



# SERVICE OPTIONS & TRANSIT SUPPORT STRATEGIES- DRAFT



Hood River County Transportation District

(dba Columbia Area Transit)

September 9, 2022

## Transit Master Plan Goals & Objectives

In 2017, the CAT Board of Directors adopted goals and objectives for the 2017 Transit Master Plan (TMP). As part of the TMP 2023 update process, and prior to developing and allotting resources for services and programs outlined in the updated plan, staff asked the CAT Transit Master Plan Community Advisory Committee (TMPCAC) to review the adopted goals and objectives to ensure they continue to reflect the community's desired direction. The TMPCAC made several minor changes to the existing four goals and recommended a new goal (Goal 5: Community Resilience). Forwarded to the CAT Board of Directors at their June 2022 meeting, the goals received further amendment by the Board. Below reflects the final adopted goals and objectives for the 2023 Transit Master Plan and help guide the service options and transit supportive strategies development.

*(Please note: the following goals and objectives are of equal importance and not in a prioritized order.)*

**Goal 1 - Balance:** Support a transportation system in Hood River County that increases the use of transit, especially among choice riders (e.g., those who have a vehicle but chose to use transit).

### Objectives

- Increase public transit service provision.
- Increase transit mode share.
- Increase transit ridership.
- Provide local bus service in downtown City of Hood River to offer an alternative to congestion.
- Serve parking-constrained areas of Hood River County with transit.
- Provide transportation options that are less detrimental to the environment.

**Goal 2 - Efficiency/Stability:** Operate efficiently and seek stable funding.

### Objectives

- Provide local bus service (separate from intercity services) to increase efficiency and value of both local and intercity services.
- Serve Dial-a-Ride destinations with fixed routes where feasible.
- Coordinate with other transit agencies (e.g., MATS, ODOT) to minimize duplicative service and increase efficiency.
- Identify and utilize potential additional sources/partners to support local operational funding or local match.
- Explore additional grant sources to develop new services.

**Goal 3 - Access/Equity:** Maintain and improve an accessible and equitable transit system.

### Objectives

- Maintain lifeline services for populations dependent on transit.
- Provide and encourage access to transit for hard-to-reach communities.

- Ensure transit service is safe and meets the needs of diverse markets, including but not limited to middle- to low-income populations, seniors, students, Limited English Proficiency (LEP) populations, and visitors.
- Develop park-and-ride lots for intercity routes.
- Use technology for increased visibility, access, and awareness of transit information, payment options, bikes-on-bus capacity, and stop improvements.
- Create first/last-mile options and services for safe and seamless travel to transit services.
- Provide transit for non-emergency medical services not available in the Columbia River Gorge.

**Goal 4 - New Markets:** Provide convenient service to developing markets and regional destinations.

**Objectives**

- Maintain and improve existing intercity services to Portland and The Dalles.
- Leverage transit to enhance existing businesses and complement future economic development opportunities.
- Foster new markets (e.g., youth) to grow future transit usage.
- Explore seasonal services that reduce traffic congestion within the Gorge and Hood River County.
- Develop new recreational destinations in the Columbia River Gorge and the Mt. Hood National Forest.

**Goal 5 - Community Resilience:** Support a transportation system in Hood River County that increases the community's ability to withstand, adapt to, mitigate, and prepare for adverse or disruptive conditions.

**Objectives**

- Foster land use and transportation systems that offer alternatives for safe and accessible mobility options.
- Connect rural development to transit access and identify incentives for housing and social services to locate near transit corridors.
- Promote efforts that encourage, and support interconnected and safe mobility options.
- Increase energy efficiency and sustainability using low or no-emission vehicles.
- Explore creative infrastructure improvements that support low-impact, safe and sustainable development practices and/or mobility options.
- Ensure transit corridors relate to affordable housing and key social services.

## 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. These supportive strategies include connecting transit to the broader community, providing frequent and consistent access, creating attractive and safe transfers between options, and using local channels and educational programs to ensure customers have access to the information needed to change their travel habits.

Transit supportive strategies are tactics that complement, bind, and integrate transit services with broader community needs. They are designed to 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. They can be categorized into six (6) principal areas:

1. Land Use Support Strategies
2. Fare & Pricing Adaptations
3. Stops & Amenities
4. Marketing & Information
5. Micro-Mobility or First/Last-Mile Options
6. Non-Peak Shift or Off-Hour Options

Following is a general overview of each specific objective for the individual strategy types, and outlines how or where the specific strategies might be implemented to complement proposed service improvements.



### Land Use Support Strategies

Land Use Support Strategies identifies development and transit issues that will be key factors in implementing transit-oriented development (TOD) and transit service improvements within the different key focus areas. Consultants have interviewed stakeholders and reviewed applicable plans to understand where development will occur and ensure that proposed service options align as appropriate. The consultants are also creating a TOD toolkit to assist developers on incorporating transit into their designs. The Land Use report will include the comprehensive findings and finalized TOD Toolkit.



### Fare & Pricing Adaptations

Fare and Pricing Adaptations include strategies that 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 it is noted that cooperative programs can be targeted to specific areas or target markets, most of the Fare and Pricing Adaptations would require a systemwide (rather than area specific) implementation.

CAT has implemented several of these type of strategies over the last five years that include the following:

**Deep-discount 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 1-Day Pass in 2021 which was coordinated with the Multnomah Falls permit program. Both programs have been widely successful.

***Potential systemwide discount options:***

- **Free-fare transit for local trips** (e.g., trips within Hood River County)  
Several smaller transit agencies have moved to a free-fare program and several larger agencies are looking at the opportunities. The large influx of visitors and tourists (typically during the summer months on the CAT system) has raised concerns about moving to a free-fare program. Should this be part of the mix it would be implemented on local services only throughout the service area.

**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. CAT estimates that about 70% of its riders use the online fare technology over physical passes or cash fares, which has allowed first-time and infrequent riders to access services more easily.

***Potential systemwide sales outlets (onboard dynamic payment)***

- **Onboard dynamic-fare payment**  
CAT is conducting an onboard dynamic-fare payment demonstration on the routes serving the I-84 corridor. If successful, the program could be expanded to all routes within the CAT system. A dynamic-fare payment option system could provide more flexibility to the district overall while helping to reduce or eliminate the need for cash payments overall. A dynamic-fare payment system also provides the opportunity to 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 a comprehensive transportation or “mobility as a service” option. This strategy would be implemented systemwide throughout the service area.

**Cooperative programs:** As noted in the existing conditions report, CAT entered a wide variety of cooperative programs with businesses, organizations, and local 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.

- ***Potential cooperative programs in focus areas*** – The potential focus areas where this type of support strategy might be most effective has been included in the service scenarios below. More specific details will be refined and provided in the last action plan.



## Stops & 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, 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) in 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 table outlines the types of stops, placement, and amenities that should be considered.

Stop Type	Criteria	Basic Amenities	Other Amenities	Maintenance
Standard Stop	Every stop that is not sheltered or considered a mobility hub.	Pole & sign, semi-seat, real time data.	NA	As required
Sheltered Stop	Min of 10 BR/day or 5BR/day if serving seniors or business is willing to sponsor the stop.	Shelter, pole & sign, bench, real-time data, lighting, garbage can.	Sidewalk access, curb cuts, ADA pad, bike racks, etc.	Bi-weekly cleaning & garbage removal.
Mobility Hub	2 routes or 15 BR/day or linkage with 2 or more first/last mile options.	Shelter, pole & sign, bench, real-time data, lighting, garbage can, bus layover parking, bike parking.	Sidewalk & bicycle lane access, curb cuts, ADA pad, bus pull out area, indoor waiting areas, access to other modes.	Bi-weekly cleaning & garbage removal.

**Potential focus area bus stop and amenities program:**

- **Sheltered transit stops and mobility hubs**  
The service options for the focus areas on the following pages includes potential locations for stop types along the route. Once final service scenarios are selected, more specific details will be refined and provided in the final plan.



## Marketing & Information

Often overlooked in the day-to-day of transit operations is the importance of providing information as well as 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” and marketing to capture the community’s attention around the key values of mobility, affordability, social responsibility, and convenience helps to build trust in transit.

Key elements of an effective transit strategy follow into three areas.

**Branding** - Agency branding including logos, colors, and taglines, are the foundation of any marketing program. In 2018, CAT rebranded its design and communication platform, including a new look and feel (CAT logo, colors, etc.) and messaging. The newly rebranded CAT has enhanced our image and made us more visible with the Hood River County community.

- **Potential systemwide 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. This would be implemented systemwide throughout the service area.

**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.

- **Potential for continuous systemwide improvements to website:**  
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. This would be implemented systemwide throughout the service area.
- **Systemwide strengthening of social media campaigns:**  
For a rural transit agency like CAT, social media (particularly focused platforms and targeted audiences) offer an effective way to communicate agency news, service updates, and seasonal changes. CAT has become savvier in the way it uses social media, but a more formalized long-term plan which incorporates larger messaging – could be an effective part of a larger strategy. This would be implemented systemwide throughout the service area.

**Community Outreach** - CAT has actively used community outreach events, targeted outreach campaigns, and other types of community engagement strategies to reach riders and highlight CAT’s commitment to broader community goals and concerns. These types of community outreach strategies can be flexibly used to increase targeted or specific information to a particular community or used more generally to build ridership and awareness overall.

- **Potential systemwide and area specific outreach events:**  
Outreach events can focus on a broad or narrow portion of CAT’s service area. Some events,

like Hops Fest or Harvest Fest may cater to both local and regional markets. The potential focus areas where this type of support strategy might be most effective in supporting transit services is included in the service scenarios below. More specific details will be refined and provided in the final plan.

- **Potential focus area individualized marketing:**  
Typically used in areas where transit ridership is low, individualized marketing in transit provides a way to leverage data and technology to deliver specific information and options about services to specific individuals within the area. The potential focus areas where this type of support strategy might be most effective in supporting transit services is included in the service scenarios below. More specific details will be refined and provided in the final plan.
- **Larger systemwide 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.). CAT has been strategic about their participation and focused on overall marketing “bang for the buck” This type of larger targeted systemwide marketing campaign can complement and reinforce more specific agency goals.
- **Potential for travel training programs for specific rider groups:**  
Travel training can be used to help train riders and potential users to feel comfortable riding the bus. This includes everyone from seniors and the developmentally disabled to school children and those with limited English proficiency. Training programs teach how to read a schedule, what fare to pay, what a stop looks like or how to flag a bus down, and often includes a couple of trial runs on the bus. A travel training program can either be implemented by CAT staff directly with a rider group or can be developed as a “train the trainer” program that teaches those who already work with target groups on how to teach their clients or customers.
- **Employer or organization transportation coordinators:**  
Employer or organization transportation coordinators typically create, manage, and promote commuter benefits 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. The potential focus areas where this type of support strategy might be most effective are included in the service scenarios below. More specific details will be refined and provided in the final plan.



## Micro-Mobility or First/Last-Mile Options

Micro-mobility strategies include options like walking, biking, or using small low-speed motorized vehicles such as EV scooters, bikes, etc. to get to or from a mobility 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).

- **Potential micro-mobility or first/last-mile options in focus areas:**

The service scenarios for the focus areas on the following pages includes potential locations for mobility hubs. The scenarios will offer individuals the opportunity to weigh in on what micro-mobility or first/last-mile options make sense in these locations. Once final service options are selected, more specific details on the support mobility options will be refined and provided in the final plan.



### **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 support to meet these unique needs.

- **Carpool/vanpool programs** - CAT supports MCEDD's Mobility Management and Commute Options' administration of Get There, the Oregon Department of Transportation statewide program to manage ride-matching services, offer vanpool subsidies, and provide services such as guaranteed ride home. The potential focus areas where this type of support strategy might be most effective is included in the below service options. More specific details will be refined and provided in the final plan.
- **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. The potential focus areas where this type of support strategy might be most effective is included in the service scenarios below. More specific details will be refined and provided in the final plan.

## Transit Priorities – Overall Community Survey Results

CAT released to the public both bilingual online and paper surveys to gauge how the community saw the role of public transit within Hood River County and the region, and to gather input on relevant transit priorities moving forward.

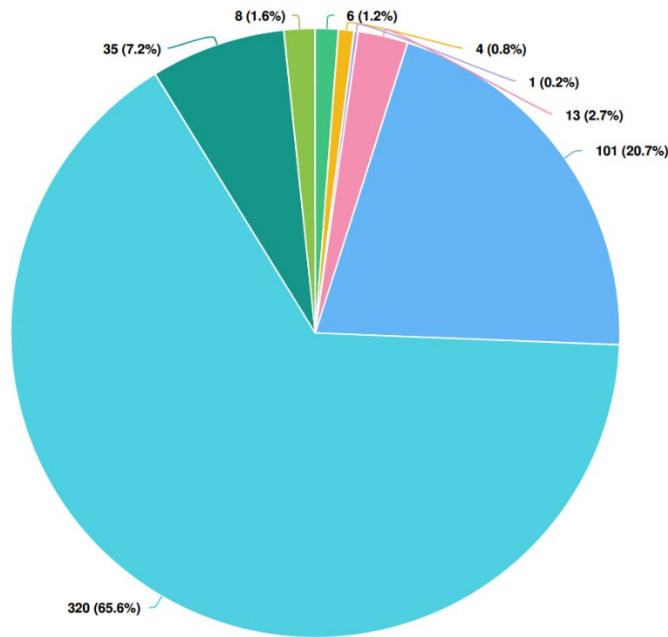
Survey collection ran approximately five months from February – June 2022 and gathered input from 482 respondents. Staff employed a variety of outreach methods to reach broad representation including tabling at events and local businesses, presenting to regional bodies, and collaborating with local service agencies and organizations to reach traditionally underrepresented voices.





A summary of the survey responses is highlighted below, with a summary of crosstab analysis by focus area in the section that follows. The full report responses can be found at [www.engagecatbus.org](http://www.engagecatbus.org). While the paper survey responses are reflected in the data summary, certain questions were streamlined or omitted for ease of in-person outreach and to make accessible for Spanish-only speakers. Please see Appendix A for copies of the online questions and hardcopy version in English and Spanish.

The following graph illustrates representation of survey respondents.



**Question options**

- Other (write in)
- Prefer not to say
- White/Caucasian
- Hispanic or Latino
- Asian American or Pacific Islander
- Native Hawaiian
- Black or African American
- American Indian or Alaskan

Top takeaways from survey respondents included:

- Most valued community elements within Hood River County were access to recreational opportunities, a vibrant local business community, and strong civic engagement and connections throughout the county
- The current transportation system helps support these values by offering safe and climate-friendly ways to travel and connect with others in Hood River County.
- The future role of transportation and transit should focus on allowing residents and visitors to move throughout the community without a car.
- Transit’s role toward reducing private car use should be to expand routes, increase frequency of service, hours, and days of service and make bus stops more visible and safer to access.

Other notable information gathered from the survey:

- 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 like bike-share, car-share, or shared-ride taxi and carpool/vanpool programs should be considered throughout Hood River County for a variety of travel needs.

## Service Options & Support Strategies

The following section highlights service options and support strategies for the five Hood River County focus areas and the Regional Corridor's. The options developed by CAT staff reflect the relationship to operational issues, focusing on community priorities for the areas based on survey data and best practices. Most of the service options are coupled with appropriate support strategies and offer some benefits and tradeoffs for the community. In addition, some options and strategies may make more sense long term rather than short-term.

Input from the advisory committees and citizens on transit's role will help direct staff in refining options that fit well together in the overall system.

It is important to recognize that while public input will guide the service options selection, CAT staff will ultimately make the decision as to what is appropriate depending on funding, ridership and operational needs.

## Focus Area 1: Cascade Locks

The Columbia Gorge Express service provides a high level of regional service and connects riders from Cascade Locks to The Dalles, Hood River, Multnomah Falls, Troutdale, and Portland. Currently, CAT also provides a local Cascade Locks deviated fixed route service a couple of times a day Monday – Friday which allows Cascade Locks residents to schedule custom pickups and drop offs at least a day in advance. This service allows for much more flexibility when accessing services.

**Survey Respondents:** Those who lived in the Cascade Locks responded with three main priorities:

- Extended hours – Commute hours, weekends, and into the evening. (Please note, all comments focused on regional connections, e.g., Cascade Locks to Hood River or Cascade Locks to Portland.)
- More identifiable bus stops – priority was for visible and formalized bus stops on-street.
- Frequency of service – priority was to increase services on weekends and evenings. (Please note almost all comments focused on regional connections, e.g., Cascade Locks to Hood River or Cascade Locks to Portland.)

**Staff Considerations** – While regional ridership on the Columbia Gorge Express has been trending upward, local deviated service has been less successful in Cascade Locks. CAT has tried a variety of local service types to enhance ridership, but without much success.

### **Recommended Transit Support Strategies for Cascade Locks:**

**Marketing & Information** - Consider an individualized marketing plan for Cascade Locks with a focus on local needs and access.

**Micro-Mobility and First/Last-Mile Options** –Create mobility options near the two Columbia Gorge Express stops along Wa Na Pa Street for access to neighborhoods and industrial areas to the east.

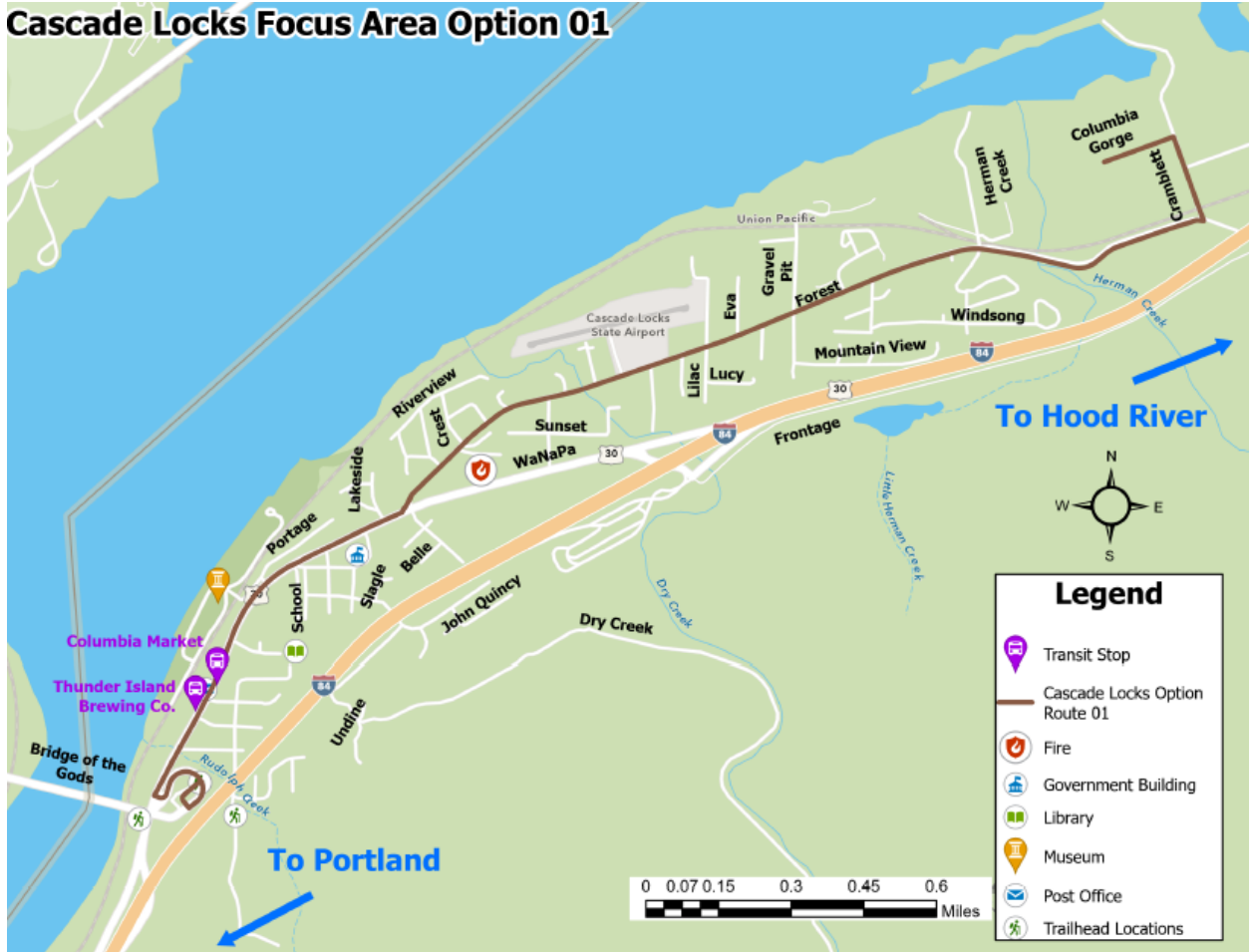
### **Proposed Options:**

Option 1 maintains the current deviated service and frequency but moves to a more formalized fixed route service, with multiple stops that focus on connecting community members with the Columbia Gorge Express in Cascade Locks downtown. Option 2 increases frequency of service by focusing on creating a mobility hub, then providing mobility options to allow localized access to the Columbia Gorge Express stops in downtown Cascade Locks.

#### **Cascade Locks Option – 1: Formalized Local Deviated Fixed Route**

In Option 1, CAT would use bus stops to formalize the services along Forest Lane and Wa Na Pa Street to the downtown area. This option would offer deviations within ¼ of a mile of the route --connecting the east/west portions of the community. This service would operate largely within Cascade Locks and riders would have to transfer to the Columbia Gorge Express to access Hood River.

### Cascade Locks Focus Area Option 01



Service	Hours of Service	Frequency	Operating Days
Deviated Fixed Route	8:00am-5:00pm	60 Min	Monday - Sunday

#### Benefits

- Offers formalized bus stops
- Maintains consistency in Cascade Locks
- Provides more access to local services and transfers to the Columbia Gorge Express

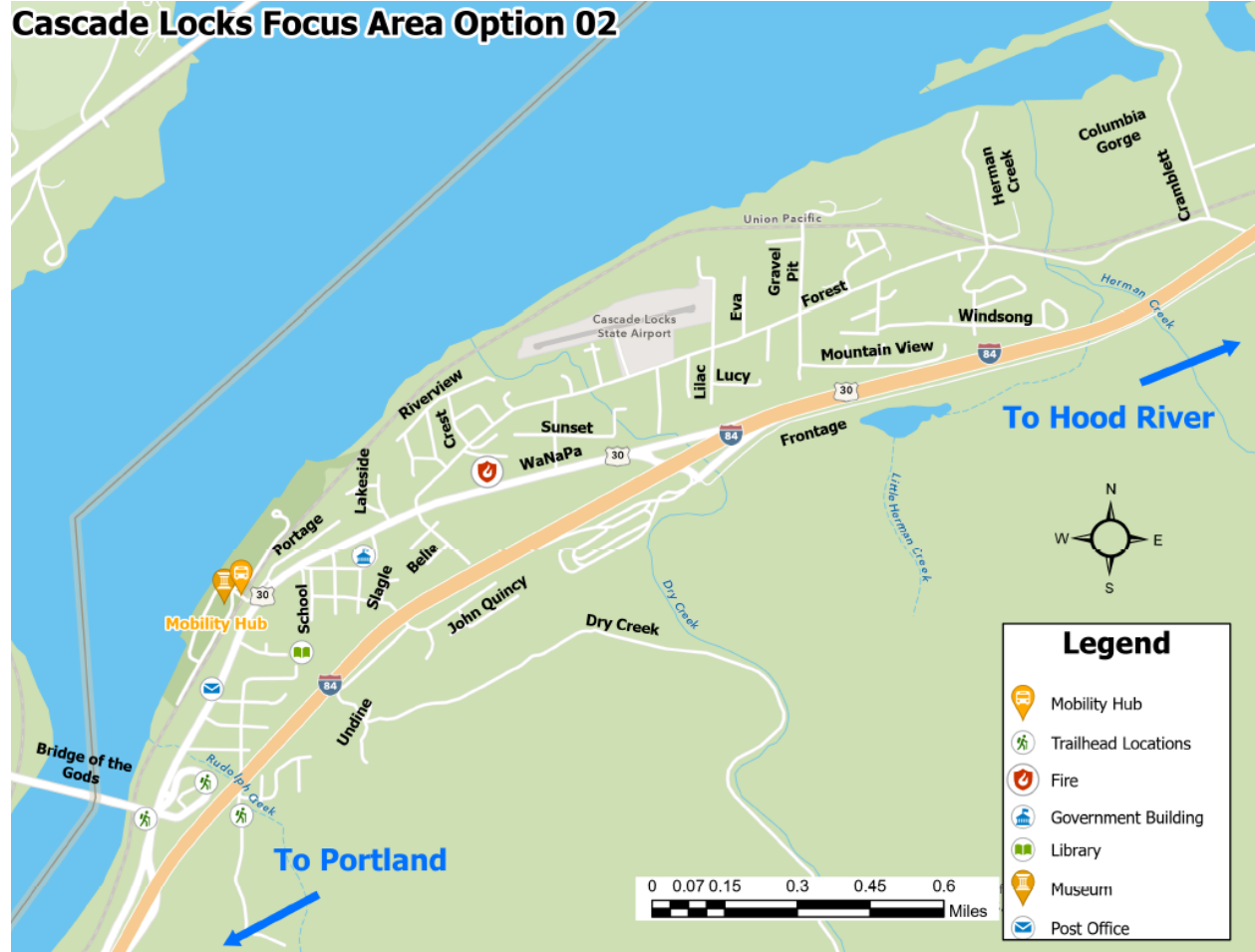
#### Considerations

- Reduces off-route deviations
- No longer directly connects Cascade Locks to Hood River – a transfer is required
- A significant amount of service for a small pool of riders/service area



**Cascade Locks – 2: Local Shared Mobility Services**

In Option 2 the focus would be to create a Mobility Hub in the downtown area of the Cascade Locks community that would provide access to local shared mobility services (Dial-A-Ride/pre-scheduled rides, bike share, car share, shared-ride taxis, etc) Monday-Friday. Most shared mobility services would require a reservation request at least a day in advance and would be on a first come first served basis. Shared mobility services would run from neighborhoods, trailheads, and employment areas to connect the community to local destinations and the Cascade Locks Mobility Hub to connect to the Columbia Gorge Express.



Service	Hours of Service	Frequency	Operating Days
Shared Mobility Services	8:00am-5:00pm	Request	Monday - Friday

**Benefits**

- Creates a mobility hub in Cascade Locks that may offer more flexibility and access

**Considerations**

- Cascade Locks would no longer be served by a deviated fixed route

- Cascade Locks would only be served by the Columbia Gorge Express and shared mobility services

## Focus Area 2: Hood River West

Hood River West is a growing area that consists mainly of residential neighborhoods, but also has the most remaining developable land within the current Hood River City limits. CAT provides limited service to the west side with the existing Hood River City Route. Transit can support development on the west side as it occurs and enhance mobility in the area.

**Survey Respondents:** Those who lived in the Hood River West focus area responded with four main priorities:

- Expanded bus services – the overwhelming priority was for more service for the westside.
- Extended hours – with weekend service as the greatest preference.
- More identifiable bus stops – priority was for visible and formalized on street bus stops.
- Enhancing local connections to regional services (e.g., Columbia Gorge Express and Gorge-to-Mountain).

**Staff Considerations** – New route configuration should aim for flexibility and allow for easy expansion as the area grows. In addition, CAT’s facility location creates a limitation on access to the westside, making it difficult to serve some neighborhoods. All proposed westside area options assume the new interchange is completed at Rand Road (expected 2023).

### Recommended Transit Support Strategies for the Hood River West Focus Area:

**Stop & Amenities** – Formalize standard bus stops along the chosen route. Upgrade and formalize mobility hubs at CAT, Rosauer’s Supermarket, the Aquatic Center, and the Port with the appropriate amenities (i.e., bike racks, seating, etc.). A large amount of infrastructure will be needed to create formalized bus stops at proposed stop locations.

**Marketing & Implementation** - Individualized marketing plans for westside areas in partnership with developers as new construction is undertaken. Work with developers and encourage use of the CAT TOD toolkit (discussed in detail in the Land Use Report).

**Micro-Mobility & First/Last-Mile Options** - Create mobility hubs at the Aquatic Center and Indian Creek and Brookside Drive. Formalize Mobility Hubs at CAT, the Port, and Rosauer’s Supermarket. These Mobility Hubs would offer other transportation and last mile options.

### Proposed Options:

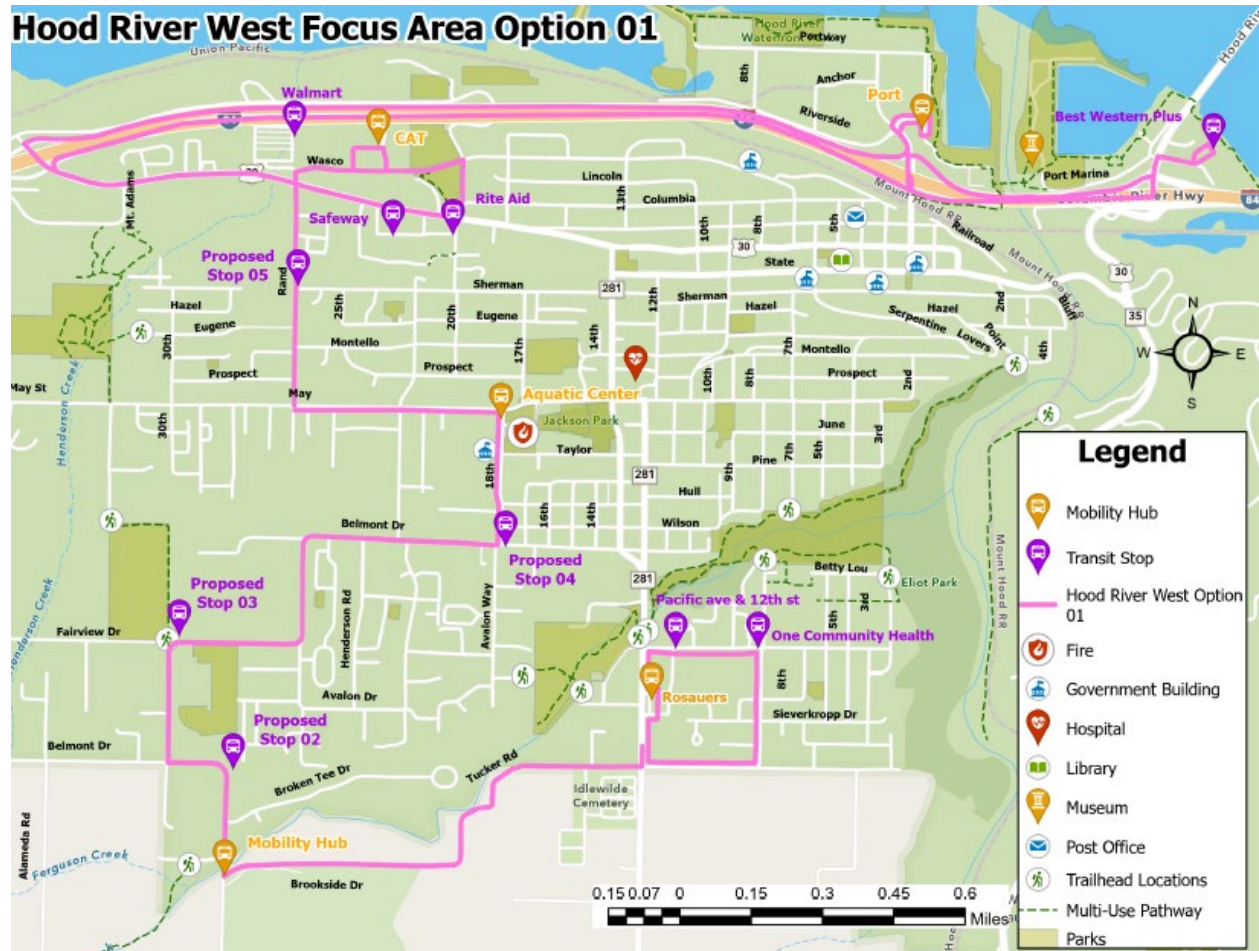
The intent is to connect westside neighborhoods to westside services, the Heights, and the Port/Downtown area. Option 1 focuses on the more developed areas of the westside, and Option 2 addresses the needs of the more rural areas. Both Option 1 and Option 2 require the creation of two new mobility hubs—one at the Aquatic Center and one at Indian Creek and Brookside Drive.

#### **Option – 1: Westside Route for Developed Areas**

Option 1 offers improved connection between the High School, westside neighborhoods, westside shopping, the Heights and Port/Downtown area. Transfer opportunities from this route to the Hood River East route will be at CAT, Aquatic Center, Rosauer’s Supermarket, and the Port (all mobility hubs). The new route would service the new development on Rand Road and link several retirement

communities and neighborhoods with the Hood River Adult Center and would serve a substantial portion of the developed neighborhoods on the west side. This would be a traditional linear route and travel in both directions.

The key to this option is to create two new mobility hubs—one at the Aquatic Center and one at Indian Creek and Brookside Drive. The hub at Indian Creek and Brookside Drive would help riders connect throughout the day with the Indian Creek trail system, safe bike routes, other neighborhoods further to west, and the Hood River High School. Proposed service levels may offer the opportunity to serve the Hood River High School with transit on some trips.



Service	Hours of Service	Frequency	Operating Days
Fixed Route AM Peak	6:30am-8:30am	15 minutes	Monday - Friday
Fixed Route PM Peak	5:00pm-7:00pm	15 minutes	Monday - Friday
Fixed Route	7:00am-8:00pm	30 minutes	Monday - Sunday

### **Benefits**

- Serves higher-density areas of westside
- Offers multiple transfer options and serves several activity centers in east/west Hood River focus areas
- Provides frequent service 7 days a week
- Better access to transit for high school

### **Considerations**

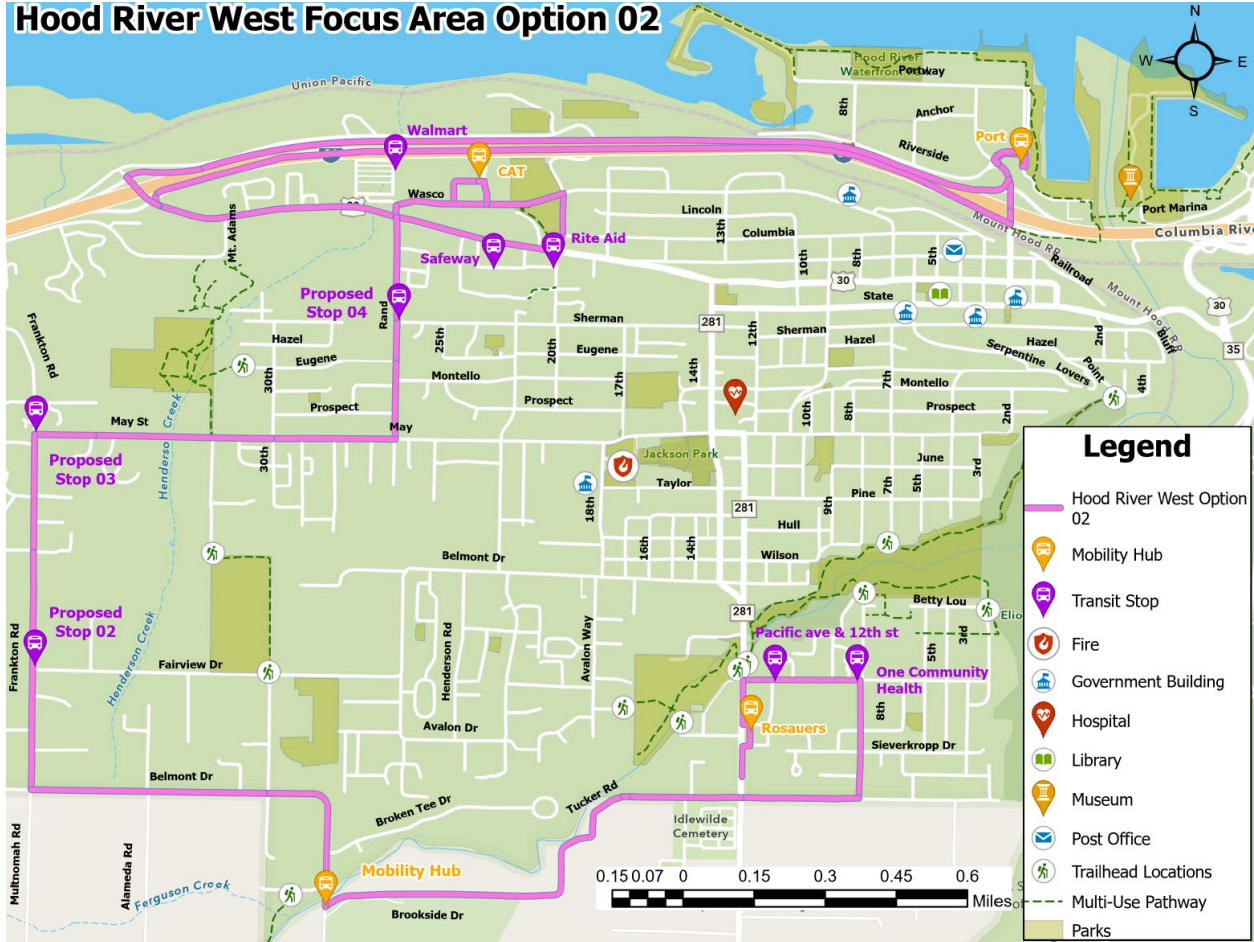
- More rural areas of the west side remain underserved

### **Option – 2: Westside Rural Access**

Option 2 also offers connections between the High School, westside neighborhoods, westside shopping, the Heights and Port/Downtown area. This route runs further west than Option 1 and would serve a larger but a less populated area of the west side. The route would offer transfers to the Hood River East Route at CAT, Roseauer's, and the Port (all mobility hubs) and serve the Adult Center. The key to option 2 is the new mobility hub at Indian Creek and Brookside Drive. The hub would help riders connect with the Indian Creek trail system, safe bike routes, other neighborhoods further to west, and the Hood River High School. This will be a traditional linear route and travel in both directions.



### Hood River West Focus Area Option 02



Service	Hours of Service	Frequency	Operating Days
Fixed Route AM Peak	6:30am-8:30am	15 minutes	Monday - Friday
Fixed Route PM Peak	5:00pm-7:00pm	15 minutes	Monday - Friday
Fixed Route	7:00am-8:00pm	30 minutes	Monday - Sunday

#### Benefits

- Provides a broader service area than Option 1, but areas served are less populated and less developed
- Offers multiple transfer options and several activity centers in east/west Hood River focus areas
- Better access to transit for high school students

#### Considerations

- People living in more developed areas of the westside will not or no longer have access to transit services

### Focus Area 3: Hood River East

The Hood River East Focus Group has the largest population base, the greatest density, and the highest level of transit service in Hood River County. Hood River East is currently served by the local Hood River City, Hood River Connector, and Upper Valley routes and the regional Columbia Gorge Express and Gorge-To-Mountain Express services. The current Hood River City route is a one-way circulator (i.e., it runs in a loop). More traditional transit services are linear (i.e., operating from one stop to another along the same route and travels in two directions).

**Survey Respondents:** Those who live in the Hood River East focus area responded with four main priorities:

- Extended service hours – overwhelming priority was evenings (6-10pm) and weekends.
- More identifiable bus stops – priority was for visible and formalized on-street bus stops.
- Frequency of service – priority was to increase services during the AM/PM commute times.
- Expanding hours on regional services (e.g., Columbia Gorge Express and Gorge-to-Mountain).

**Staff Considerations** –For riders, the current circulator route means they may be able to get to their destination in 15 minutes, but the return trip could take 30 minutes. Because of this, riders may choose to not use transit and will use another mode instead when trying to travel from or to certain locations (i.e. Walmart to downtown/ Port area) however they will use transit when the most convenient option (i.e the Heights to Downtown/Port area).

#### **Recommended Transit Support Strategies for the Hood River East Area:**

**Bus Stops & Amenities** - Formalize bus stops: upgrade and formalize the mobility hubs at CAT, Rosauers Supermarket, the Aquatic Center, and the Port with the appropriate amenities.

**Marketing & Information** - Establish employer transportation coordinator (ETC) programs with larger employers in the downtown area.

**Micro-Mobility & First/Last-Mile Options** -Create mobility hubs at the Aquatic Center for access by neighborhoods to the West, and last-mile options at Port & Rosauers Supermarket.

**Non-Peak Shifts and Off-Hour Options** - Work with large employers on non-peak shift options and business association on off-hour transportation options.

#### **Proposed Options:**

The proposed options focus on reducing travel times for riders and meeting the goals of increased frequency and extended hours.

#### **Option 1 – Hood River City Route (loop) with Express Commuter Service**

In this option, the Hood River City and Hood River Connector routes would remain at the same frequency. However, the Hood River City route would be expanded until 10pm Monday through Friday. During the morning and evening peak commuter periods CAT would add a direct downtown shuttle service, providing 15-minute service between the Port, downtown Hood River, and the Heights. This option would be added in addition to the current Hood River City route and be implemented in conjunction with either proposed option 1 or 2 for the Hood River West Focus Area.

# Hood River East Focus Area Option 01





Service	Hours of Service	Frequency	Operating Days
Fixed Route AM Peak	6:30am-8:30am	15 minutes	Monday - Friday
Fixed Route PM Peak	5:00pm-7:00pm	15 minutes	Monday - Friday
Fixed Route	7:00am-10:00pm	45 minutes	Monday - Sunday

**Benefits**

- Ensures route consistency and connection throughout Hood River East neighborhoods
- Increases frequency during peak commute times

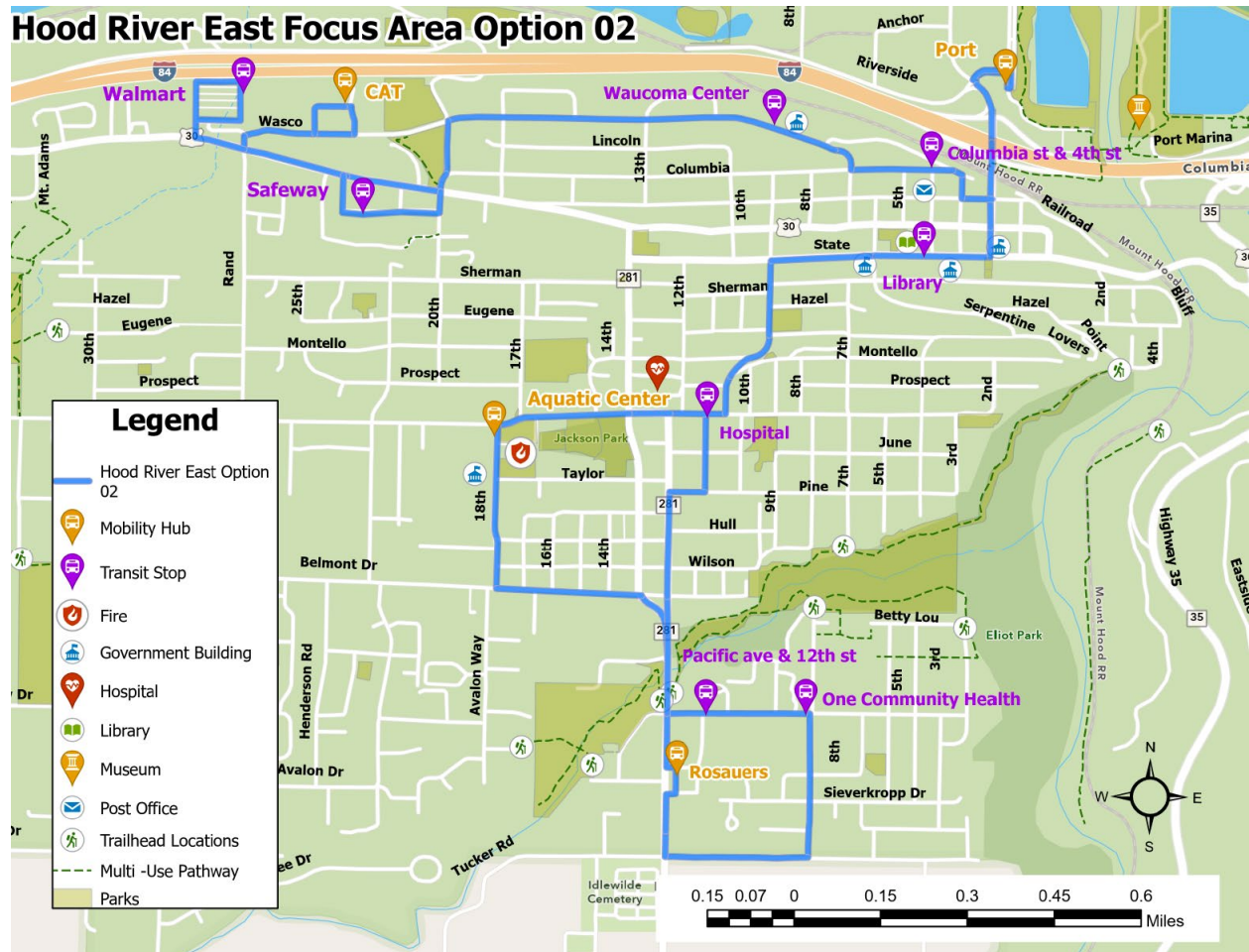
**Considerations**

- Maintains but does not increase midday service
- Frequency is not increased for any rider who is traveling to or from west of 13<sup>th</sup> street
- Requires bus stops on both sides of the road

**Option 2 – Eastside Focused Linear Route**

In this option, the Hood River City Route would be streamlined into a traditional linear fixed route between westside shopping, CAT, the Port/Downtown, and the Heights. As this would be a linear route and the bus would travel in both directions there would be stops on both sides of the road. The westside and eastside would no longer be served by one route, but instead each side would have their own route. This option would be implemented in conjunction with either proposed Options 1 or 2 for the Hood River West Focus Area. The Hood River Connect service would be integrated into the Hood River west & east services. Frequency would be improved throughout the day and service levels extended in the evenings and weekends. Morning and evening peak service could be added for increased frequency depending on available funding.

### Hood River East Focus Area Option 02



Service	Hours of Service	Frequency	Operating Days
Fixed Route AM Peak	6:30am-8:30am	15 minutes	Monday - Friday
Fixed Route PM Peak	5:00pm-7:00pm	15 minutes	Monday - Friday
Fixed ROute	7:00am-10:00pm	30 minutes	Monday - Sunday

#### Benefits

- Increases frequency along the route throughout the day
- Provides more direct service

#### Considerations

- Some neighborhoods west of 13<sup>th</sup> Street will need to walk a short distance to a transit stop
- Requires bus stops on both sides of the road
- The westside and eastside have two separate routes

## Focus Area 4: Odell and Lower Highway 35

The Odell community and the surrounding rural areas are best known for the many farms, packing houses, and related industries associated with fruit growers. Odell has the largest density in the area, with a concentration of Latino households and farm laborers. Odell and lower highway 35 is currently served by the Upper Valley deviated fixed route.

**Survey Respondents:** Those who lived in the Odell and Lower Highway 35 responded with five main priorities:

- Expanded bus route – more routes and more destinations.
- Extended hours – commute hours, weekends and into the evening.
- More identifiable bus stops – priority was for visible and formalized bus stops on-street.
- Frequency of service – priority was to increase services during the morning and evening commute.
- Expanding hours on regional services (e.g., Columbia Gorge Express and Gorge-to-Mountain).

**Staff Considerations** – Ridership in the area has been limited and there is concern that the deviated nature of the service coupled with the lack of formalized stops may be hurting ridership growth. The balance requires providing route visibility, so the community is aware of available services, while allowing flexibility to serve the broader area and needs.

### **Recommended Transit Support Strategies for the Odell & Lower Highway 35:**

**Bus Stops & Amenities** - Formalize bus stops, upgrade, and formalize Mobility Hub at Rosauers and establish a Mobility Hub in the main community area of Odell and at the Odell exit on Hwy. 35.

**Marketing & Information** - Consider an individualized marketing plan for Odell areas focused on the Latino community and Limited English Proficiency (LEP) speakers. Establish employer transportation coordinator (ETC) programs with Columbia Gorge Fruit growers and their associated packing houses and other Odell employers.

**Micro-Mobility and First/Last-Mile Options** - Create mobility options in the main community area of Odell, and access from rural areas and between Odell and the Odell exit on Hwy. 35.

**Non-Shift and Off-Peak Options** - Work with Columbia Gorge Fruit Growers, associated packing houses and other Odell located employers on non-peak shift options like vanpools and carpooling.

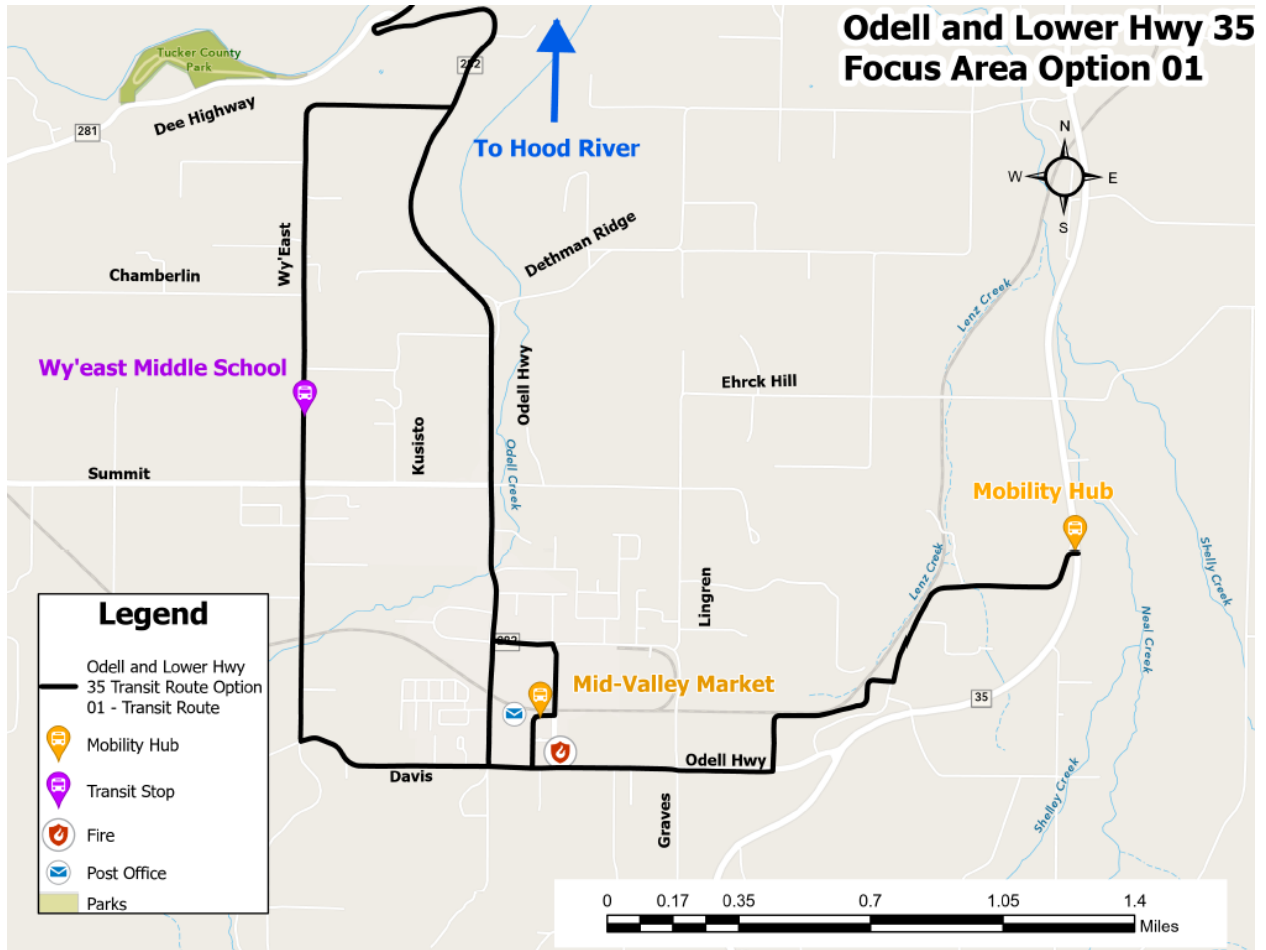
### **Proposed Options:**

Option 1 maintains the current deviated service and frequency but moves to a more formalized fixed-route service with multiple stops and opens connections to Highway 35 services. Option 2 increases frequency by removing the option for deviated service and instead focusing on community mobility hubs and providing mobility options to the surrounding community.

### **Option – 1: Odell Focused Deviated Fixed Route**

With Option 1 CAT would formalize an Odell Route by creating stops in higher-density areas of the Odell community. In addition, the Odell Route would be split from the Upper Valley/Parkdale area to focus on

the community core and surrounding area. One Mobility Hub (Mid-Valley Market) would be established in the Odell community and a second hub at the industrial park near the Odell interchange with Highway 35. Both Mobility Hubs would be stops served by this route. Service hours would be expanded during morning and evening, but frequency would remain at current levels. Some deviations and custom pickups or drop offs would still be allowed but would be restricted to within ¼ mile of the route. Connections between Odell and Parkdale would be provided by the regional Gorge-to-Mountain service on Highway 35 and would connect to the local route at the Odell Highway 35 interchange.



Service	Hours of Service	Frequency	Operating Days
Deviated Fixed Route AM Peak	7:00am-8:30am	30 minutes	Monday - Friday
Deviated Fixed Route PM Peak	5:00pm-7:00pm	30 minutes	Monday - Friday
Deviated Fixed Route	7:00am-7:00pm	60 minutes	Monday - Sunday

**Benefits:**

- Offers more stops and service dependency in Odell.
- Fosters community mobility hubs in Odell and at Odell/Highway 35 interchange, allowing riders new options for getting around the community and to Hood River, Rosauers Supermarket, Parkdale, and Mount Hood, but reduces direct connection between Odell and Parkdale.

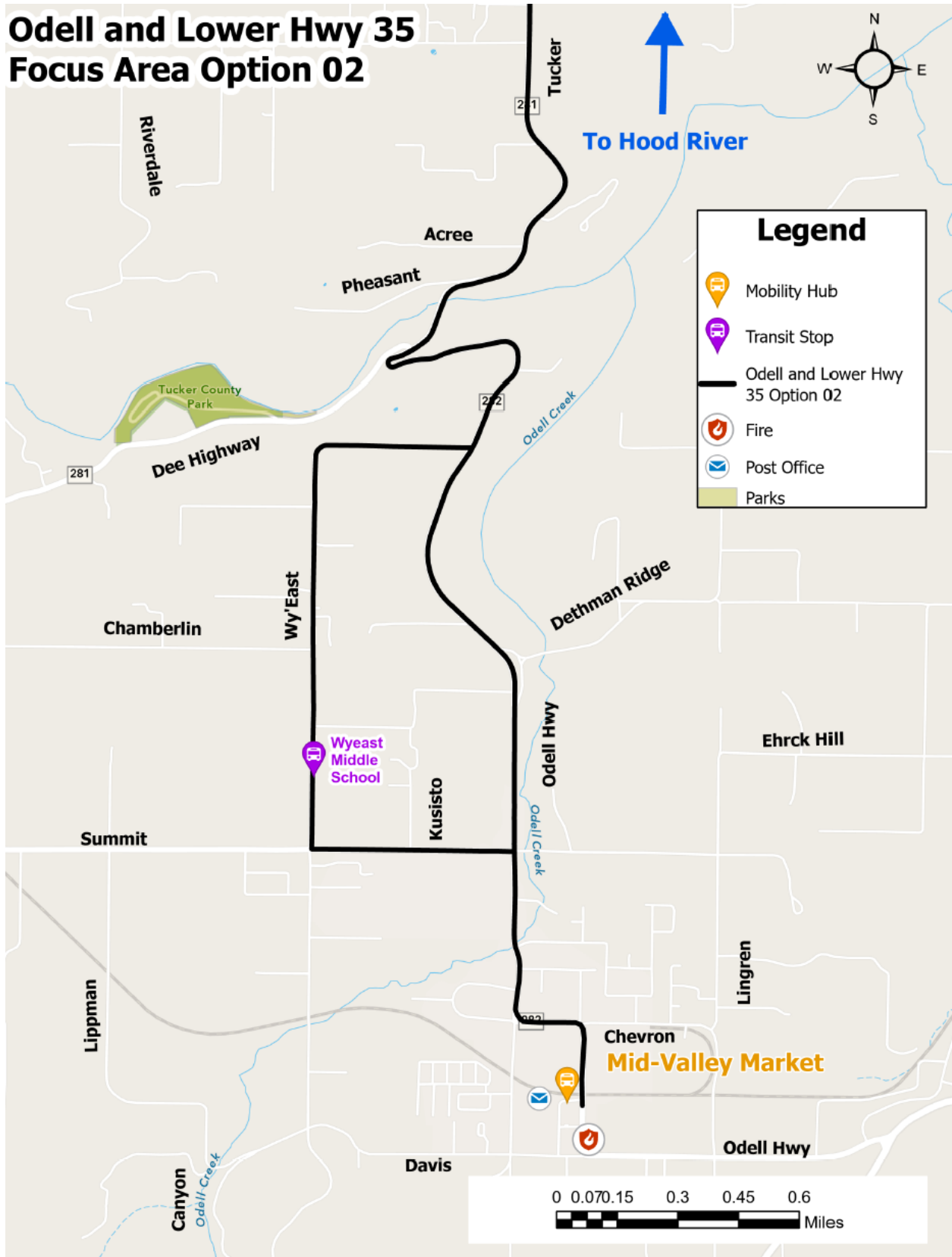
**Considerations**

- Reduces deviations and would require riders to go to the stops rather than getting picked up from their homes.

**Option – 2: Odell Fixed Route with Shared Mobility Options**

In Option 2, Upper Valley and Parkdale communities would be served separately. This would be a fixed route with no deviations or custom pickups or drop offs with frequent and direct service to Odell. This route would have limited stops between Rosauers Supermarket, Wy'east Middle School, and a formally developed Mobility Hub in the Odell Community. A park & ride as well as micro-mobility and last-mile options would allow access from other surrounding neighborhoods and rural areas. Mobility services (shared-ride taxis or DAR options) within Odell and the rural areas beyond would connect riders to the Mobility Hub. The goal of this service would be to offer increased frequency of service between Hood River and Odell. Potential infrastructure investment will be needed for the Mobility Hub.

# Odell and Lower Hwy 35 Focus Area Option 02



Service	Hours of Service	Frequency	Operating Days
Fixed Route	7:00am-10:00pm	30 minutes	Monday - Sunday

**Benefits**

- Increases service between Odell & Hood River, but coverage focuses on high-density populations and offers no direct transit service to outlying or rural areas in Odell.
- Fosters community mobility hubs in Odell allowing folks new options for getting around the community and to Hood River and Rosauer’s Supermarket.

**Considerations**

- Reduces direct connection between Odell and Parkdale.
- No deviations or custom pick up’s or drop offs would be allowed.

## Focus Area 5: Parkdale & Upper Highway 35

Parkdale is one of the smallest communities in Hood River County that CAT provides with regular service. CAT currently offers 3 round trips per day on a deviated fixed route. Sitting on the edge of the Mt. Hood National Forest, the community has connections both to Odell and Hood River to the north as well as the recreational areas to the south.

**Survey Respondents:** Those who live in the Parkdale & Upper Highway 35 focus area responded with three main priorities:

- Expanded routes – more opportunities to use transit and more connections to Hood River.
- Frequency of service/extended hours – priority was to increase the number of trips throughout the day.
- More identifiable bus stops – priority was visible & formalized bus stops on-street.

**Staff Considerations** – As a small community, ridership is likely to remain low. The most cost-effective ways to provide more services in this area is through Highway 35 at the Mt. Hood Town Hall interchange. Offering effective and viable options in the two miles between the Parkdale community core and Highway 35 will be critical to service sustainability for this area.

### **Recommended Transit Support Strategies for the Upper Valley and Upper Hwy. 35 Focus Area:**

**Stop & Amenities** - Formalize bus stops, and upgrade and formalize transit centers in the Parkdale core (near the railroad) and at the Mt. Hood Interchange with Hwy 35.

**Micro-Mobility and First/Last-Mile Options** - Create mobility options in the main community area of Parkdale and provide access from rural areas and between Parkdale and the Mt Hood Interchange on Hwy. 35.

### **Proposed Options:**

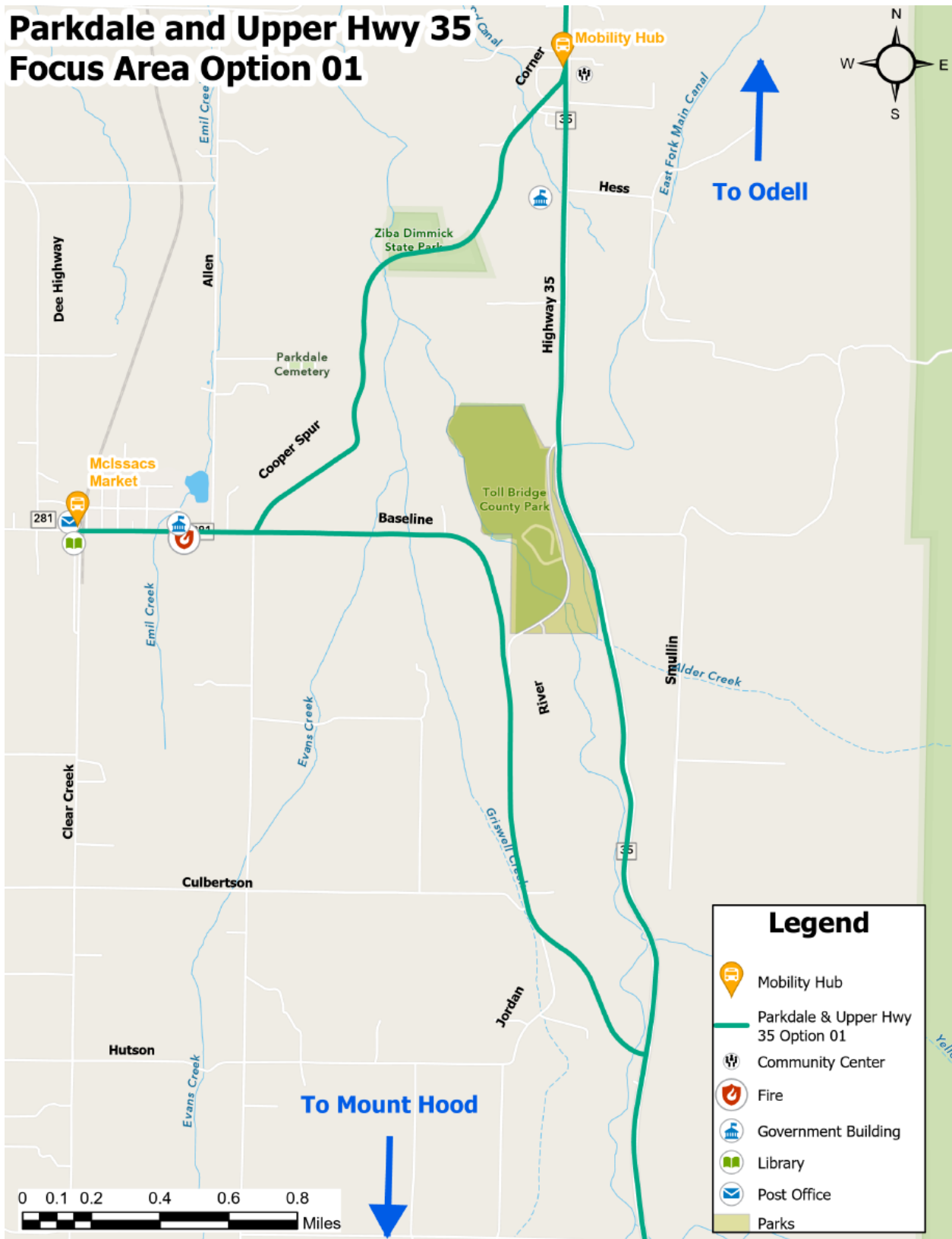
Both proposed options are designed to offer flexible and inexpensive ways to provide new mobility options to the community. Option 1 offers services via the regional Gorge-To-Mountain Express service, and Option 2 would provide new and enhanced mobility services between Parkdale and the Gorge-To-Mountain Express Highway 35 stop at Mt Hood Town Hall area.

#### **Parkdale Option 1 – Fixed Route, Shared Mobility Services & Mobility Hubs**

With Option 1, the Hood River and Parkdale communities would be served by the Gorge-To-Mountain (G2M) bus through a “out-of-direction” service. The route would leave Hood River in the morning on a regular and direct route to mountain destinations (hiking, skiing, etc.) with a stop at the Mt. Hood Town Hall interchange. On the return, the vehicle would deviate off the route to serve the Parkdale community and then travel on to Hood River via Highway 35. In the afternoon this “out-of-direction” detour would return residents from Hood River to Parkdale before heading to the mountain. The G2M service will always stop at the Mt. Hood Town Hall interchange so if riders want to go directly to this Mobility Hub with a park and ride, they can. Riders would have access to shared mobility services (shared-taxi’s, Dial-A-Ride) to get them to and from the Mobility Hubs. A transfer to the G2M service would be required to get to and from Odell and Hood River.



# Parkdale and Upper Hwy 35 Focus Area Option 01



Service	Hours of Service	Frequency	Operating Days
Fixed Route	6:30am-10:30am	120 minutes	Monday - Sunday
Fixed Route	12:30pm-4:30pm	120 minutes	Monday - Sunday
Shared Mobility Services	8:00am-5:00pm	Request	Monday - Friday

**Benefits:**

- Offers fixed-route services to Hood River and back at specific times of the day but reduces direct access to Odell and Rosauers Supermarket (Transfer would be required at Odell/Hwy. 35 interchange).
- Creates community mobility hubs between Parkdale and Mt Hood Town Hall allowing riders new options for getting around the community and getting to Hood River, Rosauer’s Supermarket, Parkdale, and Mount Hood.

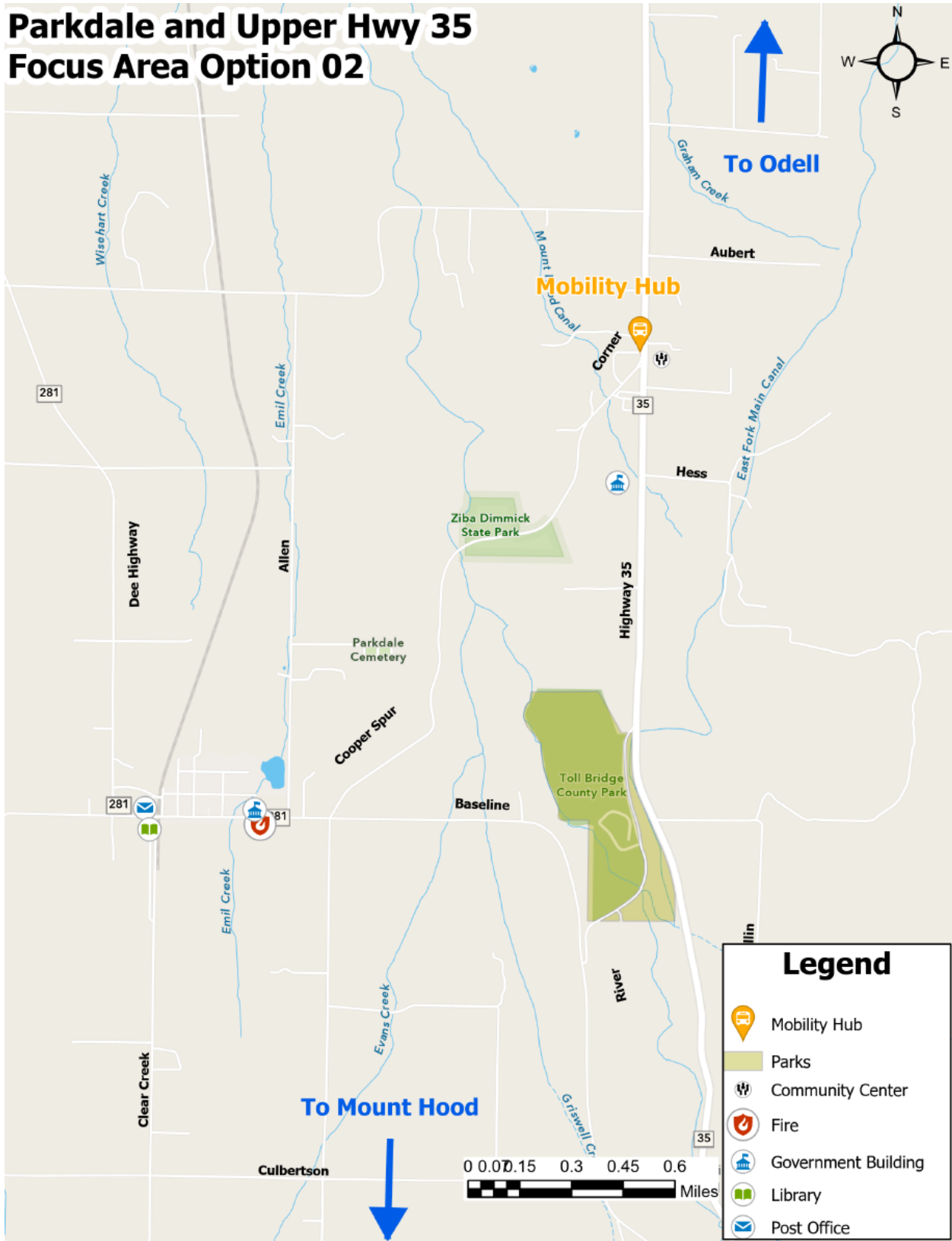
**Considerations:**

- No longer allows for deviations or custom pick up or drop offs
- Reduces direct connections

**Option – 2: Mobility Hubs & Shared Mobility Services**

With Option 2, the focus would be on creating a mobility hub at the Mt. Hood Town Hall and Highway 35 interchange which connects with the Gorge-To-Mountain Express (G2M) service. A park and ride as well as local bike/walk connections, micro-mobility, and last-mile options would allow access from other rural areas. In addition, there would be shared mobility services (shared-ride taxis or Dial-A-Ride) within Parkdale and the rural areas beyond that would connect to the Mobility Hub. Rider would need to catch the G2M service to access Hood River or Odell.

# Parkdale and Upper Hwy 35 Focus Area Option 02



<b>Service</b>	<b>Hours of Service</b>	<b>Frequency</b>	<b>Operating Days</b>
Shared Mobility Services	8:00am-5:00pm	Request	Monday - Friday
Fixed Route	6:30am-4:30PM	120 minutes	Monday - Sunday

**Benefits**

- Fosters a community mobility hub in Parkdale that may offer more flexibility and access than current options.

**Considerations**

- Reduces access to deviations
- Reduces Local Transit options

## Regional Corridors

As noted, CAT runs services on two regional corridors: Highway I-84 – (Columbia Gorge Express) and Highway 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 trending upward.

**Survey Respondents:** The largest response we received on the survey (by a substantial margin) was around regional corridor service. As has been clear by our ridership trends, CAT regional services are a key part of mobility and access in the Gorge. Cumulatively, respondents focused on three main priorities around regional corridors:

- 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.

**Considerations** – Our 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, we can provide options at the existing stops and offer micro-mobility or first/last-mile options to access other areas.

### Proposed Options:

#### **Columbia Gorge Express Potential Stop Additions**

Potential Columbia Gorge Express Stop Additions

- Fish Hatchery – Access to the Bonneville Dam, fish hatchery, Historic Hwy. bike trail and several other hiking trails.
- Viento State Park – Access to Viento State Park and campground, swimming, picnic areas, and Historic Hwy. bike trail and several other hiking trails.

#### **Gorge-to-Mountain Express Potential Stop Additions**

Potential Gorge-to-Mountain – Stop Additions

- Pine Grove Community.
- Odell Community – Neal Creek Mill Road Area (in lieu of Smiley Red Barn stop).
- Cooper Spur Road – Pollalie trailhead area.
- Sherwood Campground – Tamanawas Falls trailhead.

## Other Gorge Communities

The CAT service area is Hood River County. However, staff is aware that coordination and access within the Gorge is key to the current and growing ridership from other communities. So, when State resources became available CAT chose to assume the role of regional provider and offer services on Highway I-84 and Highway 35. CAT has also been asked by local partners on separate occasions to offer temporary and limited services in other communities when resources were made available or at a partner's request.

CAT is open and ready to explore a larger more expansive role in transit service provision but cannot do so using local resources for Hood River County. If such efforts are to be successful, joint, and coordinated efforts between CAT, neighboring transit providers, and local decisions makers will need to offer viable and win/win solutions that ensure areas outside of the district are contributing long term to expansion efforts.

**Appendix A – Online Survey Questions and English/Spanish Hardcopy Surveys**

# Columbia Area Transit Master Plan

Columbia Area Transit

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## CAT Transit Survey



### Help Your CAT Plan for the Future—Take the CAT Transit Survey

We all know that cats usually don't listen when you speak to them, but your CAT—Columbia Area Transit—does! Together let's shape the future. Please give us your thoughts on how CAT can help shape and build vibrant, accessible, and strong communities.

Thank you for sharing your time and feedback!

Do you currently use CAT?

(Choose any one option) (Required)

Yes.

No.

Do you live in Hood River County?

(Choose any one option) (Required)

Yes.

No.



# Columbia Area Transit Master Plan

## Columbia Area Transit

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Answer this question only if you have chosen Yes. for Do you live in Hood River County?

In which community do you currently live?

(Choose any one option) (Required)

- Odell & Lower HWY 35 - Near Pine Grove and surrounding rural areas.
- Upper Valley & Upper HWY 35 - Dee and Parkdale and other rural areas.
- Cascade Locks.
- Hood River East (East of Rand Road within city limits).
- Hood River West (West of Rand Road and areas just outside of city limits).

Answer this question only if you have chosen No. for Do you live in Hood River County?

Where do you live?



After answering this question, skip to the question with the

(Choose any one option) (Required)

- Bingen/White Salmon.
- The Dalles.
- Troutdale.
- Portland.
- Mosier.
- Other (please specify).

Let's hear about where you live. Please tell us the top three things you enjoy about your community:

(Choose any 3 options)

- I can support nearby businesses (restaurants, breweries, theaters, etc.).
- I can connect with others in my community (strong community, helpful neighbors, good friends, ways to be involved in local decision making, etc.).
- I have opportunities to stay active, play sports, or meet my friends (parks, pools, trailheads, etc.).
- I have needed services nearby (library, schools, community centers).
- I have options to get around without a car (using transit, bicycling, walking).
- Other (please specify).

In what ways does the current transportation system support the things you enjoy about your community/life? [Check all that apply]

(Choose all that apply)

- Builds a sense of community through connectivity in the street, on the sidewalk, by a bus stop, or at a bike hub.
- Creates safe opportunities (through available transit services, sidewalks, bike paths) for youth, elderly, and others to travel independently.
- Provides a climate-friendly way to travel.
- Offers viable transportation options (transit, car sharing, bike routes, sidewalks) if I need them.
- Supports the livability of my community.
- Provides options for car-free tourism.
- Makes it easier to walk and bike.
- Helps reduce traffic/congestion.
- It's easy to find car parking.
- The current transportation system does not serve me well.
- Other (please specify).

# Columbia Area Transit Master Plan

## Columbia Area Transit

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Answer this question only if you have chosen The current transportation system does not serve me well. for In what ways does the current transportation system support the things you enjoy about your community/life? [Check all that apply]

Please explain why the current transportation system does not serve you well.

(Required)



How could future transit services change your community/life? [Check top 3 priorities]

(Choose any 3 options) (Required)

- Help shape the way Hood River County communities grow.
- Reduce the demand for parking in some Hood River communities.
- Allow people to get around without a car.
- Provide a solution to the high costs of housing and transportation.
- Build a sense of place and community.
- Expand access to the region.
- Support the community in an emergency (wildfire, pandemic, weather event, etc.).
- Reduce traffic congestion.
- I don't know.
- I don't see a future role for transit in my community/life.
- Other (please specify).

Please tell us what needs to change or improve for CAT to have a greater role in your community/life. [Choose up to 3]

(Choose any 3 options) (Required)

- Expanded bus routes.
- Extended days/hours for CAT services.
- Frequency of service.
- More identifiable bus stops along the routes.
- Safer ways to get to the bus stop or wait for the bus.
- Ability to bring bikes on bus.
- Bike parking near transit stops.
- Bike lanes near transit stops.
- Improved bus stops.
- More transportation options (bike share, car share, etc.).
- Other (please specify).

# Columbia Area Transit Master Plan

## Columbia Area Transit

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Answer this question only if you have chosen Expanded bus routes. for Please tell us what needs to change or improve for CAT to have a greater role in your community/life. [Choose up to 3]

Where would you like transit to take you?

(Required)

Answer this question only if you have chosen Extended days/hours for CAT services. for Please tell us what needs to change or improve for CAT to have a greater role in your community/life. [Choose up to 3]

Which extended hours would you like to see? [Check all that apply]

(Choose all that apply) (Required)

- Commute times (a.m./p.m.).
- Midday service.
- Evening services after 6 p.m. (i.e., 6-10 p.m.).
- Weekend service.
- Shift hour service between 10 p.m-5 a.m.

Answer this question only if you have chosen Frequency of service. for Please tell us what needs to change or improve for CAT to have a greater role in your community/life. [Choose up to 3]

For increased frequency of service, please tell us which route and how often.

(Required)

Answer this question only if you have chosen Safer ways to get to the bus stop or wait for the bus. for Please tell us what needs to change or improve for CAT to have a greater role in your community/life. [Choose up to 3]

Which safety measures would you like to see added? [Check all that apply]

(Choose all that apply) (Required)

- Crosswalks.
- Sidewalks.
- Lighting.
- Other (please specify).

# Columbia Area Transit Master Plan

## Columbia Area Transit

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Answer this question only if you have chosen Ability to bring bikes on bus. for Please tell us what needs to change or improve for CAT to have a greater role in your community/life. [Choose up to 3]

What needs to change to make it possible to bring your bike on the bus?

(Required)

Answer this question only if you have chosen More transportation options (bike share, car share, etc.). for Please tell us what needs to change or improve for CAT to have a greater role in your community/life. [Choose up to 3]

What type of transportation options (bike share, car share, Uber/Lyft) and where?

(Required)

Please tell us where you travel and how often—in and around your community, in Hood River County, and throughout the region.

**Please note:** Responses are required for each activity listed below. Please click N/A if it does not apply to you.

(Required)

Questions	Daily	Weekly	Monthly	Once or twice a year	N/A
Shopping (grocery, other).					
Work.					
School.					
Entertainment (restaurants, movies, concerts).					
Recreation (gym, hiking, biking, skiing, sports/sporting events).					
After-school activities.					
Travel to events and appointments (e.g., concerts, First Fridays, public meetings, public services: Veterans Services, Sheriff's Office, Social Security).					
Faith-based organizations (church, temple, etc.).					
Medical facilities (doctor offices, health clinics, hospitals).					

# Columbia Area Transit Master Plan

## Columbia Area Transit

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Now that you've told us why and when you travel, please tell us the top 1-2 locations you go on a **daily** basis. Please be as specific as possible (e.g., Work: Insitu in Hood River/White Salmon, School: Hood River Valley High School).

(Required)

Now that you've told us why and when you travel, please tell us the top 1-2 locations you go on a **weekly** basis. Please be as specific as possible (e.g., Shopping: Safeway in Hood River, Library: Parkdale).

(Required)

Now that you've told us why and when you travel, please tell us the top 1-2 locations you go on a **monthly** basis. Please be as specific as possible (e.g., Entertainment: Downtown Hood River/Portland, Recreation: Mt. Hood Meadows).

(Required)

Please tell us any barriers you experience using CAT. [Check all that apply]

(Choose all that apply) (Required)

- Lack of bus shelters.
- Lack of sidewalks.
- Lack of bicycle parking.
- Lack of lighting.
- Lack of accessible platforms.
- CAT doesn't run where or when I need it to.
-

# Columbia Area Transit Master Plan

## Columbia Area Transit

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Other (please specify).

Answer this question only if you have chosen CAT doesn't run where or when I need it to. for Please tell us any barriers you experience using CAT.  
[Check all that apply]

Please tell us where and when you would like to use CAT.

(Required)

**Please help us make sure we hear from all Hood River County communities and surrounding areas, and tell us a little bit about yourself.**

Which age group do you belong to?

(Choose any one option) (Required)

- Under 18
- 18-24
- 25-44
- 45-64
- Over 65
- Prefer not to answer

This question helps CAT ensure all community voices are heard in the development of the Transit Master Plan. What is your race/ethnicity?

(Choose any one option)

- American Indian or Alaskan
- Black or African American
- Native Hawaiian
- Asian American or Pacific Islander
- Hispanic or Latino
- White/Caucasian
- Prefer not to say
- Other (write in)

What best describes you? [Check all that apply]

(Choose all that apply) (Required)

- Employed
- Currently unemployed
- Retired
- Student (K-12, high school, higher education)

# Columbia Area Transit Master Plan

## Columbia Area Transit

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- Parent/guardian of a K-12 student
- Other (please specify)

What was your annual household income last year?

(Choose any one option) (Required)

- Less than \$15,000
- \$15,000 to \$24,999
- \$25,000 to \$34,999
- \$35,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 or more
- Prefer not to say

Please tell us how you heard about the survey?

(Choose any one option) (Required)

- Hood River Library
- Hood River Valley School District
- CAT communications
- CAT poster/display at local business/event
- Media
- Community organization
- Other (please specify)

Answer this question only if you have chosen Community organization for Please tell us how you heard about the survey?

Please tell us which community organization shared information about the survey.

(Required)

Is there anything else you would like to share about how CAT could best serve you?

# Columbia Area Transit Master Plan

Columbia Area Transit

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Provide your email address here to stay informed, learn about upcoming input opportunities, and see survey results. All entries are eligible for a free Gorge Pass drawing every two weeks while the CAT Transit Master Plan Survey is open. Please tell your family,



friends, co-workers, and neighbors!





# CAT Transit Survey



## Help Your CAT Plan for the Future — Take the CAT Transit Survey

Thank you for sharing your time and feedback!

1. Do you currently use CAT?  Yes  No

2. Do you live in Hood River County?  Yes  No

**If yes, in which community do you currently live?**

- Odell & Lower HWY 35 (Near Pine Grove and surrounding rural areas)
- Upper Valley & Upper HWY 35 (Dee and Parkdale and other rural areas)
- Cascade Locks
- Hood River East (East of Rand Road within city limits)
- Hood River West (West of Rand Road and areas just outside of city limits)

**If no, where do you live?** *After answering this question, skip to Question 6.*

- Bingen/White Salmon
- Troutdale
- Mosier
- The Dalles
- Portland
- Other (please specify) \_\_\_\_\_

3. How could future transit services change your community/life? Check *top 3* priorities.

- Help shape the way Hood River County communities grow
- Reduce the demand for parking in some Hood River communities
- Allow people to get around without a car
- Provide a solution to the high costs of housing and transportation
- Build a sense of place and community
- Expand access to the region
- Support the community in an emergency (wildfire, pandemic, weather event, etc.)
- Reduce traffic congestion
- I don't know.
- I don't see a future role for transit in my community/life.
- Other (please specify) \_\_\_\_\_



Continues >

**4. Please tell us what needs to change or improve for CAT to have a greater role in your community/life.**

	Yes	No	Comments
Expanded bus routes			If yes, where would you like transit to take you <i>that you cannot go now</i> ?
Extended days/hours for CAT services			If yes, which extended hours would you like to see? <input type="checkbox"/> Commute times (a.m./p.m.) <input type="checkbox"/> Midday service <input type="checkbox"/> Evening service after 6 p.m. (i.e., 6-10 p.m.) <input type="checkbox"/> Weekend service <input type="checkbox"/> Shift hour service between 10 p.m.–5 a.m.
Frequency of service			If yes, please tell us which route and how often.
More identifiable bus stops along the routes			
Safer ways to get to the bus stop or wait for the bus			If yes, which safety measures would you like to see added? Check all that apply. <input type="checkbox"/> Crosswalks <input type="checkbox"/> Sidewalks <input type="checkbox"/> Lighting <input type="checkbox"/> Other (please specify)
Ability to bring bikes on bus			If yes, what needs to change to make it possible to bring a bike on the bus?
Bike parking near transit stops			
Bike lanes near transit stops			
Improved bus stops			
More transportation options (bike share, car share, etc.)			If yes, what type of transportation options (bike share, car share, Uber/Lyft) and where?

Other comments or suggestions

5. Please tell us where you travel and how often — in and around your community, in Hood River County, and throughout the region. Please note: Responses are required for each activity listed below. Please check N/A if it does not apply to you.

	Daily	Weekly	Monthly	Once or twice/year	N/A
Shopping (grocery, other)					
Work					
School					
Entertainment (restaurants, movies, concerts)					
Recreation (gym, hiking, biking, skiing, sports/sporting events)					
After-school activities					
Travel to events and appointments (e.g., concerts, First Fridays, public meetings, public services: Veterans Services, Sheriff's Office, Social Security)					
Faith-based organizations (church, temple, etc.)					
Medical facilities (doctor offices, health clinics, hospitals)					

6. Please tell us the top 1-2 locations you go on a **daily** basis. Please be as specific as possible (e.g., Work: Insitu in Hood River/White Salmon, School: Hood River Valley High School).

7. Please tell us the top 1-2 locations you go on a **weekly** basis. Please be as specific as possible (e.g., Shopping: Safeway in Hood River, Library: Parkdale).

8. Please tell us the top 1-2 locations you go on a **monthly** basis. Please be as specific as possible (e.g., Entertainment: Downtown Hood River/Portland, Recreation: Mt. Hood Meadows).

9. Please tell us any barriers you experience using CAT.

- Lack of bus shelters
- Lack of bicycle parking
- Lack of accessible platforms
- Lack of sidewalks
- Lack of lighting
- CAT doesn't run where or when I need it to. If **yes**, please tell us where and when you would like to use CAT.

Other (please specify) \_\_\_\_\_

Please help us make sure we hear from all Hood River County communities and surrounding areas, and tell us a little bit about yourself.

**10. What is your age group?**

- Under 18                       25–44                       Over 65  
 18–24                       45–64                       Prefer not to answer

**11. To ensure all community voices are heard in the TMP development, please let us know your race/ethnicity.**

- American Indian or Alaskan                       Asian American or Pacific Islander                       Prefer not to say  
 Black or African American                       Hispanic or Latino  
 Native Hawaiian                       White/Caucasian  
 Other (write in) \_\_\_\_\_

**12. What best describes you?** Check all that apply.

- Employed                       Retired                       Parent/guardian of a K-12 student  
 Currently unemployed                       Student (K-12, high school, higher education)  
 Other (please specify) \_\_\_\_\_

**13. What was your annual household income last year?**

- Less than \$15,000                       \$35,000 to \$49,999                       \$100,000 or more  
 \$15,000 to \$24,999                       \$50,000 to \$74,999                       Prefer not to say  
 \$25,000 to \$34,999                       \$75,000 to \$99,999

**14. Please tell us how you heard about the survey?**

- Hood River Library                       CAT poster/display at local business/event                       Community organization  
 Hood River Valley School District                       Media                      Which one? \_\_\_\_\_  
 CAT communications  
 Other (please specify) \_\_\_\_\_

**15. Is there anything else you would like to share about how CAT could best serve you?**

**16. Provide your email address here to stay informed, learn about upcoming input opportunities, and see survey results.**

- Email address \_\_\_\_\_

*All entries are eligible for a free Gorge Pass drawing every two weeks while the CAT Transit Master Plan Survey is open.*

*Please tell your family, friends, co-workers, and neighbors!*

***Thank you for helping shape future transit services!***



## Encuesta de Tránsito CAT



**Ayúdele a CAT a Planificar para el Futuro — Complete la Encuesta de Tránsito CAT**

¡Gracias por compartir su tiempo y sus comentarios / sugerencias!

1. **¿Utiliza usted actualmente los servicios de tránsito CAT?**  Sí  No

2. **¿Vive usted en el Condado Hood River?**  Sí  No

**De ser así, ¿en cuál comunidad vive usted actualmente?**

- Odell y Lower HWY 35(Cerca de Pine Grove y de las áreas rurales de los alrededores)
- Upper Valley y Upper HWY 35(Dee y Parkdale y otras áreas rurales)
- Cascade Locks
- Hood River East (Al este de Rand Road dentro de los límites de la ciudad)
- Hood River West (Al oeste de Rand Road y áreas justo fuera de los límites de la ciudad)

**De no ser así, ¿dónde vive usted?** *Después de responder a esta pregunta, salte hasta la pregunta 6.*

- Bingen/White Salmon
- Troutdale
- Mosier
- The Dalles
- Portland
- En otro lugar (por favor especifique)

3. **¿Cómo podrían los futuros servicios de tránsito cambiar su comunidad / vida?** Marque **3** prioridades principales.

- Ayudar a dar forma a la manera en que crecen las comunidades del Condado Hood River
- Reducir la demanda de estacionamiento en algunas comunidades de Hood River
- Permitir que la gente se pueda transportar sin necesidad de usar auto
- Facilitar una solución a los altos costos de vivienda y de transporte
- Establecer un sentido de lugar y de comunidad
- Ampliar el acceso a la región
- Apoyar a la comunidad durante una emergencia (incendios forestales, pandemias, eventos climáticos, etc.)
- Reducir la congestión del tráfico
- No lo sé.
- No veo que el tránsito pueda jugar un papel en el futuro de mi comunidad / vida.
- De otra manera (por favor especifique)

**Todas las participaciones son elegibles para un sorteo gratuito de un Gorge Pass cada dos semanas mientras la Encuesta del Plan Maestro de Tránsito CAT se encuentre abierta.**

**¡Por favor dígame a su familia, amigos, compañeros de trabajo y vecinos!**

**¡Gracias por ayudar a dar forma a los futuros servicios de tránsito público!**

[Continua >](#)

**4. Por favor díganos qué necesita cambiar o mejorar para que CAT pueda tener un papel más importante en su comunidad / vida.**

	Sí	No	Comentarios
Rutas de autobús ampliadas			De ser así, ¿Hacia dónde le gustaría que lo transportara el tránsito público <i>donde actualmente no puede ir?</i>
Días / horarios ampliados para los servicios CAT			De ser así, <i>¿qué horarios ampliados le gustaría ver?</i> <input type="checkbox"/> Horarios de viaje (a.m./p.m.) <input type="checkbox"/> Servicios del mediodía <input type="checkbox"/> Servicios vespertinos después de las 6 p.m. (por ejemplo, 6 - 10 p.m.) <input type="checkbox"/> Servicios de fin de semana <input type="checkbox"/> Servicios de cambio de turnos entre las 10 p.m. – 5 a.m.
Frecuencia del servicio			De ser así, <i>por favor díganos cuál ruta y con qué frecuencia.</i>
Paradas de autobús más fácilmente identificables a lo largo de las rutas			
Formas más seguras de llegar a la parada de autobús o de esperar el autobús			De ser así, <i>¿qué medidas de seguridad le gustaría que se agregaran?</i> Marque todas las opciones que correspondan. <input type="checkbox"/> Cruces peatonales <input type="checkbox"/> Aceras / Banquetas <input type="checkbox"/> Alumbrado <input type="checkbox"/> Otra medida (por favor especifique)
La capacidad de subir bicicletas al autobús			De ser así, <i>¿qué debe cambiar para que sea posible subir una bicicleta al autobús?</i>
Estacionamiento para bicicletas cerca de paradas de tránsito público			
Carriles para bicicletas cerca de paradas de tránsito público			
Mejoradas paradas de autobús			
Más opciones de transporte (bicicletas compartidas, autos compartidos, etc.)			De ser así, <i>¿qué tipo de opciones de transporte (bicicletas compartidas, autos compartidos, Uber/Lyft) y dónde?</i>

Otros comentarios o sugerencias

Continúa >

5. **Por favor díganos hacia dónde viaja usted y con qué frecuencia — dentro y alrededor de su comunidad, en el Condado de Hood River y por toda la región.** Por favor tenga en cuenta que: Se requieren respuestas para cada actividad que se indica a continuación. Por favor marque N/A si no le corresponde.

	Diariamente	Semanalmente	Mensualmente	Una o dos veces al año	N/A
Compras (supermercado, otro tipo)					
Trabajo					
Escuela					
Entretenimiento (restaurantes, cines, conciertos)					
Actividades recreativas (gimnasio, senderismo, ciclismo, esquí, eventos de deporte / deportivos)					
Actividades después de clases					
Viajes a eventos y citas (por ejemplo, conciertos, <i>First Fridays</i> (Primer Viernes), reuniones públicas, servicios públicos: Servicios para Veteranos, Oficina del Sheriff, Seguro Social)					
Organizaciones religiosas (iglesia, templo, etc.)					
Centros médicos (consultorios médicos, clínicas, hospitales)					

6. **Por favor díganos los destinos principales 1 - 2 a los que usted va todos los días.** Por favor sea lo más específico posible (por ejemplo, Trabajo: Insitu en Hood River / White Salmon, Escuela: Hood River Valley High School).

7. **Por favor díganos los destinos principales 1 - 2 a los que usted va todas las semanas.** Por favor sea lo más específico posible (por ejemplo, Compras: Safeway en Hood River, Biblioteca: Parkdale).

8. **Por favor díganos los destinos principales 1 - 2 a los que usted va todos los meses.** Por favor sea lo más específico posible (por ejemplo, Entretenimiento: Al Centro de Hood River / Portland, Actividades recreativas: Mt. Hood Meadows).

9. **Por favor díganos acerca de cualquier barrera que usted enfrenta al usar CAT.**

- Falta de marquesinas de autobuses (*bus shelters*)
- Falta de estacionamiento para bicicletas
- Falta de plataformas accesibles
- Falta de aceras / banquetas
- Falta de alumbrado

CAT no cuenta con servicio hacia donde yo necesito ir o cuando yo lo necesito. De ser *así*, por favor díganos dónde y cuándo desea utilizar CAT.

Otra opción (por favor especifique) \_\_\_\_\_

[Continúa >](#)

Por favor ayúdenos a asegurarnos de recibir comentarios / sugerencias de todas las comunidades del Condado Hood River y sus alrededores, y díganos un poco acerca de usted.

**10. ¿A cuál grupo de edad pertenece usted?**

- Menor de 18 años
- 18 – 24

- 25–44
- 45–64

- Mayor de 65
- Prefiero no responder

**11. Para garantizar que se escuchen todas las voces de la comunidad en el desarrollo del Plan Maestro de Tránsito (TMP), por favor cuéntenos acerca de su raza / etnicidad.**

- Indio Americano o de Alaska
- Negro o Afroamericano
- Nativo de Hawaii

- Asiático Americano / Isleños del Pacífico
- Hispano o Latino
- Blanco/ Caucaásico

- Prefiero no responder

Otra (escribir) \_

**12. ¿Qué le describe mejor a usted?** Marque todas las opciones que correspondan.

- Empleado
- Actualmente desempleado

- Jubilado
- Estudiante (K-12, de escuela preparatoria (high school), educación postsecundaria)

- Padre de familia /tutor legal de un estudiante de K-12

Otra (por favor especifique) \_

**13. ¿Cuáles fueron sus ingresos anuales familiares el año pasado?**

- Menos de \$15,000
- \$15,000 a \$24,999
- \$25,000 a \$34,999

- \$35,000 a \$49,999
- \$50,000 a \$74,999
- \$75,000 a \$99,999

- \$100,000 o más
- Prefiero no responder

**14. Por favor cuéntenos cómo se enteró de la encuesta.**

- Biblioteca de Hood River
- Distrito Escolar Hood River Valley
- Comunicaciones de CAT

- Póster/cartel de CAT en empresa/evento local
- Medios de comunicación

- Organización comunitaria ¿Cuál? \_

De otra manera (por favor especifique) \_

**15. ¿Hay algo más que a usted le gustaría compartir acerca de cómo CAT podría servirle mejor?**

**16. Facilite su dirección de correo electrónico aquí para mantenerse informado, para obtener información acerca de las próximas oportunidades de aportar opiniones/sugerencias y para ver los resultados de la encuesta.**

Correo electrónico\_