City of Ashland Transportation System Plan Update

May 24, 2011

KITTELSON & ASSOCIATES, INC.
TRANSPORTATION ENGINEERING/PLANNING

otak

alta
PLANNING + DESIGN

CITY OF ASHLAND

Meeting Agenda

7:00 p.m. – 9:00 p.m.

- Attendance and Project Status
- Review Previous Material
  - *Existing Conditions Transit Information*
  - *Transit White Paper*
  - *High Density Housing White Paper*
- Additional Transit Information
- Discussion

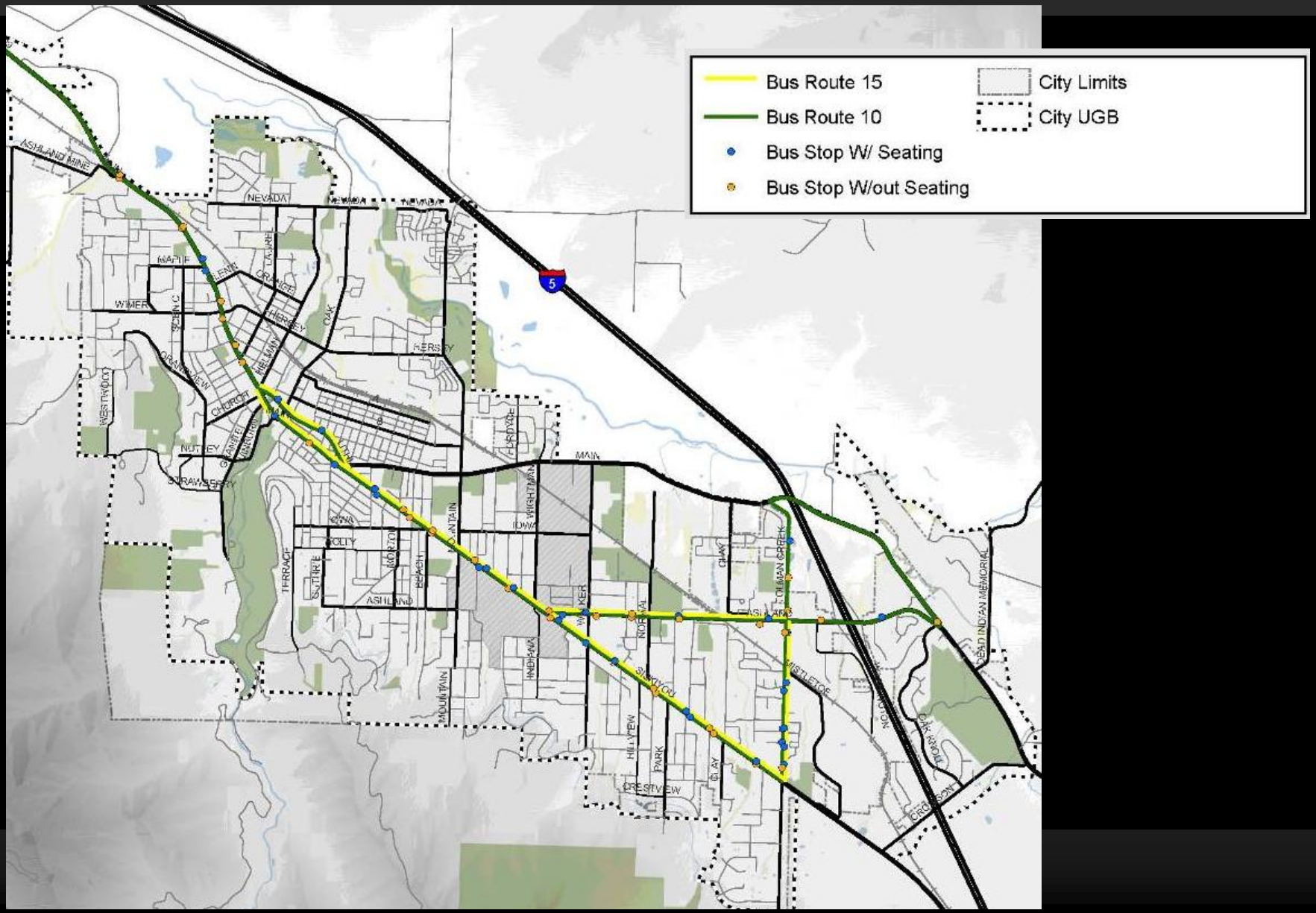
Project Status

- On-going PC/TC Work Sessions on Alternatives Analysis
  - *June 2011*
- 3 TAC and PC/TC Meetings Remaining with Consultant Team
  - *Draft Sustainability Policies – July 2011*
  - *Draft Preferred and Cost Constrained Plans – August 2011*
  - *Draft TSP – November 2011*
- 1 Public Workshop

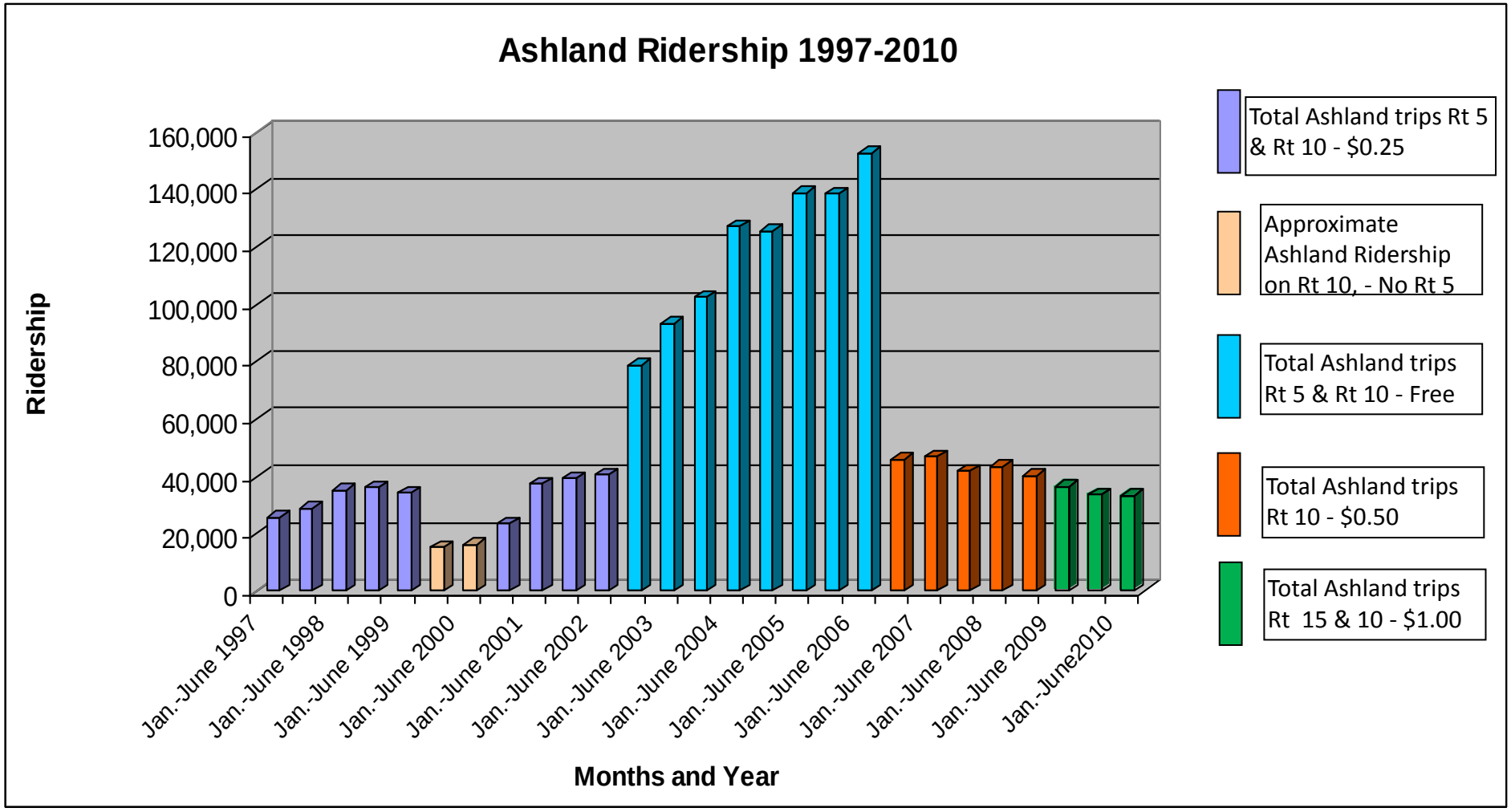
Review Previous Information

- Tech Memo #3 - Existing Transit Routes and Stops
- Tech Memo #3 - Existing Transit Ridership
- Transit White Paper
- High Density Housing White Paper

Transit Routes and Stops



Transit Ridership



Review Transit White Paper

- Role of Transit (Types of Transit Riders)
  - *Captive Riders*
  - *Captive-by-Choice Riders*
  - *Choice Riders*
- Types of Transit
  - *Demand Response Transit*
  - *Fixed Route Transit*

Review Transit White Paper

- Access to Transit
  - *Continuous sidewalks to transit stops*
  - *ADA compliance*

- Access vs. Efficiency
  - *Transit Access*
    - How Often – Frequency of Service
    - How Long – Span or Duration of Service
    - Where – Coverage of Service
  - *Efficiency*
    - Concentrating on high (or higher) ridership corridors

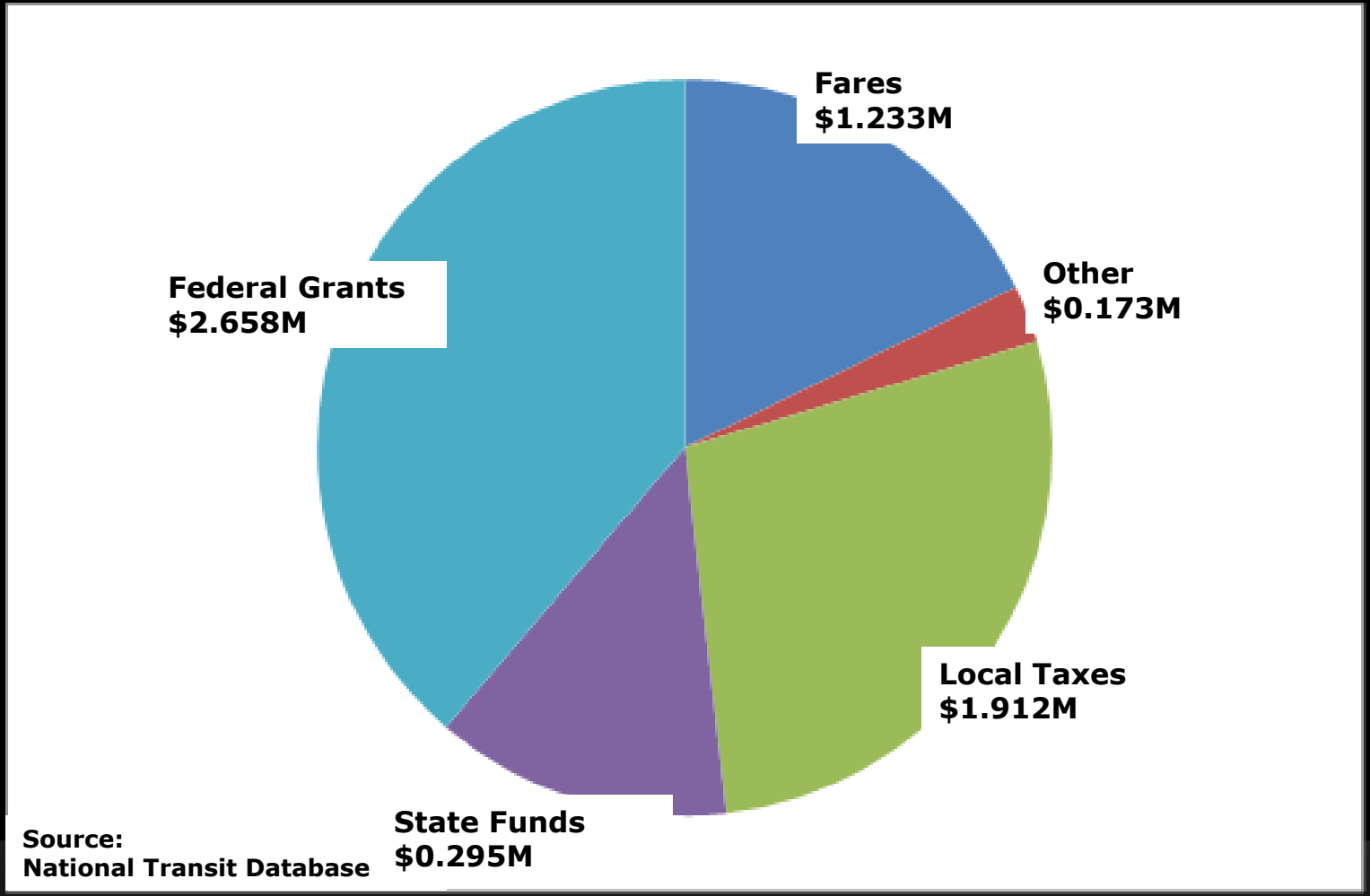
Review Transit White Paper

- Current Transit Subsidies and Ridership Costs
  - *Current subsides reduce passenger fares in Ashland to $1*
  - *City also provides bus vouchers to low income residents through Ashland Low Income Energy Assistance Program*

- Fareless Service
  - *Examples of Fareless Service*
    - Downtown Service
    - Local Taxes Fund Service
    - Free Transfers/Group Pass Programs
    - Fare Revenue Offset by Cost of Fare Collection
  - *Hidden Costs*
    - Increase unnecessary trips
    - Draw trips from walking and bicycling rather than automobiles

Review Transit White Paper

- Sources of RVTD Funds



Review Transit White Paper

- Next Steps
  - *Identify targeted customer market*
    - Employees non-traditional hours
    - Low income households unable to afford an automobile and who are burdened by the cost of ridership
    - SOU students taking evening classes, going to evening campus activities, and/or weekend trips
    - Tourists attending evening and weekend Oregon Shakespeare Festival
    - Resident who would like to live in Ashland without owning a car
  - *Identify priorities to improve transit supportive amenities and land use*
  - *Consider opportunities to collaborate with partnering agencies and institutions*

Input based on Transit White Paper

- General Input
  - *54% Disagree - The City should continue to look for ways to fund fareless (free to riders) service within Ashland even if it prohibits other changes to the service (e.g., increased span of service).*
- Target Markets (60% + Yes, Explore)
  - *Employees working non-traditional hours – 69%*
  - *SOU students and faculty for evening and weekend trips – 61%*
  - *Tourists for evening and weekend events – 61%*
- Service Focus
  - *Increase Span of Service – 69% - Yes, Explore*
- Other Improvements
  - *Encourage High Density and Mixed Uses – 77% - Yes, Explore*
- Next Steps
  - *Move forward with increasing span of service as top priority for improving transit*

Review High Density Housing

- Leveraging the Benefits
  - *Change in travel choices and patterns*
  - *Increase affordable housing opportunities*
  - *Reinforce the importance of transit corridors*

- Transit-Supportive Densities
  - *Much of transit corridor zoning is favorable*
  - *The needed adjustments are not great*

Table 1

Level of Service	Residential Density Threshold
Local bus service (1 bus per hour)	4–5 dwelling units/acre
Intermediate bus service (1 bus every 30 minutes)	7–8 dwelling units/acre
Frequent bus service (1 bus every 10 minutes)	12–15 dwelling units/acre
High Capacity Transit (HCT) systems (primarily streetcar and light rail transit)	25–50 dwelling units/acre

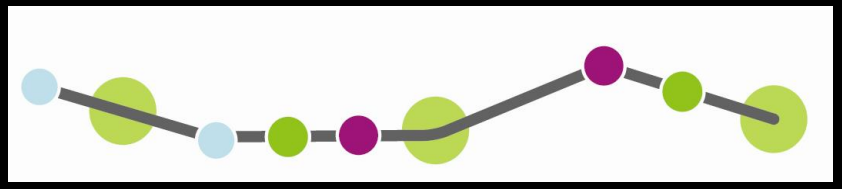
Review High Density Housing

- Corridor Planning
  - *Focus on existing and priority future transit corridors*
  - *Integrate local and regional objectives*
  - *Identify public actions to take*
  - *Include real estate market and development feasibility analysis*

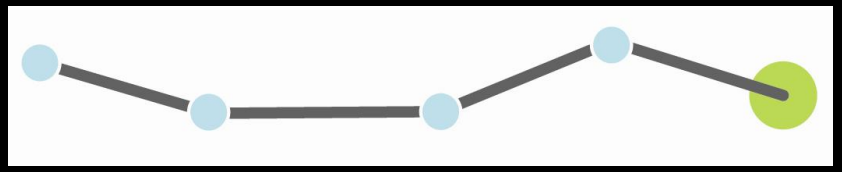
- Corridor Types
  - *Destination Connector*
  - *Commuter Connector*
  - *District Circulator*

Review High Density Housing

- Destination Connector
  - *Links housing density to activity, employment and institution*
  - *Two-way ridership throughout the day*
  - *Regional/Local bus*

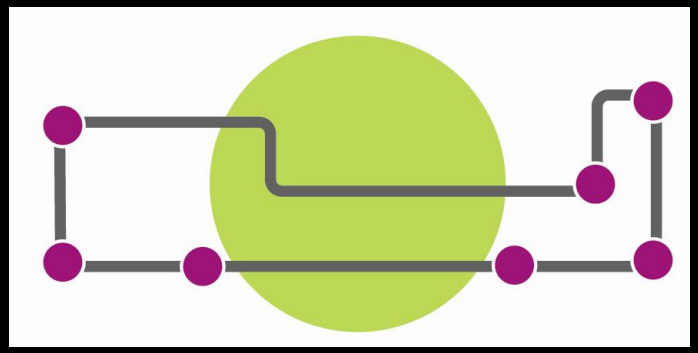


- Commuter Connector
  - *Serves only major activity or employment centers*
  - *Residential density at the station not so critical*
  - *Commuter bus - Ashland-Medford*



Review High Density Housing

- District Circulator
  - *Facilitates movement within a district or activity center*
  - *Relatively slow speeds*
  - *May encourage new residential density*
  - *Ashland circulator bus for downtown and SOU district*



Review High Density Housing

- Next Steps
  - *Confirm community goals for high density housing*
  - *Define and fund a corridor planning study*
  - *Development and implementation strategy*

High Density Housing

- General Question
  - *Explore high density housing along transit corridors – 87%, yes*
- High Density Housing Top Projects (50% + Yes, Definitely Explore)
  - *None of the high density housing projects identified in the white paper gained more than 50% of support*
- Additional Comments
  - *Pedestrian places included in TSP update are a good place to explore high density housing.*
  - *Private sector should determine if high density makes sense as an economical project.*
  - *Too much high density housing can cause problems unless closely monitored especially if they are rental units*
  - *Placement of high density housing is an issue also.*

Additional Transit Information

- What transit Level-of-Service does Ashland currently have?
- How does future housing density compare to the transit frequency thresholds?
- Are there future "Transit Supportive Areas" that are not being served by current transit routes?
- Where do SOU students live and how might that influence transit service changes?
- How do costs compare for directly operated transit service versus contracted service?

Additional Transit Information

- Are there case studies or examples available of smaller cities contracting (i.e., purchasing) their own transit service?
- What local agencies are providing fareless transit service?
- What types of transit options should Ashland consider?

What transit Level-of-Service does Ashland currently have?

- Transit Frequency – Time between buses or transit vehicle (e.g., 15 minute frequency).
- Transit Service Hours – Hours per day transit service is provided (e.g., 6:00 a.m. to 7:00 p.m.)

Level of Service	Transit Capacity and Quality of Service Measures	
	Service Frequency (minutes)	Hours of Service
LOS A	<10	19-24
LOS B	10-14	17-18
LOS C	15-20	14-16
LOS D	21-30	12-13
LOS E	31-60	4-11
LOS F	>60	0-3

What transit Level-of-Service does Ashland currently have?

- Service in Ashland, OR

Frequency of Service

Headway	Routes	LOS
15 Minutes	RVTD Route 10 and 15 Overlap Area	C
30 Minutes	RVTD Route 10	D

Hours of Service

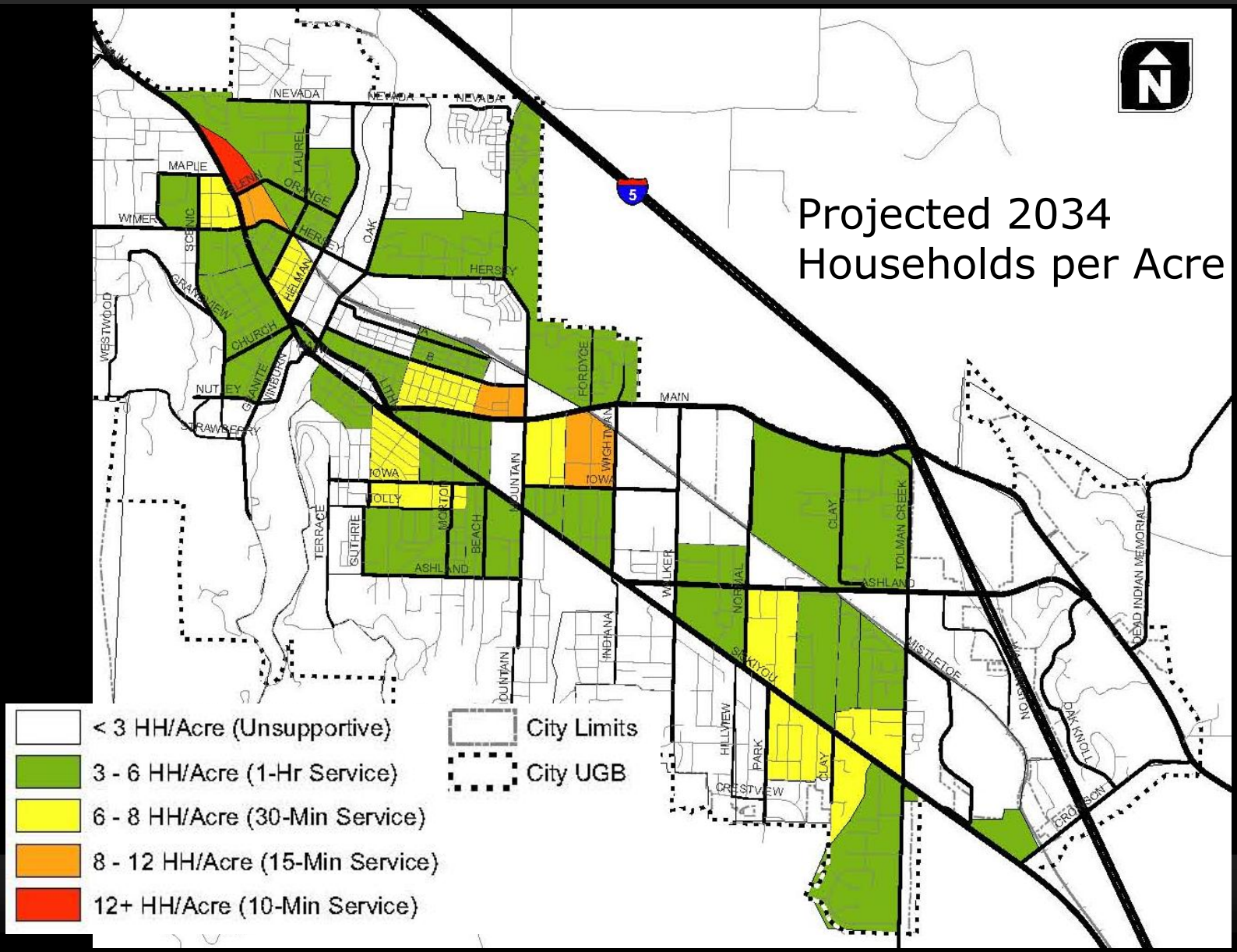
Hours per day	Routes	LOS
5:30 a.m. – 7:30 p.m. (14 Hours)	RVTD Route 10	C
7:45 a.m. – 6:30 p.m. (<11 Hours)	RVTD Route 15	C[1]

How does future housing density compare to the transit frequency thresholds?

- From High Density Household White Paper

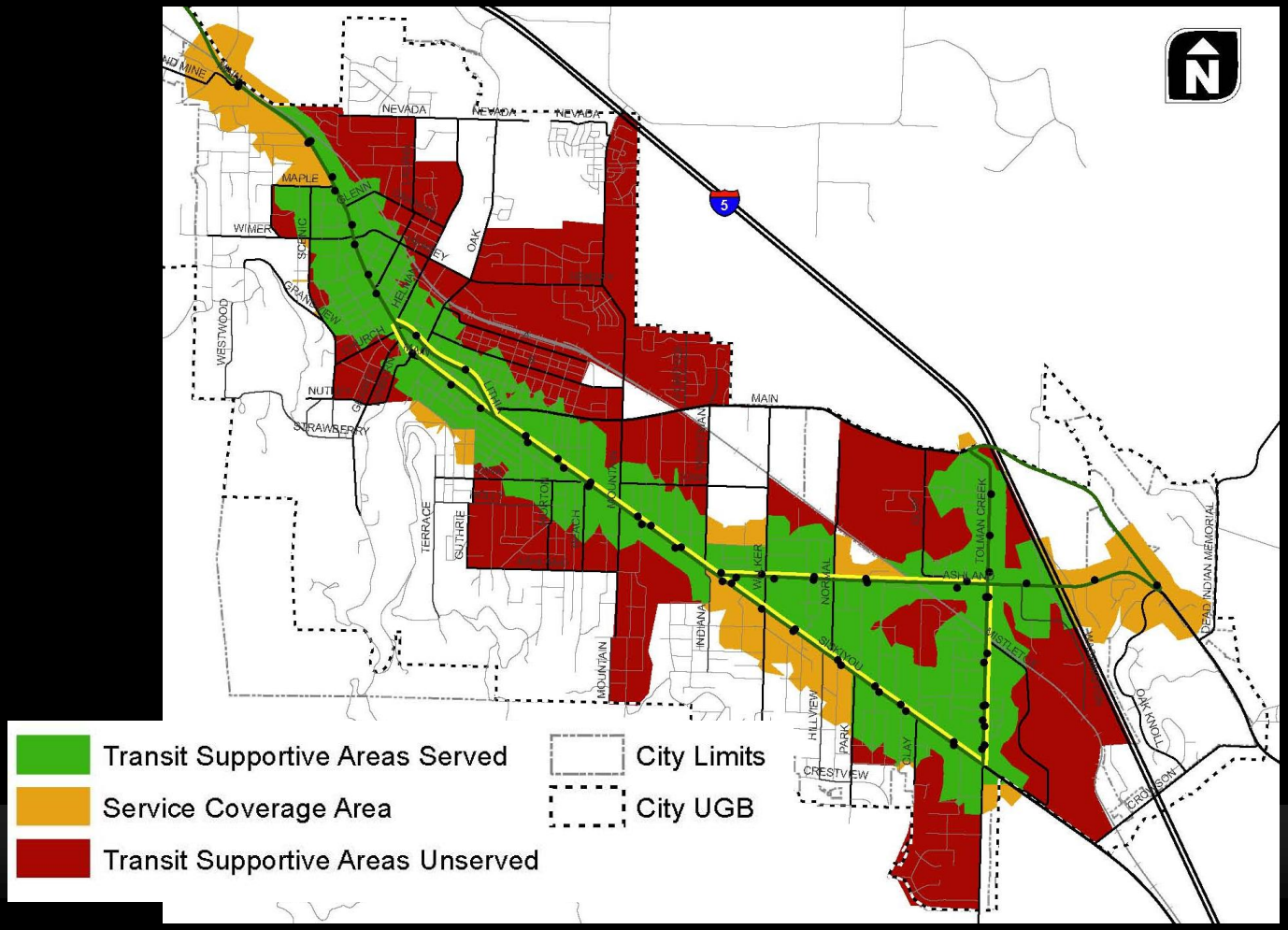
Transit Frequency	Residential Density Threshold
Local bus service (1 bus per hour)	4–5 dwelling units/acre
Intermediate bus service (1 bus every 30 minutes)	7–8 dwelling units/acre
Frequent bus service (1 bus every 10 minutes)	12–15 dwelling units/acre
High Capacity Transit (HCT) systems (primarily streetcar and light rail transit)	25–50 dwelling units/acre

How does future housing density compare to the transit frequency thresholds?

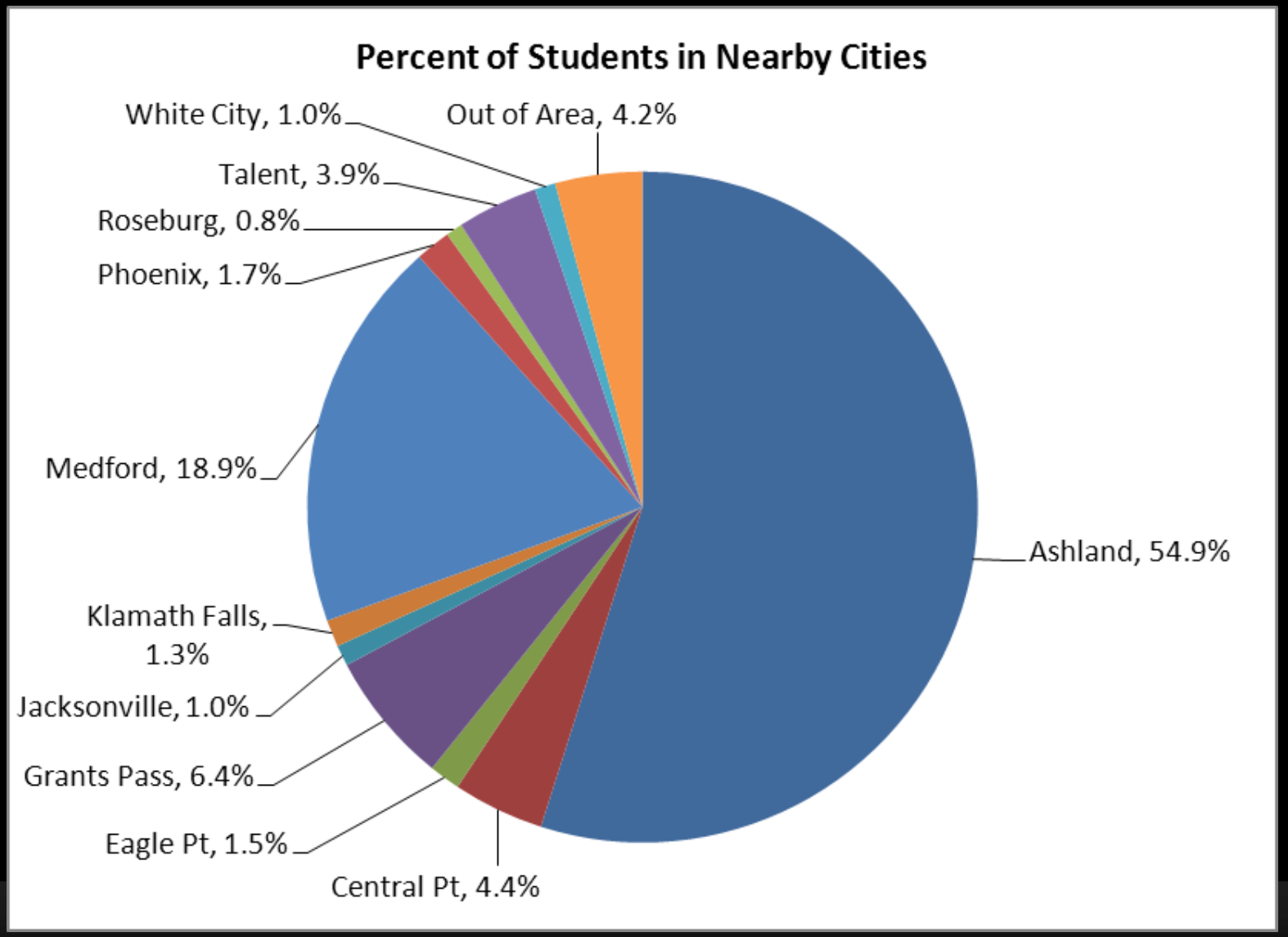


Are there future "Transit Supportive Areas" that are not being served by current transit routes?

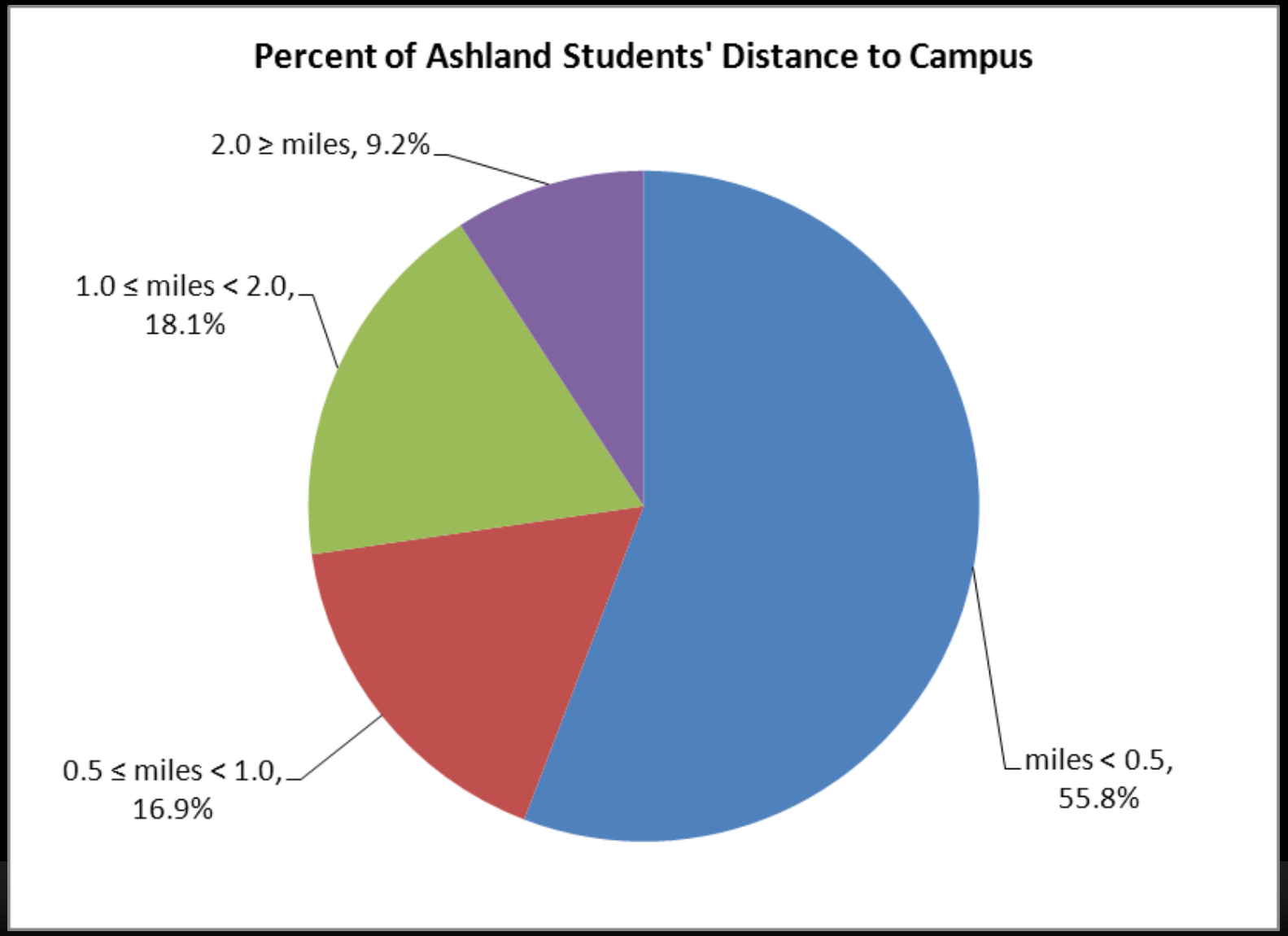
- Transit Supportive Area (TSA)
  - *Minimum population density of 3 households/gross acre; or*
  - *Minimum employment density of 4 employees/gross acre.*



Where do SOU students live and how might that influence transit service?



Where do SOU students live and how might that influence transit service?



Where do SOU students live and how might that influence transit service?

- Consider service improvements to Medford
- Consider coverage in Ashland
- Compare and contrast class schedules to bus schedules
- Compare and contrast reoccurring campus activities to bus schedules

How do costs compare for directly operated transit service versus contracted service?

Oregon Fixed Route Bus Service Costs 2009

Company Name	Location	Service	Operating Expense Per Revenue Hour	Operating Expense Per Revenue Mile
Lane Transit District	Eugene	Directly Operated	$115.32	$9.34
		Purchased Service	$50.86	$1.77
Salem Area Mass Transit District	Salem	Directly Operated	$108.03	$8.60
		Purchased Service	$35.66	$0.81
Rogue Valley Transportation District	Medford	Directly Operated	$143.94	$7.87
South Metro Area Regional Transit	Wilsonville	Directly Operated	$144.94	$8.18
City of Corvallis	Corvallis	Purchased Service	$81.91	$5.90
City of Bend, Bend Area Transit	Bend	Purchased Service	$71.13	$7.62
		Directly Operated Average	$128.06	$8.50
		Purchased Service Average	$59.89	$4.03

Source: Data obtained from National Transit Database.

How do costs compare for directly operated transit service versus contracted service?

- Contracted Service
  - *City of Bend and City of Corvallis*
  - *$71 to $82 per revenue hour*
- Directly Operated Service
  - *City of Wilsonville and City of Medford*
  - *$144 to $145 per revenue hour*
- Partially Directly Operated and Contracted Service
  - *City of Eugene and City of Salem*
  - *Below average costs for both types of service*

Are there case studies or examples available of smaller cities contracting their own transit service?

- Wilsonville (SMART)
- Molalla (South Clackamas Transit)
- Canby
- Sandy (SAM)

What local agencies are providing fareless transit service?

- Corvallis Transit – Provides fareless for their routes within the city. There is a charge for other systems that connect to CTS.
- SMART (Wilsonville) – Provides fareless service for routes within the city. Several routes travel outside the city to connect to other services and these have fares.
- SAM (Sandy) – Provides fareless service inside and outside the city.
- South Clackamas Transit District (Molalla) - Operates a fare-free route within Molalla, but charges for routes connecting to other cities.

What types of transit options should Ashland consider?

- Extending service hours into the evening
- Providing Saturday service hours
- Operating a second local circulator bus route
- Providing fareless service to attract more transit riders and reduce vehicle trips
- Providing express bus service on Route 10 to Medford
- Providing a commuter bus that operates on I-5 between Ashland and Medford

Discussion