



ACTION 8:
Increased CTS Service

Seek expanded service on select CTS routes to campus, both in frequency and in the span of service through the year.

Opportunity

Over 50% of OSU employees and students live within a quarter mile of a Corvallis Transit System (CTS) stop with 30-minute frequency, suggesting they have access to fareless transit as a commute option. And yet currently less than 10% of trips to campus are made by bus. With targeted investments focused on convenience, public transit can be an even more attractive service for a significant portion of OSU’s commuters.

Current State

Almost every CTS route that serves campus has either 30-minute or hourly frequency. When OSU is not in session, peak period service is reduced on some routes from 30-minute to hourly service. This presents two barriers to increasing ridership. First, low-frequency, hourly bus routes compete poorly against cars in an environment like Corvallis where driving distances are relatively short. Second, when frequency is reduced during OSU breaks and over the summer, employees cannot rely on it year-round and are less likely to use the service.

Cost
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Lead
CTS

Partners
OSU Transportation Services

Timeline
Medium

Complementary Actions
Commute Incentives (Action 3)
Communications Strategy (Action 6)
Monroe Corridor Redesign (Action 11)

Discussion

Frequency and Consistency = Convenience

OSU supports service expansion on select CTS routes serving campus to make transit a more competitive and convenient transportation choice. More frequent service, as well as service continuity during academic breaks, will go a long way toward making transit an attractive option for students and employees as well as other Corvallis residents.

In order to determine which routes have the highest opportunity for ridership growth, the project team analyzed all CTS routes alongside anonymous student and employee home address data to identify which routes traverse areas with the highest density of students and employees. Routes 1, 5, 6, and 7 were identified as having the greatest potential to support a shift in commute behavior, due to the high number of students and employees living along the routes.

The recommendations for service increases on these routes are based in part on the city’s Transit Development Plan, with added emphasis on year-round, weekday service to provide continuity and reliability for employees who work on campus all year. Although these improvements are designed to target OSU commuters, Corvallis residents across the city will benefit from these improvements.

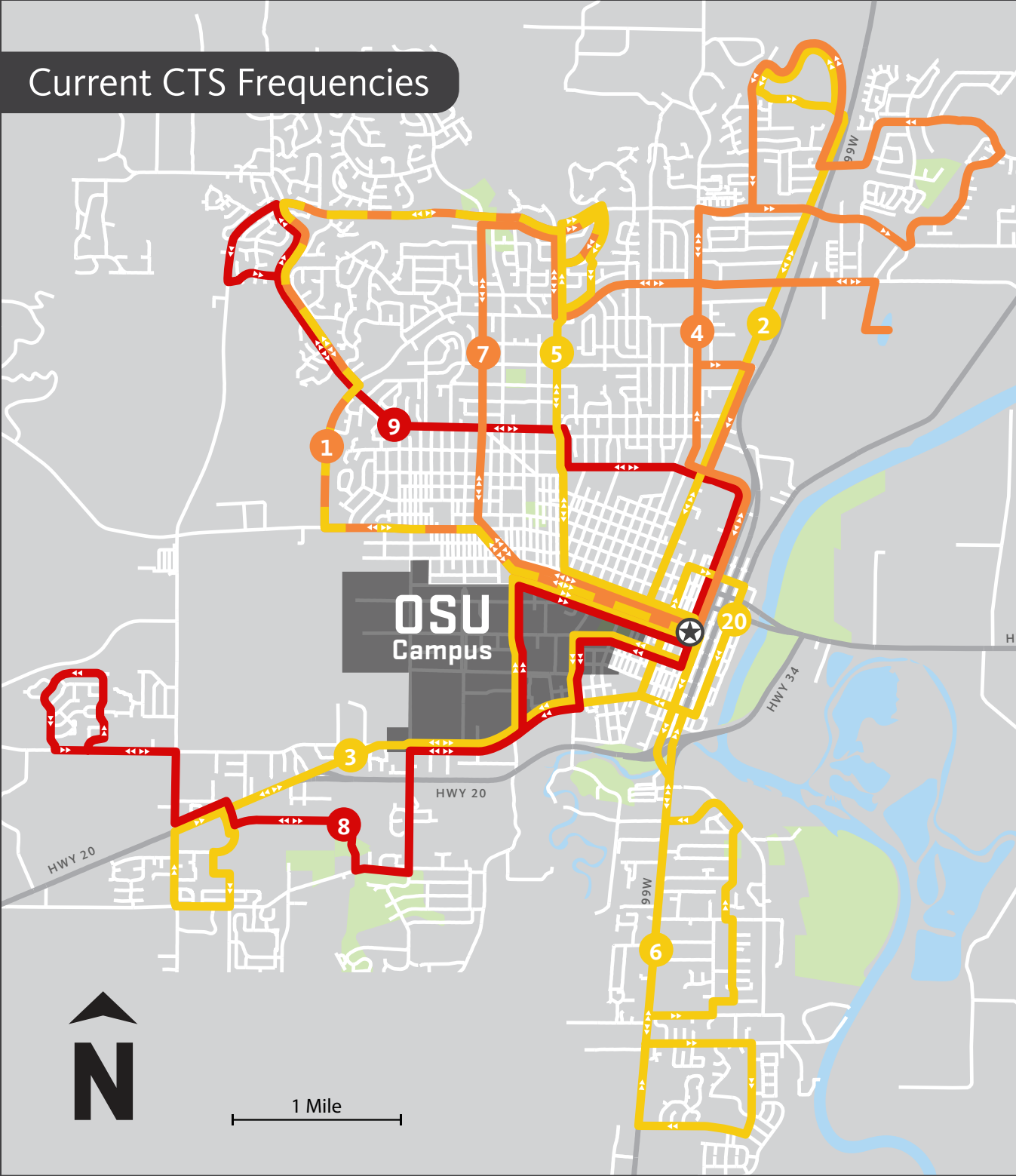
The recommended service increases shown in Table 3 and Figure 13 would require close collaboration with the City of Corvallis to purchase additional buses and identify funding for the additional service hours. OSU can support these service expansions by creating transit marketing campaigns. For example, personalized communications could be sent to OSU community members who live within walking distance of the improved routes (Action 6).

Table 3: Recommended CTS Service improvements

TDP project #	Description
AG	Operate Route 1 every 30 minutes all day on weekdays, year round
AF	Operate Routes 5 and 6 every 20 minutes all day on weekdays, year round
AI	Operate Route 7 every 30 minutes during peak periods on weekdays, year round

Source: 2018 City of Corvallis Transit Development Plan

Current CTS Frequencies



Proposed CTS Frequencies

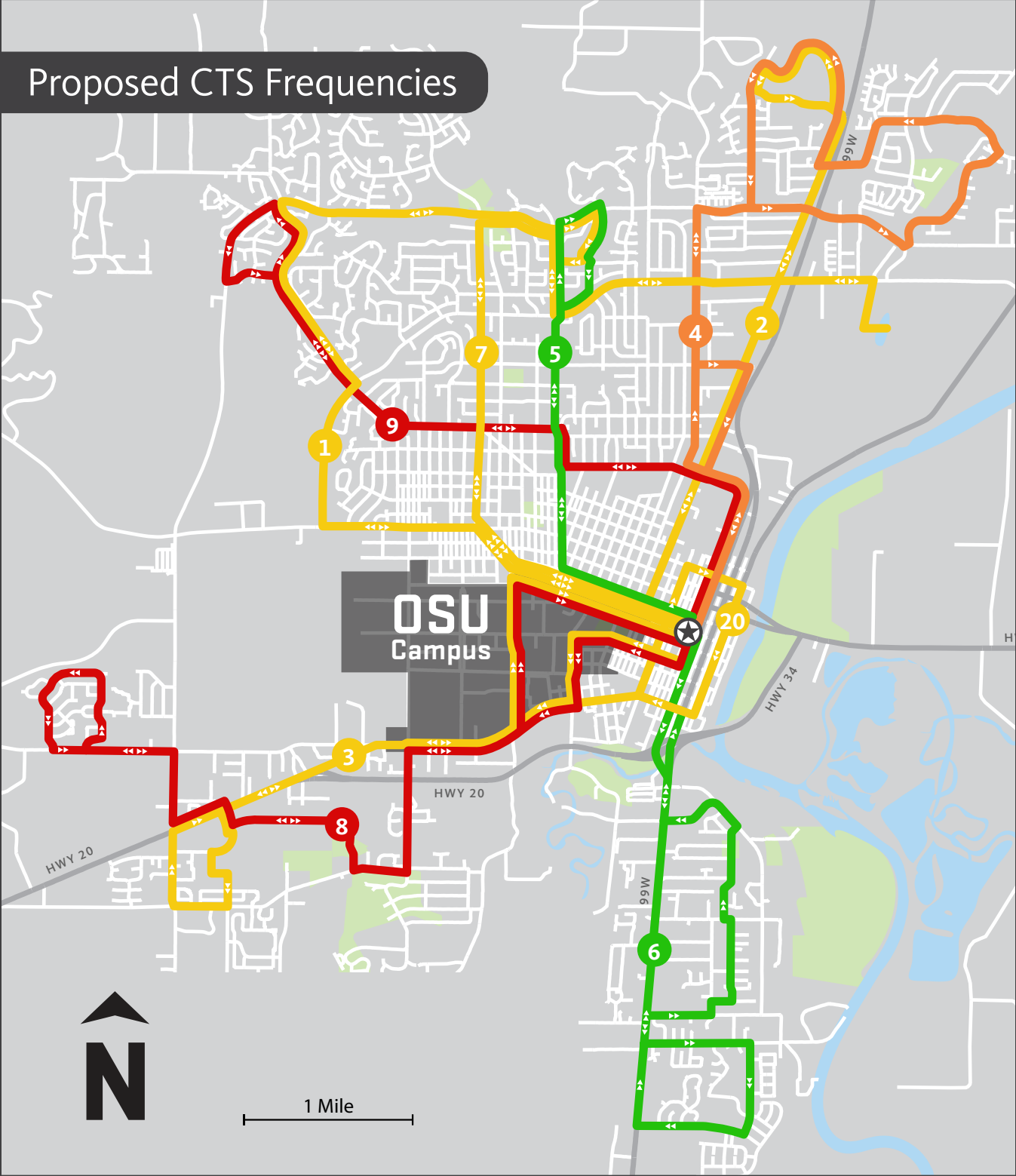


Figure 13: Current vs Proposed CTS Frequencies

