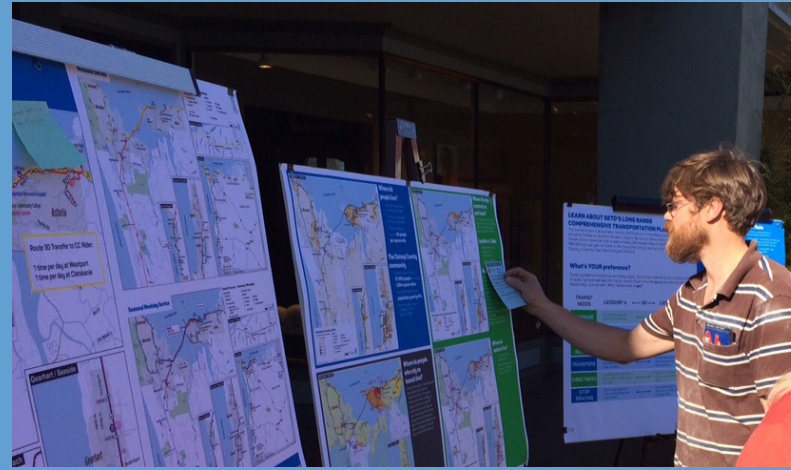


SUNSET EMPIRE TRANSPORTATION DISTRICT LONG-RANGE COMPREHENSIVE TRANSPORTATION PLAN

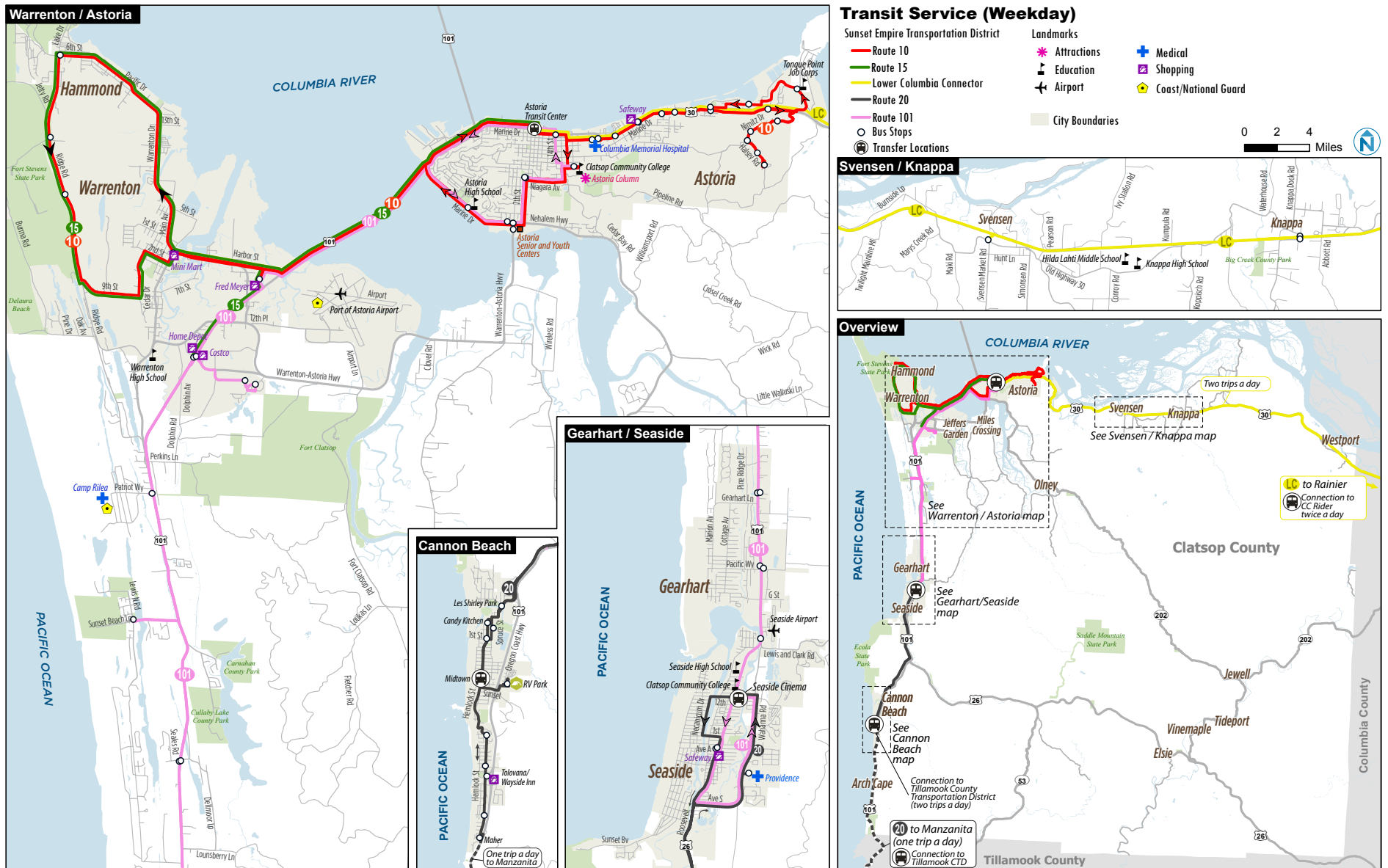
Executive Summary October 2016



The Sunset Empire Transportation District (SETD) sits at a major opportunity point in its history. SETD operates public transportation to the population centers of Clatsop County along the U.S. 30 and U.S. 101 corridors, and also provides connections to Columbia and Tillamook Counties. Fixed-route ridership growth to 198,582 trips per year and a high percentage of commuting trips by transit compared to neighboring communities speak to the appetite for existing services. The growing tourism sector continues attracting year-round visitors and permanent residents, and this market is increasingly interested in public transportation options. SETD has also proven itself to be a prudent public investment; in comparing SETD to other transit providers in the region, SETD's service efficiency and cost efficiency levels are at or better than average.

SETD operates five fixed routes (operating on a set route and set schedule), ADA paratransit for those with disabilities, and Dial-A-Ride service. The agency also houses the Medicaid brokerage for the region, provides travel training, and supports implementation of the Oregon Transportation Options (TO) plan by staffing a TO coordinator tasked with promoting commute options. SETD operates a fleet of 21 vehicles, employs 40 staff, and has an annual operating budget of \$3.26 million (FY 13-14). Fixed-routes, which are the focus of this project, cost \$869,000 per year to operate. In general, service runs from 6 am to 9 pm. SETD's core services of Routes 10, 101, and 20 operate hourly, while Route 15 provides 11 trips per day and Route 30, runs two trips per day to Rainier.

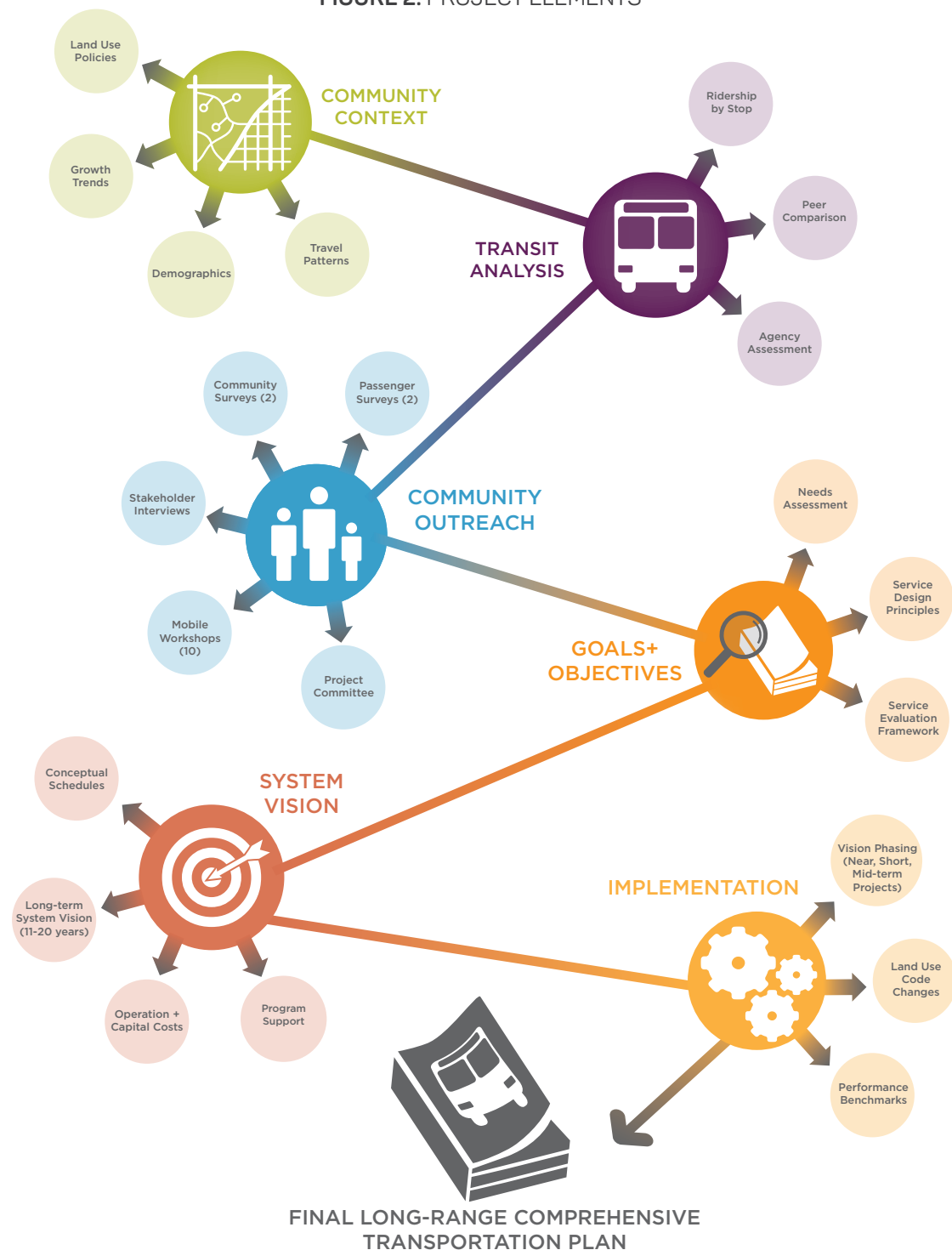
FIGURE 1. CURRENT WEEKDAY YEAR-ROUND SYSTEM MAP



On weekends, routes 10, 101, and 20 do not run. Pacific Connector runs between the Transit Center and Cannon Beach 3 times per day. Route 21 serves Seaside to Cannon Beach. During summer months, additional services include two seasonal routes when cruise ships are docked in Astoria and the Seaside Streetcar Trolley. Route 21 in Cannon Beach runs daily (weekday and weekend).

In 2015-2016, SETD undertook preparation of this Long-Range Comprehensive Transportation Plan (LRCTP) to better serve existing riders and broaden its reach to a larger market of users. Resulting recommendations include changes to route structures, schedules, passenger information, vehicles, and performance tracking, all working toward the goal of making transit in Clatsop County more convenient and reliable. Arriving at these recommendations required extensive analysis and outreach to ensure the team created fiscally-sound services that will be embraced by riders, non-riders, and SETD staff. Figure 2 summarizes how the technical and outreach elements of the project came together to create a community needs assessment that directly informs recommendations. The full project report includes detailed findings and can be viewed at http://www.ridethebus.org/Assets/dept_1/pm/pdf/setd%20lrctp%20vol%20i.pdf

FIGURE 2. PROJECT ELEMENTS



KEY FINDINGS

- Service generally covers where people need to go. Current riders are very satisfied with service coverage.
- Riders want additional service hours (evenings and weekends), more frequent service, and later evening service.
- Most current riders have no working vehicle and are employed full or part-time.
- Non-riders want better regional connections.
- Non-riders are open to trying transit (25% have used TriMet in Portland and 20% have used Northwest Point bus service).
- Service schedules and maps are confusing to non-riders.
- Service reliability (buses arriving on time) is a problem, especially in the summer.
- Service operates cost-efficiently compared to peers.
- Community organizations and employers exist who can become transit partners.

LONG-TERM SYSTEM VISION

By 2035, SETD envisions a network of routes that create short, direct connections between population centers. Increased trips available to regional locations (Columbia and Tillamook Counties), restructured service (Route 15 circulator through the Warrenton retail area) and new service (route serving U.S. Business 101) will respond to growth patterns and rider needs.

VISION HIGHLIGHTS

Seaside Local Service

- Local Seaside Circulator in addition to Trolley

U.S. Business 101 Corridor

- Link Warrenton business district to Astoria via developing Miles Crossing area

Columbia County Connections

- Connection in Rainier to CC Rider (Longview and St. Helens/Portland) four times every day

Tillamook County Connections

- Connection at Midtown Cannon Beach to Tillamook County Transportation District four times every day

U.S. 30 Corridor / SETD Route 30

- Svensen/Knappa - 6 trips per weekday and weekend
- Rainier – 4 trips per weekday and weekend
- Shopper Shuttle 1 day per week

Astoria-Seaside Corridor / SETD Route 101

- Streamlined service through Warrenton & Seaside
- Extends to Avenue U in Seaside, covering more of Seaside
- Travel time savings:

Trip	Direction	Current Travel Time	Future Travel Time	Minutes Saved
Seaside Cinema to Astoria Transit Center	Northbound	55 minutes	37 minutes	18 minutes
Seaside Cinema to Clatsop Community College	Northbound	50 minutes	41 minutes	9 minutes
Astoria Transit Center to Seaside Cinema	Southbound	40 minutes	33 minutes	7 minutes

Seaside-Cannon Beach / SETD Route 20

- Streamlined service through Seaside
- Better transfer with Route 101 (shorter transfer times)

Astoria Local Service / SETD Route 10

- Shorter, more direct routes serving east and west Astoria
- Timed connections with Route 101 at Transit Center
- Travel time savings for eastern Astoria residents:

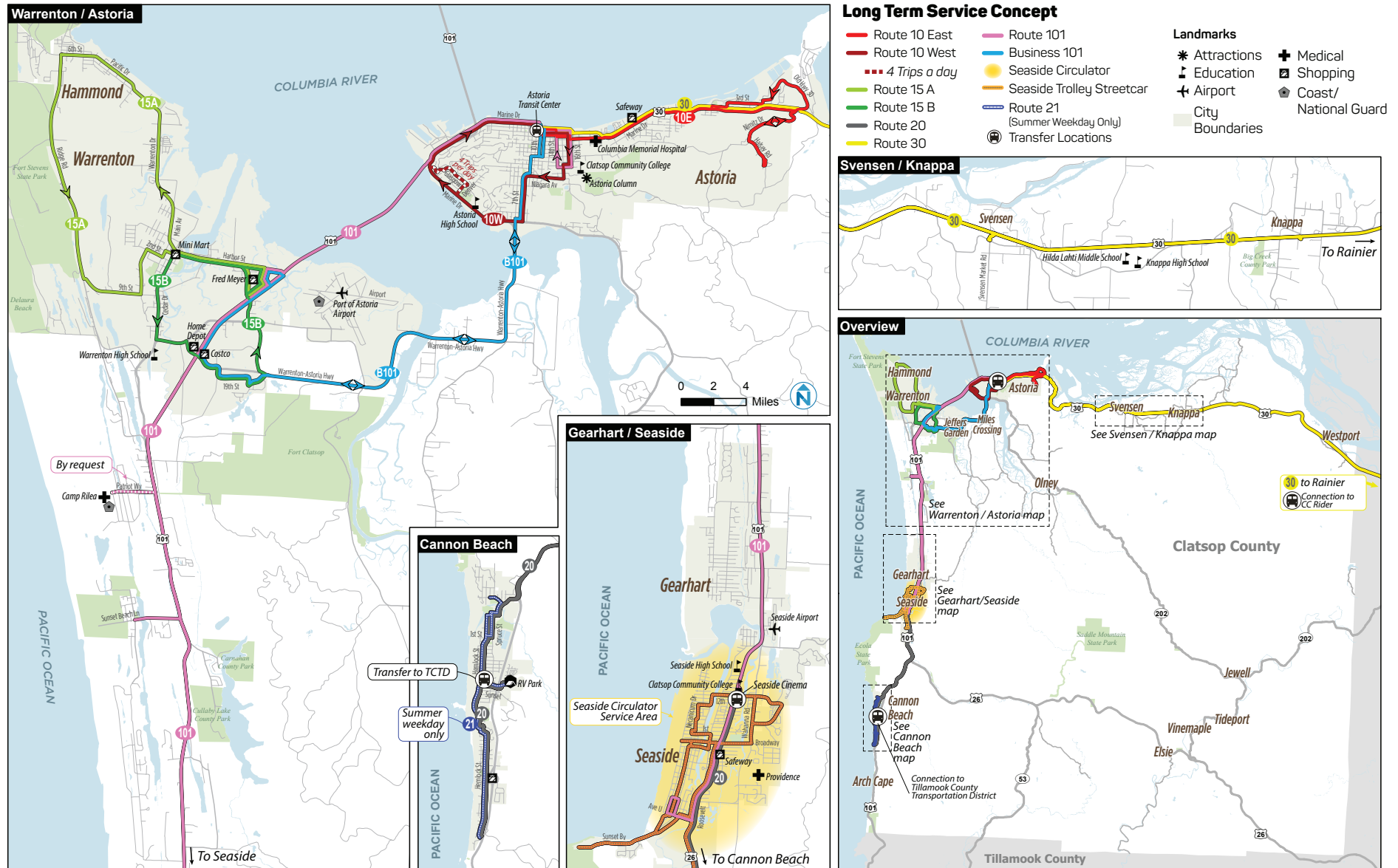
Trip	Direction	Current Travel Time	Future Travel Time	Minutes Saved
Emerald Heights to Fred Meyer	Westbound	68 minutes, 1 transfer	30 minutes, 1 transfer	38 minutes

Warrenton-Hammond Local Service / SETD Route 15

- Shorter, more direct routes serving Warrenton/Hammond and Costco/Walmart areas
- Double the service at Fred Meyer and the Warrenton Mini-Mart (very high ridership locations)
- Consistent service levels weekday and weekend:

Service Area	Current Weekday Trips	Future Weekday Trips	Current Weekend Trips	Future Weekend Trips
Hammond	8	22	6	15
Walmart/Costco	30	22	6	15

FIGURE 3. LONG-TERM SYSTEM VISION (11-20 YEARS)



SCHEDULE HIGHLIGHTS

- Weekday service running from 5:45 am–10 pm
- Weekday buses arrive every 60 minutes
- Astoria-Warrenton-Hammond-Seaside-Cannon Beach service runs every 30 minutes during morning and afternoon peak times
- Weekend service runs from 7 am-10 pm
- Weekend buses arrive every 60–120 minutes
- Consistent routes during weekdays and weekends

PHASING AND PRIORITIZATION

The system vision will be implemented over a time frame of 10-20 years, but discrete steps toward the vision can be realized in smaller time increments. The public and the project committee prioritized the steps toward implementing the vision, which were then categorized into four phases. Figure 4 graphically depicts weekday and weekend service by phasing, and Figure 5 describes these changes. Figure 6 includes operating cost estimates for each phase.

FIGURE 4. SERVICE PHASING MAP



FIGURE 5. SERVICE PHASING

	Existing	Near-Term: 0-1 Years	Short-Term: 2-4 Years	Mid-Term: 5-10 Years	Long-Term: 11-20 Years
Regional					
Lower Columbia: Route 30/Lower Columbia Connector (LCC)	<ul style="list-style-type: none"> • 2 daily trips Astoria-Rainier 	<ul style="list-style-type: none"> • Brand LCC as Route 30 (LCC) 	<ul style="list-style-type: none"> • Add 2 weekday short trips to MERTS, Svensen/Knappa • Consider shopper shuttle to Svensen/Knappa 		<ul style="list-style-type: none"> • Add 2 weekday and weekend trips Astoria-Rainier • Add 2 weekend short trips to MERTS, Svensen/Knappa
Astoria–Seaside: Route 101/Pacific Connector (PC)	<ul style="list-style-type: none"> • 60–120 min weekday service • 3 weekend trips (branded as Pacific Connector) 	<ul style="list-style-type: none"> • Reroute to stay on northern W. Marine Drive in Astoria with extension up to Clatsop Community College • Brand weekend PC as Route 101 (PC) • Add fourth weekend trip 	<ul style="list-style-type: none"> • Reduce travel time by eliminating deviations to Ensign Lane • Extend to Avenue U & Beach Drive in Seaside • More frequent weekend service 	<ul style="list-style-type: none"> • 60 min weekday all-day service • Earlier weekend and later evening service • Bidirectional routing on U.S. 101 in Seaside • Improve transfers with Route 20 • Remove Wahanna Road service 	<ul style="list-style-type: none"> • Consider more frequent weekday peak service • Consider later evening weekend service
Seaside – Cannon Beach: Route 20 and 21	<ul style="list-style-type: none"> • 60 min weekday • 60 min weekend (2½ hour midday gap) 	<ul style="list-style-type: none"> • Brand as Route 20 (PC) on weekends • 60 min weekday • 60 min weekend (all-day) • Remove Necanicum Drive routing 	<ul style="list-style-type: none"> • Improve transfers with Route 101 	<ul style="list-style-type: none"> • Earlier weekend and later evening service • Bidirectional routing on U.S. 101 in Seaside 	<ul style="list-style-type: none"> • Consider more frequent weekday peak service • Consider later weekend service
Cannon Beach - Manzanita: Routes 20 and 21	<ul style="list-style-type: none"> • 3 trips/day (1 by SETD, 2 by TCTD) 			<ul style="list-style-type: none"> • Add 1 trip/day (4 trips total-operated by TCTD) 	
Local					
Astoria: Route 10	<ul style="list-style-type: none"> • 60 min, 1 route • No local weekend service 	<ul style="list-style-type: none"> • Break Route 10 into 2 shorter routes (10E, 10W) • Service to interior of Astoria Head Start (four trips per weekday) 	<ul style="list-style-type: none"> • Weekend local service on 10E 	<ul style="list-style-type: none"> • Additional weekend service (10E, 10W) • Additional weekday evening service 	<ul style="list-style-type: none"> • Additional frequency or coverage (flex-route) • Consider later evening weekend service
Warrenton: Route 15	<ul style="list-style-type: none"> • 11 trips / day • Some trips are part of Route 10 	<ul style="list-style-type: none"> • Brand all trips as Route 15 	<ul style="list-style-type: none"> • Separate from Route 30 • Split into two routes: service to Hammond (15A), short loop to Costco/Walmart area (15B) • Hourly weekday service • Weekend local service 	<ul style="list-style-type: none"> • Additional weekend service • Additional weekday evening service 	<ul style="list-style-type: none"> • Consider later evening weekend service
Seaside:	<ul style="list-style-type: none"> • Seasonal Streetcar Trolley 			<ul style="list-style-type: none"> • Implement Seaside Circulator 	<ul style="list-style-type: none"> • Consider later evening weekend service on circulator

SERVICE CHANGE HIGHLIGHTS - WHAT TO EXPECT IN THE NEXT FOUR YEARS

This section showcases some of the changes riders can expect over the near (0-1 year) and short (2-4 years) time frames.

NEAR-TERM / COST-NEUTRAL

Warrenton-Hammond Local Service

SETD Route 15

- Brand all service in Warrenton-Hammond as Route 15

Astoria-Seaside-Cannon Beach Weekend Service

SETD Pacific Connector & Route 21

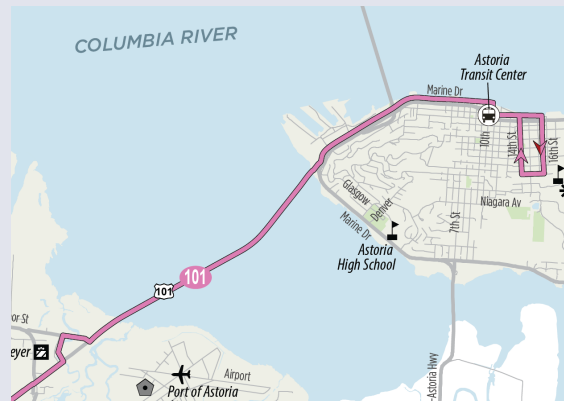
- Rebrand Pacific Connector as Route 101: Pacific Connector
- Rebrand Route 21 as Route 20
- Add a fourth trip between Astoria-Cannon Beach
- Close 3-hour gap in midday Cannon Beach service

U.S. 30 Corridor

SETD Route 30

- Rebrand as Route 30: Lower Columbia Connector

ROUTE 101 IN ASTORIA



Astoria-Seaside Corridor

SETD Route 101

- Streamline service through Astoria to reduce travel time, service overlap
- Route on U.S. Business 101 to avoid summer congestion on Youngs Bay Bridge

Seaside-Cannon Beach Corridor

SETD Route 20

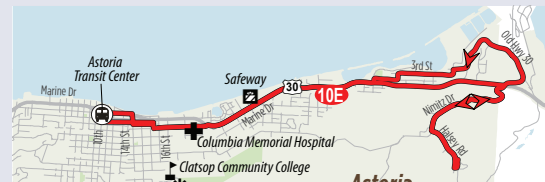
- Streamline service through Seaside (very low ridership on Necanicum Drive)

Astoria Local Service

SETD Route 10

- Provide shorter, more direct routes serving east and west Astoria
- Provide service to Head Start four times per day

ROUTE 10 EAST



ROUTE 10 WEST

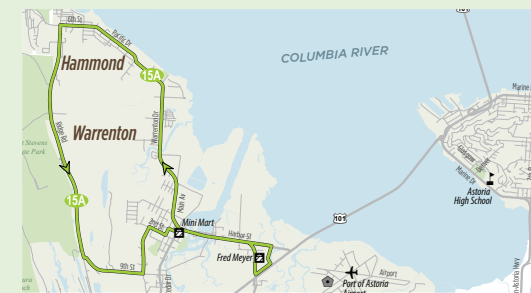


SHORT-TERM

Astoria-Warrenton-Hammond-Seaside (Routes 15 and 101)

- Use separate vehicles for Route 15 and Route 30 to achieve schedule flexibility
- Split Route 15 into two pieces:
 - Warrenton/Hammond (Route 15A)
 - Ensign Lane retail area (Route 15B)
- Run hourly
- Streamline Route 101. Extend to Avenue U in Seaside.

ROUTE 15A



ROUTE 15B



IT TAKES MORE THAN BUSES ON THE STREET....

The operation of service must be complemented by information, outreach, safe and secure bus stops, and other elements that support when and where bus routes run including:

- Marketing and information
 - Establish ongoing community outreach
 - Update service maps
 - Provide real-time passenger information
- Better vehicles – Purchase low-floor vehicles for easier boarding
- Bus stops - Add bus stop signs to scheduled stops and add bus shelters to high ridership locations
- Roadways - Add pedestrian crossings
- Park & Ride - Establish in north and south ends of Seaside
- Partnerships –Seek out community partners such as employers and colleges
- Land Use –Support transit with code updates affecting development review, sidewalks, parking, urban design, and other elements that help make transit attractive



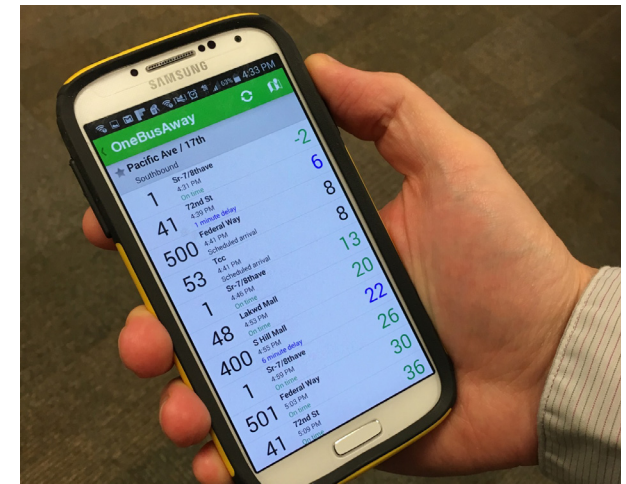
Low-floor small transit vehicles can provide easier boarding for passengers.

Source: Beaver County Transit Authority (BCTA)

FIGURE 6. ANNUAL FIXED-ROUTE OPERATING COSTS BY PHASE

	Service Hours		Operating Cost		Approx. Impl. Year
	Additional	Cumulative	Additional	Cumulative	
Existing (2014)	16,224	16,224	\$869,000	\$869,000	2014
Near-Term	100	16,324	\$6,000	\$875,000	2017
Short-Term	4,140	20,464	\$225,000	\$1,100,000	2020
Mid-Term	9,820	30,284	\$535,000	\$1,635,000	2026
Long-Term *	15,930	46,214	\$871,000	\$2,506,000	2036

Note: * Long-term is considered a flexible service plan to be implemented based on future needs and service standards.



One Bus Away app provides for real-time arrival information for Pierce Transit in Pierce County, WA.

Source: Nelson\Nygaard



SUNSET EMPIRE TRANSPORTATION DISTRICT

For More Information

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