

CASCADES EAST TRANSIT:

BUILDING REGIONAL TRANSIT THROUGH NETWORKS, COLLABORATION, AND INTEGRATION

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New Partners for Smart Growth Conference, 2/4/12. Building Sustainable Rural Communities with Regional Transit Systems.

Why You Shouldn't Leave Just Yet



- Collaboration Continuum
- Central OR
- 2006 – Pre Regional Transit
- 2007 Planning Processes
- How We Built It/Partners
- CET Services Now
- Environmental Justice Note
- Ongoing Collaboration Goals
- Digits

Collaboration Continuum

NOTHING	No communication, no dialogue. Program implementation exclusive of other parties.
CONSULTATION	Unilateral/bilateral discussions. Usually via formal, required process.
NETWORKS	Multilateral communication, can lead quickly to.....
COORDINATION	At a minimum, avoiding each other's "toes". At a maximum, moves to....
COOPERATION	Planning action together
FULL COLLABORATION	Harmonizing activities; actively building each other's capacity to work together on a common purpose. Often, appears to be one entity to the public.
INTEGRATION	Putting it all under one roof.

Central Oregon Context

- Large region, sparse population
 - ▣ 2010 Population = 200,000; 157K in Deschutes Co.
 - ▣ ~7,700 square miles; 7-52 persons/mi²
 - ▣ 20+miles between most cities
 - ▣ OR Land Use System = little density in rural areas.
- Primary city = Bend, OR – emerging national tourist destination
- Economy transitioned from manufacturing/natural resources to tourism/services and ?? in the 1990s.
- High inter-city commuting rates
- Many cities lack services = inter-city travel

2006 Context

- Bend Area Transit – fixed route and complementary paratransit
- Senior buses in other communities; uncoordinated.
- Client-oriented social service transportation
- Medical ride brokerage – call center and admin.
- HUGE gaps regionally; little general public service.
- **Networked**, but no real coordination

NETWORKS

Multilateral communication, can lead quickly to.....

2007 – Coordinated Human Services Transportation Plans

- Common needs
 - ▣ Regional connectivity – specifically intercommunity service
 - ▣ Better coordination among social service agencies
 - ▣ Need for more general public service
- Need to coordinate and pool funds to leverage general public transit grants
- COIC identified as “regional coordinating entity”

FULL COLLABORATION

Harmonizing activities; actively building each other's capacity to work together on a common purpose. Often, appears to be one entity to the public.

2007 – CET Development

- Later in 2007, ran the numbers.
 - ▣ Could actually develop full general public DAR in communities outside Bend AND
 - ▣ Operate “Community Connector Shuttles” between all 8 communities.
- No one stepped up to operate - COIC takes this role too.
 - ▣ Oregon Solutions
- January 2008, Cascades East Transit (CET) is born

Founding Partners



- Most Central OR Communities – participate through “purchased services” contract (5310)
- OR DHS
- Social Service Non-profits – COCOA, CORIL, OFCO
- Partnership to End Poverty
- ODOT
- State of OR Business Energy Tax Credit program
- **Coordination** with Bend Area Transit

2010 Integration of BAT and CET

- 2008/9 discussions between COIC and City of Bend.
- Frankly, wanted to get BAT off of their books
- Death of staunch opponent
- 2010 – Trial Period starts
- 2011 – 4-year Agreement begins
- February 1, 2012, Final **Integration** of call center and dispatch
- = Economies of scale; one system/one fare

INTEGRATION

Putting it all under one roof.

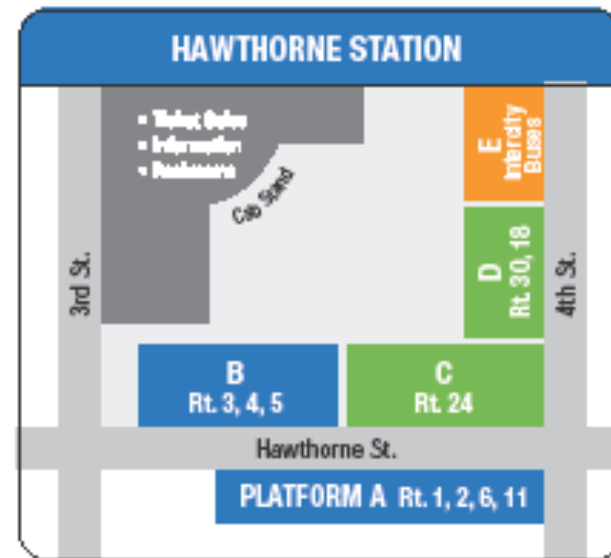
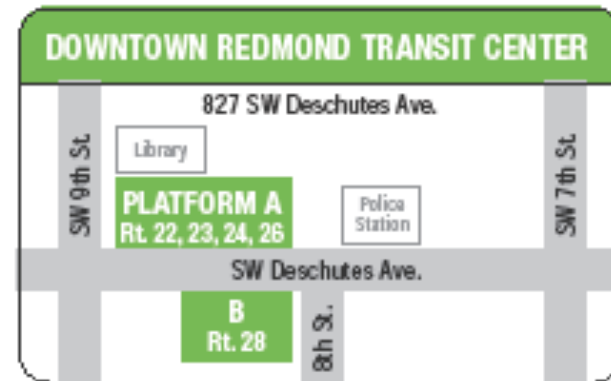
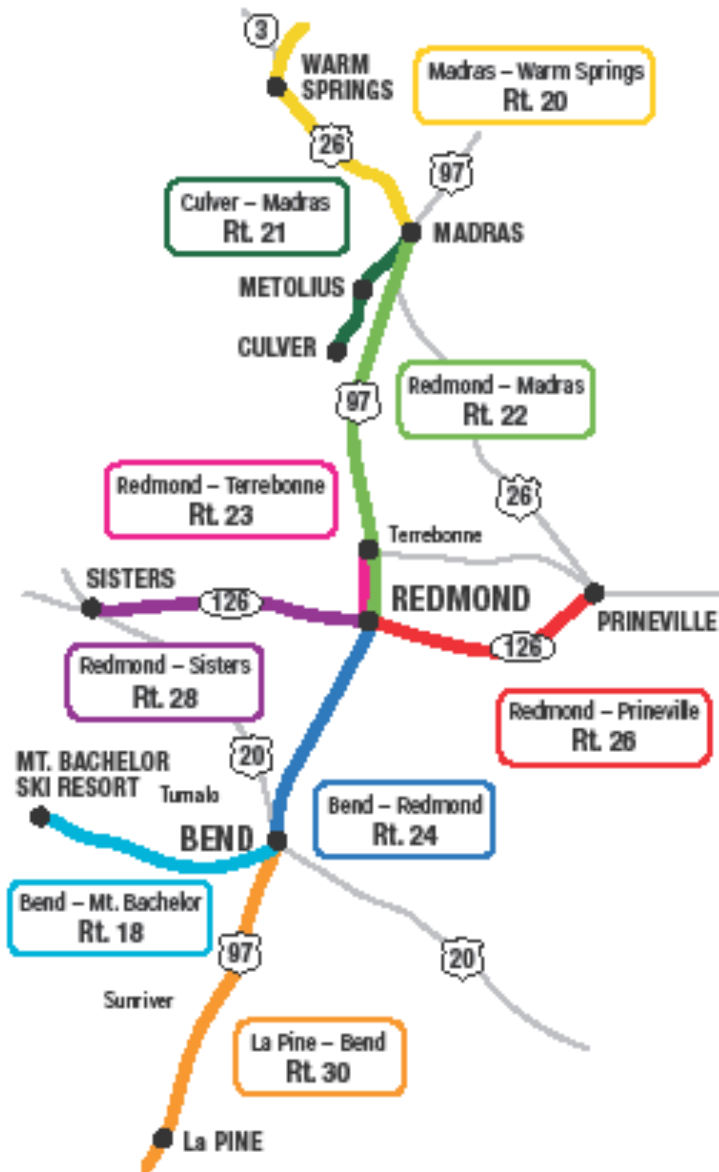
CET Services in 2012



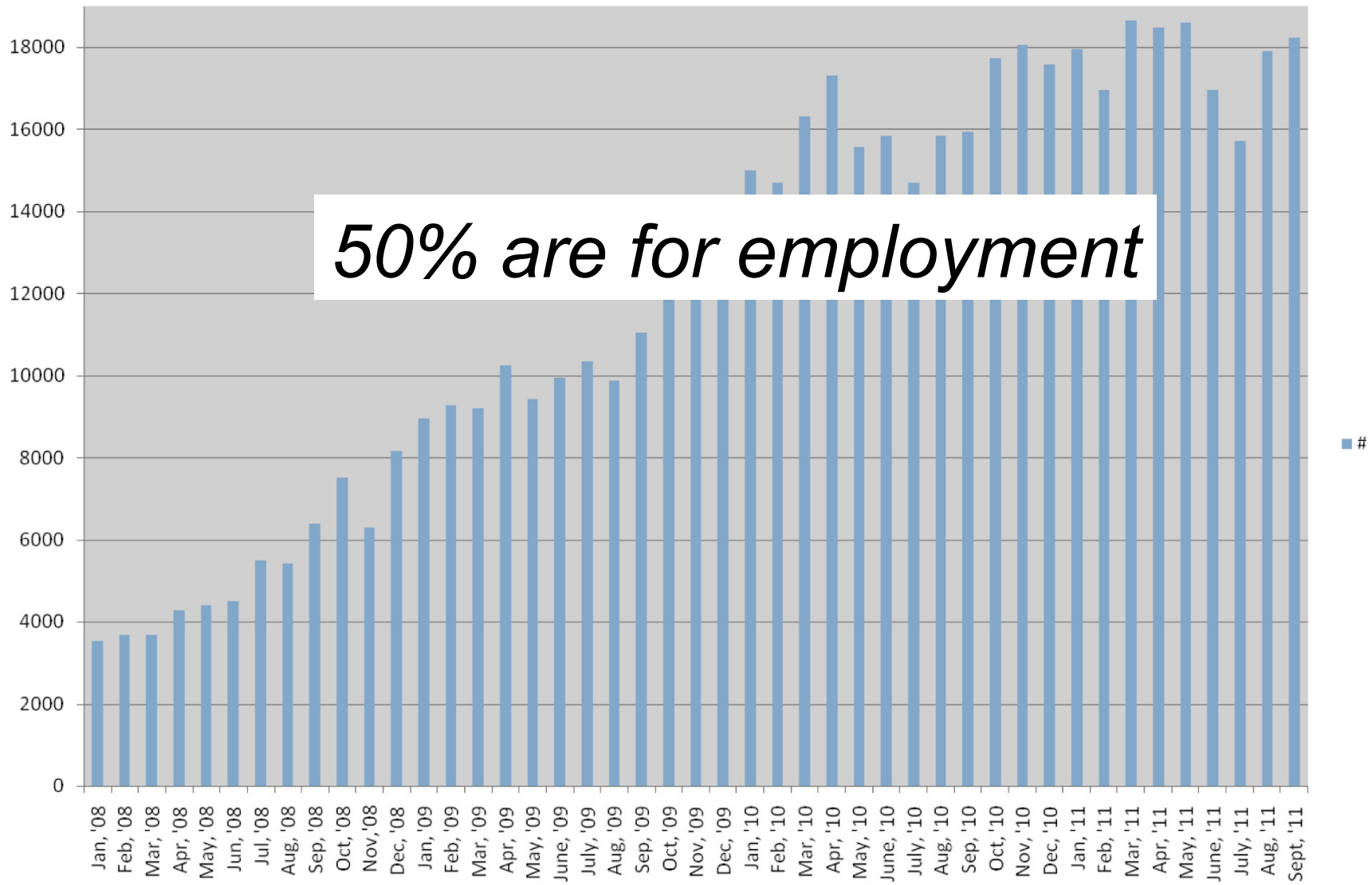
- Fixed Route
- DAR
- Community Connectors



cascades east transit REGIONAL SYSTEM MAP

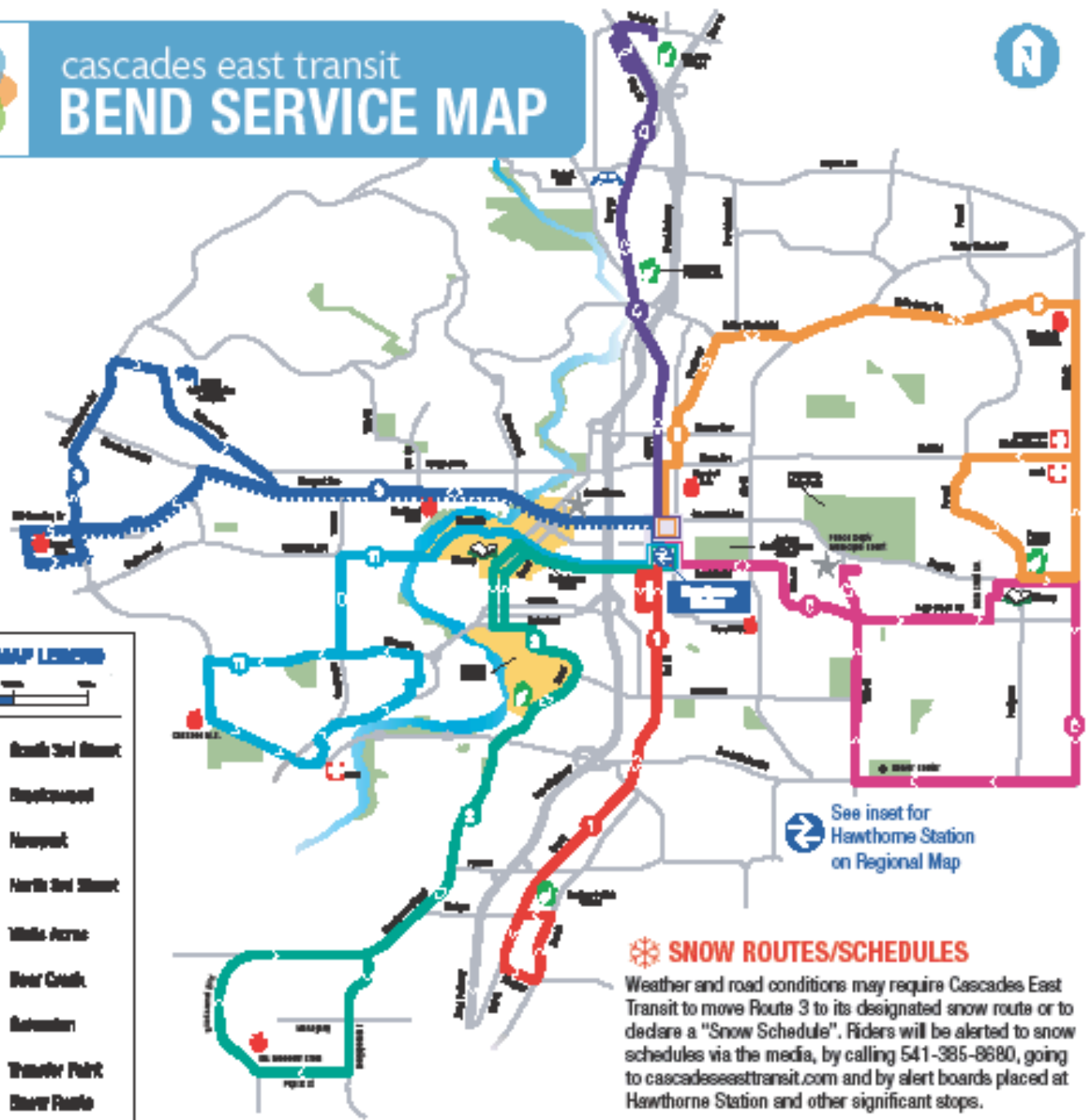


Regional Rural Trip Growth





cascades east transit BEND SERVICE MAP



SYSTEM MAP LEGEND



-  1 South 3rd Street
-  2 Deschutes
-  3 Highway
-  4 North 3rd Street
-  5 Middle Avenue
-  6 Bear Creek
-  7
-  8
-  9
-  10
-  11
-  Transfer Point
-  Snow Route

 See inset for Hawthorne Station on Regional Map

 **SNOW ROUTES/SCHEDULES**

Weather and road conditions may require Cascades East Transit to move Route 3 to its designated snow route or to declare a "Snow Schedule". Riders will be alerted to snow schedules via the media, by calling 541-385-8680, going to cascadeseasttransit.com and by alert boards placed at Hawthorne Station and other significant stops.

A Note on Environmental Justice...

- CET built explicitly to meet the needs of the transit dependent – this was the broad regional agreement.

LESSON:

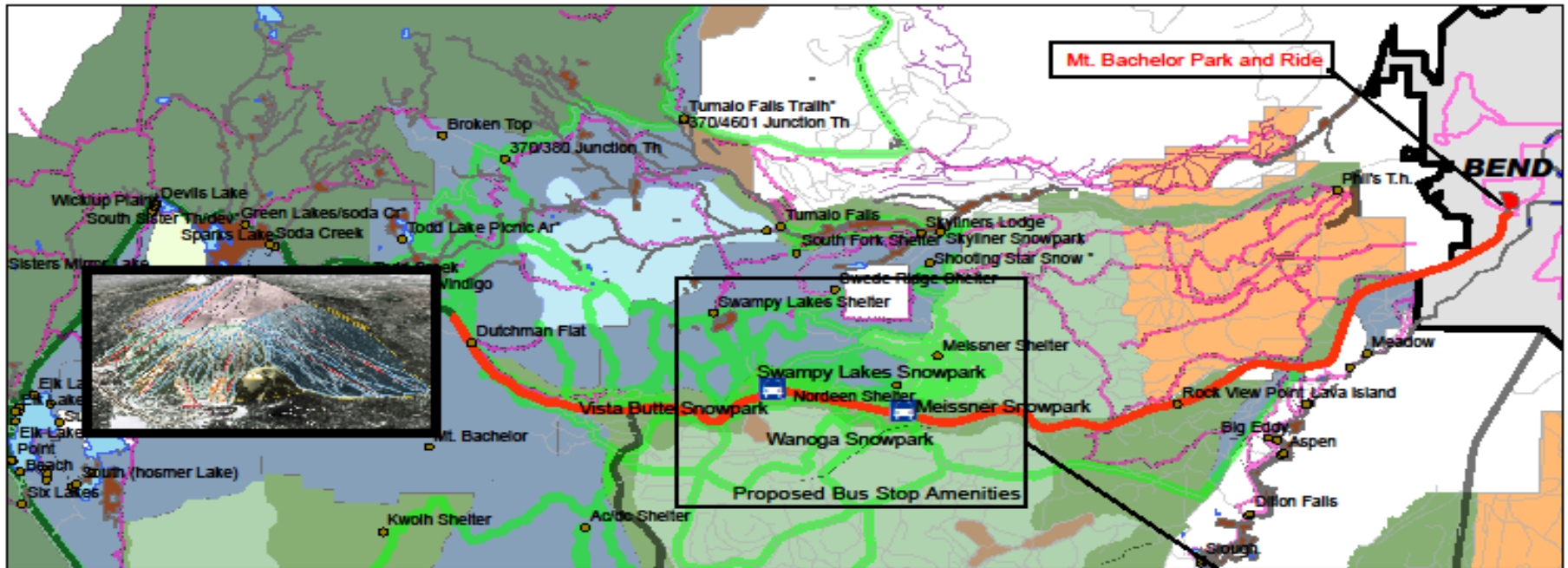
Participate in and support the system, it will be far more likely to serve your interests!

Stand outside and lob bombs at it, you engender a “defensive” mentality vis-a-vis your interests.

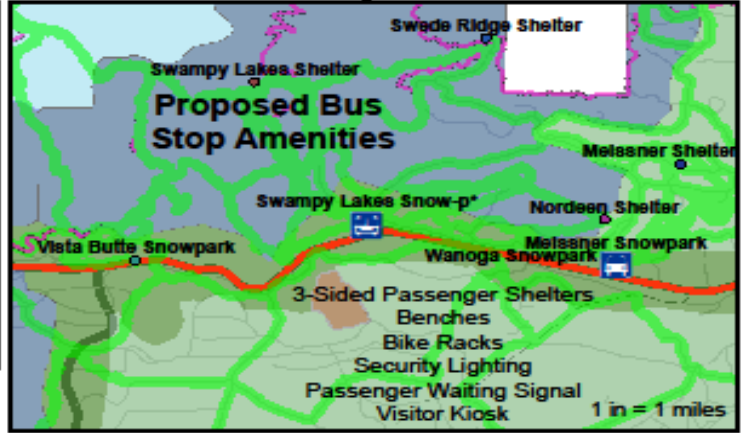
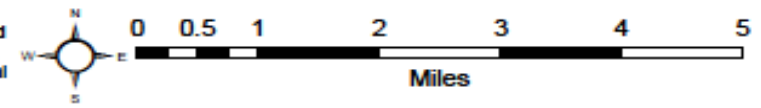
- BUT, still need to build better networks/understanding of needs of the Latino community.

Ongoing Integration/collaboration:

Bend to Mt. Bachelor Corridor



This map was prepared by the Bend MPO using Data from the US Forest Service and City of Bend. The map was developed solely for business functions, and is not guaranteed to be accurate. Please contact www.bendmpo.org for additional information. 6/23/10



Ongoing integration/collaboration...



- Next Big Things. Regional Transit Master Plan, leading to.....
 - ▣ Additional tourism sector partnerships?
 - ▣ Health care sector partnerships?
 - ▣ School partnerships?
 - ▣ Long-range partnership with Confederated Tribes of Warm Springs?
 - ▣ Regional multi-modal planning, prioritization, investment?
 - ▣ Fixed Route in Redmond (~27K population, service worker poverty)

Digits



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