

November 13, 2018

Assistant City Manager Mark Morgan opened the meeting at 5:00pm. Transit Advisory Committee members in attendance were Jennifer Roberts, Barb Martin, and Dean Fialka. Debbie Pedro, Juli Gregory, Kristi Avery, Frank Thomas & Cindy Schann were not present. Also present were Council Representatives Doug Primmer and Rod Hardin (arrived at 5:30pm), Chief Edmiston (arrived at 5:03pm), CTUIR Scheduling Coordinator Susan Johnson (arrived at 5:03pm), Kayak Planning JD Tovey (arrived at 5:03pm), and Zoning Clerk Heather La Beau.

## **Senior/Disabled Taxi Program Proposed Fare Increase**

Assistant City Manager Morgan presented information on the need to increase fares for the Senior/Disabled Taxi Program. City Council will likely consider taking action at their Nov. 26 meeting to establish a new rider fare effective Jan. 1. Mr. Morgan proposes to increase the fare from \$2 to \$3 for each ticket. Although this equates to a 50% increase, the following are factors in the recommendation: last increase from \$1.75 to \$2 was in 2008, minimum wage since 2008 has increased 32%, minimum wage is set to increase \$0.50/hour each July through 2022, the HART bus system now offers riders a free alternative, which can also be paired with taxi trips to reduce cost and extend hours of the bus service, and the other main alternative is to implement quotas/caps on the number of tickets available per person on the system. For each ticket used, the city pays the taxi company \$6.75. In order to continue to operate a quality service, the rate will need to increase.

After some discussion, the committee recommended a \$.50 increase per ticket and not limiting the number of tickets available per person.

## **Possible HART Bus Service Expansion**

Susan Johnson present ridership numbers and bus stop usage for 2018 through October. The handouts are attached to the minutes. The 11<sup>th</sup> & Division stop had a high number, this could be due to a daily commuter. The highest drop off location is Wal-Mart.

Ms. Johnson distributed the current HART schedule. The current HART service operating 9am to 5pm M-F is operating well under budget. KAYAK is considering options to expand the service, mainly because the grant funding received may be reduced if it consistently operates well below projected costs. The expansion of hours needs to take into consideration what riders are being targeted.

Expanding to a twelve hour day (7am to 7pm) Monday through Friday is the recommendation of the committee.

There is currently a driver shortage, the proposed expansion start date of January will be determined by the ability to hire and train a part-time driver.

The committee discussed advertising the transit system. Ideas included bus advertising, website updates, facebook posts, and more visible bus stop placards. The W Orchard Ave and 11<sup>th</sup> St stop will have a bus shelter installed in the near future. Expanded operation hours and a dedicated bus will increase visibility of the transit system.

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The committee thanked KAYAK for the great job they have done operating the transit system.

Mr. Tovey updated the committee on proposed projects to be funded by STIF. One proposed project is a connection between Hermiston and Boardman. Modifications are proposed to the Hopper to include a loop through Boardman. This is still in the preliminary planning phase.

Ms. Johnson and Mr. Tovey exited the meeting at 5:45pm.

**“WORC” Tickets- Discuss concept and system**

STIF grant money has been awarded as follows: \$78,000 (2019), \$100,000 (2020), and \$102,000 (2021) to expand our voucher-based taxi system to include general public riders going to work. All of the subsidy of this program is proposed to come from STIF. Mr. Morgan presented sample vouchers with pricing of typical trips via taxi in Hermiston. The color-coded voucher system works as a punch card as opposed to individual tickets. An electronic card system may be cost prohibitive. This system is for riders going to and from work only.

**Adjournment**

There was no other business and the meeting was adjourned at 5:55pm.

DRAFT

LOCATION	AM		AM RETURN		NOON		NOON RETURN		PM		PM RETURN		Total
	In	Out	In	Out	In	Out	In	Out	In	Out	In	Out	
Hermiston Plaza	32			185	162			300	258			66	1003
SW 9th & W. Johns Ave	1			5	4		3	1	6			8	28
SW 11th & W. Division Ave	215	3	12	40	26	6	12	80	16	12		105	527
NW 11th & W. Ridgeway Ave	32	7	3	5	2	4		4	1	16	2	1	77
SW 3rd & W. Orchard Ave	86	47	39	36	53	11	57	20	21	13	7	24	414
SW 7th & W. Orchard Ave	47	2	22	28	6	29	51	5	7	4		147	348
SW 10th & W. Orchard Ave	104	8	32	77	53	20	47	65	50	22	10	104	592
NW 11th & W. Hartley Ave	100	3	12	97	70	5	15	19	17	2	17	35	392
Good Shepherd Medical Ctr	16	26	22	55	33	10	8	35	32	13	20	20	290
walmart	28	244	255	65	50	120	160	202	70	112	183	54	1543
Fiesta Foods	11	64	35	12	40	102	58	32	27	35	30	12	458
4th & NE Oregon		2				2		1	9	2		1	17
NE 4th & E Dogwood Ave	12	2	9	7	1	1	2	9	4	4	1	5	57
NE 4th & Gladys	6	28	12	6	7	37	30	9	16	35	7	3	196
SE 5th & E Highland Ave	18	9	4	5	16	5	5	15	2	8	4	5	96
SE Columbia Dr	14	120	34	7	20	64	71	7	69	15	14	23	458
NE 13th & NE Madrona Dr	1	7	5	1	2	3	3	5		41	2		70
SE 7th & Diagonal	9	9	6	6	16	12	10	4	2	1	9		84
City Hall	1	17	11	6	2	17	8	2	2	18		5	89
SW 3rd & W. Orchard Ave	29	32	16	17	12	28	110	10	27	29	11	6	327
Hermiston Plaza		128	130			103	174			260	303		1098
Totals	762	758	659	660	575	579	824	825	636	642	620	624	8164

## Hermiston Hart Yearly 2018

(Through October)

## Bus Stop Usage (From most to least)

Walmart

Hermiston Plaza (2<sup>nd</sup> stop)

Hermiston Plaza (1<sup>st</sup> stop)

10<sup>th</sup> & Orchard

11<sup>th</sup> & Division

Fiesta Foods

SE Columbia dr.

3<sup>rd</sup> & Orchard (1<sup>st</sup> stop)

11<sup>th</sup> & Hartley

7<sup>th</sup> & Orchard

3<sup>rd</sup> & Orchard (2<sup>nd</sup> stop)

Good Shepherd Hospital

4<sup>th</sup> & Gladys

5<sup>th</sup> & Highland

City Hall

7<sup>th</sup> & Diagonal

11<sup>th</sup> & Ridgeway

13<sup>th</sup> & Madrona

4<sup>th</sup> & Dogwood

9<sup>th</sup> & Johns

4<sup>th</sup> & NE Oregon

\*Hermiston Plaza not ranked since it is also a layover stop



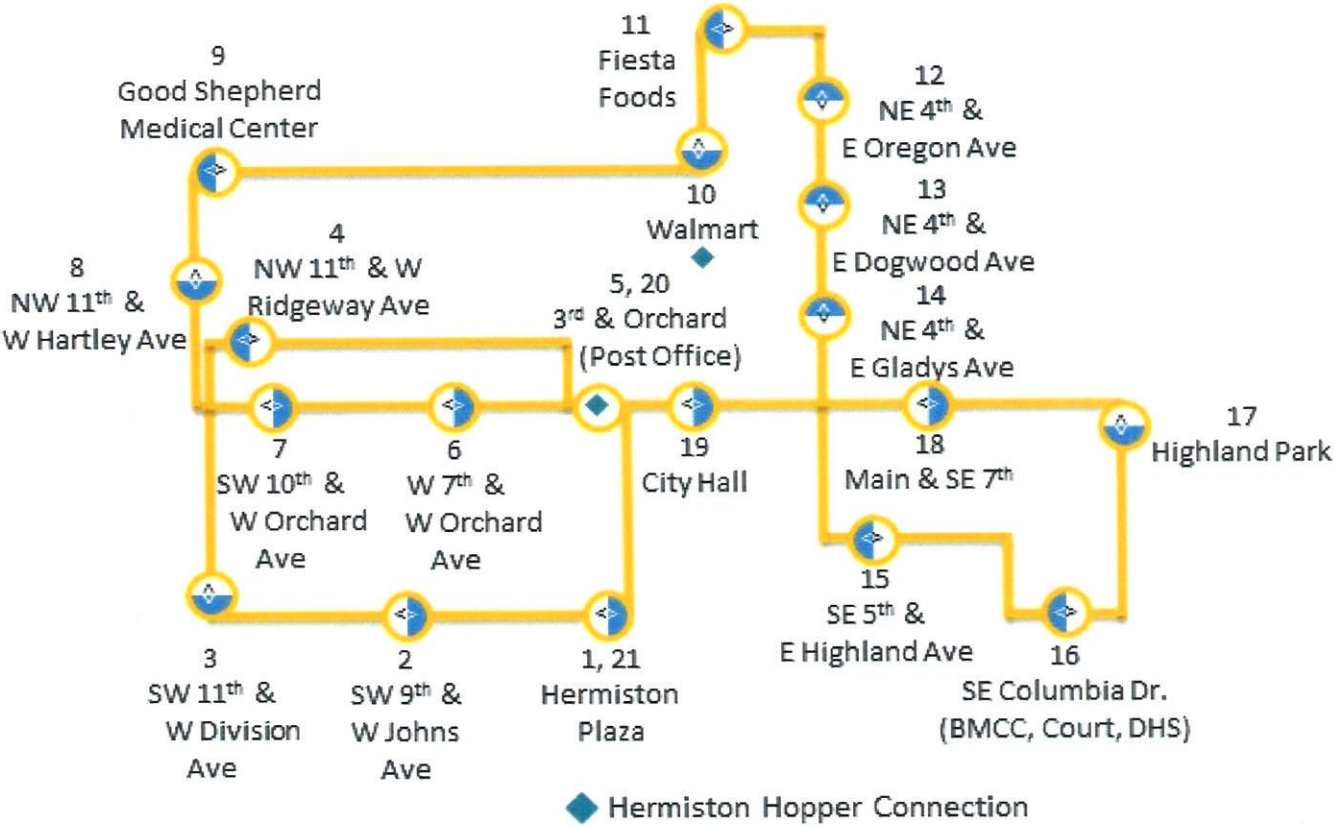
Hermiston HART
(Hermiston Area Regional Transit)
(Monday - Friday)
October 1 - December 31, 2018

Location		AM	RETURN AM	NOON	RETURN NOON	PM	RETURN PM
1	Hermiston Plaza (Between Bealls & Maurices)	9:12	11:22	11:32	2:30	2:40	4:48
2	SW 9th & W. Johns Ave.	9:17	11:18	11:37	2:26	2:45	4:46
3	SW 11th & W. Division Ave.	9:20	11:15	11:40	2:23	2:48	4:43
4	NW 11th & W. Ridgeway Ave.	9:22	11:12	11:42	2:20	2:50	4:40
5	SW 3rd & W. Orchard Ave. (Near Post Office)	*9:26	11:09	11:46	2:17	*2:54	4:37
6	SW 7th & W Orchard Ave.	9:28	11:07	11:48	2:15	2:56	4:35
7	SW 10th & W. Orchard Ave.	9:29	11:06	11:49	2:14	2:57	4:34
8	NW 11th & W. Hartley Ave.	9:31	11:03	11:51	2:11	2:59	4:31
9	Good Shepherd Medical Center	9:33	11:01	11:53	2:09	3:01	4:29
10	Walmart (South side of building/front of recycle area)	9:39	10:55	11:59	*2:03	*3:07	4:23
11	Fiesta Foods (South front side of bldg)	9:44	10:50	12:04	1:58	3:12	4:18
12	4th & NE Oregon	9:48	10:47	12:08	1:55	3:16	4:15
13	NE 4th & E. Dogwood Ave.	9:49	10:45	12:09	1:53	3:17	4:13
14	NE 4th & Gladys	9:51	10:43	12:11	1:51	3:19	4:11
15	SE 5th & E. Highland Ave.	9:53	10:41	12:13	1:49	3:21	4:09
16	SE Columbia Dr. (Court, EOU, BMCC, Nat'l Guard)	9:57	10:38	12:17	1:46	3:25	4:06
17	NE 13th & NE Madrona Dr. (Highland Park)	10:01	10:33	12:21	1:41	3:29	4:01
18	Main & SE 7th	10:03	10:30	12:23	1:38	3:31	3:58
19	City Hall	10:05	10:28	12:25	1:36	3:33	3:56
20	SW 3rd & W. Orchard Ave. (Near Post Office)	10:10	*10:26	12:30	1:34	3:38	3:54
21	Hermiston Plaza (Between Bealls & Maurices)	10:12	10:22	12:32	1:30	3:40	3:50
		End	Start	End	Start	End	Start

Return Schedule is Read From the Bottom Up (Follow Arrows)
Return Schedule Bus Stops in the Residential Areas Will Be on the Opposite Side of the Street

\*Connector to Umatilla, McNary, & Irrigon on Hermiston Hopper at SW 3rd & W. Orchard Ave at 9:26 AM and at Walmart at 2:03 PM

\*Connector to Stanfield, Echo, & Pendleton on Hermiston Hopper at SW 3rd & W. Orchard Ave at 10:48 AM, Walmart at 3:17 PM, and SW 3rd & W. Orchard Ave at 3:23 PM





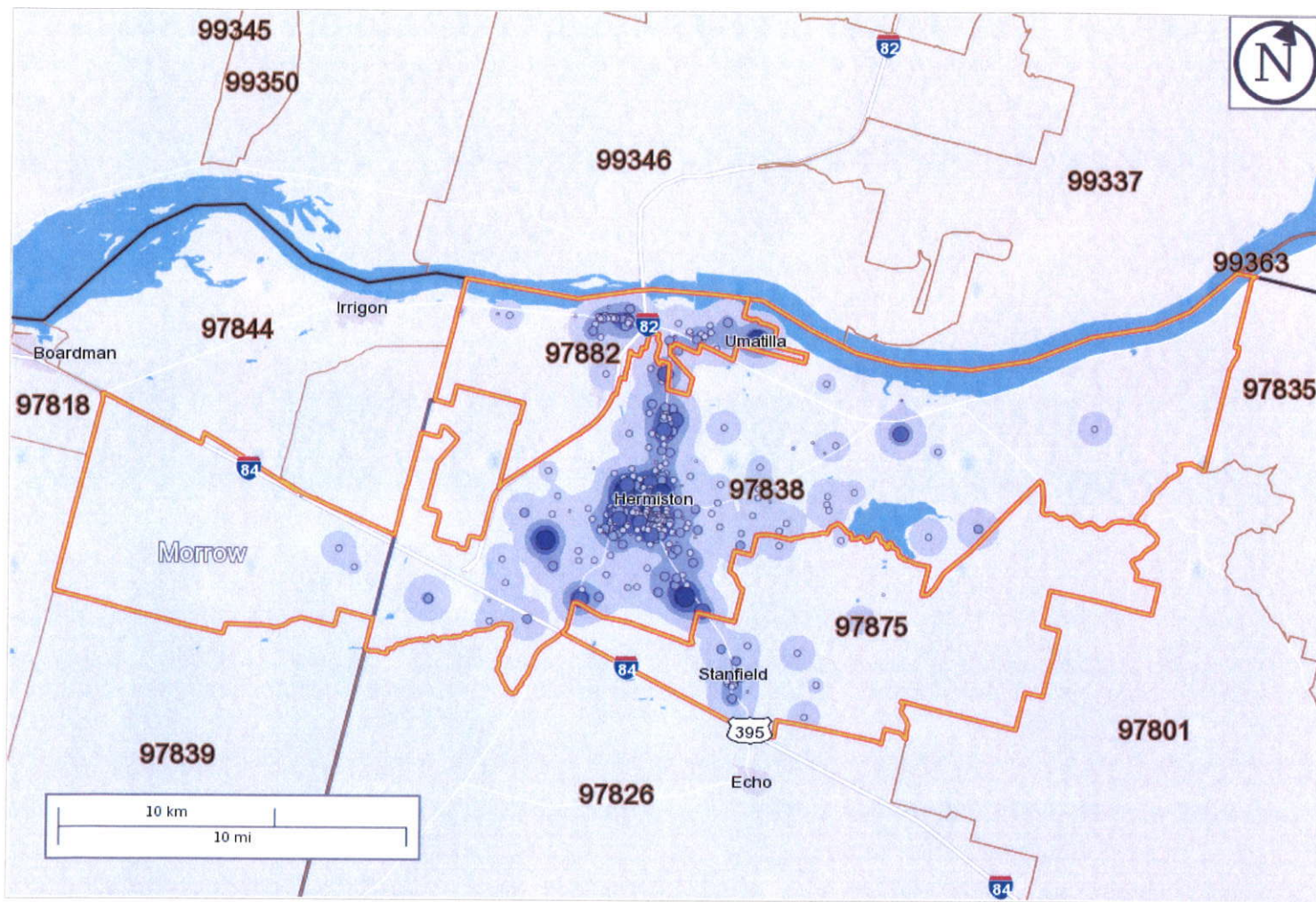
## Work Area Profile Report

### Hermiston/Umatilla/Stanfield Zip Codes

Created by the U.S. Census Bureau's OnTheMap <http://onthemap.ces.census.gov> on 11/13/2018

#### Counts and Density of All Jobs in Work Selection Area in 2015

##### All Workers



#### Map Legend

##### Job Density [Jobs/Sq. Mile]

- 5 - 139
- 140 - 544
- 545 - 1,219
- 1,220 - 2,163
- 2,164 - 3,378

##### Job Count [Jobs/Census Block]

- 1 - 2
- 3 - 27
- 28 - 133
- 134 - 419
- 420 - 1,022

##### Selection Areas

- Analysis Selection



**\$30** **10 Trips: 1-Way** **\$30**  
**Inside of Hermiston**

To/From: \_\_\_\_\_

1	2	3	4	5
6	7	8	9	10

**Taxi Voucher**  
**\$30**  
**Non-Refundable**

**\$35** **10 Trips: 1-Way** **\$35**  
**In Hermiston Zip Code**

To/From: \_\_\_\_\_

1	2	3	4	5
6	7	8	9	10

**Taxi Voucher**  
**\$35**  
**Non-Refundable**

**\$60** **10 Trips: 1-Way** **\$60**  
**In Hermiston/Umatilla/Stanfield**

To/From: \_\_\_\_\_

1	2	3	4	5
6	7	8	9	10

**Taxi Voucher**  
**\$60**  
**Non-Refundable**

**\$100** **10 Trips: 1-Way** **\$100**

To/From: \_\_\_\_\_

1	2	3	4	5
6	7	8	9	10

**Taxi Voucher**  
**\$100**  
**Non-Refundable**