

2016 Northwest Transit Exchange

Eugene-Springfield, Oregon

Thursday October 6, 2016

Location: Eugene Public Library - Bascom-Tykeson Room

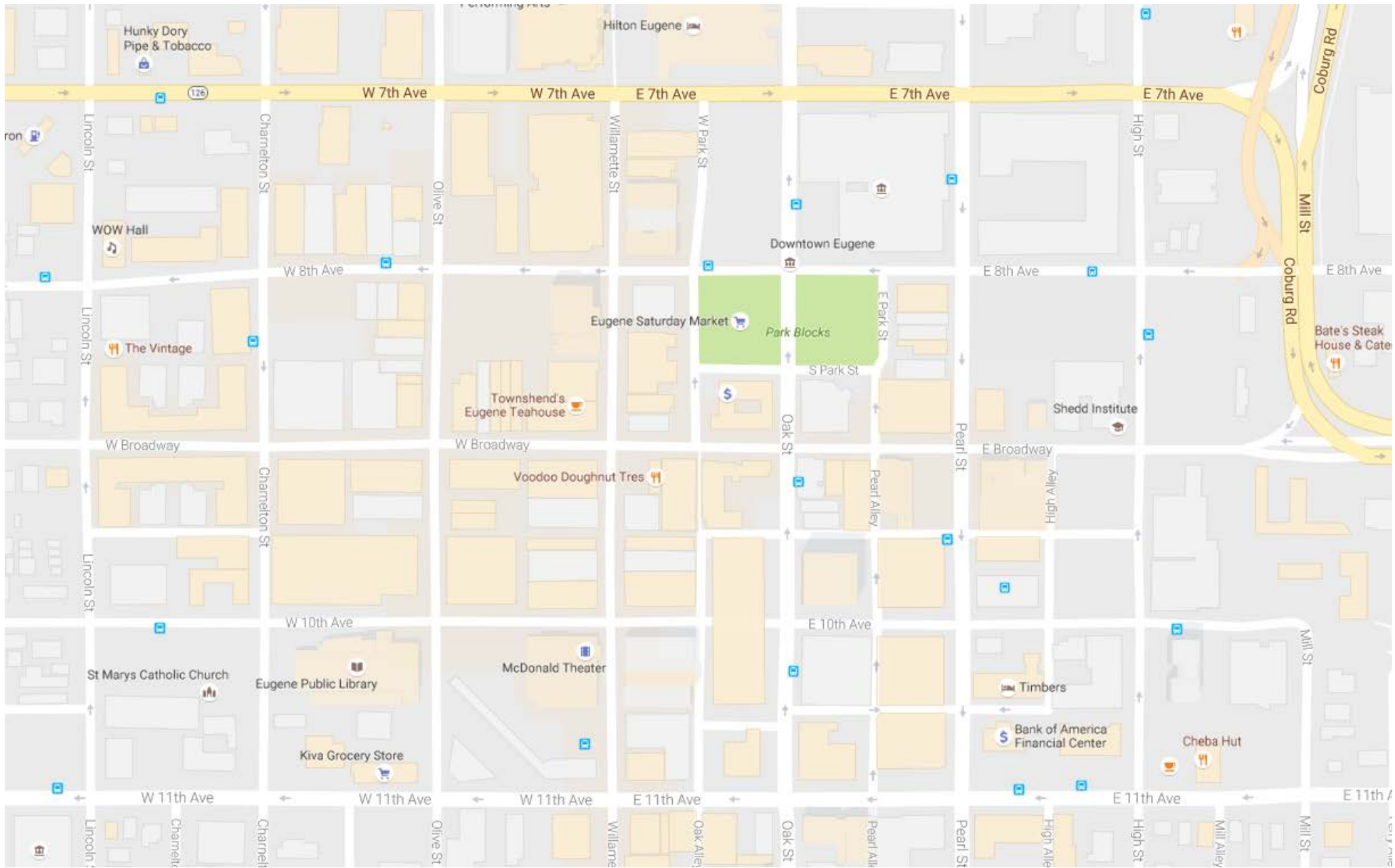
100 W 10th Ave, Eugene, OR 97401

<u>Time</u>	<u>Description</u>	<u>Title</u>	<u>Facilitator</u>
8:00-8:30	LTD General Manager Aurora Jackson will attend to provide a welcome. This time will be an opportunity to get to know each other.	Welcome and Introductions	Tom Schwetz (LTD)
AGENCY UPDATES			
8:30-10:00	This is an opportunity for each of the agencies to share the great work we're all doing. Each agency spokesperson will have 4 minutes to highlight your key efforts and or greatest challenges over the past year.	Agency Updates	All
10:00-10:15		Break	
MARKET APPROPRIATE SERVICES			
10:15-11:00	As transit agencies we have competing interests and goals. One tension point comes from the issue of funding. There are communities and employers who provide revenue through taxes, however their residents do not use transit.	Coverage vs. Productivity	Christopher Chestnut (UTA)/Joey Alsop
11:00-11:45	Transit agencies are beginning to reimagine how they can use demand-responsive services to provide transportation to the general public. Smartphones, tablets, GPS, turn-by-turn navigation, and cloud-based systems are allowing agencies to respond to demand in close to real time, opening up a range of new mobility possibilities. Pilot program is springing up across the country—from Kansas City to Santa Clara Valley to Salem, OR—to explore the potential of on-demand transit. <i>Are you piloting or considering piloting an on-demand transit service? Should transit agencies be providing on-demand service, or should the focus be on partnering with or subsidizing private providers? What role can fixed elements, such as scheduled time points and designated pickup and drop-off points, play in making demand responsive service more productive and reliable?</i>	The Advent of On-Demand Transit	Matt Berggren (Cherriots)
11:45-1:15	We will have LTD staff going to various locations in the downtown Eugene Area.	Lunch Break	LTD Staff

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GROWING SERVICE			
1:15-1:50	With the revitalization of inner cities and in-migration by middle and upper class residents to neighborhoods once considered “run down”, residents earning lower incomes are relocating to the first and second ring suburbs, where transit service is less available due to lower densities, a lack of pedestrian infrastructure, and a wide street grid. As a result, many long-time customers are taking fewer transit trips. Is this demographic shift occurring in your city, and how is it impacting ridership? How do we meet these customers’ needs? Can cost-efficient transit service be operated in the suburbs? And are wealthier, inner-city residents riding transit at the same rate as those who lived there before them?	Transit and the Challenge of Suburban Poverty	Tom Mills (TriMet)
1:50-2:25	As economic conditions improve and funding increases, transit systems are switching gears from flat or declining service levels to sustained annual service growth. This requires forecasting and implementing increases in number of Operators, buses, maintenance facilities and on-street facilities. This session will discuss how TriMet has approached these challenging "growing pains".	Building Blocks for a Growing System	Ken Zatarain (TriMet)/Andrew Martin (LTD)
2:25-2:40		Break	
Public and Partner Agency Engagement			
2:40-3:15	Transit agencies are charged with conducting public outreach, but is the public actually <i>engaged</i> ? Learn how partnership with public schools can lead to deeper conversation with stakeholders, transcend language and cultural barriers, and increase support for projects.	Public-Public Partnerships: How to improve outreach through partnerships with public schools	Stephen Newhouse (AC Transit)
3:15-3:50	We launched our Faces of Muni campaign to highlight all of the great projects Muni Forward is pursuing and we are seeing a real positive upswing in both rider and general citizen understanding of our scope as well as a positive response to Muni in general. Through listening to our customers we developed a package of service improvements and as they are implemented we celebrate the small successes through a variety of channels that completes the feedback loop for our riders and publicizes investments to decision makers and the general public. We are seeing that if done successfully small investments in communications can have huge public perception benefits.	Increasing Perception of Service Quality	Sean Kennedy (Muni)
3:50-4:35	Representatives from three cities will provide an overview of what they have been doing to work more closely with transit agencies. Rachel VerBoort (Seattle), April Bertelsen (Portland), and Rob Inerfeld (Eugene) will share their efforts.	Cities' View on Transit	Rachel VerBoort, April Bertelsen, and Rob Inerfeld
4:35-4:45	Wrap up		Tom Schwetz



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Friday October 7, 2016

Location: Springfield Justice Center - Emergency Operations Center Room

<u>Time</u>	<u>Description</u>	<u>Title</u>	<u>Facilitator</u>
8:00-8:45	Arrive and settle in		
RECENT OPENINGS/MODAL INTEGRATION			
8:45-9:45	<p>In September 2016 the MAX light rail was extended 7.3 miles south to Milwaukie, Oregon. This session will discuss TriMet's approach to service redesign and operation of the service as well as the multimodal aspects along the new Orange Line. We'll show how the Tilikum Crossing across the Willamette River operates without passenger automobiles but with LRT, streetcar and buses in the center lanes; we'll also show how extensive bicycle infrastructure and pedestrian pathways along parts of the alignment were incorporated into the Project.</p> <p>In March 2016, Link light rail was extended from downtown Seattle to Capitol Hill and the University District, connecting the two largest transit markets in the Puget Sound region. As a result of this extremely fast and reliable new connection, Metro redesigned the bus network on Capitol Hill and in Northeast Seattle to complement Link Light Rail. The session will discuss the process leading up to the decision to undertake a major network redesign and explore the results and lessons learned in the project</p>	<p>Portland's Orange Line Rail Extension</p> <p>University Link Light Rail Extension</p>	<p>Ted Day/Jeremy Fichter (King County Metro)</p> <p>Kerry Ayres-Palanuk (Tri-Met)</p>
9:45-10:00		Break	
10:00-10:30	Express, limited stop, frequency based services - Who's doing what?	Facilitated Roundtable	Ken Zatarain (Tri-Met) and Tom Schwetz (LTD)
10:30-11:15	We have legislated 36 miles of safety and transit priority projects along our most heavily used routes (including 100 pedestrian bulbs, 70 transit bulbs, 19 traffic signals and 12 miles of transit only lanes). Additionally we have successfully obtained a \$150 million bond to implement the projects...but now what? We are partnering with other city agencies to get projects constructed and are implementing Vision Zero projects along Muni Forward corridors to get buy in and produce holistic safety environments.	Improving Pedestrian Safety and Transit Reliability	Sean Kennedy (Muni)

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BUS RAPID TRANSIT/HIGH FREQUENCY			
11:15-11:30	It was a dark stormy night ... okay, it was at an LTD Board Retreat. Hear how Board members challenged staff to develop a service that would be more competitive with the auto ...	EmX Origins	Tom Schwetz (LTD)
11:30-12:00	In conjunction with the start of West Eugene EmX, LTD is redesigning existing transit service throughout the West Eugene area to leverage the new, frequent service and improve connectivity.	West Eugene Redesign	Tom Schwetz, Heather Lindsay, Bret Smith (LTD)
12:00-1:30	We will have LTD staff going to various locations in the downtown Springfield Area.	Lunch Break	LTD Staff
1:45-3:15	Walk to the Springfield Station Bay, G. Catch the 1:47 p.m. EmX bus heading to Eugene Station. At the Eugene Station walk to the bus stop on 11th between Willamette and Olive. A bus will depart at 2:10 p.m. to continue on the new West EmX extension and travel the corridor where participants will view newly constructed infrastructure and improvements currently under construction.	EmX Tour	LTD Staff

