

Coordinated Human Services Transportation Plan

ACKNOWLEDGEMENTS

Yamhill County Transit Area appreciates the input, energy, and commitment of local and regional stakeholders who participated in this plan update. The following organizations and individuals made significant contributions toward this effort:

Yamhill County Transit Area Advisory Committee

- Frank Sheridan, Chair
- Scott Essin
- Craig Johnson
- Mark Staples-Kelley
- Chris Mercier
- Ken Moore
- Heather Richards
- Amanda Schindelar
- Jules Martinez Plancarte
- Bill Michielsen

Yamhill County Transit CTP Project Management Team

- Cynthia Thompson, Yamhill County Transit
- Susan Wright, PE, Kittelson & Associates, Inc.
- Russ Doubleday, Kittelson & Associates, Inc.
- Matthew Hagen, Kittelson & Associates, Inc.

Community Participants

The project management team would like to extend their gratitude to everyone who provided feedback to this project through surveys, interviews, and the stakeholder workshop. A list of all participants can be found at the end of the Coordinated Transportation Plan.

TABLE OF CONTENTS

- Introduction 6
 - Coordinated Transportation Plan Requirements..... 6
 - Assessing Need and Identifying Proposed Service and Capital Improvements 7
 - Plan Organization..... 7
- Demographics 8
 - People Experiencing Poverty 10
 - Persons with Disabilities 10
 - Youth and Seniors..... 10
 - Racial/Ethnic Minority 11
 - Vehicle Ownership 11
 - Low English Proficiency Households 11
 - Population Trends 12
 - Employment 12
- Existing Services and Resources 22
 - Participating Human Service Agencies..... 27
 - Private Providers 29
- Stakeholder Involvement 30
 - Online Survey 30
 - Interviews..... 32
 - Stakeholder Workshop..... 33
- Goals and Objectives 34
- Needs and Strategies 36
 - Needs Assessment 36
 - Strategies..... 39
- Implementation Plan 43
 - Evaluation Criteria 43
 - Results and Prioritization 43
 - Funding Plan 47
- Conclusion 53
- Community Participants 54

FIGURES

Figure 1. Population Below 125% Poverty Level 14
 Figure 2. Population Below 200% Poverty Level 15
 Figure 3. People with Disabilities..... 16
 Figure 4. People Under Age 18 17
 Figure 5. People Aged 65 and Over..... 18
 Figure 6. Non-White and Non-Hispanic Population 19
 Figure 7. Households Without Vehicles 20
 Figure 8. Households with Limited English Spoken 21

TABLES

Table 1. Title VI and Underrepresented Populations 9
 Table 2. Yamhill County and Sub-areas – Historical and Forecast Populations and Average Annual Growth Rates (AAGR) 12
 Table 3. Employment Characteristics..... 13
 Table 4. YCT Fixed-Route Bus Service 23
 Table 5. TriMet Fares 25
 Table 6. Strategies and Priorities..... 44
 Table 7. Funding Sources 47
 Table 8. High-Priority Strategies and Available Funding Pools..... 51

ACRONYMS

- AAGR – Annual Average Growth Rate
- ACS – American Community Survey
- ADA – Americans with Disabilities Act
- CAT – Canby Area Transit
- CCO – Coordinated Care Organization
- CDP – Census-Designated Place
- COVID – Coronavirus Disease 2019
- FTA – Federal Transit Administration
- HHS – Health and Human Services
- LEP – Low/Limited English Proficiency
- MAX – Metropolitan Area Express (TriMet light rail service)
- NEMT – Non-Emergency Medical Transportation
- ODOT – Oregon Department of Transportation
- OHP – Oregon Health Plan
- OMRS – Oregon Mennonite Residential Services
- PRC – Population Research Center
- RVHT – Rural Veteran Healthcare Transportation
- SAM – Sandy Area Metro
- SAMTD – Salem Area Mass Transit District
- SMART – South Metro Area Regional Transit

- STIF – Statewide Transportation Improvement Fund
- STIP – Statewide Transportation Improvement Program
- STF – Special Transportation Fund
- TCTD – Tillamook County Transportation District
- TDP – Transit Development Plan
- TriMet – Tri-County Metropolitan Transportation District of Oregon
- WES – Westside Express Service (TriMet commuter rail service)
- WVT – Willamette Valley Transportation
- YCAP – Yamhill Community Action Partnership
- YCT – Yamhill County Transit
- YCTA – Yamhill County Transit Area
- YCTAC – Yamhill County Transit Advisory Committee

INTRODUCTION

Yamhill County updates its Coordinated Transportation Plan (CTP) approximately every five years to work toward community goals while fulfilling state and federal funding requirements. This planning process encourages open dialogue and coordination between public transit and human service transportation providers to ensure that key populations, such as older adults, people with disabilities, and people with low incomes, are served as efficiently as possible with a high quality of service. Public transportation services within Yamhill County are primarily provided by Yamhill County Transit (YCT). YCT led the development of this CTP update.

The Federal Transit Administration's (FTA's) Section 5310 program funds projects and services that enhance the mobility of seniors and persons with disabilities. The Oregon Department of Transportation's (ODOT) Statewide Transportation Improvement Fund (STIF), created in the House Bill 2017 Transportation Funding Package and merged with the Special Transportation Fund (STF) program in July 2023, is a wide-ranging public transportation funding source that supports planning, deployment, operations, and administration costs. Specifically for a coordinated transportation plan, client-based projects and services will need to be included in the CTP to be eligible to receive STIF funding. YCT implements projects and services funded by §5310.

As the designated STIF Qualified Entity, YCT can distribute federal and state funds to itself and to eligible subrecipients to support the mobility of seniors and persons with disabilities. This update to YCT's CTP captures outstanding CTP projects from the previous update which will inform future STIF planning along with YCT's 2018 Transit Development Plan (TDP).

The intent of the CTP is to be a "living" document that identifies needs and investment priorities for seniors, people with disabilities, and low-income people. Transit providers and partners in Yamhill County will use the plan to make funding decisions and seek funding through grants to develop and enhance transit services for seniors, people with disabilities, and low-income people. Since the plan must be updated every five years, it has been written in a way that can incorporate ongoing updates and revisions.

Coordinated Transportation Plan Requirements

ODOT provides the following requirements for Coordinated Transportation Plans:

- » (1) An assessment of available services that identifies current transportation providers (public, private, and non-profit);
- » (2) An assessment of transportation needs for individuals with disabilities, older adults, and people with low incomes. This assessment can be based on the experiences and perceptions of the planning partners or on more sophisticated data collection efforts, and gaps in service (Note: If a community does not intend to seek funding for a particular program, such as Section 5310 or 5311, then the community is not required to include an assessment of the targeted population in its coordinated plan);
- » (3) Strategies, activities, and/or projects to address the identified gaps between current services and needs, as well as opportunities to achieve efficiencies in service delivery; and
- » (4) Priorities for implementation based on resources (from multiple program sources), time, and feasibility for implementing specific strategies and/or activities identified.

Assessing Need and Identifying Proposed Service and Capital Improvements

Reflecting legislative priorities identified in the Keep Oregon Moving act, the CTP addresses the transportation needs of people residing and traveling within the region, especially those residents in low-income communities. Key project and program provisions of the CTP include the following STIF Criteria:

- » Increased frequency of bus service to areas with a high percentage of Low-Income Households.
- » Expansion of bus routes and bus services to serve areas with a high percentage of Low-Income Households.
- » Fund the implementation of programs to reduce fares for public transportation in communities with a high percentage of Low-Income Households.
- » Procurement of low or no emission buses.
- » Improvement in the frequency and reliability of service between communities inside and outside of the Qualified Entity's service area.
- » Coordination between Public Transportation Service Providers to reduce fragmentation in the provision of transportation services.
- » Implementation of programs to provide student transit service for students in grades 9-12.

Plan Organization

This CTP update is organized into the following sections:

- » **Demographics:** This section reviews the existing demographics, population trends, and employment trends in Yamhill County, with emphasis on the target population groups for a CTP (e.g., people with disabilities, seniors).
- » **Existing Services and Resources:** This section lists all known public, non-profit, and private transportation providers within Yamhill County. In addition to YCT, these groups help provide transportation services for those in need.
- » **Stakeholder Involvement:** This section provides an overview of the public outreach work for the CTP update, including online surveys, interviews, and a virtual stakeholder workshop.
- » **Goals and Objectives:** This section outlines the goals for the CTP, as well as a list of more specific objectives that will help YCT meet those goals.
- » **Needs and Strategies:** This section outlines the identified needs and supporting strategies for the CTP. The needs and strategies have been split into six categories: transportation services, infrastructure, coordination and organization, marketing/customer service/outreach, technology, and capital and funding.
- » **Implementation Plan:** This section prioritizes the strategies and matches funding sources to high-priority projects.

DEMOGRAPHICS

Understanding specific demographic distribution and needs is vital to evaluating the responsiveness of a transit system. This memorandum presents the composition of Yamhill County and its communities and the planning considerations to meet the needs of different transit dependent populations. The study area includes cities/census designated places (CDPs) and census blocks within the County. This memorandum uses the most recent available American Community Survey (ACS) 5-year data.

Transit riders can be generally characterized into two category types:

- **Choice riders** have adequate resources and abilities to own, operate, and maintain a vehicle but choose to use transit. Choice riders are more likely to use public transportation for commuting or when transit offers an advantage over driving (i.e., congestion, convenience, high parking fees, passenger amenities, etc.)
- **Captive riders**, also referred to as transit dependent riders, use public transportation because they lack access or resources to own or operate a vehicle. These riders use public transportation for most of their trips, including getting to work, medical appointments, shops, and social activities.

Choice riders can be located anywhere in a community, with the strongest market areas typically being areas with high population or employment density. In contrast, determining the market areas for captive riders is more complex, requiring an understanding of population distributions and the special concerns of specific populations. For example, older adults tend to travel during the daytime and require shorter walks to/from a bus stop. The following describes seven demographic groups typically associated with higher use of transit.

- **People Experiencing Poverty** – individuals who live within a set of income thresholds established by the US Census Bureau and that vary by family size and composition. Low-income households tend to rely on public transportation as it is less expensive than owning and operating a vehicle.
- **People with Disabilities** – people with a disability may not be able to drive a vehicle, or may have difficulty operating a vehicle, and require access to public transportation.
- **Youth** – individuals under 18 years of age have limited access or ability to drive a vehicle.
- **Seniors** – individuals aged 65 and older may become less comfortable driving as they age or are no longer physically able to operate a vehicle.
- **People of an Ethnic/Racial Minority** – may live in neighborhoods that have suffered systemic disinvestment and other barriers to transportation.
- **Zero Vehicle Households** – persons residing in households without access to a vehicle typically rely on walking, biking, public transportation, or carpooling to meet their needs.
- **Low English Proficiency Households** – low English proficiency (LEP) can be a barrier for interacting with the transportation system, particularly in terms of owning and operating a vehicle. Typically, households with LEP rely on other modes to meet their needs.

Title VI of the Civil Rights Act of 1964 prohibits discrimination in the provision of federally supported benefits and services, including public transportation service. In addition to Title VI populations, this analysis presents information about the study area population's transit reliant

populations, including poverty status, age, racial/ethnic composition, English proficiency, and proportion of people with disabilities.

Table 1 provides a summary of these metrics for Yamhill County and its communities. This analysis provides information regarding populations who are typically more reliant on transit or have been historically underrepresented in planning processes. Values higher than the state average are in **bold**. As shown, cities throughout Yamhill County have high percentages of people below the poverty line, people with a disability, youth, seniors, and households with zero vehicles or low English proficiency. Notably, Grand Ronde has high concentrations of populations under each metric.

Table 1. Title VI and Underrepresented Populations

Jurisdiction and Population (2021)	Below Poverty (125%)	Below Poverty (200%)	With a Disability	Youth (Under 18)	Seniors (65 & Over)	Racial/ Ethnic Minority	Zero Vehicle	Low-English Proficiency
Oregon (4,207,177)	16.1%	28.7%	14.4%	20.8%	17.7%	25.9%	3.2%	2.3%
Yamhill County (107,024)	14.1%	26.2%	15.3%	22.1%	17.4%	24.2%	2.3%	1.9%
Amity (1,789)	17.7%	27.8%	15.3%	23.8%	9.3%	21.6%	0.7%	0.0%
Carlton (2,219)	9.5%	13.5%	21.6%	24.1%	14.8%	22.1%	4.5%	0.8%
Dayton (2,672)	18.5%	30.7%	12.6%	28.4%	15.0%	30.1%	3.9%	5.2%
Dundee (3,237)	4.6%	12.4%	9.2%	29.0%	14.6%	24.6%	0.0%	0.0%
Grand Ronde CDP (1,334)	36.0%	59.1%	30.5%	30.7%	12.0%	59.3%	5.3%	1.0%
Lafayette (4,369)	10.5%	22.9%	14.7%	24.1%	9.2%	28.9%	0.0%	1.3%
McMinnville (34,224)	20.8%	33.8%	17.7%	22.9%	18.5%	29.4%	1.8%	3.5%
Newberg (25,108)	10.8%	24.4%	11.7%	22.6%	14.5%	24.3%	5.3%	1.0%
Sheridan (4,826)	17.2%	35.7%	20.4%	19.0%	18.9%	15.6%	0.9%	0.0%
Willamina (2,511)	28.1%	47.0%	21.7%	27.2%	14.6%	18.7%	1.0%	0.4%
Yamhill (1,337)	10.9%	26.2%	11.1%	31.3%	10.2%	16.5%	0.0%	1.8%

People Experiencing Poverty

Low-income populations are individuals that live within a set of income thresholds established by the US Census Bureau, and that vary by family size and composition. Historically, people experiencing poverty may rely on active and public transportation to a greater degree than the general population. Recognition of where people experiencing poverty is concentrated can help determine transportation needs and target future transit service. Figure 1 and Figure 2 illustrate areas with high percentages of people living below the poverty levels. Densities of individuals residing below 125% poverty are located in the following areas:

The federal poverty level is defined by household size. The 2023 federal poverty level for a family of 4 is \$27,750. 200% of federal poverty level for a family of 4 would be \$55,500. The state of Oregon uses 200% poverty level for Statewide Transportation Improvement Fund (STIF) criteria.

- **Areas of McMinnville.** The highest concentrations lie north of Highway 99W between N Baker Street, NE Burnett Road, and NE 27th Street. High concentrations are also present west of Highway 99W near SW 2nd Street and between Highway 99W and Highway 18 south of 2nd Street.
- **Newberg** between Highway 219, East Mountainview Drive, Hess Creek, and the rail line.

Densities of individuals residing below 200% of the poverty threshold exist in the following areas:

- **Areas of McMinnville.** The highest concentrations are located north of Highway 99 between N Baker Street, NE Burnett Road, and NE 27th Street. High concentrations are also present west of Highway 99W near SW 2nd Street.
- **Newberg** between Highway 219, East Mountainview Drive, Hess Creek, and the rail line.

Persons with Disabilities

People with a disability may have difficulty operating a vehicle and require access to public transportation. Figure 3 illustrates areas with high concentrations of households with disabilities. These populations are shown to reside in the following areas:

- **Areas of McMinnville.** The highest concentrations in the County exist in McMinnville, north of Highway 99W between N Baker Street, NE Burnett Road, and NE 27th Street, as well as east of SW Hill Road adjacent to SE 2nd Street.
- These populations are found throughout the central and western parts of **Newberg**.

Youth and Seniors

Analyzing an area's age composition helps decision-makers understand the potential need for increased transit options. As people age, they typically begin to drive less and require alternative modes of transportation for medical appointments, shopping, and visiting family and friends. Children are unable to operate a vehicle until they are at least 16 years old and must rely on family, friends, walking, biking, or public transportation for travel. Figure 4 and Figure 5 illustrate areas with concentrations of youth and seniors, respectively. As illustrated, densities of youth and seniors reside in the following areas:

- **Dundee**, where high concentrations of youth are shown along Highway 99W.

- The highest concentration of youth and seniors are found in **McMinnville**. There is also a high concentration of youth north of Highway 99W between N Baker Street, NE Burnett Road, and NE 27th Street and adjacent to SW 2nd Street. Concentration of seniors are found north of Highway 99W between N Baker Street, NE Burnett Road, and NE 27th Street as well as east of SW Hill Road along SW 2nd Street.
- There are high youth and senior concentrations found in **Newberg**, as well. High concentrations of youth are found in the northwest corner of the city, in the central part of the city north of Highway 99W, and in the southwest corner of the city near 1st Street. High concentrations of seniors are found around George Fox University in the central part of the city.
- A high concentration of seniors is present in the northeast portion of **Sheridan**.

Racial/Ethnic Minority

There is often a correlation between areas with a concentration of people of an ethnic or racial minority, as defined by the US Census Bureau as non-white and/or Hispanic populations, and neighborhoods that have suffered systemic disinvestment and may be experiencing other barriers to transportation. Understanding where minority populations live is a step towards equitably implementing transit service that serves their needs. Figure 6 illustrates areas with high percentages of people of a racial minority. Densities of racial minorities reside in the following areas:

- In the southwest portion of **Lafayette**.
- The highest concentrations in **McMinnville** are located north of Highway 99W between N Baker Street, NE Burnett Road, and NE 27th Street as well as east of SW Hill Road adjacent to SW 2nd Street.
- In the southwestern portion of **Newberg**.

Vehicle Ownership

Availability to an individually owned and operated vehicle may limit a person's ability to commute to work, secure household goods or personal services, or get to an activity center. Depending on the number of people living in each household, the lack of a vehicle or enough vehicles may be insufficient to provide everyone with a means of transportation. Figure 7 illustrates areas with concentrations of households with no vehicles available. Densities of these zero car households reside in the following areas:

- The highest concentrations in **McMinnville** are located north of Highway 99W between N Baker Street, NE Burnett Road, and NE 27th Street as well as southwest of Highway 99W and SW 2nd Street.
- **Newberg** to the west and northwest of George Fox University.

Low English Proficiency Households

Low English proficiency can be a barrier to effectively using the transportation system, particularly in terms of owning and operating a vehicle. Typically, households with low English proficiency rely on modes other than a vehicle to meet their mobility needs. Figure 8 illustrates

areas with high concentrations of households with low English proficiency. Densities of households with low English proficiency reside in the following areas:

- **McMinnville** south of Highway 99W between NE Lafayette and NE 14th Street.
- In the eastern portion of **Newberg** south of Highway 99W.

Population Trends

Portland State University's Population Research Center (PRC) provides population forecasts for regions around Oregon. In 2020, the PRC developed population forecasts for Yamhill County. As shown in Table 2, Yamhill is expected to have annual average growth rate (AAGR) of 1.0% between 2020 and 2045. This would result in an overall total population increase of over 28,000 over that 25-year period. The population is expected to grow fastest in Carlton, Lafayette, and Newberg.

Table 2. Yamhill County and Sub-areas – Historical and Forecast Populations and Average Annual Growth Rates (AAGR)

Area	Population (2000)	Population (2010)	AAGR (2000-2010)	Population (2020)	Population (2045)	Population (0270)	AAGR (2010-2020)	AAGR (2020-2045)	AAGR (2045-2070)
Yamhill County	84,992	99,193	1.6%	105,911	134,702	167,672	0.6%	1.0%	0.9%
Amity	1,481	1,623	0.9%	1,733	2,083	2,468	0.6%	0.7%	0.7%
Carlton	1,514	2,007	2.9%	2,329	3,313	4,577	1.5%	1.4%	1.3%
Dayton	2,244	2,708	1.9%	2,778	3,488	4,325	0.2%	0.9%	0.9%
Dundee	2,672	3,162	1.7%	3,139	4,195	5,477	-0.1%	1.2%	1.1%
Gaston	110	154	3.4%	154	189	227	0.0%	0.8%	0.7%
Lafayette	2,597	3,753	3.8%	4,146	6,554	9,721	1.0%	1.8%	1.6%
McMinnville	26,709	32,527	2.0%	34,564	44,539	56,047	0.6%	1.0%	0.9%
Newberg	18,558	22,572	2.0%	24,877	34,929	47,258	1.0%	1.4%	1.2%
Sheridan	5,581	6,210	1.1%	6,102	7,232	8,389	-0.2%	0.7%	0.6%
Willamina	1,128	1,180	0.5%	1,247	1,425	1,590	0.5%	0.5%	0.4%
Yamhill (City)	805	1,024	2.4%	1,090	1,430	1,823	0.6%	1.1%	1.0%
Outside UGBs	21,593	22,273	0.3%	23,752	25,326	25,771	0.6%	0.3%	0.1%

Employment

Table 3 provides a summary of employment characteristics for Yamhill County and its communities. Values higher than the state average are in **bold**. As shown, very few cities have an unemployment rate higher than the state average and nearly all cities have a higher-than-average commute time, indicating that employees are having to travel comparatively longer distances to get to work. This may also be an indication that working-aged individuals are dependent on reliable transportation to get to places of employment.

Table 3. Employment Characteristics

Population (2021)	Population 16 Years & Over	Population 16 Years & Over in Labor Force	Unemployment (%)	Mean Travel Time to Work (minutes)
Oregon (4,207,177)	3,434,262	2,150,814	5.6%	23.7
Yamhill County (107,024)	86,184	51,750	3.7%	26.7
Amity (1,789)	1,397	869	1.7%	30.5
Carlton (2,219)	1,715	1,130	3.5%	27.5
Dayton (2,672)	2,003	1,215	11.2%	24.6
Dundee (3,237)	2,498	1,664	5.1%	24.1
Grand Ronde CDP (1,334)	936	362	11.9%	30.8
Lafayette (4,369)	3,332	2,390	1.4%	36.3
McMinnville (34,224)	27,178	15,960	3.0%	21.8
Newberg (25,108)	20,173	13,367	3.3%	27.4
Sheridan (4,826)	4,013	2,447	7.1%	29.6
Willamina (2,511)	1,863	1,094	8.4%	28.4
Yamhill (1,337)	992	656	2.9%	30.6

Figure 1. Population Below 125% Poverty Level

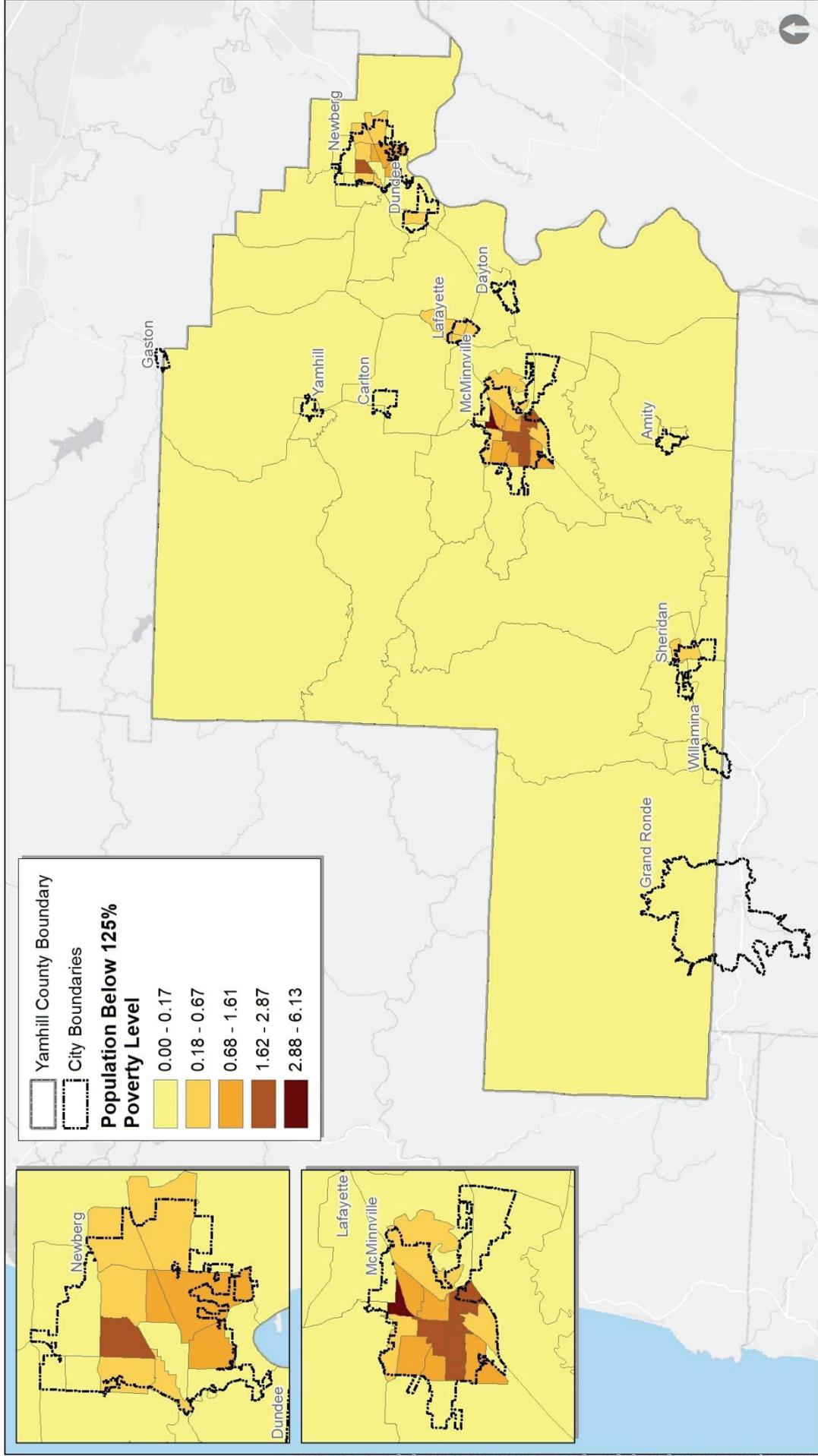


Figure 2. Population Below 200% Poverty Level

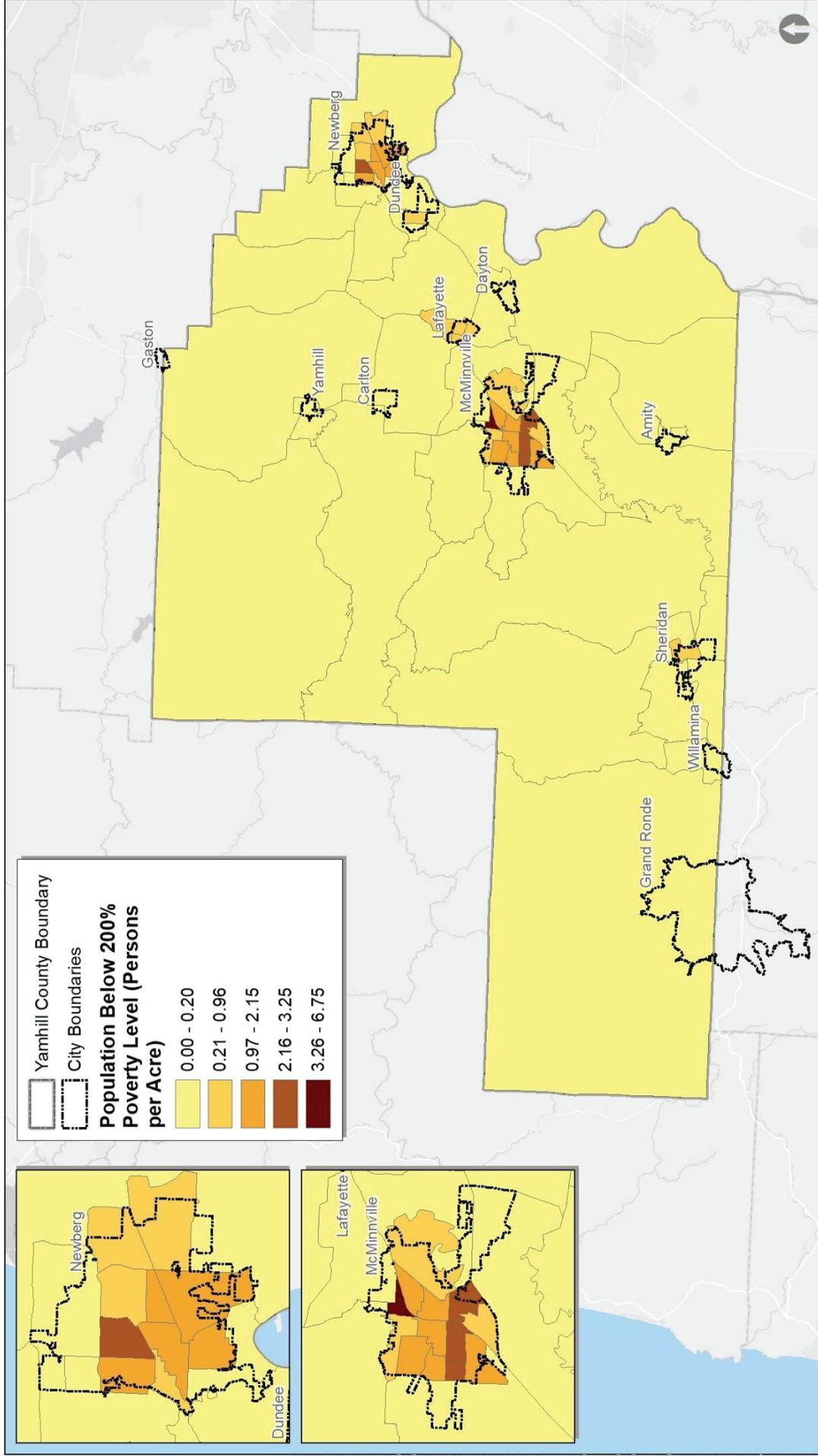


Figure 3. People with Disabilities

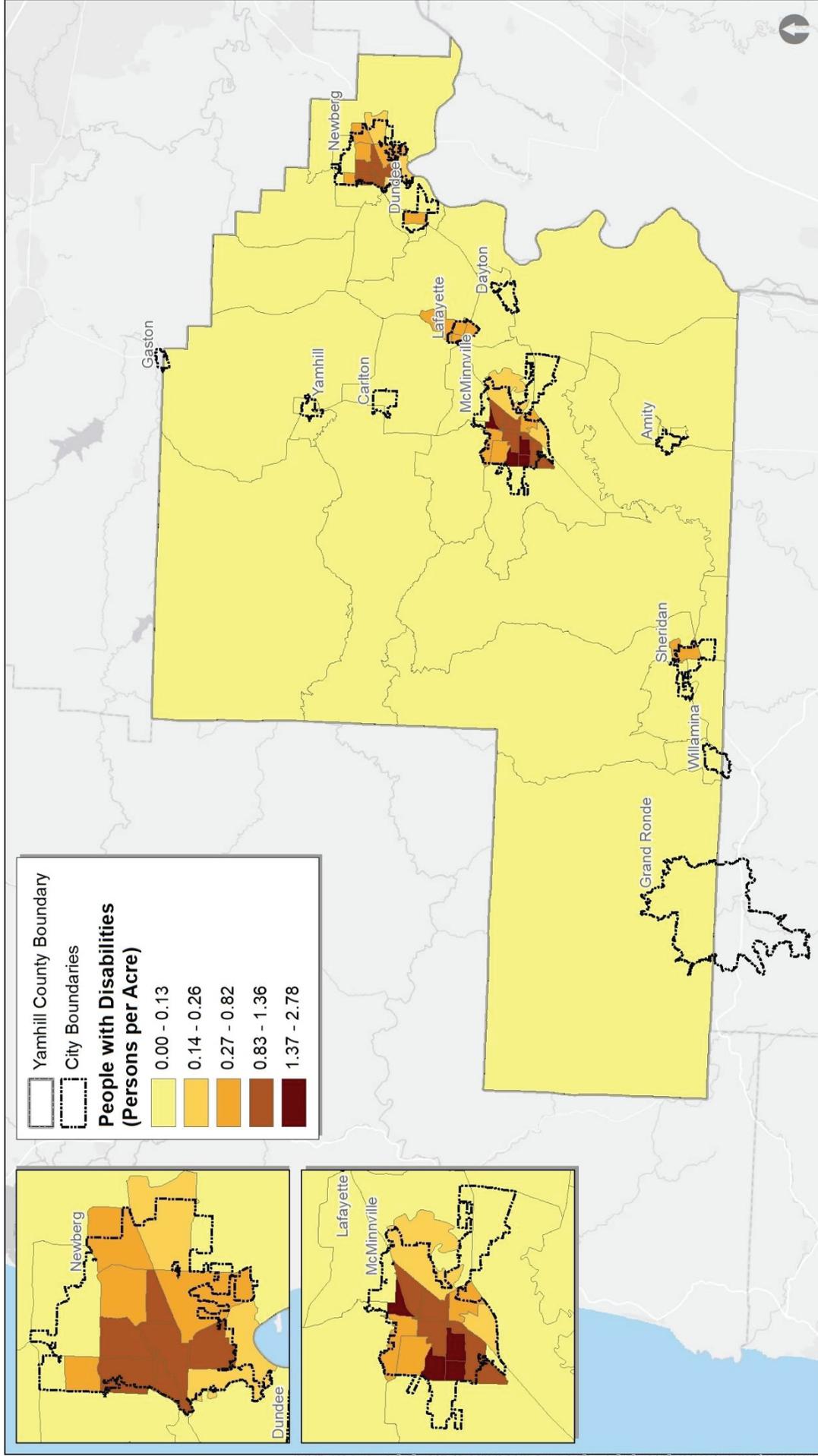


Figure 4. People Under Age 18

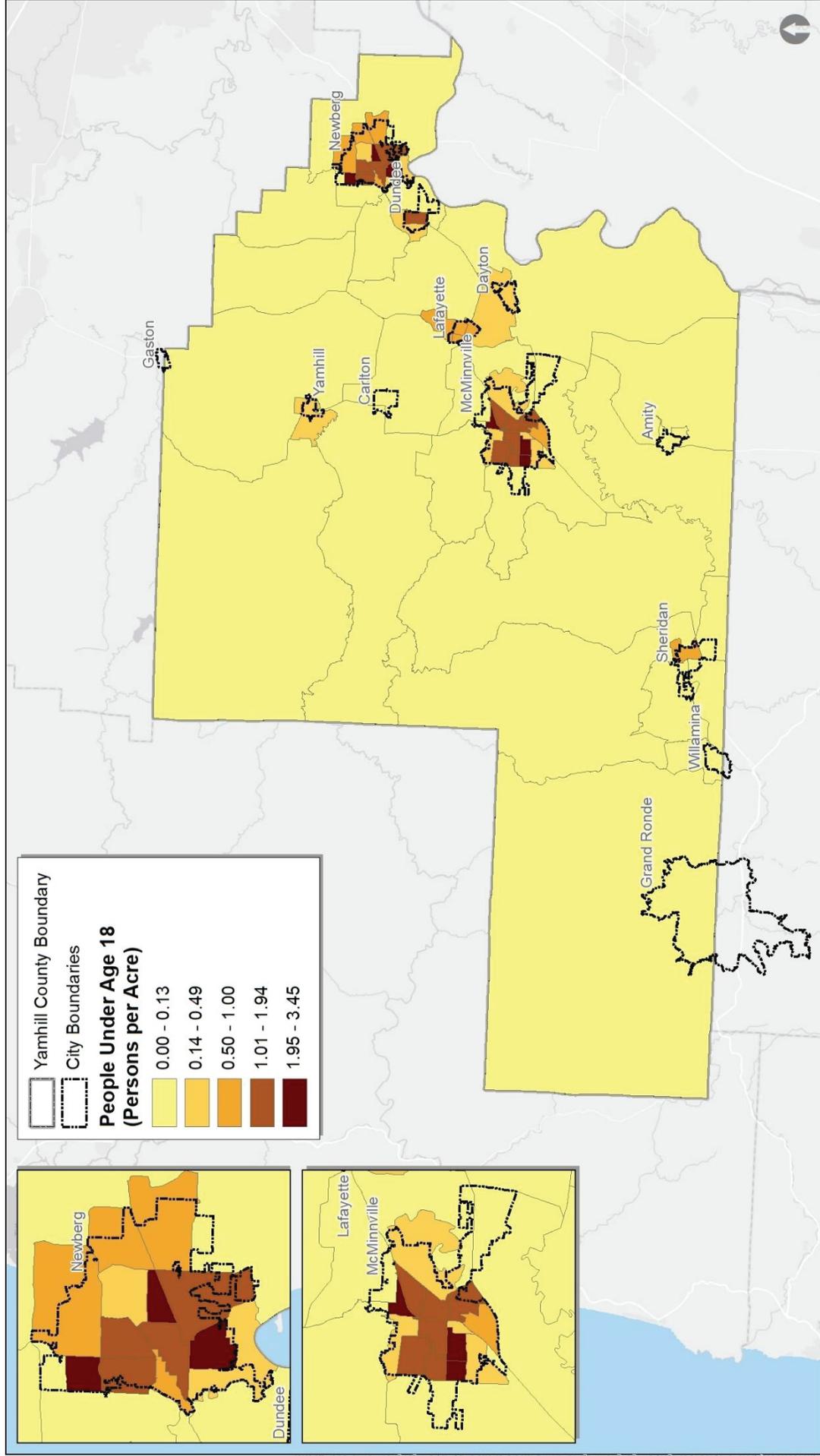


Figure 5. People Aged 65 and Over

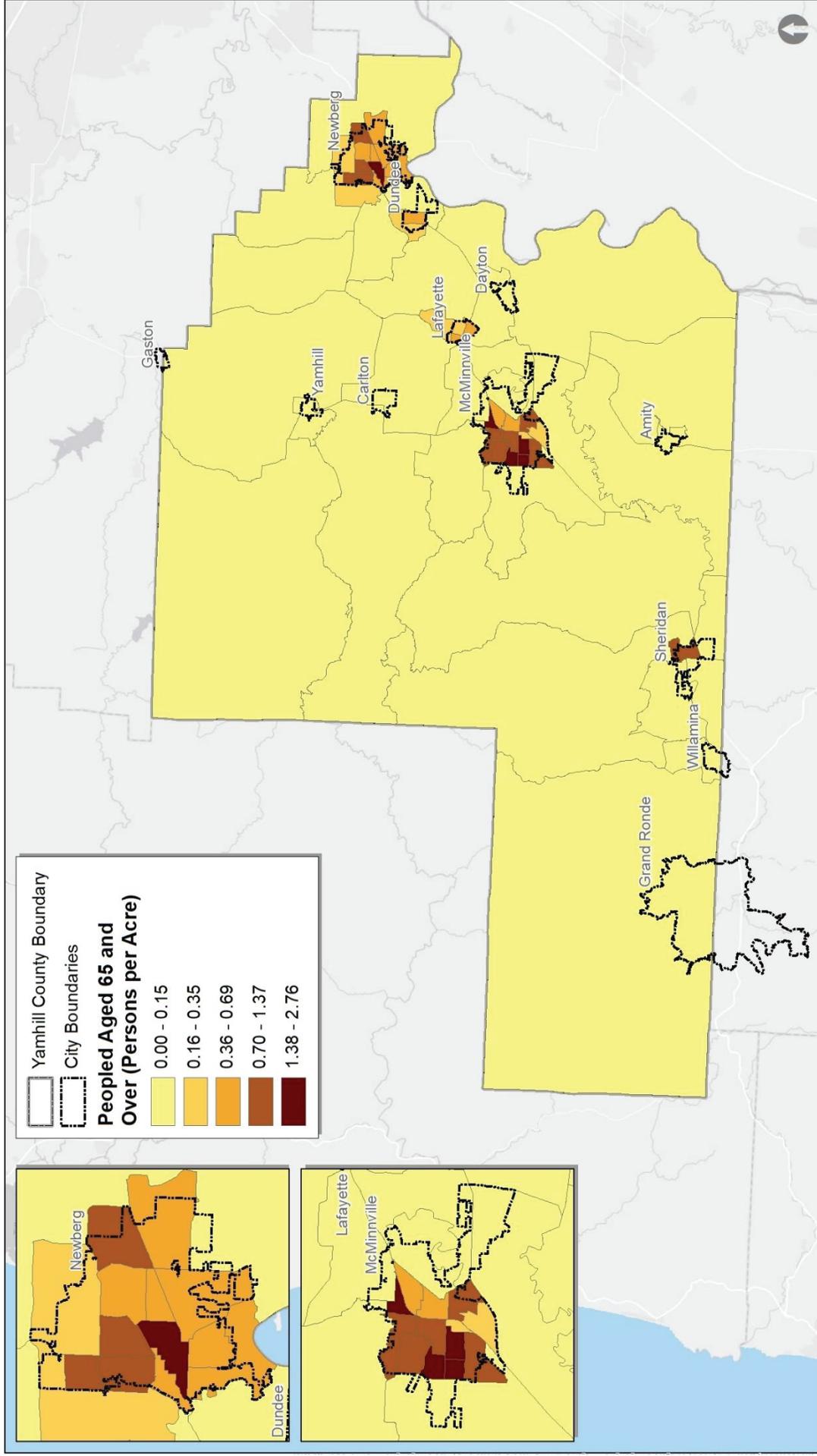


Figure 6. Non-White and Non-Hispanic Population

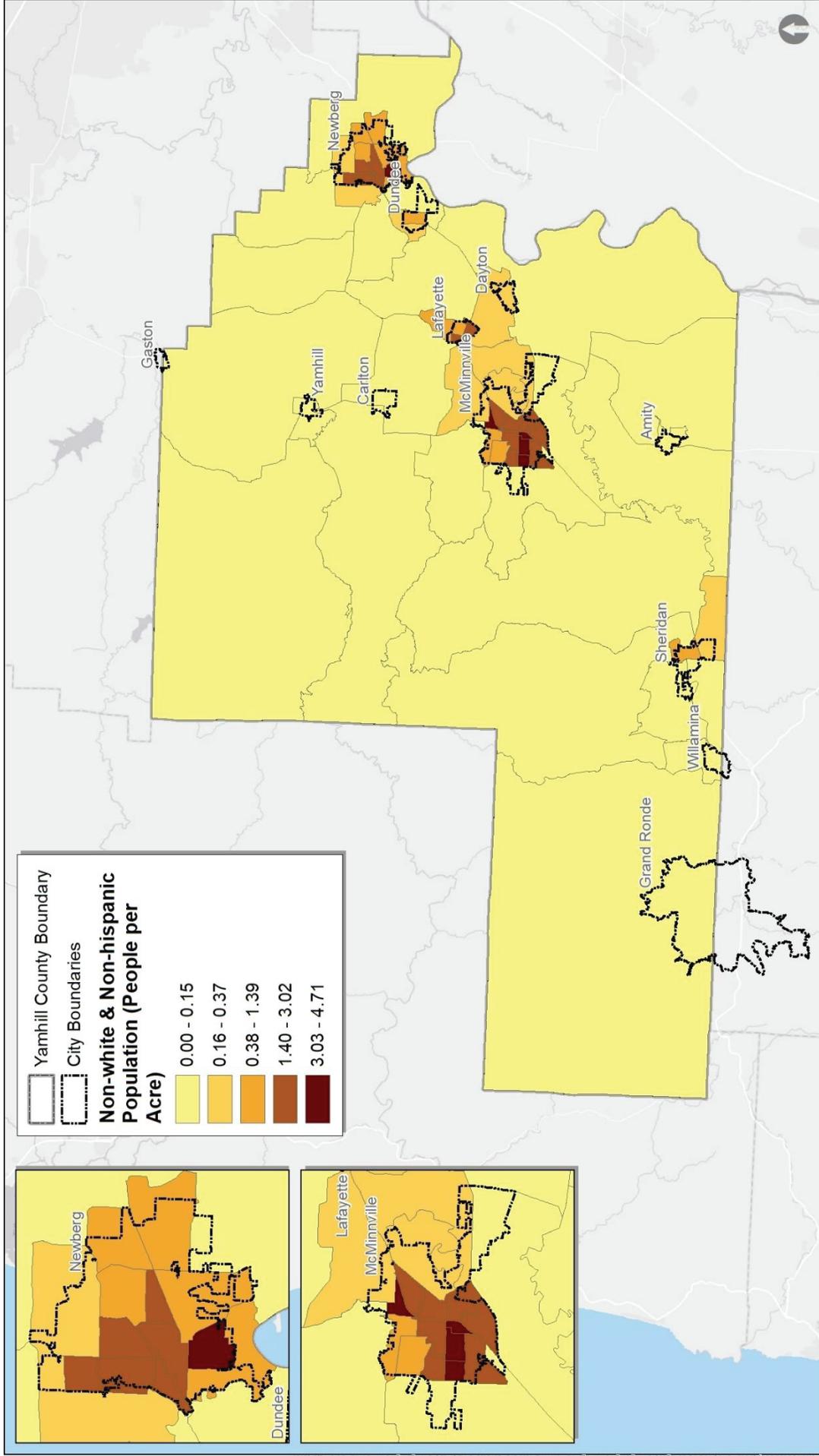


Figure 7. Households Without Vehicles

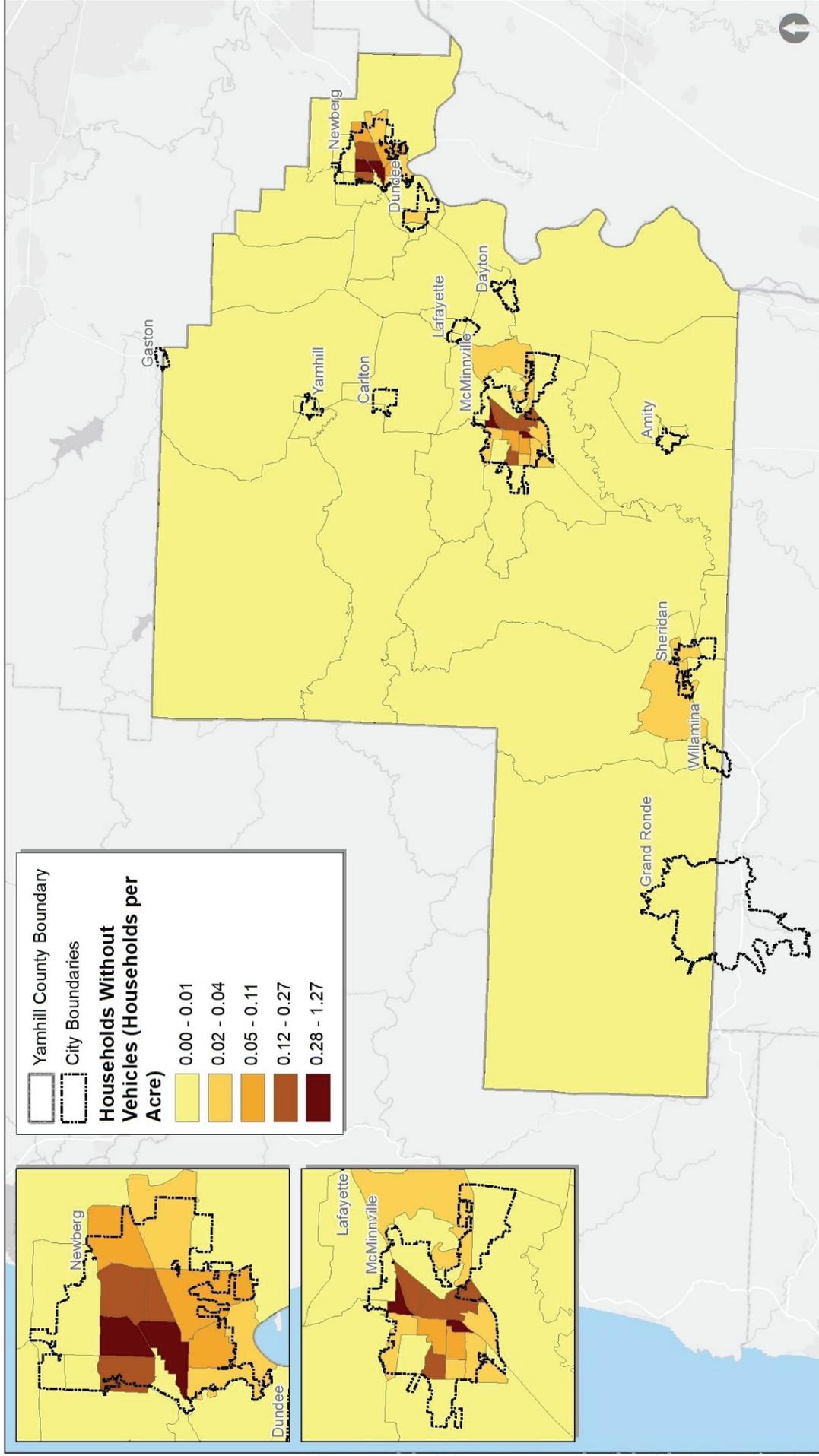
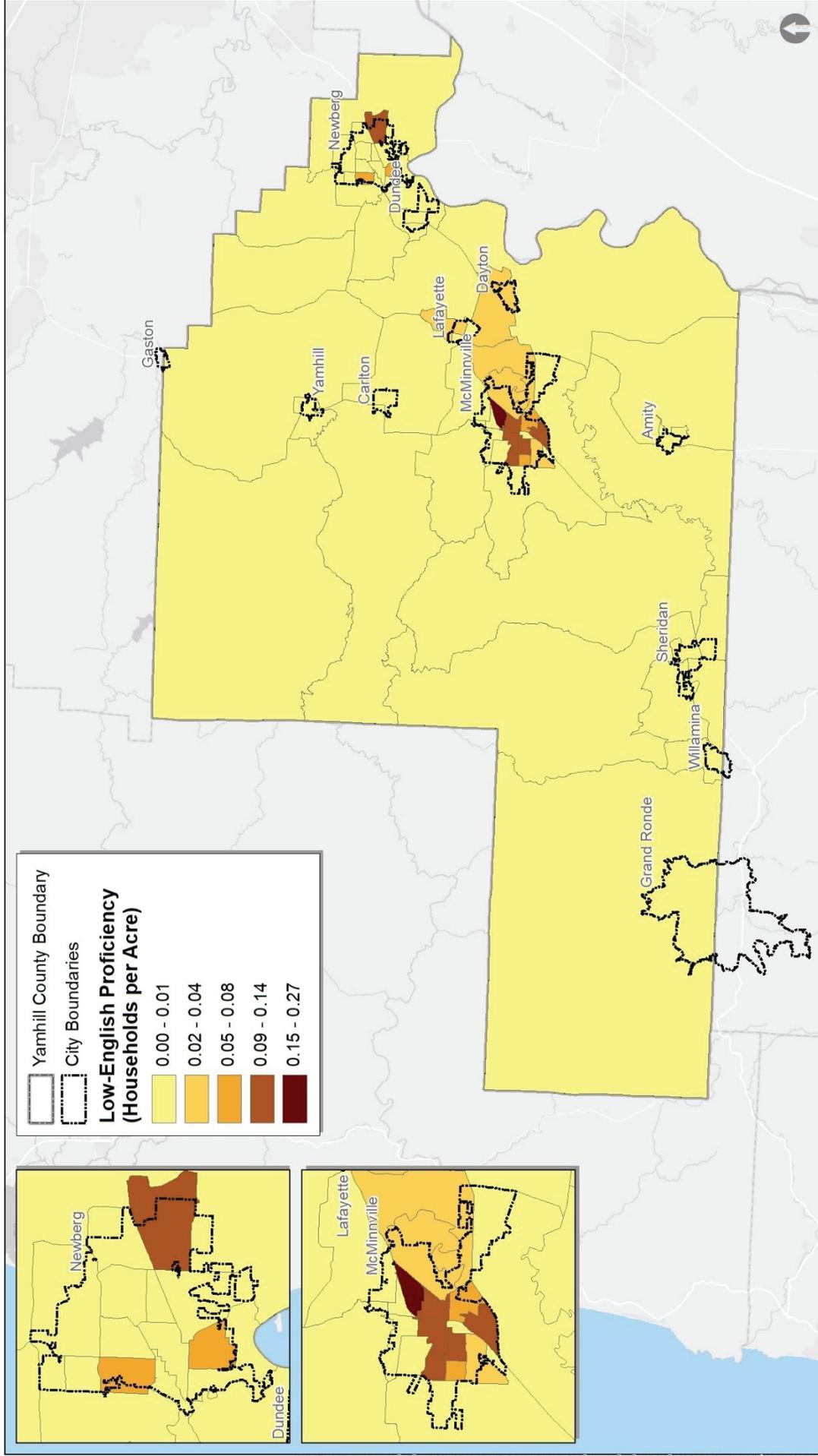


Figure 8. Households with Limited English Spoken



EXISTING SERVICES AND RESOURCES

The section presents an overview of existing transit service in Yamhill County. The largest transit service providers, human service providers, and private transportation providers are described below.

Yamhill County Transit Area

<https://ycbus.org/>

Yamhill County Transit (YCT) provides public transit service in Yamhill County with connections to TriMet and Salem-Keizer (Cherriots) transit systems. The YCT Transit Center located in downtown McMinnville serves all transit routes on weekdays. Some transit routes have service on Saturdays, but no YCT routes operate on Sundays or on holidays. Table 4 below describes YCT's routes, headways, and service span in greater detail.

Route 1 provides hourly north-south service within the City of McMinnville connecting destinations such as Lowe's, Albertson's, Linfield College, and Discovery Park on the south side of the city to the YCT Transit Center in downtown McMinnville.

Route 2 provides hourly east-west service within the City of McMinnville between Chemeketa Community College and Willamette Valley Medical Center on the east side of the city and the YCT Transit Center.

Route 3 provides hourly north-south service within the City of McMinnville connecting destinations such as Heather Manor Mobile Home Park, WinCo, Safeway, and Rite-Aid near OR 99W on the north side of the city and the YCT Transit Center.

Route 4 provides hourly east-west service within the City of McMinnville between the YCT Transit Center in McMinnville and West Hills Neighborhood Park.

Route 5 was suspended in 2023 and provided hourly north-south service within the City of Newberg between the Chehalem Senior Center and Ewing Young Park connecting George Fox University as well as downtown Newberg.

Route 7 was suspended in 2023 and provided hourly east-west service within the City of Newberg connecting destinations such as Naps Thriftway and George Fox University in downtown Newberg with Safeway, Fred Meyer, Providence Medical Center and the Newberg branch of Portland Community College on the east end of town.

Route 11 provides weekday service from McMinnville to the City of Amity and to the West Salem Transit Center.

Route 22 provides service along OR 18 from McMinnville to Sheridan, Willamina, and to Spirit Mountain Casino and Grand Ronde on weekdays and on Saturday. (Saturday service is currently suspended until further notice.)

Route 33 provides weekday service to TriMet's MAX Blue Line and downtown Hillsboro. Buses travel along OR 47 and provide service to the cities of Carlton, Yamhill, Gaston, and Forest Grove from McMinnville.

Route 44 provides weekday service from McMinnville to the Tigard Transit Center along OR 99W and serves the communities of Lafayette, Dayton, Dundee, Newberg, and Sherwood as well as

Saturday service serving the same communities. Route 44X provides morning and afternoon commuter service via Highway 18 before rejoining the Route 44 line in Dayton. Both routes provide passengers the opportunity to connect to downtown Portland or other destinations via TriMet service from the Tigard Transit Center. (Saturday service is currently suspended until further notice.)

Table 4. YCT Fixed-Route Bus Service

Route Number	Route	Service Days	Headways	Length of Service
1	McMinnville – South Loop	Weekdays	60 minutes	8:30 am – 5:55 pm
2	McMinnville – East Loop	Weekdays	60 minutes	7:01 am - 5:30 pm
3	McMinnville – North Loop	Weekdays	60 minutes	8:04 am – 5:30 pm
4	McMinnville – West Loop	Weekdays	60 minutes	7:30 am – 5:57 pm
5	Newberg Foothills Drive (Newberg Circulator)	Weekdays	60 minutes <i>Service is currently suspended</i>	7:36 am – 5:45 pm
7	Newberg Providence (Newberg Circulator)	Weekdays	60 minutes <i>Service is currently suspended</i>	7:05 am – 6:25 pm
11	McMinnville to West Salem	Weekdays	McMinnville to West Salem departure times: 6:00 am, 7:35 am, 12:00 pm, 4:00 pm, 5:40 pm. West Salem to McMinnville departure times: 6:45 am, 8:20 am, 12:52 pm, 4:50 pm, 6:30 pm.	6:00 am – 7:10 pm
22	McMinnville to Grand Ronde	Weekdays	Approximately two hours	4:25 am – 8:30 pm
22	McMinnville to Grand Ronde	Saturday	Approximately two hours with a one-hour gap in the middle of the day	8:18 am – 5:58 pm
33	McMinnville to Hillsboro	Weekdays	McMinnville to Hillsboro departure times: 5:45 am, 10:32 am, 1:02 pm, 3:32 pm, 6:02 pm Hillsboro to McMinnville departure times: 7:00 am, 11:53 am, 2:23 pm, 4:45 pm, 7:10 pm.	5:45 am – 8:09 pm
44	McMinnville to Tigard Transit Center	Weekdays	Approximately 60-180 minute headways throughout the day but as low as 60 minutes in the am toward Tigard and 35 minutes in the pm towards McMinnville.	5:10 am – 8:49 pm

Route Number	Route	Service Days	Headways	Length of Service
44x	McMinnville to Tigard Transit Center	Weekdays	There is one express bus traveling to McMinnville in the am and one express bus traveling to Tigard Transit Center in the pm. The total travel time is about 70 minutes.	6:42 am – 7:59 am and 5:05 pm – 6:14 pm

Fares before 2020 were \$1.25 for a fixed route one-way regular fare and \$2.50 for a single all-day pass. A 10-pass (all-day) passbook was \$18.00 and unlimited monthly passes were \$35.00. A pass could be purchased from YCT drivers, the Board of Commissioners office, and the TransDev office. YCT services are currently fareless and after conducting a fareless study and a survey of leaders throughout the county, YCT will be implementing a new fare policy and new collection system this fall. YCT provides the general public curb-to-curb Dial-A-Ride services in McMinnville and Newberg and limited service to Dundee for anyone who is unable to access the fixed route system due to mobility limitations or those who origins/destinations are not within close proximity to fixed routes. The fare is \$1.75 one-way and \$40.00 for an unlimited monthly pass. Dial-A-Ride service operates from 8:00 am to 4:30 pm on weekdays. Reservations must be made by phone at least 24 hours in advance. Dial-A-Ride service hours overlap with the fixed route services offered by YCT, which indicates that there may be gaps in service for seniors and persons with disabilities during the evenings, on Sundays, and during holidays.

YCT provides ADA complimentary paratransit service within ¼ of a mile of its fixed routes in McMinnville and Newberg. Paratransit service operates Monday through Friday in McMinnville from 7:00 am to 6:00 pm and in Newberg from 7:00 am to 6:30 pm. Reservations can be made from 7:00 am to 6:30 pm Monday through Friday. Customers can leave a message on the phone on Saturday and Sunday for Monday service. ADA Paratransit fare is \$2.50 single one-way ride. Monthly passes are not currently available for ADA paratransit service. Services for non-English speakers in Spanish can be provided upon request. Translations are performed by a Certified Languages International contractor. YCT owns and operates a fleet of 27 wheelchair-accessible vehicles.

Salem Area Mass Transit District (Cherriots)

<https://www.cherriots.org/>

Salem Area Mass Transit District (SAMTD), primarily known as Cherriots, is the main public transit and complementary paratransit provider to the Salem-Keizer area, southeast of Yamhill County. At this time, all Cherriots services operate Monday through Friday from approximately 6:00 am to 11:00 pm, with 19 bus routes operating on Saturdays and 11 bus routes operating on Sundays. Cherriots manages all aspects of transportation in the Salem-Keizer area and overlaps with Yamhill County.

Cherriots provides fixed route bus service within Salem and Keizer. Fixed route service is categorized as Cherriots Local and Cherriots Regional, with Cherriots Regional encompassing transit services that were formerly under the CARTS branding. Cherriots Regional provides service to surrounding communities including Dallas, Independence, Monmouth, Stayton, and Silverton. With the recent suspension of Tillamook County Transportation District's 60X and 70X service, there is currently no transit service connecting Grand Ronde with either Salem or Lincoln City.

Cherriots and YCT Service Overlap

Cherriots provides service to the West Salem Transit Center connecting to YCT's Bus Route 11, which serves an area between McMinnville and Salem. The TripLink Call Center takes reservations for the RED Line, CherryLift, CARTS flex routes, and deviations from CARTS regular routes, coordinating rides through the region's Coordinated Care Organization (CCO) for Non-Emergency Medical Transportation (NEMT) to eligible Oregon Health Plan (OHP) clients traveling to covered medical services.

Operational Characteristics of Cherriots

The adult one-way fare is \$1.60 or \$3.25 for a day pass on Cherriots fixed route buses. The reduced fare for senior citizens 60 years or older, disabled individuals, and Medicare card holders is \$0.80 (\$1.50 for day pass). The youth fare is free for anyone from the age 0-18. A 30-day pass costs \$45.00 for adults and \$22.50 for those eligible for Reduced fares.

The Cherriots fleet is composed of vehicles that are ADA compliant and equipped with lifts, ramps, or kneeling capability. Buses have an automatic stop announcement system as required by ADA. A priority seating area for seniors and people with disabilities is located near the front door of each vehicle. Each bus is also equipped with bike racks that accommodate up to two bicycles at a time.

Willamette Valley Transport

<https://wvtransport.com/>

Willamette Valley Transport (WVT) provides for-hire wheelchair transportation services for people living in and around Yamhill County. Across its entire network, spanning between Portland, Salem, and Eugene, WVT owns many wheelchair-accessible vehicles and can accommodate non-English speakers.

Tri-County Metropolitan Transportation District of Oregon (TriMet)

<https://trimet.org/home/>

Tri-County Metropolitan Transportation District of Oregon (TriMet) is the transit operator for the Portland metropolitan area including parts of Multnomah, Washington, and Clackamas counties. TriMet is the largest transit operator in the state and provided more than 58 million boarding rides in the Fiscal Year 2023 on 76 bus lines, five MAX light rail lines, and the Westside Express Service (WES) Commuter Rail. Service across the TriMet system is generally available from approximately 4:30 AM to 2:30 AM daily. Fares on TriMet are shown in Table 5 below and allow passengers to ride on any combination of buses, MAX light rail, WES, and on the Portland Streetcar system.

Table 5. TriMet Fares

Fare Type	2.5-Hr Ticket	1-Day Pass	Monthly Pass
Adult (18-64)	\$2.80	\$5.60	\$100.00
Honored Citizen (65+) / Youth (7-17)	\$1.40	\$2.80	\$28.00
LIFT Paratransit	\$2.80	-	-

LIFT is TriMet's shared-ride service for people who are unable to use regular buses or trains due a physical or mental disability. Passengers must apply and be registered customers in order to use

LIFT. The LIFT service area covers all locations within TriMet's service boundary that are three-fourths of a mile of TriMet bus and light rail routes. Service hours are similar to TriMet's regular service window and are available from 3:30 AM to 2:30 AM daily, although that may differ in some parts of TriMet's service district. Advance reservation is required for all trips and must be made before 5:00 pm on the day before the trip. More information on TriMet's LIFT program can be found online at this URL: <https://trimet.org/lift/pdf/liftguide.pdf>.

The TriMet system provides connections to surrounding transit systems including the Yamhill County Transit Area; Salem Area Mass Transit District; C-TRAN in Vancouver, Washington; South Metro Area Regional Transit; Canby Area Transit (CAT); Sandy Area Metro (SAM); and Ride Connection.

Yamhill CCO WellRide

<https://yamhillcco.org/members/transportation/>

Yamhill CCO WellRide serves as the Medicaid transportation broker for Yamhill County and coordinates medical transportation needs for Yamhill CCO members and Medicaid recipients residing in Yamhill County. Non-emergency medical transportation is provided to Medicaid eligible persons, with costs reimbursed through the State of Oregon Department of Human Services. Most of the geographic service area is contained in Yamhill County, but some trips to Marion, Polk, Washington, Clackamas, and Multnomah Counties are served. Transportation services are offered 24 hours a day, 7 days a week, 365 days per year and the call center is open from 7:30 am to 6 pm on weekdays. Yamhill CCO contracts with 11 transportation providers. This transportation service also has drivers who speak Spanish.

Ride Connection, Inc.

<https://rideconnection.org/>

Ride Connection is a private, non-profit organization based in Portland which offers transportation services for people to access the goods and services they need to survive and thrive. The Ride Connection network is made up of a collection of agencies who serve older adults, people with disabilities, low-income individuals, and the general public by offering a variety of transportation options in Clackamas, Multnomah, and Washington counties. While Ride Connection does not directly serve Yamhill County, YCT's service does overlap with Ride Connection's service in the previously mentioned counties. Volunteers also assist with providing these transportation services.

Ride Connection also offers Community Connector shuttles in specific communities to meet needs that are not offered by other transit providers. All Community Connector shuttles are free to ride.

- The [WestLink](#) operates between Forest Grove, Banks, North Plains, and Hillsboro, with four westbound and four eastbound runs Monday-Friday. There is one morning rush hour run, one midday run, and two evening rush hour runs in each direction. The WestLink service connects with YCT's Route 33 bus in Hillsboro.
- The [GroveLink](#) operates a west loop and east loop in Forest Grove, as well as a limited run employment loop at the east edge of the city. Service operates from 6:30 am to 8:00 pm on the two loop routes. Saturday service includes one Forest Grove loop and one Hillsboro loop. Grovelink service connects with YCT's Route 33 bus in Forest Grove.

- The Tualatin Shuttle (Blue Line on Herman Road, Red Line around downtown Tualatin, and Green Line on Nyberg and Borland Roads) operates from 5:00 am to 11:00 am and from 12:15 pm to 8:00 pm on Monday-Friday.
- The North Hillsboro Link offers northbound service from Orenco Station to industrial areas on either side of US 26 along Brookwood Parkway and Helvetia Road. Northbound service runs from 5:00 am to 2:00 pm, and southbound service runs from 1:45 pm to 10:00 pm on Monday-Friday. Saturday and Sunday service has a similar span with approximately half the number of runs.

Participating Human Service Agencies

Social service providers in Yamhill County include a wide array of schools, churches, nonprofits, and human service agencies. Many of these operate a single van or, in some cases, a passenger vehicle. The inventoried organizations and agencies are described in the following sections. These include agencies that provide, utilize, and need transportation.

Yamhill County Health and Human Services - Abacus Program

<https://hhs.co.yamhill.or.us/communitysupportservices/page/mental-health-recovery>

Abacus Program provides psychiatric rehabilitation services to adults and transitional aged youth with serious mental illness in Yamhill County. The services offered enhance the client's ability to live independently, increase their level of vocational functioning with Yamhill County citizens, and decrease their risk of psychiatric hospitalization. Transportation services are provided to clients for the purpose of group treatment and so that the clients can be transported to their employment, which may be provided by mental health service providers.

Yamhill County Health and Human Services – Developmental Disability Services

<https://hhs.co.yamhill.or.us/dds>

Yamhill County Health and Human Services (HHS) manages the development of individuals with intellectual or developmental disabilities. This organization coordinates and assists these individuals with needs and monitors the delivery of identified supports which includes transportation. HHS does not directly provide transportation services, but may do so in the future if state/federal grants can be obtained. This organization works with Spanish speaking populations.

Yamhill Community Action Partnership

<https://yamhillcap.org/>

Yamhill Community Action Partnership (YCAP) advocates for and assists people to become self-sufficient. YCAP works with people living with low-income, the elderly, and persons with disabilities. These services are facilitated through four major programs: Client Services & Housing, Energy Services, the regional Food Bank, and Youth Outreach. Transportation services are not

directly provided but bus passes and other transportation assistance are provided. Regardless, there are many services offered by YCAP in English and Spanish.

Head Start of Yamhill County

<https://yamhillheadstart.org/>

Head Start of Yamhill County provides educational services for children in a comprehensive, family-focused, and childhood development program. While transportation is not a major component of this program, bus services are provided to children where possible to help eliminate barriers in Yamhill County, and bus passes can be provided for families who have issues transporting themselves around Yamhill County. Head Start of Yamhill County currently serves more than 500 children from ages 0-5.

Special Olympics Oregon – Yamhill County

<https://soor.org/program/yamhill/>

Special Olympics Oregon – Yamhill County provides year-round sports competitions for athletes with intellectual disabilities. One necessity of the program is to transport athletes to various competitions. Special Olympics Oregon – Yamhill County transports athletes in vehicles rented from rental car companies or school bus services. Information can be provided in English and Spanish.

United Way of the Mid-Willamette Valley

<https://unitedwaymwv.org/>

United Way is a multidisciplinary organization aiming to improve the lives of people in Yamhill County, which could include meeting community needs such as helping build affordable housing, helping children grow, and providing the community with valuable resources and support. United Way of the Mid-Willamette Valley collaborates with the Yamhill Care Coordinating Organization and provides bus passes through Cherriots and gas vouchers for people in need. The Mid-Willamette Valley chapter does not own any vehicles for transportation but provides Spanish speaking services through the 211-information program.

Oregon Mennonite Residential Services (OMRS)

<https://omrs-dd.org/>

OMRS is a faith-based organization with a mission to improve the quality of life for individuals experiencing intellectual and developmental disabilities. OMRS has had contracts with both Linn and Yamhill Counties since it began operating group homes in 1986. OMRS provides residential and support services for up to 50 individuals in fourteen group homes located in McMinnville and Albany. OMRS provides transportation services to their clients and operates vans for their clients unable to use public transportation. OMRS transports residents to medical appointments, activities, shopping etc. The vehicles are available to the group homes 24 hours a day, seven days a week. No fare is collected, transportation services are considered a support service.

MV Advancements

<https://madvancements.org/>

MV Advancements provides vocational, residential, and day-support services to persons with disabilities in Yamhill County. The majority of MV Advancements transportation services are provided by YCT although there are several areas where public transportation is not available or suitable for the needs of MV Advancements clients. MV Advancements provides transportation for work crews, for Community Inclusion Services clients to community activities, some residential clients to medical appointments and serves clients where public transportation has been determined to not be an option for getting them to and from their program.

Private Providers

Private transportation options in the area include rail service provided by Amtrak, regional bus service provided by Greyhound, HUT Airport Shuttle to Portland Airport, the casino shuttle, and several taxi services.

Spirit Mountain Casino/Confederated Tribes of Grand Ronde

There are currently no shuttle services provided by the Casino. There are Cheriots Bus services that do access the Casino as well as independent services, such as the Caravan Shuttle (<https://www.caravanshuttle.com/shuttle>) that provides service between Portland International Airport and the Oregon Coast, with stops in Newberg, McMinnville, Sheridan, and Grand Ronde.

Taxis

There are six taxicab companies operating in Yamhill County. S&B Transportation, M&H Transportation, Super Cab, and Rick Shaw Taxi are based in McMinnville. Advanced Taxi Service is based in Newberg. Yellow Cab also operates in Yamhill County upon request.

STAKEHOLDER INVOLVEMENT

This section describes the various stakeholder involvement opportunities that shaped this plan.

Online Survey

The project team prepared an online survey for all known transportation service providers within Yamhill County to better understand the riders that they serve, their vehicle inventory, trip costs, and what they need to improve their service model.

In reviewing the potential list of inventory service recipients, YCT and the project team determined that there were three distinct groups for the survey:

- **Local Jurisdictions:** All of the local communities within Yamhill County.
- **Service Providers:** Public, non-profit, and private groups that offer transportation services for people living within Yamhill County.
- **Transit Agencies:** Formal transit providers that offer fixed-route and dial-a-ride services within Yamhill County.

While many questions were suitable for all three groups, there were specific questions that applied to both service providers and transit agencies and not local jurisdictions or applied to one group only. As a result, the project team produced three separate inventory surveys, one for each distinct group.

This section summarizes the survey results from the local jurisdictions, service providers, and transit agencies.

Local Jurisdictions

The local jurisdiction survey focused on what their respective resident's needs, challenges, and typical uses for transportation are. All 10 incorporated cities within Yamhill County responded to the local jurisdiction survey.

Key Takeaways

Some of the key takeaways include:

- The greatest transportation needs are for grocery shopping, medical/dental appointments, and employment, followed by social service appointments and elder/senior services.
- The main transportation challenges are needing to have local routine trips more accessible by transit, transit trips taking too long, and that not all transit services operate on weekends.
 - Other challenges that also ranked highly include public transit that does not operate late enough in the evening and a lack of understanding on how to use transit.
- Across the various jurisdictions, the cities or the cities' contracted services that provide transportation to medical facilities ranges from daily service to no service. This varies depending on the city, but most jurisdictions reported having no service at all to medical facilities.

The most common issues that many jurisdictions commented on is the lack of resources and frequency provided to their communities. When asked about the county's highest priority transportation needs, the responses were wide-ranging. These included covering medical appointments and shopping, employment access, supportive services, transportation between cities and along Highway 99W, and transportation to the Portland metropolitan area.

Local Service Providers

The local service provider survey focused on understanding their existing services, user needs and challenges, and what services are typically reachable by their service. These respondents ranged from public transit agencies, public human services agencies, private for-profit transportation providers and non-profit human services agencies, among other organizations.

Key Takeaways

Some of the key takeaways include:

- The greatest transportation needs are for grocery shopping and medical/dental appointments, followed by employment and senior services.
- The main transportation challenges are having local routine trips being accessible by transit, the lack of understanding of how to use transit, and that bus stops are not close enough to needed locations.
 - While not among the top three answers for local service providers, a lack of resources to pay for transportation services is cited as a transportation challenge.
- Due to COVID-19, a few providers continue to operate with some service changes, such as reducing the number of passengers in vehicles and limiting trips to essential locations.
- Across the service providers, Sunday service is the least serviced day of the week with Saturday following in terms of serviceability.
- The responding organizations generally fall into two categories: those that directly provide the transportation rides and those that fund or contract transportation services. For the second category, the funds come from an array of sources, including federal, state, city, county, and private funds, as well as charging clients a fare.
- For most of the organizations, clients schedule rides by reserving ahead of time or by knowing the regularly scheduled pick-up times.
- A couple of responding organizations say they help fund other services such as information/trip planning assistance and transit tickets/passes.

A common overarching issue that many service providers, similar to the jurisdictions survey response, comment on is the lack of resources and frequency provided to their communities. There continue to be staffing issues in hiring drivers, as well as supply chain issues in procuring new vehicles. There is a strong desire for more service in the rural parts of Yamhill County, through increased dial-a-ride service and potentially microtransit. And the local service providers state that financial support for low-income residents will help increase their mobility.

Local Transit Agencies

The local transit agencies survey focused on the rider's needs, challenges, and the existing services that are provided.

Key Takeaways

Some of the key takeaways include:

- The greatest transportation needs are for social service appointments, medical/dental appointments, and employment.
- The main transportation challenges are the lack of understanding on how to use transit and limited services on weekends.
- COVID-19 continues to impact a couple transit agencies with reduced passengers in each vehicle.
- Transportation to medical offices is provided daily for most of the transit agencies.

The main issues that transit agencies provided are the need for inter-regional coordination and the need for continuing to expand service across the county, especially dial-a-ride.

Interviews

After completing the online survey analysis, the project team identified several local agencies and organizations as interview subjects to better understand more specific transportation needs for those organizations and the people that they serve.

The organizations that participated in an interview were:

- Yamhill Community Action Partnership (YCAP)
- Yamhill CCO Well Ride
- MV Advancements
- Yamhill County Public Health/Health and Human Services (HHS)
- Unidos Yamhill County

At the beginning of each interview, the organizations were asked similar questions around key transportation challenges now and over the last five years, how COVID-19 impacted transportation needs, and whether there is support for turning YCT's temporary fareless system permanent. As the conversations continued, the questions were tailored to each specific organization.

Many of the organizations had similar issues and needs that have been impacting those who they serve. Some of the main needs that were voiced were:

- Increased route frequency
- Expanded evening and weekend transit service availability
- Expanded countywide reach and reaching rural communities better (i.e., Willamina, Grand Ronde, Sheridan)
- Increased dial-a-ride accessibility
- Increased access to health services (i.e., Newberg and McMinnville hospitals) and shopping locations
- Increased funding for more services
- More drivers due to ongoing labor shortages
- Increased education effort

As a whole, the organizations were in support of turning YCT's fareless system permanent due to increased accessibility and financial assistance for those in low income situations. If a fareless system led to reduced finances for transit routes and frequency, then there could be support for a tax increase to fill in this financial gap. It was generally understood why a fare might need to be reinstated, and it was noted that most users would still be able to afford a low fare. However, fare reinstatement could lead to potential passengers looking at other forms of travel.

Stakeholder Workshop

The project team held a virtual stakeholder workshop on Wednesday, December 6th, 2023, with many of the same organizations that responded to the survey or were contacted for an interview. The purpose of the workshop was to provide an overview of the findings for the project and provide a preliminary list of needs and strategies for the 17 stakeholders in attendance to review and provide feedback on.

Demographic Data Review

The existing demographic data that included people with disabilities, people aged 65 and over, non-white/non-Hispanic population, and zero-vehicle households were shown on a regional map.

Workshop attendees noted that there are certain senior care facilities in Sheridan that don't have easy access to transportation and that the Willamette Valley Medical Center on Highway 18 in McMinnville has a bus stop across the highway from the hospital. In both of these cases, these locations are not as accessible and safe as residents and users would like, according to workshop attendees who spoke on their behalf. In addition to senior care facilities, supported housing and recovery/sober-living communities in Sheridan are often not fully reached either.

The demographic data doesn't fully capture the need that disabled people who are living beyond regular YCT fixed-route service are experiencing. Other attendees mentioned that the bus system can be unreliable, YCT lacks weekend service, and there are limited connections to other transit providers such as Tri-Met and Cherriots.

2016 CTP Progress

There has been significant progress since the current CTP was adopted in 2016, but there are still many needs and strategies that are likely to carry over into this CTP update.

The only discussion here was to continue coordinating with Uber, Lyft and local providers for first mile/last mile connections. Workshop attendees saw a clear need for YCT to work with these providers to make these connections simpler.

Survey and Interview Results

The results from the three separate surveys were shared in the workshop. The results from the interviews with five various organizations were also presented. Many of the expressed concerns and needs were included in the needs and strategies to follow, if not already included. No discussion occurred on these results.

Goals and Strategies

Five overall goals were presented as well as draft strategies across the same six categories that were referenced in the 2016 CTP update section.

There was minimal discussion on this section, but the discussion included a suggestion to have YCT be more regionally connected, and that it would hopefully bring in more funding.

GOALS AND OBJECTIVES

These goals and objectives come from a variety of sources, including the 2016 coordinated plan, the 2018 Transportation Development Plan (TDP), and public outreach. The goals provide high-level guidance for YCT as the needs are met and the strategies are implemented, and the objectives provide more specific detail to inform the plan goals. While goals #4 and #5 are always relevant, they are included here to reflect the post-pandemic world where staffing shortages are common at many transit agencies and funding is more volatile than before.

Goal 1: Provide a safe and reliable transit service.

- Objective 1A:* Increase frequency of fixed-route, demand response (dial-a-ride), and/or commuter services.
- Objective 1B:* Expand night and weekend service.
- Objective 1C:* Increase safety and accessibility on buses and at bus stops/shelters.

Goal 2: Provide services that are equitable and accessible to all users.

- Objective 2A:* Address the needs of all users, especially seniors and people with disabilities.
- Objective 2B:* Continue to coordinate with human service agencies and transportation service groups to provide equitable resources and transportation to all users.
- Objective 2C:* Coordinate with local organizations and service agencies who provide transportation needs for their communities.
- Objective 2D:* Increase communication and marketing to increase public awareness of available transit options.
- Objective 2E:* Recognize that different service types may be needed to serve different population groups within Yamhill County.
- Objective 2F:* Translate materials into other languages (especially Spanish) and employ Spanish-speaking customer service staff.

Goal 3: Expanding countywide service.

- Objective 3A:* Increase service into rural areas outside of the main population centers along Highway 99W.
- Objective 3B:* Expand reach to various health supporting medical destinations such as hospitals, rehabilitation centers, drug treatment centers, etc.
- Objective 3C:* Expand reach to common basic need destinations especially shopping/grocery centers.
- Objective 3D:* Continue to connect and coordinate inter-county transit to out-of-county transit.

Goal 4: Maintain stable funding sources and increase funding opportunities.

- Objective 4A:* Seek out funding from a wider variety of sources.
- Objective 4B:* Create efficiencies in utilizing resources and overall productivity.

Objective 4C: Determine YCT's long-term approach to fares on its system, while being a fare-free or low-fare transit service for those most in need.

Goal 5: Attract and retain a highly trained workforce.

Objective 5A: Increase resources and capacity of the transit operations including vehicles, drivers, and other essential employees.

Objective 5B: Provide a strong driver training program.

Objective 5C: Increase advertising to reach potential new employees.

NEEDS AND STRATEGIES

Developing a comprehensive and updated needs assessment is an important part of the Coordinated Plan planning process. The Coordinated Plan focuses on the transportation needs, gaps and challenges specific to seniors and people with disabilities. The Coordinated Plan will identify strategies intended to address these needs.

Needs Assessment

The needs assessment was developed using demographic analysis, stakeholder outreach, and through a survey of transportation providers, social service agencies, and other organizations.

The needs and associated strategies are split into six categories: transportation services, infrastructure, coordination and organization, marketing/customer service/outreach, technology, and capital and funding.

Transportation Service Needs

- Increase fixed route, demand-response, or commuter service availability.
 - Increase service span (early morning and evenings) and add service on weekends.
 - Increase service availability to support the Employment First Initiative.
 - Increase Dial-A-Ride (DAR) service.
- Increase fixed route, demand-response, or commuter service geographic scope.
 - To unserved, underserved, or “missing link” areas such as small, rural communities, or low-density areas outside of McMinnville and Newberg area; Sheridan, Willamina, and Grand Ronde (West Valley)
 - Provide more long-distance service to Salem and Portland.
 - Restart Newberg fixed route service to better fit needs of Newberg residents.
 - To/from specific locations and communities, including Chemeketa Community College and the Riverside Drive industrial area, Willamette Valley Medical Center in McMinnville and Providence Newberg Medical Center in Newberg, the Yamhill Community Action Partnership Main Campus in McMinnville, and service on OR 99.
 - To provide service to lifeline/basic needs destinations such as shopping, groceries, social services, and various medical facilities.
 - Housing and recovery service needs in McMinnville, Dallas, and Salem for appointments, and for recovery communities in Sheridan.
- Increase fixed route, demand-response, or commuter service quality.
 - Add frequency, especially during commute times.
 - Add additional stops, including at major destinations and flag stops, to make boarding/alighting easier.
- Provide a more robust demand-response service.

- Expand demand-response service area to Carlton, Yamhill, Lafayette, Dayton, Amity, Sheridan, and Willamina.
- Increase capacity (more vehicles, drivers, and hours/days available) and real-time demand response, especially during the afternoons and in support of employment opportunities.
- Provide accessible, door-to-door, demand-response services for the general public.
- As applicable, increase fixed route and/or demand-response services to the following underserved groups:
 - Oregon Health Plan (OHP) enrollees, Medicare patients, and others who don't qualify for Medicaid services and who do not have the means to fulfill their transportation needs.
 - People that need access to social service resources located outside of Yamhill county.
 - People with disabilities, seniors.
 - Low-income families, school-age youth, people seeking employment.
 - People living in supportive housing and/or needing to access drug and alcohol recovery services.

Infrastructure Needs

- Bus stops
 - Improve safety at stops, especially at major destinations and high ridership locations.
 - Add shelters for bus stops at high ridership locations.
 - Improve ventilation and sun shading at bus shelters.
 - Improve signage for bus stops and shelters.
 - Post schedules and contact information at stops, including electronic reader boards showing live schedules and delays.
 - Need stops at Virginia Garcia Memorial Health in McMinnville.
- Work with local jurisdictions to identify sidewalks gaps at or near transit stops and improve sidewalk connectivity at these locations.
- Bus Vehicles
 - Improve accessibility for seniors and people with disabilities on buses.

Coordination and Organizational Needs

- Emphasize coordination between transit agencies, especially as it relates to sharing of resources and service to/from the Portland area.
- Coordinate with Yamhill County Health and Human Services (HHS) programs serving adults, seniors, and people with disabilities and veterans.
- Coordinate services among Yamhill County HHS programs, social service agencies, senior centers, medical facilities, employers, non-profits, and other organizations to share

information about local transportation options, training opportunities, route and schedule changes, and other information. Specific organizations to coordinate with include, but are not limited to, the following:

- Willamette Valley Medical Center – need to share resources better and figure out a way to help improve service to non-members or those that do not receive reimbursement for medical transportation expenses.
- Yamhill CCO, WellRide, and NEMT services such as those provided from Willamette Valley Transport
- Seamless fare system between transit agencies to facilitate transfers.
- Work with medical providers to ensure a smooth trip to appointments and a coordinated pick-up for the return trip home.
- Coordination with social service agencies, senior centers, medical facilities, employers, non-profits, and other organizations that could participate in vehicle sharing opportunities.
- Coordination with taxi companies

Marketing, Customer Service, and Outreach Needs

- Improve awareness of the availability of and access to information, education, and outreach about the range of different transit services, transportation providers, service areas, and how they work together in both the urban and rural areas.
 - Coordinate with community groups to schedule education initiatives, especially for underserved people groups.
- Increase the availability of information about fares for all transit services, including demand-response, transfers and connecting services online (web or mobile).
- Provide better information for riders and people with disabilities that need to travel for medical appointments.
- Provide materials in other languages, especially Spanish.
- Improve service and hiring advertising.
 - This could include radio, local publications, bus shelters, 211 service, kiosks, brochures, websites, social media, and other options.
 - Improve transit service branding.
- Improve communication about bus schedule changes.
- Increase travel training programs for both riders and drivers.
- Improve people's comfort in riding and using existing public transit services.
- Improve driver training and interaction with riders.
- Provide longer pick-up windows.

Technology Needs

- Easier scheduling system for demand-response services.

- Improve YCT phone system.
- More on-demand services such as Uber and Lyft.

Capital and Funding Needs

- More demand-response service funding
- Increase the number of discounted fares, vouchers, and bus passes for people with low incomes.
- Multi-trip fare cards and bus pass pooling systems
- Ability to purchase bus passes online or to pay with a credit card
- Adequate funding to maintain fleet vehicles and to purchase bus and equipment replacements
- Sustainable funding sources.
- Ability to pay drivers more
- Funding for bus stop enhancements (see above)

Strategies

The strategies presented below are intended to address the identified transportation needs for seniors and persons with disabilities. This is an important element of the Coordinated Transportation Plan in that it responds to federal planning requirements; in addition, it provides an opportunity to document regional service priorities as well as to identify lead entities responsible to implement them.

Transportation Service Strategies

- Sustain current fixed route, demand-response, and commuter transit service levels.
- Improve fixed route, demand-response, and commuter transit services.
 - Identify fixed route and demand-response service priorities through the 2018 YCT Transit Development Plan (TDP).
 - Review schedules and ridership to determine where increased route frequency would be the most beneficial with changed ridership post COVID as travel patterns have likely shifted.
- Explore options for circulator, feeder route, and flexible route demand-response services across Yamhill County and in Newberg.
- Improve regional connections between service providers. This includes Cherriots, TriMet, Tillamook County Transportation District, and SMART.
- Partner with local taxicab companies to provide backup demand-response transit services.
- Partner with local taxi cab companies to provide backup demand-response transit services.

- Consider a pilot program in Newberg for real time on demand micro-transit with a Lyft partnership.
- Consider local options to partner with as well.
- Explore carpool/vanpool opportunities to help low-income commuter needs.
- Improve the current reservation system for demand-response services to potentially include real time and regular time updates.

Infrastructure Strategies

- Review existing pedestrian plans in Yamhill County for ideas and funding sources to improve sidewalk and pedestrian infrastructure.
- Develop transit centers in convenient and centrally located areas to provide Park-N-Ride services and safe transfer points.
- Prioritize bus stop locations needing improvements based on locations that are important origins/destinations of seniors and people with disabilities. Make improvements to those bus stops.
- Advocate and coordinate with local jurisdictions to support age- and disability-friendly streets and roads.
- Understand accessibility issues with bus infrastructure including loading/unloading, payment options, and seating.

Coordination and Organizational Strategies

- Promote increased regional transportation coordination and cooperation with TriMet, Cherriots, TCTD, and SMART.
- Determine if and how YCT can coordinate with WellRide to provide transportation services (fixed-route or demand-response) for Oregon Health Plan (OHP) enrollees, Medicare patients, and others who don't qualify for Medicaid services to meet medical transportation needs.
- Coordinate with Yamhill County Health and Human Services (HHS) programs serving adults, seniors, and people with disabilities and veterans.
- Coordinate with other public agencies and private organizations in Yamhill County to support employment initiatives.
- Partner with Developmental Disability Services, such as Yamhill County HHS, to assure clients have transportation to pursue competitive employment.
- Coordinate public transportation with community planning and encourage rational public transportation friendly development. Continue to develop strategies (e.g., incentives, mutual planning requirements) to influence the siting of facilities that provide services to seniors and/or persons with disabilities.
- Coordinate with medical facilities, seniors, and/or people with disabilities and their representatives to optimize trip scheduling and location needs.
- Coordinate with public agencies, private sector, and non-profit organizations to identify opportunities for joint scheduling or sharing of vehicles.

- These include, but are not limited to, MV Advancements, Oregon Mennonite Rehabilitation Services, Work with Head Start, A Family Place, and MV Advantage, Chemeketa Community College, Linfield University, and George Fox University.
- Coordinate with Yamhill CCO for trips to/from the hospital and social services agencies for opportunities to pick-up and drop-off for passengers along route.
- Collaborate with the Confederate Tribes of Grand Ronde to provide transportation services for tribal members.

Marketing, Customer Service, and Outreach Strategies

- Conduct a customer service survey to evaluate existing services.
- Develop a broad-based customer outreach strategy that focuses on delivering transportation information to riders and the community at-large across multiple print, online, and mobile platforms.
- Increase communication and marketing efforts to make members of the public and policy-makers aware of transportation options.
- Create a customer feedback loop that includes the use of customer surveys available to the public to improve communication between transit providers, human services, and riders.
- Provide driver training through TransDev to ensure a consistent and positive customer experience.
- Expand travel training programs and materials that cover topics such as how to use the demand-response system, make transfers between transit systems and destinations, and use online tools and applications. Focus more on one-on-one and on-location travel training.

Technology Strategies

- Provide real-time bus information for scheduled rides and same-day or on-demand scheduling, piloting in Newberg.
- Provide online and mobile application system for requesting transportation where fixed routes are not accessible.

Capital and Funding Strategies

- Explore increased funding through traditional and non-traditional means.
 - Explore funding options through the DD 53 program, Yamhill County Health Department, ODOT and other partners.
- Explore partnerships between the YCT and the United Way, Yamhill CCO, and other organizations to obtain subsidized and/or free bus passes.
- Determine if YCT should continue fareless approach or reinstitute a fare program.
 - Examine Corvallis as an example of a fareless system.
 - If adopting a fare program, continue the fare assistance program for people whose primary barrier to using public transit is financially based.

- As funding allows, support organizations, such as United Way of the Mid-Willamette Valley coordination with Yamhill Community Care Organization, with reduced price bus passes.
- Regularly review YCT and other partners' vehicle inventories against route/passenger needs and vehicle condition. Forecast replacement and/or expansion needs, and share with funders, partners and other stakeholders as needed.

IMPLEMENTATION PLAN

The strategies in this coordinated transportation plan have been scored using three evaluation criteria outlined below.

Evaluation Criteria

The evaluation criteria for these strategies focuses on the costs and benefits, ease of implementation, and group(s) served, or needs met. These criteria are established at the following scales:

- Costs – High-level estimated costs considering the scale of implementation.
 - \$: Less than \$25,000 annually
 - \$\$: \$25,000 to \$75,000 annually
 - \$\$\$: Greater than \$75,000 annually
- Difficulty of Implementation – Considers whether the strategy can be implemented quickly and with little complication, beyond costs to implement.
 - Low: Infrastructure, staff, and other resources are already in place
 - Medium: Some infrastructure, staff, and other resources are in place, but more will need to be obtained
 - High: No infrastructure, staff, or other resources are in place
- Group(s) Served/Needs Met – Considers how many of the following groups benefit from this strategy: Low-income populations, people with disabilities, youths, older adults, racial/ethnic minority, zero-vehicle households, households with Limited English proficiency, veterans, and employees.
 - ①: Fewer groups served or needs met
 - ●: Many groups served or needs met

Results and Prioritization

Using the above evaluation criteria, the strategies were evaluated and prioritized in Table 6. High-priority strategies are generally lower cost, provide greater benefits, are less difficult to implement, and serve the needs of more groups than lower-priority strategies. Strategies are organized by category and are ordered from high priority to low priority within each category.

Table 6. Strategies and Priorities

Strategy	Costs	Difficulty of Implementation	Groups Served/Needs Met	Priority
Transportation Service Strategies				
Sustain current fixed route, demand-response, and commuter transit service levels.	\$\$\$	Low	●	High
Improve fixed route, demand-response, and commuter transit services.	\$\$\$	High	●	High
Explore options for circulator, feeder route, and flexible route demand-response services across Yamhill County and in Newberg.	\$\$\$	High	●	Medium
Improve regional connections between service providers. This includes Cherriots, TriMet, Tillamook County Transportation District, and SMART.	\$\$	High	●	Medium
Partner with local taxi cab companies to provide backup demand-response transit services.	\$	Low	●	Medium
Explore carpool/vanpool opportunities to help low-income commuter needs.	\$	Medium	●	Medium
Improve the current reservation system for demand-response services to potentially include real time and regular time updates.	\$\$	Medium	●	Low
Infrastructure Strategies				
Review existing pedestrian plans in Yamhill County for ideas and funding sources to improve sidewalk and pedestrian infrastructure.	\$	Low	●	Medium
Develop transit centers in convenient and centrally located areas to provide Park-N-Ride services and safe transfer points.	\$\$\$	Medium	●	Medium
Prioritize bus stop locations needing improvements based on locations that are important origins/destinations of seniors and people with disabilities. Make improvements to those bus stops.	\$	High	●	Medium
Advocate and coordinate with local jurisdictions to support age- and disability-friendly streets and roads.	\$	Low	●	Medium
Understand accessibility issues with bus infrastructure including loading/unloading, payment options, and seating.	\$	Medium	●	Low
Coordination and Organization Strategies				

Strategy	Costs	Difficulty of Implementation	Groups Served/ Needs Met	Priority
Promote increased regional transportation coordination and cooperation with TriMet, Cherriots, TCTD, and SMART.	\$	Low	●	High
Determine if and how YCT can coordinate with WeillRide to provide transportation services (fixed-route or demand-response) for Oregon Health Plan (OHP) enrollees, Medicare patients, and others who don't qualify for Medicaid services to meet medical transportation needs.	\$	Low	○	High
Coordinate with Yamhill County Health and Human Services (HHS) programs serving adults, seniors, and people with disabilities and veterans.	\$	Low	○	High
Coordinate with other public agencies and private organizations in Yamhill County to support employment initiatives.	\$	Medium	●	High
Partner with Developmental Disability Services, such as Yamhill County HHS, to assure clients have transportation to pursue competitive employment.	\$	Low	●	High
Coordinate public transportation with community planning and encourage rational public transportation friendly development. Continue to develop strategies (e.g. incentives, mutual planning requirements) to influence the siting of facilities that provide services to seniors and/or persons with disabilities.	\$	Low	●	High
Coordinate with medical facilities, seniors, and/or people with disabilities and their representatives to optimize trip scheduling and location needs.	\$	Medium	●	Medium
Coordinate with public agencies, private sector, and non-profit organizations to identify opportunities for joint scheduling or sharing of vehicles.	\$	Medium	●	Medium
Coordinate with Yamhill CCO for trips to/from the hospital and social services agencies for opportunities to pick-up and drop-off for passengers along route.	\$	Medium	○	Medium
Collaborate with the Confederate Tribes of Grand Ronde to provide transportation services for tribal members.	\$\$	Medium	○	Medium
Marketing, Customer Service, and Outreach				
Customer service survey to evaluate existing services.	\$	Low	●	High

Strategy	Costs	Difficulty of Implementation	Groups Served/ Needs Met	Priority
Develop a broad-based customer outreach strategy that focuses on delivering transportation information to riders and the community at-large across multiple print, online, and mobile platforms.	\$	Medium	●	High
Increase communication and marketing efforts to make members of the public and policy-makers aware of transportation options.	\$	Low	●	High
Create a customer feedback loop that includes the use of customer surveys available to the public to improve communication between transit providers, human services, and riders.	\$	Medium	●	Medium
Provide driver training through TransDev to ensure a consistent and positive customer experience.	\$	Medium	○	Medium
Expand travel training programs and materials that cover topics such as how to use the demand-response system, make transfers between transit systems and destinations, and use online tools and applications. Focus more on one-on-one and on-location travel training.	\$\$\$	Medium	○	Low
Technology Strategies				
Provide real-time bus information for scheduled rides and same-day or on-demand scheduling, piloting in Newberg.	\$\$	Medium	○	Medium
Provide online and mobile application system for requesting transportation where fixed routes are not accessible.	\$\$	Medium	○	Medium
Capital and Funding Strategies				
Explore increased funding through traditional and non-traditional means.	\$	Low	●	High
Explore partnerships between the YCT and the United Way, Yamhill CCO, and other organizations to obtain subsidized and/or free bus passes.	\$	Low	○	High
Determine if YCT should continue fareless approach or reinstitute a fare program.	\$\$	Medium	●	High
Regularly review YCT and other partners' vehicle inventories against route/passenger needs and vehicle condition. Forecast replacement and/or expansion needs, and share with funders, partners and other stakeholders as needed.	\$	Medium	●	High

Funding Plan

This section identifies funding opportunities and potential timelines for the high-priority strategies. Table 7 shows the funding sources aligned to each strategy. Table 8 aligns the high-priority strategies to the relevant funding sources and identifies a timeline for implementation and/or completion.

Table 7. Funding Sources

Funding Source	Description	Eligibility			
		Operating	Capital	City/County Facilities	Marketing/Outreach
FTA Grants	§5304: Non-Metropolitan Transportation Planning Grant. Funds are allocated to states, which then distribute them to regional and local agencies for transit planning.				X
	§5310: Enhanced Mobility of Seniors & Individuals with Disabilities Program. Formula funding for the purpose of meeting the transportation needs of seniors and people with disabilities. ODOT allocates state 5310 funds to rural areas via local STF agency and may reserve for discretionary programs.	X	X		X
	§5311: Federal Transit Administration's Rural Area Formula Program. Formula funding to small cities and rural areas with populations of less than 50,000 for transit capital, planning, and operations, including job access and reverse commute projects. Funds are distributed to providers through ODOT. Additionally, no less than 15 percent of funds must be spent on the development and support of intercity bus transportation, unless the intercity bus needs of the state are being adequately met.	X	X		X
	§5339: Funding for small urban and rural areas, as well as transit agencies in large urban areas, to replace, rehabilitate, and purchase buses and related equipment and to construct bus-related facilities.	X			
	Other: The FTA periodically releases additional funding opportunities. In 2019, the FTA released the Integrated Mobility Innovation opportunity, providing \$15 million for demonstration projects focused on Mobility on Demand, Strategic Transit Automation Research, and Mobility Payment Integration. For FY20, the FTA also announced the Mobility for All Pilot Program to invest in mobility options that connect older adults,				

Funding Source	Description	Eligibility			
		Operating	Capital	City/County Facilities	Marketing/Outreach
	individuals with disabilities, and people with low incomes to jobs, education, and health services.				
Statewide Transportation Improvement Fund (STIF)	<p>Formula funds for expanding access to jobs, improving mobility, relieving congestion, and reducing greenhouse gas emissions, while providing a special focus on low-income populations. STIF funds may be used for public transportation purposes that support the operations, planning, and administration of public transportation programs and may also be used as the local match for state and federal grants.</p> <p>90 percent of STIF funds are distributed to Qualified Entities (YCT)</p> <p>5 percent of STIF funds are available via discretionary grants for flexible funding.</p> <p>4 percent of funds are available via discretionary grants for projects enhancing intercommunity services and the statewide transit network.</p> <p>1 percent of the funds are allocated for program administration and a technical resource center.</p>	X	X		X
Rural Veteran Healthcare Transportation Grant (RVHT)	This program, under ODOT, provides demand-response services, providing veterans access to physical, mental, and/or behavioral healthcare. Access is not limited to VA-authorized health care facilities; access to services that contribute to a veteran's well-being may be accommodated as well. This program aims to focus its services to veterans but is open to shared rides with civilians.	X			
Private/Public Sponsorships	Private/public sponsorships involve a private entity, such as a local business owner, working with the public agency to fund a project (e.g., bus stop shelter and sidewalk connection maintenance). In return for their investment in the community, these business owners often have recognition for their role, providing a marketing venue for the business.	X	X	X	X
STIP Enhance	Funds allocated to projects through a competitive grant application process. Eligible projects include public transit capital improvements.		X	X	

Funding Source	Description	Eligibility			
		Operating	Capital	City/County Facilities	Marketing/Outreach
ODOT Safe Routes to School Grant Program	Eligible projects include safety improvements that positively affect the ability of children to walk and bicycle to school. Projects must be within a public road right-of-way, consistent with jurisdictional plans, supported by the school or school district, within a one-mile radius of a school, and able to be constructed within five years of the application. Project examples include sidewalks, median refuge islands, rapid flashing beacons, etc.		X	X	
Transportation Options Program	Discretionary grant program including initiatives such as Innovative Mobility Grants, which ODOT is currently determining a framework for, and Immediate Opportunity Grants of \$5,000 or less for qualified activities. Examples of eligible activities include: <ul style="list-style-type: none"> • Transportation-focused community events such as Open Streets, Bike Rodeos, etc. • Activities to engage historically underserved communities in active or multimodal transportation outreach or education • Purchase of items associated with bike and pedestrian safety outreach, such as bicycle racks, helmets, locks, etc. 				X

In addition to these, roadway facility owners (cities, Yamhill County, ODOT) can pursue walking and bicycling facility improvements through the following funds:

- » Surface Transportation Block Grants
- » State Highway Fund
- » Road Fund Serial Levy
- » Road Utility Fee
- » Vehicle Registration Fee
- » Local-Option Fuel Tax
- » Immediate Opportunity Funds
- » All Roads Transportation Safety
- » General Fund
- » Transportation Development Tax
- » System Development Charges

- » Local Improvement District
- » Tax Increment Financing
- » Urban Renewal Districts

Table 8 aligns the high-priority strategies to the relevant funding sources and identifies a timeline for implementation and/or completion. The timeline is based on considerations such as securing staff, vehicles, or other resources needed to implement the recommendation; whether an activity is ongoing or a discrete task; and what other strategies need to be in place before the strategy itself should be implemented. These timeframes represent the ideal implementation timeline and are subject to the availability of resources such as funding, staff availability, vehicles and facilities, and other factors.

Table 8. High-Priority Strategies and Available Funding Pools

Strategy		Section 5304	Section 5310	Section 5311	Section 5339	STIF	RVHT	Private/Public Sponsorships	STIF Enhance	ODOT Safe Routes to School Grant	Transportation Options Program	Timeline
Transportation Service Strategies												
Sustain current fixed route, demand-response, and commuter transit service levels.		X	X	X		X	X	X				0-5 years
Improve fixed route, demand-response, and commuter transit services.		X	X	X		X	X	X				0-5 years
Infrastructure Strategies (no high-priority strategies)												
Coordination and Organizational Strategies												
Promote increased regional transportation coordination and cooperation with Trimet, Cherritos, TCTD, and SMART.		X	X	X		X						0-5 years
Determine if and how YCT can coordinate with WellRide to provide transportation services (fixed-route or demand-response) for Oregon Health Plan (OHP) enrollees, Medicare patients, and others who don't qualify for Medicaid services to meet medical transportation needs.			X	X		X	X	X				0-5 years
Coordinate with Yamhill County Health and Human Services' (HHS) programs serving adults, seniors, and people with disabilities and veterans.			X	X		X	X	X				0-5 years
Coordinate with other public agencies and private organizations in Yamhill County to support employment initiatives.			X	X		X	X	X				0-5 years
Partner with Developmental Disability Services, such as Yamhill County HHS, to assure clients have transportation to pursue competitive employment.			X	X		X	X	X				0-5 years
Coordinate public transportation with community planning and encourage rational public transportation friendly development. Continue to develop strategies (e.g. incentives, mutual planning requirements) to influence the siting of facilities that provide services to seniors and/or persons with disabilities.			X	X		X	X	X				0-5 years

Strategy		Section 5304	Section 5310	Section 5311	Section 5339	STIF	RVHT	Private/Public Sponsorships	STIP Enhance	ODOT Safe Routes to School Grant	Transportation Options Program	Timeline
Marketing, Customer Service, and Outreach Strategies												
Customer service survey to evaluate existing services.			X	X		X					X	<2 years
Develop a broad-based customer outreach strategy that focuses on delivering transportation information to riders and the community at-large across multiple print, online, and mobile platforms.	X	X	X	X		X		X			X	0-5 years
Increase communication and marketing efforts to make members of the public and policy-makers aware of transportation options.		X	X	X		X		X			X	0-5 years
Technology Strategies (no high-priority strategies)												
Capital and Funding Strategies												
Explore increased funding through traditional and non-traditional means.	X	X	X	X	X	X	X	X	X	X	X	0-5 years
Explore partnerships between the YCT and the United Way, Yamhill CCO, and other organizations to obtain subsidized and/or free bus passes.		X	X	X	X	X		X			X	<2 years
Determine if YCT should continue fareless approach or reinstitute a fare program.						X					X	<2 years
Regularly review YCT and other partners' vehicle inventories against route/passenger needs and vehicle condition. Forecast replacement and/or expansion needs, and share with funders, partners and other stakeholders as needed.		X	X	X	X	X		X	X	X	X	0-5 years

CONCLUSION

Transportation services play a key role in Yamhill County, connecting residents and visitors to the places they need to go locally and regionally. Most imminently, this document can serve as preparation for funding cycles, including STIF cycles, FTA grants, and Safe Routes to School grants, that can help YCT to implement recommendations and enhance transportation services. Beyond that, the recommendations are intended to provide conceptual guidance to be refined by YCT, Yamhill County, and their partners as funding and partnership opportunities become available.

While this document provides prioritized strategies and examples of how these would specifically be implemented, the recommendations are a snapshot in time and may adjust to meet the changing needs of the region.

COMMUNITY PARTICIPANTS

YCT would like to extend a big thank you to everyone who participated one or more outreach activity as part of this Coordinated Transportation Plan update:

- Aimee Amerson, City of Carlton
- Alicia Cowlthorp, Northwest Human Services
- Amber Hansen-Moore, YCAP
- Arlene Hood, Yamhill County Housing and Recovery Support Services
- Branden Dross, City of Lafayette
- Brandt van Soolen, Yamhill County Health and Human Services
- Beth Jones, Fircrest Senior Living
- Brian Vitulli, Tillamook County Transportation District
- Bridget Meneley, City of Willamina
- Caitlin Nemeth, Yamhill County Public Health
- Carolyn Thompson-Rizer, City of Carlton
- Chris French, Cherriots
- Cori Walter, Yamhill CCO WellRide
- Dave Rucklos, City of Dayton
- David Thorndike, TransDev
- Derek Carmon, City of Newberg
- Elizabeth Nicolle, TransDev
- Emily Johnson, Yamhill CCO
- Erin Guinn, City of McMinnville
- Glenna Vorres, YCT
- Guilherme Brandão, City of Carlton
- Ila Skyberg, City of Willamina
- Jake Pugh, NW Senior and Disability Services
- Jennifer Pederson, City of Willamina
- Jim Maguire, City of Dayton
- John Mercier, Confederated Tribes of Grand Ronde
- John Whitman, Ride Connection
- Kathy Schlotfeldt, MV Advancements
- Kit Johnson, Yamhill County Commissioner
- Kitty Mackin, City of Dayton

- Lacey Plasker, Yamhill County Health and Human Services
- Liz Hodgins, City of Sheridan
- Lorelei Lavoie, Oregon Mennonite Residential Services
- Mark Elias, TransDev
- Michael Thomas, City of Amity
- Miranda Seekins, Ride Connection
- Miriam Vargas Corona, Unidos Yamhill County
- Nathan Frarck, City of Amity
- Nikolas Burton, TransDev
- Roxie Acuff, City of Sheridan
- Shanna Moon, Yamhill CCO
- Shannon Beaucaire, City of Carlton
- Sheree Mutch, Providence Medical Group
- Stacey Mullaney, TransDev
- Steve Dahl, City of Dundee
- Suey Linzmeier, Head Start of Yamhill County
- Tangerine Behere, Ride Connection
- Ted Stonecliffe, Cherriots
- Vickie Hernandez, City of Willamina
- Yvette Potter, City of Yamhill
- Zack Geary, City of McMinnville

Approved by the Yamhill County Board of
Commissioners on 07/18/2024
via Board Order 24-208