

ORDINANCE NO. 828

AN ORDINANCE OF THE CITY OF WILSONVILLE AMENDING THE 2017 TRANSIT MASTER PLAN FOR INCLUSION OF THE PROGRAMS ENHANCEMENT STRATEGY.

WHEREAS, on June 19, 2017, the City of Wilsonville (“City”), through its City Council, adopted the 2017 Transit Master Plan (“Transit Master Plan”) as a sub-element of the City’s Comprehensive Plan (Ordinance No. 805); and

WHEREAS, the Transit Master Plan outlines future goals for the City’s transit system through its transit department, South Metro Area Regional Transit (“SMART”), and supportive transportation options to meet the City’s mobility needs; and

WHEREAS, the Oregon State Legislature passed House Bill (“HB”) 2017 in 2017 which provides additional funding to public transit agencies throughout the State of Oregon; and

WHEREAS, the Oregon Administrative Rules that implement HB2017 require transit agencies to submit an adopted plan that contains a list of projects that meet certain criteria in order to obtain the funding collected by the State through HB2017; and

WHEREAS, the Programs Enhancement Strategy, attached hereto and incorporated herein as **Exhibit A**, identifies a robust program of service enhancements that SMART intends to undertake should additional funding become available; and

WHEREAS, the Programs Enhancement Strategy meets the requirement of the plan identified in the Oregon Administrative Rules necessary to receive funding under HB2017; and

WHEREAS, the Programs Enhancement Strategy must be incorporated as part of the Transit Master Plan in order for the City to receive funding through HB2017 for the programs listed in the Programs Enhancement Strategy; and

WHEREAS, following the timely mailing and publication of required notice, the Planning Commission conducted a public hearing on September 12, 2018, wherein the Commission received public testimony, staff reports and input, and exhibits, and thereafter deliberated and voted to approve Resolution No. LP18-0009 recommending to the City Council the approval of the proposed Transit Master Plan for the City of Wilsonville; and

WHEREAS, a copy of the record of the aforementioned Planning Commission action and recommendation is marked as **Exhibit B**, attached hereto and incorporated herein; and

WHEREAS, following the Planning Commission public hearing, the Planning Director forwarded the recommended Programs Enhancement Strategy onto the City Council, along with a staff report and attachments, in accordance with public hearing and notice procedures that are set forth in Sections 4.008 and 4.012 of the Wilsonville Code (WC); and

WHEREAS, the City Council has afforded all interested parties an opportunity to be heard on this subject and has entered all available evidence and testimony into the public record of its proceeding; and

WHEREAS, the City Council has duly considered the subject, including the Planning Commission recommendations and all the exhibits and testimony introduced and offered by all interested parties.

NOW, THEREFORE, THE CITY OF WILSONVILLE ORDAINS AS FOLLOWS:

1. FINDINGS.

The above-recited findings are adopted and incorporated by reference herein as findings and conclusions of Resolution No. LP18-0009, which includes the staff report. The City Council further finds and concludes that the adoption of the proposed Programs Enhancement Strategy as Appendix G to the Transit Master Plan is necessary to help protect the public health, safety, and welfare of the municipality by planning that will help ensure there will continue to be adequate transit services within the City's transportation system.

2. DETERMINATION.

Based on such findings, the City Council hereby adopts the Programs Enhancement Strategy as Appendix G to the Transit Master Plan, which is attached hereto and marked as **Exhibit A**. The City Recorder is hereby directed to prepare a final Transit Master Plan with the additional Appendix G and to address any semantic errata.

3. EFFECTIVE DATE OF ORDINANCE.

This Ordinance shall be declared to be in full force and effect thirty (30) days from the date of final passage and approval.

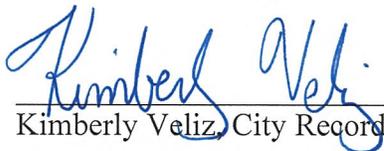
SUBMITTED to the Wilsonville City Council and read for the first time at a regular meeting thereof on the 1st day of October, 2018, and scheduled for a second reading at a regular meeting of the Council on October 15, 2018 commencing at the hour of 7 p.m. at the Wilsonville City Hall, 29799 SW Town Center Loop East, Wilsonville, Oregon.



Kimberly Veliz, City Recorder

ENACTED by the City Council on the 15th day of October 2018, by the following votes:

Yes: 5 No: 0



Kimberly Veliz, City Recorder

DATED and signed by the Mayor the 15th day of October 2018.



TIM KNAPP, MAYOR

SUMMARY OF VOTES:

Mayor Knapp	Yes
Council President Starr	Yes
Councilor Stevens	Yes
Councilor Lehan	Yes
Councilor Akervall	Yes

Attachments:

- A. Exhibit A – Programs Enhancement Strategy, Appendix G to the Transit Master Plan
- B. Exhibit B – Resolution No. LP18-0009 with supporting documents



PROGRAMS ENHANCEMENT STRATEGY

A component of the 2017 Transit Master Plan

Summer 2018

This Strategy will be included in TriMet's Statewide Transportation Improvement Fund Plan submittal to the Oregon Transportation Commission for approval of House Bill 2017 funding allocation.

Operated by the City of Wilsonville, South Metro Area Regional Transit (SMART) provides free local fixed-route transit service with inter-city connections to Salem, Portland, Tualatin, and Canby. SMART also provides demand response service for the public and ADA qualified residents for medical appointments in the Portland region.

Table of Contents

Introduction	1
Existing and Future Conditions	1
Public Involvement	2
Coordination of Programs	3
Revenue Estimates for City of Wilsonville	3
Programs List	4
Program Alignment	4
Prioritized List of Programs.....	5
Performance Measures.....	6
Future Program Investments	6

Introduction

South Metro Area Regional Transit's (SMART) Programs Enhancement Strategy is an amendment to the 2017 Transit Master Plan (TMP) that addresses planning requirements to be eligible for new state funding. **Keep Oregon Moving** establishes a dedicated funding source for expanding public transportation service in Oregon titled the Statewide Transportation Improvement Fund (STIF).



This legislation enhances transportation services throughout the state generating roughly \$5.3 billion in transportation investments each year through increased gas tax, vehicle title and registration fees, and the creation of an employee public transportation payroll tax. Out of the total anticipated revenues, public transportation service providers will receive an additional \$115 million annually.

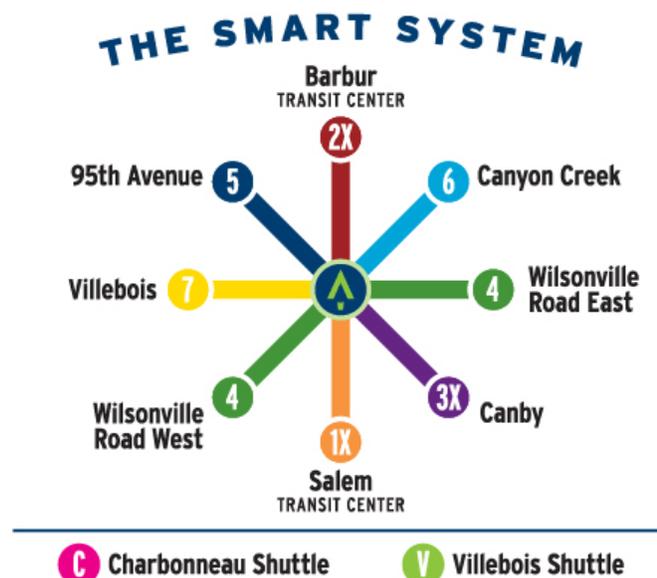
This new funding source brings opportunity to improve SMART's local and inter-community system. It is important to note that the Programs Enhancement Strategy identifies projects to be funded through the STIF (employee payroll tax) for the next two to four years.

Existing and Future Conditions

SMART currently services nine routes: three commuter express routes (Salem, Tualatin/Barbur Transit Center, and Canby) and six local routes (Crosstown, 95th, Canyon Creek, Villebois, Villebois Shuttle, and Charbonneau Shuttle). Out-of-town routes charge a small fare for service and all in-town service is free to the public.

Within a half mile of all route stops, SMART provides public transportation access to an estimated 45,075 people, 34% of whom are in within 200% poverty level. In addition, SMART routes provide access to 53,502 jobs. This estimate does not include the Dial-A-Ride paratransit service or take into account the further access provided by connections or transfers to other transit providers.

According to the Portland State University population estimate for 2017 Wilsonville had approximately 24,315 residents. Population forecasts show Wilsonville will continue to grow along with the development of the Frog Pond residential area.



Appendix E of the TMP further identifies the characteristics of each Wilsonville neighborhood. In addition, Appendix D - Title VI Program of the TMP provides demographics from the 2010 Census of the Wilsonville population.

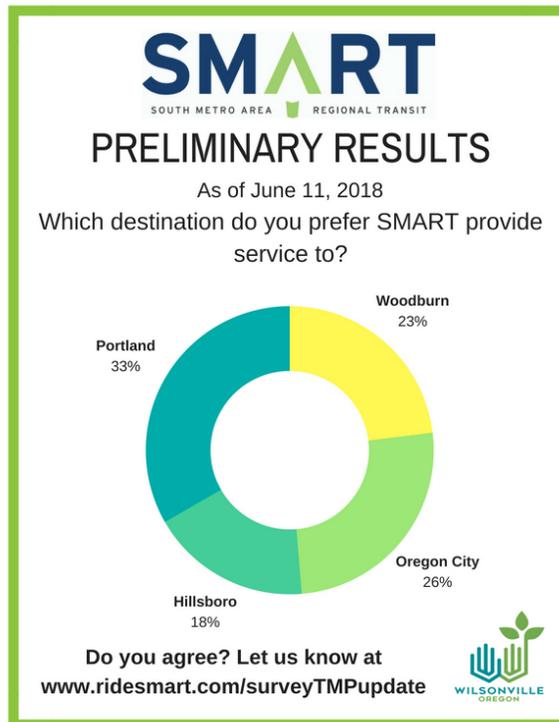
Public Involvement

SMART conducted an extensive two-year public involvement process to develop the 2017 TMP. Businesses and community members identified needs and desires through workshops, interviews, two community surveys, public events, a citizen task force, and several other formats. The values upheld with the TMP planning process follow the International Association for Public Participation (IAP2) Core Values for Public Participation. A complete list of public participation efforts are detailed in the TMP Public Involvement chapter and Appendix F.

From the planning process described above, SMART developed a draft project list for the Programs Enhancement Strategy that opened to the public for comment and prioritization for the full month of June 2018. SMART advertised the online survey in the Boones Ferry Messenger, on bus channel cards, through media releases, social media posts, presentations at county meetings, e-newsletters, and e-mail lists. In addition, SMART staff tabled at community events such as the Festival of Arts and at the Wilsonville Transit Center to collect paper surveys.

More specifically, the survey asked for prioritization of projects ranging from new service destinations to longer hours of service and shorter wait times.

From the survey results, SMART designed the program list in this Strategy to match the priority levels the survey respondents identified. SMART also obtained an interested parties list through the survey. Those survey respondents received project updates and meeting notices.



Coordination of Programs

A key component of the Keep Oregon Moving legislation is the coordination of programs amongst different transportation providers to create a seamless system. As a major employment center and residential community, Wilsonville is ideally situated to promote coordination throughout the region, attracting people to the City and providing access to neighboring communities.

Current coordination includes a shared Route 1X service with Salem Cherriots, an agreement with Canby Area Transit for mid-day Route 3X service, and pulsed connections with TriMet bus and WES to the north. The Wilsonville Transit Center was designed to encourage multi-modal trips by providing a Park-and-Ride lot, bus and train access, as well as bike lockers and tune-up facility.

New state funding brings opportunity for additional hours of bus service and enhanced timed connections with other public transportation service agencies such as TriMet, Canby Area Transit, Salem Cherriots and new destinations with partners such as the City of Woodburn. These enhancements will make trips easier for customers travelling using multiple systems to get to their destination.

Revenue Estimates for City of Wilsonville

The table below highlights the estimated amount of revenue that the City of Wilsonville anticipates from the new employee payroll tax, which came into effect July 1, 2018. Estimates are based off Oregon Department of Revenue draft estimates from April 13, 2018.

	FY2019	FY2020	FY2021
<i>Clackamas County</i>	\$ 308,145	\$699,855	\$801,462
<i>Washington County</i>	\$93,349	\$211,623	\$239,481
TOTAL	\$401,494	\$911,478	\$1,040,943
<i>130% Planning Target¹</i>	\$521,943	\$1,184,922	\$1,353,226

¹ The Oregon Department of Transportation ask that all STIF recipients assume a 130% cost-planning funding estimate.

Programs List

Program Alignment

A crucial aspect of program planning is aligning with city, regional, and state plan goals, strategies, and policies. In Appendix D of the TMP, the planning framework for projects is provided. The 2018 Oregon Public Transportation Plan goals are shown below and their alignment to SMART programs can be found in the Program List under OPTP alignment column.



In addition to plan alignment, projects funded through STIF must meet the requirements below. STIF alignment is shown under HB2017 alignment column of Program List.

- Increased frequency of bus service to communities with a high percentage of low-income households.
- Expansion of bus routes and services to serve areas with a high percentage of low-income households.
- Fund the implementation of programs to reduce fares.
- Procurement of low or no-emission buses in areas of 200,000 population or more.
- Improvements in frequency/reliability of connections inside & outside QE's service area.
- Coordination between service providers to reduce fragmentation.

Prioritized List of Programs²

Priority Level	Project Name	Program Description	HB2017 Alignment	OPTP Alignment	Annual Cost
1	New Destinations	Provide service to new locations: Portland, Woodburn, Oregon City, and Hillsboro.	B, E, F	Goal 1 Goal 2 Goal 3 Goal 4 Goal 10	Min. \$3,150,900
2	More Weekday Service	Increase current weekday service hours on select routes – run mid-day, later in the evening.	A, E, F	Goal 1 Goal 2 Goal 3 Goal 4 Goal 10	\$211,700
3	More Weekend Service	Increase current weekend service hours to go later on Saturday and possibly on Sunday.	A, E, F	Goal 1 Goal 2 Goal 3 Goal 4	\$382,000
4	Increase Frequency	Add more frequency to current bus service – less wait time between buses. Includes additional times on the 1X-Salem and 3X-Canby.	A, E, F	Goal 1 Goal 2 Goal 3 Goal 10	\$379,700
5	Enhance Programs	Develop new SMART programs – vanpools, coordinated medical shuttles, and bikeshare.	B, E, F	Goal 1 Goal 2 Goal 3 Goal 4 Goal 5 Goal 9 Goal 10	\$50,000
6	Pursue Alternative Fuels	Convert bus fleet to all alternative fuels – electric and CNG. Includes facility upgrades.	D	Goal 3 Goal 5 Goal 7	\$375,200
7	Eliminate Out-of-town Fares	Charge no fare for bus service going in or out of Wilsonville.	C, F	Goal 1 Goal 2 Goal 4	\$185,000

² STIF revenues will be leveraged with federal funds to complete the projects listed above.

Performance Measures

As a component of the Transit Master Plan, projects identified in the Programs Enhancement Strategy can be combined or work with projects in the TMP. For example, Appendix B of the TMP identifies projects to pursue if additional funding becomes available. Both project lists can be used to access both discretionary and formula pots of funding from the STIF.

Periodically, SMART will track and review projects funded through the STIF. This process will ensure proper adjustment whether it be to continue or enhance a project that is performing well or to reallocate resources to another identified project if one is not meeting the goals previously identified or the performance measures set. Though prioritized, the project list is adaptable and scalable, which allows SMART to maintain its reputation for being nimble.

Many of the programs will begin as one-year pilot projects with the intention of monitoring several factors. Factors for determining a successful project vary by program. Typically, with service-related projects, a key factor is passenger miles traveled which is the measurement of how many miles the bus travels with passengers. In addition, ridership can show how many people are served however, this factor is dependent on several other considerations such as car ownership and gas prices. Short satisfaction surveys can also show how much interest there is for a project and may lead to reasons why a project is or is not succeeding.



Prior to the end of the pilot, SMART will evaluate the effectiveness of each project and submit a formal recommendation as to the future of said project. Successful projects will meet the goals of the House Bill 2017 and OTP, in addition to meeting internal performance measures set for each individual program.

Future Program Investments

Additional projects that may utilize STIF revenue beyond the timeline of this Strategy are listed below in no particular order. Future projects in the list vary in stage of completeness and will go through public comment in subsequent planning efforts before implementation.

- **Mixed-Use Facility at SMART Central:** A multi-story building located at Wilsonville Transit Center that provides transit information and retail space on the bottom floor and affordable housing on the upper levels. This project could be a partnership with Oregon Metro and Clackamas County.

- **Technology Investments:**
 - Intelligent Transportation System – Purchase automatic passenger counters to collect data required by the Federal Transit Administration. Provide WiFi on board the buses.
 - One call-one click planning program - A Metro regional effort to provide information for older adults and people with a disability to access and transfer seamlessly between transit systems.
 - Real-time bus arrival displays at transit center and popular bus stops.



- **Grow SMART:** A solar project to cover parking, fueling stations, bus wash, and the administration building with solar panels to satisfy 100% of SMART’s electric needs for three electric buses.
- **SMART Facility Phase II:** In 2011, Pivot Architects designed a second phase for the SMART facility. Phase II facility will be located on the west side of the current SMART facility and consists of bus parking on the west and east side of a bio swale, automated bus wash, offices on the north with solar panels, and paved one-way lanes for bus traffic flow.
- **Neighborhood Community Connections:** New or added service to existing routes for the areas of Frog Pond, Coffee Creek, and Basalt Creek once fully developed.
- **Bus Coaches:** Procure over-the-road style bus coaches to complement the Route 1X service.
- **Coordinated medical shuttles:** Identified through the 2014 Transit Integration Project, improving current DAR services to run on a coordinated schedule based on trip type.

**PLANNING COMMISSION
RESOLUTION NO. LP18-0009**

**A WILSONVILLE PLANNING COMMISSION RESOLUTION
RECOMMENDING THAT THE WILSONVILLE CITY COUNCIL AMEND THE
2017 TRANSIT MASTER PLAN FOR INCLUSION OF THE PROGRAMS
ENHANCEMENT STRATEGY.**

WHEREAS, the Planning Commission of the City of Wilsonville (“City”) has the authority to review and make recommendations to the City Council regarding changes to, or adoption of new elements and sub-elements of, the Comprehensive Plan pursuant to Sections 2.322 and 4.032 of the Wilsonville Code (“WC”); and

WHEREAS, on June 19, 2017, the Council for the City of Wilsonville (“Council”) adopted the 2017 Transit Master Plan (“Transit Master Plan”); and

WHEREAS, the Transit Master Plan outlines future goals for the City’s transit system through South Metro Area Regional Transit (“SMART”) and supportive transportation options to meet the City’s mobility needs; and

WHEREAS, the Oregon State Legislature passed House Bill (“HB”) 2017 in 2017 which provides additional funding to public transit agencies throughout the State of Oregon; and

WHEREAS, the Oregon Administrative Rules that implement HB2017 require transit agencies to submit an adopted plan that contains a list of projects that meet certain criteria in order to obtain the funding collected by the State through HB2017; and

WHEREAS, the Programs Enhancement Strategy identifies a robust program of service enhancements that SMART intends to undertake should additional funding become available; and

WHEREAS, the Programs Enhancement Strategy meets the requirement of the plan identified in the Oregon Administrative Rules necessary to receive funding under HB2017; and

WHEREAS, the Programs Enhancement Strategy must be incorporated as part of the Transit Master Plan in order for the City to receive funding through HB2017 for the programs listed in the Programs Enhancement Strategy; and

WHEREAS, the Planning Director submitted a Staff Report to the Planning Commission in accordance with the public hearing and notice procedures that are set forth in WC 4.008 and 4.012; and

WHEREAS, the Planning Commission conducted work sessions on June 13, 2018 and August 8, 2018, and after providing the required public notice, held a public hearing on September 12, 2018 to review the proposed Programs Enhancement Strategy to be incorporated as part of the Transit Master Plan and to gather additional testimony and evidence regarding the Programs Enhancement Strategy; and

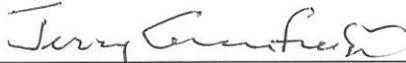
WHEREAS, the Planning Commission has afforded all interested parties an opportunity to be heard on this subject and has entered all available evidence and testimony into the public record of its proceeding; and

WHEREAS, the Planning Commission has duly considered the subject, including the staff recommendations and all the exhibits and testimony introduced and offered by all interested parties.

NOW, THEREFORE, BE IT RESOLVED that the Wilsonville Planning Commission does hereby adopt the Staff Report (attached hereto as **Exhibit A**) and the Programs Enhancement Strategy (attached to the Staff Report as **Attachment 1**), as presented at the September 12, 2018 public hearing, including the findings and recommendations contained therein, and further recommends the Wilsonville City Council approve and adopt the Programs Enhancement Strategy as Appendix G to the Transit Master Plan as hereby approved by the Planning Commission; and

BE IT FURTHER RESOLVED that this Resolution shall be effective upon adoption.

ADOPTED by the Wilsonville Planning Commission at a regular meeting thereof this 12th day of September 2018, and filed with the Planning Administrative Assistant on September 13, 2018.



Wilsonville Planning Commission

ATTEST:



Tami Bergeron, Administrative Assistant III

SUMMARY OF VOTES:

Chair Jerry Greenfield	<u>yes</u>
Vice-Chair Eric Postma	<u>yes</u>
Commissioner Peter Hurley	<u>yes</u>
Commissioner Ron Heberlein	<u>yes</u>
Commissioner Kamrah Mesbah	<u>Ab</u>
Commissioner Phyllis Millan	<u>yes</u>
Commissioner Simon Springall	<u>Ab</u>