



# Transit Master Plan

Second Memo – Goals, Service Scenarios & Preferred Option

December 15, 2022

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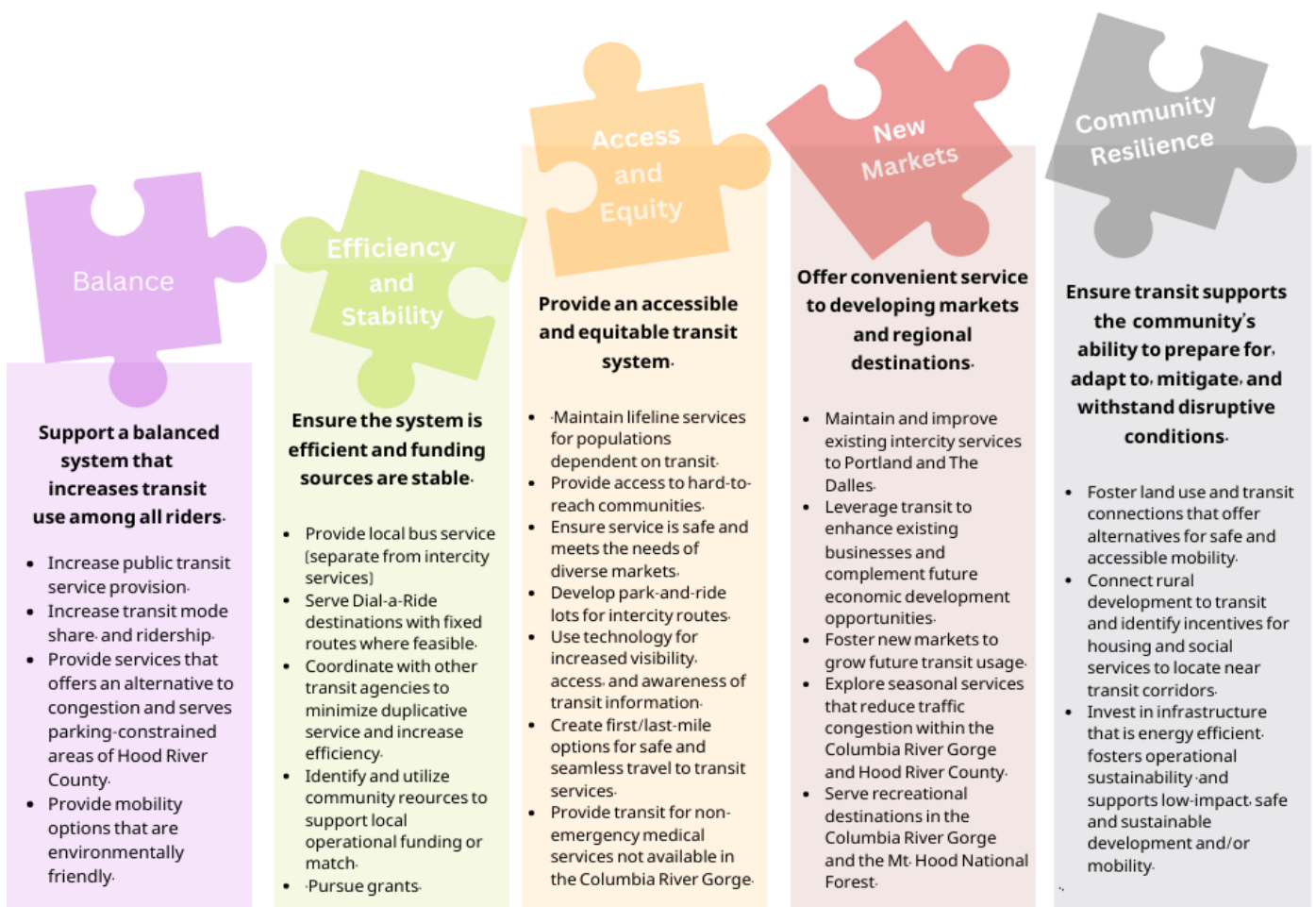
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# PLAN GOALS AND OBJECTIVES

**GOALS AND OBJECTIVES PROVIDE GUIDANCE FOR THE DEVELOPMENT OF SERVICE OPTIONS AND THE SELECTION OF THE FINAL VISION FOR THE 10-YEAR PLAN.**

The Transit Master Plan Advisory Committees were asked to review the goals and objectives of the 2017 Transit Master Plan. After making some updates and changes, the committees sent their recommendations to the Hood River County Transportation Board for approval. The Board approved the plan goals and associated objectives, including the addition of a Community Resilience goal, at their June 2021 Board Meeting.



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# TRANSIT SUPPORT STRATEGIES



## TO SHIFT MORE TRIPS TO TRANSIT THERE NEEDS TO BE A COMPREHENSIVE SET OF SUPPORT STRATEGIES THAT ALLOW A SEAMLESS, HIGH-QUALITY TRAVEL EXPERIENCE

Transit support strategies connect transit to the broader community, provide frequent and consistent access, create attractive and safe transfers between options, and use local channels and educational programs to ensure customers have access to the information needed to change their travel habits.

In short, transit support strategies are designed to complement, bind, and integrate transit services with broader community needs.

They support the use of transit by riders either directly or through tools that enhance rider access or improve the overall experience with the transit system.

Typically, transit support strategies can be categorized into six principal areas:

- Land Use Support Strategies
- Fare & Pricing Adaptations
- Stops & Amenities
- Marketing & Information
- Micro-Mobility or First/Last-Mile Options
- Non-Peak Shift or Off-Hour Options

The following is a general overview of individual strategy types. The overview outlines the areas where specific strategies might be implemented to complement proposed service improvements.

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## TRANSIT SUPPORTIVE LAND USE STRATEGIES

Transit-supportive land use strategies are based on the idea that convenient access to transit can foster benefits for the developer but also may accomplish other goals, including reducing sprawl, reducing congestion, increasing pedestrian activity, increasing economic development potential, realizing environmental benefits, and building sustainable communities.

Transit-supportive land uses are most often part of a coordinated planning effort. This most often begins with the identification of locations along transit routes where higher density is desirable or where the integration of transit and land use planning can offer higher benefits for the community and development project overall. (E.g., development that may be supported by transit and that, in turn, may support transit.)

As part of the Transit Master Plan, an initial analysis was conducted of land use issues and opportunities related to the “transit-oriented” or “transit-supportive” developments within Hood River County. This full analysis as well as a tool kit for local planners can be found on the CAT TMP Website at [www.engagecat.org](http://www.engagecat.org).

The following provides a summary of the potential locations within each of the five focus areas that may offer the opportunity for some simple transit-supportive planning strategies that can link new development more effectively to transit or more complex strategies like transit-oriented or joint-development projects.

### CASCADE LOCKS

Land within the Cascade Locks UGB has a wide range of zoning designations. Portions of the City are developed, though there are areas of vacant land that have significant opportunity for future development.

The City of Cascade Locks is part of a set of State-run Enterprise Zones in Hood River County. The City and Port sponsor the Cascade Locks Enterprise Zone, which was designated on July 2, 2021 and will end on June 30, 2025. Local property taxes are abated for new businesses in this zone for a specified number of years.

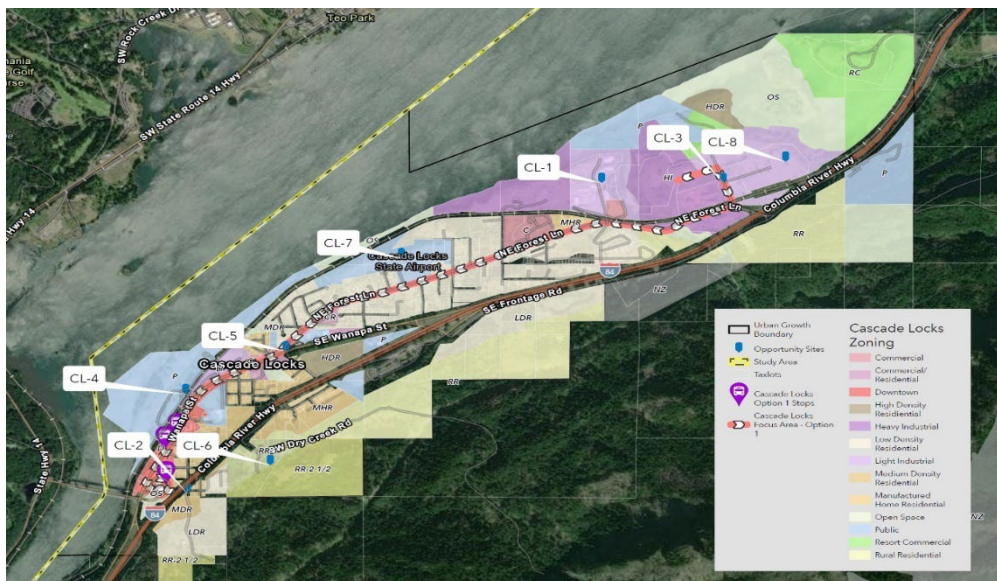
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## Opportunity for Transit Supportive Development in Cascade Locks

The current and future opportunities for transit-oriented development in Cascade Locks are listed and identified in the map on the following page:

- **CL-1.** Grain Integrative Healthcare. Currently operating several days a week.
- **CL-2.** Bridge of the Gods Trailhead. Popular recreational destination, new parking area permitting underway.
- **CL-3.** Ongoing development of Bear Mountain Business Park, largely industrial users.
- **CL-4.** Marine Park entrance. Popular recreational destination.
- **CL-5.** WaNaPa Street/Forest Lane. Modest infill and development likely along Forest Lane, including new group homes. Existing subsidized units on Belle Street/Edgewood Avenue.
- **CL-6.** Dry Creek Road, where approximately 80 acres could potentially be developed for housing, roughly doubling the City's housing stock. These units are likely to be high-value homes.
- **CL-7.** Airport area, where there are approximately 20 developable acres in the long term.

### MAP 1: POTENTIAL TRANSIT SUPPORTIVE SITES IN IN CASCADE LOCKS



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## HOOD RIVER EAST

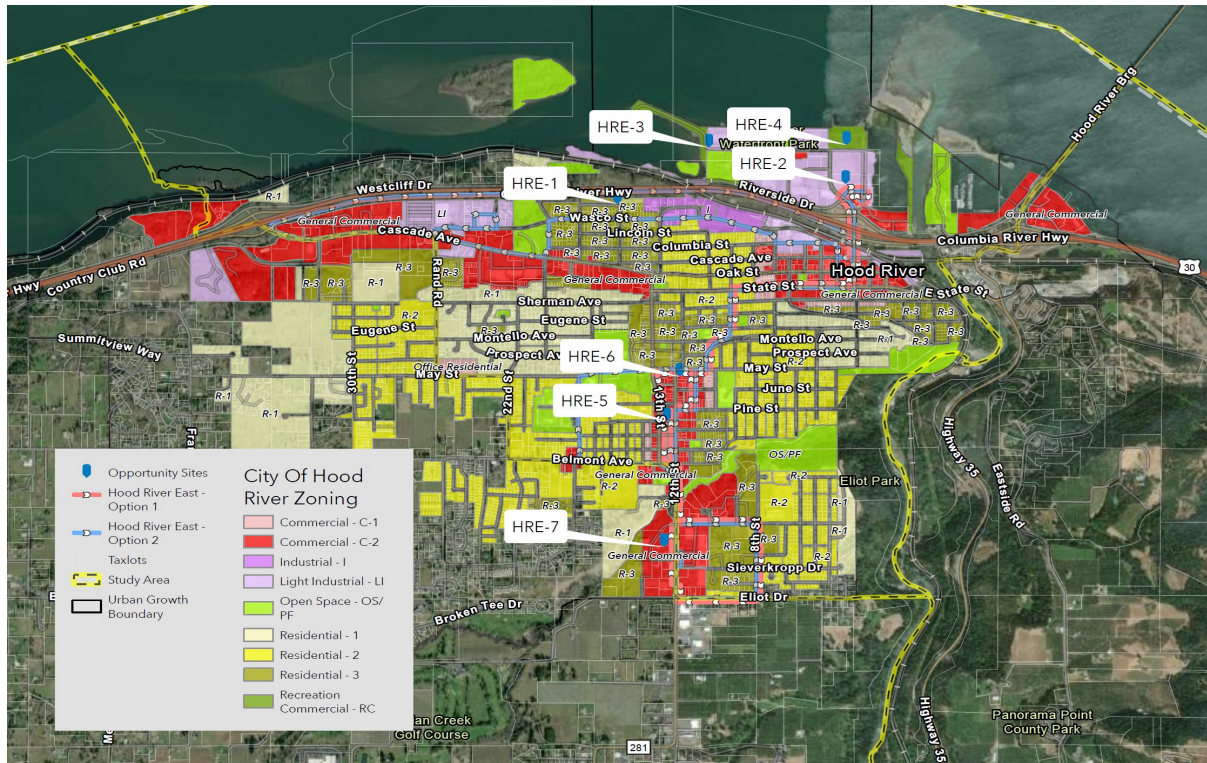
The Hood River East contains the central and eastern portions of the City of Hood River, It is roughly coterminous with the City's eastern and southern UGB. The focus area is approximately 2,500 acres in size.

### Opportunity for Transit Supportive Development in Hood River East

The current and future opportunities for transit-oriented development in Hood River East are listed below and identified in the map on the following page:

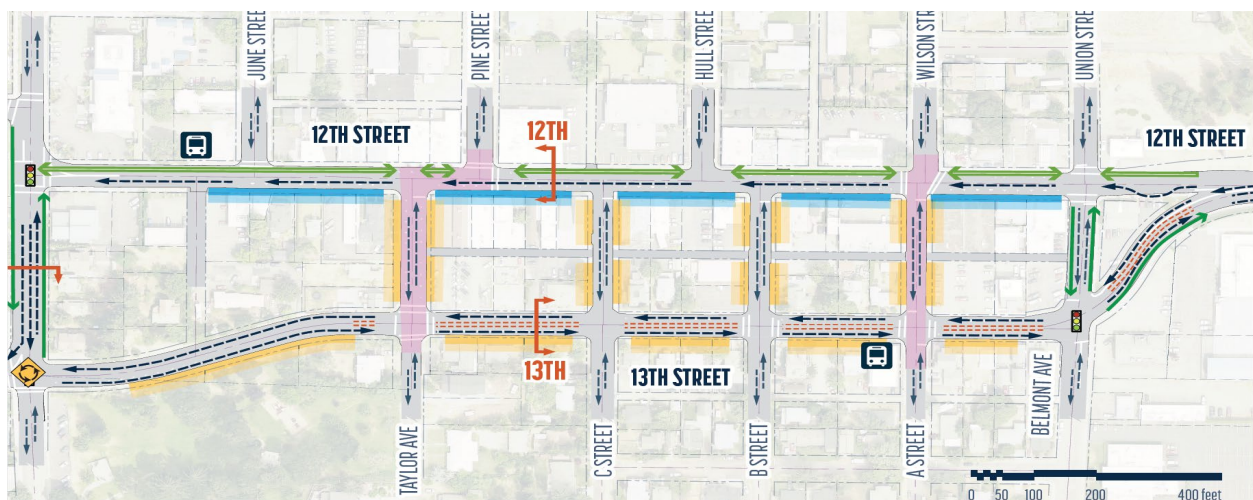
- **HRE-1. HRE 1** – An MCHA affordable housing development (Rio Bella) on Hope Avenue at Wasco Street is more than a half mile from the nearest existing stops. A stop near this location could improve transit access.
- **HRE-2-4.** Hood River Waterfront, home to many large employers and vacant port-owned land slated for additional employment/hospitality growth. “Lot 1” is perhaps the most significant development opportunity in this area and a mobility hub is envisioned there. Also on the Hood River Waterfront, the west end of Portway features warehousing and recreation. Particularly for the westernmost reaches of Portway used for recreation, Port staff suggested considering extending weekend service to this area. Given the large amount of recreation on the Waterfront – especially at the Event Site, where there is limited parking – the question arose about whether new or modified transit vehicles could accommodate more gear (e.g., bikes, water and wind sport gear).
- **HRE-5-7.** The Heights Streetscape Plan area, 12th and 13th Streets from May Street to Belmont Avenue – The plan addresses potential future bus stops and crossing alignments this planning area should be tracked for transit-supportive development and redevelopment opportunities. The Heights district and nearby commercial land to the south is designated as an Enterprise Zone and is the subject of current planning using City urban renewal funds, which could be a boon to potential transit-supportive development in the area. The preferred alternative for the Heights Streetscape Plan is shown on the following page.

## MAP 2: POTENTIAL TRANSIT SUPPORTIVE SITES IN HOOD RIVER EAST



## HOOD RIVER HEIGHTS STREETSCAPE PREFERRED DESIGN

Below is the preferred alternative for the Heights Streetscape and is the alternative upon which the Final Plan will be based.





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## HOOD RIVER WEST

The Hood River West Focus Area contains about 17,500 acres. Most of the land in the focus area is unincorporated county land, much of which is within the Columbia River Gorge National Scenic Area and does not currently have any significant development and is not expected to experience any significant growth during the Transit Master Plan time horizon. Thus, the focus on land use conditions in this area is targeted to the area within and adjacent to the Hood River UGB.

### *Opportunity for Transit Supportive Development in Hood River West*

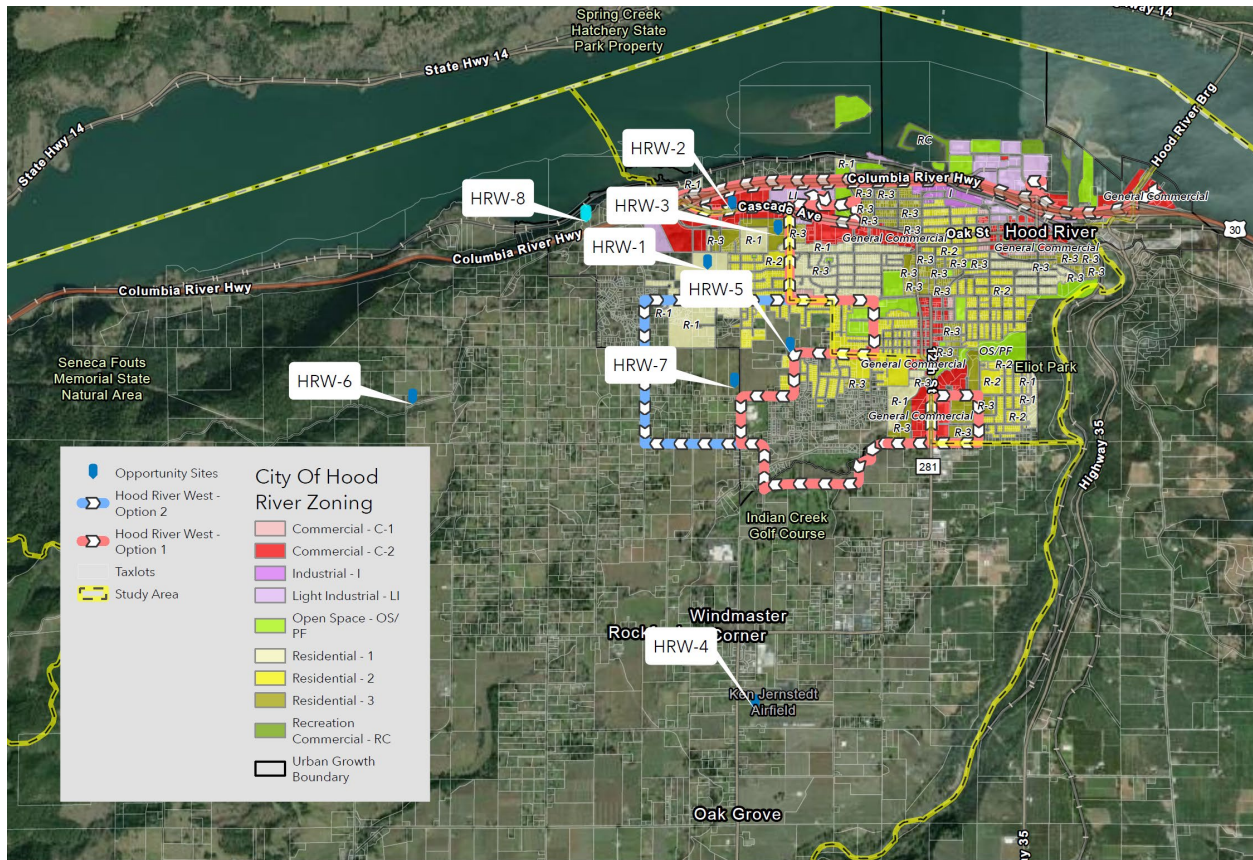
The current and future opportunities for transit-oriented development in Hood River West are listed below and identified in the map on the following page:

**HRW-3.** Hood River West also includes the Cascade Avenue Streetscape Plan area, a corridor from I-84 Exit 62 to 13th Street that serves as the western gateway to Hood River and as the main street for nearby neighborhoods. The plan recommended implementation measures such as one lane in each direction for most of the corridor, continuous sidewalks, separated bicycle facilities, raised medians to provide protected crossings for pedestrians and bicyclists, and transit/bus stop design specifications. Project staff have reported that most of the mixed-use and transit-oriented development opportunities are anticipated in the west end of this corridor.

- **HRW-4.** Ken Jernstedt Airfield. The airfield was identified as a potential site for modest employment growth that may be appropriate for a potential bus stop on the Upper Valley service. The site also includes the Western Antique Aeroplane and Automobile Museum (WAAM). When events bring a large number of people to the airfield in summer and fall, that is a time when service to the airfield could serve both staff and visitors.
- **HRW-5.** Belmont Extension. Street extension to Post Canyon Drive. Plans detailed in the City's Transportation System Plan. This extension may have implications for future routing/stop locations.
- **HRW-6.** Post Canyon Seven Streams Trailhead. Post Canyon is a recreational amenity that faces parking challenges at times of peak demand. The site may be appropriate for transit service focused on moving hikers and mountain bikers (and their equipment).

- **HRW-7.** Westside Park. The Hood River Parks & Recreation District has acquired 20 acres of land on the west side of Hood River for future park use.<sup>1</sup>
- **HRW-8.** Ruthton Park and Ruthton Point. Just west of the City of Hood River, north of I-85, a section of the Historic Columbia River Highway is planned to connect to the Historic Highway State Trail. This trail segment would extend eastward from Mitchell Point, cross underneath I-84, and proceed east to Hood River. Ruthton Park may be an opportunity for transit connections to the Historic Highway State Trail.

**MAP 3: POTENTIAL TRANSIT SUPPORTIVE SITES IN HOOD RIVER WEST**



<sup>1</sup> <https://hoodriverparksandrec.org/westside-park>

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## ODELL AND LOWER HWY 35

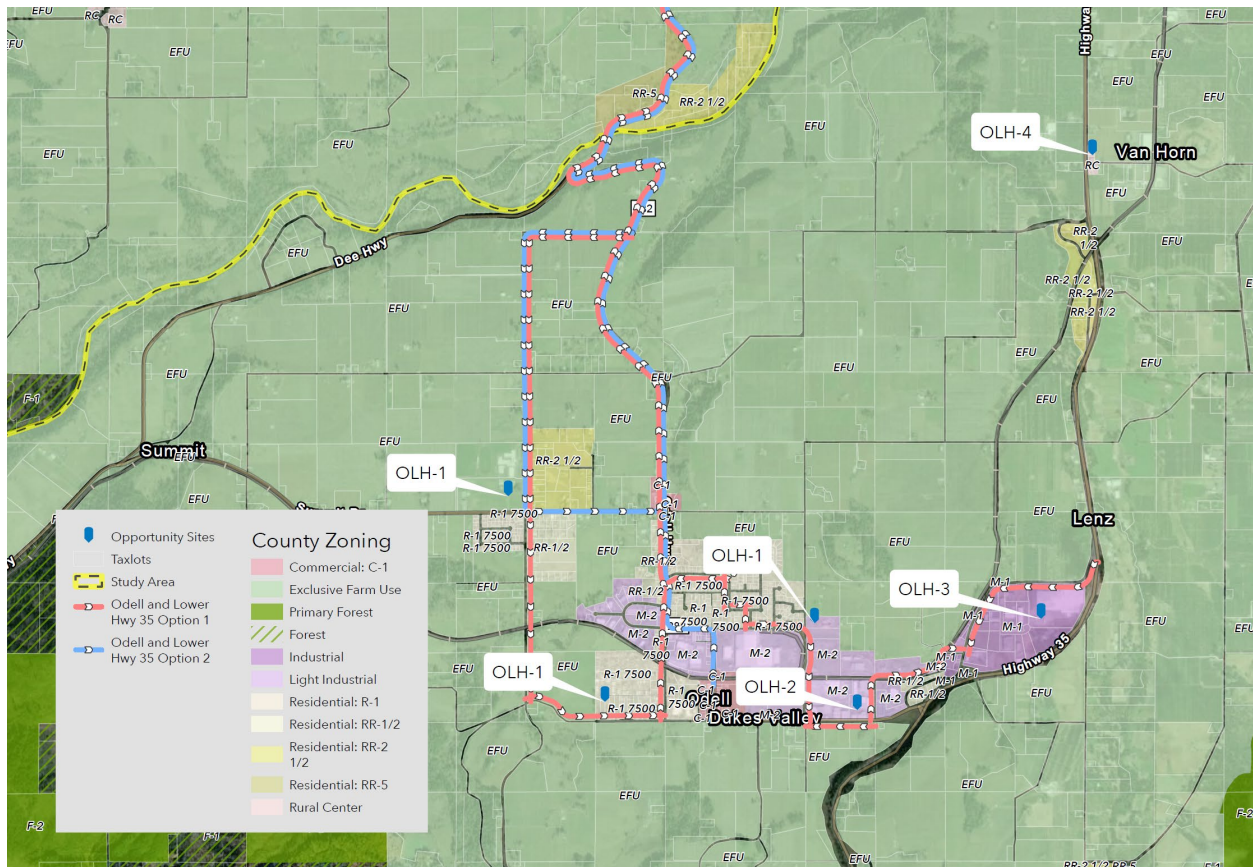
The Odell/Lower Hwy 35 area features the Census Designated Place (CDP) and the unincorporated community of Odell, which has a population of roughly 2,400. Pine Grove, an unincorporated community with a small commercial area, is also found in this focus area. Land in the area is otherwise mostly farmland – zoned Exclusive Farm Use (EFU) and largely in fruit production.

### *Opportunity for Transit Supportive Development in Odell and Lower Hwy 35*

The current and future opportunities for transit-oriented development in Odell / Lower Hwy 35 are listed below and identified in the map on the following page

- **OLH-1.** Depending on the types of employers that locate in Odell, new development could present an opportunity for new transit service as well as an opportunity to provide transit amenities that serve Odell more broadly. A circulator loop has been suggested by stakeholders. There are also several residential parcels that remain unplatted on the east side of Odell Highway, and near Wy'east Middle School. These sites represent the possibility for a modest increase in housing and population in Odell. The MCHA Executive Director also indicated interest in ongoing coordination with the County regarding affordable housing development in Odell, which would benefit from being transit-supportive development served by transit.
- **OLH-2 and OLH-3.** There are potentially several sites in Odell that could be developed or redeveloped with significant employment uses. This includes the Neal Creek industrial area on the east end of Odell, which currently features large employers such as Cardinal Glass. Additionally, the Port of Hood River owns and has remediated a former mill site adjacent to rail and is expected to be redeveloped in the future.
- **OLH-4.** A rail line extends from Downtown Hood River to Pine Grove, mostly as a tourist/visitor service and periodically as a commercial service. Depending on the scale and popularity of the visitor service, some measure of transit-oriented development – a stop, supportive development, and amenities – may be warranted.

## MAP 4: TRANSIT SUPPORTIVE SITES IN ODELL AND LOWER HWY 35



## PARKDALE AND UPPER HWY 35

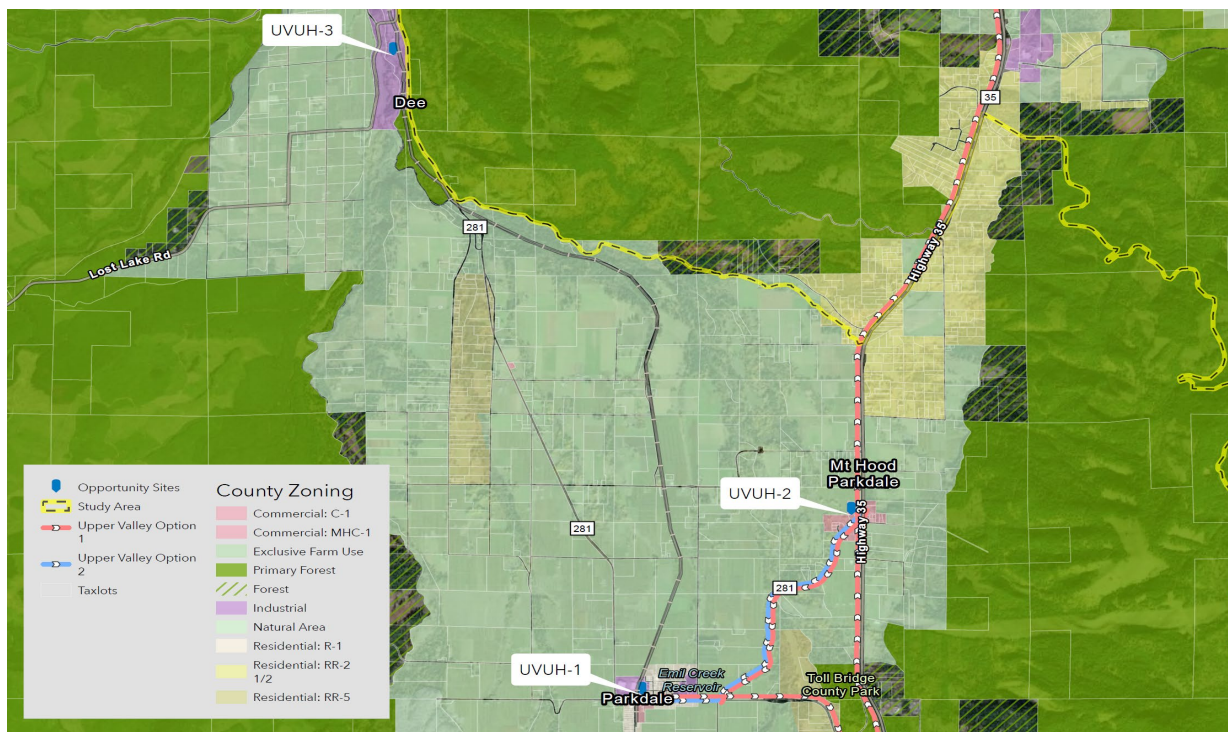
Parkdale / Upper Hwy 35 focus area contains the southernmost portion of Hood River County, including the unincorporated communities of Parkdale and Mt. Hood, and several ski destinations in the vicinity of Mt. Hood. Parkdale has a population of roughly 300 people, as does the community of Mt. Hood.

### *Opportunity for Transit Supportive Development in Parkdale and Upper Hwy 35*

The current and future opportunities for transit-oriented development in Parkdale and Upper Hwy 35 are listed below and identified in the map on the following page

- **UVUH-1.** Due to the rural nature of Focus Area 5, significant new development is unlikely. In the Parkdale area, modest redevelopment of employment uses and small-scale residential development may occur over time. In Parkdale, there are several large residential parcels that could be subdivided under their current zoning designation; however, infrastructure constraints and other factors may limit this development. In addition, land in the vicinity of Baseline Drive and Clear Creek Road/2nd Street in Parkdale has commercial C-1 zoning, though parcels south of Baseline Drive have agricultural or residential uses today. Some additional commercial development in this area, which could be transit-oriented in a small community manner, is possible.
- **UVUH-2.** Consider a stop for the community of Mt. Hood, at its junction with Highway 35.
- **UVUH-3.** In the very long term, County staff suggested monitoring the small community of Dee for potential transit service and stop (for employees) if the mill site there is redeveloped.

**MAP 5: TRANSIT SUPPORTIVE SITES IN PARKDALE AND UPPER HWY 35**



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## FARE AND PRICING ADAPTATION STRATEGIES

Fare and pricing adaptation strategies alter the absolute or relative price or cost of transit services for existing or prospective riders; and/or make transit fares easier to use/access. While a few fare or pricing programs can be targeted to specific areas or target markets (as noted in the examples below) most of the fare and pricing adaptation strategies would require systemwide implementation.

CAT has implemented several of these types of strategies over the last five years including:

- **Deep-discounted passes:** CAT implemented the CAT Annual GORge Pass in 2020 and subsequently expanded the annual pass program to a Gorge-wide program in 2021. This was followed by the CAT Day Pass in 2021 which was coordinated with the Multnomah Falls permit program. Both programs have been widely successful and increased overall revenue by 300%.
- **Expansion of sales outlets (online):** In 2018 CAT implemented an online fare program, which allowed CAT riders for the first time to purchase fares online using a credit card. Today 70% of CAT riders use online fare technology over physical passes or individual fares.
- **Cooperative programs:** CAT has developed a wide variety of cooperative programs with local businesses organizations, and agencies—including the Hood River Valley School District Free Student Pass Program, the Gorge Transit Connect Program for low-income residents (with local partner organizations) and the Downtown Pass Program with the City of Hood River. These programs have allowed CAT to meet specific mobility goals for targeted markets and address unique community goals for specific areas.

CAT could look further enhance or expand fare and pricing strategies that can enhance access, increase awareness, and foster new ridership, including:

- **Onboard dynamic fare payment program.** A dynamic-fare payment option allows people to use a credit card or prepay fare card to purchase their fares. This type of program can also link with other local initiatives (parking management, bridge tolls, e-bikes, neighboring transit agencies, etc.) to offer incentives for transit use and/or to create comprehensive transportation or “mobility as a service” options.
- **Free-fare transit for local trips (e.g., trips within Hood River County)** – Free fare transit may enhance local ridership, but, if implemented, should focus on local Hood River routes and not the more costly long-distance or intercity routes.
- **Cooperative programs in focus areas.** Cooperative programs could be pursued with other agencies, businesses, or communities to bolster or facilitate the implementation of new services throughout Hood River County.

# BUS STOPS AND AMENITIES

Bus stops are the front door to the CAT fixed-route system. They are where most riders board or wait for services. Great bus stops are visible, friendly, comfortable places to wait, and are surrounded by safe and accessible walking conditions. Numerous studies show how important stops are to:

1. Overall customer satisfaction,
2. Marketing the existence and quality of services, and
3. Creating spaces that offer and connect transit to the community served.

The approach to bus stop placement and amenities has moved at a much slower pace than transit expansion. Stops within Hood River County are few, and those that are considered permanent or formalized bus stops are even fewer. In large part this has been driven by a lack of clear and consistent policy direction from local jurisdictions on where and how to place stops, and because CAT has never established a bus stop plan that clearly establishes our goals or interests.

The following outlines typical stop criteria, amenities, and maintenance considerations that can be detailed in a bus stop and amenities plan.

**TABLE 1: CRITERIA FOR PLACEMENT OF BUS STOPS IN HOOD RIVER**

Stop Type	Criteria	Basic Amenities	Other Amenities	Maintenance
Standard Stop	Every stop that is not sheltered.	Pole & sign, schedule information	Garbage can, bench, real-time information	As needed
Shelter Stop	Minimum of 10 BR/day or 5/BR if serving seniors or business is willing to sponsor stop	Pole & sign, real-time schedule information, shelter, bench & garbage can	Sidewalk access, curb cuts, ADA pad, bike racks.	At least twice a month garbage removal & cleaning. More frequently if required
Mobility Hub	2 or more routes serve stop & 15BR/day or linkages with 2 or more first/last mile options	Pole & sign, real-time schedule information, shelter, bench, garbage can, bus layover, bike parking	Sidewalk & bike lane access, curb cuts, ADA pad, bus pull out, indoor waiting, restrooms, park & ride	Bi-weekly garbage removal & cleaning. More frequently if required.

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# MARKETING AND INFORMATION

Often overlooked in the day-to-day of transit operations is the importance of providing information and marketing transit to the broader community. This not only ensures that the community knows what services are available to them, but also how those services can meet their specific needs.

From employees to senior citizens, recreationalist to cost savers, youth to environmentalists, everyone has a unique reason to travel. Identifying the need and channeling the transit “brand” to capture the community’s attention around key values helps to build trust in transit

## Key Elements of a Transit Marketing Plan

### Branding

Agency branding including logos, colors, and taglines, are the foundation of any on-going marketing program. CAT's 2018 rebranding efforts made the buses and network of services more visible within the Hood River County community.

### Digital Presence

A digital presence is a critical part of the information age we live in. Even in a largely rural county like Hood River, most people get their information from their phone, tablet or computer.

### Outreach

CAT has actively used community outreach events, targeted outreach campaigns, and other types of community engagement strategies to reach riders. Flexible outreach strategies targeted to a particular community are used more generally to build ridership and overall awareness and can reinforce CAT's broader marketing themes.

- **Brand reinforcement** - Build on and reinforce this new look by ensuring that every aspect of the on-street presence (signage, shelters, benches, etc.) further help to promote the agency and raise awareness throughout the community.
- **Website Improvements** - As part of the rebranding campaign CAT did a formal upgrade to its website. Keeping it fresh, easy to use, and relevant is key to the agency's strategy going forward.
- **Social media campaigns** - Social media campaigns offer an effective way to communicate agency news, service updates, and seasonal changes. A formalized social media plan, which incorporates larger agency messaging, could be an effective part of a long-term marketing strategy.
- **Outreach events** - Outreach events can focus on a broad or narrow portion of CAT's service area. Some events, like Hops Fest or Cider Fest, may cater to both local and regional markets.
- **Individualized marketing** - Individualized marketing in transit provides a way to leverage data and technology to deliver specific information and options about services directly to individual households within an area.
- **Regional Marketing campaigns** - CAT has collaborated with partners to launch a wide variety of specific regional or corridor campaigns around transit (e.g., Gorge Pass, Waterfall Corridor Action Plan, etc.). This type of larger targeted regional marketing campaign can complement and reinforce more specific agency goals.
- **Travel Training** - Travel training can be used to help train riders and potential users feel comfortable riding the bus. Training programs teach how to read a schedule, what fare to pay, what a stop looks like, or how to flag a bus down. A travel training program can either be implemented at individual sites or developed as a "train the trainer" program for those that work with target groups.
- **Transportation Coordinator** - Employer or organization transportation coordinator programs create, manage, and promote commuter benefits to employees throughout their worksite or organization. This may include everything from facilitating ride-matching programs to providing incentives for alternative transportation use, to trip planning or working with transit agencies or city staff to advocate for additional services.



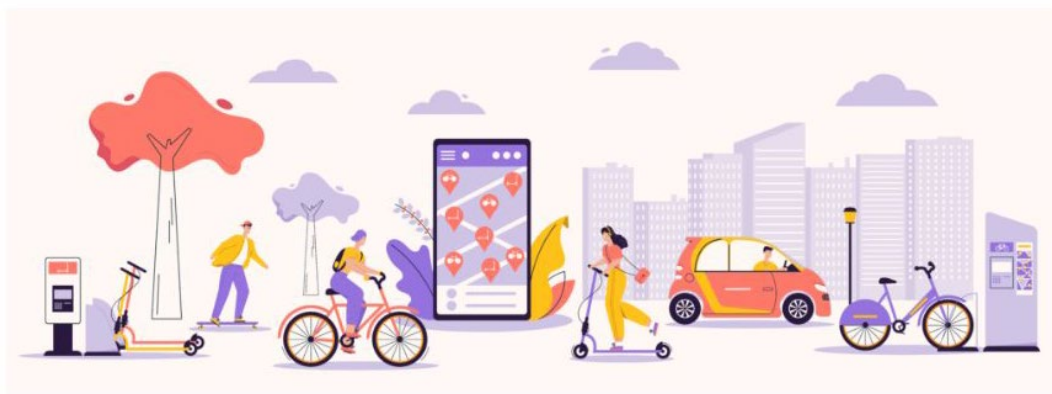
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## MICRO-MOBILITY OR LAST MILE OPTIONS

Micro-mobility strategies include options like walking, biking, or the use of small low-speed motorized vehicles such as scooters, EV bikes, kickboards etc. to get to or from a transit center or hub.

First/last-mile strategies include more formalized programs like vehicle sharing (including carshare, bike or e-bike share, micro-transit, ride-hailing, or autonomous shuttles).

For the community to embrace micro-mobility or first/last-mile options it is critical that neighbors have an opportunity to weigh in on what options could look like in their area.



## NON-PEAK SHIFT OR OFF HOUR OPTIONS

In rural Hood River County, fixed-route public transit may not be appropriate for serving early or late-night travel needs. Shift or off-hour options in this rural area may be best served with private providers who are supported either through public technology, infrastructure, or operational resources.

Some examples of mobility options that address these “hard to serve” needs include:

**Carpool/vanpool programs** - CAT supports MCEDD’s Mobility Management and Commute Options program to manage ride-matching services, offer vanpool subsidies, and provide services such as guaranteed ride home.

**Taxi subsidy programs** - Taxi subsidies use public funds to support private transportation providers to offer shared-ride services at specific times of day or to specific users for localized use.

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# COMMUNITY INPUT AND SERVICE SCENARIOS

TO ENSURE THIS DOCUMENT REPRESENTED THE DIVERSE COMMUNITY INTERESTS OF HOOD RIVER COUNTY, THE TRANSIT MASTER PLAN (TMP) DEVELOPED AND IMPLEMENTED AN EXTENSIVE AND INCLUSIVE PUBLIC ENGAGEMENT PROCESS.

Outreach efforts were tailored to reach people in practical and convenient ways as to reflect the opinions from the wide spectrum of current and potential system users, Hood River County's jurisdictions, tribes, local and regional businesses, social service agencies, educational institutions, and recreation stakeholders.

Gaining input through diverse methods and strategies included partnering with local human service organizations to reach historically underrepresented voices, going to where people gathered (school events, grocery stores, places of work, coffee shops, public meetings, and community gatherings) and capturing current transit riders on-board intercept surveys.

The complete TMP Public Outreach Summary (including survey results and data) may be found at the CAT TMP Website: [www.engagecatbus.org](http://www.engagecatbus.org).

The public involvement goal for the TMP process was to:

**Provide Hood River County stakeholders meaningful and easily accessible input opportunities throughout the TMP process with an intentional focus on broader involvement by historically marginalized communities, including but not limited to low-income individuals, youth, people with disabilities, seniors, immigrants, and Limited English Proficiency individuals.**



## Six Core Operating Principles for Public Involvement on the Transit Master Plan

The Transit Master Plan Public Involvement process had three distinct phases:

- Identification of Community Values & Opportunities
- Service Options Development and Review
- Draft and Final Plan Review

The table on the following page illustrates the phases and associated methods to reach Hood River County communities and visitors

## PHASE ONE: IDENTIFICATION OF COMMUNITY VALUES AND OPPORTUNITIES

CAT staff and their public involvement consultant launched the public input process with two initial overarching questions to community members:

- 1) What value does transit bring to your community?
- 2) What are your priorities for transit and its future?

To gather this input, project staff developed an online bi-lingual survey, open from February until July 2022, and available on the project website and via hard copy surveys.

Examples of additional outreach occurred at public meetings, through in-person outreach at coffee shops and grocery stores, intercept surveys on buses, and via community partnerships to reach Hood River County's Spanish speaking community members.

On the following page is a summary that highlights the dominant themes from responses to the Community Values & Opportunities Survey.

The full report may be found on the CAT TMP website: [engagecatbus.org](https://engagecatbus.org). It is important to note that integrated into the report finding are the

### PUT THE PASSENGER FIRST

Defining the community needs and matching them with the best-suited opportunities to enhance access, reliability, frequency, safety, and simplicity, resulting in ride comfort and quality.

### MAKE PARTICIPATION EASY AND MEANINGFUL

Providing accessible, unique, and tailored strategies to engage community members — with a focus on those historically marginalized in past planning efforts — with creative ways to help CAT define the public transit issues and concerns that matter most.

### ENGAGE PARTNERSHIPS WITH RECIPROCITY

Engaging current and potential partners to help shape the future of transit services to help them achieve their goals in the Gorge including cities, counties, Ports, Business Associations, Chambers, Gorge Tourism Alliance, neighborhood groups, and other regional players like State and Federal Agencies Mid-Columbia Economic Development District (MCEDD), TriMet and Portland Metro.

### INTEGRATE REGIONAL OPPORTUNITIES

Identifying critical regional coordination and integration opportunities, with a focus on significantly enhancing the linkages between current bike and pedestrian initiatives, the Hood River Bridges, local communities, and regional transfer centers. The update will also address regional coordination and integration strategies between HRCTD and other local providers.

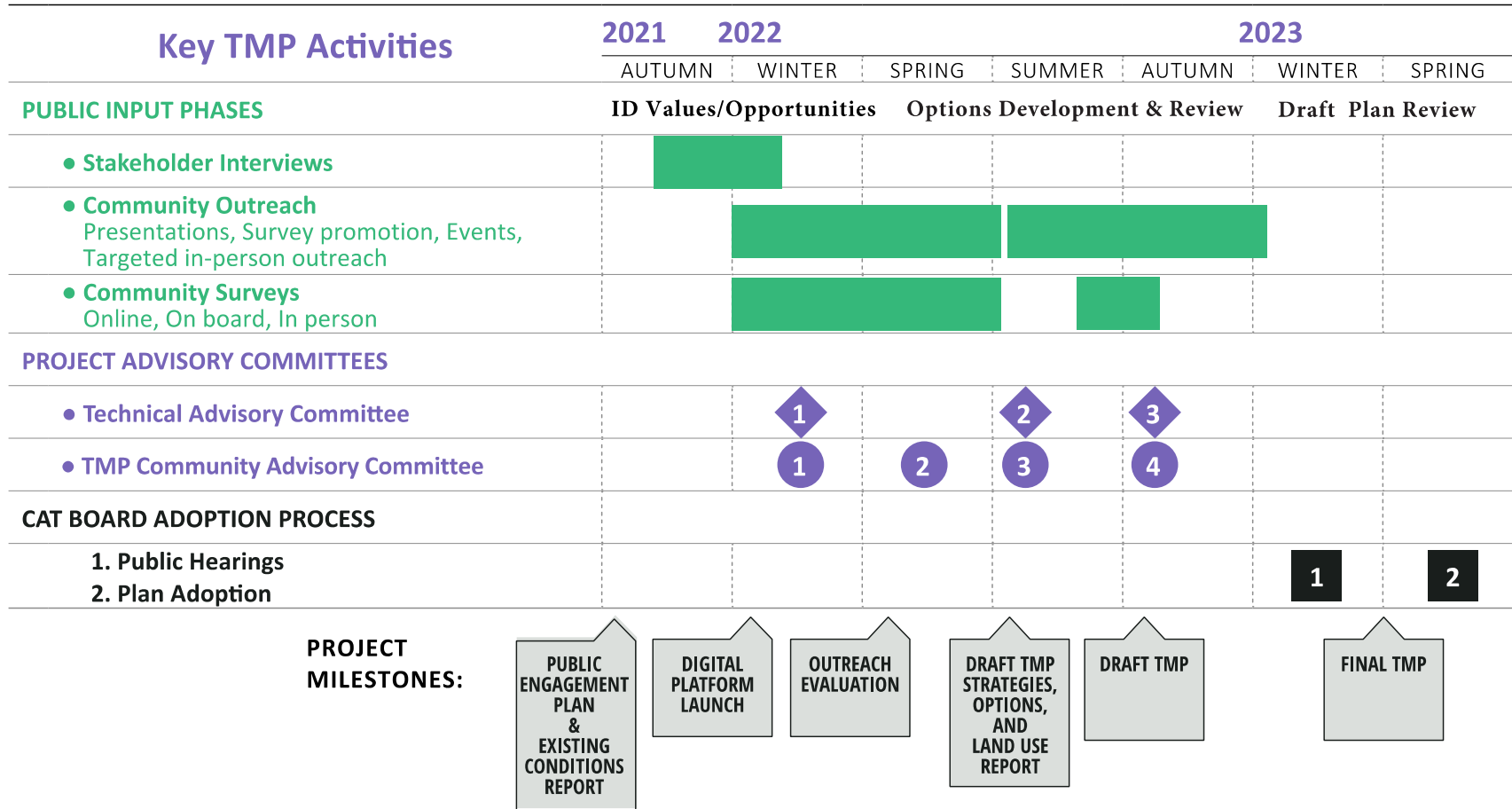
### IDENTIFY SHORT-TERM IMPROVEMENTS THAT REFLECT THE LONG-TERM VISION

Modifying the transit network in Hood River County must also logically integrate with the longer-term *vision and strategies*.

### FOCUS ON IMPLEMENTATION

Create a plan that provides a clear direction and concrete actionable goals.

**TABLE 2: PUBLIC ENGAGEMENT PROCESS FOR THE HRCTD TRANSIT MASTER PLAN**



responses from paper surveys. The paper surveys required a few of the online questions to be streamlined, combined, or omitted to make it easier for paper respondents. Copies of both the online and paper survey questions are available upon request.



## SURVEY #1 RESPONSE SUMMARY

The most valued community elements that resonated throughout each of the five focus areas included:

- Access to recreational opportunities,
- A vibrant local business community, and
- Strong civic engagement and connections throughout the County

Respondents felt the current transit system supported these values by:

- Offering safe and climate-friendly ways to travel and
- Allowing people to connect with others in Hood River County.

<b>481</b>	<b>Total Respondents</b>
<b>60%</b>	<b>Live in Hood River County</b>
<b>34%</b>	<b>Non-White</b>
<b>83%</b>	<b>Between ages of 25-64</b>

In the future respondents felt transit should focus on allowing residents and visitors to move throughout the community without a car. To get there, respondents felt CAT should focus on:

- Expanding routes throughout the County,
- Increasing service hours and days
- Making bus stops more visible and safer to access.



## OTHER IMPORTANT TAKE AWAYS

- Regional access was an important concern for most respondents, either through expanding services to areas outside Hood River County or increasing the hours or frequency of service.
- Information on routes, schedules, and bikes on buses needs to be an ongoing focus for the district.
- Transportation options (e.g., bike-share, car-share, or shared-ride taxi and vanpools) should be considered throughout the County for a variety of travel needs.

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## PHASE TWO: SERVICE OPTIONS DEVELOPMENT AND REVIEW

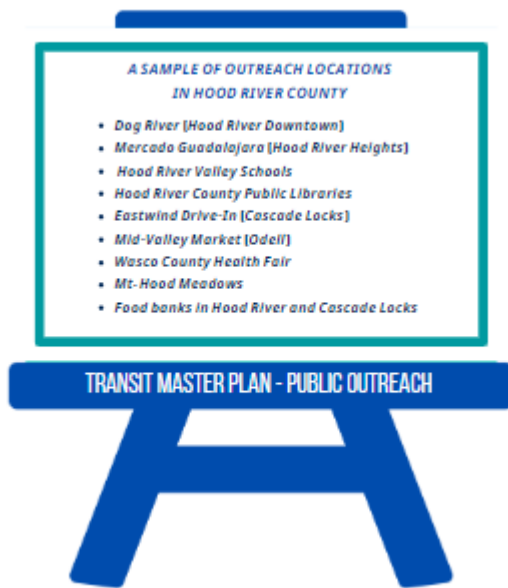
Based on input from the Values & Opportunity phase, the CAT team developed a range of transit service options. The options stem from the planning context of:

- Community Survey #1 crosstab and data analysis from the five-focus areas
- Staff identified operational issues or concerns
- Local feedback on community-focused support strategies

Highlighted in table on the following page are the key considerations staff used in the development of transit service options. Each focus area offered two service options to select from.























To understand community preferences, Survey #2: Community Service Scenario presented the potential service options by focus areas for review and input. Maps of service options by focus areas and the associated survey questions can be found on the CAT TMP Website at [www.engagecatbus.org](http://www.engagecatbus.org).



Adhering to the previous survey approach, the online bi-lingual survey was available online and via paper survey copies. In addition to media releases, email updates, presentations, and community signage, targeted outreach by project team members included to go again where the people were: on buses, at coffee shops, at work, libraries, and grocery stores.

The full data summary and copies of the online and hard paper copies may be found on the CAT TMP Website at [www.engagecatbus.org](http://www.engagecatbus.org).

**TABLE 3: LOCAL SERVICE SCENARIOS AND SUPPORT STRATEGIES OPTION DEVELOPMENT TABLE**

HOOD RIVER EAST	HOOD RIVER WEST	ODELL / LOWER HWY 35	PARKDALE / UPPER HWY 35	CASCADE LOCKS
<p><b>Community Priorities</b></p> <ul style="list-style-type: none"> <li>Extended service hours - evenings (6-10pm) &amp; weekends.</li> <li>More identifiable bus stops - formalize on-street bus stops.</li> <li>More frequent service - focus on AM/PM commute times</li> </ul>	<p><b>Community Priorities</b></p> <ul style="list-style-type: none"> <li>Expanded services - more routes in unserved areas.</li> <li>Extended hours - particularly weekend service</li> <li>More identifiable bus stops - formalize on-street bus stops.</li> </ul>	<p><b>Community Priorities</b></p> <ul style="list-style-type: none"> <li>Expanded service - directly serve more destinations on westside.</li> <li>Extended hours - commute times, weekends, and evenings.</li> <li>More identifiable bus stops - formalized bus stops on-street.</li> <li>More frequent service - focus on AM/PM commute times</li> </ul>	<p><b>Community Priorities</b></p> <ul style="list-style-type: none"> <li>Expanded services - directly serve more areas in the upper valley.</li> <li>More frequent service and extended hours - increase the number of weekday trips.</li> <li>More identifiable bus stops - formalize on-street bus stops.</li> </ul>	<p><b>Community Priorities</b></p> <ul style="list-style-type: none"> <li>Expanded hours (intercity) - expand commute &amp; evening service on CGE services</li> <li>More frequent service (intercity) - increase frequency on CGE services.</li> <li>More identifiable bus stops - formalize on-street bus stops.</li> </ul>
<p><b>Operational Issues</b></p> <ul style="list-style-type: none"> <li>Circulator route - creates unnecessary trip length.</li> <li>Realigned eastside services could allow for higher frequency levels and allow for easier expansion throughout Hood River as the area grows</li> </ul>	<p><b>Operational Issues</b></p> <ul style="list-style-type: none"> <li>Circulator route - creates unnecessary trip length.</li> <li>Realigned services could allow for easier expansion in westside as the area grows</li> <li>Constrained by lack of formalized intersection at Rand Road &amp; stop signs at key westside intersections</li> </ul>	<p><b>Operational Issues</b></p> <ul style="list-style-type: none"> <li>Ridership is limited by deviated nature of the existing service and the lack of formalized stops.</li> <li>Current service area may be too large to serve Odell effectively</li> </ul>	<p><b>Operational Issues</b></p> <ul style="list-style-type: none"> <li>Small rural nature of community makes area hard to serve efficiently.</li> <li>Micro-mobility or first/last mile options could offer more flexible and efficient local access for the community.</li> </ul>	<p><b>Operational Issues</b></p> <ul style="list-style-type: none"> <li>Regional service have done well in Cascade Locks, but localized services are not well used.</li> <li>More identifiable stops may help, but micro-mobility or first/last mile options could offer more flexible and efficient local access for the community.</li> </ul>
<p><b>Potential Support Services</b></p> <ul style="list-style-type: none"> <li> Integrate TOD into City development toolkit &amp; create five mobility hubs.</li> <li> Formalize bus stops &amp; amenities at hubs &amp; key stops.</li> <li> Establish (ETC) programs in downtown</li> <li> Enhance access at five mobility hubs with micro-mobility &amp; last mile options..</li> <li> Establish off-shift &amp; local late night transportation options.</li> </ul>	<p><b>Potential Support Services</b></p> <ul style="list-style-type: none"> <li> Integrate TOD into development toolkit &amp; create one mobility hub.</li> <li> Formalize bus stops &amp; amenities at hub &amp; key stops.</li> <li> Create individualized marketing program for new service areas</li> <li> Enhance access at the mobility hub with micro-mobility &amp; last mile options..</li> </ul>	<p><b>Potential Support Services</b></p> <ul style="list-style-type: none"> <li> Create 2 mobility hubs in Odell &amp; Odell at Hwy 35.</li> <li> Formalize bus stops &amp; amenities at hubs &amp; key stops.</li> <li> Create individualized marketing program for new services</li> <li> Enhance access at the mobility hubs with micro-mobility &amp; last mile options..</li> <li> Establish off-shift transportation options for orchards &amp; packing houses</li> </ul>	<p><b>Potential Support Services</b></p> <ul style="list-style-type: none"> <li> Create 2 mobility hubs in Parkdale &amp; Mt.Hood at Hwy 35 .</li> <li> Formalize bus stops &amp; amenities at mobility hubs.</li> <li> Enhance access at the mobility hubs with micro-mobility &amp; last mile options..</li> <li> Establish off-shift transportation options for orchards &amp; packing houses</li> </ul>	<p><b>Potential Support Services</b></p> <ul style="list-style-type: none"> <li> Integrate TOD into City development toolkit &amp; create one mobility hub.</li> <li> Formalize bus stops &amp; amenities at hub &amp; key stops.</li> <li> Create individualized marketing program for new services</li> <li> Enhance access at the mobility hubs with micro-mobility &amp; last mile options.</li> </ul>

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## REGIONAL SERVICES

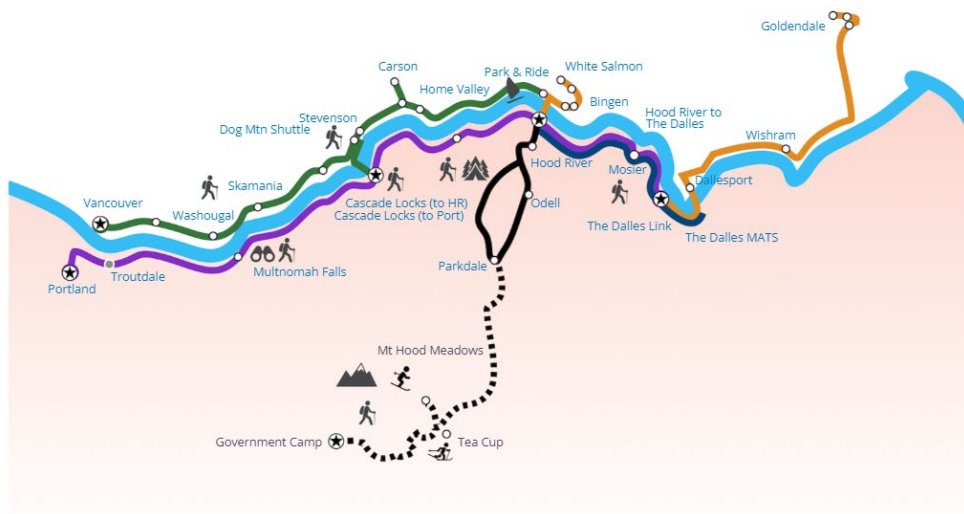
As noted, CAT runs services on two regional corridors: Hwy. I-84 – (Columbia Gorge Express) and Hwy. 35 (Gorge-to-Mountain Express). For these services CAT currently receives federal and state funds (with a limited local match). Ridership on both these routes has been increasing rapidly.

**Community Priorities** - As has been clear by our ridership trends, CAT regional services are a key part of mobility and access in the Columbia River Gorge. Survey results reinforced the importance of these two regional routes. In fact, we received the most responses from the community on these two services.

The three main community priorities for these regional routes included:

- Extended hours – overwhelming priority was for later evening service (weekdays and weekends).
- Frequency of service – increased service frequency throughout the day.
- More identifiable bus stops – focus was on new or formalized stops at trailheads

**Operational Issues** – The focus regarding both regional corridors will be on stops and frequency. It should be noted that the more stops that are made on a corridor the longer it will take to reach destinations down the line, and the cost to serve the corridor can increase. Alternatively, CAT can work with partners to provide options at the existing stops and offer micro-mobility or first/last-mile options to access other areas.





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## SERVICE SCENARIOS FOR OTHER GORGE COMMUNITIES

The CAT service area is Hood River County. However, the Board and staff have been aware that coordination and access within the Gorge is key to the district's current and growing ridership.

In FY2019 State and Federal resources were made available and CAT assumed the role of regional service provider for the I-84 and Hwy. 35 corridors. In addition, CAT has provided temporary and limited services across the river when requested and partner funds were available for such services

CAT is open and ready to explore a larger more expansive role for transit service provision in the Gorge but cannot do so using resources that are dedicated to Hood River County.

If a more cohesive and comprehensive set of services in the Gorge are to be successful, joint, and coordinated efforts between CAT, neighboring transit providers, and local decision-makers will need to offer viable and win/win solutions. Solutions that can ensure all Gorge areas are effectively contributing long-term to expansion efforts. CAT hopes such guidance will come from MCEDD's Gorge Regional Transit Strategy.

## SURVEY #2 RESULTS: COMMUNITY SERVICE SCENARIOS

The second TMP survey asked people to select and comment on the service scenarios for the focus areas where they used (or would like to use) transit.

For each focus area that was selected the survey takers were provided a brief overview of the planning context CAT used to develop the options,

descriptions of each option, and the primary difference to today's service.

**229**

**Total Respondents**

**28%**

**Non-White**

**75%**

**Between ages of 25-64**

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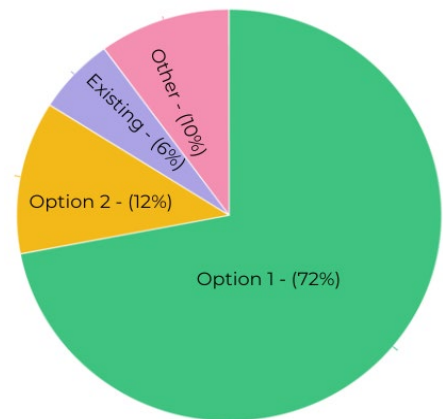
The graph shows the number of survey respondents that weighed in on the proposed options in the five focus areas.



Outlined below are the community preferences by focus area that were reflected in survey responses as well as a sample of the qualitative comments.

## CASCADE LOCKS

Survey respondents overwhelmingly chose what was Option #1: the Formalized Local Deviated Fixed Route for Cascade Locks as they believed a local deviated fixed-route option would offer the most flexibility and access for the community.



### *Comments from Cascade Locks Survey Respondents*

#### **Why people liked Option 1: Deviated Fixed-Route**

- Easy access to multiple trails.
- A number of locals work at the downtown business and live on the other end of town. If they were able to know they could get a ride at certain times to and from work I think it would be helpful. Most of them walk or ride their bikes.
- I prefer the idea of a local bus service to Cascade Locks from Hood River. Once the bike path adjacent to the highway is finished, it would be great to be able to ride the bus rather than fight headwinds on a bicycle.
- Adding a few more stops would be great because some people may not be able to get to the 2 stops that they have.
- I believe dependability and reliability will retain current riders. The visibility this provides will work to attract additional customers. They will be reminded there is a route in Cascade Locks and might choose to regularly utilize the service as costs for housing, food and transportation continue to rise.

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## HOOD RIVER EAST

Survey respondents were split between options 1 and 2 in Hood River East. Slightly more respondents believed Option 2: Linear Route Option would allow for increased frequency and improve access to downtown.

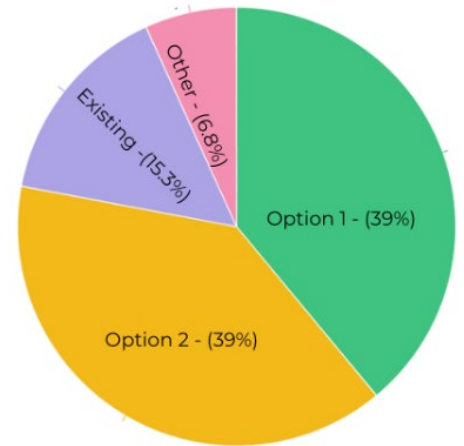
### *Comments from Hood River East Survey Respondents*

#### **Why people liked Option 1: Existing Loop with Peak Express**

- Expanded hours
- Express times
- I don't currently use CAT but I see using it in the next few years.
- It would be a lot easier for me especially if I work late up on the heights.
- The 40+ min return time is often why I choose to drive instead of ride the bus. I'll often ride down and walk up because it is faster to walk than ride the bus. The commuter option fixes that.
- I live on the east side. Most frequent need is travel between heights, downtown, waterfront. I live on the east side.

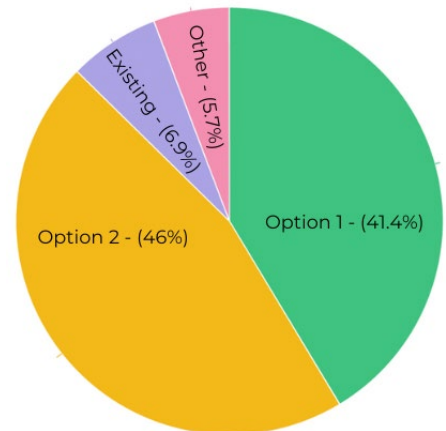
#### **Why people liked Option 2: Linear Fixed-Route with 30 minute service all day.**

- It seems to hit all the important stops in Hood River
- Extended hours are good. I am mainly interested in routes that serve the community college
- Service every 30 minutes



## HOOD RIVER WEST

Survey respondents were split between options 1 and 2 in Hood River West. Slightly more respondents believed Option 2: Westside Rural Access offered greater mobility and access to Hood River West.



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*Comments from Hood River West Survey Respondents*

**Why people liked Option 1: Fixed-Route in Developed Area of Westside**

- More service to businesses on east side.
- Hilly. Can't walk to town. Can't park downtown. Like bus to go there."
- This would add access for critical neighborhoods.
- The developed areas are far denser, and more likely to have a higher volume of people taking transit. It seems like a better idea to serve more people than a wider area.
- It appears Option 1 will bring the option of using Transit to more folks which is a priority for me. I don't expect to use this much, but I could by linking it with the east side service.
- Option 1 covers more shopping & service areas as well as the denser population.

**Why people liked Option 2: Fixed-Route in Rural, Outer-Westside**

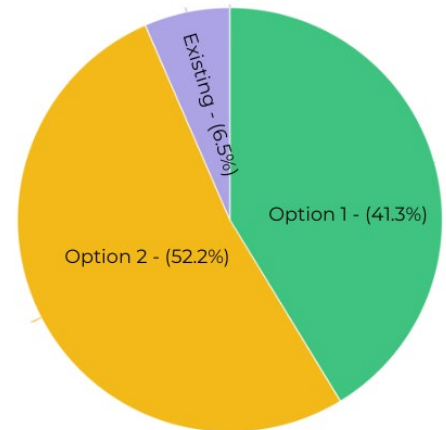
- Looks like this would provide more service to the elderly or people with disabilities.
- Definitely like the idea of more transit to the "rural" westside areas, which probably won't stay that way in the future.
- More access for the people in the rural areas.
- The far west side of town is a transportation desert.
- People in the west side developed area have better access to stops on the west side rural route than people in the west side rural area have access to stops in the west side developed route.
- Walking within the west side of Hood River can be difficult and inaccessible. Having a route through there would be really helpful.

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## ODELL / LOWER HWY 35

The majority of survey respondents the Odell/Lower Hwy 35 focus area liked Option 2: Fixed Route with Shared Mobility Services though it was closely followed by Option 1: Odell Focused Deviated Fixed Route.

### *Comments from Odell / Lower Hwy 35 Survey Respondents*



#### **Why people liked Option 1: Focused Deviated Fixed Route**

- I live on Lippman Road and use the pickup service frequently. A stop at the corner of Lippman and Wyeast would be a great option
- Soon my daughter and her husband will live off WyEast Rd - maybe that could work for her

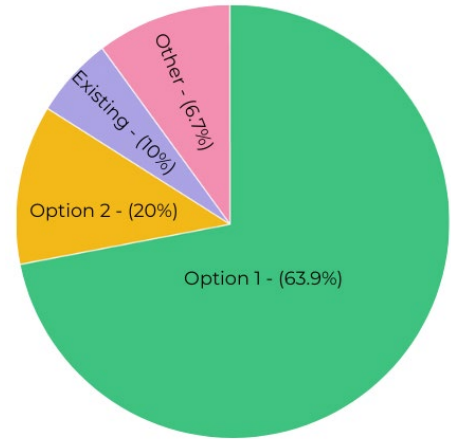
#### **Why people liked Option 2: Fixed Route with shared mobility services**

- Time savings.
- I would use this more often.
- Fixed route with stops is better
- Odell has great places to leave a car.
- The frequency. We need more than every hour for this to be a desirable form of transportation.
- It is better to keep fixed routes again with flexibility, people change routes because their needs
- With a fixed route - the schedule would be known and expected.

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## PARKDALE / UPPER HWY 35

The majority of survey respondents preferred Option 1: Fixed Route with Shared Mobility Services and Mobility Hubs. However, it should be noted that several respondents noted they did not fully understand the options as described in the survey. Staff believes additional outreach is warranted before changes are made to the service in this area.



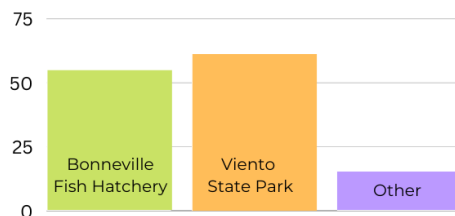
### *Comments from Parkdale / Upper Hwy 35 Survey Respondents*

#### **Why people liked Option 1: Fixed Route with shared mobility services**

- Earlier morning pick-up times for northbound bus and later evening drop-off for southbound bus between Parkdale and Hood River to accommodate people who commute to work.
- Set schedules and consistency.
- Because a fixed route would guarantee that the bus was at a certain point at a certain time and it would be reliable.
- Year-round service and longer evening hours

## REGIONAL - COLUMBIA GORGE EXPRESS

Survey respondents were asked to weigh in on three proposed stops for the Columbia Gorge Express (I-84 Corridor) and any thoughts on additional stops. Results for the proposed stops in the survey are outlined in the graph below. Other stops proposed by respondents are listed on the following page.



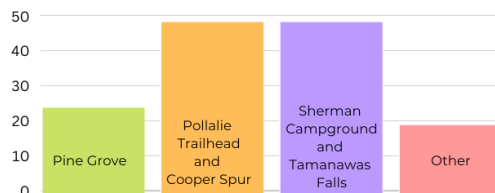
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### *Other Stops Proposed by Survey Respondents*

- Starvation Creek State Park as an eastbound route stop
- PDX Airport
- Rooster Rock State Park
- PDX (instead of just Gateway), one less obstacle to transfer
- Start of Historic Hwy (John B Yeon)
- Lewis and Clark State Park
- EAGLE CREEK!! One or two more waterfall corridor sites. We get a LOT of requests for Horsetail Falls and Latourell Falls at our Visitor Center
- Horsetail Falls, Eagle Creek Trailhead

## REGIONAL - GORGE-TO-MOUNTAIN

Survey respondents were asked to weigh in on three proposed stops for the Gorge-to-Mountain (Hwy 35) and any thoughts on additional stops. Results for the proposed stops in the survey are outlined in the graph below. Other stops proposed by respondents are listed below.



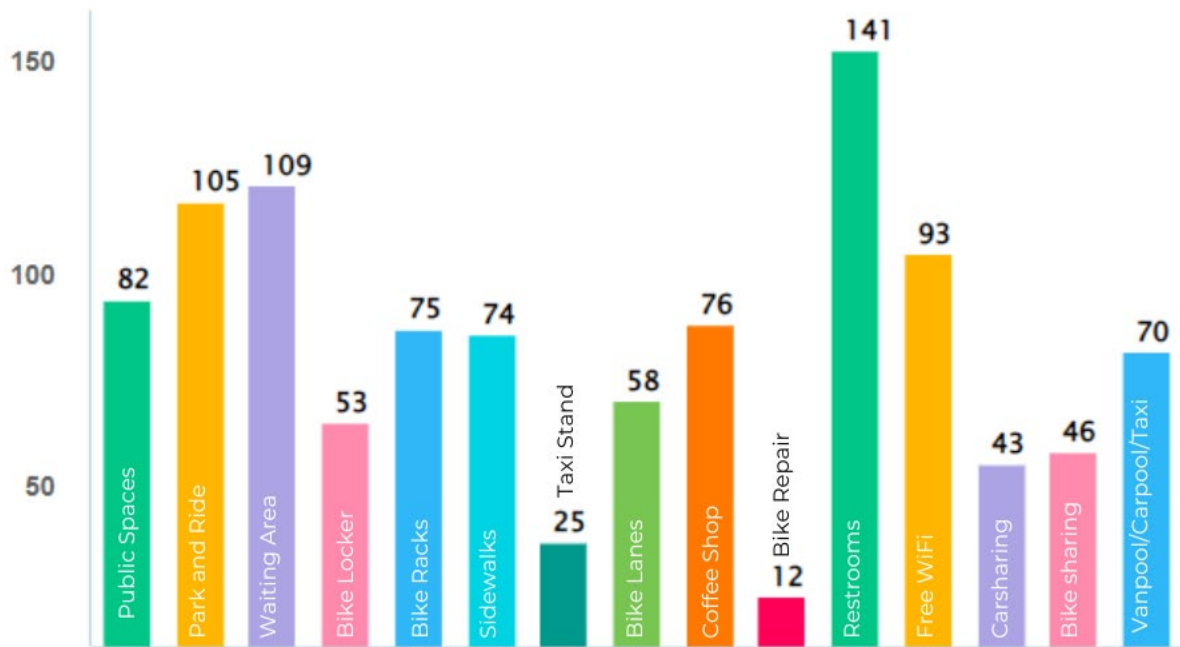
### *Other Stops Proposed by Survey Respondents*

- Sledding parks
- Hood River Meadows parking lot at Mt Hood Meadows (for cross-country skiers)
- Pollalie Trailhead would be very confusing for people who think they're going to Cooper Spur. That's a long walk! One or two of the Fruit Loop stands
- Hood River Valley High
- Trailheads

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## MOBILITY HUBS IN THE COMMUNITY

The final question asked survey respondents to identify the type of amenities and services they would like to see at a mobility hub near them. The graph below shows the priority for those responding. However, it's important to note that more planning and community input will be needed on services and amenities as specific hubs are located.







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# 10-YEAR SERVICE VISION

## THE 10-YEAR VISION IS BASED ON A COMPREHENSIVE NETWORK OF LOCAL AND REGIONAL SERVICES.

Each route within the 10-year vision is designed to build upon the others to create an integrated system for all residents and visitors – thereby creating a network that not only support local mobility and access goals within the County but offers a sustainable visitor experience and creates new economic opportunities within Gorge communities.

The 10-year service vision as well as the placement of critical community support infrastructure are presented in the map on the following page.

The map incorporates the community preferences for routing including revising options to better meet concerns. Included in the vision are two new routes within the City of Hood River, routing modifications and frequency improvements on four existing routes (Columbia Gorge Express, City Route, Upper Valley and Gorge to Mountain) Two new flexible service options within the communities of Cascade Locks & Parkdale as well several seasonal partnership including the fruit loop shuttle, expanded winter service on Gorge to Mountain, expanded summer service on Columbia Gorge Express and the Dog Mountain shuttle.

In addition, the map identifies additional critical out-of-district transit options that given political interest and funding could easily be incorporated into CAT's regional network including White Salmon/Bingen, The Dalles and Skamania County. Should this be an outcome of the Gorge Regional Transit Strategy, CAT will look to amend this plan to address these services.

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# MAP 6: 10-YEAR PLAN



**TABLE 4: SERVICE IMPROVEMENTS**

Route	Days & Hours of Service	Frequency	Vehicles Required	Annual Service Hours	Proposed Changes	Days & Hours of Service	Frequency	Vehicles Required	Annual Service Hours
Columbia Gorge Express (Year Round)	Weekdays: 6:30 am - 6:30pm Weekends: 6:30 am - 7:30pm	Every 90 min.	2	7800	No Changes			2	7800
Gorge to Mountain (Year Round)	No Current Service					Weekdays: 8:00 am - 5:00 pm Weekends: 8:00 am - 5:00 pm	Every 120 min	1	3600
Upper Valley	Weekdays: 7:00 am - 6:30pm	Every 60 min.	1	2150	Limits deviations & formalizes route & stops	Weekdays: 6:00 am - 7:30pm Saturday Only: 10:00am - 6:30pm	Every 60 min.	1	3300
Hood River City Route	Weekdays: 7:45 am - 7:15pm Weekends: 10:00 am - 7:15pm	Every 45 min	1	4750	Route is split into Hood River East & Hood River West Services				
Hood River Connect	Weekdays: 9:30 am - 4:00pm Weekends: 9:30 am - 4:00pm	Every 90 min.	1	650	Route is replaced by HR East & HR West				
Hood River City East	No Current Service				Creates linear route on Eastside of Hood River	Weekdays: 6:30 am - 6:30pm Weekends: 10:00 am - 6:30pm	Every 30 min	1	4300
Hood River City West	No Current Service				Creates linear route on Westside of Hood River	Weekdays: 6:30 am - 6:30pm Saturday Only: 6:30 am - 6:30pm	Every 30 min	1	3600
Outer Westside Hood River	No Current Service				Provides peak hour service to outer westside neighborhoods, high school and connects westside to other services)	Weekdays: 7:30 am - 10:30 am and 3:30 pm - 6:30 pm	Every 60 min.	1	1800
Cascade Locks	Weekdays	2 trips daily	1	Included in DAR	Localized flexible services	Weekdays	Varies		
Parkdale	Weekdays	3 trips daily	1	Included in Upper Valley	Localized flexible services	Weekdays	Varies		
Countywide Dial-A-Ride	Weekdays: 8:00 am - 5:00pm	Scheduled	1	2880	Add weekends	All days	Scheduled	2	2880
The Dalles	Weekdays: 6:45 am - 6:15pm Weekends: 7:00 am - 5:15pm	4 trips weekdays	1	1200	The Dalles	Weekdays: 6:45 am - 6:15pm Weekends: 7:00 am - 5:15pm	4 trips weekdays	1	1200
Current Totals			10	18230	Proposed Totals			9	27280
<hr/>									
Seasonal Service	Days & Hours of Service	Frequency	Vehicles Required	Annual Service Hours	Proposed Changes	Days & Hours of Service	Frequency	Vehicles Required	Annual Service Hours
Hood River City East	No Current Service				Provides later service in the evening during the summer.	Weekdays: 6:30 am - 9:30pm Saturdays: 10:00 am - 9:30pm	Every 30 min	1	300
Winter Gorge to Mountain (December - March)	Weekdays: 6:30 am - 6:30pm Weekends: 6:30 am - 6:30pm	Every 60 min peak; every 2 hrs off peak	2	1600	Becomes a supplement service to year-round G2M	Weekdays: 6:30 am - 6:30pm Weekends: 6:30 am - 6:30pm	Every 30 min peak; every 2 hrs off peak	1	1600
Columbia Gorge Express Summer Enhancements to Cascade Locks (April through September)	Weekdays: 9:00 am - 7:00 pm Weekends: 9:00 am - 7:00 pm	approx 60 min	1	2000	Provides additional frequency to the CGE during peak tourist months - runs all the way to Hood River	Weekdays: 9:00 am - 7:00 pm Weekends: 9:00 am - 7:00 pm	Every 45 min.	2	3900
Dog Mtn Shuttle	Weekends 8:00 am - 5:00 pm	Every 30 min	2	750	No Changes				
Fruit Loop Shuttle	No Current Service				Coordinate shuttle with Odell Service	Weekdays 10am- 4pm	Every	1	500
Current Totals			5	3600	Proposed Totals			7	5500
<hr/>									
Other Gorge Services	Days & Hours of Service	Frequency	Vehicles Required	Annual Service Hours	Proposed Changes	Days	Frequency	Vehicles Required	Annual Service Hours
White Salmon /Bingen	No Current Service				CAT willing to look at contract options as political interest and funding is made available				
The Dalles	No Current Service				CAT willing to look at contract options as political interest and funding is made available				
Stevenson / Skamania County	No Current Service				CAT willing to look at contract options as political interest and funding is made available				

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## MOBILITY HUBS AND LOCATIONS

First and last mile and micro-mobility strategies refer to services, programs, and facilities aimed at increasing access to transit within an area by expanding the reach of transit service. Mobility Hubs provide focus for transportation options within a community and work to provide easy connections between different types of options, including transit, micro-mobility, and on-demand services.

Mobility hubs may be co-located with transit centers or at stops where routes intersect. In each case, the mobility hub offers a clear access point for transit within the surrounding community. Additional mobility options presented at these hubs expand access to transit, and hubs typically include physical amenities and digital information or fare options that make access to these services seamless and easy to navigate.

The different types of mobility hubs referenced in this plan include:

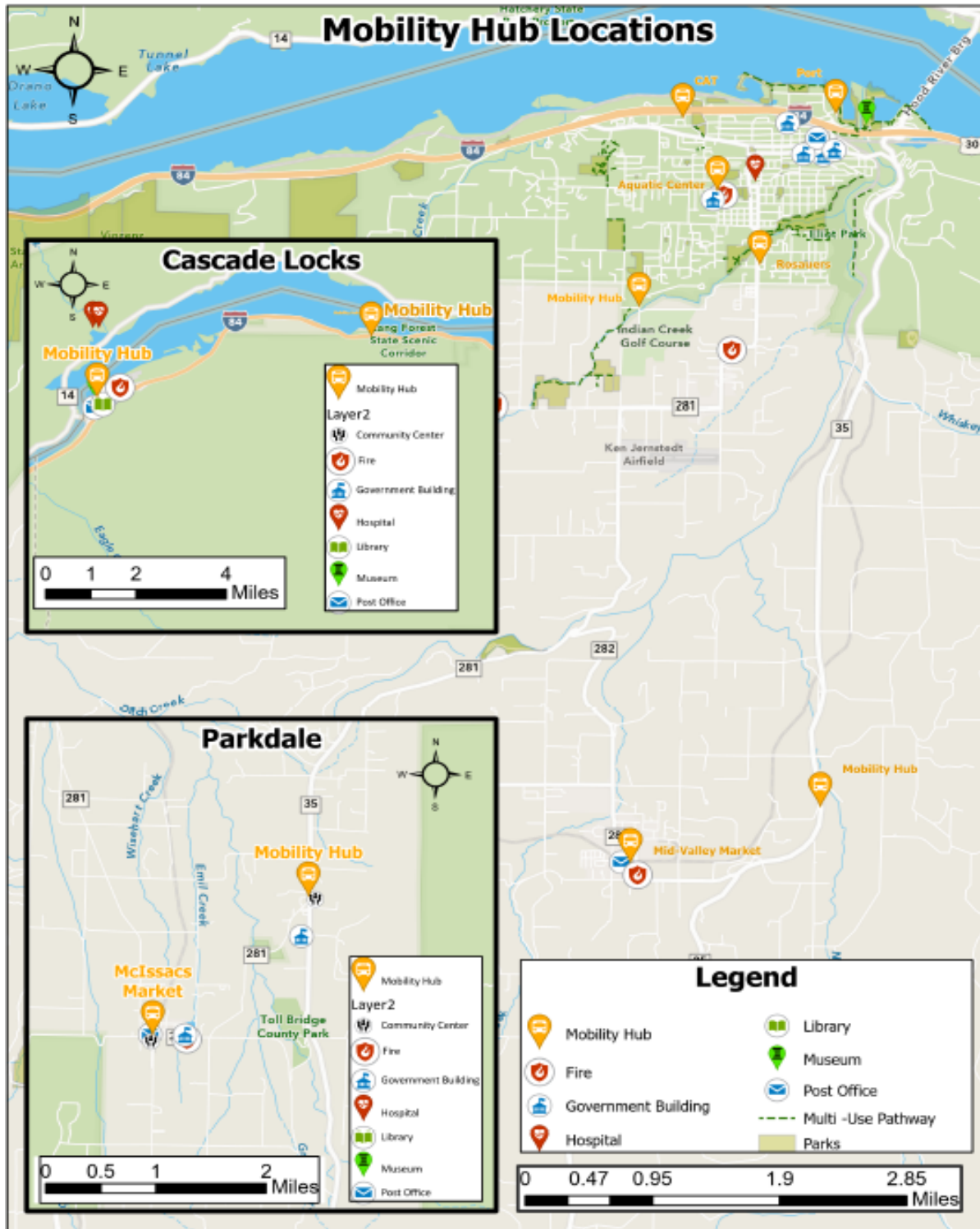
- **Transit Center-mobility hubs** are the primary locations where bus routes converge, and buses can layover between trips. Most frequently transit centers are located on land owned by the transit agency or other public facilities.
- **Regional mobility hubs** provide additional transfer locations along major corridors— typically they provide a higher level of amenities than community mobility hubs including park and rides, restrooms, bike lockers, etc. Regional mobility hubs may be created in association with public facilities or may be established through a cooperative agreement or joint-development agreement with a private landowner.
- **Community mobility** hubs typically can be found where two or more routes intersect – they are designed to be a focal point for neighborhoods or community areas within a 1-mile (20-minute walk) radius. Given their location, the focus is likely to be on bikes and pedestrian amenities and may be a good area for car-sharing, bike-sharing, or taxi pick-up area.

The table on the following page outlines the general locations and types of mobility hubs proposed for each of the five areas and identified on the map on page X.. The proposed services directly reflect the input received from the community on the types of services or amenities they'd like to see in their area.

**TABLE 4: LOCATION OF HUBS**

Location	Type	Associated Land Use	Examples of Mobility Services	Technology
CAT - 224 Wasco Loop	Transit Center	Primary Transit Center for CAT. Serves all routes and connections to other regional partners.	Park & ride, drop off area, shared mobility options (car-sharing, bike share), pedestrian/bike path connections, long-term bike parking, indoor waiting area with restrooms, and bus layover space	WiFi, Real-time, dynamic onboard fare payment system, customer service and in-person ticket sales
Port Transfer 2nd & Anchor Way	Regional Hub	Regional transfer center for multiple transit providers, out of district routes and local routes. Key access point for Hood River Event and businesses	Bus layover space, passenger waiting area with shelters and benches, art, pedestrian/bike path connections, short-term bicycle parking and with vehicle parking available nearby.	WiFi, Real-time, dynamic onboard fare payment system, customer service and in-person ticket sales
4th & State	Community Hub	Downtown activity center	Passenger waiting areas with shelters and benches, pedestrian/bike path connections, shared mobility options (car-share, bike share), and short-term bike parking	Real-time, dynamic onboard fare payment system
Aquatic Center (May near 18th)	Community Hub	Focal point for May Street Neighborhoods	Passenger waiting areas with shelters and benches, pedestrian/bike path connections, shared mobility options (car-share, bike share), and short-term bike parking	Real-time, dynamic onboard fare payment system
Rosauers (12th Avenue & Hood River Mall Area)	Regional Hub	Transit Center and focal point for Sieverkropp Neighborhood	Bus layover space, passenger waiting area with shelters and benches, art, pedestrian/bike path connections, short-term bicycle parking and with vehicle parking available nearby.	Real-time, dynamic onboard fare payment system
Indian Creek & Arrowhead	Community Hub	Focal point for Indian Creek Road Neighborhood & HRVSD High School	Passenger waiting areas with shelters and benches, pedestrian/bike path connections, shared mobility options (car-share, bike share), and short-term bike parking	Real-time, dynamic onboard fare payment system
Odell (Mid-Valley Market Area)	Community Hub	Focal point for the community of Odell	Passenger waiting areas with shelters and benches, pedestrian/bike path connections, shared mobility options (car-share, bike share), and short-term bike parking	Real-time, dynamic onboard fare payment system
Neal Creek Road (Hwy 35 & Neal Creek Area)	Regional Hub	Connects Odell with Hwy 35 and quick access to downtown Hood River	Transit Oriented Development - Industrial Park & ride, drop off area, shared mobility options (car-sharing, bike share), pedestrian/bike path connections, long-term bike parking, indoor waiting area with restrooms, and bus layover space	WiFi, Real-time, dynamic onboard fare payment system, customer service and in-person ticket sales
Parkdale (McIssacs Market Area)	Community Hub	Focal point for community of Parkdale	Passenger waiting areas with shelters and benches, pedestrian/bike path connections, shared mobility options (car-share, bike share), and short-term bike parking	Real-time, dynamic onboard fare payment system
Mt Hood (Mt Hood Towne Hall Area)	Regional Hub	Transfer Center for Parkdale and Gorge to Mountain buses. Quick access to downtown Hood River.	Transit Oriented Development - Mixed Use, park & ride, drop off area, shared mobility options (car-sharing, bike share), pedestrian/bike path connections, long-term bike parking, indoor waiting area with restrooms, and bus layover space	WiFi, Real-time, dynamic onboard fare payment system, customer service and in-person ticket sales
Wyeth (I-84 & Wyeth Exit Area)	Community Hub	Focal point for Wyeth State Park and Native American In Lieu of Site	Passenger waiting areas with shelters and benches, pedestrian/bike path connections, shared mobility options (car-share, bike share), and short-term bike parking	Real-time, dynamic onboard fare payment system
Cascade Locks (Wa-Pa-Na Downtown Area)	Regional Hub	Focal point for the community of Cascade Locks	Gateway to Hood River County Transit oriented Development - mixed use, bus layover space, passenger waiting area with shelters and benches, art, pedestrian/bike path connections, shared mobility (car-share, bike share, taxis), short-term bicycle parking and with vehicle parking available nearby.	WiFi, Real-time, dynamic onboard fare payment system, customer service and in-person ticket sales
Cascade Locks (Forest Lane)	Community Hub	Focal point for the Port of Cascade Locks Business Park	Passenger waiting areas with shelters and benches, pedestrian/bike path connections, shared mobility options (car-share, bike share), and short-term bike parking	Real-time, dynamic onboard fare payment system

# MAP 8: MOBILITY HUB LOCATIONS



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**0-1 year**  
**IMMEDIATE**

Preparing for  
growth

**1-4 years**  
**SHORT-TERM**

Route and  
frequency  
improvements

**4-8 years**  
**MID-TERM**

Community  
connections and  
hub development

**8 + years**  
**LONG-TERM**

Looking toward  
the future

# PHASED IMPLEMENTATION

THE PHASED IMPLEMENTATION OF THE TRANSIT MASTER PLAN OFFERS A BLUEPRINT FOR THE GROWTH AND EVOLUTION OF THE TRANSIT NETWORK IN HOOD RIVER COUNTY AND BEYOND

Four implementation phases have been proposed to allow for a logical sequencing of the services:

- Immediate (0-1 year)
- Short-term (1-4 years)
- Mid-Term (4-8 years)
- Long-term (8+ years)

The changes outlined on the following page also highlight what elements will be needed for implementation to occur. Some changes will be more challenging than others, either based on required jurisdictional partnerships or the need to secure funding.

Each phase has a focused strategy as noted in the phasing diagram to the left.



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## PHASE I – IMMEDIATE IMPLEMENTATION (0-1 YEAR)

The focused strategy for the first year of the plan implementation is to ensure processes, funding, partnerships, and infrastructure are in place to allow the district to move forward with plan goals.

Some critical projects for focus in the immediate term include:

- Real-time Signage on key bus stops
- On-Board Dynamic Payment
- Formalized bus stops at Hood River downtown & heights sites
  - 4th & Cascade
  - 4th & State
  - 12th & Hood River Shopping Mall
  - Port Transfer site
- Work with the cities and county of Hood River to establish a standard operating procedure and decision-making process for the designation of bus stops in each community area.
- Enhancements for Passenger Boarding & ADA stop infrastructure
  - CAT Transit Center
  - Mid-Valley Market
- Secure Planning Grants
  - New Corridor Stop Identification Planning and Pre-Engineering of Bus Stop Options for Hwy 35 and I-84
  - Mobility Hub & Individualized Marketing Plan Planning
  - TOD Planning for Parkdale, Cascade Locks & Odell
- Secure Vehicle Replacements and Other Infrastructure
  - FTA 5339, 5310 & 5311 Grants
  - No and No-Low Emissions
  - Blue Sky Grants

### *Transit Service Enhancements*

#### **Hood River East - Interim Peak Hour Service (Map on the following page)**

Enhancements to the Hood River East route during peak commute hours with a 15-minute frequency between Rosauers and the Port of Hood River. This is a precursor to split the route between Hood River East and Hood River West route which will be made in the short-term

Implementation is dependent on:

- The City's approval of formalized stops for the north & south side of State Street at 4th.



MAP 9: HOOD RIVER EAST - INTERIM



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## PHASE 2- SHORT-TERM IMPLEMENTATION (1-4 YEARS)

The focus for the short-term implementation strategy is on frequency enhancements and changes to existing fixed-route services both within Hood River County and regionally that can be done within existing or identified resources

In addition, the short-term will begin planning and securing funding for infrastructure, hub, and flexible first/last and micro-mobility service development.

Some critical projects for focus in the short-term include:

- Formalize bus stops & infrastructure improvements for new routes or new stops
- Develop individual plans and identify partnerships, infrastructure, and funding for the implementation of:
  - Mobility Hub & Individualized Marketing Plan Planning
  - TOD Planning for Parkdale, Cascade Locks & Odell
- Explore options for flexible first/last and micro-mobility development
- Identify local (or statewide) public/private transportation partnership opportunities.
- Secure Vehicle Replacements and Other Infrastructure
  - 5339 Grants
  - No and No-Low Emissions

### *Transit Service Enhancements*

#### **Columbia Gorge Express**

CAT will enhance summer services on the Columbia Gorge Express with additional stops at Bonneville Fish Hatchery (exit 40) and Viento State Park (exit 56) and a 45-minute frequency from Portland to Hood River.

Implementation is dependent upon:

- Partnerships with ODOT, and other State and Federal Partners to secure bus stop site at Viento & Bonneville Hatchery exits
- ODOT funding for service enhancements on the I-84 corridor.

#### **Hood River – Odell Route (Map with hub locations follows)**

CAT will shorten and formalize the Upper Valley deviated fixed route which will provide more stops along Hwy 281 and increase stops within the community of Odell. Coupled with these changes will be more frequent midday Dial-A-Ride options within

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the Parkdale / Dee area. This will maintain connections for these residents to Hood River.

Implementation is dependent on:

- The identification & development of formalized stops along Hwy 281 and within the Odell community as well as turn-around options & associated stops near the Hospital in Hood River.
- In coordination with other agencies (e.g. The Next Door, Hood River Valley School District, One Community Health, etc), the development and implementation of a strategic individualized transit marketing plan for the Upper Valley area associated with changes slated for late FY24 launch.

### **Parkdale/Dee/Odell - Deviated Fixed (Map with proposed hub locations)**

With the implementation of the new Hood River – Odell Route, CAT will also offer limited deviated fixed-route service from Parkdale/Dee area to the Odell stop during the midday.

Implementation is dependent on

- Implementation of the Hood River – Odell Route

### **Gorge to Mountain**

CAT will begin all-year service with a 2-hour frequency from Hood River to Government Camp

Implementation is based on

- Identification with ODOT & US Forest Service of formalized stops along Hwy 35 and/or at a minimum some proposed temporary stop placements at key summer destinations along Hwy 35.
- FHWA flap grant funding approval for the year-round enhancements.

### **Hood River East (Map with proposed hub locations)**

The Hood River East route is a split of the current City Route at a 30-minute frequency. This new split route would serve from Rosauers to CAT via the Port of Hood River.

Implementation is dependent upon:

- The City's approval of formalized stops at the north & south side of Cascade Street at 4th
- New stop identification & placement along the rest of the route

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- In coordination with other agencies (e.g. City, Mid-Columbia Housing Authority, Chamber & downtown businesses, etc), the development, and implementation of a strategic individualized transit marketing plan for the Hood River East/West area associated with the new East / West Hood River routes.

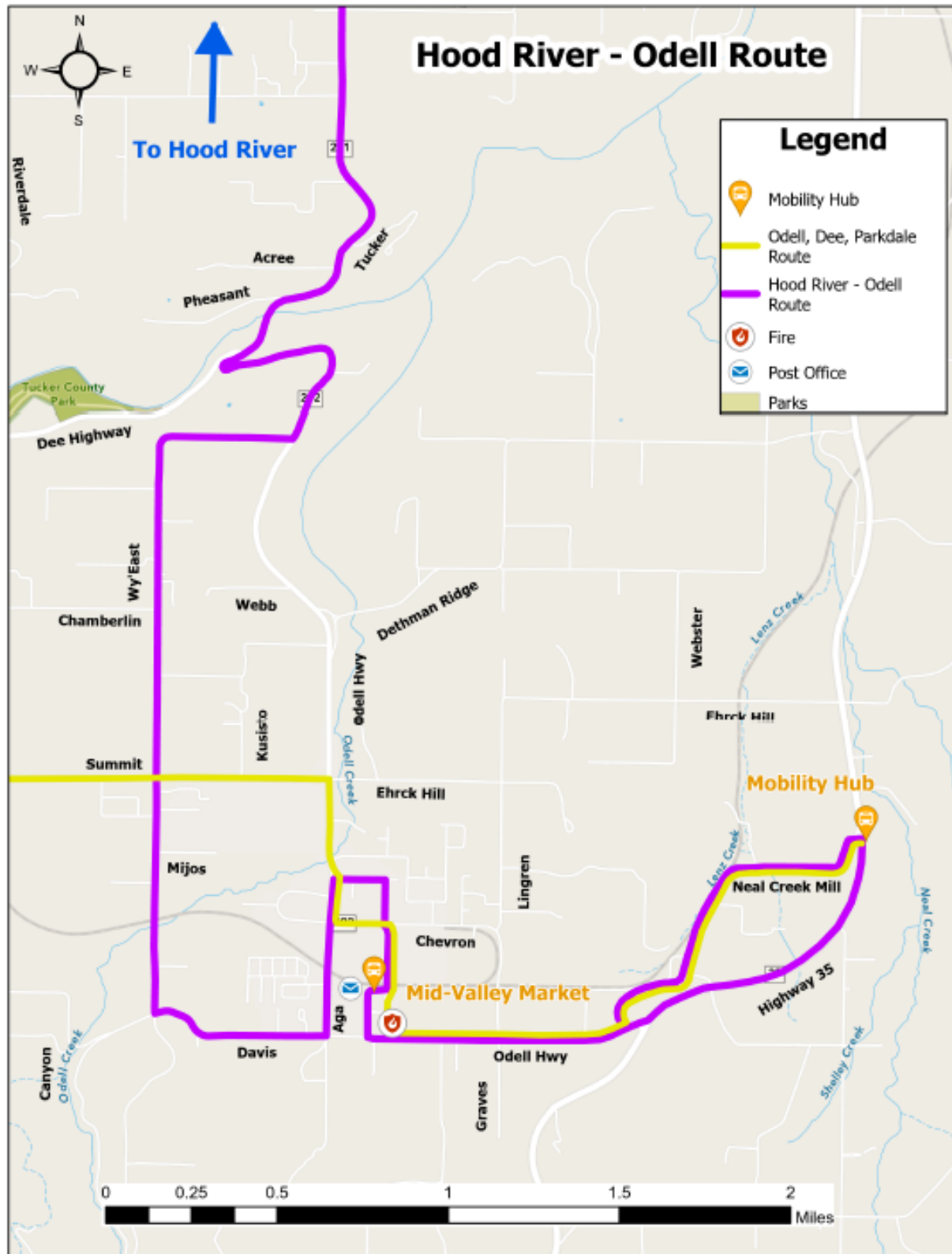
### **Hood River West (Map with proposed hub locations)**

The Hood River West route is the second half of the split City Route which also would offer a 30-minute frequency. This split route would serve Rosauers to the Port via CAT on the westside of town.

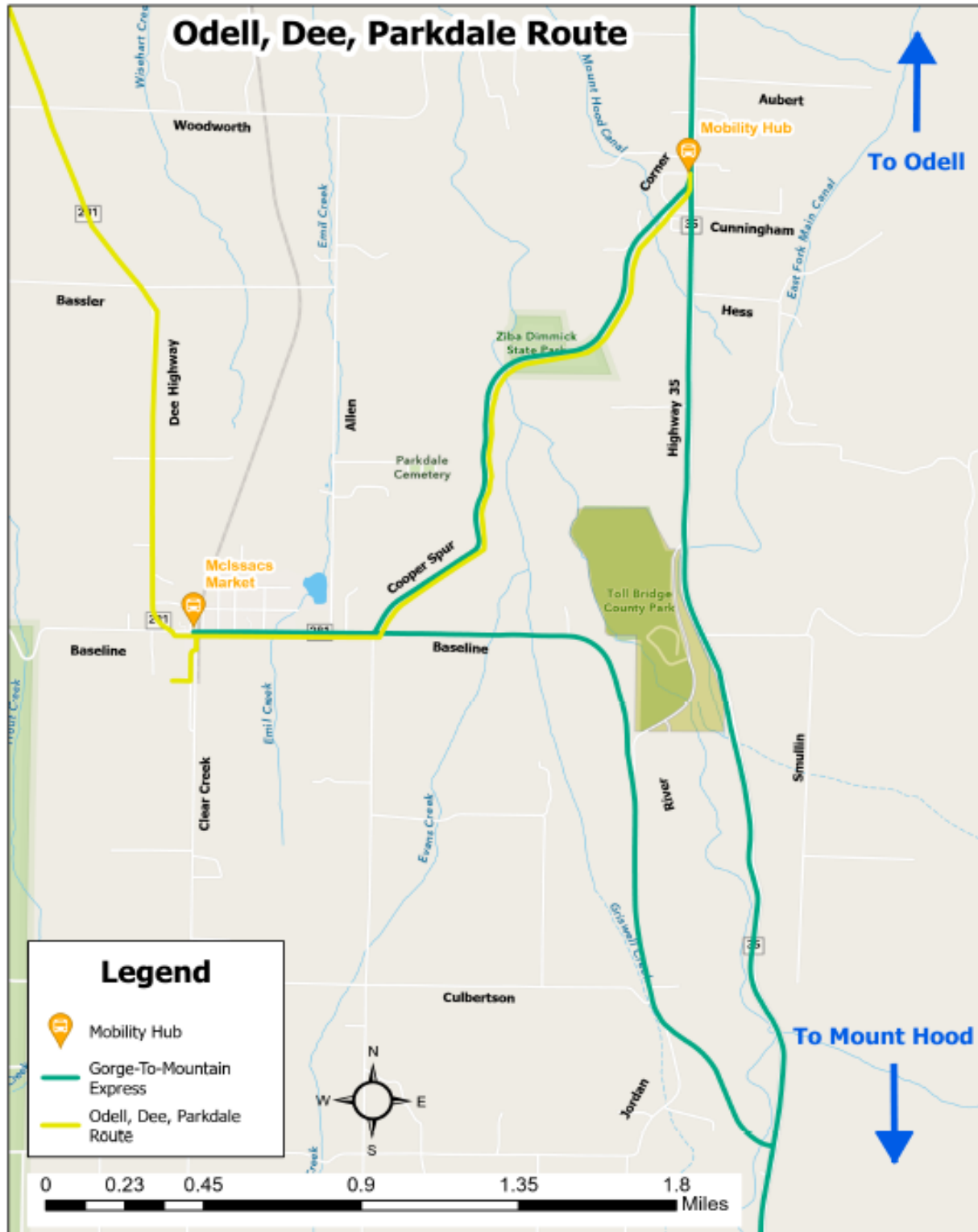
Implementation is dependent upon:

- Completion of Rand / Cascade Intersection Improvements
- New stop identification & placement along the route
- Stops sign or turning safety improvements at
  - May & Rand
  - Belmont and 22nd
  - Indian Creek Road & Brookside
- In coordination with other agencies (e.g.. City, Food Bank, Hood River Valley High School, Columbia Gorge Community College, Senior Center, etc.) the development, and implementation of a strategic individualized transit marketing plan for the Hood River East/West area associated with the new East / West Hood River routes.

**MAP 10: HOOD RIVER - ODELL ROUTE & HUB LOCATIONS**



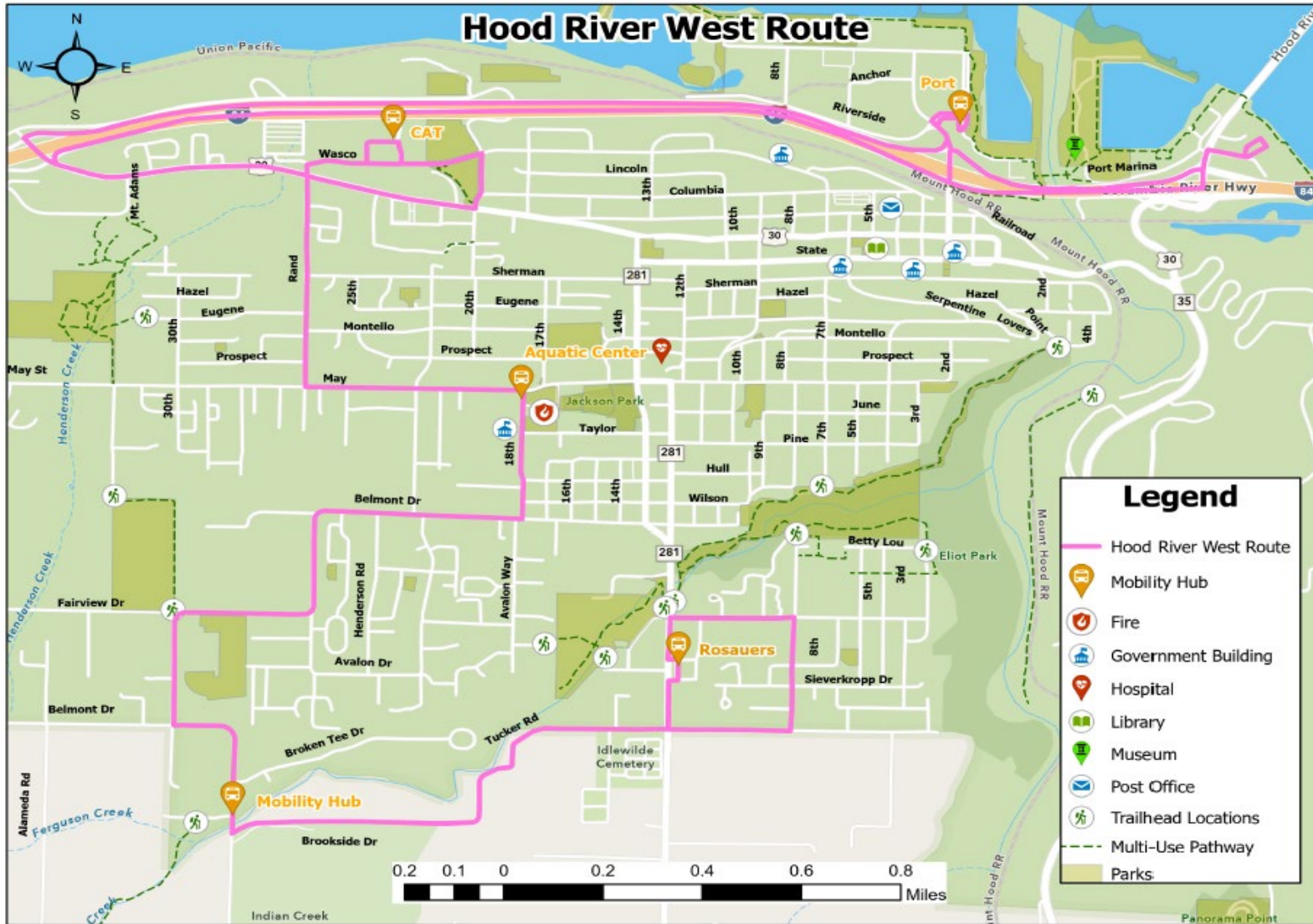
MAP 11: PARKDALE/DEE/ODELL - DEVIATED FIXED ROUTE



## MAP 12: HOOD RIVER EAST ROUTE

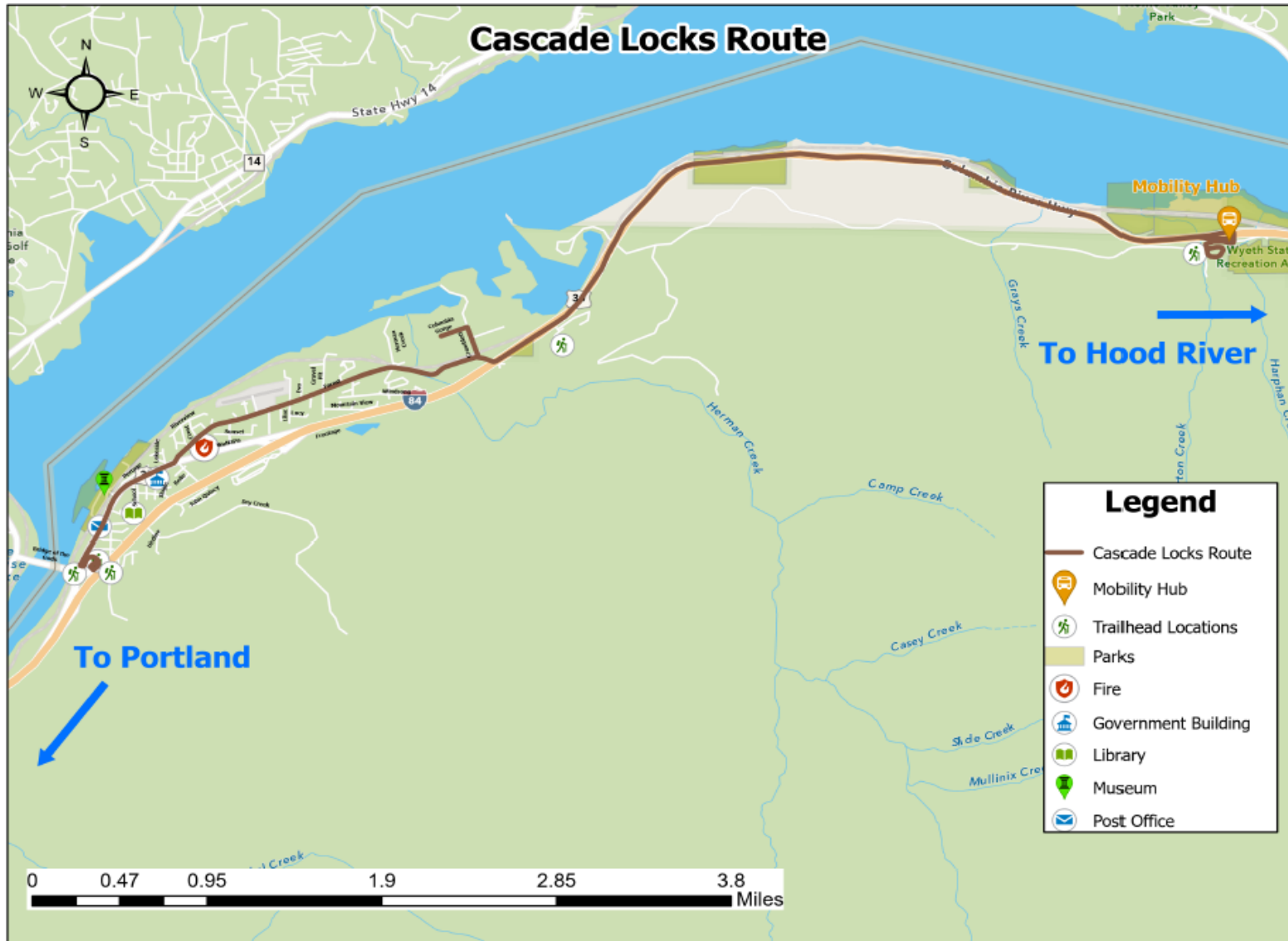


MAP 13: HOOD RIVER WEST (MAP WITH PROPOSED HUB LOCATIONS)





# MAP 14 CASCADE LOCKS COMMUNITY ROUTE



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## PHASE 3 – MID-TERM IMPLEMENTATION (4-8 YEARS)

The focus of the mid-range implementation strategy will be on ensuring the transit system links services to the community and supports and enhances the economic development of each of the five areas. This includes:

- Formalizing implementation of hubs and working with developers planning for TOD infrastructure associated with the service areas
- Supporting and working with local businesses, private providers, and community agencies to secure and access funds to foster hub development.
- Envisioning, securing funds and implementing micro-mobility and first/last mile options for the hubs that enhance mobility and complement existing transit services at the hub areas.
- Secure Vehicle Replacements and Other Infrastructure
- Finalize plans for Cascade Locks and Parkdale routes long-term

### *Transit Service Enhancements*

No new services or service changes are planned for the mid-range implementation phase, though CAT may opt to enhance route frequency on adjust existing routes to meet demand or provide additional focus at hub locations.



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## PHASE 4 – LONG-TERM IMPLEMENTATION (8+ YEARS)

The focus of the long-range implementation strategy will be on planning for the future. Key to that strategy will be reviewing ridership data, assessing development and growth, and gauging the potential opportunities for transit services expansion along new routes or lines including options with the Hood River Railway to Odell/Parkdale or passenger rail along the Gorge Union Pacific line.

Any service enhancement, route adjustments, or system expansions are likely to follow local development patterns and ridership demand. The only planned expansion during this timeframe is highlighted below:

### *Transit Service Enhancements*

#### **Outer Westside Hood River**

The outer westside route would run from the High school to the Port during weekday peak commute hours along Hood River’s outer westside area.

Implementation dependent upon:

- Increased residential development
- Community demand for services



MAP 15: OUTER WESTSIDE ROUTE

