



BETTER TRANSIT OREGON

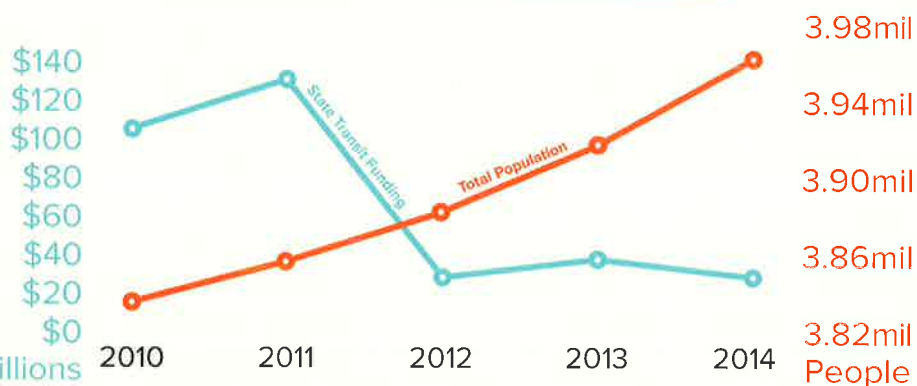
**Moving Oregon transit
forward. *Together.***

WHY BETTER TRANSIT?

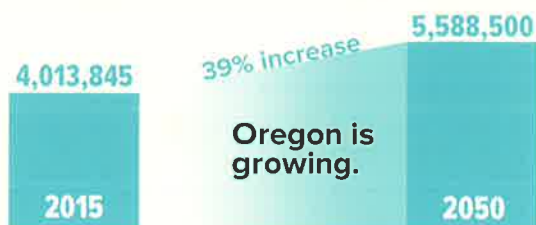
All around Oregon, communities are looking to transit as a way to meet the challenges of today and tomorrow. The time is now to invest in public transit. Here's why!

Funding is not keeping pace with population growth.

Oregon State Transit Funding vs. Population Growth (2010-2014)



Oregon is changing.



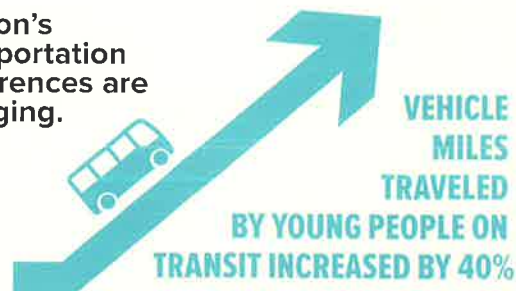
Oregon is getting older.

IN 2015, 16% OF OREGONIANS WERE OVER THE AGE OF 65



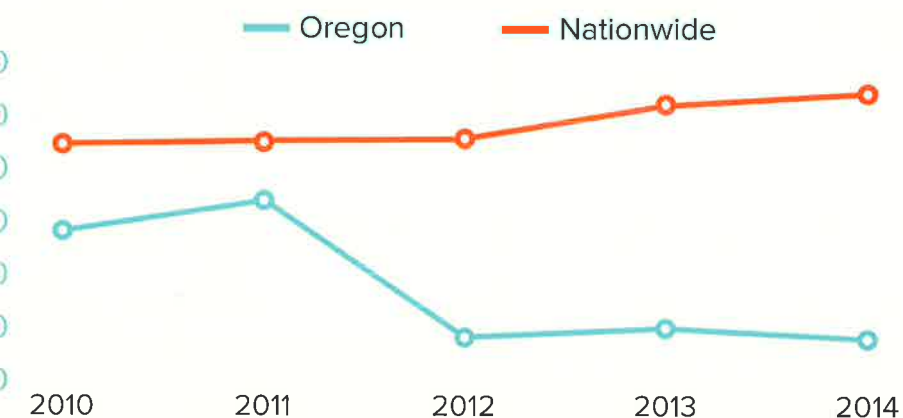
OF OREGON'S POPULATION WILL BE 65+ BY 2050

Oregon's transportation preferences are changing.



Oregon is lagging behind its peers.

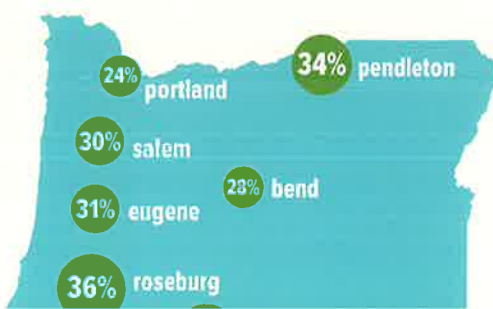
State Transit Funding Per Capita



Oregon is committed to a low-carbon future.



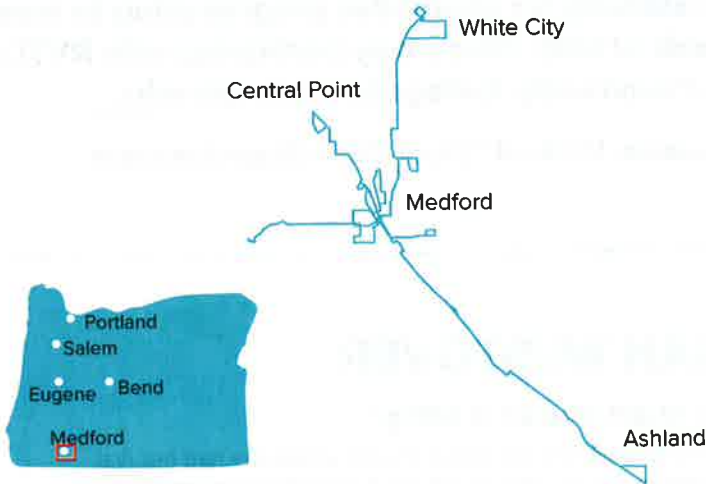
Transit isn't just for cities.



Rural households spend more of their income on transportation.

Better Transit can

ROGUE VALLEY TRANSPORTATION DISTRICT



1.5 million
annual rides

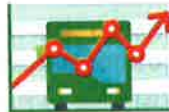
62%
of riders have no vehicle available

66%
of riders make less than \$15,000 per year



MAKE TRANSIT A LIFESTYLE CHOICE

Provide reliable and frequent transportation for students and workers traveling to SOU, RCC, and other major regional destinations.



SUPPORT ECONOMIC DEVELOPMENT

Provide safe and efficient transportation to businesses and employment centers, and support affordable housing development with access to transit.



SERVE THE TRANSIT DEPENDENT

Ensure all seniors, people with disabilities, and lower-income neighborhoods in Rogue Valley have access to social and medical services

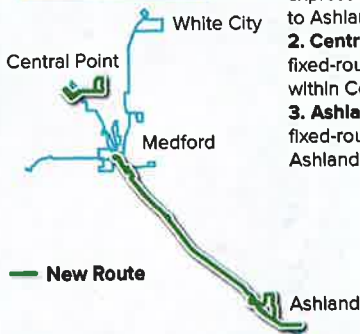


PROMOTE A HEALTHY ENVIRONMENT

Help meet the livability, housing, and climate change goals of the community by increasing social walking, biking, and use of public transit

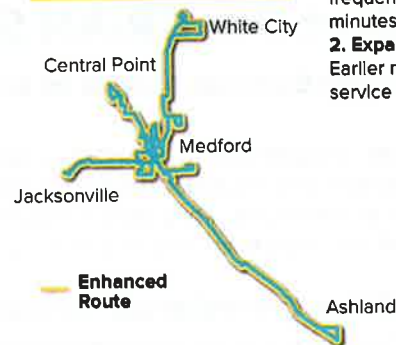


NEW SERVICE



- 1. Highway 99 Express** – New express route connecting Medford to Ashland along Hwy 99
- 2. Central Point Circulator** – New fixed-route connecting areas within Central Point
- 3. Ashland Circulator** – New fixed-route connecting Downtown Ashland to surrounding area

ENHANCED SERVICE



- 1. Saturday Service** – Saturday frequency expanded to 30 minutes
- 2. Expanded Service Hours** – Earlier morning and later evening service Monday through Friday



ACCESS TO JOBS

95% more jobs within a 60 minutes from Downtown Ashland and **30% more jobs** within 60 minutes from Downtown Medford

FREQUENT TRANSIT

8% more residents served by frequent transit

MORE SERVICE

36% increase in total service hours



“

School Districts are starving for alternative programming to meet the needs of all kinds of kids. That’s why partnering with RVTD and Rogue Community College is a win-win-win.

— Dr. Brian Shumate, Medford School District Superintendent



“
I would go out and participate more if weekend services were expanded.

Meet SARAH WESTOVER

“I rely on the bus to get where I’m going.”

Sarah was 26 years old and behind the wheel of a car when she had her first grand mal seizure. Now at age 30, she no longer drives and relies on RVTD for her commute, errands, and social engagements.

“Public transportation helps me maintain my independence, get to work and stay connected with friends and family.”

While learning to cope with her seizure disorder, the hardest thing for Sarah has been her loss of personal autonomy. The lack of late night and weekend service is particularly difficult because it forces her to rely on friends and family to get to doctors appointments and home from work. Sometimes, Sarah says, she foregoes things like going to the farmers market so she doesn't have to ask someone for a ride. Sarah is a fiercely independent person - the last thing she wants to be is a burden. With State support for Better Transit, Sarah hopes to see an essential community service restored to the Rogue Valley.

Meet DR. BRIAN SHUMATE

“High school diplomas need to be tied to the outside world.”

Dr. Brian Shumate is the Medford School District (MSD) Superintendent. He recognizes that students today need more than just a high school education to be successful. They need hands-on vocational training and/or access to courses that MSD cannot provide on-site.

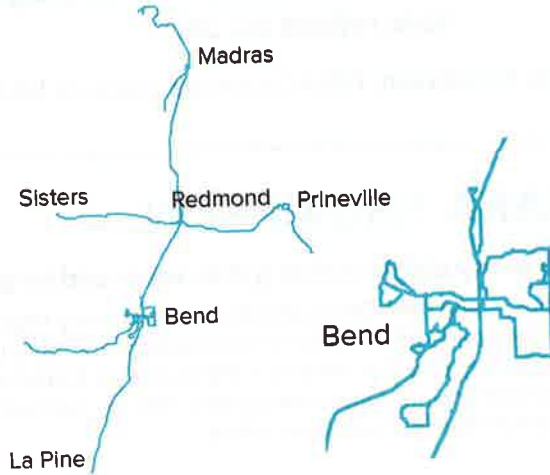
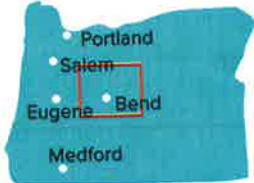
“RVTD is a ‘game-changer’ for our school district.”

Rogue Community College (RCC) offers training and certification programs open to Medford's high school students, but getting them to RCC campuses in Medford, White City, and Grants Pass is a challenge. RVTD has stepped in to meet this challenge with a new route that serves South Medford High School, but its future is uncertain. Supporting Better Transit will help keep transportation and learning options open to Medford's students now and for years to come.



“
RVTD helps us meet the needs of diverse learners.

CASCADES EAST TRANSIT



673,350
annual rides

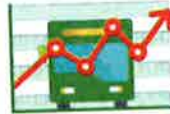
77%
of intercity trip for
work or schools

51,600
service hours provided
in 2015



MAKE TRANSIT A LIFESTYLE CHOICE

Provide expanded service for students at Oregon State University - Cascades and Central Oregon Community College, and make it easy for people to commute urban and rural areas.



SUPPORT ECONOMIC DEVELOPMENT

More effectively transport employees from around the region to growing job centers in Bend and Redmond.



SERVE THE TRANSIT DEPENDENT

Provide reliable and affordable access to goods and services for students, elderly and people with disabilities living throughout the region.

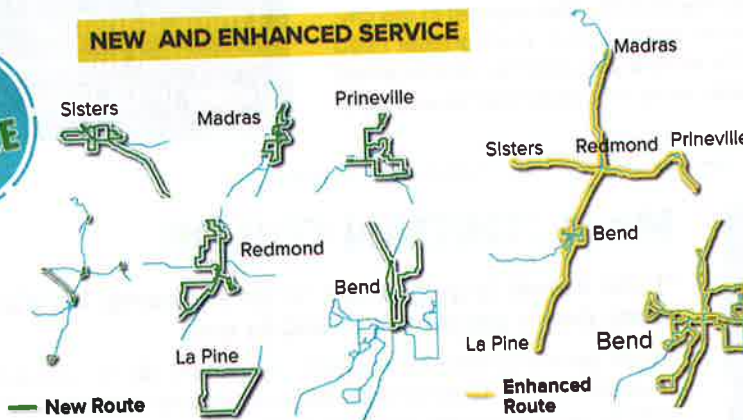


PROMOTE A HEALTHY ENVIRONMENT

Make transit a vital mechanism for reducing Bend-sprawl and help meet the regional goals for denser, more pedestrian friendly cities.



NEW AND ENHANCED SERVICE



- 1. Sisters and Bend** – New Intercity route between Bend and Sisters
- 2. Sisters** – Add new flex-route service within Sisters
- 3. Northeast Bend** – Add new fixed-route to currently underserved part of Bend
- 4. Redmond, Prineville, Madras and La Pine** – Convert Dial-a-Ride systems to flex-route service
- 5. Expanded service hours** – Include early morning and evening service
- 6. New Saturday service** – Add Saturday service to routes currently not running on the weekend
- 7. Better Saturday service** – Expand Bend Saturday hours and increase frequency
- 8. Bend fixed-routes** – Increase frequency on Bend fixed-routes and extend service to 8pm
- 9. Intercity routes** – Add mid-day and evening commuter trips to service between La Pine/Bend, Redmond/Madras, Redmond/Prineville and Redmond/Bend.



ACCESS TO HOUSING

44% more affordable housing units served by transit

FREQUENT TRANSIT

120% more residents served by frequent transit

MORE SERVICE

83% Increase in total service hours



“
There are going to be more people living in little pockets around town. We’ve got to find a way to encourage them to be less reliant on cars.

— Sara Thompson, OSU-Cascades Campus Librarian

Meet SARA THOMPSON

“I use transit every single day to get to work and to get home.”

Sara rides the bus to and from OSU-Cascades campus every day, and so do many of her students. However, nearly 30% of OSU-Cascades students come from outside of Bend, and their preferred way to get to campus is still by car. As OSU-Cascades continues to grow, and Bend itself becomes more congested, Sara knows it will be important for more people to take public transit to and from school.

“If we don’t get expanded route access and more frequent timetables, a lot of our folks will not use the bus at all.”

OSU-Cascades is leading the way in creating a sustainable transportation program and strategy for students and employees. However, many of OSU-Cascades’ students and employees live in areas where transit isn’t an option. If the region wants OSU-Cascades to succeed in being an accessible, sustainable institution for all, Central Oregon needs enhanced public transportation options. This will not happen without *Better Transit*.



“
We’re really looking at how we can encourage people to ride the bus more.

Meet MOLLY BAKER RAY

“As more people move to La Pine for affordable housing, we’re going to need extra routes!”

Molly has been a longtime La Pine resident, and in recent years she’s seen more people moving to town to avoid the rising housing costs in Bend. With most of the jobs and medical facilities located in the city, there are more and more cars on the roads, and an even greater need for transit. Molly believes that with more trips available, people would realize that the bus is a safer, more enjoyable way to commute.



“
I think transit is essential for people living in La Pine.

Meet JORDAN OHLDE

“I use transit to go to work, to go shopping. It’s a vital part of my day to get where I need to go.”

Jordan uses a wheelchair and isn’t able to drive. So he depends on CET to keep him mobile. Unfortunately, because the bus doesn’t run later than 7pm, he sometimes has to ask his mother to drive him places. As a working adult, this makes him feel less independent, and he would much rather have the option to take a later bus to get home on his own.

“I often have to wait 45 minutes to an hour for the bus.”

Jordan and many others depend on transit in Bend are forced to wait up to an hour for a bus. People like Jordan have asked for increased frequency and longer hours for years, but without *Better Transit*, CET isn’t able to make the necessary improvements. It’s time to make transit a more convenient and reliable option for everyone.



“
Transit is a vital part of my day.

COMMUNITY CONNECTION OF NORTHEAST OREGON



75,000
annual rides

3 counties
served by NEO Transit

29,500
service hours provided



ENHANCE TOURISM

Parts of the region are major tourist attractions during the summer months. NEO Transit wants to make sure these tourists have a safe and reliable transportation option that gets them where they need to go.

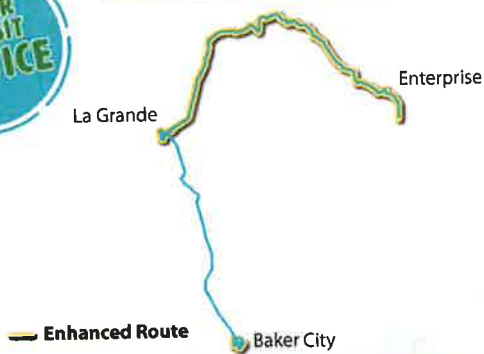


SERVE THE TRANSIT DEPENDENT

The majority of NEO Transit's riders rely on public transit to get to medical treatments, commute to school or work, and access shopping within city-centers. NEO Transit wants to ensure these riders have access to transportation when they need it.

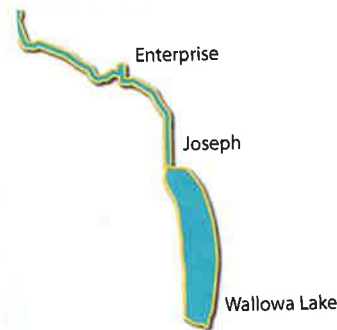


ENHANCED SERVICE



With additional funding, NEO Transit would double frequency, add more trips per day on more days per week, offer more morning and later evening trips, and include Sunday service for the:

1. Wallowa Link
2. La Grande Trolley
3. Baker City Trolley



Wallowa Lake Tourist Shuttle

NEO Transit would also enhance the Wallowa Lake Tourist Shuttle, starting the service earlier in the tourist season and running it for longer hours, allowing tourists to access the goods they need without a personal car.



ACCESS TO JOBS

More efficient route schedules to get people to and from work on time

FREQUENT TRANSIT

50% decreased wait time on inner-city fixed-routes

MORE SERVICE

22% increase in total service hours



“

For me and a lot of people, [transit] is independence, being able to arrive as the professional that I am, dignity and functionality.

— Nora Croucher, La Grande resident

Meet NORA CROUCHER

“Before NEO Transit...it was a black hole!”

Nora Croucher has lived in La Grande since 2001, and as a person living with Cerebral palsy, she is unable to drive a car. While she has relied on friends and family for rides in the past, she prefers to get around independently, and to do that she depends on NEO Transit. Before NEO Transit, there were no options other than expensive taxis to get to work, to medical appointments, or even downtown to shop and socialize with friends.

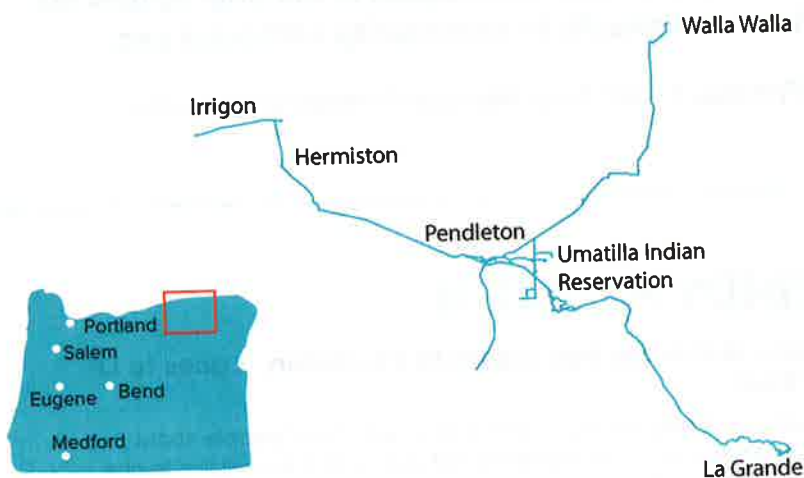
“If one piece of my support structure drops out, can I still ‘do’?”

For Nora and many others, public transit is part of their support structure. For people in the region that need to make it to the doctor or access vital social services, NEO Transit provides a safety net that otherwise would not exist. With resources already thin, NEO Transit needs a Better Transit in order to maintain and enhance this safety net.



CONFEDERATED TRIBES OF THE UMATILLA INDIAN RESERVATION

KAYAK PUBLIC TRANSIT



100,000
annual rides

4 counties
in 2 states served by Kayak
Public Transit

1,040,400
annual service miles



MAKE TRANSIT A LIFESTYLE CHOICE

Kayak wants to provide a reliable transportation option for people and an alternative to driving their cars thousands of miles every year, helping people save on costs that can be put back into local economies and reduce harmful environmental impacts.



SERVE THE TRANSIT DEPENDENT

For those unable to drive, or without access to a car, Kayak is their only means of getting to work, school or regional services. Kayak wants to make it safer and easier for those relying on their services to get wherever they need to go.

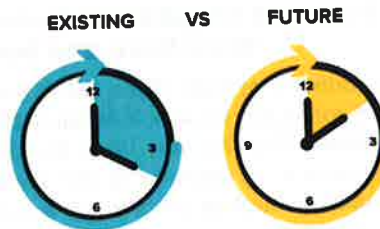


ENHANCED SERVICE



Additional funding could add new morning, midday and evening service, as well as safety improvements to:

- 1. Hermiston Hopper**
Hermiston-Pendleton-Mission
- 2. La Grande Arrow**
La Grande-Mission-Pendleton
- 3. Walla Walla Whistler**
Walla Walla-Pendleton-Mission



WAIT TIMES

By making these enhancements, Kayak would:

- 1. Cut wait times** in half
- 2. Allow more flexibility** for riders
- 3. Provide safer bus stop locations**
- 4. Provide upgraded technology** for both drivers and passengers
- 5. Reduced crowding** on buses during morning commute time



ACCESS TO JOBS

More efficient route schedules to get people to and from work on time

FREQUENT TRANSIT

2 hour decreases in wait times on improved routes

MORE SERVICE

37% increase in total service hours



Public transit out here in this rural region is the only option for getting from community to community without a car.

— Cindy Freston, CTUIR Tribal Member Benefits Coordinator



“

When Kayak first started there were three of us. Now it's pretty full most of the time

Meet CINDY FRESTON

“I tell everyone to ride the bus. It goes to Pendleton, it goes to La Grande, it's free!”

As a tribal coordinator, Cindy has the opportunity to tell a lot of people about Kayak's services. Often times tribal members and other residents will live in one community and work in another, making transit a vital job connection. For low income, elderly, and other residents needing social assistance, the bus provides a way to access these services.

“When you live in a rural area, you can put a lot of miles on a car just going places you need to go”

Transportation can be expensive. With the cost of fuel, maintenance, and a vehicle itself, it can be expensive to drive everywhere. This is especially true in rural areas, where places are further spread out. By taking Kayak to work, Cindy is able to significantly reduce her driving. Now she doesn't need to buy a new car every several years, and spends less at the mechanics. Cindy is confident that Better Transit would make Kayak more attractive to many of the people she works with, providing these same benefits to a greater number of tribal members.

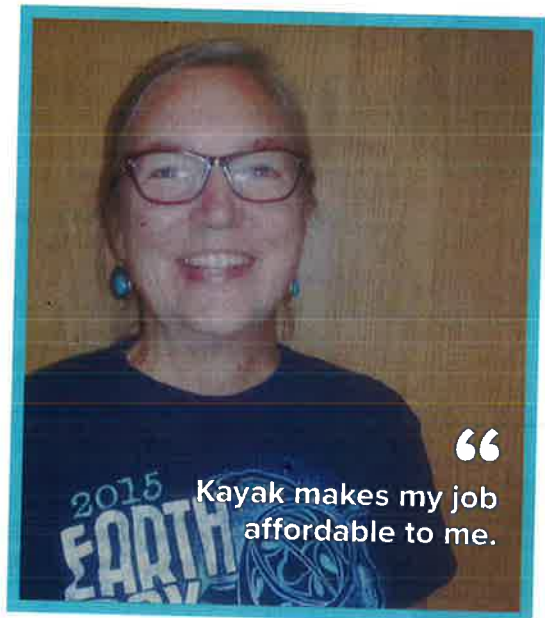
Meet GAIL REDBERG

“I ride the bus to do my part in reducing the burning of fossil fuels, and because it is safer”

Gail lives 25 miles northeast of Walla Walla, WA in the hills between Dixie and Waitsburg, and commutes to work in Mission, OR as the manager of the CTUIR Tribal Native Plant Nursery. While she used to drive her own vehicle for over an hour to get to work, she started taking Kayak five years ago. Gail said the bus has become like a second home, and that the money she saves on transportation costs has made it possible for her to remain working at a job she loves.

“Expanding service will make the stressful aspects of life more convenient”

Under current levels of service, it is hard for Gail to use Kayak as her schedule varies throughout the year. When she has doctor's appointments, she has to take a whole day off because the bus runs so infrequently. Expanding service would allow her, and many others, to schedule their appointments and access the services they need without having to worry about how and when they'll get home. Gail is confident that the reduced wait times would grant people greater mobility in the region, and increase their overall quality of life.



“

Kayak makes my job affordable to me.

CORVALLIS TRANSIT SYSTEM

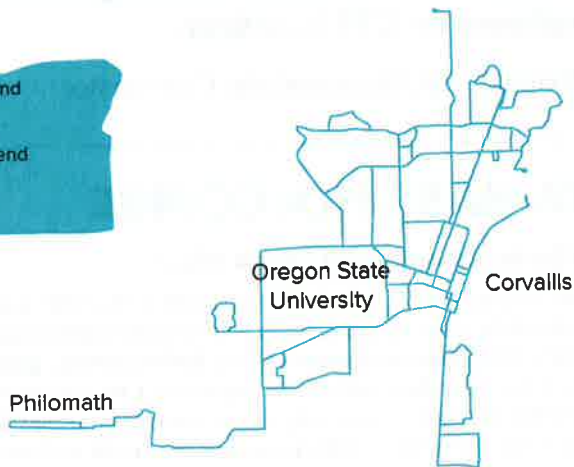


going your way.

1.1 million
annual rides

25,000
students served by CTS

48,800
service hours provided
in 2015



MAKE TRANSIT A LIFESTYLE CHOICE

Make it easier for students and employees throughout the region to access OSU and jobs by increasing the frequency and service hours of transit.



SERVE THE TRANSIT DEPENDENT

Provide better access to health and employment services for those with disabilities, the elderly, and Corvallis' lowest-income residents.

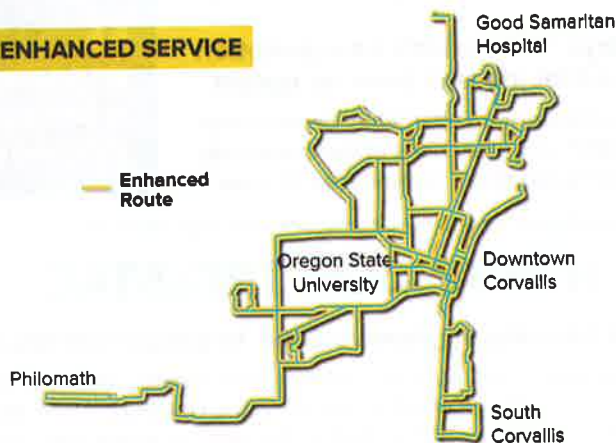


PROMOTE A HEALTHY ENVIRONMENT

Help OSU and the City of Corvallis meet their goals of reducing greenhouse gas emissions by getting more people walking, biking and taking transit.



ENHANCED SERVICE



Provide better access to students, the transit dependent, and choice riders by:

1. Increase frequency throughout the system
2. Increase frequency on route to Philomath
3. Provide Sunday service on all routes



ACCESS TO JOBS

38% more jobs within
30 minutes of
Downtown

FREQUENT TRANSIT

26% more frequent
transit stops

MORE SERVICE

75% increase in total
service hours



“

We have a lot of students who, because of income and access to financial resources, don't have an option to bring a vehicle. Their reliance on CTS is critical.

— **Brandon Trelstad**, OSU Sustainability Coordinator



Meet ALEITA HASS-HOLCOMBE

“Transit is essential to the people that I work with.”

Aleita works for the Corvallis Daytime Drop-in Center, and she works with a wide variety of homeless residents, people in poverty, and people with mental health issues. While most people take for granted that they have places to be, for her clients, getting to work or a job interview is something they plan their whole day around. Most of her clients are unable to afford a car, and the bus is their only way to get around. Without CTS, many of her clients would not make the trip to her Center to access the social and medical services they need, or they wouldn't be able to find or keep a job.

“Transit is essential to the people that I work with.”

The Center offers its biggest meal on Sunday evenings, and without Sunday service, those that live further away from Downtown Corvallis are unable to join. Aleita sees *Better Transit* as an equity issue, and a means of making transportation accessible to all.

Meet LAURA DUNCAN

“CTS is way more than moving from point A to point B. It makes [the people I work with] feel like everybody else.”

Laura helps people with developmental disabilities find fulfilling employment opportunities so they can feel better integrated into the community. Almost none of her clients are capable of driving a car, and most are completely dependent on CTS as a means of getting to jobs that provide them with a feeling of real self-worth.

“Employers need employees on Sundays. If there isn't transportation available, then that job isn't even an option.”

Many of her clients live in Philomath where housing is more affordable. Better Transit could make enhancements to routes in Philomath and other parts of the community, providing flexibility and stability to community members seeking a employment.



Meet BRANDON TRELSTAD

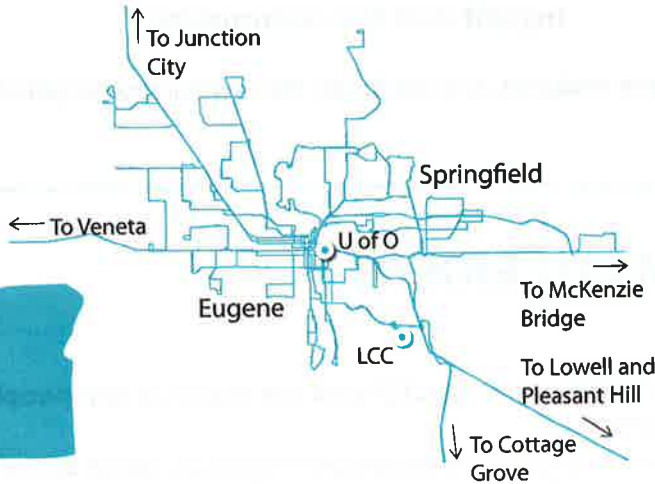
“OSU has very aggressive goals to cut carbon emissions.”

Brandon works as OSU's Sustainability Coordinator, and he is very aware of the important role transit will play in helping the University meet its goal of eliminating net carbon emissions by 2025. OSU is discouraging people from driving to campus by "holding the line" on parking, and not adding spaces as the University expands. Brandon works closely with CTS to find ways their transit service can provide solutions.

“Frequency is the biggest issue for students and people at OSU.”

The majority of students living on campus live without cars, but many others drive in from the surrounding neighborhoods and towns. While some students do use CTS, the biggest constraint to getting more riding transit and less using cars is frequency to and from campus. Without Better Transit, there's no way CTS will have the resources to make this possible.

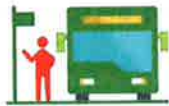
LANE TRANSIT DISTRICT



10.3 million
annual rides

64%
of riders are age 30 or younger

64%
of LTD trips are for commuting



MAKE TRANSIT A LIFESTYLE CHOICE

LTD works for a lot of people now, but it wants to work for everyone in the future. To do that, LTD needs more service, longer hours and better connectivity.



SUPPORT ECONOMIC DEVELOPMENT

Provide reliable and affordable transportation that connects jobs to employees and promotes efficient urban growth.



SERVE THE TRANSIT DEPENDENT

Provide better access to health and employment services for those with disabilities, the elderly, students, and Lane County's lowest-income residents.

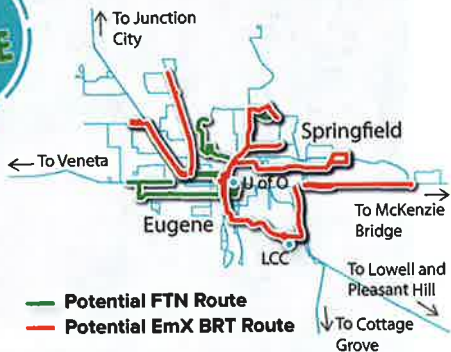


PROMOTE A HEALTHY ENVIRONMENT

Provide a sustainable source of transportation to all and make walking and biking easier for all Lane County residents and employees.



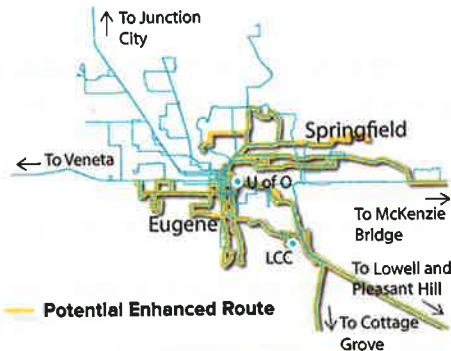
NEW SERVICE



Additional funding could improve service and connectivity, especially for major educational institutions in the region, by:

1. Completing the Frequent Transit Network (FTN)
2. Expanding the EmX Bus Rapid Transit

ENHANCED SERVICE



LTD could also make enhancements to many of their rural county routes, increasing frequency and service areas for many of the lowest served areas of the county



ACCESS TO JOBS

45% more jobs within a 30-minute trip of West Eugene

FREQUENT TRANSIT

32% more residents and **10% more jobs** served by frequent transit

UNIVERSITY OF OREGON

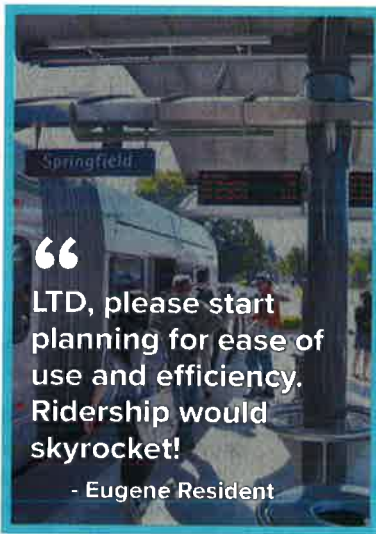
18% more jobs and **21% more people** within a 30-minute transit ride of the University of Oregon



Any increase in times the buses run would be greatly helpful to myself and the community.

— Eugene resident, Annual Route Review survey respondent

WHAT WE HEARD FROM LTD RIDERS



“LTD, please start planning for ease of use and efficiency. Ridership would skyrocket!”
- Eugene Resident

“The only people who use LTD now are students and people who have no choice”

People from all around the Eugene-Springfield region use transit, but many of them do so because they have no other option. For others, the bus takes too long, or it is too inconvenient to get them out of their cars and onto the bus. LTD wants to be a viable option for every person they serve, but they need to expand and enhance their transit system to do that.

“Eugene is too big for the single hub system”

LTD serves nearly 300,000 people, many of whom do not live close to downtown Eugene. However, LTD's current service often requires riders to connect at the downtown Eugene Station when making a trip. This makes commutes longer, and it discourages many people from using transit. The proposed Frequent Transit Network is designed to fix this problem, but LTD is unable to implement it with it's current level of funding.

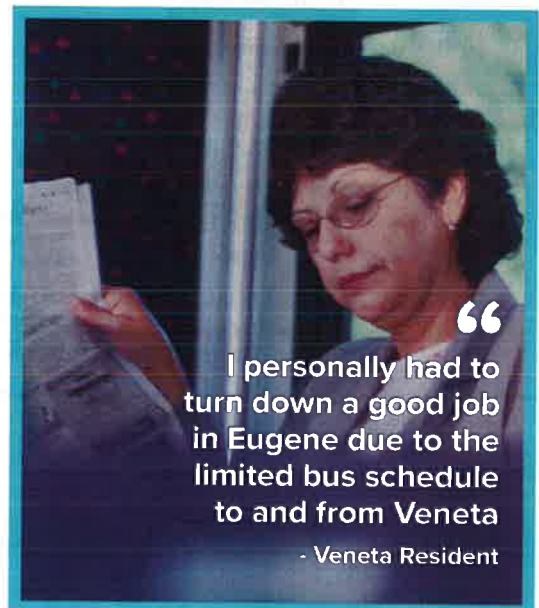


“Students are having trouble getting home”

For students and workers that live outside of the urban centers of Eugene and Springfield, using transit to get to and from home can be extremely difficult. One rider said that University of Oregon and Lane Community College students often end up stuck in downtown Eugene for hours if their classes or work schedules don't match the buses'.

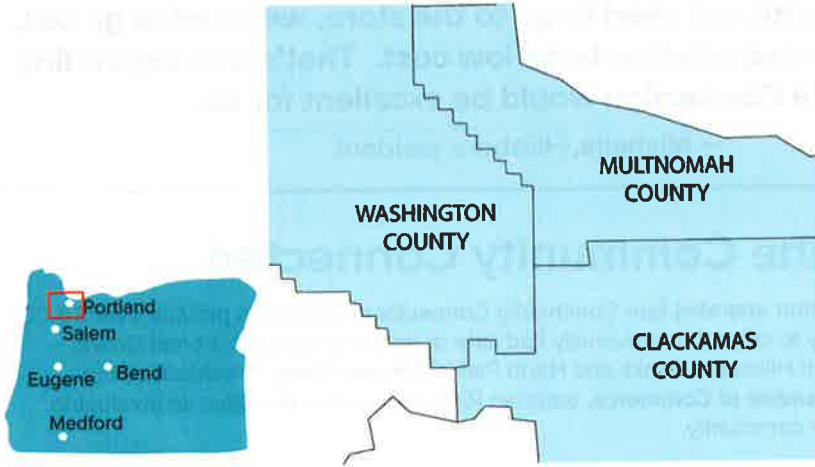
“Residents in Veneta can't get to and from work with the limited bus schedule”

For residents of Veneta and other outlying towns, it is nearly impossible to rely on transit when commuting to work or school. One rider said they have friends who have had to give up jobs for lack of reliable bus transportation to and from where they live. If provided additional resources, LTD intends to expand and enhance their services to the surrounding towns in the region.



“I personally had to turn down a good job in Eugene due to the limited bus schedule to and from Veneta”
- Veneta Resident

RIDE CONNECTION



559,000
annual rides

163
community partners

1 in 10
daily ride requests go unfulfilled



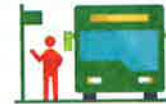
SERVE THE TRANSIT DEPENDENT

Expand service to ensure that no one is denied access to the transportation options they need.



SUPPORT ECONOMIC DEVELOPMENT

Enhance and expand connector service to underserved communities to provide access to jobs, community resources and independence through mobility.



MAKE TRANSIT A LIFESTYLE CHOICE

Provide reliable transportation options for older adults, people with disabilities and low-income individuals to support all abilities and stages of life.



PROMOTE A HEALTHY ENVIRONMENT

Ride Connection wants to promote the health of the community by ensuring their services are available to all in need.



With additional transit funding, Ride Connection could expand and implement programs and services to fulfill the unmet needs of low-income riders and transit dependent individuals.

These programs would include:

NEW SERVICE

- 1. New connector shuttles** in underserved areas in partnership with others.
- 2. Partnerships** with medical providers to develop a system to improve access to preventative medical appointments for individuals with barriers to transportation.

ENHANCED SERVICE

- 1. Increase capacity** to ensure that no one is denied services.
- 2. Expand hours of operation** to include evening and weekend services.
- 3. Expand Dialysis Transportation**



Better Transit would benefit Ride Connection's riders by providing:

FREQUENT TRANSIT

50% decrease in wait time on community connectors

MORE SERVICE

50% increase in total service hours and **34% more rides** provided



“

There’s a larger population of seniors than ever before. We need to go to the doctor, we need to go to the store, we need to go out, and we need transportation to be low cost. That’s why expanding Ride Connection would be excellent for us.

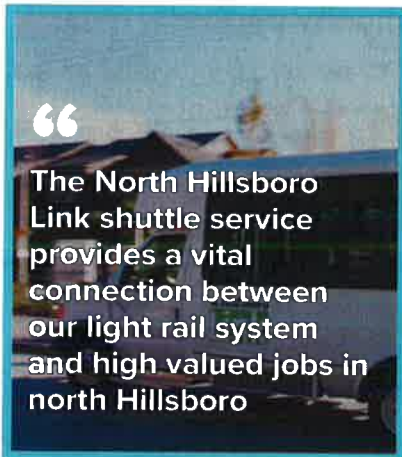
— Michelle, Hillsboro resident

Keep the Community Connected

Ride Connection operates four Community Connector shuttles that provide over 96,000 rides annually to cities that previously had little or no transit options; Forest Grove, Tualatin, North Hillsboro, Banks and North Plains. **Deanna Palm, President of the Hillsboro Chamber of Commerce**, believes Ride Connection provides an invaluable service to the community.

“Without the Link shuttle system, transit would not be a viable option. Employers depend on the ability to recruit, attract and retain employees who want and need a transit solution for the commute to and from their place of employment.”

In order for more community connectors to be added, Ride Connection needs additional resources.



“

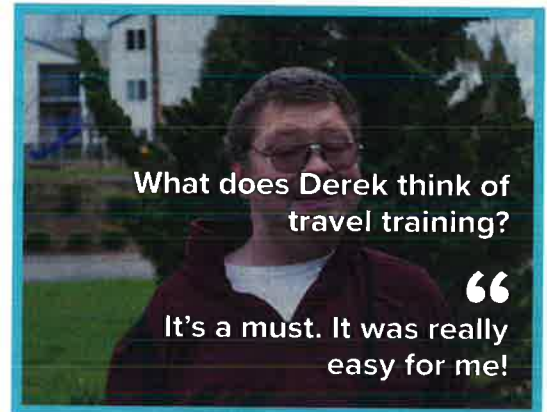
The North Hillsboro Link shuttle service provides a vital connection between our light rail system and high valued jobs in north Hillsboro

Meet DEREK, an Independent Rider

Ride Connection provides one-on-one travel training to more than 250 people annually on the public transit system. These individuals will go on to take an estimated 54,900 rides annually to go to work, to local businesses, to visit family, and to remain Independent citizens.

“I got my independence back.”

Through Ride Connection’s travel training program, Derek has learned to ride from his home in Gresham to his work in Milwaukie. The best part of riding public transit according to Derek is that he feels he got his independence back.



What does Derek think of travel training?

“

It’s a must. It was really easy for me!

Meet TAMMY and AMY BARNES

“I took Amy’s transportation on as my job”

In 2012, Tammy Barnes quit her job to become the primary caretaker for her mother-in-law, Amy. In a desperate search for other options, Tammy came across Ride Connection. They were amazed at how easy it was, and within days, Amy was getting picked up twice a week for her seniors’ classes at the aquatic center.

“More funding could create more success stories”

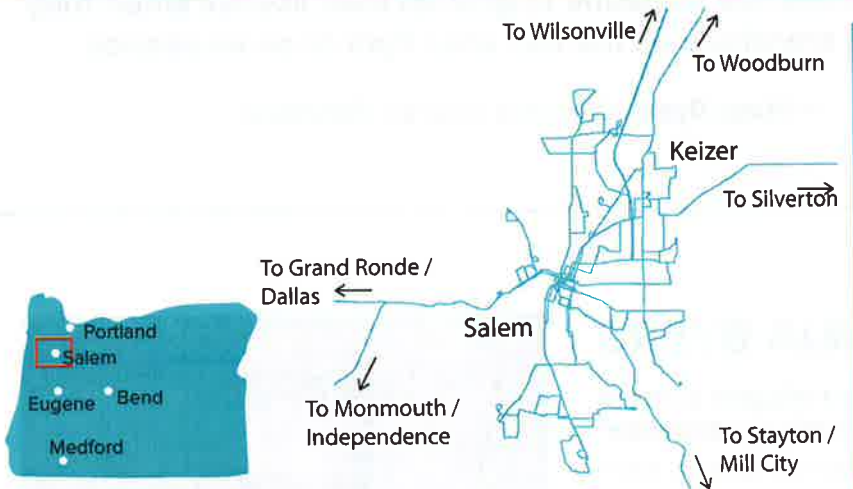
Tammy is now able to work again and remarks how Ride Connection has greatly improved her relationship with Amy and given both of them more freedom. They only wish that more drivers were available so that Amy’s ride requests were always fulfilled.



“

Ride Connection helps keep the elderly independent

SALEM-KEIZER TRANSIT



4.2 million
annual rides

225,000
residents served by
Salem-Keizer Transit

190,000
service hours provided



MAKE TRANSIT A LIFESTYLE CHOICE

Create better connections and increase route frequency to make it easier for students and commuters to use transit and get out of their cars.



SUPPORT ECONOMIC DEVELOPMENT

Make transit an amenity to the business community by operating for longer hours and every day of the week.



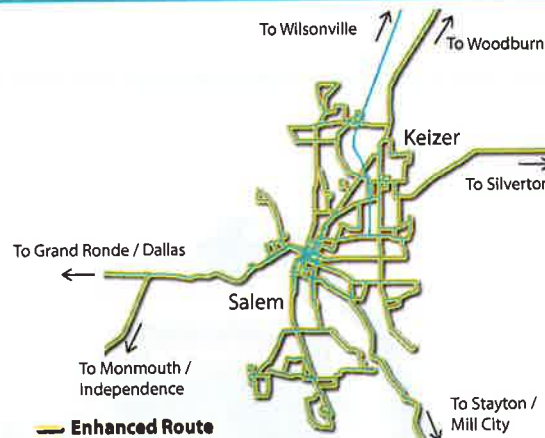
SERVE THE TRANSIT DEPENDENT

A large portion of Salem-Keizer's riders are those that have no other option. To better serve these residents, Salem-Keizer Transit needs weekend and evening service.



ENHANCED SERVICE

With *Better Transit*, Salem-Keizer Transit could provide weekend and evening service, and other improvements needed for making transit a viable option for everyone in the community.



These enhancements would provide:

- 1. Weekend service**
Cherriots fixed-routes will operate 7 days a week and CARTS will offer Saturday service.
- 2. More & longer hours**
Existing weekday routes will operate later and more during midday.
- 3. Increased frequency**
More frequency service on more than 20 Cherriots fixed-routes



ACCESS TO JOBS

21% more jobs within 30 minutes of Downtown Keizer

FREQUENT TRANSIT

62% more frequent transit stops

MORE SERVICE

Today, there is **ZERO service on the weekends**. With *Better Transit* there would be **weekend service** and a **61% increase in total service hours**



“

It’s hard to convince someone to give up their license when they can’t get anywhere on the bus after 9pm or on weekends.

— Marja Byers, Executive Director, BlindSkills

Meet MARJA BYERS

“Transportation is the blind community’s biggest concern because it defines our independence”

Marja Byers started to lose her vision at age 27. She now rides the bus in the Salem area, going as far as Portland and Vancouver, WA from time to time. As an advocate for the visually impaired, she knows how difficult it can be to adjust to a life without sight.

“We can’t participate in cultural activities on the weekends unless they are in walking distance”

One of the biggest challenges facing visually and physically impaired transit riders in the Salem area is the lack of late night and weekend transit service. Marja believes that the lives of the visually impaired should not be dictated by the first and last bus of the day. The people of Salem, whether able bodied, blind, or sighted deserve Better Transit.

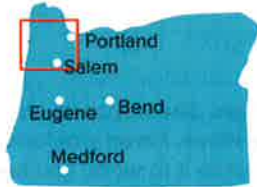


“

RVTD helps us meet the needs of diverse learners.



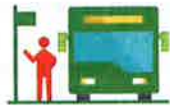
TILLAMOOK COUNTY TRANSPORTATION DISTRICT



142,400
annual rides

55%
of riders make less than
\$15,000 per year

60%
of riders have no vehicle
available



MAKE TRANSIT A LIFESTYLE CHOICE

Make transit a viable option for commuting by expanding service to new parts of the county.



SUPPORT ECONOMIC DEVELOPMENT

Expand service to the Port of Tillamook Bay to help attract new business and provide transportation for its many people



SERVE THE TRANSIT DEPENDENT

Provide better access to needed medical and social services throughout the region and state.

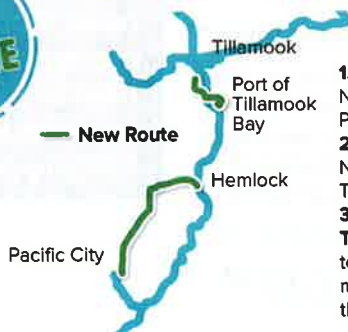


ENHANCE TOURISM

Help develop and sustain the integral tourism industry of Tillamook and its coastal neighbors.



NEW SERVICE



- 1. Port of Tillamook Bay Loop** - New fixed-route that serves the Port of Tillamook Bay
- 2. Tillamook and Pacific City** - New fixed-route between Tillamook and Pacific City
- 3. Pacific City-Cape Kiwanda Tourist Shuttle** - Pilot a new tourist shuttle in one of the most heavily visited areas of the Oregon Coast

ENHANCED SERVICE



1. Double the frequency of the Tillamook Town Loop that serves the majority of residents in the City of Tillamook
2. Increase morning and afternoon service between Tillamook, Oceanside, Nehalem, Manzanita and Cannon Beach
3. Double the frequency of buses between Tillamook and Lincoln City
4. Add one additional trip to allow for evening trips between Tillamook and Portland
5. Add one additional midday trip between Lincoln City and Salem



ACCESS TO JOBS

Residents will be able to access **over 10% more jobs** within an hour of Downtown Tillamook

FREQUENT TRANSIT

Today, there are **ZERO** frequent transit stops in Tillamook. With **Better Transit**, nearly **20% of residents** and **25% of jobs** would be within a 1/2 mile of a frequent transit stop

MORE SERVICE

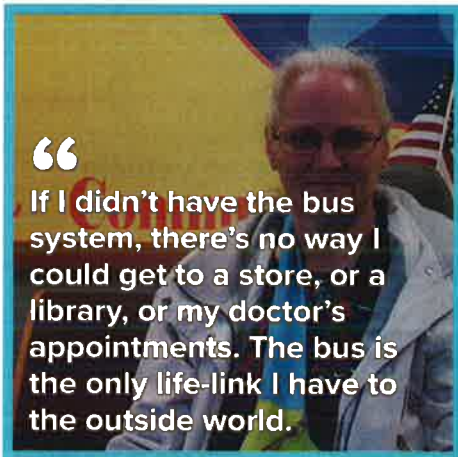
The Wave would increase service hours by **nearly 60%**



“

The bus does great things for the community. Any way the routes can be improved and expanded would be beneficial not only to the Tillamook Creamery, but most employers.

— **Matthew Petty**, Labor Relations & Development Manager,
Tillamook County Creamery Association



“

If I didn't have the bus system, there's no way I could get to a store, or a library, or my doctor's appointments. The bus is the only life-link I have to the outside world.

Meet KAREN STORM

“Totally dependent on the bus system.”

Karen Storm has been a Tillamook County resident for 20 years. She depends on public transit for all of her transportation needs. Without *The Wave*, Karen wouldn't have a way to go grocery shopping, her boyfriend wouldn't make it to work, and her granddaughter wouldn't have a way to school.

“We're growing in needs of transportation.”

Karen understands the growing need for investment in Tillamook's public transit. Her family is tired of waiting more than an hour to catch a bus, or being unable to board because it's too crowded. She sees more and more people in her community relying on *The Wave* to get around, yet the system has been unable to grow to meet their needs.

Meet TERRY HUBBS

“The only way I have to get around is *The Wave*.”

Terry moved to Tillamook three years ago, and got rid of his car. Since then, he uses the bus to get everywhere he needs to go. He rides *The Wave* to work, to the store, and to visit many of the nearby sites along the Oregon Coast. He feels lucky to be living within a short walk of the Tillamook Transit Center, otherwise it would be difficult for him to get around.

“I wish *The Wave* would run later.”

Terry uses transit whenever possible, but he and many others find it hard to plan their schedule when the bus stops running at 6:15 pm, and only once an hour, at best. Tillamook County Transportation District General Manager, Doug Pilant, has wanted to expand their service to accommodate riders like Terry, for years. However, it is hard just to keep the current system running with current levels of funding.



“

These smaller communities need more money because trips are longer, but with less funding per mile.

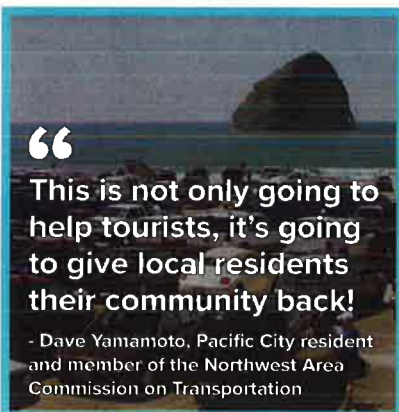
TOURISM IN PACIFIC CITY

“Tourism has increased exponentially.”

Tourism has skyrocketed in the Cape Kiwanda area of Pacific City, but the local community doesn't always feel like they're benefitting from the influx of visitors. Overflowing parking areas, congested roads, and a lack of patronage to local businesses has become the norm during tourist season.

“Businesses would benefit from a shuttle through downtown.”

Anne Price, the former chair of the Pacific City Neighborhood Association, believes that a regular tourist shuttle could help improve resident's quality of life by getting cars off the road and directing more people to the downtown business district of Pacific City. *The Wave* currently doesn't have the resource to pilot a project like this.

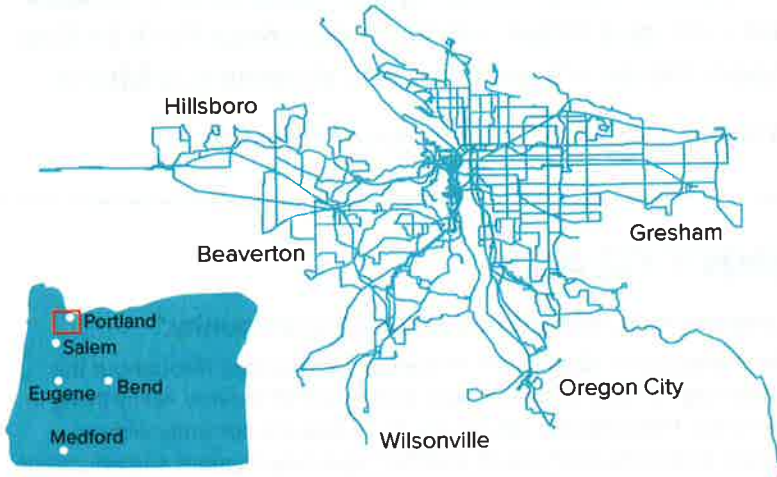


“

This is not only going to help tourists, it's going to give local residents their community back!

- **Dave Yamamoto**, Pacific City resident and member of the Northwest Area Commission on Transportation

TRI COUNTY METROPOLITAN TRANSPORTATION DISTRICT



100 million
annual rides

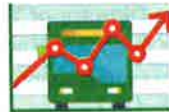
12 million
rides are taken by seniors
and people with disabilities

78%
of riders choose to take
TriMet instead of driving



MAKE TRANSIT A LIFESTYLE CHOICE

TriMet wants to make it easier for those living further from Downtown Portland to access jobs and education without a car.



SUPPORT ECONOMIC DEVELOPMENT

Produce living-wage jobs, provide an amenity to employers, help freight move more freely, and leverage federal funds.



SERVE THE TRANSIT DEPENDENT

Provide better access to essential and affordable services and amenities for seniors, people with disabilities, and low-income community members.



PROMOTE A HEALTHY ENVIRONMENT

TriMet wants to help reduce traffic congestion, make our air cleaner, and create more walkable neighborhoods.



NEW SERVICE



Additional funding would provide new or reconfigured bus lines to currently underserved areas.

1. Downtown to NE Portland
2. Rockwood
3. East Portland
4. Oregon City to Clackamas
5. Hillsboro to Beaverton E/W
6. Hillsboro to Beaverton N/S
7. Beaverton Scholls Ferry

ENHANCED SERVICE



TriMet could also make enhancement to 20+ bus, light rail, and commuter train routes including:

- Earlier and later service
- Better connections
- Faster trips
- Less waiting
- Better coverage
- Easier access to shopping and social services



ACCESS TO JOBS

84% more jobs within a 30-minute trip from Rockwood;
64% from Clackamas Industrial;
32% from the Columbia Corridor;
25% from PCC Sylvania;
21% from Downtown Beaverton

FREQUENT TRANSIT

23% more residents and
18% more jobs served by frequent transit

EQUITABLE SERVICE

Both 16% more households living in poverty and **16% more affordable housing units** will have access to frequent transit



66

TriMet's east side service enhancements will be instrumental in helping employees access the expanding job centers at Troutdale Reynolds Industrial Park and Gresham Vista Business Park in East County and support the area's growing and diverse workforce.

— Bill Wyatt, Executive Director, Port of Portland



“Our neighbors need and deserve access to affordable, high quality public transportation.”

Meet JENNY GLASS

“Build a safe, prosperous, vibrant and inclusive community.”

TriMet serves a large area, and it does it well. However, communities throughout the Portland Metropolitan region have identified gaps in their transit service. Many living in East Portland, Beaverton, Hillsboro and other suburban cities are currently without reliable transportation to Downtown Portland and the major employment and education centers of the region.

Jenny Glass, Executive Director of The Rosewood Initiative, works with neighbors in East Portland and West Gresham. They have worked with TriMet and many other community members to craft a vision for the future of transit in their neighborhood. It includes better North-South service, increased access to opportunities, and more reliable and accessible transit. Better Transit will allow TriMet to make this vision a reality.

Meet CORKY COLLIER

“Getting people to those jobs has always been a challenge.”

The Columbia Corridor provides good, living-wage jobs to communities of color from all around the region. However, getting to these jobs often requires a car, meaning more household expenses and additional congestion on the roads.

Corky Collier, Executive Director of the Columbia Corridor Association, has helped TriMet identify ways to better serve employees traveling to the region, and provide an affordable way to get to and from work.



“The new transit improvements focus on making the link between home and jobs that pay family wages.”



“We located our business in Downtown Portland in part because of the access to great public transit. It's a tremendously valuable benefit for recruiting and retention.”

Meet SAM BLACKMAN

“TriMet is good for the economy.”

Whether it's catalyzing new development, luring new businesses, reducing congestion costs or saving riders money, the transit service provided by TriMet is good for the region's economy - and business leaders from around the Portland Metropolitan region are excited about having new services in their communities.

Sam Blackman, CEO of Elemental Technologies, decided to locate his business in Portland in part because of access to TriMet. Providing better services to other commercial centers in the region can have a similar effect of attracting new business and employment to the area. However, TriMet will need Better Transit to take advantage of this opportunity.

OREGON TRANSIT BY THE NUMBERS

90 transit providers



Size based on annual service miles - Not all visible

65 rural 11 regional 8 small urban 3 medium urban 3 large urban

EVERY YEAR, OREGON TRANSIT PROVIDES

129.5 million
transit trips

73.5 million
transit miles

11,000+
transit stops



Transit is essential in every corner of the state.
Rural and urban - big and small.
Support Better Transit for all Oregonians.

