



CITY OF EAGLE POINT

"Gateway to the Lakes"

OREGON

SPECIAL CITY COUNCIL STUDY SESSION

SEPTEMBER 24, 2013

6:00 P.M.

Council Chambers

17 Buchanan Ave. South, Eagle Point, Oregon

1. Call to Order – 6:00 p.m.
2. Transit Study Informational Workshop.
3. Adjourn.

**BUSINESS OF THE CITY COUNCIL
EAGLE POINT, OREGON**

AGENDA STATEMENT

Item Number:

Meeting Date: September 24, 2013

ITEM TITLE: Continued discussion regarding potential bus service to Eagle Point.

SUBMITTED BY: Mike Upston, Planning Director (541) 826-4212, ext 111

SUMMARY EXPLANATION: The Eagle Point Intercity Public Transportation Service Planning Report (“Transit Study”) was presented to Council on April 23, 2013 for use in considering potential future bus service options for this community. The document was completed by the Rogue Valley Transportation District (RVTD) and the City to help decision-makers better understand how bus service might be provided to, from, and within Eagle Point.

Within a few months of the report being presented, a series of follow-up questions were asked by the City Council. These questions involved having a better understanding of the RVTD annexation process, RVTD’s current level of interest in expanding their service area map to Eagle Point, local cost and level of service over the long term, and how to know whether the community would vote for this service. Initial responses to those questions were provided at the June 11, 2013 City Council meeting, and additional information will be provided at the September 24, 2013 meeting.

The attached September 3, 2013 RVTD memo follows up on the discussion and questions regarding the proposed route, service and costs, and ways to gauge anticipated level of voter support if bus service were placed on the ballot (Attachment A). Also attached is a map of route alternative 2A from the transit study, which is RVTD’s preferred route partly because it enables them to combine expanded service to Eagle Point with service to the Table Rock campus of Rogue Community College (Attachment B). In addition, a transit information flyer is provided as Attachment C. This information is specific to considering public transit for Eagle Point, and could serve multiple purposes including as an informational piece attached to a community survey. Finally, Attachment D shows a rough timeline for getting this item on the November 2014 general election ballot.

FINANCIAL IMPACT: There is no financial impact at this time.

<p>APPROVED FOR SUBMITTAL: _____ <i>H 9/18/13</i> _____ Henry Lawrence, City Administrator</p>
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STAFF RECOMMENDATION: Discuss these and any other questions that come up, then direct staff to conduct a community survey to help gauge level of voter support for bus service.

BOARD/COMMISSION RECOMMENDATION: Not applicable.

COUNCIL ACTION:

1. Direct staff to conduct a community survey to help gauge level of voter support for bus service; or,
2. Provide alternative direction to staff.

ATTACHMENTS:

Attachment A – September 3, 2013 memo from RVTD

Attachment B – Transit Study, Route Alternative 2A

Attachment C – Transit Information Flyer


Attachment D – Timeline for getting transit service on the Nov 2014 ballot

Attachment A

September 3, 2013 memo from RVTD

Rogue Valley Transportation District

Memo

To: Mike Upston, Planning Director
From: Julie Brown, General Manager 
Re: June 11, 2013 Council Meeting Follow-up
Date: September 3, 2013

This memo follows up from the June 11, 2013 Eagle Point City Council meeting and reflects RVTB staff's discussion with, and recommendations of, the RVTB Board. These recommendations assume that Eagle Point is considering an election process to become part of the RVTB District. Please refer to the Eagle Point Intercity Public Transportation Service Planning Final Report dated April 12, 2013 for additional detail on these recommendations.

Proposed Route (pg. 2-10 through 2-16 of the report)

RVTB recommends that Eagle Point select Alternative 2A. This route is an affordable option for providing basic public transit service in your community. This proposal fits into RVTB's 2008 Strategic Plan and helps your community have a service that will compliment the expansions needed on the west side of White City. The total cost of the Alternative 2A Eagle Point/White City expansion is estimated at \$355,000 (page 2-13 Fig. 2-9). The Eagle Point portion of this route is estimated to cost \$206,800. If Eagle Point is successful in becoming annexed into the RVTB boundary, the District would assume the operating and capital costs of Alternative 2A. RVTB would do this through collection of new property taxes within Eagle Point (estimated to be approximately \$90,000), fare box collection, federal and state operating grants and general funds.

The Alternative 2A route is bi-directional within Eagle Point (refer to pg. 2-14, Figure 2-10). The conceptual stop locations (also shown on Figure 2-10) would require public right of way to be secured along with construction of roadway and sidewalk improvements, shelters, benches and signs. The route schedule would be similar to that shown below, with a transfer to the existing Route 60 at the Cascade Shopping Center. Alternative 2A service is proposed to occur Monday-Friday (15 hours) and Saturday (9 hours), with no service on Sundays.

Stop Location	Transfer Cascade Ctr	RCC Table Rock	Shasta/ Alta Vista	EP Public Works	Walmart	EP Public Works	Shasta/ Alta Vista	Transfer Cascade Ctr
Elapsed Time	:55	:02	:19	:24	:29	:34	:39	:44

This route provides good coverage, with various stops in Eagle Point along:

- South Shasta Avenue, including Shasta Square Apartments.
- Loto Street, including the Senior Center, Post Office, City Hall, Library, and Eagle Cove Assisted Living Facility.
- Linn Road, including Eagle Point Plaza and Gateway Plaza at Hwy 62.
- Hannon Road, including WalMart.

If the City of Eagle Point decides not to join the District, then Alternative 1A is a better option; however, the total cost of the service (including an ADA complementary service) would be provided by the City. Also, RVTD is very reluctant to be the contracted provider for Alternative 1A due to the other service priorities identified in our Strategic Plan.

The question of local control and cost was raised by the City Council at the last meeting. While RVTD cannot predict what our future holds surrounding state and federal funding, we can promise that Eagle Point service will be identified in the update of our 5-Year Strategic Business Plan and our 10 Year Long-Range Plan. Any service change (especially decreases) require public participation and the District would consider any comments to the proposed changes. The staff and Board of Directors always consider input from jurisdictions important and will encourage conversations before any decision is final. In addition, the District has been following our business plan and long-range plan to prioritize our service and has established a budgeting model in order to sustain our priorities.

RVTD takes our responsibility for providing affordable, efficient and reliable public transit seriously and will always provide jurisdictions notice if/when changes are expected. In addition, the District understands our function in community planning and makes every effort to participate in transportation system plans. We believe that planning with our partners plays a critical role in ensuring sustainable systems that compliment the southern Oregon transportation network.

It is our understanding that the City is interested in conducting a survey of its community regarding the possibility of bus service. It would be best to contract with a professional survey firm to perform this service. The following is a list of questions you might want to include in your survey. You could also incorporate some roadway and connectivity questions to get people thinking about the City's transportation network:

Q: How important to you are the following transportation investments?

- Modifying roads so they work safely for vehicles, pedestrians and bikers
- Adding bike lanes
- Repairing sidewalks
- Adding sidewalks
- Bus service
- Adding crosswalks for pedestrians

Q: What are the two most important transportation issues facing your community?

- Bicycle infrastructure/safety
- Potholes/poor pavement conditions and maintenance of roads
- Need for public transportation
- Connectivity with the community/sidewalks/pathways

Q: How important are each of the following when prioritizing transportation improvements?

- The ability to get around quickly and easily
- Improving safety for all users
- Protecting the environment
- Transportation options that encourage healthy living
- Efficient movement of goods and services

- Avoiding tax increases

Q: Would you support a ballot measure to fund bus service?

Q: Would you support a ballot measure to fund transportation improvements? (roadways, sidewalks, bicycle lanes/paths, signs, etc)

This is just a sampling of questions. I will continue to research other surveys and have that information available by the next time we meet.

Please feel free to contact me if you have questions or need additional information. I can be reached at (541) 608-2413.

Sincerely,



Julie A. Brown
General Manager

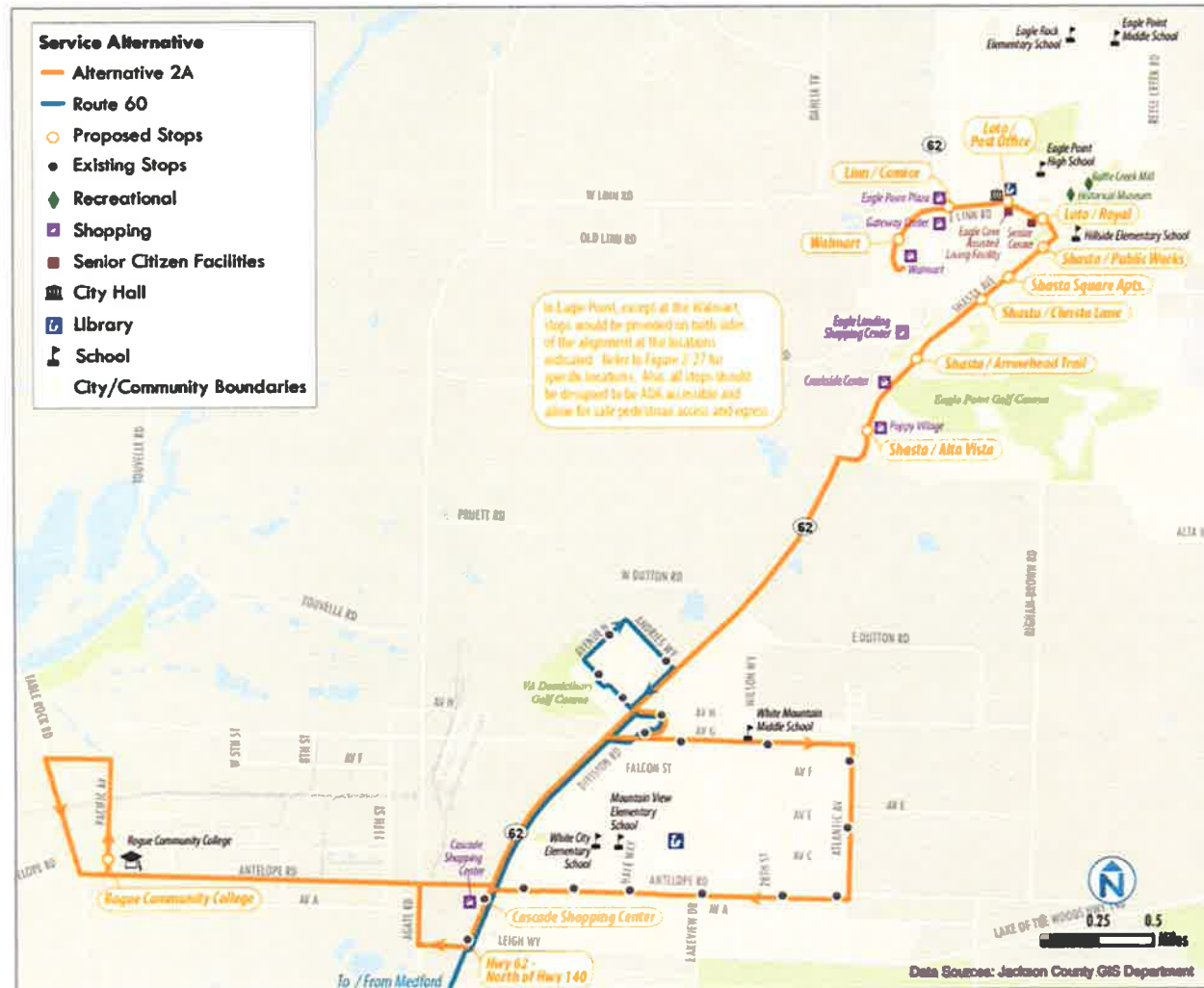
Attachment B

Transit Study, Route Alternative 2A

Eagle Point Intercity Public Transportation Service Planning | Final Report

City of Eagle Point and Rogue Valley Transportation District

Figure ES-2 Alternative 2A – Eagle Point to White City (via RCC Table Rock Campus)



Attachment C

Transit Information Flyer

Considering Public Transit in Eagle Point

Why Consider Public Transit for Our Town?

Public transit allows people of all ages and abilities to travel efficiently and affordably throughout the region. This fact sheet provides information on why public transit is being considered in Eagle Point.

Is There Enough Community Interest?

In 2012 and 2013, the City and RVTD conducted a study to gather information about the viability of bringing public transit to Eagle Point. (For more information, visit www.rvtd.org/resources.) The study engaged a group of stakeholders, including interested residents, business owners, the school district, senior and medical service providers, and elected officials. This group served as an advisory body for the study and ultimately showed interest and support in bringing public transit to Eagle Point. Several meetings with the City Council and Planning Commission were also held to share findings and solicit input on the study. With this information in hand, now the City and RVTD are looking to find out whether enough people in Eagle Point are interested in transit and if they would pay for the service.

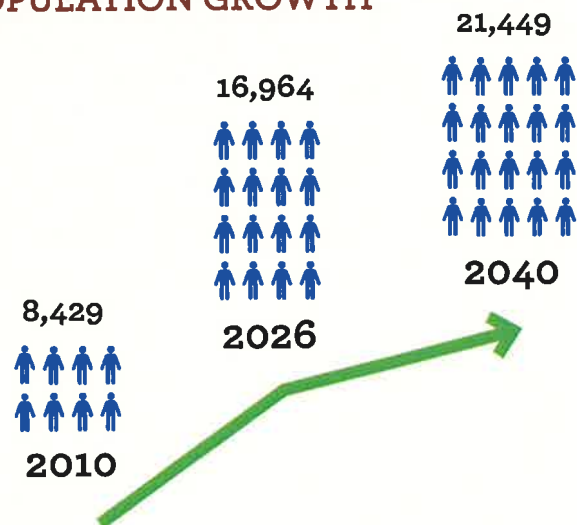


In 2012, about 20 members from the community participated in a workshop that shaped the transit service alternatives presented in the 2013 Transit Study.

Is Eagle Point Large Enough for Transit?

- Eagle Point is one of the fastest growing communities in Jackson County.
- Between 2000 and 2007, Eagle Point's population doubled and is projected to nearly triple by 2040.
- Eagle Point is anticipated to assume a more regionally significant role in accommodating population and employment to relieve growth pressures from surrounding cities.¹
- The Eagle Point Transportation System Plan (2010) determined that over half of the city is densely populated enough to support transit (at least 4 residents per acre or 3 employees per acre).

EAGLE POINT'S POPULATION GROWTH



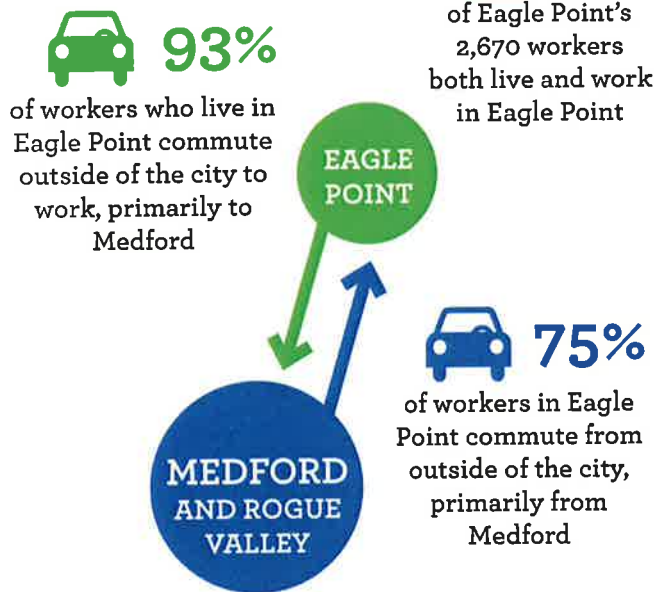
¹ Greater Bear Creek Valley Regional Plan, Jackson County, Oregon

Considering Public Transit in Eagle Point

Eagle Point is Part of the Regional Economy

Eagle Point is an important part of the Rogue Valley's economy—the large majority of Eagle Point workers commute outside of the city for their jobs (mostly to Medford) while most of those who work in Eagle Point commute here from outside the city.

REGIONAL WORKERS NEED TO CONNECT TO AND FROM EAGLE POINT



Eagle Point Demographics Support Transit

Similar to other Rogue Valley communities, Eagle Point has a higher percentage of residents over age 65 compared to the state as a whole. Especially as seniors age in place and become less able to drive, demand for transit in that group is likely to increase. Youth and low-income households also tend to use transit more often than the general public and represent a comparatively high percentage of residents in Eagle Point. There are particularly high concentrations of these groups around the geographic center of the city where bus service would likely be the most heavily used.

DEMOGRAPHIC HIGHLIGHTS

8,429 Residents

12.6%
YOUTH
10-17

6.8%
YOUNG
ADULTS
18-24

14.2%
SENIORS
65+

8%
MINORITY

8%
LOW
INCOME
HOUSEHOLDS

5%
HOUSEHOLDS
WITHOUT A
VEHICLE

HOW DOES EAGLE POINT COMPARE TO THE REGION?

Area	Total Population	% Youth (persons aged 10-17) ^a	% Young Adults (18-24) ^a	% Seniors (persons aged 65+) ^a	% Minority ^a	% Low-Income Households ^b	% Households without a Vehicle ^b
Oregon	3,831,074	10.2%	9.4%	13.9%	16%	7.5%	7.7%
Jackson County	203,206	10.1%	8.6%	17.6%	11%	6.7%	6.7%
Medford	74,907	10.4%	9.1%	16.2%	14%	5.6%	10%
Central Point	17,169	12.1%	8.0%	14.8%	9%	10.5%	3.5%
Ashland	20,078	8.1%	15.5%	17.6%	10%	4.8%	8.0%
City of Eagle Point	8,469	12.6%	6.8%	14.2%	8%	8.0%	5.0%

Notes: Minority includes non-white persons of one race and persons of two or more races. Low-income households are those earning below the federal poverty level. Disability is for the civilian non-institutionalized population aged 5 years or older.

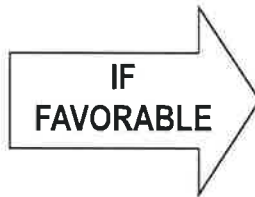
Sources: (a) U.S. Census Bureau, 2010 U.S. Census Summary P12, DP02, P1 (b) U.S. Census Bureau, American Community Survey, 2007-2011 5-Year Averages: B17001A, B25044. (c) U.S. Census Bureau, American Community Survey, 2008-2010 3-Year Averages: S1810. Due to the change in disability questions in 2008, only a 3-year average is available. This information not available at the city level.

Attachment D

Timeline for getting transit service on the Nov 2014 ballot



POLLING OF COMMUNITY MEMBERS TO GAUGE INTEREST



PREPARE PACKAGE TO SUBMIT TO JACKSON COUNTY

HIRE CONSULTANT AND PREPARE SURVEY

CONDUCT SURVEY

PRESENT FINDINGS TO COUNCIL AND RVTD BOARD

RVTD PREPARES NEW DISTRICT BOUNDARY MAP AND LEGAL DESCRIPTION OF TERRITORIES

EAGLE POINT CITY COUNCIL ADOPTS RESOLUTION

RVTD BOARD ADOPTS RESOLUTION

FILE PACKAGE WITH JACKSON COUNTY

PREPARE FOR BALLOT MEASURE August 31st

