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.

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 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

<table>
<thead>
<tr>
<th>TDP project #</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>AG</td>
<td>Operate Route 1 every 30 minutes all day on weekdays, year round</td>
</tr>
<tr>
<td>AF</td>
<td>Operate Routes 5 and 6 every 20 minutes all day on weekdays, year round</td>
</tr>
<tr>
<td>AI</td>
<td>Operate Route 7 every 30 minutes during peak periods on weekdays, year round</td>
</tr>
</tbody>
</table>

Source: 2018 City of Corvallis Transit Development Plan
Figure 13: Current vs Proposed CTS Frequencies

Current CTS Frequencies

Proposed CTS Frequencies

- <30 Minutes
- 60 Minutes
- 120+ Minutes
- 30 minutes (reduced to 60 minutes when OSU is not in session)

CTS Transit Hub

Service Increase