

WORK SESSION MINUTES

November 7, 2017

1:30 p.m.

Room 32, Courthouse

PRESENT: Commissioners Stan Primozych, Mary Starrett and Richard L. “Rick” Olson.

STAFF: Ken Huffer, Todd Sadlo, and Cynthia Thompson. Naomi, Stephanie Wright, and Ohren Eshel.

Guests: Starla Pointer, News Register and Dave Adams, KLYCC.

TOPIC: Nelson Nygaard Yamhill County Transit Area (YCTA) Transit Development Plan (TDP)

Commissioner Primozych called the meeting to order at 1:33 p.m.

Stephanie Wright gave a brief history of Nelson Nygaard. She said they are a national company and transit services makes up 70% of their business. Ms. Wright began the YCTA TDP presentation (Exhibit A) discussing the annual operating budget and the four intercity and local service routes. She said YCTA has 300,000 annual riders and nearly 50% are from people commuting for work. Ms. Wright talked about the planning framework, existing conditions analysis and the two separate community outreach events that are a part of the solutions, strategies and services design prior to compiling the final draft of the TDP. She said the desired outcomes for a successful plan is to provide Yamhill County with a convenient system that provides seamless travel options for residents, employees and out-of-area visitors.

Ohren Eshel discussed more in depth the existing conditions analysis. He said he and his colleague rode a number of YCTA’s bus routes and asked many of the drivers for feedback and suggestions of what they saw as challenges. Mr. Eshel discussed the focus group locations and meetings, demographics and economic sectors. He talked about the large group of agriculture, food service and retail employees in Yamhill County and the surrounding communities. He said they generally work odd or late hours that the current routes do not accommodate. Mr. Eshel stated that this scenario is one example of how Nelson Nygaard is approaching the many different diversities and needs that the county has that they are considering as they approach the new transit plan. Mr. Eshel talked about the county’s employment density. He said some employers that employ a lot of people are not presently served by existing routes. Mr. Eshel said it is their goal to better serve major employers in the county. He went over the commute patterns to Portland, Salem, Grand Ronde and Beaverton, adding that half of the riders are using YCTA to get to work and for 32% of riders YCTA is their only option for transportation. Mr. Eshel talked about the existing service routes and the research being conducted to see if fixed routes can be altered to serve the dial-a-ride or paratransit needs.

The meeting recessed at 2:34 p.m. and reconvened at 3:08 p.m.

Cynthia Thompson, Yamhill County Transit Manager continued the presentation stated that they are experiencing difficulty retaining good drivers. Ms. Thompson said First Transit is trying alternative methods to bring new drivers in, such as offering hiring bonuses but she said the hourly pay is not current market competitive. Ms. Thompson stated she was pleased with the amount of survey results received and that rider satisfaction scored well. She discussed the key issues with the intercity routes and the local service. Ms. Thompson mentioned the opportunity for a shopper type shuttle to improve access to destinations. She talked about the need to improve marketing, system maps, develop online trip planning, real-time information and alerts, updated radios, dispatch software, and the website and mobile applications. Ms. Thompson said they are looking at additional options for riders to purchase bus passes and she would like to see the county be able to participate in travel training and the volunteer driver program. She completed the presentation discussing additional prospective funding sources and future legislative transit meetings.

There being no further business, the meeting adjourned at 3:38 p.m.

Crystal Cox
Secretary