CASCADES EAST TRANSIT:
BUILDING REGIONAL TRANSIT THROUGH NETWORKS, COLLABORATION, AND INTEGRATION

Scott Aycock, Central Oregon Intergovernmental Council
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

<table>
<thead>
<tr>
<th>Level</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NOTHING</strong></td>
<td>No communication, no dialogue. Program implementation exclusive of other parties.</td>
</tr>
<tr>
<td><strong>CONSULTATION</strong></td>
<td>Unilateral/bilateral discussions. Usually via formal, required process.</td>
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<tr>
<td><strong>NETWORKS</strong></td>
<td>Multilateral communication, can lead quickly to….....</td>
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<tr>
<td><strong>COORDINATION</strong></td>
<td>At a minimum, avoiding each other’s “toes”. At a maximum, moves to….</td>
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<tr>
<td><strong>COOPERATION</strong></td>
<td>Planning action together</td>
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<tr>
<td><strong>FULL COLLABORATION</strong></td>
<td>Harmonizing activities; actively building each other’s capacity to work together on a common purpose. Often, appears to be one entity to the public.</td>
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<td><strong>INTEGRATION</strong></td>
<td>Putting it all under one roof.</td>
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</tbody>
</table>
Central Oregon Context

- Large region, sparse population
  - 2010 Population = 200,000; 157K in Deschutes Co.
  - ~7,700 square miles; 7-52 persons/mi^2
  - 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.
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.

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
Regional Rural Trip Growth

50% are for employment
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**

Legend:
- Proposed New Stops
- Existing Mt. Bachelor Shuttle
- Bend Area Transit Routes
- River
- Lake
- Wetland
- Summer Sports Trail
- Winter/Sumer Sports Trail

Deschutes National Forest Areas:
- Bend Municipal Watershed
- Deer Habitat
- Recreation
- General Forest
- Katsuk Butte Research Nat Area
- Old Growth
- Scenic View
- Wilderness

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)
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