

HERMISTON CITY COUNCIL

Work Session

June 14, 2021

Council President Primmer called the work session meeting to order at 6:00pm. Present were Councilors Peterson, Barron, Davis, Spicerkuhn, Duron, and Myers. Mayor Drotzmann and Councilor Hardin were excused. Staff members in attendance were City Manager Byron Smith, Assistant City Manager Mark Morgan, City Attorney Gary Luisi, Chief Edmiston, Finance Director Mark Krawczyk, Zoning Clerk Heather LaBeau, Recreation Supervisory Brandon Artz, and City Recorder Lilly Alarcon-Strong.

KAYAK Public Transit- HART Contract

Assistant City Manager Mark Morgan gave information (PowerPoint Presentation Attached) regarding the various public transit options Hermiston has, to include:

- Hermiston Transit (Taxi)
 - City's 18hr/day 365day/yr Senior/Disabled Taxi
 - City's 18hr/day 365day/yr workforce Taxi
 - City's 12hr/day M-F Fixed Route Hart Bus
- Kayak's 12hr/day 7day/week bus to Umatilla/Pendleton
- Kayak's Planned Hermiston-Boardman Connector
- Good Shepherd's CareVan
- Senior Center's bus to/from the Harkenrider Senior Center
- Bird Scooters

Also present to answer KAYAK Public Transit questions were Susan Johnson, CTUIR Scheduling Director, and JD Tovey, KAYAK Planning Director. After Assistant City Manager Mark Morgan answered questions from the Council, there was no other discussion and Council President Primmer adjourned the work session at 6:51pm and stated the City Council would take a short break and convene the regular City Council meeting at 7:00pm.



HERMISTON PUBLIC TRANSIT

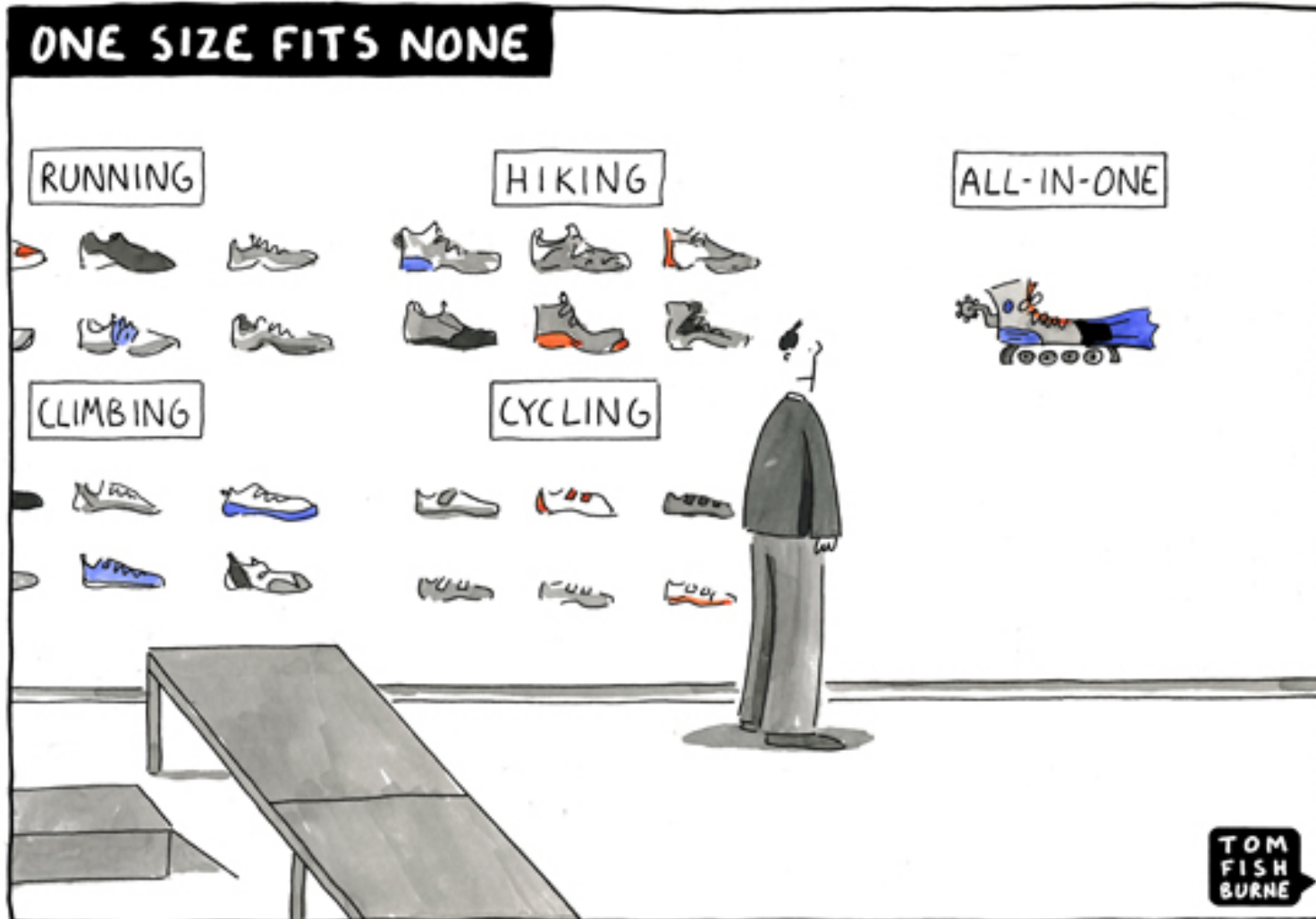
6/14/2021 Council Work Session



What is 'Public Transit'?



Why Fragmenting Services?



Senior/Disabled Taxi Program

- Began in 1962.
- “Demand Response”
- Eligibility: Seniors (60+) &/or Disabled (any age)



Senior/Disabled Taxi Program

- Rides anywhere in City Limits
- No limitations on type of trips
- Available 365 Days per year
- Availability guaranteed 18 hours per day



Senior/Disabled Taxi Program

- Model: Subsidized Voucher
 - Purchase at City Hall
- Cost to Rider: \$2.50 one-way
- Cost to “Public”: \$4.25 one-way
 - Shrinking Grant Funding



Senior/Disabled Taxi Program

- Special Transportation Funds (STF) Grant
 - Cigarette Tax
 - Declining as Hermiston population increasing
 - 1993 STF grant: \$45,000
 - 2020 STF grant: \$18,000



Senior/Disabled Taxi Program

- Special Transportation Funds (STF) Grant
 - Cigarette Tax
 - Declining as Hermiston population increasing
 - 1993 STF grant: \$45,000
 - Local taxpayers: \$20,000
 - 2018 STF grant: \$18,000
 - Local taxpayers: \$80,000



Senior/Disabled Taxi Program

- Annual Rider Surveys 2014-2017
- 2/3 of all 20,000 annual rides going to
 - Wal-Mart
 - Lifeways
 - Good Shepherd
- Long wait-times at peak times
- “I don’t dare buy ice cream.”



Senior/Disabled Taxi Program

- Benefits
 - Subsidize/Stabilize taxi service for general rides
 - Public safety (DUII)
 - P3 more cost-efficient than running empty buses at low-demand times
- Drawbacks
 - System Overload
 - Less cost-efficient at serving high demand times/locations



Hermiston Area Regional Transit

- Grant \$ Inertia 2013-17
- Jan. 2017 Meet Kayak
- 2017: Plan fixed route- Public Transit Advisory Committee



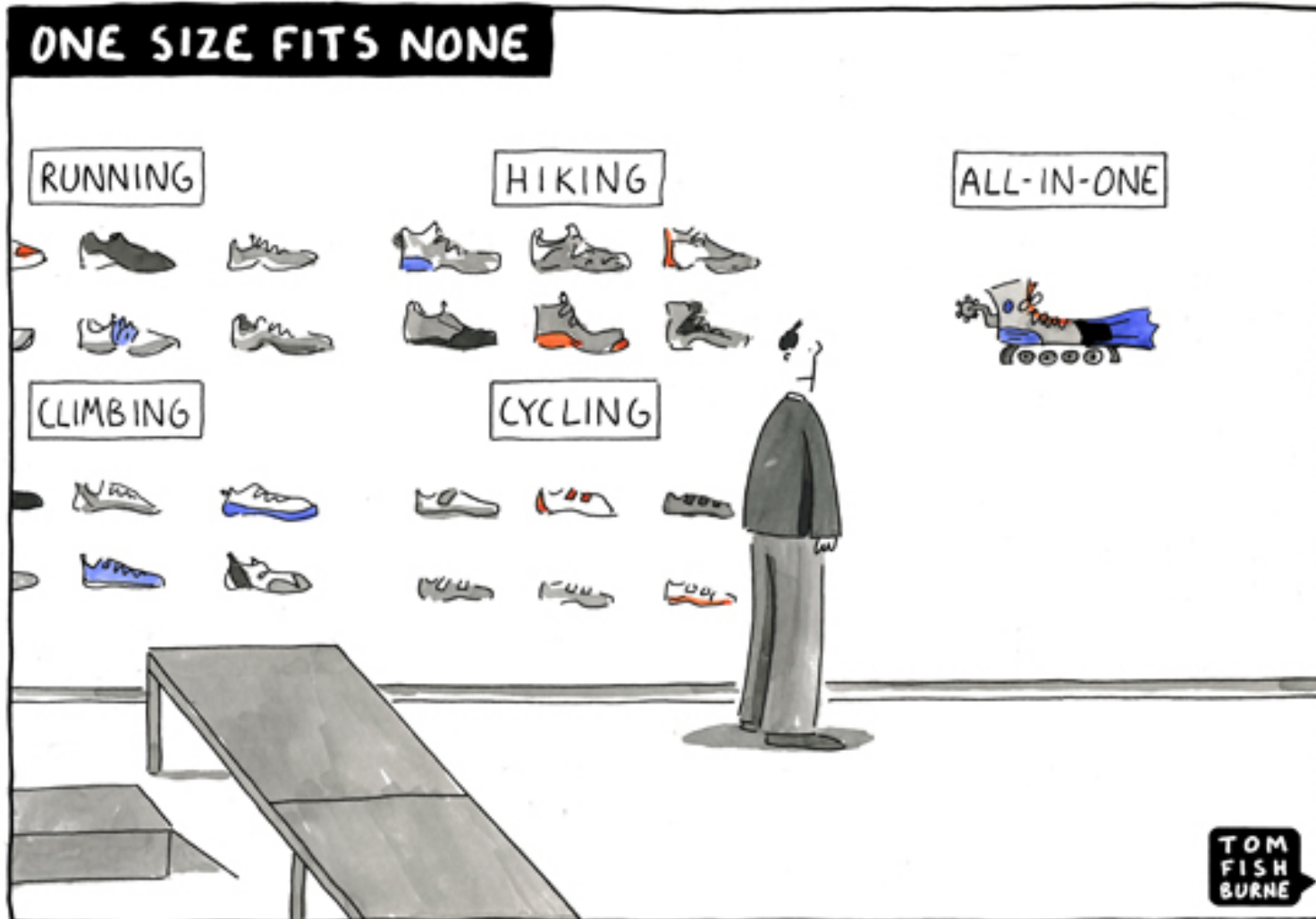
PTAC Route Planning

BRAND CAMP

by Tom Fishburne



First HART Route





HART History

- June 2017: 2-Year Contract with KAYAK
 - \$150,000/yr City Contribution
 - KAYAK leverages against grant funding
 - KAYAK handles all operations/management/etc.
- Fall, 2017- Final Route Finalized
- January, 2018- HART Begins Operations





HART History

- Summer, 2018- Route Revised
 - Eliminate Riverfront Park Stop
 - 1-hour loop (cut 15 min.)
 - 5-loops per day
- Fall, 2018- Alternating Loops
- Spring, 2019- Hour Expansion 7am – 7pm



Current HART Route

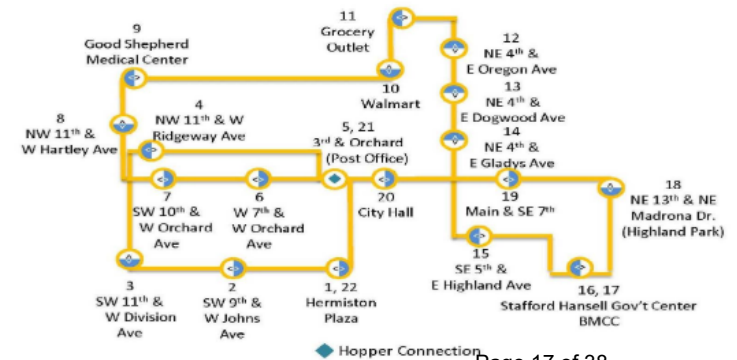
- 10 Loops/Day
- Monday – Friday
- 7am – 7pm
- 3 Connections Daily to
 - Umatilla
 - Stanfield
 - Pendleton

HART (Hermiston Area Regional Transit)
(Monday - Friday)
April 1 - June 30, 2021



Location	Early AM	RETURN Early AM	AM	RETURN AM	Noon	RETURN Noon	PM	RETURN PM	Evening	RETURN Evening
1 Hermiston Plaza (near Main St)	7:00	9:00	9:12	11:12	12:05	2:05	2:55	4:55	5:05	7:05
2 SW 9th & W. Johns Ave.	7:05	8:56	9:17	11:08	12:10	2:01	3:00	4:51	5:10	7:01
3 SW 11th & W. Division Ave.	7:08	8:53	9:20	11:05	12:13	1:58	3:03	4:48	5:13	6:58
4 NW 11th & W. Ridgeway Ave.	7:10	8:50	9:22	11:02	12:15	1:55	3:05	4:45	5:15	6:55
5 SW 3rd & W. Orchard Ave.	7:14	8:47	*9:26	10:59	12:19	*1:52	3:09	4:42	5:19	6:52
6 SW 7th & W. Orchard Ave.	7:16	8:45	9:28	10:57	12:21	1:50	3:11	4:40	5:21	6:50
7 SW 10th & W. Orchard Ave.	7:17	8:44	9:29	10:56	12:22	1:49	3:12	4:39	5:22	6:49
8 NW 11th & W. Hartley Ave.	7:19	8:41	9:31	10:53	12:24	1:46	3:14	4:36	5:24	6:46
9 Good Shepherd Medical Center	7:21	8:39	9:33	10:51	12:26	1:44	3:16	4:34	5:26	6:44
10 Walmart (each side of building from of residential)	7:27	8:33	9:39	*10:45	12:32	1:38	3:22	4:28	5:32	6:38
11 Grocery Outlet	7:32	8:28	9:44	10:40	12:37	1:33	3:27	4:23	5:37	6:33
12 4th & NE Oregon	7:35	8:25	9:47	10:37	12:40	1:30	3:30	4:20	5:40	6:30
13 NE 4th & E. Dogwood Ave.	7:37	8:23	9:49	10:35	12:42	1:28	3:32	4:18	5:42	6:28
14 NE 4th & Gladys	7:39	8:21	9:51	10:33	12:44	1:26	3:34	4:16	5:44	6:26
15 SE 5th & E. Highland Ave.	7:41	8:19	9:53	10:31	12:46	1:24	3:36	4:14	5:46	6:24
16 Stafford Hansell Gov't Center (off SE Columbia St)	7:45	8:16	9:57	10:28	12:49	1:21	3:39	4:11	5:49	6:21
17 BMCC (each side of building from of residential)	7:46	8:15	9:58	10:27	12:50	1:20	3:40	4:10	5:50	6:20
18 NE 13th & NE Madrona Dr. (residential park)	7:49	8:12	10:01	10:24	12:54	1:16	3:44	4:06	5:54	6:16
19 Main & SE 7th	7:52	8:08	10:04	10:20	12:57	1:14	3:47	4:03	5:57	6:13
20 City Hall	7:53	8:06	10:05	10:18	12:59	1:11	3:49	4:00	5:58	6:11
21 SW 3rd & W. Orchard Ave.	7:57	8:04	10:09	10:16	1:02	1:09	3:52	3:58	6:03	6:08
22 Hermiston Plaza (near Main St)	8:00	8:00	10:12	10:12	1:05	1:05	3:55	3:55	6:05	6:05
	End	Start	End	Start	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
All Scheduled Times are Arrival and Departure Times
*Connections north to Umatilla, McNary, & Irrigon and south to Stanfield, Echo, & Pendleton at 9:26 AM and 1:58 PM
*Connection with the Hopper at Walmart





House Bill 2017

- Oregon Transportation Package
- Approved July, 2017
- Gas Tax Increases for Roads
- Bicycle Tax for trails
- 0.1% Payroll Tax for Transit (STIF)
 - (i.e. \$50,000 Salary pays \$50/yr)





STIF Funds

- 90% Payroll Tax Must go where generated
- Umatilla County = ~\$1.1 Billion Annual Payroll
- Umatilla County = ~\$1.1 Million Transit Funds





STIF Funds

- Routed through Umatilla County
- Competitive Award Process
- Can't Be Used for 'Existing Services'





West-End On-Demand Ride Cooperative (WORC)

- Awarded \$100,000/yr STIF
- Voucher-based subsidized Taxi Program
- Only to get workers to/from work in Hermiston/Umatilla/Stanfield





Why not Fixed Route?

- 15,000 Jobs in WORC Service Area
- Dozens of varying shift-schedules
- Impossible to cost-efficiently design fixed-route service





West-End On-Demand Ride Cooperative (WORC)

- Proof of Employment
- Address printed on punch-card (10 rides)
- Color-coded cards. Taxi goes to/from work address anywhere within code area.





WORC Rider Costs

- To/From Hermiston City Limits:
\$2.50/ride
- To/From Hermiston Zip Code:
\$3.25/ride





WORC Rider Costs

- To/From Hermiston City Limits to/from either Umatilla Zip, or Stanfield Zip: \$5.75/ride
- To/From any west-end zip code: \$9.00/ride





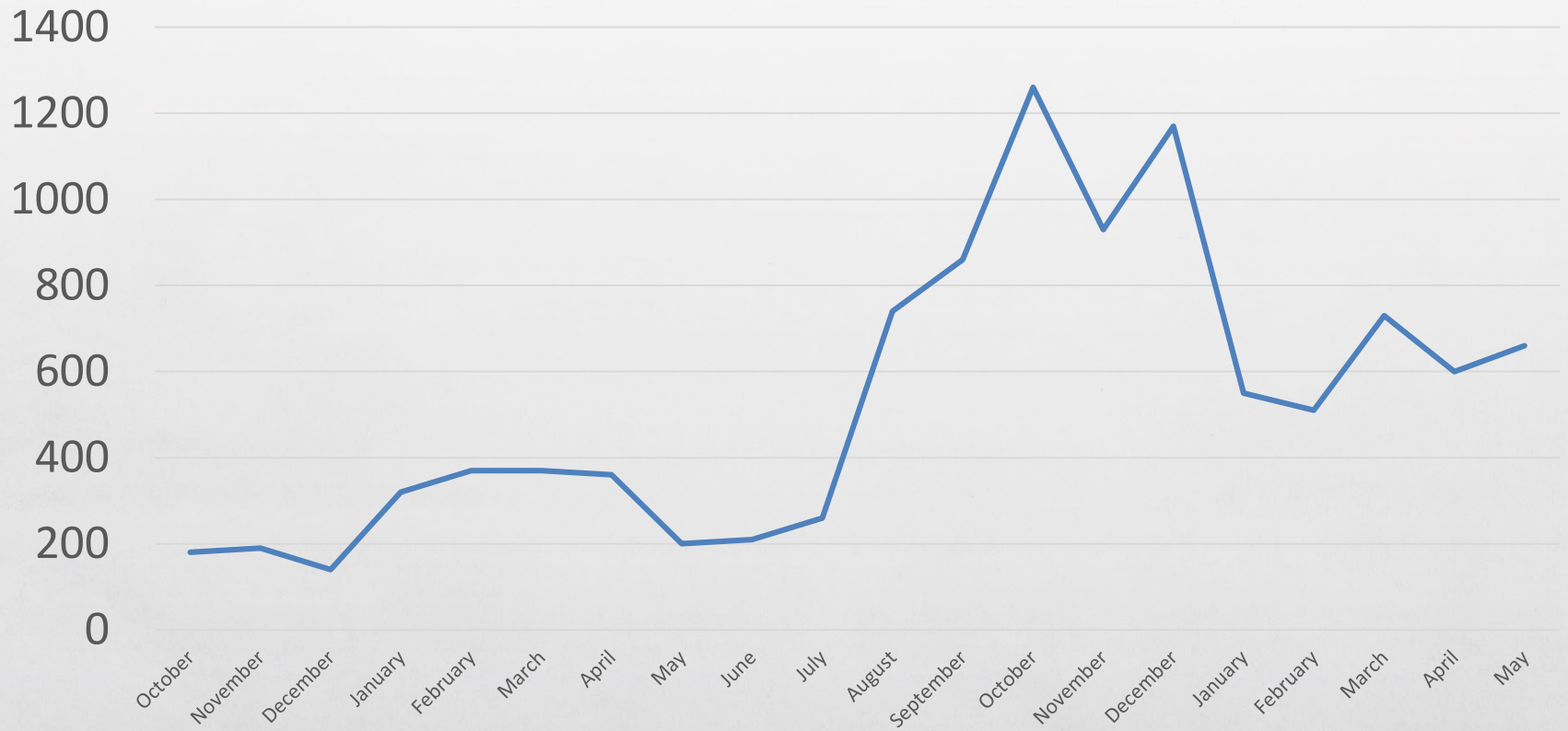
WORC Cost Allocation

- 33% Rider
- 67% STIF Grant Funded
- 0% City Taxpayers





WORC Ridership





WORC Destinations- April '21

- Total: 600 Rides
- Grocery/Retail: 64%
- Fast Food: 20%
- 'Other': 9%
- Industrial: 7%





WORC Destinations- April '21

- Top Destinations:
 - Taco Bell
 - Grocery Outlet
 - Wal-Mart
 - Safeway





WORC Destinations- April '21

- Inside Hermiston: 64%
- Inside 97838 zip code: 27%
- To/from Umatilla/Stanfield: 8%
- Umatilla/Stanfield Only: 0%





Other Services/Providers

Where Life is Sweet™



Good Shepherd Care Van

- To/From Medical Appointments
- Only to/From Good Shepherd affiliates
- Receives some STF Public Subsidy





Senior Center Bus

- To/From Senior Center Luncheons
- Volunteer Driven
- Receives some STF Public Subsidy





KAYAK “Hermiston Hopper”

- To/From Hermiston / Pendleton
- 5am to 8pm Monday-Friday
 - 4 trips to Pendleton
 - 4 trips from Pendleton
- 8:30am to 7pm Saturday





Hermiston/Boardman Connector (Planned)

Table 2. City Population and Employment

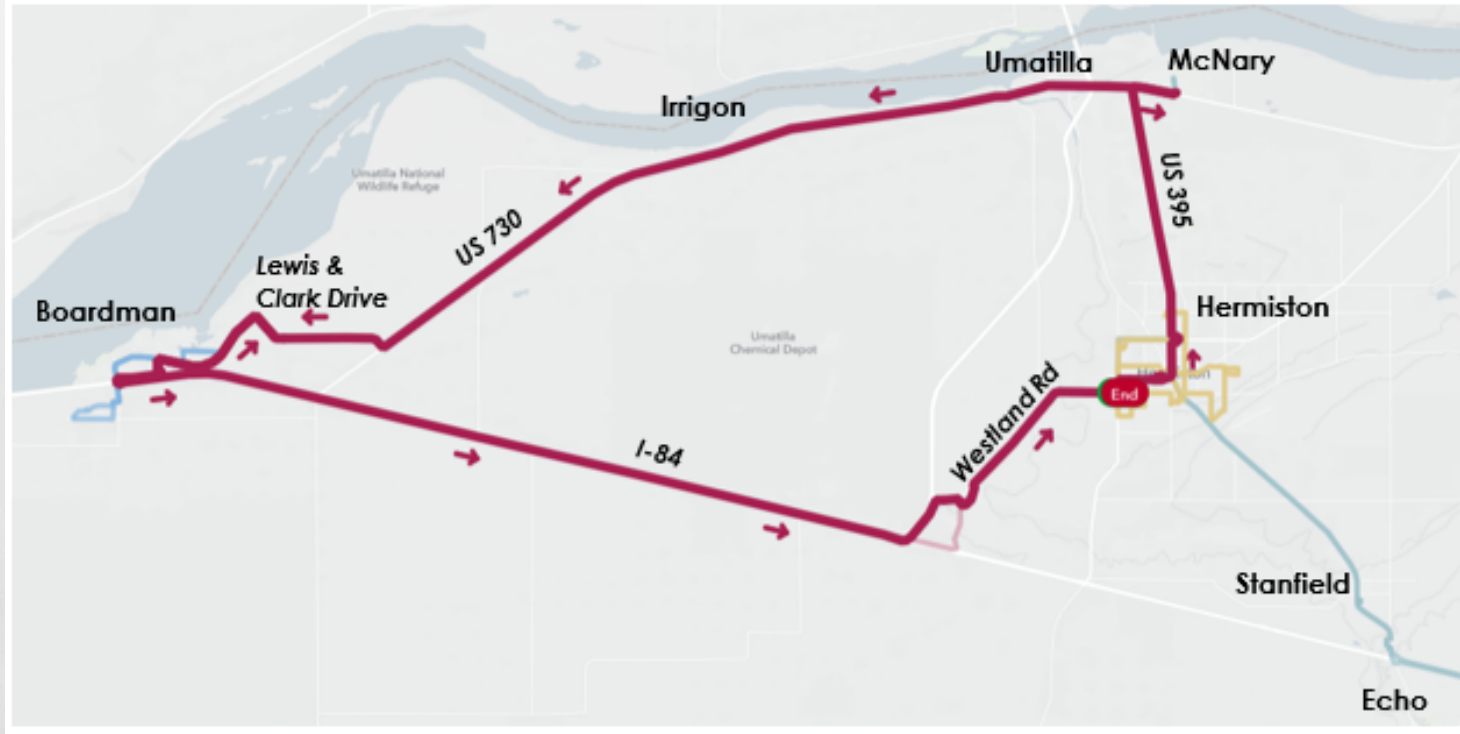
City	Existing Population	Existing Employment
Boardman	3,439	1,673
Echo	735	339
Hermiston	17,423	7,735
Irigoin	2,053	865
Stanfield	2,722	1,215
Umatilla	7,162	2,137





Hermiston/Boardman Connector (Planned)

Figure 8. Hermiston – Boardman Connector Regular Counterclockwise Route





Bird Scooters

- No Subsidy
- Inside City





Discussion?

Where Life is Sweet™