TECHNICAL ADVISORY COMMITTEE MEETING #2
FEBRUARY 16, 2022 – 2:30PM – 4:00PM

MEETING NOTES

Join Zoom Meeting
https://us02web.zoom.us/j/82007570237?pwd=dUhiVVJJOUN0dG5xYU4rQWFxK2JIQT09
Meeting ID: 820 0757 0237
Passcode: b6jLD1

To dial by phone:
1(346) 248-7799
Meeting ID: 820 0757 0237
Passcode: 582822

ATTENDEES

Andrea Napoli, Bend MPO	Lous Capozzi
Andrea Breault, CET/COIC	Mike Riley, Environmental Center
Derek Hofbauer, CET/COIC	Todd Cleveland, Deschutes County
Tammy Baney, COIC	Sara Anselment, Bend Parks and Rec.
Marty Hopper, CET	Emily Eros, Public/Planner
Rachel Zakem, CET	Kim Curley, Commute Options
Allison Platt, City of Bend	Casey Bergh – OSU Cascades
Tobias Marx, City of Bend	Cora Ives, PacificSource Health
Richard Ross, City of Bend	Eddie Montejo, Parametrix
Devin Hearing – ODOT	Emily Mannisto, Parametrix
Alex Hardisson, Central Oregon LandWatch	

Key Themes

- **Complete Communities:** Refer to Bend's Complete Communities when looking into Emerging Urban Districts / TOD
- **Funding:** Concerns about operational costs, scale of Bend's mobility hub price tags vs. large cities with bigger budgets, ensuring that local TSP funding options are incorporated into mobility hub planning
- **Other Case Studies:** Suggestions for other case studies to look into, particularly resort towns, seasonal tourism, ski towns, etc.
- **Technology:** Excitement about technology options – how easy would it be to set up transit technology for users including universal transportation account, real-time travel information, etc.?
- **Existing Ridership / Outreach:** Market analysis should focus on future choice riders *and* existing ridership – questions about how to best reach out for public feedback, which questions to ask, should focus on which elements of the hub riders feel would be most useful, less questions about preferred locations.
- **Oregon State University:** Suggestions for how to collaborate with OSU – technology, innovation district
- **Park-and-ride:** Success of existing park-and-ride or kiss-and-ride locations even in rural areas, may be a good concept to carry into mobility hubs in dispersed areas

- **Safety:** Questions about how to maintain the safety of mobility hubs, not let them turn into problematic areas
- **Future development:** Use strongly worded TSP language to tie into incentivizing developers to integrate mobility hub elements

DISCUSSION

Other Case Study Recommendations

- One place to look might be Summit County, CO. These resorts are quite far apart, but they function like transit centers. How can they be used seasonally? Maybe like food cart pods? Recreational opportunities… Could this apply in Bend?
  - *We can explore mobility hubs in the context of ski/tourism hubs. May provide opportunities for understanding choice riders/high ridership opportunities. For example, look at Vail or other tourism towns.*
- Allison: I recently took the bus in Banff, AB in Canada and was really impressed with the real time signage at the actual transit stops in addition to their real time bus map. Perhaps some ski towns in Canada could be a potential recreation-based town to look into.
- At U of O, there is a Next Urbanism effort led by Nico Largo – doing a lot about emerging transportation technologies, may be a good source of perspective

Density in Bend's Context

- **How do is the study defining "high to moderate density" of jobs and housing?** If these are based on San Diego and Salt Lake, etc., then Bend doesn't have any "high" density areas. Low- to moderate-density at best.
  - *We are focusing on successful mobility hub examples with applicable lessons learned that would be appropriate for the Bend context. Although the study reviewed a range of differently sized cities and densities, we are being careful to consider how those same ideas would play out in Bend's community context, local transit network, and existing rider base. Large urban solutions are not appropriate for the Bend context but there are still elements of successful implementation that could be applied here.*

Complete Communities

- **Can you explain the Emerging Urban District typology?** Also suggest the team takes a look at Bend's Complete Communities initiative – as there is active interest in trying to find a way to integrate commercial job and residential facets into communities as they develop in Bend. Mobility hubs could certainly be an element in these places.
  - *This typology generally refers to development-driven opportunities for mobility hubs. Can occur in already active development areas or in newly developed areas in town. Not exclusive to TOD and can vary in terms of agency/developer investment/operations in mobility services.*
- **Consider Complete Communities and Complete Neighborhoods** – this relates to locational issues like NE end of Bend, the "perfect rectangle" which is being developed now, includes a shopping center, that seems like the kind of place that is focused on this complete neighborhood concept. That's an example where this is trying to be applied. Down near new high school is another option, DSL land, same concept. Near to mid-term places where there is opportunity for a mobility hub.

Sprawl / Incentivizing Developers

- **Bend does not have big highways but does have sprawl** – how can we do better with utilizing transit and tackling sprawl?
  - *There has to be a combination of incentives and regulatory mechanisms in place to help guide new development in a more sustainable direction, like the complete communities/complete neighborhoods work happening already. There are also opportunities for denser, more transit-friendly, multifamily communities.*
  - *The Culdesac Tempe example is applicable here, where a private developer is building a self-contained "city within the city", organized around sustainable transportation and an abundance of mobility options. Within Bend there will be more new development activity, so there is an opportunity to incentivize private developers to embrace mobility hub elements.*
- **Consider the existing TSP** – one of the elements where language is strong is that the City of Bend MUST work with employers on TDM strategies. Mobility hubs could be an element of this at major employment centers, etc.

Funding

- **Funding suggestions** – This seems to be looking at infrastructure / capital cost. Will there be analysis of operational costs? As we probably won't be generating mobility hubs from the general fund. What I don't see on here are some other things that are in the TSP like p.128 – new funding tools that we identified, things like sales tax, gas tax, seasonal, etc. countywide vehicle registration fees, make sure local set of funding options deal with operational and capital costs.
  - *The team will make sure TSP local funding tools are incorporated into memo/funding considerations moving forward.*
- **Urban Renewal / TIF** – Urban renewal and TIF is the same thing, clarify this in the text.
  - *Yes, Urban Renewal is generally funded by TIF, we will clarify in the text and not treat them as two separate ideas.*

Transit Technology

- **CET Bus Technology Upgrades –**
  - Work is underway to update real time signage, RouteMatch switching to Pasio-Ecolane, which will provide an open interface for 3rd parties to "talk" to CET's transit system. Once complete, it will open up opportunities for universal account/mobility as service applications.
  - CET also has a real-time transit app that has improved significantly over the last year and is used often by riders.
- **Universal Transportation Account** – Sounds like a great project for some super smart people at OSU-C to develop for Bend! The Move Bend Pass/Account?
- **Bus Stop Vs. Mobility Hub** -- What's the difference between a regular bus stop and a mobility hub? Would these replace regular bus stops?
  - *A lot of the factors that make a mobility hub succeed are the same as traditional transit stops. However, mobility hubs often incorporate additional technologies and services to provide intermodal connections and address first/last mile gaps. They can also provide alternative connections to the underlying transit system. Not a replacement – should be seen more as a supplement to provide greater accessibility to the CET system and provide a new suit of options to meet Bend's diverse travel needs.*

Understanding Existing Ridership

- **For this study to be successful, we really need to understand ridership today** – what does the first and last mile look like for our current CET users? It's also important to design better facilities not just for the mobility hub vision, but to create concrete benefits for people who are using transit today. How can we get that feedback up front and not just "if you build it, they will come"? Really need to talk to people to get feedback. What information do we need for these kinds of focus groups?
    - *Agreement: How can these hubs help overcome today's barriers, as well as set up us to meet future needs? And not just for transit services, but also the services needed before and after the bus ride.*

Funding and Scale

- A lot of these are spending massive amounts of money on a single hub. How will we be using Bend's funding when we don't have as much as these other places to spend on a single hub?
    - *The benefit to mobility hubs is that they don't have to be centralized, high dollar "hubs" as much as strategic and well-coordinated intermodal options. Few jurisdictions have gone out and built a mobility hub overnight. In most of the case studies reviewed, mobility hubs were developed organically by building upon the existing transit system. In Bend, this likely means scalable, moderately priced investments in improving Hawthorne Station, pilot projects at key destinations like St. Charles, and OSU-C, for example.*
- Building on this point, it's important to understand both capital costs and the annual operations costs.
    - *Operational costs will be studied in the future work to develop and implementation strategy.*
- **Design should be a leading principle.** While strategic, phased improvements may be beneficial, we need to think about well-designed places and placemaking, and not just skimp on invest in spaces, would rather make these sustainable.

Challenges?

- If a mobility hub does not have the recreational, or activity-drawing options or context, the reality is that the hub may be perceived as a negative thing in the neighborhood given the association between transit and transient communities, etc. Hoping we diversify the need for the mobility hub, diversity of ridership, etc.

Opportunity Sites / Tying Mobility Hubs into Decentralized Areas

- **Consider the restaurants immediately south of Neff Road** – this area is destination-focused, close enough to the hospital, would also need to have improvements to the safety of the crossing and pedestrian system. But if these pedestrian improvements were paired with mobility hub elements, this would be even more of a destination, draw ridership, etc.
- **Consider La Pine to Bend,** the largest pickup spot is Wickiup Junction, which is currently just a parking lot off Highway 97. We're finding that we can gain popularity in transit when there is a park and ride or a spot where folks can be dropped off, highlight that hubs can serve as park and rides and attract people to use them – even in a rural or suburban system.

Innovation District at OSU

- **OSU-Cascades recently hosted a group of private developers** who want to work with us to develop an "innovation district" on the east side of our campus. This is still years out, but as this Mobility Hub plan develops, I hope it will encourage an "institutional" hub on campus and "incentivize developers to incorporate mobility hub elements" into that design, as noted in the Best Practices.

Public Engagement Efforts

- **How can we gather information about challenges and barriers to riding?** A lot of our transit riders right now due to COVID and the fare free aspect are folks using services, staying warm, etc. but if we want to gather information about choice riders, we may want to ask questions more broadly.
  - *Focusing on features and elements will be more useful than asking about preferred locations for the equity outreach survey*

Other Comments

- **Could we lean on neighborhood associations to sponsor "hub ambassadors?"** Could help teach the community how to use these hubs and could help address some of the safety/perceived safety concerns.
- **Consider any mobility hubs that "failed"** -- If so, it would be good to benefit from lessons learned elsewhere.
- **It will be important to spread these geographically** – especially in the north/east areas and not just central/west side focused.
- We love the "park once" concept!
- Long off dream of a SUP station at Elk Lake!