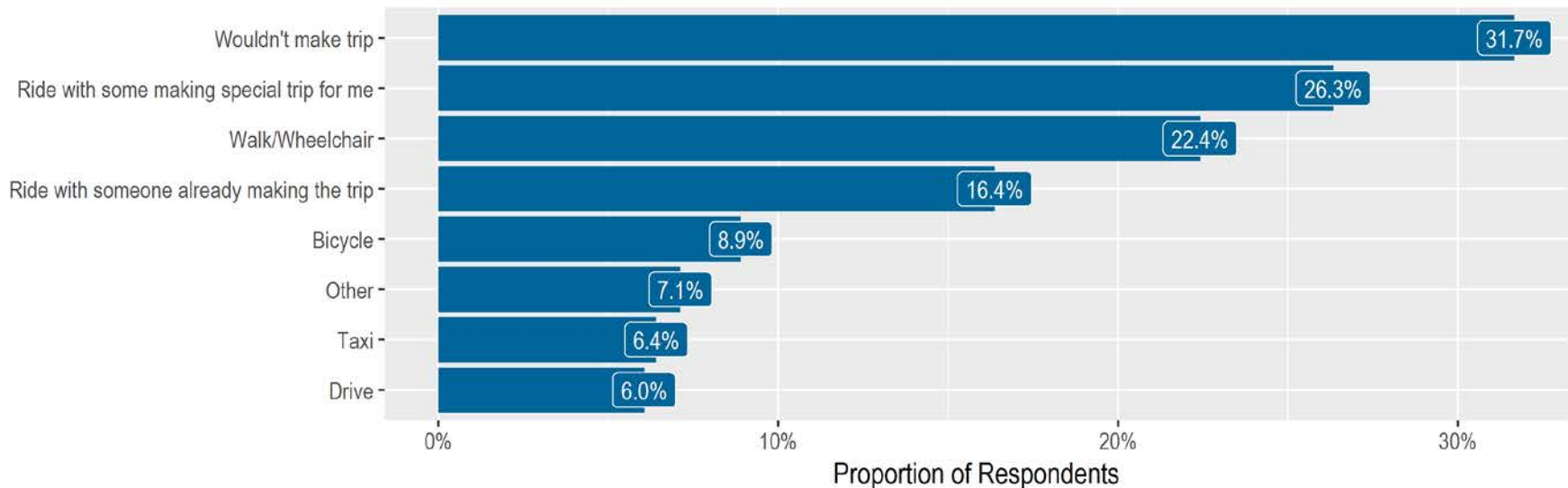
Existing YCTA Service Types (Reference)

Characteristics	Intercity Routes	Local Fixed-Route	ADA Paratransit	General Public Dial-A-Ride
YCTA Coverage	4 route patterns (not including 24s and 46s which operate on weekends or 45X which is an express variant of 44)	2 routes in Newberg 2 routes in McMinnville	$\frac{3}{4}$ mile distance around fixed-route service The origin and destination must both be within a $\frac{3}{4}$ mile distance of a fixed-route bus stop.	Countywide, but generally serves trips in McMinnville and Newberg due to capacity limitations. Some trips extending to the greater McMinnville and Newberg areas
YCTA Service Hours	Varies by route	7:00/7:30 P.M. to 6:00/6:30 P.M.	Same days, hours, and times as fixed-route service	8 A.M. – 4:30 P.M.
Subscription Trips	N/A	N/A	Limited to 50% of available trips at a given time of day; it is permitted to exceed the ceiling if there is excess capacity to provide additional trips. Exceeding the threshold is discretionary.	Allowed, no restriction
Access	Fixed stops	Fixed stops and flag stops along local routes	Door-to-door	Curb-to-curb

YCTA Rider Characteristics

- **Trip Purpose:** 47% use for work commute
- **Access to Transit:** 60% walk to/from the bus stop, typically 10 minutes or less
- **Frequency of Use:** 81% use YCTA 2+ days/week
- **Transit Reliance:** 32% say YCTA is their only option

Alternate Means to Make Trip without Bus Service?

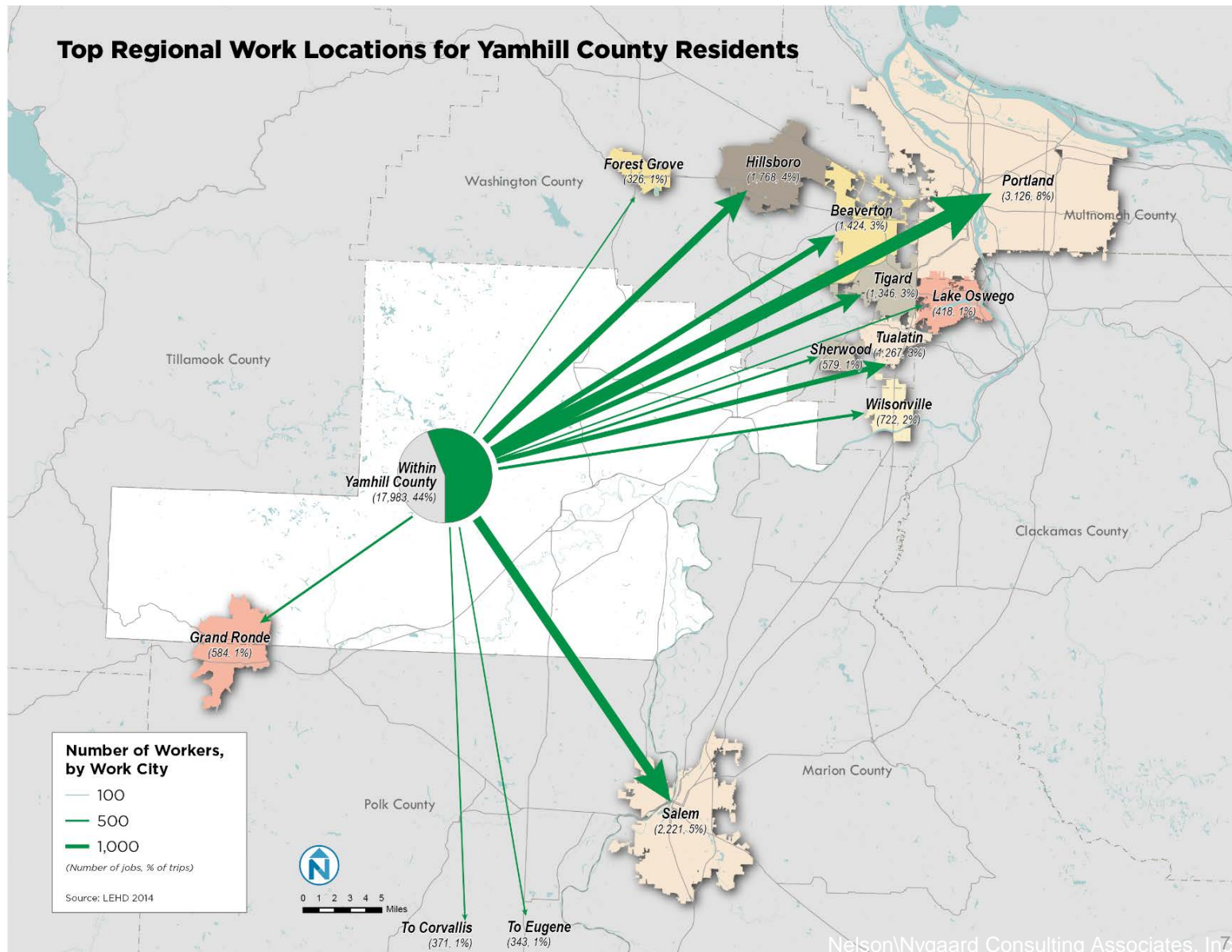


Major Commute Patterns from Yamhill County

44% live & work in Yamhill County

30% commute to Portland area

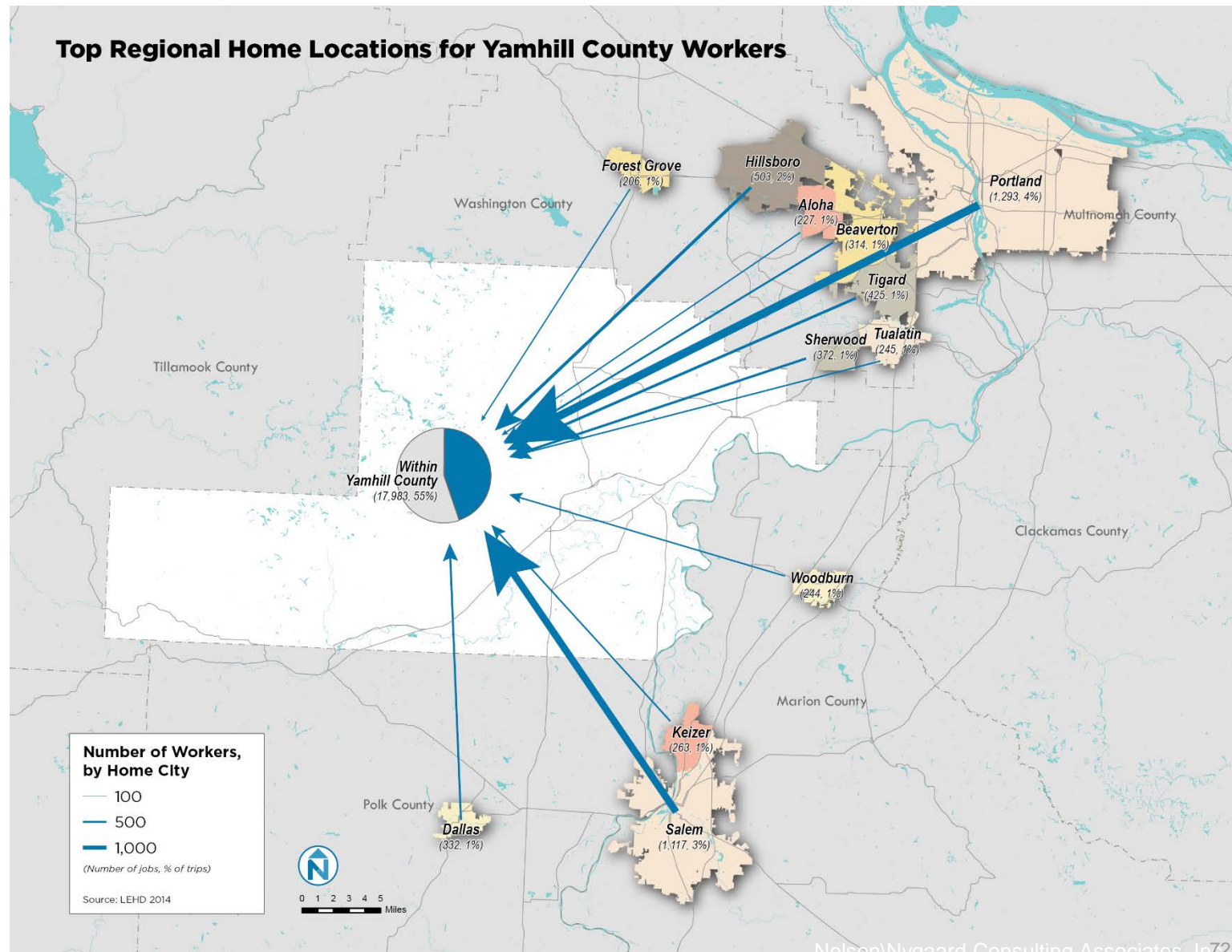
11% commute to Salem area



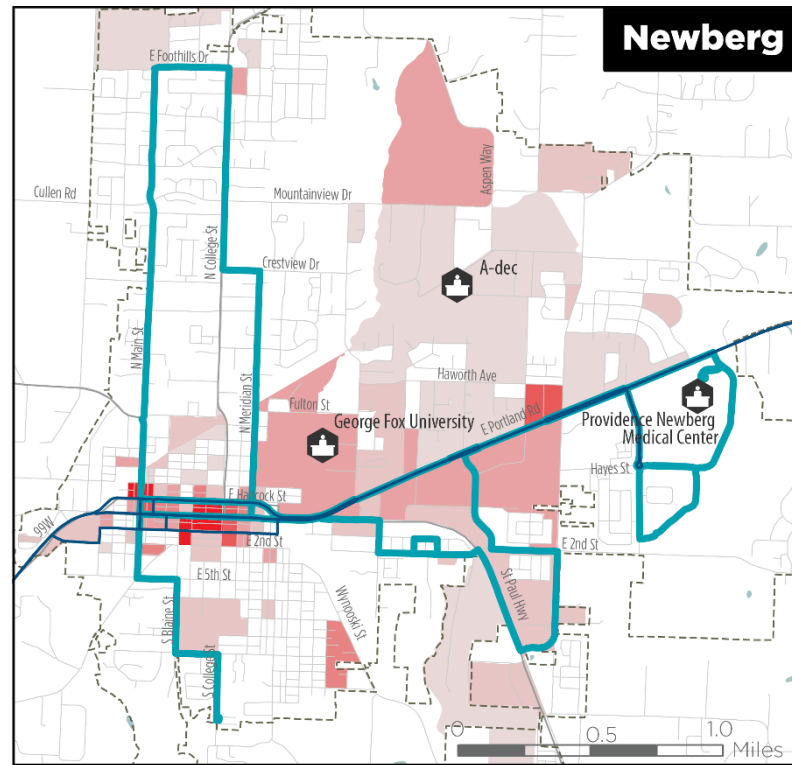
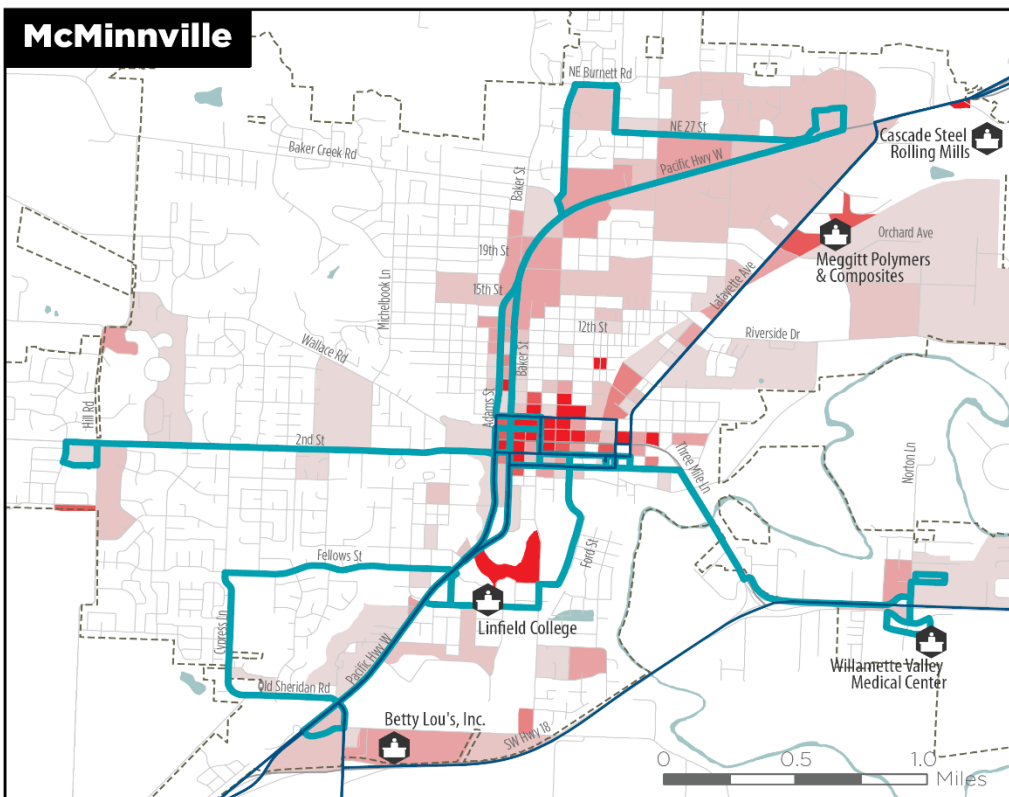
Major Commute Patterns to Yamhill County

16% commute from Portland area

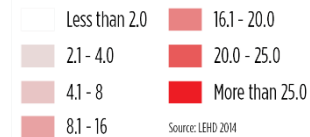
5% commute from Salem area



Employment

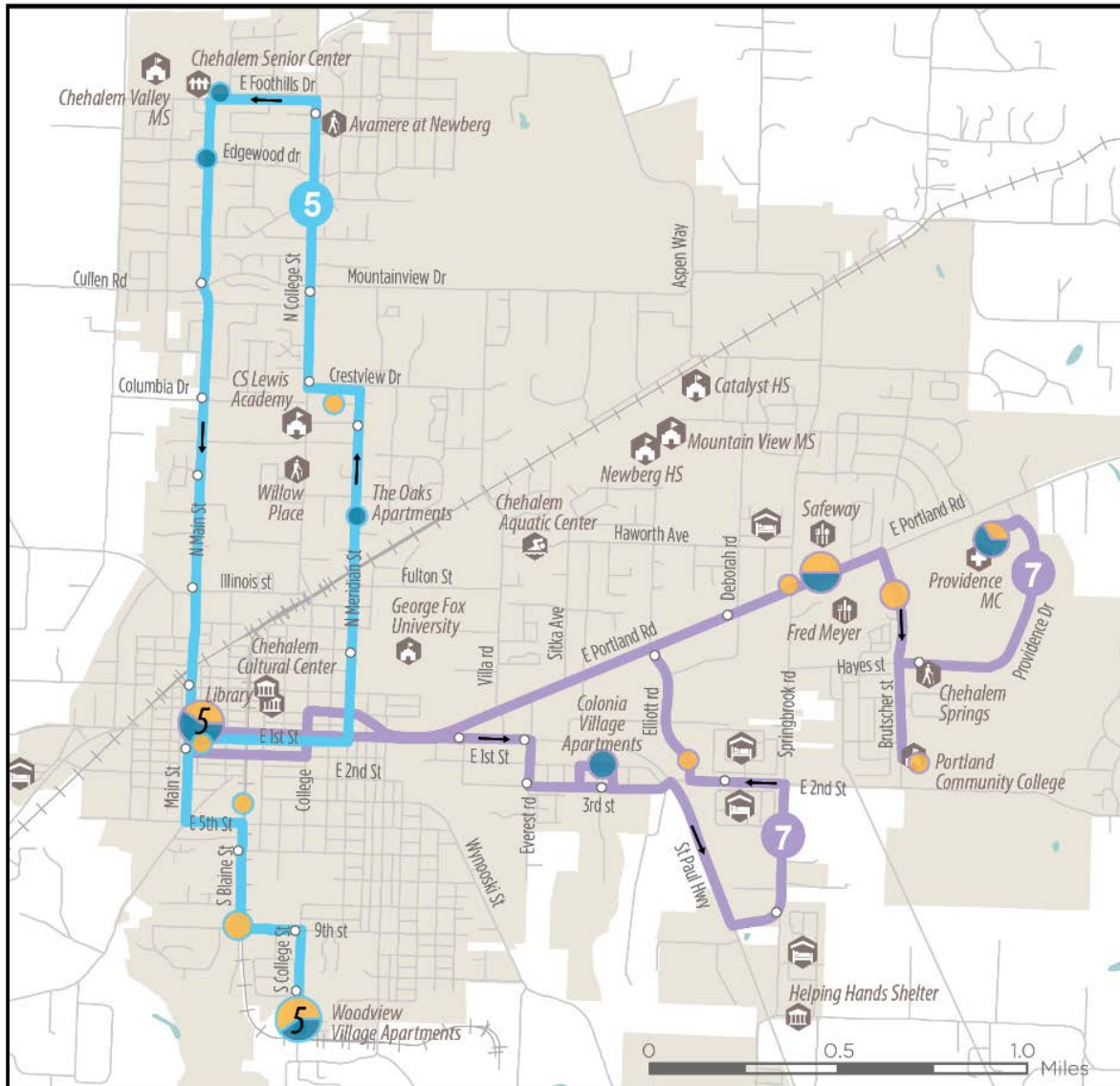


Jobs per Acre, by Census Block



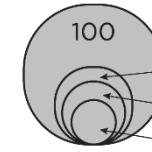
- Local Bus Routes
- Intercity Bus Routes
- Major Employers

Newberg Fixed-Route Service (Weekday)



Average Daily Total Activities (Ons + Offs)

Weekday, June 2017

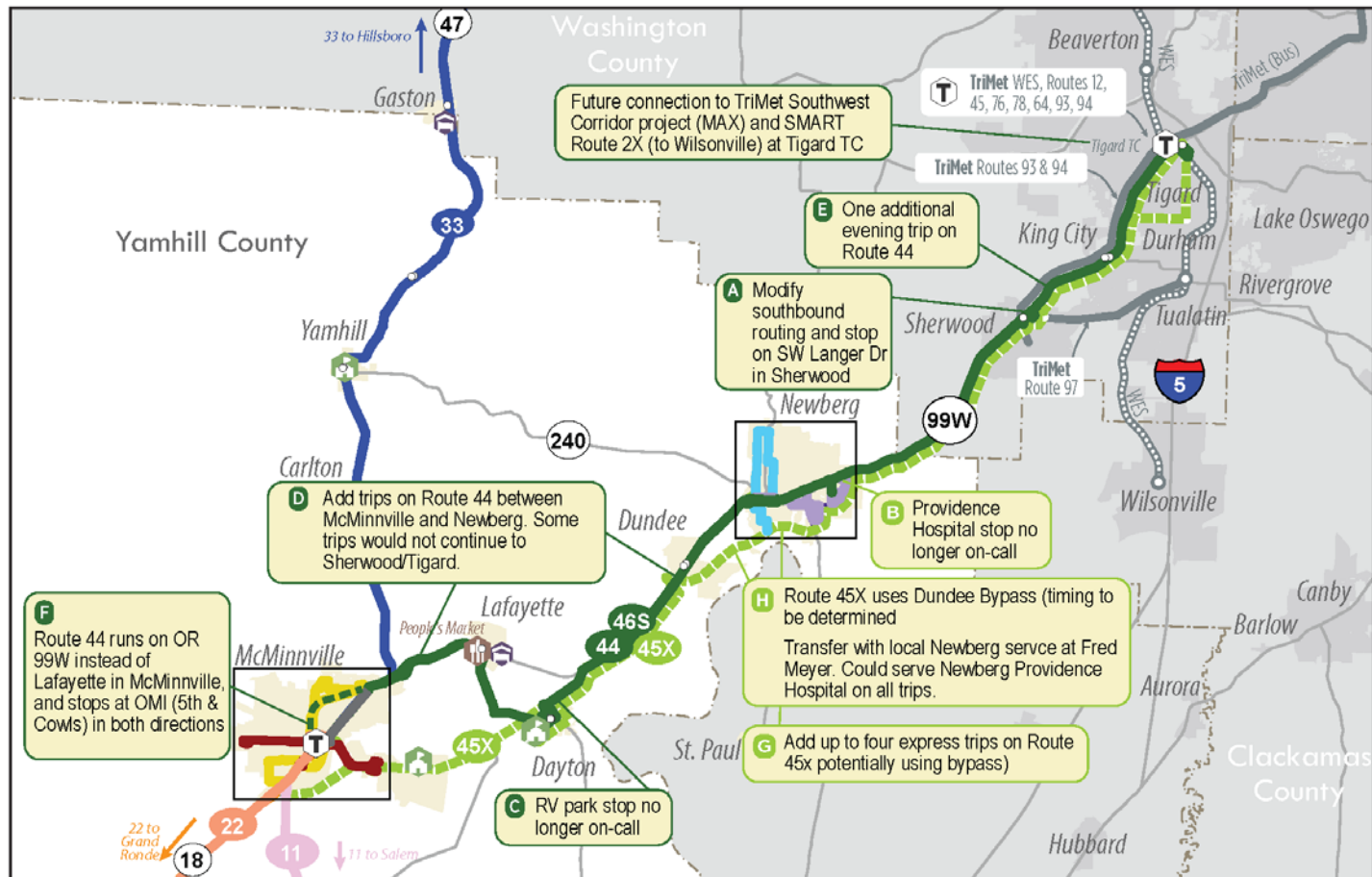


(Proportionally sized)

- Boarding
- Alighting
- Zero Activity

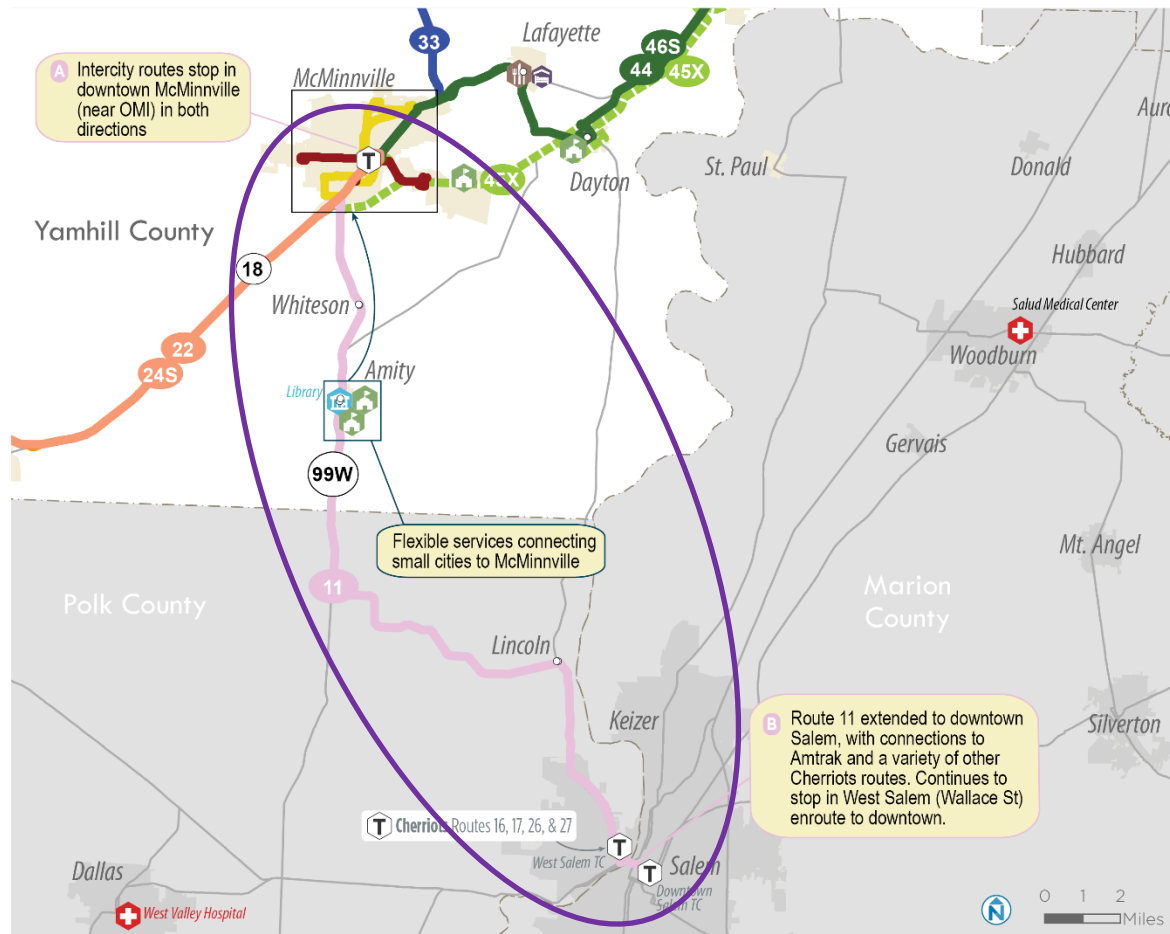
McMinnville-Newberg-Tigard (Route 44/45x)

- “McMinnville-Newberg Connector”
- Fill schedule gaps
- Add express trips – may use Dundee Bypass in the future



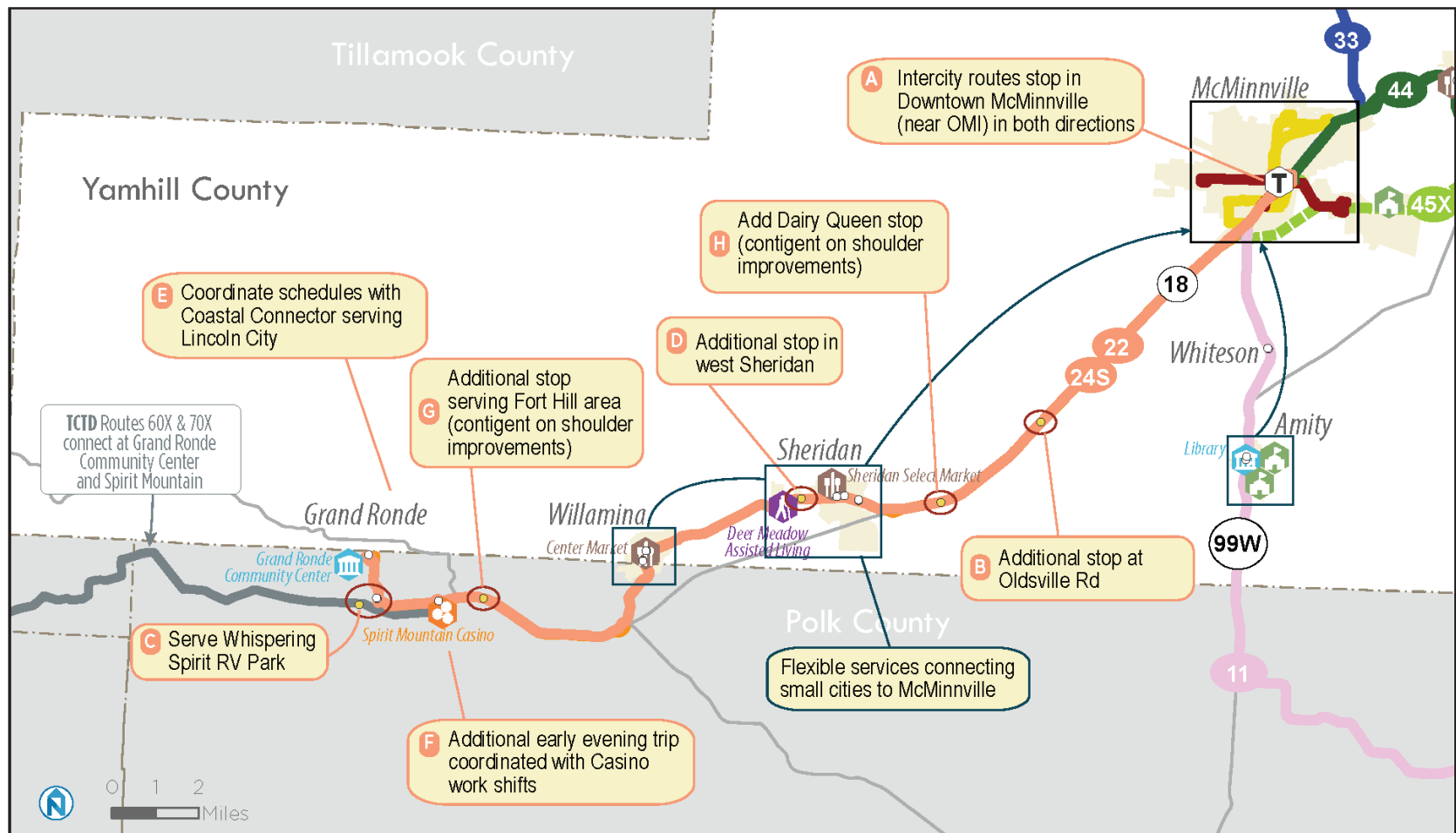
McMinnville-Salem (Route 11)

- Extend to Downtown Salem Transit Center
- Add trips to fill schedule gaps, including early evening



McMinnville-Grand Ronde (Route 22/24s)

- Desire for additional stops; some require shoulder upgrades
- Later evening



McMinnville-Hillsboro (Route 33)

- Desire for connections to other routes/cities – Salem, Newberg, Tigard
- Schedule gaps are key concern

