

RESOLUTION NO. 1020

A RESOLUTION ADOPTING "SOUTH METRO AREA RAPID TRANSIT" AS THE NEW NAME FOR THE CITY OF WILSONVILLE PUBLIC TRANSPORTATION SYSTEM.

WHEREAS, the City of Wilsonville operates public transit services known as Wilsonville Area Rapid Transit; and

WHEREAS, this service is provided for the convenience of the citizens of Wilsonville; and

WHEREAS, transit services are available because of adopted Ordinance No. 340, and amended by Ordinances No. 354 and No. 360, a business tax based payroll expenditures and self-employment assessed on those businesses located within the Wilsonville transit boundaries; and

WHEREAS, these transit services are also available to employees of Wilsonville businesses; and

WHEREAS, the City's transit system will be expanding and the City's business community desires the system to project a new image reflective of the service expansion; and

WHEREAS, suggestions for a new name were sought from the public; and

WHEREAS, forty-eight suggestions were received and included at the end of the attached staff report; and

WHEREAS, the City's Transportation Advisory Committee did review name suggestions and recommends from these suggestions, "South Metro Area Rapid Transit" as the new name for the City's transit programs.

NOW, THEREFORE, THE CITY OF WILSONVILLE RESOLVES AS FOLLOWS:

1. To adopt "South Metro Area Rapid Transit" as the new name for the City's public transportation system.

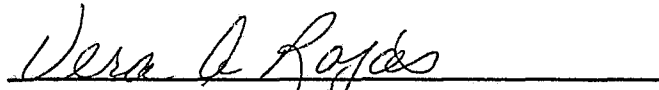
ADOPTED by the Wilsonville City Council at a regular meeting thereof this 21st

day of June, 1993 and filed with the Wilsonville City Recorder this date.



GERALD A. KRUMMEL, Mayor

ATTEST:



VERA A. ROJAS, CMC/AAE, City Recorder

SUMMARY of Votes:

Mayor Krummel	<u>AYE</u>
Councilor Van Eck	<u>ABSENT</u>
Councilor Carter	<u>AYE</u>
Councilor Hawkins	<u>AYE</u>
Councilor Lehan	<u>AYE</u>

June 21, 1993

To: Honorable Mayor and Councilors

From: Richard Randise, *RR 6-18-93*
Transit Director

Subject: New Name For The City's Transit System
New Business Item A

SUMMARY

Local control of the City's transit program has been in effect since January of 1989. Until January 1991, the City contracted with Tri-Met for operation of fixed route services. Since 1991, after determining that the city would be better served by a demand responsive system, the City began in-house operation of door-to-door services known as Wilsonville Area Rapid Transit (WART) utilizing city employees and a city owned passenger van. In 1993-94, WART will enhance current service levels by adding regional fixed route services. The enhancement program is being implemented because of the results of several community surveys.

Wilsonville's business community, who funds the transit program through employee payroll taxes, wants the enhancement services and has requested a new name to project a professional image. A major driving force behind the change is the desires of the community to remain independent of the Tri-Met district. Staff conducted a contest to come up with a new name. Forty-eight (48) suggestions were submitted by a total of Thirty-five (35) contestants. The City's Transportation Advisory Committee has reviewed the suggestions and recommended the best name. Upon Council adoption of TAC's recommendation, graphics designs will be sought through another contest. The design contest will conclude near the end of July 1993 with the design presentation and award during an upcoming Council meeting.

RECOMMENDATION

1. Adopt the name chosen by the TAC as the new name of Wilsonville's transit system.
2. Direct staff to proceed with developing new design graphics using the new name.

TRANSPORTATION ADVISORY COMMITTEE RECOMMENDATION

South Metro Area Rapid Transit

DISCUSSION

In Spring of 1988 a group of local businesses, through a Chamber of Commerce sub-committee conceived and approached the City of Wilsonville with the idea of the City managing Tri-Met's mass transit responsibility within the City of Wilsonville. The purpose was centered around reducing individual business' (Wilsonville's) payroll tax obligation. From this proposal, the tax would be paid to the City instead of Tri-Met reasoning that this Wilsonville business tax rate (payroll taxes only) could be reduced. The logic being, a smaller system would require fewer resources to manage and operate.

The City petitioned for, and was granted permission (by Tri-Met) to withdraw from Tri-Met's district. The city began managing transit responsibilities in January 1989. However, the responsibility for the regional transportation needs of the metropolitan area, which includes Wilsonville, remained in the hands of Tri-Met. This is State law.

During the first two years of service (1989 & 1990), the city contracted with Tri-Met for fixed route services through a subcontractor, Buck Ambulance Service. This service did not adequately serve the community. The City's TAC determined that the community would be better served by a demand responsive program.

In January 1991, services provided within Wilsonville changed to demand responsive. In addition, the city contracted with Tri-Met for morning and evening regional commuter fixed route services. The City of Wilsonville, using city transit employees, began operating the new demand responsive services by providing door-to-door rides within the city limits of Wilsonville, and on a special needs basis, regional door-to-door service to areas outside of Wilsonville. The City purchased a small nine passenger van to provide this service. A name for the service and design graphics followed. Wilsonville Area Rapid Transit (WART) was selected to be the name of the new demand responsive program.

The City's transit system, as it is known today, is operating under a five year plan. At the end of this five year period (1994), Tri-Met will review its boundaries to determine whether transportation services for the community would be best served by the Tri-Met district.

In order to avoid being absorbed back into Tri-Met's district, Wilsonville must demonstrate that it is providing an adequate level of service, at a minimum, comparable to Tri-Met's services. In 1992 the city made a commitment to remain independent of Tri-Met. Several measures were taken to ensure this independence. Citizen and on board passenger surveys were conducted to determine knowledge of, and perceptions about the transit services. In addition, the city hired a transit director to manage, develop and expand the system in order to provide the comparable and quality transit program similar to Tri-Met services.

To determine the appropriate direction in which to develop and expand the transit program, staff to survey the desires of the business community. This was done in two ways. First, Wilsonville Business Community Questionnaires (attached) were sent to approximately 25 businesses within the community. Staff tried to concentrate on those members of the business community who were involved in the initial sub-committee proposing the withdrawal from Tri-Met. In addition, some of the new members in the business community were surveyed. Approximately a third of the questionnaires were returned. Next, staff phoned those members receiving questionnaires who responded and those members receiving questionnaires who did not respond. An attempt was made to schedule meetings with representatives of these business leaders to discuss future developments of WART services.

The ninth question on the Wilsonville Business Community Questionnaire asked respondents if the name WART should remain or would a new name make the service more attractive. Of those returning the questionnaires, only one respondent wanted to keep the current name. All of the representatives of the business community who granted interviews recommended changing the name to something more professional. It is important to note that staff was able to get responses (to the questionnaire) from a very small percentage of the business community. Of those members contacted, who were involved in the initial withdrawal, only four granted time for interviews.

During the February 18, 1993 meeting of TAC, staff presented alternatives to expanding and enhancing Wilsonville's transit programs. At this meeting, staff reported the desires of the business community, regarding the name change, and recommended such to TAC. TAC agreed, and proposed conducting a contest to determine a new name for the transit system.

The Name Contest

First, staff approached the business community for prizes to be awarded to the person suggesting the best name. PayLess Drug store donated a \$25.00 gift certificate and Charbonneau on the Green donated brunch for two. The person suggesting the best name, recommended by TAC, will receive the prizes. Next, staff printed and circulated announcements to the business community through the Chamber of Commerce news letter. Announcements were handed out to passengers on WART vans and distributed to the city's schools. Additionally, an article appeared in the Wilsonville Spokesman (see attached). The contest deadline was June 4, 1993.

Forty-eight (48) suggestions were submitted by a total of Thirty-five (35) contestants. A list of those names suggested is attached. TAC reviewed the suggestions during their meeting of June 17, 1993. TAC's responsibility was to select the best name. TAC was asked to recommend a name based on the name's ability to project a polished, professional image. The recommend necessitated a name that would encourage patronage and possess potential marketability. First, TAC eliminated the suggestions which they did not want to consider. After the first cut, ten suggestions remained. The remaining list was then reduced to the following seven: The Bus, Public Area Transit (PAT), Rapid Inter-city Destination Express (RIDE), River City Transit, South Metro Area Rapid Transit (SMART), WAVE and Wil-Ride.

TAC's final choice was determined as follows:

The Bus was not original reasoning that this name is used by Monterey-Salinas Transit of California and the city transit service provided in Honolulu.

RIDE - While the acronym was acceptable saying the whole name was cumbersome.

River City Transit - Members asked themselves, "Is our city really the river city?" Other communities, Portland, Lake Oswego, Oregon City might feel that they are the river city.

WAVE and Wil-Ride were eliminated without additional comment.

What remained were Public Area Transit (PAT) and South Metro Area Rapid Transit (SMART)

A show of hands resulted as follows:

PAT - received one vote.
SMART - received four votes and members remarked, "We really are the southern part of the metropolitan area."

Your Council is asked to adopt TAC's recommendation as the new name for Wilsonville's transit system.

The Design Graphics & Logo Contest

Following adoption of the new name, staff will conduct another contest, employing the new name, to obtain professional graphics and logo design. The design contest will cover

approximately four weeks. Assistance is being provided by Mr. Mike Cook, Manager, Facilities Planning & Interiors for Mentor Graphics in Wilsonville, Mr. Ken Ambrosini of Design Partnership and Ms. Melissa Gurian a member of TAC. Ms. Gurian, Mr. Cook and Mr. Ambrosini, will serve as blue ribbon panelists in the selection of the best graphics design. A \$1,000 prize will be awarded for the best design and logo. Your Council will be asked to present the award during an August meeting of your Council when presentation of the City's new transit image will occur.

OTHER AGENCY INVOLVEMENT

None

FINANCIAL CONSIDERATIONS

A \$40.00 fee was paid to the Chamber of Commerce for inserting the announcement in the chamber's monthly newsletter. The \$1,000 prize for the best design and logo, will come out of the City of Wilsonville's Transit Department 1992-93 advertising budget. Producing the new graphics and installation on the transit fleet will occur during the first quarter of FY 1993-94. The cost of producing and installing the new graphics is estimated at approximately \$9,000. The project will be completed during the month of August.

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**WILSONVILLE
BUSINESS COMMUNITY QUESTIONNAIRE**

1. Are you familiar with the Wilsonville Area Rapid Transit (WART) system?

Yes _____ No _____

2. Have you ever used WART yourself or do you know someone who has?

Yes _____ No _____

3. Have you or your business ever expressed any concerns or ideas to the City regarding WART?

Yes _____ No _____

Skip to No. 5 if your answer to this question is "No".

4. If so, did you feel listened to, and that an appropriate response was given?

Yes _____ No _____

5. What can we do to improve communications between WART and the business community? Please explain. _____

6. Would you be willing to explore with us some possibilities for providing service to your employees? (We've thought about Express Service to Salem, Oregon City, and the Tualatin Park and Ride.)

Yes _____ No _____

7. If a shuttle service traveled a route connecting the businesses with Wilsonville's downtown shopping area from 11:30 a.m. to 1:30 p.m., do you believe your employees would use it for lunch and running errands? (For restaurants, auto repair shops, library and stores.)

Yes _____ No _____

8. We are interested in developing a questionnaire for your employees that would determine (a) origin/destination information, (b) commute times, and (c) potential use. Would you be willing to distribute such a questionnaire to your employees?

Yes _____ No _____

9. Our transportation system is known as "WART" - an abbreviation for Wilsonville Area Rapid Transit. Do you think a new name would make the system more attractive to users? (Examples: Wilsonville Express, Willamette Valley Transit, etc.)

Yes _____ No _____

Any ideas?

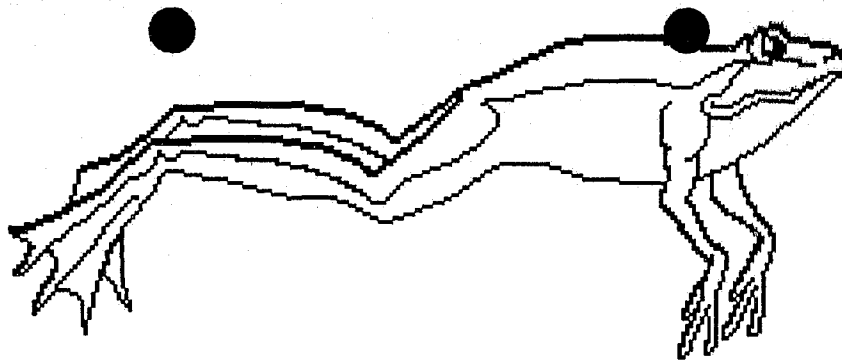
10. What else can we explore to assist you and your employees?

Thank you for completing this survey. We will be contacting you soon to review results and establish further dialogue. Please indicate the person responding to this questionnaire.

Contact person : _____
Phone Number : _____
Company Name : _____
Address : _____

Please return this survey to:

Richard Randise
Transit Director
30000 S.W. Town Center Loop E.
Wilsonville, OR 97070



W.A.R.T. Needs a New Name!

Got an idea? Call 682-1011 by 5 p.m. on June 4. Best suggestion wins a \$25 gift certificate from PayLess Drug and brunch for two at Charbonneau on the Green!

Wilsonville Area Rapid Transit, the City's business-supported transit system is changing. Soon the City of Wilsonville will be offering fixed route midday service, express service to the Barbur Blvd. and Tualatin park-and-rides, and the Oregon City transit center, while continuing to offer the ever-popular door-to-door dial-a-ride service. With all of these changes on the way, it's time to rename the system to project a polished and professional image.

Once a new name is selected at the June 21 City Council meeting, a second contest will be held for a new logo and graphics. Phone in your idea for a new name for the transit system to 682-1011.

Wilsonville Area Rapid Transit services are free! To schedule a ride, call 682-7790.

The fine print↓

CONTEST RULES:

1. Suggestions for a new name must be phoned in to City Hall (682-1011) by 5 p.m. on June 4, 1993. All suggestions will be eligible. In the event of duplicate suggestions, the call received first will be entered into the contest.
2. Five finalists will be selected by the Wilsonville Transportation Advisory Commission. The winner will be selected by the Wilsonville City Council at its meeting of June 21, 1993.
3. Employees of the City of Wilsonville and their families are not eligible to enter the contest. In addition, members of the following city boards and commissions and their families are not eligible: City Council, Budget Committee, Design Review Board, Planning Commission, Library Board, Parks & Recreation Advisory Board, Transportation Advisory Commission, Library Expansion Task Force, Bicycle Advisory Task Force, Fiscal Management Task Force.
4. Slogans are welcome but not required. Names do not have to include the word "Wilsonville" and need not create acronyms.

City to rub out WART as name for transit service

The city of Wilsonville is asking the public to come up with a new name for the city's transit system. Whoever comes up with the best name will win a \$25 gift certificate from PayLess Drug and brunch for two at Charbonneau on the Green.

The transit system is currently known as Wilsonville Area Rapid Transit and goes by the acronym "WART."

"We're planning a major expansion of the transit system and we want a new name to reflect those changes and to call attention to them," said Richard Randise, transit director. "We'd like to come up with something polished and professional."

The new name does not have to include the word "Wilsonville" nor does it have to create an acronym.

Suggestions should be phoned in to City Hall at 682-1011. If the name hasn't already been suggested by someone else, operators will take the caller's name and address and record their suggestion. The deadline for entries is Friday, June 4, at 5 p.m.

The Wilsonville Transportation Advisory Commission will select five finalists and the City Council will choose the new name at its June 21 meeting. Once the new name is selected, the city will launch a second contest to come up with a new logo and graphics for the transit system.

Non-residents of Wilsonville may submit suggestions, however employees of the city of Wilsonville and their families are not eligible to enter the contest. In addition, members of the following city boards and commissions and their families are not eligible: City Council, Budget Committee, Design Review Board, Planning Commission, Library Board, Parks & Recreation, Advisory Board, Transportation Advisory Commission, Library Expansion Task Force, Bicycle Advisory Task Force and the Fiscal Management Subcommittee.

Wilsonville Area Rapid Transit was established four years ago when the city was allowed to withdraw from the Tri-Met District. WART is supported by an employer payroll tax that is less than half the rate of the tax charged by Tri-Met. The transit system receives no property tax support.

Since its inception, WART's primary operation has been a door-to-door dial-a-ride service provided free of charge to anyone who lives or works in the 97070 zip code. (To schedule a ride, call 682-7790).

Starting this summer, the transit system will also offer fixed route midday service within the city, rush-hour and regular daily scheduled commuter service to the Barbur Blvd. Transit Center and Tualatin park-and-ride, and regular service to the Oregon City Transit Center. All of these services will be free. In addition, transit system buses will be available for group outings and special events. There will be a small fare charged for this service.

"A window of opportunity opens next year for Tri-Met to absorb Wilsonville back into their district," said Randise. "That would result in a doubling of employer payroll taxes for our businesses.

"In order to avoid that, we must demonstrate that we are providing an adequate level of service that is comparable to Tri-Met. Our business community has demanded that we take positive steps to remain independent of Tri-Met. We can maintain our independence, and our low employer payroll tax, by expanding the system as we plan to do."

WART NAME CHANGE SUGGESTIONS

Action Runabout Conveyance-ARC
American Rapid Commuter- ARC
American Rapid Conveyance-ARC
American Recreational Conveyance-ARC
American Riding Conveyance-ARC
Area Rapid Route of Wilsonville
Area Rapid Run of Wilsonville
Area Request Route of Wilsonville
Area Request Run of Wilsonville
Area Runabout Commuter-ARC
Area Rural Commuter-ARC
Around Town Transit
Boones Ferry
Boones Ferry Express
Boones Ferry Transit
The Bus
Dial-A-Ride Transit
People Mover (Call ahead we're going your way)
Peoples Area Transit
Public Area Transit-PAT
Rapid Inter-city Destination Express-RIDE
Rapid Ride
Rapid Transit of Wilsonville
Ride n Style
River City Transit
Skylark
South Area Rapid Access-SARA
South Metro Area Rapid Transit-SMART
The Spin Around
Suburban Independant Transit-SIT
Superior Wilsonville Immediate Fast Transit-SWIFT
Sweet Chariot
Swift Wilsonville Area Transportation-SWAT
Tran
Valley Transit Authority
The Van
Van-About-Town
WAVE
Western Clackamas Transit District
"Willy"
Wil-Met
Wil-Ride
Wilsonville Area Transit Service-WATS
Wilsonville Express
Wilsonville Express Super Transit-WEST
Wilsonville Ride About
Wilsonville Ride Around
Wilsonville Van