



COLUMBIA AREA TRANSIT
EXISTING CONDITIONS REPORT



DRAFT | FEBRUARY, 2022

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EXECUTIVE SUMMARY

This memorandum describes the transit services currently provided by Hood River County Transportation District (HRCTD) and the setting in which those services operate. The purpose of this document is to establish a baseline that will be used to identify where and how services can best be enhanced to meet needs.

BACKGROUND

HRCTD, operating as Columbia Area Transit (CAT), is the primary transit provider in the Hood River County area. HRCTD is undertaking this Transit Master Plan (TMP) update to identify opportunities for transit service expansion and detail short-term strategy for service development over the next five years. A key goal of the TMP update is to develop a fully integrated approach – one that ensures transit investments are supportive of the broader economic, environmental, and mobility goals of the County and the region.

STUDY AREA

Hood River County is nestled between the Columbia River Gorge and the Cascade Range. Over 70% of the county is public land managed by the state, county, or federal government. The County is unique in rural Oregon, with pockets of significant poverty and minority populations juxtaposed with some of the highest housing prices in Oregon. This dichotomy comes in part from Hood River County's location and growing tourism and recreation-based economy and in part from its traditional orchard and agricultural lands. As a key community resource, HRCTD is building a transit service network in the county and throughout the Gorge that can support sustainable growth in tourism and recreation, while ensuring that agricultural workers, county, and Gorge residents can better access jobs, education, medical services, and a variety of other community resources.

PROJECT GOALS

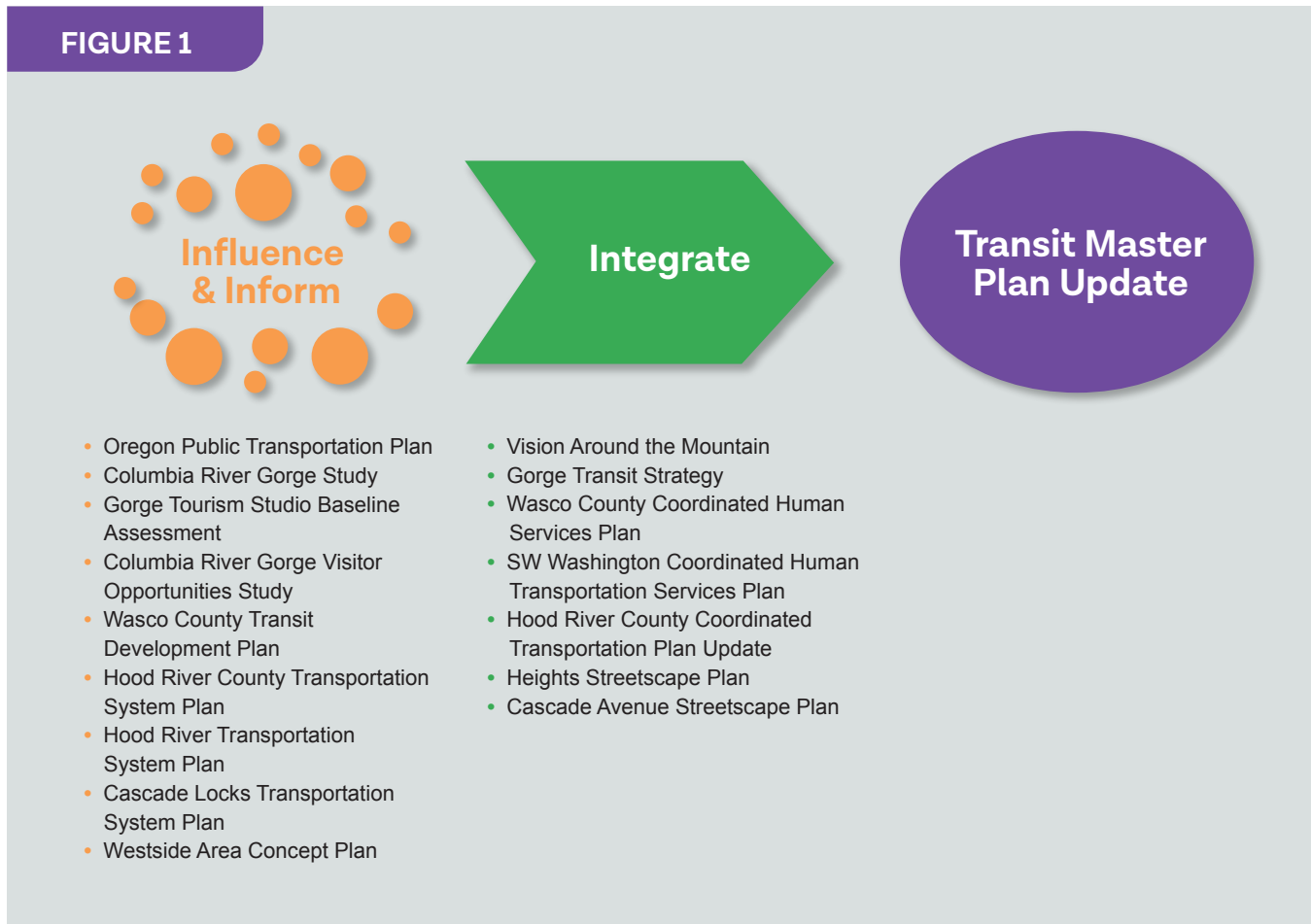
The TMP update has several key goals:

- Understand how public transit fits into the local Hood River County community and what critical needs and gaps exist;
- Identify short-term system improvement priorities for the different areas within the County that can build toward a long-term vision;
- Identify opportunities for local partnerships and regional transit service and land use integration

The TMP will support and incorporate other transportation and transit service planning efforts that are either recently completed or underway in the Hood River County area.

PLANNING CONTEXT

Published planning documents and ongoing planning efforts have been reviewed to provide context for this report and to ensure effective coordination between existing and future planning efforts in Hood River County and the greater Gorge region. A brief description of policies as well as programs or projects relevant to updating the HRCTD TMP have been identified below. The relationship between the document reviewed and the TMP can be seen in figure 1.



STATEWIDE PLANS

Oregon Public Transportation Plan (2018) - The Oregon Public Transportation Plan (OPTP) establishes statewide policies and strategies relating to traditional public transportation modes. It also considers how these modes relate to services such as taxis, transportation network companies (TNCs) such as ride-hailing (e.g., Uber and Lyft), carsharing, carpooling, and vanpooling. The policy focus for the plan includes supporting economic vitality, promoting better health outcomes, meeting environmental commitments, providing equitable access, offering safer travel and more secure communities, and contributing to local resilience.

REGIONAL PLANS

Vision Around the Mountain (2021) - Vision Around the Mountain (VAM) seeks to establish a long-term, regional transit vision for public transportation serving Mt. Hood via OR 35, US 26, and I-84. VAM creates strategies and actions supporting the regional vision housed within a “Framework for Action”. The actions relevant to HRCTD include transit service and infrastructure enhancements along Hwy 35; connections between Hood River and Government Camp, and coordination on transit access, strategy, and infrastructure on the Mountain. This plan will form the basis for an update to the 2014 Mt Hood Multimodal Transportation Plan.

Gorge Transit Strategy (Ongoing) - The Gorge Regional Transit Strategy is a roadmap for the future of public transit in the Mid-Columbia River Gorge. It seeks to establish a regional vision and identifying strategies that will help the transit system meet its goals in response to the growing challenges of housing affordability, congestion, environmental degradation, workforce mobility, and the impact that the ever-increasing population growth in the Portland metro area has on Gorge communities. Outcomes of the plan that will impact HRCTD include coordination or consolidation discussion of Gorge transportation providers, service parameters, and funding and land use/transit integration opportunities.

Columbia River Gorge Transit Study (2016) - The Columbia River Gorge Transit Study examined existing transportation conditions in the Columbia River Gorge area, assessed transit’s ability to serve visitors and residents, and developed and recommended transit service options in the I-84 corridor. While several years old, the study continues to have relevance as a policy guideline for the western Gorge. HRCTD staff continues to work with Oregon Department of Transportation, Forest Service, Oregon Parks & Recreation, and other partners to address the growing demand for access to Multnomah Falls and the Gorge waterfall corridor.

Gorge Tourism Studio Baseline Assessment (2016) and Columbia River Gorge Visitor Opportunities Study (2017) - The Gorge Tourism Studio was designed to help public agencies, private enterprise, community leaders, and youth work together for a healthy tourism economy in the Columbia River Gorge. The assessment includes qualitative and quantitative baseline information about the Columbia Gorge region including residents, the economy, and visitors who come to the area. The Visitor Opportunity Study outlines the vision for those markets. The baseline assessment includes invaluable information for transit on the selected markets, destinations, and other key factors that drive tourism and access in the Gorge. The Visitor Opportunity study also demonstrates how transit is a key factor in that future.

NEIGHBORING COUNTY TRANSIT PLANS

Wasco County Coordinated Human Services Transportation Plan (2020) - The Wasco County Human Services Coordinated Transportation Plan provides a framework for the coordination of transportation services within Wasco County for aging adults, persons with disabilities, and individuals with economic disadvantages. The policy focus is on coordinated service delivery enhanced transportation access, and expanded outreach to meet the growing need for transportation services among these populations. Coordination with HRCTD is a key strategy.

SW Washington Coordinated Human Transportation Services Plan (2018) - The Human Services Transportation Plan for Southwest Washington Regional Transportation Council provides a framework for the coordination of transportation services for aging adults, persons with disabilities, and individuals with economic disadvantages within the SW Washington region. The policy focus is on enhanced transportation access, minimizing duplication of services, and encouraging coordination between neighboring providers that includes HRCTD.

Wasco County Transit Development Plan (Ongoing) - Wasco County is currently undertaking a Transit Development Plan focused on improving public transit service for Wasco County residents and visitors. The purpose of the plan is to examine how the County can enhance and improve transit service in The Dalles and surrounding communities both in the near and long term. HRCTD staff are involved in this planning and are reviewing opportunities to coordinate and integrate their transit services.

COUNTY PLANS

Hood River County Transportation System Plan (2011) - The Hood River County Transportation System Plan was adopted in 2011 and is providing guidance on the design, implementation, and management of transportation facilities within Hood River County for the next 20 years. The plan includes policies related to supporting public transit and encouraging access to other transportation modes throughout the county.

Hood River County Coordinated Transportation Plan Update (2020) - Adopted in 2020 the Hood River County Coordinated Transportation Plan focuses on the transportation needs of seniors, low-income individuals, individuals with disabilities, and Limited English Proficiency individuals. Information from this plan will be integrated into the Transit Master Plan Update.

CITY PLANS

Hood River Transportation System Plan (2011 with Amendments 2021) – The Hood River Transportation System Plan serves as the transportation element of the City of Hood River Comprehensive Plan. It establishes a system of facilities and services to address local transportation needs through the year 2031. The plan offers policies that encourage and support public transit expansion, including passenger rail.

Cascade Locks Transportation System Plan (2001) – The Cascade Locks Transportation Plan focuses on the design, implementation and management of transportation facilities within Cascade Locks over the next 20 years. The plan encourages land use/transit considerations, supports transit expansion, and encourages the return of passenger rail.

Westside Area Concept Plan (2017) – The Westside Area Concept Plan Report presents findings and recommendations to develop an integrated land-use and transportation plan for 450-acres of land located within the City’s Urban Growth Boundary. Transit is a key element of the plan and supports land uses and transportation facilities that are designed to accommodate fixed-route transit.

Heights Streetscape Plan (Ongoing) – The Heights is a Hood River destination, filled with unique homes and diverse local businesses. As the gateway to Mount Hood and the historic family farms and outdoor recreation in the Hood River Valley, the plan will create a friendly, inviting, and safe streetscape design that can accommodate pedestrians, bicyclist, transit, and motorists traveling through the area every day.

Cascade Avenue Streetscape Plan (Ongoing) – The plan will offer a design concept for Cascade Avenue, which is the gateway to Hood River from the west and an important future connection to the Historic Columbia River Highway State Trail. The revisioning presents an opportunity to enhance Cascade to make it more pedestrian, bicycle and transit friendly.

KEY FINDINGS:

- **Parallel Planning Efforts** – Several ongoing planning efforts are being conducted in parallel with the TMP update. Options and opportunities for the TMP will need to be informed by these ongoing efforts, including the Regional Transit Strategy, the Height & Cascade Avenue Streetscape Plan, the Hood River Westside Area Concept Plan as well as the Hood River and Cascade Locks Transportation System Plans.
- **Regional focus on Connections and Corridors** – Many of the plans and studies to date have focused on key transit connections and corridors related to regional mobility access for tourists, visitors, and Gorge residents. The TMP will need to ensure that such initiatives are incorporated and local services support this larger vision for connectivity.
- **Opportunities for Land use Integration** – Many of the identified projects in these plans highlight a need for transit to be included. The TMP will need to identify how transit can support local or regional efforts and how local and regional partners can actively work with HRCTD to ensure transit is included and planned for upfront.

HOOD RIVER COUNTY TRANSPORTATION DISTRICT - COLUMBIA AREA TRANSIT (CAT) SERVICES

HOOD RIVER COUNTY TRANSPORTATION DISTRICT

Hood River County Transportation District was established by Hood River County voters in 1993. The district, which does business as Columbia Area Transit (CAT), is the only established public transit agency within Hood River County and holds the honor of being the only formally established public transit agency in the Gorge. A seven-member publicly elected Board provides oversight and guidance to the Executive Director. All District Board Members must live within Hood River County and serve a four-year term. The board is the primary body that reviews current transit service, makes recommendations for future investments, and hears citizens' comments and concerns about the system and service.

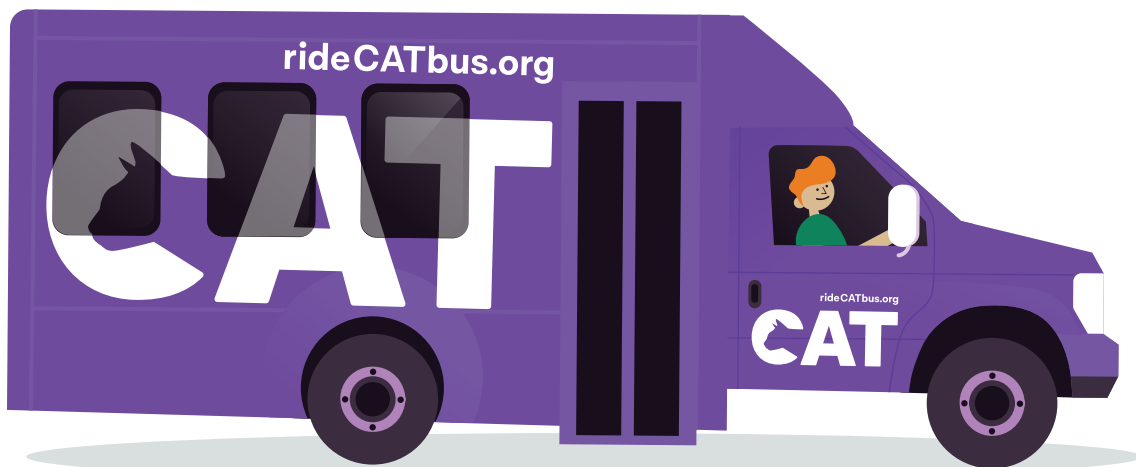
COLUMBIA AREA TRANSIT SERVICES AND SYSTEM

The Figure 2 map on page 7 shows the current CAT transit system.

CAT operates four distinct services throughout the county: fixed-route, intercity express, deviated fixed-route, and Dial-a-Ride. All, but one of the services provided are year-round. The Gorge-to-Mountain Express is winter only (December–March); though if grant funds are approved CAT expects to expand service to year-round during FY23–24.

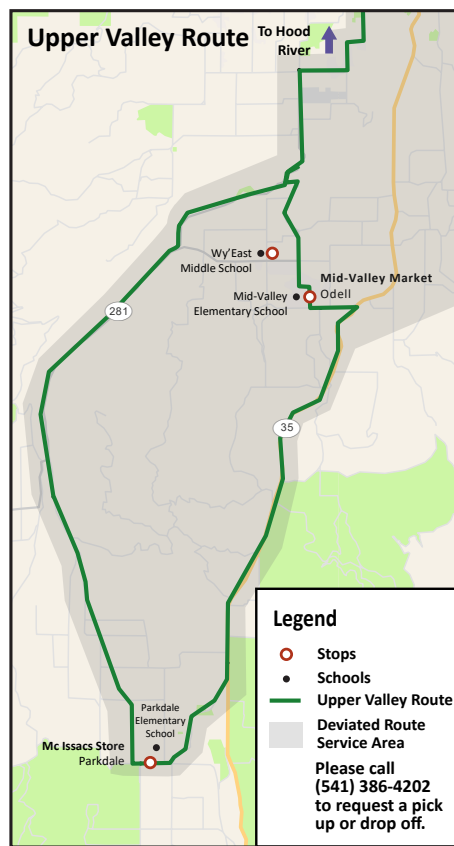
Most of the services operate at higher frequency levels during the spring/summer and a lower service level during the fall/winter. This in large part is due to the increased summer population (due to visitors and tourists) within the Gorge.

Maps, service descriptions, history, and route information will be presented in the following pages. Ridership and ridership trends are also presented, as available, for each route.

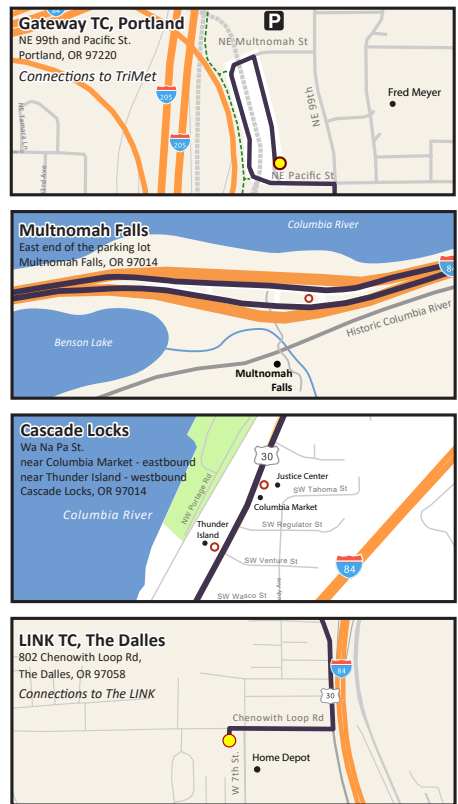


COLUMBIA AREA TRANSIT SYSTEM MAPS

FIGURE 2



Columbia Gorge Express Stops



Traditional Fixed-Route Service

Traditional fixed-route transit denotes services that are operated along a prescribed route, with designated bus stops that adhere to a fixed schedule.

• City of Hood River Fixed Route

The Hood River City Route is a fixed-route circulator system, but allows for “flag stops” along the route. A flag stop is allowed at a location where there is not a designated bus stop but where a driver can pull over safely to allow a passenger to board. As the bus approaches you simply wave to catch the driver’s attention and the driver will pull over to let you board. The 45 minute route runs seven days a week and serves the downtown business area, the port, Wasco industrial area, Safeway, Walmart, the aquatic center, the Heights businesses, the senior center, and Rosauers.



Hood River

MONDAY – SUNDAY / SABADO-DOMINGO*

CAT	Walmart	Safeway	Rite Aid	18th & May St. (Aquatic Center)	Pacific Ave. & 12th St.	Pacific Ave. & 8th St.	12th St. & Rosauers	May St. & 11th St. (Hospital)	State St. & 4th St. (Library)	N. 1st St. & Riverside (Port Transfer)	Portway Ave. & 8th St.	Columbia St. & 4th St.	Waucoma Center	CAT
8:30*	8:33*	8:36*	8:37*	8:39*	8:42*	8:43*	8:45*	8:48*	8:51*	9:00*	9:03*	9:06*	9:09*	9:15*
9:15	9:18	9:21	9:22	9:24	9:27	9:28	9:30	9:33	9:36	9:45	9:48	9:50	9:53	10:00
10:00	10:03	10:06	10:07	10:09	10:12	10:13	10:15	10:18	10:21	10:30	10:33	10:35	10:38	10:45
10:45	10:48	10:51	10:52	10:54	10:57	10:58	11:00	11:03	11:06	11:15	11:18	11:20	11:23	11:30
11:30	11:33	11:36	11:37	11:39	11:42	11:43	11:45	11:48	11:51	12:00	12:03	12:05	12:08	12:15
12:15	12:18	12:21	12:22	12:24	12:27	12:28	12:30	12:33	12:36	12:45	12:48	12:50	12:53	1:00
1:00	1:03	1:06	1:07	1:09	1:12	1:13	1:15	1:18	1:21	1:30	1:33	1:35	1:38	1:45
1:45	1:48	1:51	1:52	1:54	1:57	1:58	2:00	2:03	2:06	2:15	2:18	2:20	2:23	2:30
2:30	2:33	2:36	2:37	2:39	2:42	2:43	2:45	2:48	2:51	3:00	3:03	3:05	3:08	3:15
3:15	3:18	3:21	3:22	3:24	3:27	3:28	3:30	3:33	3:36	3:45	3:48	3:50	3:53	4:00
4:00	4:03	4:06	4:07	4:09	4:12	4:13	4:15	4:18	4:21	4:30	4:33	4:35	4:38	4:45
4:45*	4:48*	4:51*	4:52*	4:54*	4:57*	4:58*	5:00*	5:03*	5:06*	5:15*	5:18*	5:20*	5:23*	5:30*
5:30*	5:33*	5:36*	5:37*	5:39*	5:42*	5:43*	5:45*	5:48*	5:51*	6:00*	6:03*	6:05*	6:08*	6:15*
6:15*	6:18*	6:21*	6:22*	6:24*	6:27*	6:28*	6:30*	6:33*	6:36*	6:45*	6:48*	6:50*	6:53*	7:00*
7:00*	7:03*	7:06*	7:07*	7:09*	7:12*	7:13*	7:15*							

*Not available on Saturday's and Sunday's. / No disponibles los Sabado's y Domingo's.

• City of Hood River ADA Complementary Paratransit Service

CAT provides an equivalent accessible transportation option to people who are unable to use the fixed-route bus service because of a disability. CAT provides rides, from origin to destination, within the city limits of Hood River – services outside the City of Hood River are provided through Dial-a-Ride or a deviated fixed-route system and do not require certification.

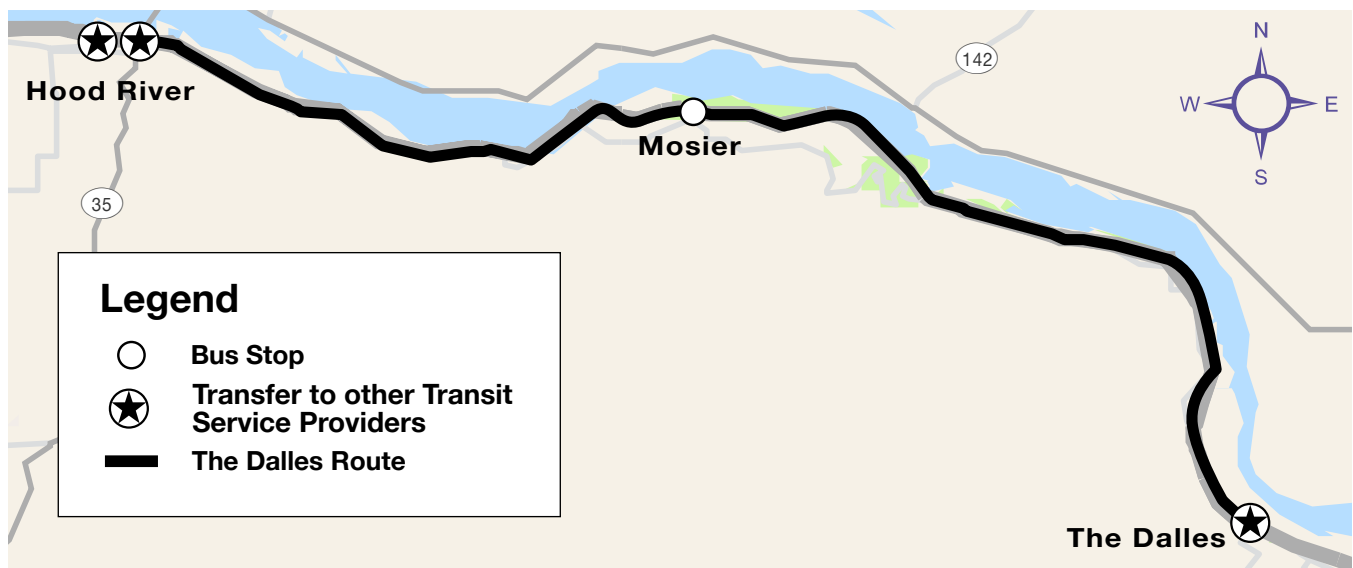
More information on our ADA Complementary paratransit service and eligibility process can be found here: <https://www.ridecatbus.org/wp-content/uploads/2019/07/Complementary-ADA-Plan.pdf>



Intercity Express Service - CAT’s intercity buses provide a means of connecting two or more communities that aren’t near each other. The service offers a limited number of regularly scheduled stops on a fixed route. Most stops on Intercity Express service offer connections for CAT riders to other local or regional transit services. CAT offers three such services:

• **Hood River to The Dalles Transit Center (with a stop in Mosier)**

CAT provides access to The Dalles, Oregon seven days a week. During the weekday, HRCTD contracts with The Link in Wasco County to provide four trips a day; on the weekend CAT provides two trips per day. Schedule and route may be found below.



The Dalles

Operated by **The Link** MONDAY – FRIDAY / LUNES - VIERNES

The Link, The Dalles (802 Chenowith Loop Rd)	Park & Ride Park, Mosier	Port, Hood River (N. 1st St. & Riverside)	CAT Hood River (224 Wasco Loop)	Park & Ride Park, Mosier	The Link, The Dalles (802 Chenowith Loop Rd)
7:00	7:13	7:25	7:30	7:43	8:00
9:00	9:13	9:25	9:30	9:43	10:00
3:45	3:58	4:10	4:15	4:28	4:45
4:45	4:58	5:10	5:15	5:28	5:45

Please note that all services connect to the Columbia Gorge Express in Hood River and some wait times are less than others. Check out the Columbia Gorge Express schedule at ridecatbus.org.

Tenga en cuenta que todos los servicios se conectan al Columbia Gorge Express en Hood River y algunos tiempos de espera son menos que otros. Consulte el horario de Columbia Gorge Express en ridecatbus.org.

Operated by **CAT** SATURDAY & SUNDAY / SÁBADO & DOMINGO

CAT, Hood River (224 Wasco Loop)	The Link, The Dalles (802 Chenowith Loop Rd)	Port, Hood River (N. 1st St. & Riverside)	CAT, Hood River (224 Wasco Loop)
7:30	8:00	8:25	8:30
5:15	5:45	NA	6:15

• **Hood River to Portland Gateway Transit Center (with stops in Cascade Locks, Multnomah Falls and Troutdale)**

CAT’s Columbia Gorge Express is an intercity service offering services seven days a week from Hood River to Portland’s Gateway Transit Center, with stops in Cascade Locks, Multnomah Falls and Troutdale. Schedule varies between winter and summer. Schedule and route information may be found below.



Columbia Gorge Express

MONDAY – SUNDAY / LUNES - DOMINGO

Times in bold operate M-F only
Horarios en texto grueso L-V solamente

Westbound / Oeste (Hood River – Portland†)

CAT Hood River (224 Wasco Loop)	Downtown Cascade Locks Thunder Island Brewing Co.	Multnomah Falls (I-84, Exit 31)	Troutdale (900 Block NW North Frontage Rd) *Request in advance	Gateway Transit Center Portland (NE 99th Avenue & Pacific)
5:30	5:50		6:20*	6:40
8:40	9:00	9:15	9:30*	9:50
11:05	11:30	11:45	12:00*	12:20
2:40	3:00	3:15	3:30*	3:50
5:15	5:35	5:50	6:05*	6:25

*Request In Advance / Solicite Con Anticipacion

Eastbound / Este (Portland – Hood River†)

Gateway Transit Center, Portland (NE 99th Avenue & Pacific)	Troutdale (NW Frontage Rd– In front of Taco Bell) *Request in advance	Multnomah Falls (I-84, Exit 31)	Downtown, Cascade Locks Columbia Market	CAT Hood River (224 Wasco Loop)	Port Hood River (N. 1st St. & Riverside)
6:50	7:05*	7:20	7:35	8:00	Commuter
10:00	10:15*	10:30	10:45	11:05	11:10
12:30	12:45*	1:00	1:15	1:35	1:40
4:00	4:15*	4:30	4:45	5:15	Commuter
6:25	6:40*		7:00	7:20	

†Going to and from The Dalles? Check the website or The Dalles rack card for the schedule.

¿Van de ida o de regreso a The Dalles? Consulte el sitio web o la tarjeta publicitaria de The Dalles para conocer el horario.

Commuter = Will stop at the Port Transfer, 4th & Columbia, Waucoma Center, before stopping at CAT.

Se detendrá en el Port Transfer, 4th & Columbia y Waucoma Center antes de detenerse en CAT.

• Hood River and Government Camp (with stops along Hwy 35 in Odell, Mt. Hood, Teacup, Mount Hood Meadows).

CAT provides the Gorge-to-Mountain Express from Hood River to Government Camp during the peak winter season (December–March), with stops along Hwy 35 in Odell, Mt. Hood, Teacup, and Mount Hood Meadows. Schedule and route information may be found below.



Gorge-To-Mountain Express

MONDAY – SUNDAY / LUNES – DOMINGO

CAT Hood River (224 Wasco Loop)*	Hood River Event Site (N. 1st St. & Portway Ave.)*	Odell/ Foxtail Cider (2965 Ehrck Hill Dr.)	Mt. Hood/ Parkdale (6500 OR-35)	Mt. Hood Meadows Ski Resort	Government Camp	Mt. Hood Meadows Ski Resort	Teacup Snopark**	Mt. Hood/ Parkdale (6500 OR-35)	Odell/ Foxtail (2965 Ehrck Hill Dr.)	Hood River Event Site (N. 1st St. & Portway Ave.)*	CAT Hood River (224 Wasco Loop)*
7:10	7:20	7:35	7:45	8:25	8:55	9:15	9:25	9:50	10:00	10:15	10:30
8:10	8:20	8:35	8:45	9:25		9:30	9:40	10:05	10:15	10:30	10:45
11:10	11:20	11:35	11:45	12:25	12:50	1:10	1:20	1:45	1:55	2:10	2:25
1:40	1:50	2:05	2:15	2:55	3:25	3:45	3:55	4:20	4:30	4:45	5:00

*Free Park & Ride, CGE transfer to and from Portland available / Estacionar y viajar gratis, transfiera en el CGE desde y hacia Portland disponible

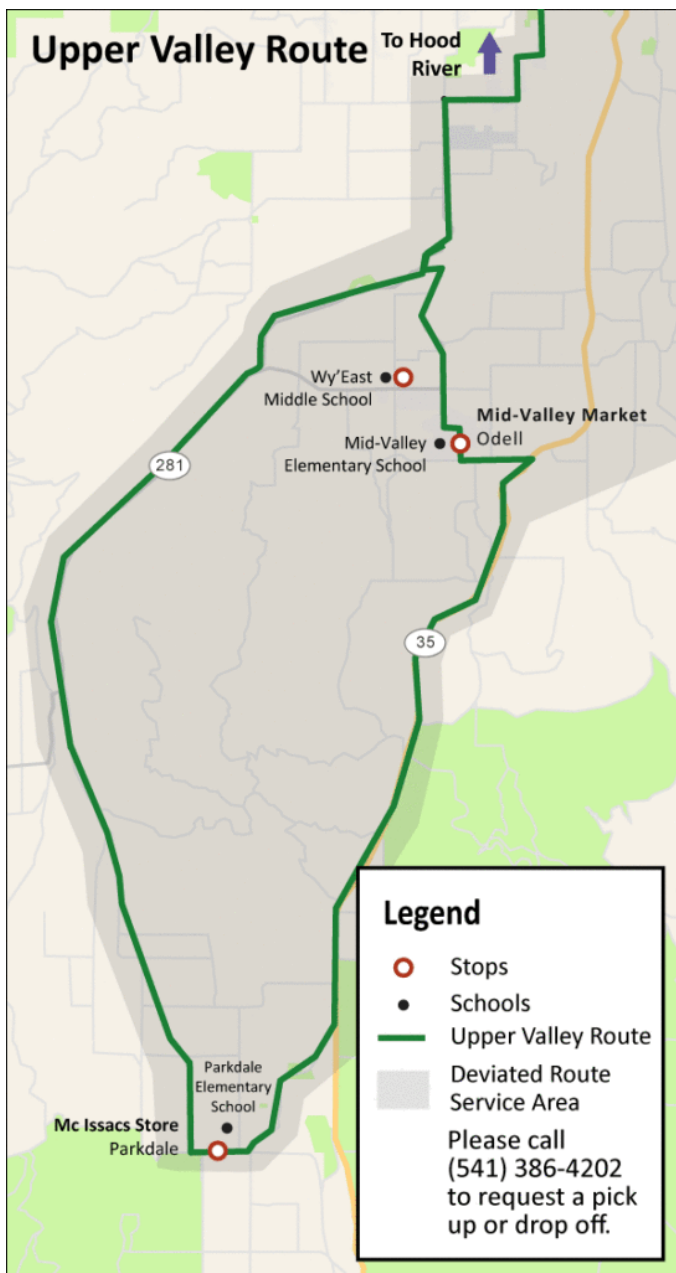
**Only available northbound / Solo disponible en dirección norte

Deviated Fixed Route

Deviated fixed-route services have scheduled routes and stops, but can also deviate off route to pick up or drop off passengers between stops. Passengers who wish to deviate must call the day before their trip to preschedule their trip from an off-route location. CAT offers two deviated fixed-route services:

- **Upper Valley Deviated Fixed Route (Tucker Road, Odell, Parkdale)**

The Upper Valley route begins its service at Rosauers in Hood River, with formalized stops at the Odell Mid-Valley Market and in Parkdale at McIssaac’s Market. The service runs weekdays only and requires a call at least a day in advance for a deviation. Schedule and route Information may be found below.



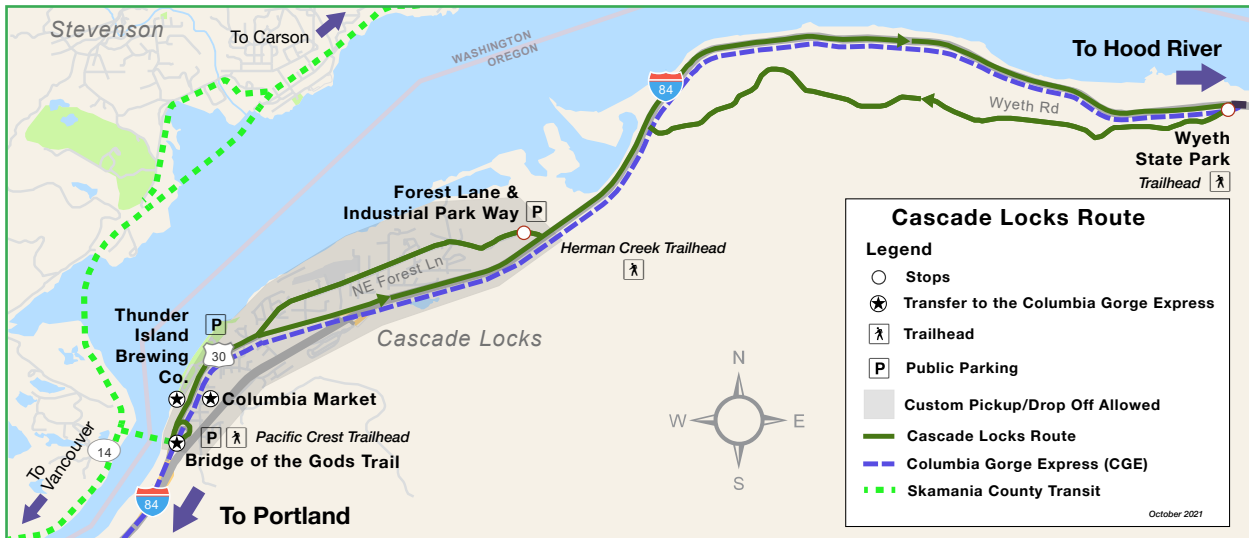
Upper Valley

MONDAY - FRIDAY / LUNES - VIERNES

CAT	Rosauers & 12th St.	Mid Valley Market (Odell)	McIssaac's Store (Parkdale)	Mid Valley Market (Odell)	Rosauers & 12th St.	CAT
7:30	7:35	7:50		7:50	8:20	
	8:20	8:50		8:50	9:20	9:25
9:25	9:30	9:45	10:00	10:30	10:45	
	10:45	11:00		11:00	11:20	
	11:20	11:50		11:50	12:10	
	12:10	12:40	1:10	1:30	1:50	
	1:50	2:20	2:50	3:10	3:30	3:35
5:15	5:20	5:40		5:40	5:55	6:00

• **City of Cascade Locks Deviated Fixed Route (Wyeth, Cascade Locks)**

The City of Cascade Locks deviated fixed-route service begins at the CAT Transit Center and makes formal stops in Wyeth Campground, Herman Creek Campground, Cascade Locks Industrial Center, and Cascade Locks downtown stops (Thunder Island Brewing, PCT Trailhead, and Cascade Market). The service runs weekdays only and requires a call at least a day in advance for a deviation. Schedule and route information may be found below.



Cascade Locks

MONDAY – FRIDAY / LUNES - VIERNES

CAT Hood River	Wyeth State Park	Forest Lane & Industrial Way	Thunder Island Brewery Co.	Bridge of the Gods Trail	Columbia Market	Forest Lane & Industrial Way	Wyeth In-Lieu	Wyeth State Park	CAT Hood River
7:20	7:35*	7:45	7:50	7:53	7:55	8:00	8:10	8:15	8:30
11:15	11:30	11:40	11:45	11:47	11:50	11:55	12:05	12:10	12:25
6:15			6:40		6:55				7:10

*The bus will stop at the Wyeth Treaty Fishing Access Site in addition to the Wyeth State Park. The Wyeth Treaty Fishing Access Site is Department of Interior property and its use is restricted by federal regulation to treaty fishers and their families.

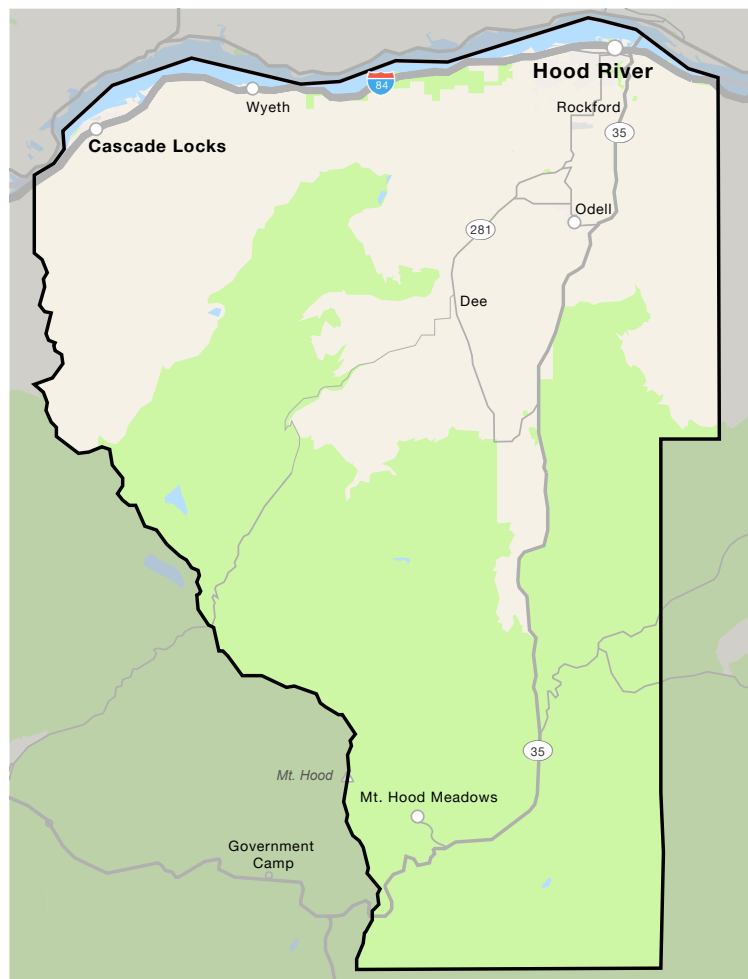
*El autobús parará en el Wyeth Treaty Fishing Access site en adición con el Wyeth State Park. El Wyeth Treaty Fishing Access es propiedad del Departamento de Interior y su uso es restringido por regulaciones federales a los pescadores y sus familias.

Dial-a-Ride

Dial-a-Ride (DAR) is a demand response service for those who want a door-to-door transit service for their trip. The DAR system requires individuals to call a day in advance to book their trip. DAR services are available throughout the county, but CAT will schedule individuals on a “deviated route” first in those areas where these services are available. DAR trips are typically provided on a first-come, first-serve basis, though priority is given to those needing access to medical or other critical services.

For more information on Dial-a-Ride services in Hood River please visit

<https://www.ridecatbus.org/how-to-ride/#Dial-a-Ride>



Book-in-Advance Medical Shuttle to Portland – In the beginning of 2022 CAT launched a pilot program that is expected to run through the end of 2022. This service connects individuals from Gorge communities to medical services in Portland. The intent is to understand the need for this type of service so that sustainable funding can be identified.

FARES

FARE STRUCTURE

Over the last five years, CAT has simplified its fare structure to ensure that local and low-income riders have affordable access to transit, and that visitors and tourists pay their fair share.

INDIVIDUAL FARES

Following is an overview of the current individual ticket fare structure:

All fixed-route and deviated fixed-route rides at a designated bus stop	\$1.00
Gorge-to-Mountain Express	\$5.00
Columbia Gorge Express	\$10.00
DAR and deviated fixed-route rides where a customer requests a deviation	\$2.00
Portland Medical Shuttle	\$20.00

PASSES

The following transit pass options are available:

CAT 1-Day Online Columbia Gorge Transit Pass: CAT offers a 1-Day Online-Only Gorge Transit Pass. The pass covers fares for one adult + one child on all CAT services. It is valid for one calendar day once activated (Midnight-11:59pm). It includes Multnomah Falls entry permits for one adult and one child. It is only available online and cannot be purchased in person or on the bus.

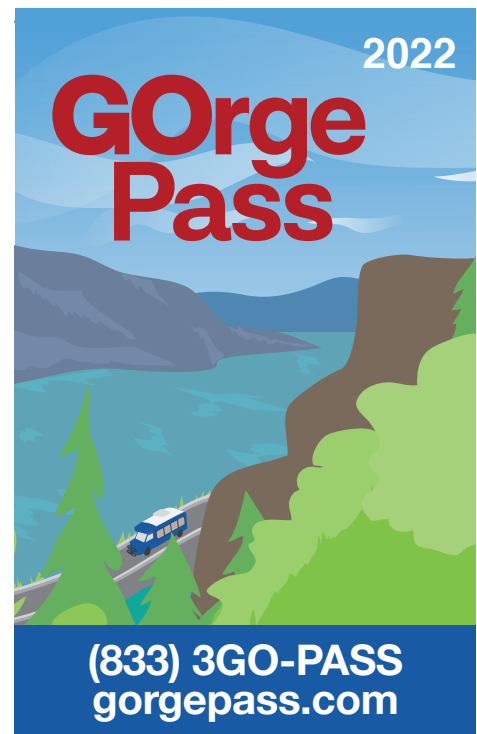
Cost: \$15.00

GORge Pass: GORge Pass is a multi-provider annual pass that allows individuals to ride any fixed-route services provided by the four Gorge providers (CAT – Hood River County, The Link – Wasco County, Skamania County Transit – Skamania County, and Mt. Adams Transportation – Klickitat County).

Cost: \$40.00 – Adults
\$20.00 – Youth
\$20.00 – Hood River County Community ID Holders

DAR & ADA Pass: The annual DAR GORge Pass offers transportation on unlimited fixed-route Dial-a-Ride or deviated fixed-route buses in Hood River County for a year.

Cost: \$80.00



OTHER FARE PROGRAMS

Hood River Valley School District Student Free Fare Program: In January 2020 CAT introduced the Student Free Fare Program which provides free fixed-route GOrge Annual Transit Passes to Hood River County School District middle school and high school students. The program is paid for through the 1% for youth allocation required in the District's Statewide Transportation Improvement Fund (STIF) Plan.

Gorge Transit Connect Program: CAT partners with local social service agencies to provide fixed-route and Dial-a-Ride fares to low-income and other marginalized communities within Hood River County. The program's goal is to provide easy access to transit services for medical services, education, workplace, recreational activities, food, and other quality-of-life opportunities to improve social determinants of health. The program is a partnership with the Columbia Gorge Health Council, who assisted with the initial funding. The City of Hood River has also provided additional resources to this program for those in need within the City limits.

In the three months from November 2021 to January 2022, the GTC provided 468 free passes to 15 social service agencies, which included The Dalles and Hood River Shelter Services, Mid-Columbia Center for Living, Gorge Grown, Bridges to Health, Dethman House, Hood River Veterans, Mid-Columbia Housing, Columbia Gorge Community College, Community Corrections, the Next Door, Mid-Columbia Medical Center, Age+, Capeco, and NORCOR.

Hood River Downtown Pass Program: In a collaboration with the City of Hood River and CAT, employees of downtown Hood River businesses were offered free annual GOrge Passes through the CAT Hood River Downtown Pass Program. These Passes provide transportation on all CAT transit services (including the Columbia Gorge Express and the Gorge-to-Mountain Express), The Link Transit in The Dalles, Skamania County Transit, and Mt. Adams Transportation Services. The main goal of the program was to reduce traffic congestion and reduce parking issues and costs in downtown Hood River, with the added benefit of providing an opportunity to experience the benefits of public transportation firsthand. Over 100 downtown employees and employers took advantage of the program, helping to free up parking and congestion in the downtown Hood River corridor.

The Gorge Transit Connect Program's goal is to provide easy access to transit services for medical services, education, workplace, recreational activities, food, and other quality-of-life opportunities to improve social determinants of health.

TRANSIT CONNECTIONS OUTSIDE OF HOOD RIVER

Public and private transportation providers operate in neighboring counties and can be accessed from Hood River County. The majority share stops with CAT services.

Transportation Provider	Service Type	Hours	Days	Service Area	Transfer Area
The Link Public Transportation, Wasco County	Dial-a-Ride, Deviated Fixed-Route, Shopping bus, NEMT	6am-6pm 9am-4pm (Sat)	Monday – Friday, Saturdays	City of The Dalles, and select areas in Wasco County. Contracts with HRCTD to provide service between Hood River & Wasco Counties.	Connects with CAT in Hood River at the CAT Transit Center and with local Link services at The Dalles Transit Center.
Mt. Adams Transportation District, Klickitat County	Fixed-Route, Dial-a-Ride, NEMT	8am-5pm	Monday-Friday	Klickitat County. Fixed-route services connections between Klickitat & Hood River County and Klickitat & Wasco County.	Connects with CAT in Hood River County at the CAT Transit Center and with The Link in Wasco County at The Dalles Transit Center.
Skamania County Transit, Skamania County	Fixed-Route, Dial-a-Ride, NEMT	8am-4:30pm	Monday-Friday	Skamania County with some fixed-route trips to Clark and Hood River Counties.	Connects with CAT in Hood River County at the Thunder Island Brewery and Cascade Market stops. Connect with C-Tran in Clark County at the Fisher Landing Transit Center.

TRANSIT CONNECTIONS OUTSIDE OF HOOD RIVER, CONTINUED

Transportation Provider	Service Type	Hours	Days	Service Area	Transfer Area
TRIMET	Fixed Route, LIFT Paratransit, Portland Streetcar, Light Rail, Commuter Rail	24-hour	Monday-Sunday	Portland Metropolitan Region.	Connects with the CAT CGE bus in Portland at the Gateway Transit Center and in Troutdale on the two I-84 Frontage Stops.
Clackamas County	Fixed-Route, Deviated Fixed-Route, Shopping bus, Dial-a-Ride	5:30am-9:55pm 5:30am-10:25pm (Saturday) 7am-10pm (Sunday)	Monday-Sunday	Government Camp & Timberline as well as other areas throughout the County.	Connects with CAT in Government Camp (winter only).
Amtrak	Train Service	One trip daily East to West 8:04am & West to East 4:45pm	Monday-Sunday	Amtrak Empire Builder Service between Portland & Bingen-White Salmon.	Connects with MATS service.
Greyhound	Fixed-Route Service	One trip daily East to West 5:10pm West to East 9:50am	Monday-Sunday	Greyhound - I-84 Service.	Greyhound stop is a 5 minute walk from CAT's N. 1st & Riverside (Port Transfer) stop.

HUMAN SERVICES TRANSPORTATION PROVIDERS

Transportation is an important component for Columbia Gorge Region community-based organizations and their clients. For the Bridges to Health program, transportation-related costs are the biggest expense items they incur to serve their clients. Opportunity Connections and Mid-Columbia Center for Living have fleet vehicles they use to provide transportation to clients, but they also encourage clients to use CAT services when appropriate. It is important to note that before the COVID-19 pandemic most organizations were removing themselves from providing transportation for clients and encouraging clients to use public transportation options instead. A table which outlines the extensive number of human service providers in the Hood River Area is available below.

Transportation Provider	Service Type	Hours	Days	Service Area
PacificSource, CCO Contracts with Logisticare, a Non-Emergency Medical Transportation (NEMT) Brokerage	Non-Emergent Medical Transportation (NEMT) for eligible clients.	7am-5pm	Monday-Friday	Hood River and Wasco Counties.
Eastern Oregon Support Services Brokerage	Reimbursement program for client public or private transportation expenses.	As needed	As needed	Hood River and Wasco Counties (plus 11 other counties in Eastern Oregon).
Community Access Services	Client transportation for outings, employment, medical services, etc.	As needed	As needed	Hood River and Wasco Counties.
Mid-Columbia Center for Living	Client transportation for the Supported Employment program and other programs.	As needed	As needed	Hood River, Sherman, and Wasco Counties.
Hood River Adult Center (Meals on Wheels)	Delivers cooked meals to those who are over 60 and have diverse abilities.	9am-5pm	Monday-Friday	Hood River County.

HUMAN SERVICES TRANSPORTATION PROVIDERS, CONTINUED

Transportation Provider	Service Type	Hours	Days	Service Area
Veterans Administration	Serves eligible veterans only. Reimbursement and beneficiary travel program for Medical transportation expenses. Medical transportation.	As needed	As needed	Columbia Gorge Region and Portland.
Bridges to Health	Reimbursement program for public or private transportation expenses.	As needed	As needed	Hood River and Wasco Counties.
Disabled American Veterans (DAV)	Veterans transportation to Portland Fixed Route only. Not ADA accessible.	As needed	Depends on driver ability	Columbia Gorge Region and Portland.

OTHER TRANSPORTATION PROVIDERS IN THE GORGE

There are a multitude of private and non-profit agencies that provide some transit or transportation related services in the Gorge – the following is a list of active providers:

Transportation Provider	Service Type	Hours	Days	Service Area
Gorge Taxi	Taxi with door-to-door service.	Varies	Monday-Sunday	Hood River County, Columbia River Gorge and Surrounding Areas.
Hood River Pedicab & Taxi	Taxi with door-to-door service.	Varies	Monday-Sunday	Hood River County, Columbia River Gorge and Surrounding Areas.
Providence Brookside Manor	Client transportation.	As scheduled/needed	As scheduled/needed	City of Hood River.
Providence Down Manor	Client transportation.	As scheduled/needed	As scheduled/needed	City of Hood River.
Hawks Ridge Senior Living	Client transportation.	As scheduled/needed	As scheduled/needed	City of Hood River.
Parkhurst Place	Client transportation.	As scheduled/needed	As scheduled/needed	City of Hood River.
Drive Less Connect	Carpool/Rideshare.	As arranged	As arranged	State of Oregon (ODOT).
Commute with Enterprise	Vanpool.	As arranged	As arranged	City of Hood River, City of The Dalles, and Portland Metro.
Get There Oregon	Carpool/Rideshare/Trip Planner – Free to Participate.	As arranged	As arranged	State of Oregon (ODOT).
Sea to Summit	Mountain Ski Shuttles and private transportation.	As scheduled	As scheduled	Columbia River Gorge and Surrounding Areas.
Martin’s Gorge Tours	Private tours and transportation services.	As arranged	As arranged	Columbia River Gorge and Surrounding Areas.

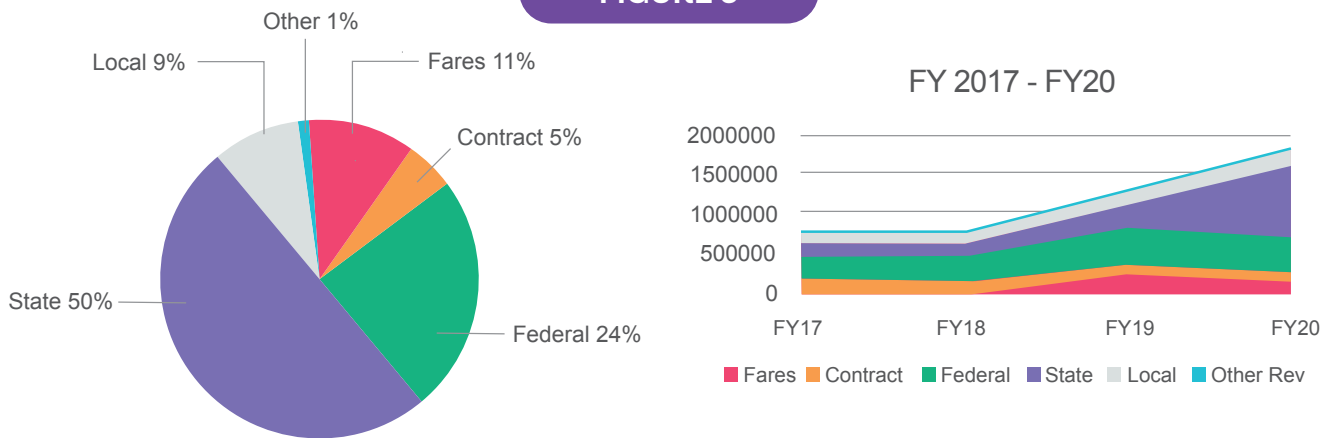
OTHER TRANSPORTATION PROVIDERS IN THE GORGE, CONTINUED

Transportation Provider	Service Type	Hours	Days	Service Area
America’s Hub World Tours	Private tours and transportation services.	As arranged	As arranged	Columbia River Gorge and Surrounding Areas.
NW Navigator	Private tours and transportation services.	As arranged	As arranged	Columbia River Gorge and Surrounding Areas.
Envoy There	Electric car-sharing service.	24 hours a day	7 days a week	City of Hood River.

TRANSIT FUNDING

The HRCTD service area, illustrated in figure 3, is funded by a mix of revenue sources, including federal funds, local funds, state funds, local fares, advertising, and occasional one-time revenues. These funding sources fluctuate year-by-year, based on available grants, capital needs, partnerships, or other elements. As shown in figure 3, a majority of HRCTD’s funding is from federal and state sources.

FIGURE 3



In 2020, HRCTD spent just over \$1.8 million to operate services (capital not included). As the table above indicates, the budget has increased by 50% since FY 2017. In large part these increases are related to grant funding the district has secured for regional services over the past three years. Over the past four years, local revenues have made up a smaller share of the total CAT budget – going from 19% to 9% of the budget. This is consistent with the expense in regional services (largely not funded through local funds).

A brief overview of the typical amounts of state and federal funds are outlined below as well as a general discussion of local and fare revenue.

FORMULA FUNDS

CAT received formula funds from the State and Federal Government for transit services. Formula funds are funds that are allocated to the district based on a specified formula for needed capital or operating projects. While the district does need to request the funds, it is guaranteed a set amount of funds each year.

FTA 5311 Funds – Typically the District receives about \$150,000 in 5311 funds annually. The funds are allocated on a formula basis to rural areas and can be used for capital, planning, and operating assistance. Match requirements differ based on how the funds are used. HRCTD has typically used the funds as operating for the district’s DAR and deviated fixed-route services which requires a 50% match. HRCTD anticipates that its share of 5311 funds will increase as the formula is updated to reflect increases in ridership and vehicle miles traveled.

FTA 5310 Funds – CAT receives about \$75,000 in 5310 each year. The funds are allocated based on an established formula and support public transit for seniors and persons with disabilities by funding eligible capital, purchased services, mobility management, and preventative maintenance projects. CAT typically uses allocated funds for preventative maintenance and capital, but has used some funds for mobility management services as well.

STIF Funds – Each year CAT receives about \$450,000 in State Transportation Improvement Funds. The funds are allocated based on a statewide payroll tax equal to one-tenth of one percent and divided by county based a specified formula. Each Transit District or Qualified Entity must submit a STIF Plan every two years to the State before approval and allocation of the funds. The current HRCTD STIF Plan may be found here: https://www.ridecatbus.org/wp-content/uploads/2021/03/STIF-Plan-21-23_Final.pdf

STF Funds – CAT receives about \$68,000 annual in State Special Transportation Funds (STF) annually. The funds are allocated on a population-based formula and must be used to support public transit for seniors and persons with disabilities. CAT typically uses these funds for its DAR and ADA services. It is likely that allocated STF funds will be integrated into the STIF funding allocation. When such integration occurs CAT would expect funding levels for both funds to stay fairly consistent.

DISCRETIONARY GRANTS

Several of the state and federal formula funds mentioned above have some funding set aside for discretionary uses for capital and operating funds. HRCTD has successfully received funds from both the STIF discretionary and 5310 discretionary programs. In 2019 & FY 2020, HRCTD received \$1.8 million for operating and capital. In FY2021 and FY2022, HRCTD received \$1.2 million in STIF operating funds for the Columbia Gorge Express service. Other federal discretionary grants that are currently available for transit may be found here https://www.transit.dot.gov/grants?combine=&field_grant_type_target_id=All&page=1

OTHER REVENUE SOURCES

COVID Funds – In FY2020 and FY2021 CAT received close to \$600,000 in FTA funds directly associated with the COVID pandemic. This included the American Rescue Plan Act, the Coronavirus and Relief Supplemental Appropriations Act, and the Coronavirus Aid, Relief, and Economic Security (CARES) Act. These funds were one-time only funds designed to support public transportation systems as they responded to the COVID-19 pandemic. The funds were flexible and were used by the district to address immediate COVID needs as well as to provide financial support and needed match funds to ensure services remained on the road. CAT does not expect these funds to be available in subsequent years.

FHWA FLAP Funds – In FY2019 and FY2020 CAT received \$225,000 annually in Federal Highway Administration Federal Lands Access Program Grant funds to run the winter Gorge-to-Mountain service from Hood River to Mt. Hood Meadows. CAT has applied for another \$850,000 for a three-year period beginning FY2023 to expand services year-round and to provide services to Government Camp. These funds are discretionary and intended as “startup” project funds. They should not be seen as an ongoing funding source.

Bus Advertising – Two years ago, HRCTD established a bus advertising policy and began to sell advertising space on their vehicles. While the COVID pandemic slowed the growth of this program, HRCTD believes this may be an area where revenues could expand.

Partnerships and Contracted Services – CAT has received funding from a variety of agencies to provide trips for clients or to assist with the provision of specialized public transit services. In recent years this has included the Gorge brokerage for non-emergent medical trips (NEMT); Department of Human Services (DHS) for client work trips; City of Hood River to support the Summer Trolley services, and Skamania County to provide backup services for their Dog Mountain shuttle. CAT expects to continue to maintain partnerships and contracts that allow broader opportunities for CAT to support public transit options to the community and for community members.

Miscellaneous Revenue – Miscellaneous revenue includes items such as vehicle sales, other equipment sales, interest, insurance reimbursements, etc. This is a source that varies considerably from year to year.

LOCAL REVENUE

Property Tax Revenue – HRCTD receives 0.007 per \$1000 in property tax annually from Hood River County property owners. Revenue from property taxes has increased by 25% over the last three years. However, despite the increases, property tax revenues have reduced their importance in the overall budget scope for the district. Currently the district receives about \$200,000 in revenue from local property tax and typically uses the revenues as matching funds for federal and state grants.

Fare Revenue – Fare revenue includes both revenues received directly through the onboard fare box as well as passes and employer fare programs. Fare revenue has increased significantly since 2017, however the fare revenue has not been linear. In FY2019, CAT and Klickitat County entered into a fare program agreement with Insitu. This agreement allowed CAT to provide the “I-84 Commuter Bus service” (precursor to the CGE service). While CAT has continued to have a fare program agreement with Insitu, the overall fare program amount was reduced to reflect the CGE/Commuter Bus integration and the availability of other (state and federal) revenue sources.

TRANSIT INDUSTRY STANDARDS/BEST PRACTICES

Performance measures provide a means to document past trends and track future progress with regard to the HRCTD’s goals, policies, and strategies. These measures support strategic investments and overall agency goals, and identify areas in need of improvement.

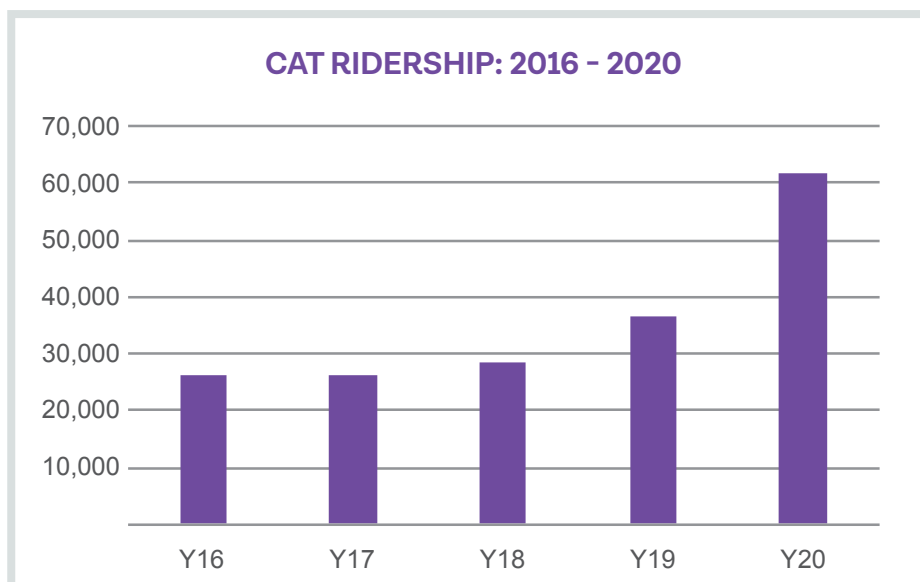
As part of the 2017 Transit Master Plan, the Board identified some key performance indicators (KPI) for district services. Staff began presenting overall system ridership and boarding rides per hour in June 2018, and then developed a more comprehensive report for the Board in May 2019. The monthly KPI figures CAT currently tracks include safety scores (accidents, harsh events, drive time, speeding, miles); on time performance; fuel usage, vehicle repairs, and customer complaints. An overview of what the district has been tracking as well the monthly overviews can be found in Appendix A.

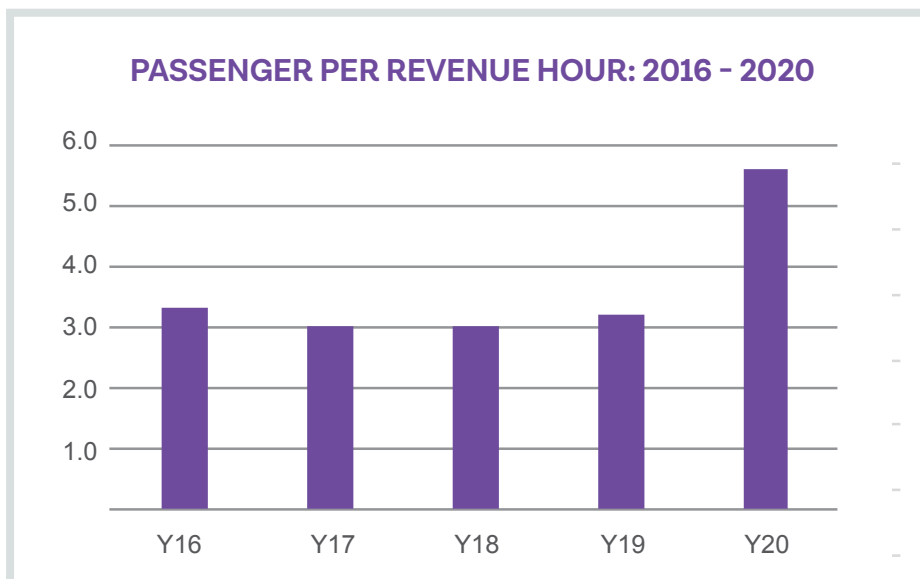
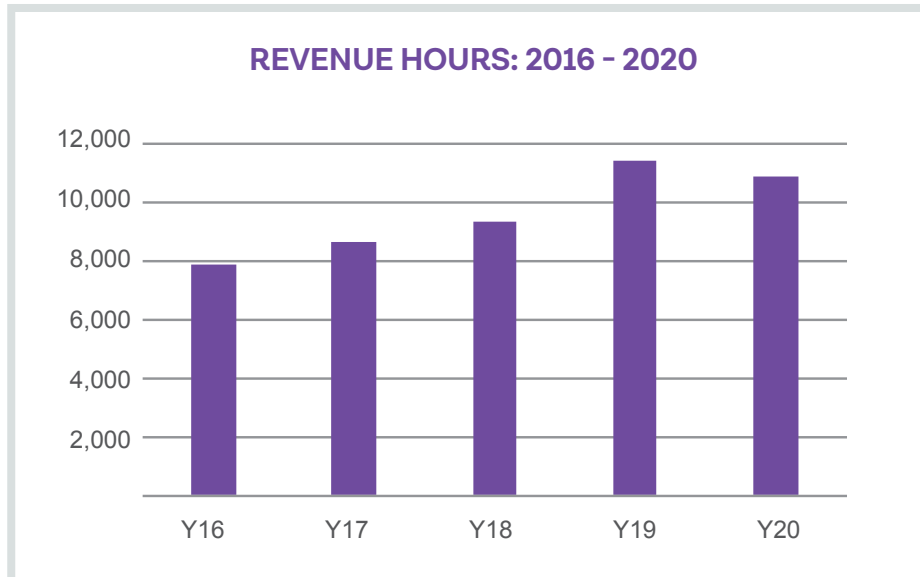
The table below provides a graph of overall system effectiveness measured from FY 2018–FY2020. Actual month-by-month ridership numbers through December 2021 may be found in Appendix B.

CAT has chosen not to include FY2021 and FY2022 in the overall ridership numbers because the COVID pandemic did not allow for a consistent comparison. All our fixed-route services stopped running mid-March and didn’t return to service until June 2020. Most returning routes saw some frequency reductions for the rest of the year. It wasn’t until July 2021 that full service on all fixed routes was restored. While ridership has continued to increase, the full and ongoing impact of COVID-19 on ridership levels is difficult to assess.

SYSTEM EFFECTIVENESS

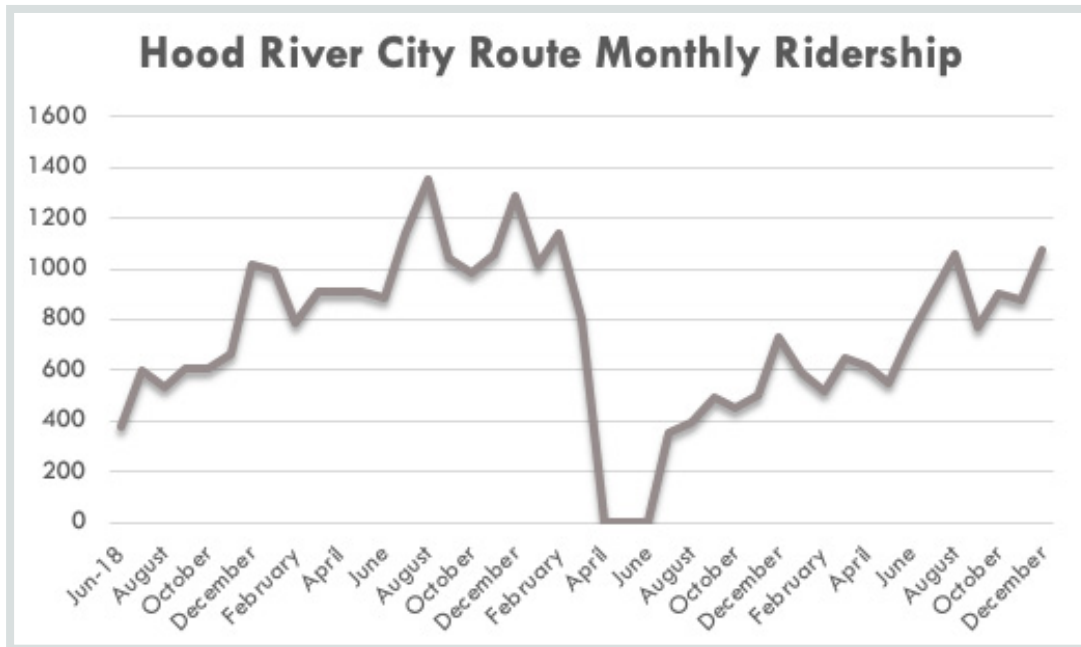
As indicated by the data, CAT has increased riders steadily since 2017. Boarding rides per hour dropped slightly in FY17-18 as new routes were established, but by 2019 the trend continued upward and by the FY20-21 boarding rides had increased by 69%. Ridership and boarding rides continued to trend upward through March 2020, which is when the pandemic hit.





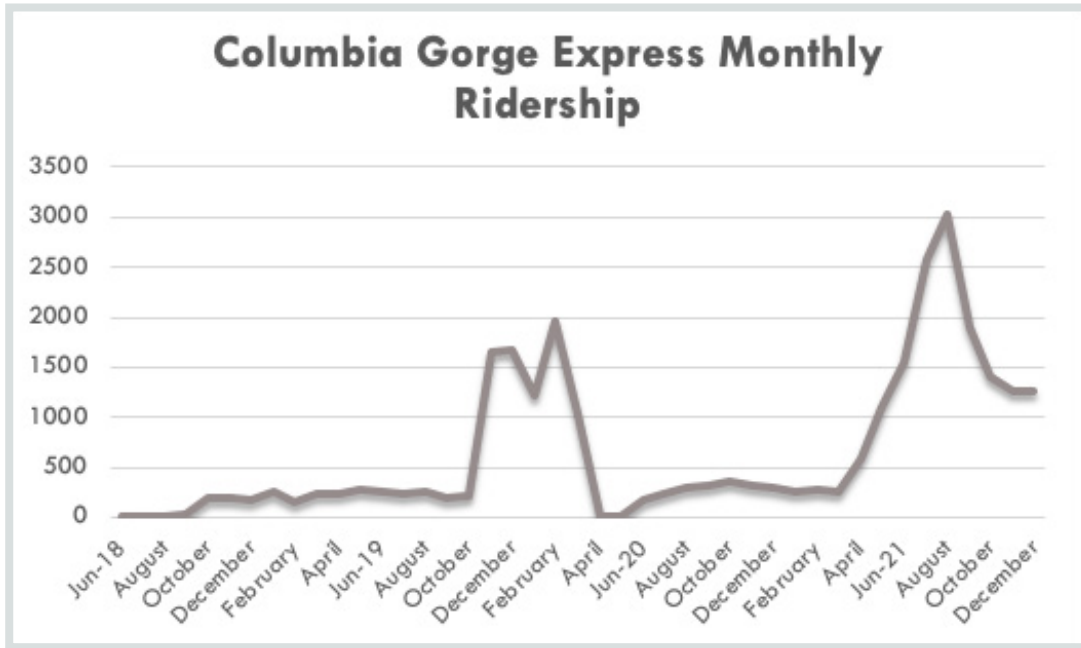
RIDERSHIP BY INDIVIDUAL ROUTES

Hood River City Route



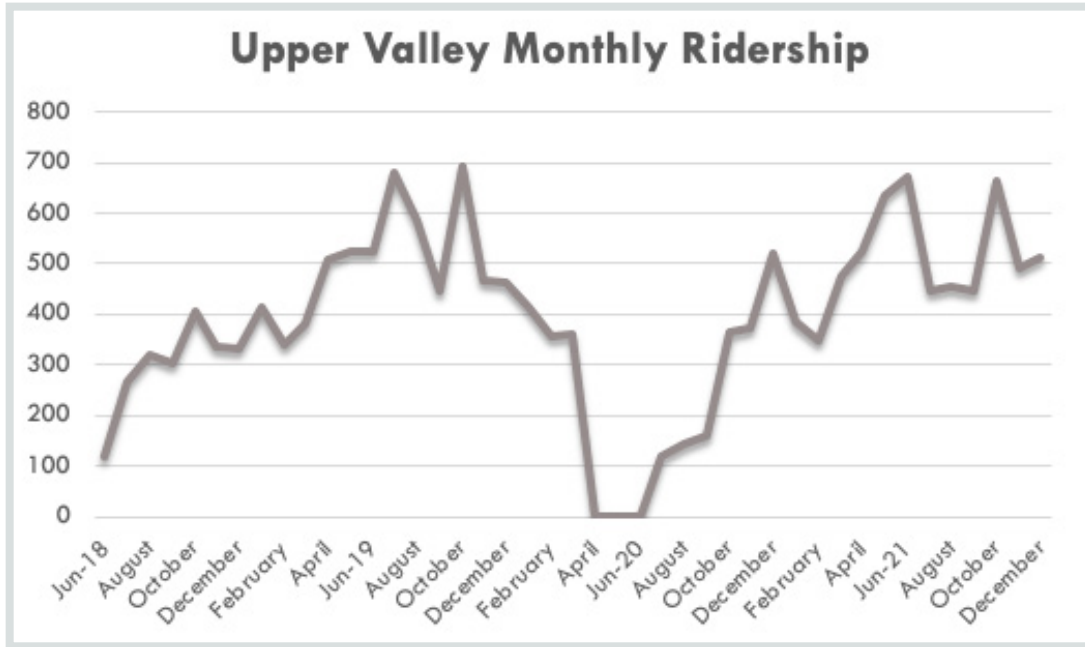
- Hood River County Transportation District began operating the Hood River City Route service in June of 2018.
- Service hours were expanded in 2019 to add morning and evening service, and weekend service was added in October of 2021.
- Data indicates ridership is hindered by a lack of permanent and identifiable stops along the route, including the downtown and the Heights areas.
- Ridership had been trending upward (with normal season variations) since the route began in June of 2018, until service was suspended due to the COVID-19 Pandemic in March of 2020.
- Ridership has again been steadily increasing since service levels have been returned.

Commuter Bus / Columbia Gorge Express



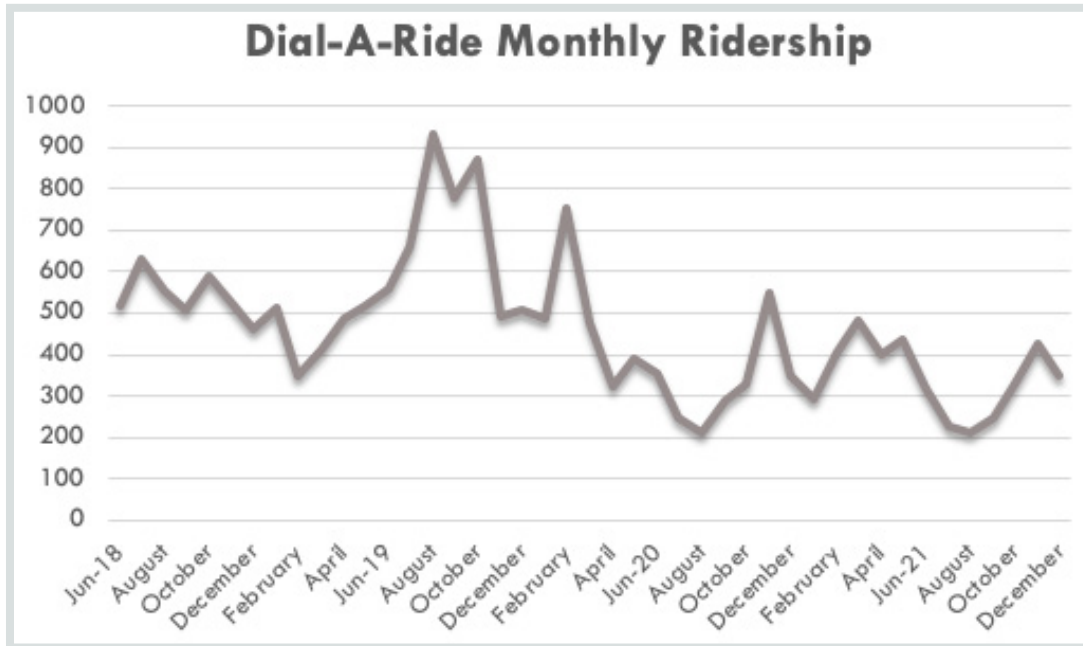
- Hood River County Transportation District began Commuter service in October of 2018 between Portland and Hood River.
- In November of 2019 the Commuter service was integrated into the Columbia Gorge Express.
- Ridership and service levels increase during summer months and drop in winter. Before HRCTD took over the service the Columbia Gorge Express only ran during the summer.
- Ridership is relatively consistent all day, with the largest boarding found at Gateway, Multnomah Falls, and the CAT Transit Center.

Upper Valley Deviated Fixed Route



- Hood River County Transportation District began operating the Upper Valley Deviated service in December 2017.
- Service hours were expanded in the Summer of 2019 to add morning and evening service and additional service to Parkdale.
- Data indicates ridership is hindered by a lack of permanent and identifiable stops, and limitations of providing door-to-door service in a rural area.
- Ridership had been generally increasing since starting the route, until service was suspended in March of 2020.
- Ridership has again been steadily increasing since service levels have been returned.

Demand Response and Complementary ADA



- Hood River County Transportation District began offering complementary ADA service when the City Route Service began in June of 2018. Please note this graph combines ridership from both the Dial-a-Ride service and the complementary ADA service.
- Hood River County Transportation District had several contracts to provide NEMT rides within Hood River County. This made up a significant percentage of the ridership prior to March of 2020 when all of those contracts were ended due to the Stay-at-Home Order.
- Data indicates Dial-a-Ride ridership has been slowly decreasing as ridership on fixed routes increases.
- Dial-a-Ride service was the only service offered from March-June of 2020.
- Ridership has again been steady since service levels have returned.

CAPITAL INVESTMENTS

HRCTD works to ensure that the district makes the appropriate capital investments to both support the district today as well as prepare the agency for the future. The following is a brief overview of current capital inventory.

TECHNOLOGY

CAT began the process of updating from manual to computerized internal systems in 2017. This included upgrading to online scheduling, timesheets, and payroll processing. In addition, staff has worked to ensure vehicle tracking, trip scheduling, passenger information, and other operational systems have been computerized. The software we currently use includes:

Fleetio – A powerful fleet management tool that CAT first implemented in late 2019. Fleetio allows CAT to have online pre/post-trip inspections (ensuring the operations team can address vehicle issues promptly), complete preventative maintenance on time, manage fuel use as well as prepare work orders, track parts, inventory, warranties, and other general certifications.

Unite – CAT's current dispatching/route manifest software that allows the operations team to track and schedule trips in real time. The solution is based on a powerful automatic vehicle location (AVL) system that streams location data from the vehicle every five seconds. This allows CAT's operations team to keep tabs on drivers and when/where passengers are boarding and exiting. Its backend system allows for easy and efficient route optimization, automated stop announcements, and a detailed vehicle history for all vehicles on the road.

Samsara – An AVL provider whose mission is to increase the safety, efficiency, and sustainability of the operations that power the global economy. Samsara provides CAT with up-to-the-second operational data on all of the vehicles it has on the road, including but not limited to speed, location, fuel level, engine status, temperature, harsh events, speeding alerts, and vehicle/engine diagnostic alerts. Samsara and Unite work together providing full data and information about the vehicle and trip.

Token Transit – Token Transit is a small agency founded by a group of former Google and Apple employees, dedicated to making public transportation easy and accessible for everyone. CAT currently uses Token Transit as our mobile ticketing solution. Token Transit allows CAT to offer paperless digital tickets to riders of all ages using their smartphone.

Visionetc – The only place & play digital bus stop information board, Visionetc provides real-time bus arrivals, service notifications, and site-specific information on a solar-powered, ready-to-use tablet. The tablet can be secured easily on existing bus stop signs. The system requires no wires and no expensive infrastructure investments. The full-stack solution will allow CAT to validate and deploy a city-wide communications system at each stop. CAT hopes to have the technology up and running by early summer 2022 .

In addition, CAT is exploring:

- Integrated fare box technology (which will allow CAT to integrate payment with other agencies)
- Online scheduling for DAR services, with an automated call-back system.

Both of these systems will help with overall system efficiency, and long-term they may reduce operating and administrative costs.

VEHICLES

Current vehicles, vehicle types, and status are outlined in the table below.

Bus Number	Year of Mfg.	Make	Model	Capacity	Wheelchair (Passengers)	Fuel Type Stations
120	2011	Toyota	Sienna	6	0	G
121	2019	Dodge	Grand Caravan	4	2	G
193	2013	Ford/ Elkhart	E-450	14	2	G
194	2013	Ford/ Elkhart	E-450	18 or 16/2	2	G
197	2016	Ford Elkhart EC2	E450	14 or 12/2	2	G
198	2019	Ford	E450	16/2	2	G
199	2019	Ford	E450	16/2	2	G
200	2014	Chevy Arboc	G4500	12 + 3 ADA	3	G
201	2014	Chevy Arboc	G4500	12 + 3 ADA	3	G
55005-A	2006	MCI	J4500	56 + 2 ADA	2	D
56	2004	MCI	D4500	56 + 2 ADA	2	D
57	2003	MCI	D4500	56 + 2 ADA	2	D
206	2008	Gillig	Gillig	28 + 2 ADA	2	D
207	2008	Gillig	Gillig	28 + 2 ADA	2	D
208	2008	Gillig	Gillig	28 + 2 ADA	2	D
209	2001	New Flyer	40FT LW FLR	36 + 2 ADA	2	D
210	2001	New Flyer	40FT LW FLR	36 + 2 ADA	2	D
211	2002	New Flyer	40FT LW FLR	36 + 2 ADA	2	D
469	2019	International		35+2	2	D
470	2019	International		35+2	2	D

BUS STOPS/SHELTERS

Bus stops are another key element of transit infrastructure, because they not only let passengers know where they can catch the bus but also create visibility for the transit system throughout the community. While there are 30 designated bus stops throughout the CAT transit system, less than half of those stops have been formalized with a permanent bus stop sign and even fewer have passenger amenities like benches, shelters, garbage cans, or lighting. (See table below).

Designated Stop	Routes Served	Signage	Amenities	Ridership (*)
CAT Transfer Center	City Route, The Dalles, CGE, Upper Valley, Cascade Locks	Formal	Shelter, lighting, bench, garbage can.	32
Walmart	City Route	Formal	Bench.	5
Safeway	City Route	Formal		8
20th at Cascade	City Route	Formal		4
18th & May	City Route	Temporary		3
Pacific & 12th	City Route			3
Pacific & 8th	City Route	Formal	Shelter, lighting, bench.	10
12th & Rosauers	City Route, Upper Valley	Temporary	Bench.	19
11th & May St.	City Route	Temporary		6
State & 4th	City Route	Temporary		6
N 1st St. & Riverside	City Route, The Dalles, CGE, MATS	Formal	Shelter, bench, garbage can.	11
Portway & 8th	City Route	Temporary		5
Columbia & 4th	City Route	Temporary		4
Waucoma Center	City Route	Formal	Bench.	2
Wyeth State Park	Cascade Locks	Temporary		
Forest Lane & Industrial	Cascade Locks	Temporary		.5
Thunder Island Brewing (WA-PA-NA)	CGE, Cascade Locks	Formal	Shelter, bench, garbage can.	14
Columbia Market (Wa-Pa-Na)	CGE, Cascade Locks	Formal	Shelter, bench, garbage can.	10
Gateway Transit Center	CGE, Trimet Transfer	Formal	Shelter, bench, garbage can.	36
Multnomah Falls	CGE	Formal	Shelter, bench.	23
McIssacs (Parkdale)	Upper Valley	Temporary		4

Designated Stop	Routes Served	Signage	Amenities	Ridership (*)
Wy'East Middle School (Odell)	Upper Valley	Temporary		2
The Link TC (The Dalles)	The Dalles	Formal	Shelter, bench, garbage can.	6
Mid-Valley Market	Upper Valley	Temporary		4
Removed				
Cascade & Mt. Adams	City Route	Temporary		3
Seasonal Stops				
Hood River Event Site	G2M-Winter only	Temporary		55
Mt. Hood Meadows	G2M-Winter only	Temporary		110
Government Camp	G2M-Winter only	Temporary		NA
Teacup	G2M-Winter only	Temporary		2
Skamania Fair Grounds	Dog Mountain Shuttle - Spring Only	Temporary		33.6
Dog Mountain	Dog Mountain Shuttle - Spring Only	Temporary		57

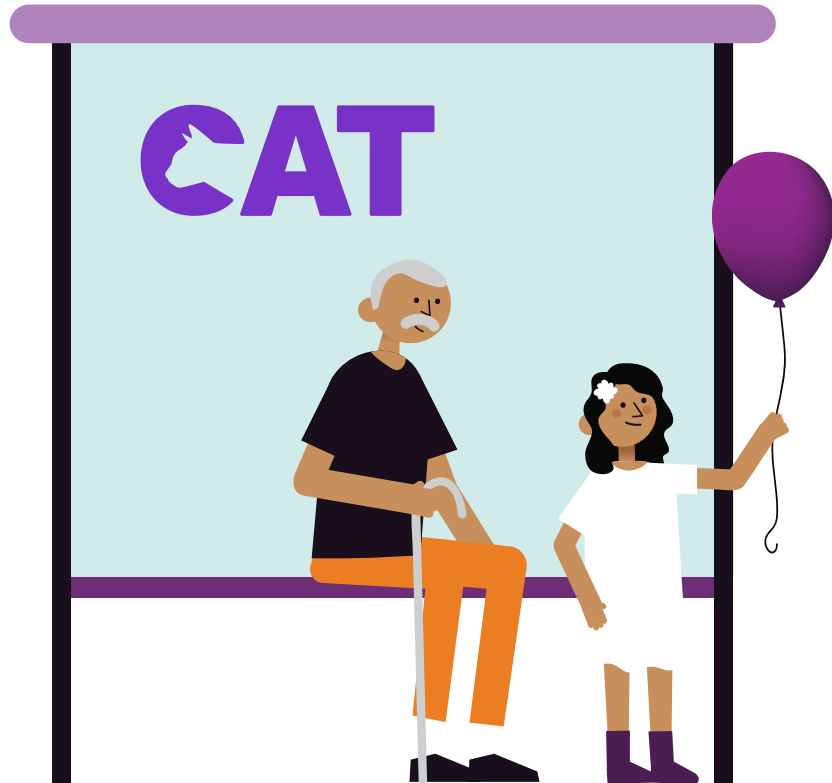
**Average daily for all ridership for all routes (May-September 2021); Winter ridership from 2019 season.*

Industry estimates indicate that bus stop amenities can offer ridership boosts up to 20%. At the new One Community Health Building Expansion at Pacific & 8th (where CAT staff was able to work with One Community Health and the City to place formalized stop with shelter and bench), we have seen ridership more than double.

CAT is working actively with the City and other partners to formalize all the bus stops and increase passenger amenities where appropriate. As part of the Transit Master Plan update CAT staff will work with the community to identify new stops and to create opportunities for placemaking (e.g., where the stop is a destination in and of itself).

TRANSFER POINTS

- **Port Transfer Center** is located in the Port area on north 1st St. and Riverside. The transfer site currently has a shelter and garbage can as well as an art sculpture seating. Paid parking is available near the site as are two Forth car-sharing vehicles. The site offers opportunities to connect with the Columbia Gorge Express, The Dalles, Hood River City, and Gorge-to-Mountain Express routes—with connections to White Salmon/Bingen through Klickitat County’s Mt. Adams Transportation White Salmon/Bingen route. CAT is actively working with the Port to integrate this transfer site into the extension of Anchor Way to increase the overall capacity in the area and enhance the waiting and information opportunities for riders.
- **CAT Transit Center** is located on 224 Wasco Loop in front of the CAT Administration and Maintenance Facility. The transfer point has a park & ride, bike lockers, an indoor waiting area (available during office hours) as well as an outdoor shelter and lighting. The transfer center is at the west end of town and is the main transfer facility in Hood River. The CAT Transit Center currently offers opportunities to connect with the Columbia Gorge Express, The Dalles, Hood River City, Cascade Locks, Upper Valley, and Gorge-to-Mountain Express routes—with connections to White Salmon/Bingen through Klickitat County’s Mt. Adams Transportation White Salmon/Bingen route.
- **Rosauers Transfer Center** is located off Hwy 281 in the shopping mall near the Rosauers grocery store. The Rosauers site is the southernmost transfer point, allowing transfers between the Hood River City and Upper Valley routes.

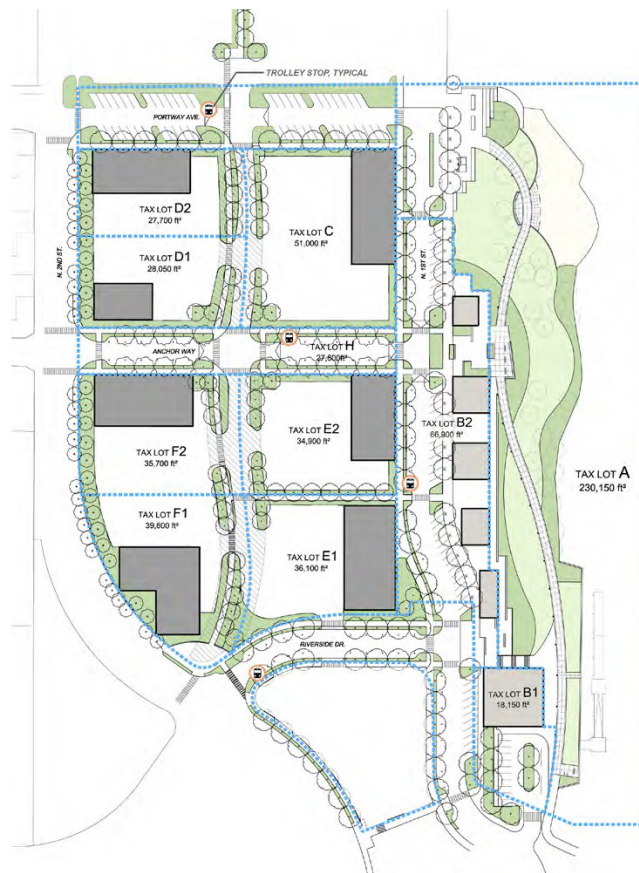


OPERATING & ADMINISTRATIVE FACILITIES

Located on a on a 1.96-acre site constructed in 2006, the CAT Operations, Administrative, and Maintenance facility is located at 224 Wasco Loop, Hood River, OR 97031. Major components of the overall facility include three separate buildings and a park & ride lot. Details for each of the major components are as follows:

- 1. Administration / Operations / Maintenance Building:** The Administration, Operations, and Maintenance building is a one-story masonry 4,200 square-foot building. This building consists of administration offices, restrooms, a dispatch center, drivers change and training areas, mezzanine storage, mechanical rooms, maintenance bays, and parts area.
- 2. Bus Barns:** There are two bus barns for storing small buses and a bay to wash buses. The west barn is 2,456 square feet and the east barn is 1,212 square feet.
- 3. Park & Ride Lot:** There is a 18,000 square-foot park & ride lot with 48 parking spaces. Included in this area is a bike storage facility, lighting, and security cameras.

CAT has grown over the past year and is currently at office space and vehicle capacity. How the district continues to expand will impact whether the current facility has the ability to accommodate further expansion or whether CAT begins looking for a new facility site.



Lot 1 - Development Plan (2016)

HOOD RIVER COUNTY DEMOGRAPHICS



HOOD RIVER COUNTY DEMOGRAPHICS

Located in the north central section of Oregon on the eastern edge of the Cascade Range Hood River County is bordered by Wasco County to the east, Clackamas and Multnomah Counties to the west, and the Columbia River to the north. Hood River County sits in between the federally designated Columbia River Gorge National Scenic Area to the north and the Mt. Hood National Forest to the south.

The 2020 US Census indicates Hood River County has a total population of 23,977 with a minority population (largely Hispanic) of over 31%. The City of Hood River, with a population of 8,313, is the largest community in Hood River County and the County seat. Other key communities include Odell (2,328), Parkdale (299), and Mount Hood (400) which are located in the fertile Hood River Valley.

In addition to these three communities, Cascade Locks with a population of 1,379 sits as the western gateway to Hood River County along the Columbia River.

A top producer of pears, apples, and cherries, the agricultural richness combined with the County’s numerous recreational opportunities have turned Hood River County into a hotspot for visitors and outdoor enthusiasts who enjoy hiking, rock climbing, windsurfing, kiteboarding as well as beer, wine and farm-to-table dining.

Since 2000 the County has grown by 16%, though the larger cities of Hood River, Cascade Locks, and Odell have seen higher growth levels than other areas of the County.

Percentage Change in Population Growth Since 2000.

Area	2000	2010	% Change	2020	% Change
Hood River County	20,411	22,346	9%	23,977	7%
City of Hood River	6,587	7,167	9%	8,313	16%
Cascade Locks	1,115	1,144	3%	1,379	21%
Odell	1,849	2,255	22%	2,328	3%
Parkdale	266	311	16%	299	-4%
Mount Hood	141	286	102%	NA	NA

TRANSPORTATION DISADVANTAGED POPULATIONS

The following demographic analysis captures transportation disadvantaged population densities within Hood River County. Transportation disadvantage populations are typically identified as those populations that are low-income (200% of federal poverty standards) have higher concentrations of elderly, youth, and minority populations.

It should be noted that the data that follows (unless otherwise noted) comes from the 2019 American Community Survey data. This is because 2020 census data is not currently available at the more granular level. While the American Community Survey (ACS) is not as comprehensive or dependable as Census data, the ACS data does offer a general snapshot of demographic information at the block group level which can effectively be used for comparison purposes.

Hood River County Low-income Populations

Figure 4 shows the percentage of households by block group that live with incomes below 200% of the federal poverty level within the CAT service area. The total percentage of households and their location has not changed significantly since 2010. Areas that see the highest poverty rates include:

- Cascade Locks
- Odell and areas west of the Odell community
- The Sieverkropp and the Belmont/Heights neighborhoods within the City of Hood River

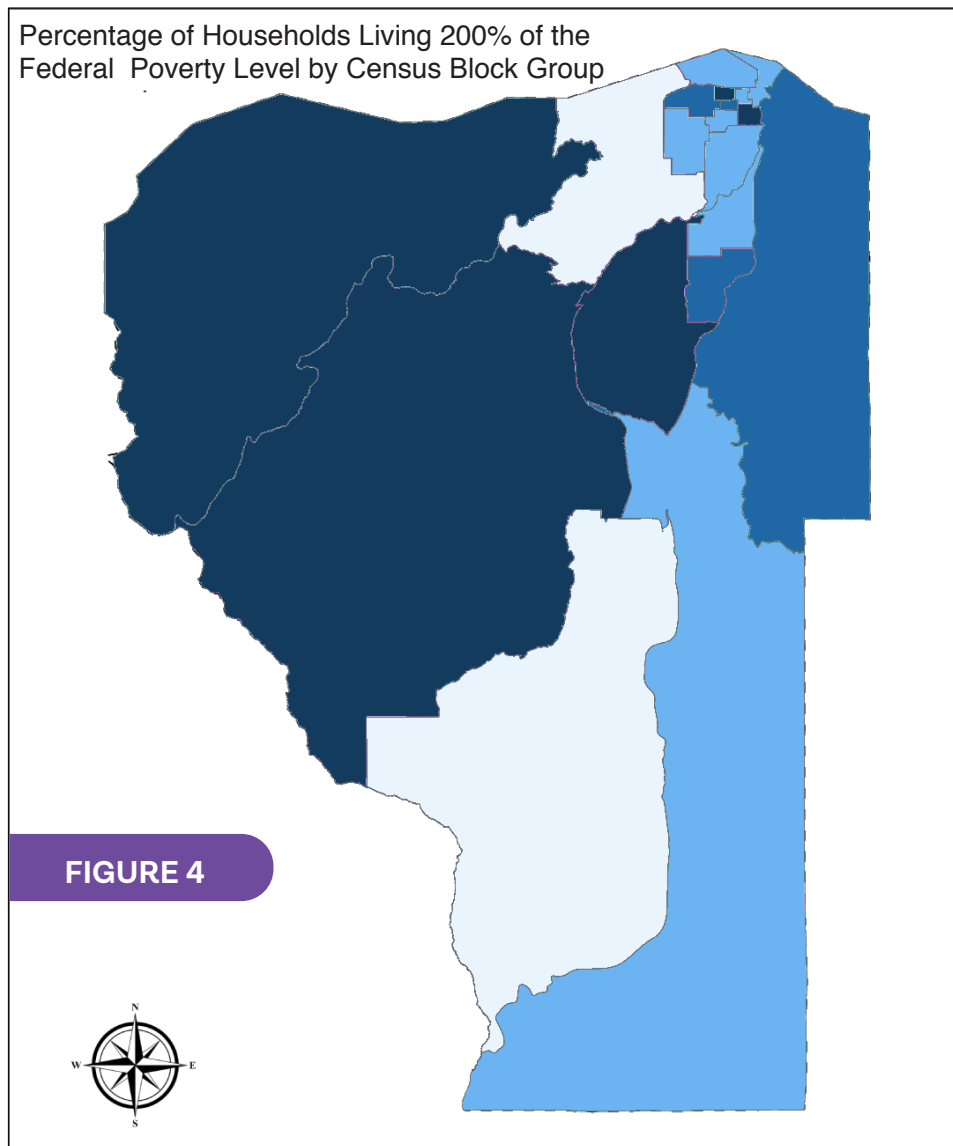


FIGURE 4

Created with data from the US Census 2019 American Community Survey
<https://www.census.gov/geographies/mapping-files/time-series/geo/tiger-data.2019.html>

Legend

- 0-15%
- 16-30%
- 31-40%
- 41-100%
- Hood River County Boundary

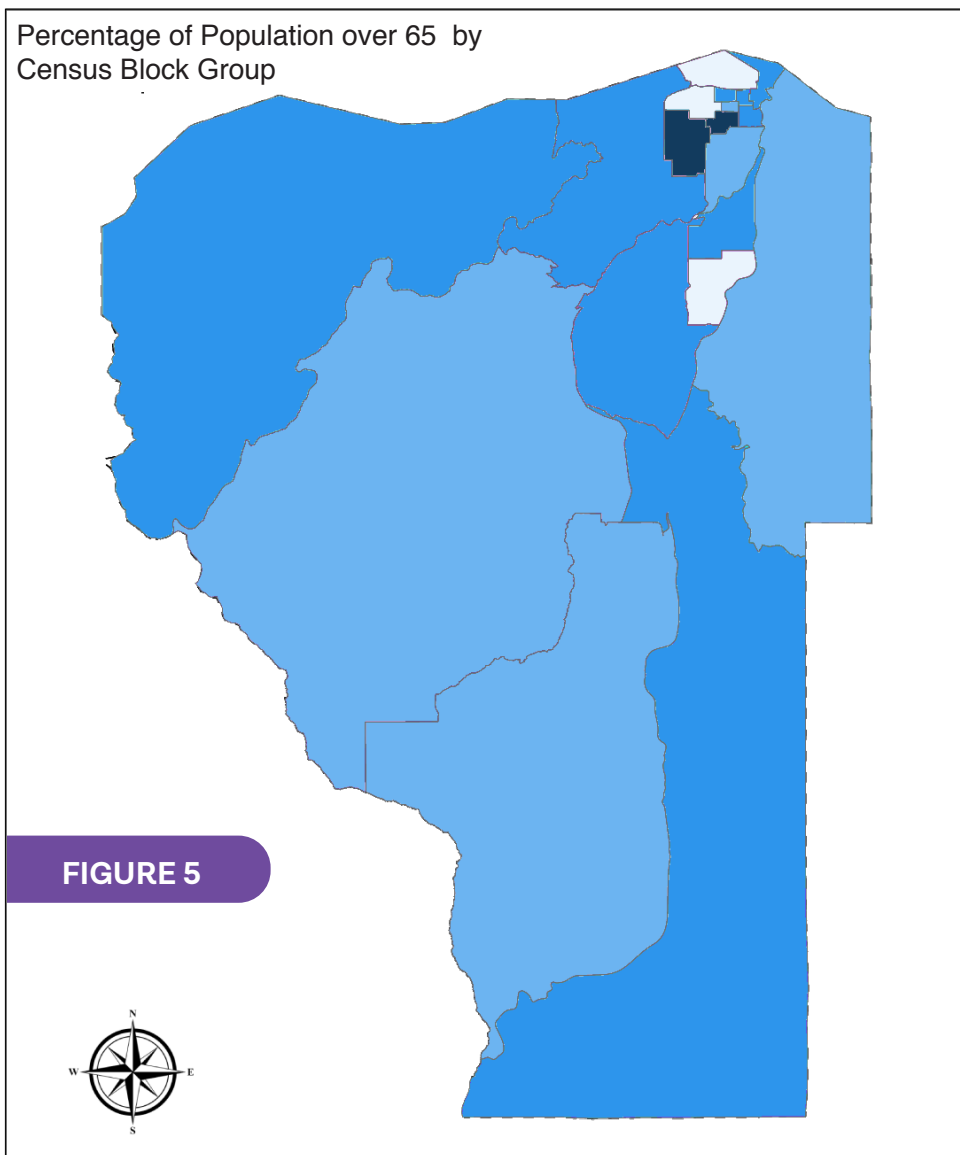
0 2 4 8 12 16 Miles

Elderly Populations

Figure 5 shows the percentage of elderly (over 65 years) by block group within the CATS service area. While the percentage are lower than in Oregon overall, the percentage of elderly in Hood River is increasing and by all accounts will continue to increase over the next 10 years.

In Hood River County you see largest concentrations of elderly in:

- The Sieverkropp and Belmont/Height neighborhood within the City of Hood River
- Cascade Locks and several areas in Odell and Parkdale areas



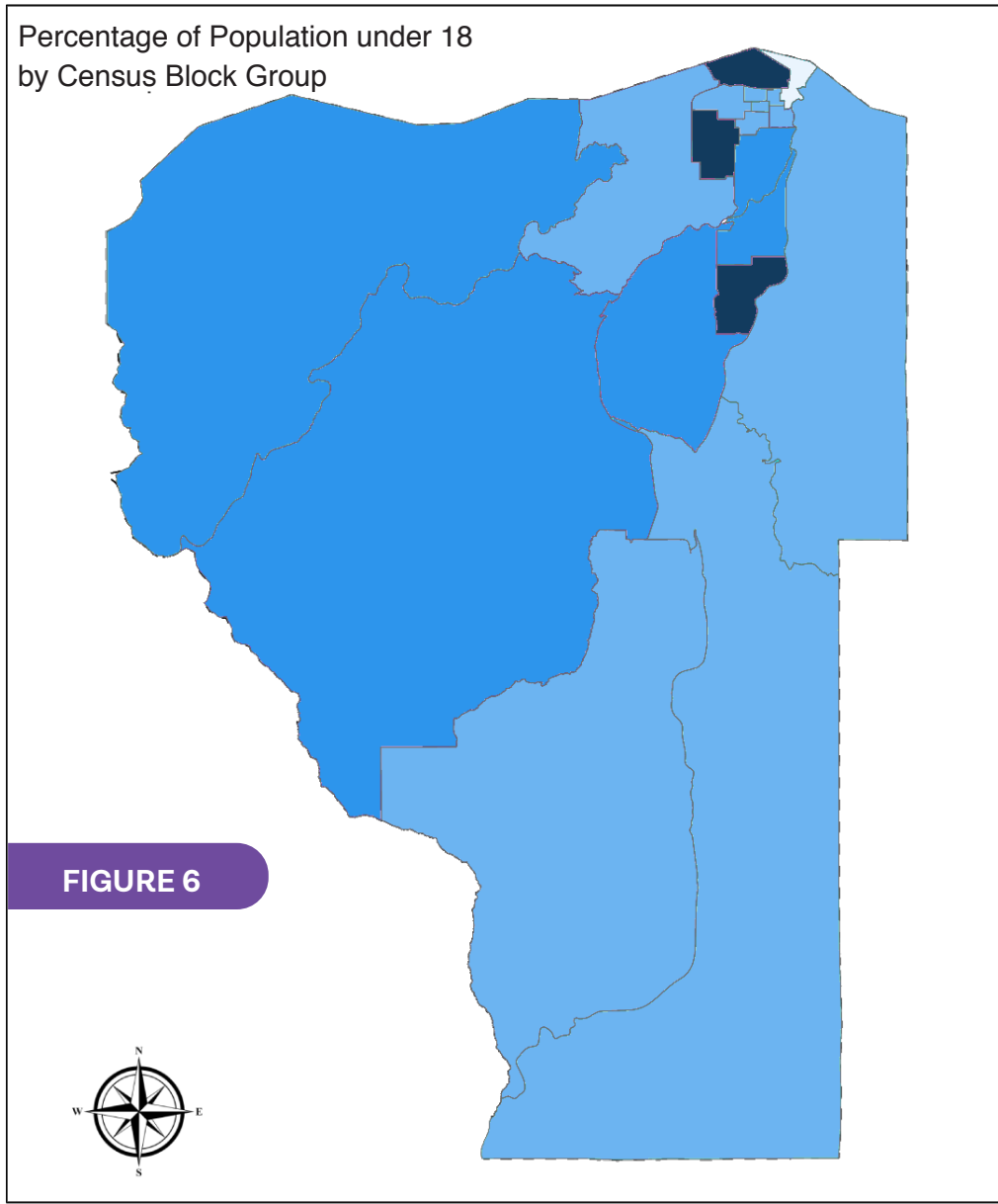
Created with data from the US Census 2019 American Community Survey
<https://www.census.gov/geographies/mapping-files/time-series/geo/tiger-data.2019.html>

Legend

	0-10%		26-100%
	11-15%		Hood River County Boundary
	16-25%		

Youth Populations

Figure 6 below shows that the densest concentrations of youth (under 18) by block group within the CAT service area are in the following locations:



Created with data from the US Census 2019 American Community Survey
<https://www.census.gov/geographies/mapping-files/time-series/geo/tiger-data.2019.html>

Legend

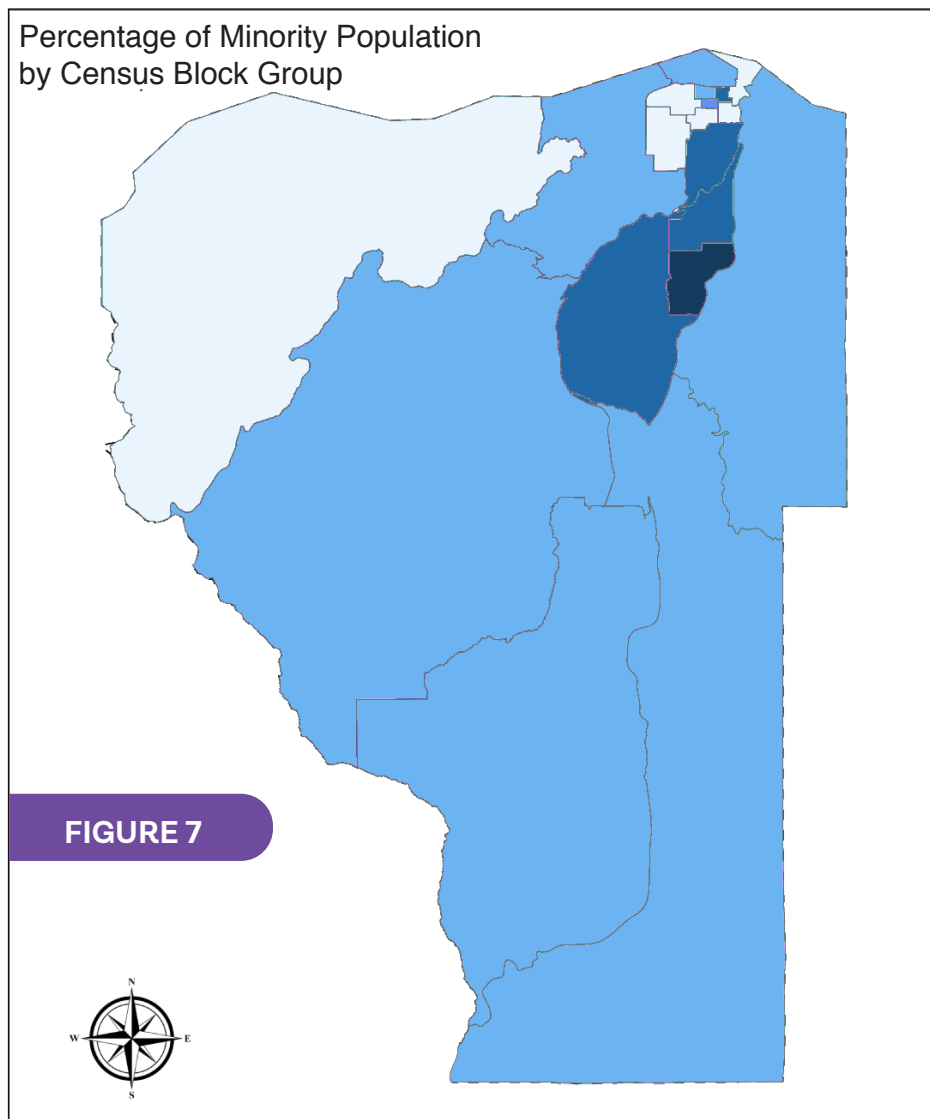
<p>0 2 4 8 12 16 Miles</p>	<ul style="list-style-type: none"> 0-15% 15-25% 25-30% 30-100% Hood River County Boundary
--------------------------------	---

Minority Populations

Figure 7 below shows the percentage of minority (non-white) by block group within the CATS service area. The Minority population in Hood River County is overwhelmingly Hispanic. The Hispanic population (31%) in Hood River is more than double the State of Oregon average (14%) and has increased since 2010. It is expected that this trend will continue over the next 10 years.

Highest concentrations of Hispanic populations can be found in

- Odell and throughout the Upper Valley
- Just north of Cascade Avenue within the City of Hood River



Created with data from the US Census 2019 American Community Survey
<https://www.census.gov/geographies/mapping-files/time-series/geo/tiger-data.2019.html>

Legend

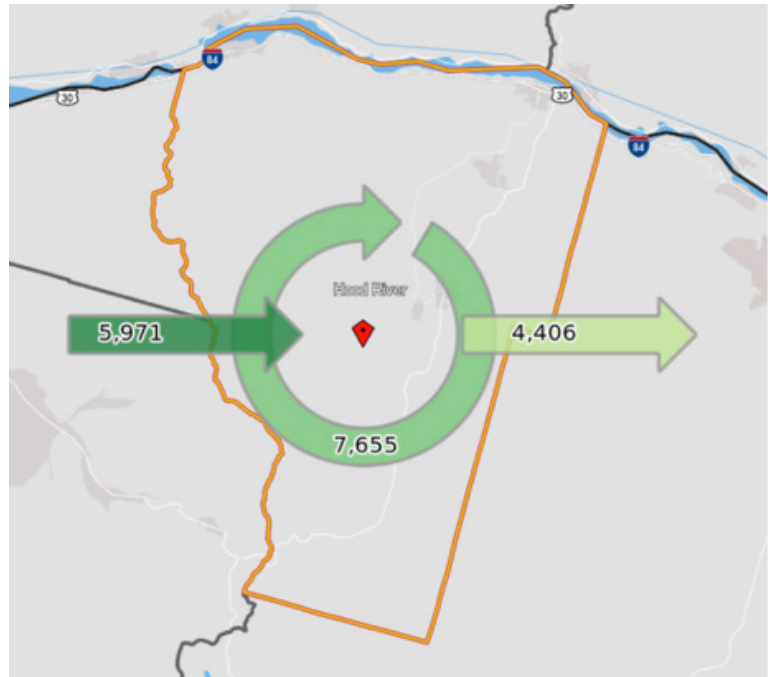
0-25%	76-100%
26-50%	Hood River County Boundary
51-75%	Boundary

TRAVEL IN HOOD RIVER COUNTY

Using the census Longitudinal Employer, Household, Dynamic data as well as information on local and regional activity centers, bus stop boarding data, and other community-based information, we have highlighted the key local and regional destinations for work, medical, and education. More detailed travel information as well as key transit destinations can be found in the focus area section below.

Work

Approximately 23% of all jobs within Hood River County are entry level (earns \$1250 or less per month). About 30% of these jobs fall into Agriculture and are spread throughout the County, with higher concentrations in Odell and Parkdale. Five percent of all entry-level jobs are associated with the Recreational Sector, the majority of which are found at Mt. Hood Meadows Ski Resort. Another 40% of these entry-level jobs fall into these categories: Accommodations and Food Service, Manufacturing, Retail Trade, and Health Care Social Services. Almost all of the entry-level jobs in these four categories can be found within the City of Hood River.



Just over half of those who work in Hood River County also live within the county, indicating both regional and local connections are important for low-income workers in the County.

Medical

All medical services within Hood River County are in the City of Hood River. Large medical providers include:

- Providence Hood River Memorial Hospital
- Mid-Columbia Medical Center
- One Community Health
- Mid-Columbia Center for Living

It is important to note that Hood River County residents often need to travel to The Dalles or Portland for some of their medical needs. Residents may need to travel for specialists that are not available in Hood River and/or because their insurance requires them to receive covered medical care elsewhere.

Shopping

Grocery stores (Walmart, Safeway, Rosauers, Mercado Guadalajara) and home improvement centers (Tum-A-Lum, Ace) in Hood River County can be found within the City of Hood River. Specialty retail can also be found in Hood River’s downtown. Odell, Parkdale, and Cascade Locks all have smaller community markets that carry basic food items and a few specialty shops that are largely for tourists. Regionally, The Dalles offers the next closest access to national chains for grocery, clothing, and other shopping.

Many people also travel into the Portland Metro area for furniture or other larger purchases. Online shopping has also become increasingly popular for a variety of purchases.

Recreational, Educational, and other Social Services

Movie theaters, performing arts, senior activities, food banks, employment assistance, higher education facilities, behavioral health, and other County services can all be found within the City of Hood River. In addition, the communities of Mount Hood and Cascade Locks have community centers where senior lunches, Meals on Wheels, and the local food bank provide options.

In addition, the Portland Metro area offers a full array of recreational, educational, and social service opportunities that are not available in the Gorge.

The Focus Area maps on pages 50-59, provides a map of key activity centers by area.

VISITOR TRAVEL IN HOOD RIVER

The most comprehensive data we have about visitors to the Gorge comes from the Travel Oregon Gorge Tourism 2016 Baseline Assessment. This study indicates that the Columbia River Gorge National Scenic Area hosts “over two million visitors a year with more than 60% coming from people living within a 50-mile radius” and more than 70% coming from within a 70-mile radius. According to the same report, Gorge visitors are “slightly younger, and are far less likely to travel with children”.

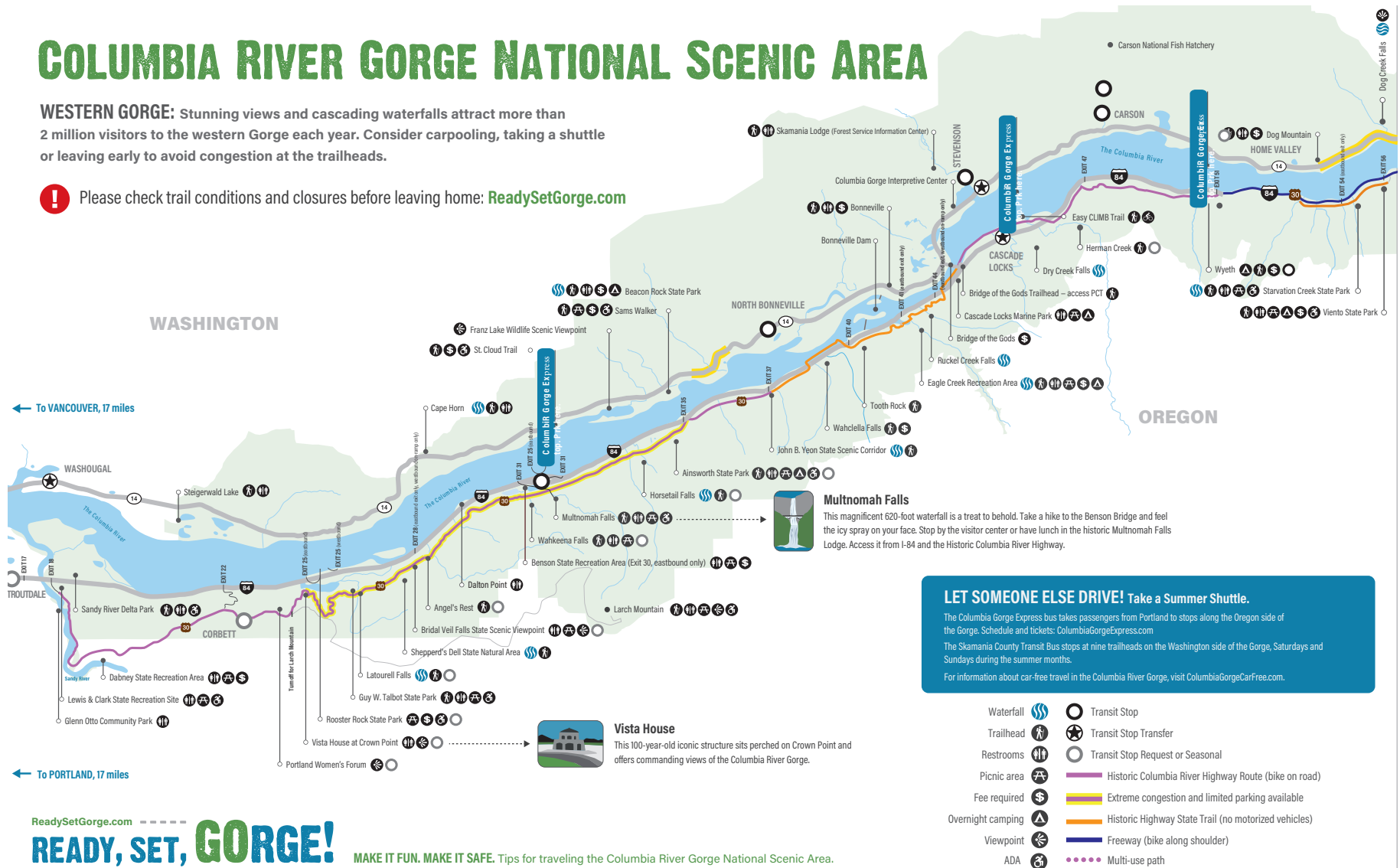
The Ready, Set, Gorge! map on the following page, shows a map of key activity center in the I-84 corridor and notes the six main CAT transit stops: Gateway, Troutdale, Multnomah Falls, Cascade Locks, Hood River, and The Dalles.

The I-84 corridor is considered a specific Focus Area for this plan. Service levels, stops, access points, and other elements for the corridor will be developed in concert with the Hood River County community as well as other stakeholders within the corridor, including but not limited to Multnomah County, City of Portland, Oregon Metro, Oregon Department of Transportation, Oregon State Parks, and the United States Forest Service.

COLUMBIA RIVER GORGE NATIONAL SCENIC AREA

WESTERN GORGE: Stunning views and cascading waterfalls attract more than 2 million visitors to the western Gorge each year. Consider carpooling, taking a shuttle or leaving early to avoid congestion at the trailheads.

! Please check trail conditions and closures before leaving home: ReadySetGorge.com



Multnomah Falls
This magnificent 620-foot waterfall is a treat to behold. Take a hike to the Benson Bridge and feel the icy spray on your face. Stop by the visitor center or have lunch in the historic Multnomah Falls Lodge. Access it from I-84 and the Historic Columbia River Highway.

LET SOMEONE ELSE DRIVE! Take a Summer Shuttle.
The Columbia Gorge Express bus takes passengers from Portland to stops along the Oregon side of the Gorge. Schedule and tickets: ColumbiaGorgeExpress.com
The Skamania County Transit Bus stops at nine trailheads on the Washington side of the Gorge, Saturdays and Sundays during the summer months.
For information about car-free travel in the Columbia River Gorge, visit ColumbiaGorgeCarFree.com.

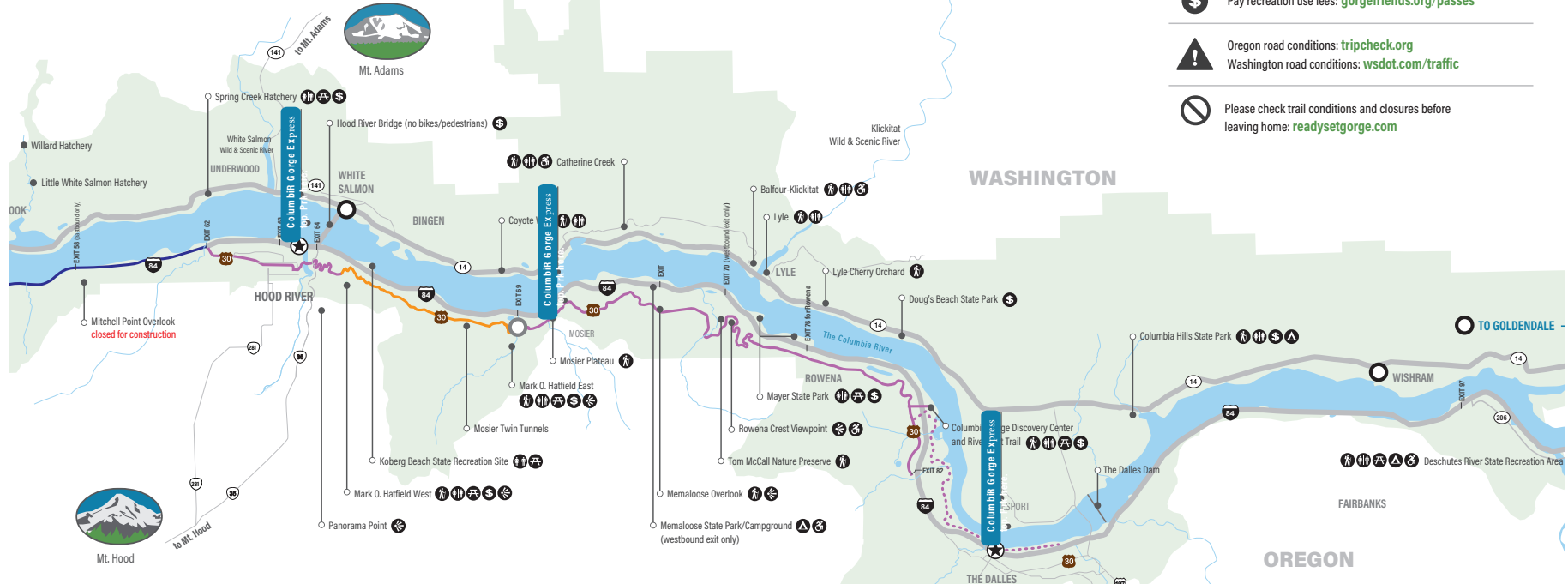
- Waterfall
- Trailhead
- Restrooms
- Picnic area
- Fee required
- Overnight camping
- Viewpoint
- ADA
- Transit Stop
- Transit Stop Transfer
- Transit Stop Request or Seasonal
- Historic Columbia River Highway Route (bike on road)
- Extreme congestion and limited parking available
- Historic Highway State Trail (no motorized vehicles)
- Freeway (bike along shoulder)
- Multi-use path

ReadySetGorge.com
READY, SET, GORGE!

MAKE IT FUN. MAKE IT SAFE. Tips for traveling the Columbia River Gorge National Scenic Area.

COLUMBIA RIVER GORGE NATIONAL SCENIC AREA

EASTERN GORGE: With a dry, arid climate and fascinating geology, the eastern Gorge offers views of Mt. Hood, Mt. Adams and beyond. Its abundant wildflowers lure many visitors each spring. The eastern Gorge has fewer crowds than the western Gorge year-round.



- Cyclists yield to pedestrians
- Park in designated spots
- Take valuables to prevent theft
- Pay recreation use fees: gorgefriends.org/passes
- Oregon road conditions: tripcheck.org
Washington road conditions: wsdot.com/traffic
- Please check trail conditions and closures before leaving home: readyssetgorge.com

GET READY.

Plan your route ahead of time to avoid crowds. Go **early**. Go **east**. Go **north**. Go **midweek**.

GET SET.

Bring what you need and research road, trail and weather conditions. Visit ReadySetGorge.com for a list of resources to help you prepare for your adventure.

GORGE!

Take steps to help protect the Gorge so that future visitors can enjoy it, too. Visit ReadySetGorge.com for tips about how to be a steward of the Gorge.

- Waterfall
- Trailhead
- Restrooms
- Picnic area
- Fee required
- Overnight camping
- Viewpoint
- ADA
- Transit Stop
- Transit Stop Transfer
- Transit Stop Request or Seasonal
- Historic Columbia River Highway Route (bike on road)
- Extreme congestion and limited parking available
- Historic Highway State Trail (no motorized vehicles)
- Freeway (bike along shoulder)
- Multi-use path

ReadySetGorge.com

READY, SET, GORGE!



TRANSIT-FOCUS AREA DEMOGRAPHICS AND TRANSIT USE

Working with available data, CAT staff has created five transit focus areas within Hood River County. These five areas focus the planning effort to address specific community needs, identify access to transit barriers, and to identify land-use/transit opportunities within these areas. The focus areas also highlight what transit services currently exist and how populations or density may impact the service requirements within a given area.

The following provides a brief overview of the five focus areas, including a map of key activity centers, transit routes, and development areas as well as the locations of current stops with higher boardings.

In addition to the five Hood River County focus areas staff has also created one regional focus area: the I-84 Corridor. As noted on page 46, service levels, stops, access points, and other elements for the corridor will be developed in concert with the Hood River County community as well as other stakeholders within the corridor including but not limited to Multnomah County, City of Portland, Oregon Metro, Oregon Department of Transportation, Oregon State Parks, and the United States Forest Service.

Area to be included in the I-84 Regional Focus may be found on page 47 & 48.





CASCADE LOCKS AREA

Census Tract 9501- Block Group 1

The key population center in this area is Cascade Locks which is nestled on the banks of the Columbia River. The second-largest community within the County, Cascade Locks was once a timber town but now focuses on tourism and light industry.

This area is the gateway to Hood River County from the west and is home to the interstate “Bridge of the Gods” which provides access to Stevenson, Washington, and Washington State Route 14. The Historic Columbia River Hwy. 30 (WA-NA-PA Street) is the key thoroughfare through Cascade Locks, intersecting with I-84 at both the east and west part of town.

ACTIVITY CENTERS

Community

- WA-NA-PA Street downtown shopping district
- Cascade Locks Elementary
- City Hall, Library, and Community Center
- Senior Housing

Recreational Activities

- Pacific Crest Trail and Dry Creek Falls
- Herman Creek Trail
- Wyeth Trail
- Historic Columbia River Bike Pedestrian Trail

Employment

- Port Business Park
- Herman Creek Business Complex
- Downtown along WA-NA-PA

Native American In Lieu Sites

- Cascade Locks
- Wyeth

KEY DEVELOPMENT AREAS

- Cascade Locks Airport Area
- Port of Cascade UPR site
- SW Moody/Harvey Residential Development
- Mixed-Use Gateway Property

TRANSIT IN THE AREA

The City of Cascade Locks is the main population center within this focus area. CAT serves the area with two main routes which both connect with Hood River throughout the day:

- Columbia Gorge Express Route (CGE) stops in Cascade Locks on WA-NA-PA (westbound – Thunder Island Brewing, eastbound justice center plaza.
- Cascade Locks Route – has formal stops at Thunder Island, Cascade Market, Bridge of the Gods, Forest Lane Herman Creek, Wyeth State Park, and Wyeth Native American In Lieu site. The Cascade Locks local route stops are designed to connect with the CGE route at the downtown WA-NA-PA stops (e.g., Thunder Island Brewery and Cascade Market).

The Cascade Locks area is located in the northwest corner of Hood River County. Bordered by the Columbia River to the north and forest land to the south, the majority of the population in this focus area lives along the River.

POPULATION

Total area population.	1,328
Within Cascade Locks	1,285
% Over 65	20%
% Disabled	17.9%

RACE/ETHNICITY

% White	81%
% Hispanic	12%
% Other	7%

ECONOMICS

Median Income	\$50,685
% Living 200% of Poverty	49%

LAND USE (*)

Total Square Miles.	95.3
National Forest Land	92.0
Inside City boundary	2.1
Unincorporated County2

POPULATION/SQUARE MILE

Total.	13.9
Within Cascade Locks	617.8

EMPLOYMENT (*)

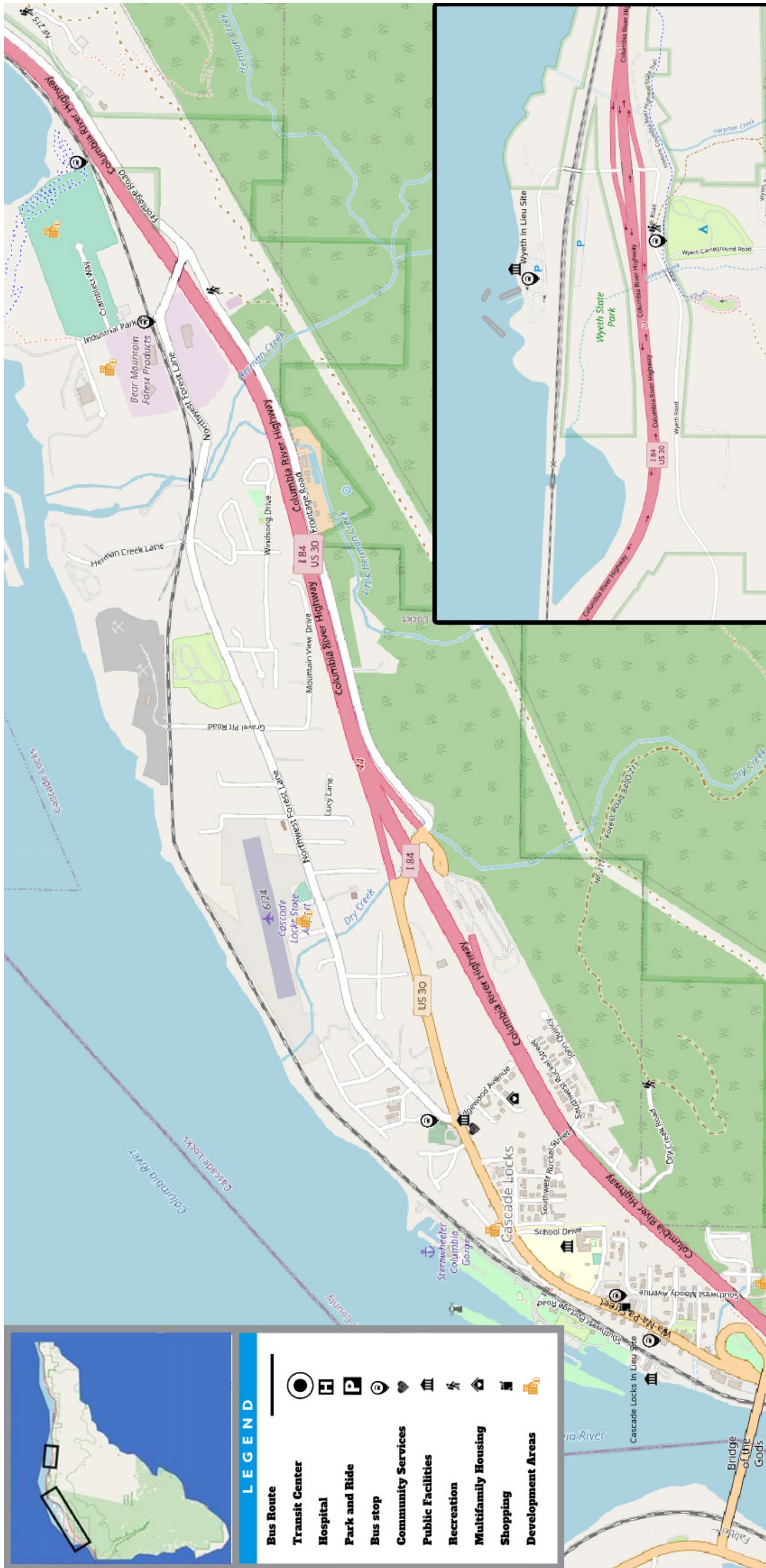
- 255 people are employed within area, but live outside the area
- 522 people live in the area, but work outside the area
- 20 people are employed and live in the area

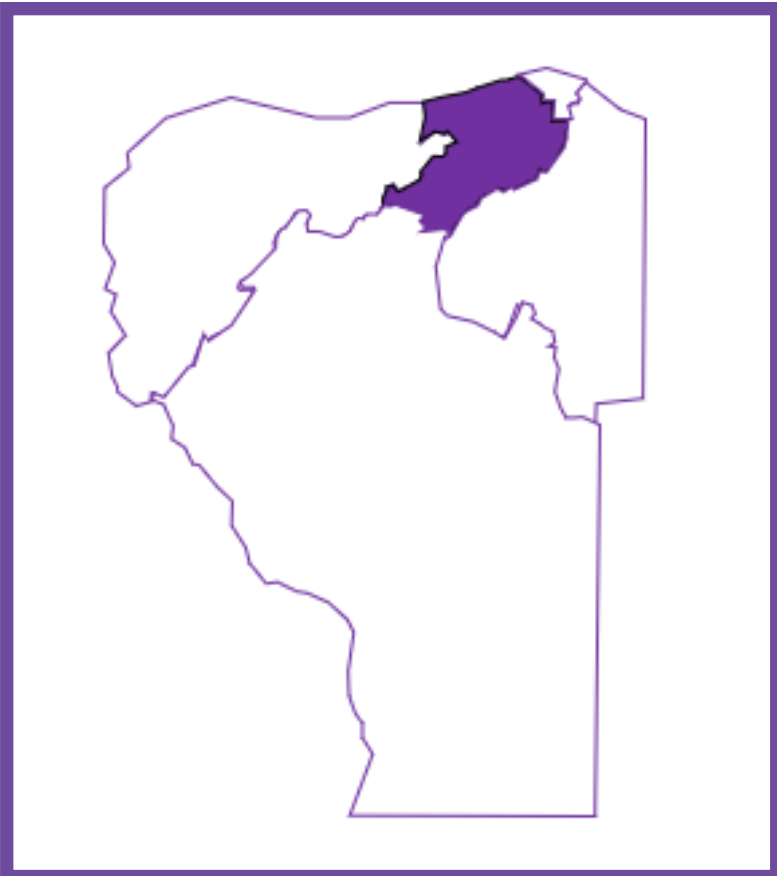
LARGEST COMMUTE DESTINATIONS

TO/FROM THE AREA:

- Hood River
- Portland Metro
- Other Gorge communities

CASCADE LOCKS AREA





Hood River West area begins just west of the City of Hood River and runs east to Rand Road. The area encompasses the City’s westside district, but extends past the city limits along Country Club Road into unincorporated county areas.

POPULATION

Total area population.	6,980
Within City of Hood River(*).	1,792
% Over 65	19%
% Disabled	

RACE/ETHNICITY

% White	74%
% Hispanic	19%
% Other	7%

ECONOMICS

Median Income\$85,138
% Living 200% of Poverty	26%

LAND USE (*)

Total Square Miles.	25.9
National Forest Land5
Inside City boundary	2.6
Unincorporated County	22.8

POPULATION/SQUARE MILE

Total.	269
Within City of Hood River(*).	4,480

EMPLOYMENT (*)

- 976 people are employed within area, but live outside the area
- 2,588 people live in the area, but work outside the area
- 614 people are employed and live in the area

LARGEST COMMUTE DESTINATIONS TO/FROM THE AREA:

- Hood River
- Other Gorge communities
- Portland Metro

*Estimate based on available information.

HOOD RIVER WEST

Census Tract 9502-Block Group 1 - 5

The Hood River West focus area is located two miles west of the Hood River downtown core. It encompasses both land within the City of Hood River and outside the City limits. The portion within the city contains the majority of the buildable land and is where most of the city’s future development is expected to occur.

Also, notable further south of the city limits is the proposed development site of an Argo-Tech campus in Barrett Park as well as some well-used mountain bike recreational areas just off Post Canyon Drive. Country Club Road is the largest north/south connector in this area but is more than half a mile east of key development areas.

ACTIVITY CENTERS

Community

- Adult Senior Center
- Food Bank
- Hood River Valley High School
- Hood River Crossing
- Hood River Mobile Manor
- Shopping area along Cascade Avenue
- Westside Elementary School
- Rockford Grange

Recreational Activities

- Post Canyon Mountain Bike Trails
- Binns Hill Mountain Bike Trails
- Hood River Golf Course

Employment

- Cascade Avenue
- Variety of Agricultural farms off Country Club Road

KEY DEVELOPMENT AREAS

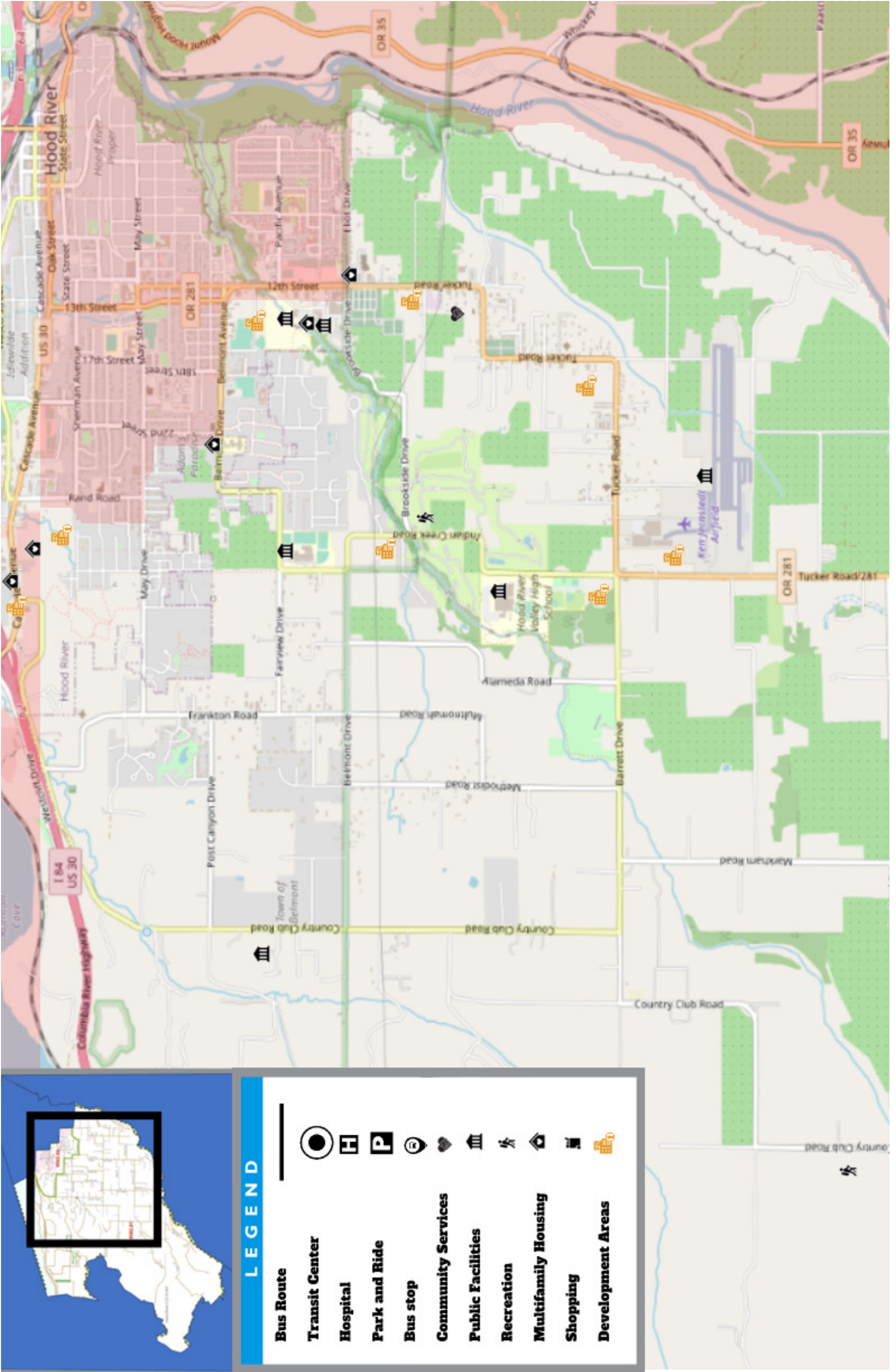
- Westside – Rand Development
- Cascade Avenue Streetscape
- Agro-Tech Development at Barrett Park

TRANSIT IN THE AREA

CAT currently provides no fixed-route service in the Hood River West area. However, CAT has plans to reroute and serve Rand Road with their City Route service once the signaled interchange project at Cascade and Rand Road is completed.

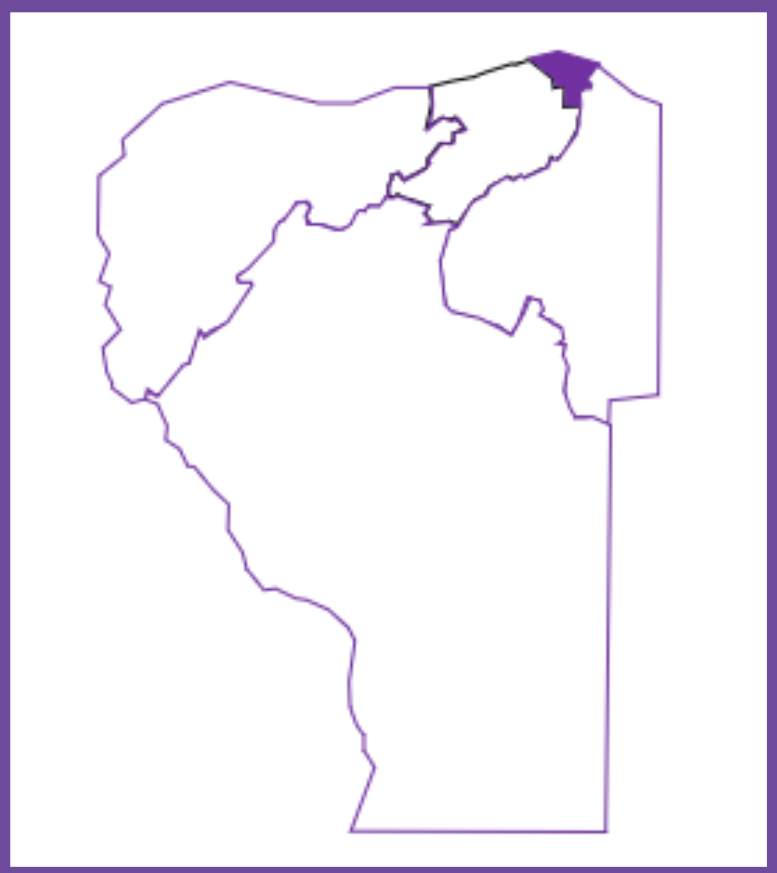
The area within the City limits is served with the City ADA or Dial-a-Ride service which requires a pre-arranged trip. The area south of Belmont is in the Upper Valley deviated fixed-route service area. Deviations can be requested a day in advance, but only at the times the bus will be in the area. Trips are first-come first-serve.

HOOD RIVER WEST



LEGEND

- Bus Route**
- Transit Center**
- Hospital**
- Park and Ride**
- Bus stop**
- Community Services**
- Public Facilities**
- Recreation**
- Multifamily Housing**
- Shopping**
- Development Areas**



HOOD RIVER EAST

Census Tract 9503-Block Group 1 - 5

The Hood River East area is the heart of the City of Hood River, from the Port to The Heights. These census tracts encompass most of the developed residential, commercial, and industrial areas within the City. While there are a few undeveloped areas within this focus area, a sizable portion of land yet to be developed will be infill.

This focus area is the gateway to Hood River County from the east and can be accessed from the Washington State Route 14 (Bingen/White Salmon) from the Hood River Bridge. The Historic Columbia River Hwy. 30 (Cascade Avenue/Oak Street) is the key thoroughfare through Hood River, with Hwys 35 and 281 providing important north/south access through the community and south to Mt. Hood and the County’s Upper Valley area.

The Hood River East area begins just east of Rand Road. It incorporates most of the City of Hood River as well as the bulk of its population.

POPULATION

Total area population.	5,923
Within City of Hood River(*).	5,923
% Over 65	14.0%
% Disabled	11.3%

RACE/ETHNICITY

% White	73%
% Hispanic	23%
% Other	4%

ECONOMICS

Median Income	\$54,407
% Living 200% of Poverty	33%

LAND USE (*)

Total Square Miles.	2.2
Inside City boundary	2.2

POPULATION/SQUARE MILE

Total.	2,712
Within City of Hood River	2,712

EMPLOYMENT (*)

- 4,068 people are employed within area, but live outside the area
- 1,562 people live in the area, but work outside the area
- 904 people are employed and live in the area

LARGEST COMMUTE DESTINATIONS TO/FROM THE AREA:

- Hood River
- Other Gorge communities
- Portland Metro

*Estimate based on available information.

ACTIVITY CENTERS

Community

- Senior Center
- Food Bank
- Hospital
- Downtown shopping district
- The Heights shopping district
- Schools (May Elementary, Hood River Middle) and District facility
- CAT Transit and Administrative Facility
- County Court House and County Building
- Social Services
- City Hall
- Library
- Aquatic Center
- Low-income housing
- Senior housing

Recreational Activities

- Indian Creek Walking Trail
- Port Event Site and Waterfront Park
- Hood River Historical Museum and Marina Park
- Children’s Park

Employment

- Wasco Industrial
- Port Waterfront industrial
- Cascade/Columbia Commercial Light Industrial
- Heights Commercial
- Downtown

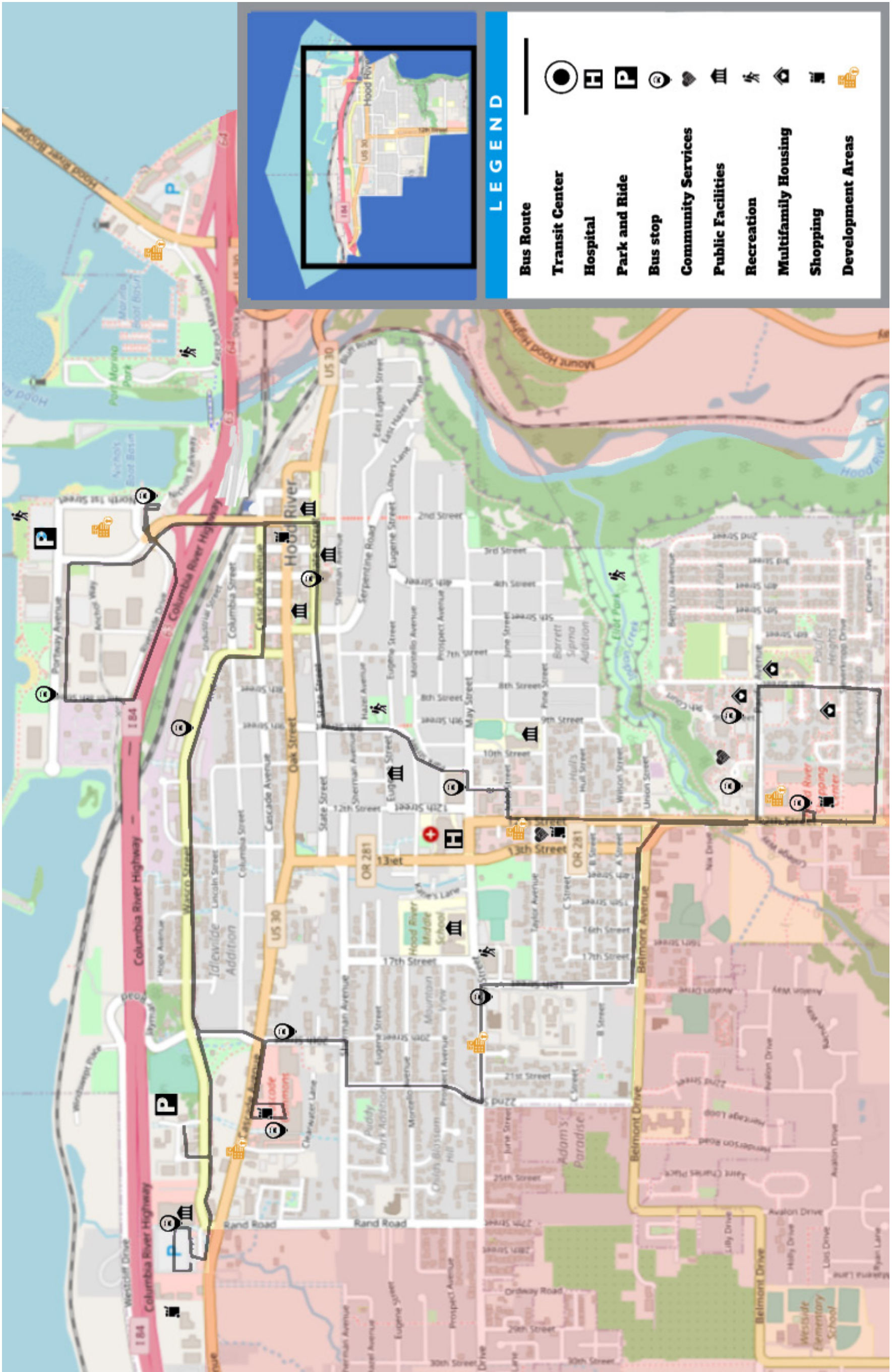
KEY DEVELOPMENT AREAS

- Port Waterfront Lot 1 and Anchor Way
- Heights Streetscape Plan

TRANSIT IN THE AREA

All of CAT’s current routes have a stop in or serve a portion of the Hood River east area at the CAT Transfer Center, Rosauers Transfer Center, or Port Transfer Center. The Hood River City route provides the most consistent service (7 days a week) throughout the focus area. The area within the City’s limits is served with the City ADA or Dial-a-Ride service which requires a pre-arranged trip.

HOOD RIVER EAST





ODELL AND LOWER HWY. 35

Census Tract 9504 Block Group 1 – 4

The Odell and Lower Hwy. 35 focus area offers quick access from the Columbia River to the agricultural lands south of the county. This area includes the two main north/south routes (Hwys 281 and 35) through the steep Gorge cliffs. The focus area is a key part of the “Fruit Loop” with many farms, packing houses, and related industries located within the area. Odell, a census designated place (CDP), is the largest population center in this area.

ACTIVITY CENTERS

Community

- Pine Grove
- Odell downtown
- Hood River Fairgrounds

Recreational Activities

- Tucker Park and Campground

Employment

- Farmland and packing houses
- Tucker Road businesses
- Neal Creek Mill businesses (Cardinal Glass, etc.)

KEY DEVELOPMENT AREAS

- Tucker Road Enterprise Area
- Pine Grove Rural Center
- Neal Creek Mill Road Enterprise Area

TRANSIT IN THE AREA

CAT serves the area with the Upper Valley Deviated-Fixed Route. The route begins at Rosauers (where it has connections to the City Route) and stops at the Odell Mid-Valley Marketing. The route will deviate between stops to pick up or drop off passengers at a specified location within the Odell and Lower Hwy. 35 area, during the scheduled route time. Passengers who wish to deviate must call the day before their trip to preschedule a pickup from an off-route location.

The Odell and Lower Hwy. 35 focus area begins at the river and travels up Hwy. 35 through farm land to the community of Odell. The incorporates many of the unincorporated lands just south of the City of Hood River and along Hwy. 281.

POPULATION

Total area population	6,362
Within Odell CDP	2,380
% Over 65	13.0%
% Disabled	

RACE/ETHNICITY

% White	39%
% Hispanic	57%
% Other	4%

ECONOMICS

Median Income	\$66,010
% Living 200% of Poverty	36%

LAND USE (*)

Total Square Miles.	79.9
Inside Odell	2.0

POPULATION/SQUARE MILE

Total.	79.9
Within Odell(*)	1,179

EMPLOYMENT (*)

- 1,607 people are employed within area, but live outside the area
- 3,151 people live in the area, but work outside the area
- 643 people are employed and live in the area

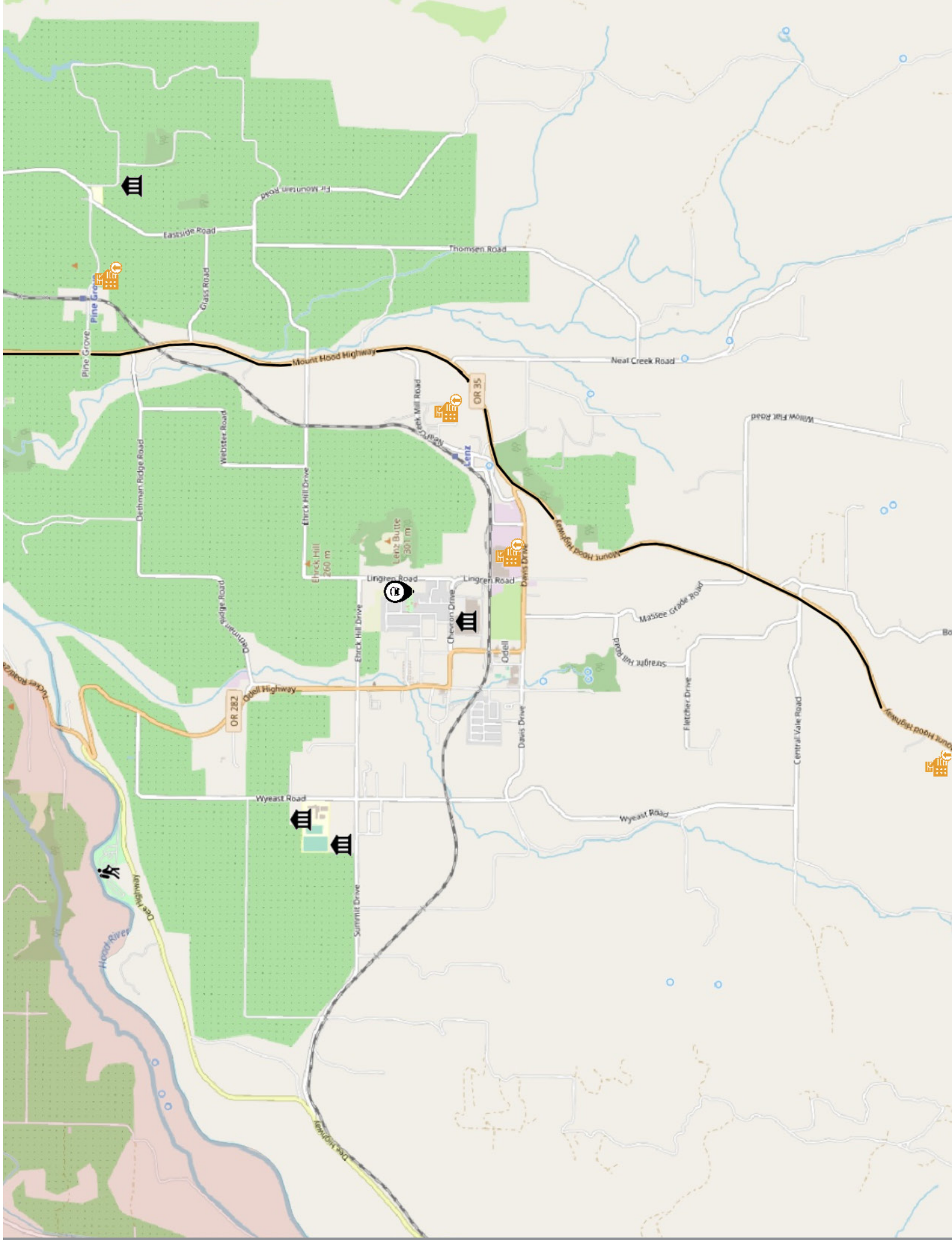
LARGEST COMMUTE DESTINATIONS

TO/FROM THE AREA:











- Hood River
- Other Gorge communities
- Portland Metro

*Estimate based on available information.

ODELL AND LOWER HWY. 35



LEGEND

-  **Bus Route**
-  **Transit Center**
-  **Hospital**
-  **Park and Ride**
-  **Bus stop**
-  **Community Services**
-  **Public Facilities**
-  **Recreation**
-  **Multifamily Housing**
-  **Shopping**
-  **Development Areas**



UPPER VALLEY AND UPPER HWY. 35

CENSUS TRACT 9501 -BLOCK GROUP 2, 3 and 4

The Upper Valley and Upper Hwy. 35 focus area is the upper part of the Hood River County “Fruit Loop”. Like the Odell focus area, this area is largely agriculture lands and includes the upper portion of the two main north/south routes (Hwys 281 and 35). This focus area includes three main population centers: the communities of Dee, Parkdale, and Mt. Hood.

ACTIVITY CENTERS

Community

- Parkdale downtown area
- Mt. Hood Town Hall

Recreational Activities

- Mt. Hood Meadows
- Teacup
- Mt. Hood National Forest trailheads and sno-park areas

Employment

- Farmland and packing houses
- Mt. Hood Forest Products

KEY DEVELOPMENT AREAS

- Mt. Hood Community Commercial Zone and Enterprise Area
- Dee Enterprise Zone Area (Lost Lake Road)
- Parkdale Commercial and Enterprise Area

TRANSIT IN THE AREA

CAT serves the area with the Upper Valley Deviated-Fixed Route. The route begins at Rosauers (where it has connections to the City Route) and stops at the Odell Mid-Valley Market before travelling on to Parkdale with a stop at the McIssac’s Grocery Store in downtown Parkdale. The route will deviate between stops to pick up or drop off passengers at a specified location within the Odell and Lower Hwy. 35 area, during the scheduled route time. Passengers who wish to deviate must call the day before their trip to preschedule a pickup from an off-route location.

During winter, the Gorge-to-Mountain Express Route runs from Hood River up Hwy. 35 to Mt. Hood Meadows, with some trips connecting with other transit providers at Government Camp. The bus stops at the Mt. Hood Town Hall before running up to the ski resort and Government Camp.

Upper Valley and Upper Hwy. 35 begins just south of the Odell and travels along Hwy. 281 to Dee and Parkdale and along Hwy. 35 to the base of Mt. Hood.

POPULATION

Total area population	3,257
Within Parkdale CDP	324
% Over 65	14%
% Disabled	

RACE/ETHNICITY

% White	61%
% Hispanic	34%
% Other	5%

ECONOMICS

Median Income	\$57,668
% Living 200% of Poverty	37%

LAND USE (*)

Total Square Miles	321
Inside City boundary60

POPULATION/SQUARE MILE

Total	10.12
Within Parkdale CDP517.5

EMPLOYMENT (*)

- 1,221 people are employed within area, but live outside the area
- 961 people live in the area, but work outside the area
- 520 people are employed and live in the area

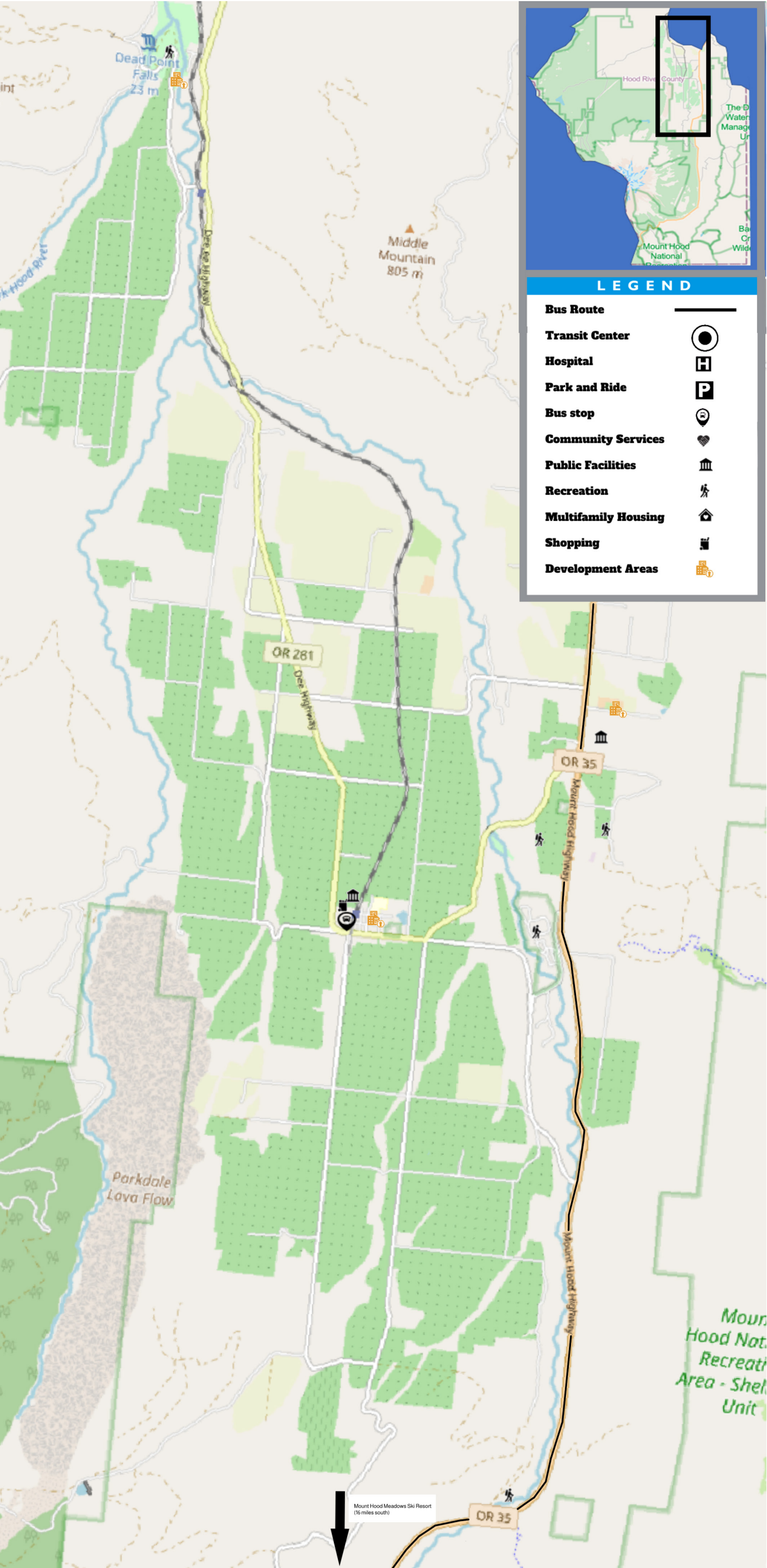
LARGEST COMMUTE DESTINATIONS

TO/FROM THE AREA:

- Hood River
- Other Gorge communities
- Portland Metro

*Estimate based on available information.

UPPER VALLEY AND UPPER HWY. 35



OPPORTUNITIES & CHALLENGES

There are many factors that influence transit use and demand – everything from the price of gasoline, to service convenience and frequency, to parking management, land use and density, or environmental concerns. It is seldom that one enhancement or improvement results in a significant or sustained increase in transit use. Indeed, most studies show that the sustained use of transit and other alternative transportation options is most often achieved through the combination of initiatives or actions within a community.

Future trends and developments, along with customer preferences and availability of funding, help to form the basis for planning future service. The following section identifies specific factors that are likely to increase transit use in the long term.

AREAS OF DEVELOPMENT

As noted in the focus areas, growth in Hood River County is expected to continue in these key areas: Cascade Locks, West Hood River, and Odell as well as some portions of Hwy 35. How development occurs and how access is planned for in these areas will impact CAT's ability to serve these new communities and could have an important impact on service need and demand.

PARKING MANAGEMENT AND THE AVAILABILITY OF ALTERNATIVE TRANSPORTATION OPTIONS

The availability of parking can be a powerful incentive to drive rather than using an alternative such as transit, biking or walking. Parking management along with the availability of alternative transportation options not only actively support the livability and sustainability of a community long term, but can also help foster transit ridership.

SERVICE ON LOCAL CORRIDORS VS. NEIGHBORHOOD STREETS

Limiting transit service to corridors ensures shorter travel time from the beginning to the end of the route. It also ensures that neighborhoods have less impacts from larger buses traveling on smaller streets. While bus services into neighborhoods has the potential to get buses closer to riders, keeping buses on corridors allows more direct access for neighborhoods on both sides of the corridor. If keeping buses on local corridors is a goal, then ensuring that there is direct pedestrian or bicycle access to the stops on the corridor will be critical.

COORDINATING SCHEDULES

Transit relies heavily on connections to other systems to be efficient and provide the most options for users. If a route schedule is designed to ensure timely connections with a neighboring transit system it may result in connections that are much worse with another neighboring system or route within the CAT system. CAT must consider connections with the other systems when designing route schedules and changes.

FOCUS ON RIDERS

These interrelated areas focus on the specific needs of the spectrum of riders that are served by CAT and the HRCTD.

Tourism and Visitors

Millions of people visit the National Columbia River Gorge Scenic Area and Hood River County every year. Surveys show that more than two-thirds of those visitors come from the Portland Metro area – creating parking, traffic and safety concerns at trailheads, in Gorge communities, and along key thoroughfares.

The COVID-19 pandemic has shown that recreational access and mobility is likely to be an important focus for rural transit providers. To that end, CAT will need to understand how a tourism or visitor focus can help to support mobility and access for County residents.

Transit Dependent vs. Choice Riders

Transit serves an important role in providing mobility to people who do not have access to automobiles, including the young, old, people with disabilities, and people with low incomes. CAT’s first priority must always be to provide transportation for transit-dependent individuals. However, in order for transit to build ridership and effectively provide mobility and access throughout the community, CAT must also provide a service which is attractive as an alternative to those who drive (also known as choice riders). Although the needs of transit-dependent riders and choice riders are not mutually exclusive, they are likely to have differing priorities.

Balancing Needs

The greatest challenge of transit service planning is balancing the different needs and desires of the community. Key to that balance is understanding where investing in a particular need (e.g., tourism) may meet (or provide benefits) to other needs (local weekend service).

CHANGING DEMOGRAPHICS

The Hood River County population overall is aging, growing more diverse, and seeing an increase in poverty. The biggest percentage changes are found in larger communities within the County (e.g., Hood River, Odell, and Cascade Locks).

The plan will need to review what changing demographics may mean for transit service, and how to ensure the system is designed to meet those differing needs.



APPENDICES