

## Wasco County Public Transportation Advisory Committee

The Dalles Transit Center, 802 Chenoweth Loop Road, The Dalles

In-person at MCEDD OR Via Zoom (see bottom of agenda)

Thursday, October 28<sup>th</sup>, 2021

9 a.m. to 10:30 a.m.

TOPIC	TIME	ITEM
Call to Order		
Minutes <i>July 29, 2021</i>	5 Minutes	Approve
Transit Development Plan <ul style="list-style-type: none"><li><i>Consultant presentation of transit needs and draft service opportunities</i></li></ul>	40 Minutes	Information/Discussion
Staff Updates <ul style="list-style-type: none"><li><i>Welcome Sara – New Mobility Program Manager and Travel Trainer</i></li><li><i>STIF Projects – 2022 Gorge Pass Release November 1<sup>st</sup></i></li><li><i>Gorge Transit Strategy II update</i></li></ul>	20 Minutes	Information
Link Report <ul style="list-style-type: none"><li><i>New service between The Dalles and Hood River with stops in Mosier</i></li></ul>	15 Minutes	Information
Adjourn		

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**WASCO COUNTY PUBLIC TRANSPORTATION ADVISORY COMMITTEE**  
**THURSDAY, Thursday, July 29, 2021**  
**MCEDD Conference Room with ZOOM Teleconference Option**

*COMMITTEE MEMBERS:* Louise Sargent via ZOOM, Jim Holycross via ZOOM, Jesus Mendoza

*STAFF:* Kate Drennan (Deputy Director of Transportation), Jill Brandt (Administrative Assistant)

**CALL TO ORDER/INTRODUCTIONS**

Jim Holycross called the meeting to order at 9:08 a.m. A quorum was not present.

**MINUTES**

**Louise Sargent motioned to approve** the minutes of the May 20<sup>th</sup> meeting as presented. Jesus Mendoza seconded the motion. All voted in favor, and the motion carried.

**TRANSIT DEVELOPMENT PLAN**

Kate Drennan introduced this topic with an overview. This Plan recently began with funding from a grant for long range transit planning for The Link. The first presentation to the project's advisory committee occurred in the past month and is now being presented to this committee to encourage PTAC's participation with the project.

The Transportation Development Plan (TDP) will examine all aspects of the County's public transit system including services provided (fixed route, shuttles and demand-response) and capital investments (adding shelters, adding technologies to make riding better, communications between buses and dispatch). The Plan will provide a coordinated vision for transit that includes connecting to other regional transit services. The Link is partnered with Wasco County and provides services within the county, but also wants to be sure that riders can connect with other services outside of the county. The Plan also includes a vision and implementation strategies. It will involve an assessment of existing conditions, travel patterns, rider needs, community feedback, and land use context. Kate reminded the committee that offering transit service is only half of the equation. Land use patterns such as the location of housing and employment will also impact where routes and stops are located. The plan will also include evaluation metrics to track progress toward meeting the vision. Kate added that the planning processes will look at near term, mid-range and long term plans and investments.

Kate then described the stages of the plan (shown on meeting room screen and included in the packet). She talked about opportunities for engagement, including ways that the PTAC members can provide feedback and impact the Plan. She explained that the Advisory committee for this plan is open to attendance from this committee and extended the invitation to participate. Louise and Jim both asked to be on the email list to receive updates, but neither was interested in participating personally on another committee. Kate also explained that all public comment is available through public surveys. The planning process includes presentations at project milestones offered for committee feedback and time for public feedback.

Kate then went into detail about the project's outreach. Avenues for outreach include public presence on MCEDD's website and regular social media postings. There is also an onboard survey being given to riders – completed surveys win riders a free ride ticket. Onboard surveys are important to learn from the riders what the needs and expectations are for local area public transit. The survey is also posted online to be open to feedback from the whole public, so that folks who currently do not ride also have opportunity for feedback and input to the plan. The Survey is currently open for submissions for one more week. The plan involves direct feedback opportunities at stakeholder presentations, 1:1 phone calls from consultants to determine needs of populations, as well as planning Open House sessions both online and in person periodically over the next year.

Louise Sargent expressed interest in taking the survey. Kate offered to email the link to her directly.

Kate then gave a report on the Survey Findings to date. She noted that 24 surveys have been collected from riders so far, and 12 online surveys have been completed. Kate added that Consultants are reviewing past planning efforts that might prove helpful in the current process. Kate paused for questions from the committee. None were noted.

The presentation continued with the takeaways of what has been learned so far. Key populations and density to support transit service have both been identified within the county as centered around The Dalles, Rowena and Maupin. Kate added that although it is difficult to be cost effective for transit to serve low density areas, The Link serves many small communities in the county with both dial a ride and shuttle service. The plan will also incorporate commute analysis: home and work locations to find out: How many people commute in the county? How many live and work in same area? Kate explained that local commuters are the best served population. In Wasco County, approximately 6000 people live and work within the county. In addition, CAT runs a daily shuttle service from Hood River to The Dalles for the commuters between the two cities.

Next up on the screen is a map of The Dalles showing The Link's current services, with solid lines indicating the fixed routes and dots indicating where dial a ride serves. Kate explained that the blue route information portrayed is not current, that it does now connect. The Red route solid line loops around downtown with a dashed part that shows the route coming back to the transit center. This is dashed because the route does not come to the transit center on every loop. Also indicated are places where riders can link up to other transit services. The Transit Center has stops for both CAT (Columbia Area Transit) and with MATS (Mt Adams Transportation Service). There are currently twelve transit stops in The Dalles. Each of the twelve stops has some infrastructure: some are just signs, some have bus shelters, about half of the stops have benches, four stops have trash cans, and one is located at a park and ride lot. Kate explained that adding infrastructure requires a long planning and permit process.

Next up in the presentation was a map of regional transit services that the Translink Alliance has been working to update. The Alliance has been active and effective in creating connections between all the Gorge communities with the new GORge Pass program. The GORge Pass is a new annual pass for \$30 with unlimited rides on all fixed routes with all four regional transit

providers. On The Link, the Gorge Pass unlimited rides can be used on fixed routes only. This program provides an integrated fare across the whole system at great value. The Alliance's goal is to continue to provide better connections and services for people to ride throughout the region.

Demographic data was presented for The Dalles and wider Wasco County. The Link's Ecolane software data shows who is riding The Link buses. Data shows that a much larger percentage (proportional to the whole population) of riders are people over 65. This makes sense because most regulars who are using The Link are going for medical appointments. Disabled riders as a percentage of the population are proportional. The 18 years and under category currently has very low ridership, and this population is targeted for marketing. The Data helps planners to understand that there is more of young group to capture. A map showing actual pickups and drop offs from the Ecolane data with the route map superimposed over it shows where the fixed routes correlate to the overall rides that are occurring. This map shows trips going to hospitals and clinics. This data helps planners to see where riders are in need – possible sites for new stops. Planners also are looking at data showing what people have been using The Link's service for over the past 3 years. Data shows more use for personal miscellaneous and not work commuting. Compared to the 2019 data, in 2021 work trips are showing to be much higher as a percentage of total rides on the fixed routes. This is also due to the fact that fixed route service has expanded greatly since 2019. For people who are not transit dependent, work commute is usually the main purpose for regular use of transit, mostly because people need to know only one piece of timing and one pickup/drop off spot. Data also shows that medical trips have grown since 2019, which is not surprising as The Link has promoted its service to Covid vaccine clinics and Covid testing sites with free rides.

Kate gave a general overview of past ridership numbers per month. In 2019 the fixed routes were established, so these pre-pandemic numbers indicate both fixed and dial a ride numbers. 2020 showed strong ridership at the year's start with a huge slowdown when the pandemic hit. Data then shows ridership coming back slowly. Currently The Link has recovered ridership back to pre-pandemic numbers. Kate then went on to describe the transit service assessment, noting that most rides' duration is generally less than 10 minutes (4-10minutes). Longer trips indicated are for south county services to Dufur and Maupin. On this graphic, the distance of trips generally less than 10 miles (3-9 miles) appears as a big cluster, and most of these trips occurred within The Dalles. Also shown is the number of trips for 1 mile or less. Time of day data is also important so that The Link can be staff efficiently. Most trips are occurring at the peak of day between 10am and 2-3pm. Mid-day peak trips are generally for medical or groceries. The upper right slide shows the days of week and indicates that rides are spread evenly across the week. Saturday shows as lower corresponding to the lack of fixed route service on Saturday. Mondays and Wednesdays are higher, due to the shopping trip service offered on these days, with Wednesday showing the highest number of rides with shopping trips and other services people take.

The next slide data shows cost per ride for our services and compares to other transit systems. Kate noted that this data is old, and that The Link was on par with sister transit agencies at the time that this data was collected. She added that costs may have come down with the local fixed route service, and that it continues to be comparable to other transit services. While the cost

comparison information is generalized, the consultants use it to see if there are major red flags in operating costs, but that is not the case for The Link.

Kate ended the presentation with questions for the committee: Does the committee have any input for the planning process? What is best way to engage the public in this process?

Jim Holycross suggested a mailing. Louise Sargent questioned if the cost for a mailing would be prohibitive, and has the project purchased a bulk mailing for the area? Kate was not aware of any bulk mailing permits purchased for this project, adding that the project consultants did not add a cost for mailing in the budget. Because the project started during Covid, most budgeted outreach is for online engagement through the website, email, or video meetings. Kate then suggested that perhaps the project could partner with the county utilities; she has seen this work well with transportation projects in the past. She made a note to investigate this option further. Kate offered the idea of an in person open house, which gives opportunity for people get the most information and to provide input. Perhaps combining these ideas to announce an open house opportunity with the mailing.

Louise noted that this is mostly directed at the main population living in Northern Wasco County. She wanted to be sure to include other sections of the county in all facets of the planning. Jim noted that there is very little interest in transit riding out in South County, and that it will be an uphill battle to increase ridership outside of the main population centers. Louise suggested distributing the survey to stores in the southern county. Jim stated that Shaniko and Antelope could be served but that ridership levels are not sufficient to cover costs. Kate noted that CET (Madras area transit) serves some of that area because many people go to Madras for medical and shopping, not The Dalles. Jim also suggested putting announcements and survey links into the mayor's newsletter in Maupin.

### **STIF PROJECT UPDATES**

Kate Drennan reported on current STIF projects: The Link's fixed route service continues to rebound from Covid. There is increased activity with High School transit training and free passes, with a transition to using student ID rather than tickets when boarding for a ride. The Link continues to actively pursue increasing ridership among High School students. With regular in person classes resuming in the fall term, The Link hopes that ridership will increase. Kate added that Spanish outreach has accelerated in the past few months, crediting Jesus' connections and language skills. The Link's bus driver also received a wage increase effective July 1st.

Kate the updated the committee with information on a new low-income pass program called Transit Connect. This program allows The Link to give out free ride passes, single trip dial a ride passes, and free annual GORge passes to low-income population in need of transit service. To get these passes out, The Link is partnering with One Community Health, Haven House, Pallet Housing shelter, Mid-Columbia Housing council and other community-based organizations. The partnership works with these organizations to request passes from The Link, they receive the free passes and in turn can give them out to low-income community members

that they work with. This is a new program funded by a grant from the Hood River Health Council.

Kate explained to the committee that with the end of the grant cycle ending June 30<sup>th</sup>, the regularly scheduled shuttle service to Celilo Falls ended. The shuttle had only one regular rider, which was insufficient ridership to renew the grant. Kate explained that The Link is still servicing that individual with dial a ride. Continuing marketing efforts by Jesus on radio and on video down at Farmers Market have been successful. On social media, The Link's Facebook page and Instagram are both active. Kate and Jesus continue to find ways to get information about The Link out to the younger local crowd. The Farmers Market service is still in effect and giving people rides on Saturdays with dial a ride. Kate added that The Link plans to add a Saturday fixed route next summer to increase service.

Any questions on STIF program updates? No.

Kate moved on to the new STIF formula plan grant that funds continuing dial a ride and fixed route services as well as maintaining buses. The update on the five new buses that are purchased with grant funds: one is received and starting in service today. The Link is still waiting for the other four to arrive. Jim asked if these buses are purchased with federal money. Kate replied that it comes out of ODOT money, which likely have some federal funds as part of it.

The update on bus shelters: there are currently two in progress, one by the Port and one at The Next Door. The Link continues to look for two new areas and getting the permitting in place.

Kate then updated the committee on the new travel trainer position that will be shared with CAT. The Travel Trainer will conduct outreach with low-income communities and offer trainings to teach people how to ride. This will include developing programs with organizations like The Next Door, so that there will be trained staff within these organizations to help their clients be comfortable and knowledgeable about transit options. Kate added that a Spanish speaker would be ideal for this position. The Employment ad for this position is currently out in the community.

Jim and Louise concur that Maupin and Pine Grove could benefit from this trainer!

## **LINK REPORT**

Kate and Jesus reported to the Committee on The Link operations: The GOrge Pass started at the beginning of this month, and The Link continues to promote and sell tickets. Part of the GOrge Pass program is an Equity Fund. Kate explained that \$1 from every pass purchase goes to the Equity Fund, and there is an effort to get corporate and business donations into the Equity fund. The equity fund will help to support the Transit Connect (low-income pass program), distribute passes to organizations on underserved and communities of color, and as direct donation to search and rescue in the Gorge.

There are marketing campaigns focused on both Gorge residents, Portland residents, and employers in both The Gorge and Portland Metro Area. The current pass is good until Nov 1. At that time, we will begin selling the 2022 pass which will be good for a calendar year.

Two new drivers have been hired! The first starts next week and the second a few weeks after that. Jesus has been doing both driving and dispatch to cover gaps in staffing. A third hire is now in process. These hires will replace the two drivers that moved away earlier in the summer. The third hire may allow for an expansion of service. The Link has current grant funding to expand service, but not enough staff to operate vehicles.

Kate reported that The Link participated in 4<sup>th</sup> July Parade. Jesus drove, Jessica handed out new schedule cards and gave out ALL of them!

Kate then reported an error on the ridership numbers on the last page of the report. The total service miles are correct, but the total distribution between two services is not correct. The Demand responses total of 21,422 and the fixed route rides total of 16,000 are correct numbers.

Jesus commented that a change in the transit development plan currently under consideration is to add another fixed route that goes in the opposite direction. Right now, people must ride all the way around to get back to where they started. If a reverse loop service were in effect, this would greatly decrease the wait time and people would not have to wait and ride all the way around to get back to their origin.

Louise and Jim both compliment Kate and Jesus' work. Both agreed that Jesus' marketing efforts are well done. Kate related a fun marketing idea that one of the drivers came up with: to publish an ad in the paper (Columbia Gorge News) that would serve as a free ticket to one of our services. This is a very solid way to evaluate how well marketing in the paper works.

### **ADJOURNMENT**

Meeting was adjourned at 10:16 a.m.

*Respectfully submitted by Jill Brandt, Administrative Assistant*

# Wasco County Transit Development Plan

PTAC #2

October 28



# Agenda

- Project and Schedule Overview
- Outreach and Survey Findings
- Unmet Needs and Transit-Supportive Strategies
- Evaluation Framework
- Draft Future Service Opportunities
- Next Steps

# Project and Schedule Overview



	1 - Project Initiation and Existing Conditions	Spring/Summer
	2 – Transit Needs and Transit Supportive Development	Summer
	<b>3 – Evaluation of Future Service Opportunities</b>	<b>Fall</b>
	4 – Transit Goals, Policies, and Service Design	Winter
	5 – Draft TDP	Winter/Spring
	6 – Adoption	Spring

2021

2022

# Identifying Unmet Transit Needs



**Review prior planning documents** to bring forward needs established from other planning processes



**Provide onboard and online surveys** to understand existing transit use and needs



**Conduct direct stakeholder outreach** to understand needs of hard-to-reach populations



# Needs Summary



**Improve Efficiency  
of Route Service**



**Increased Frequency**



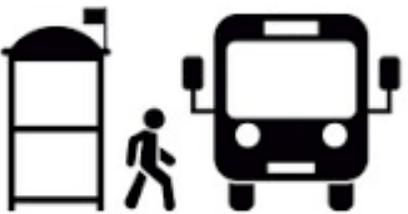
**Extended Service Hours**



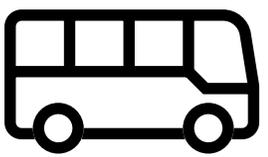
**Weekend Service**



# Needs Summary



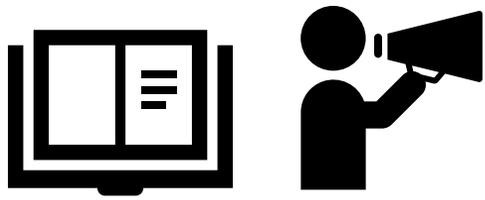
**Bus Stop Amenities and Access**



**Update Vehicle Fleet**



**Update Tools and Technology**



**Education and Marketing**

# Unmet Needs and Transit-Supportive Strategies (Memo #2)

- Introduction
- Population Needs
- Existing Land Use Conditions and Future Needs
- Needs Established from Other Planning Processes
- Consolidated Needs and Transit Markets
- Priority Transit Corridors
- Transit-Supportive Policies and Development Requirements
- Conclusions and Next Steps

# Transit- Supportive Development Strategies



## Transit Service Provider Goals



**Customer-Focused  
Services**



**Accessibility  
& Connectivity**



**Coordination**

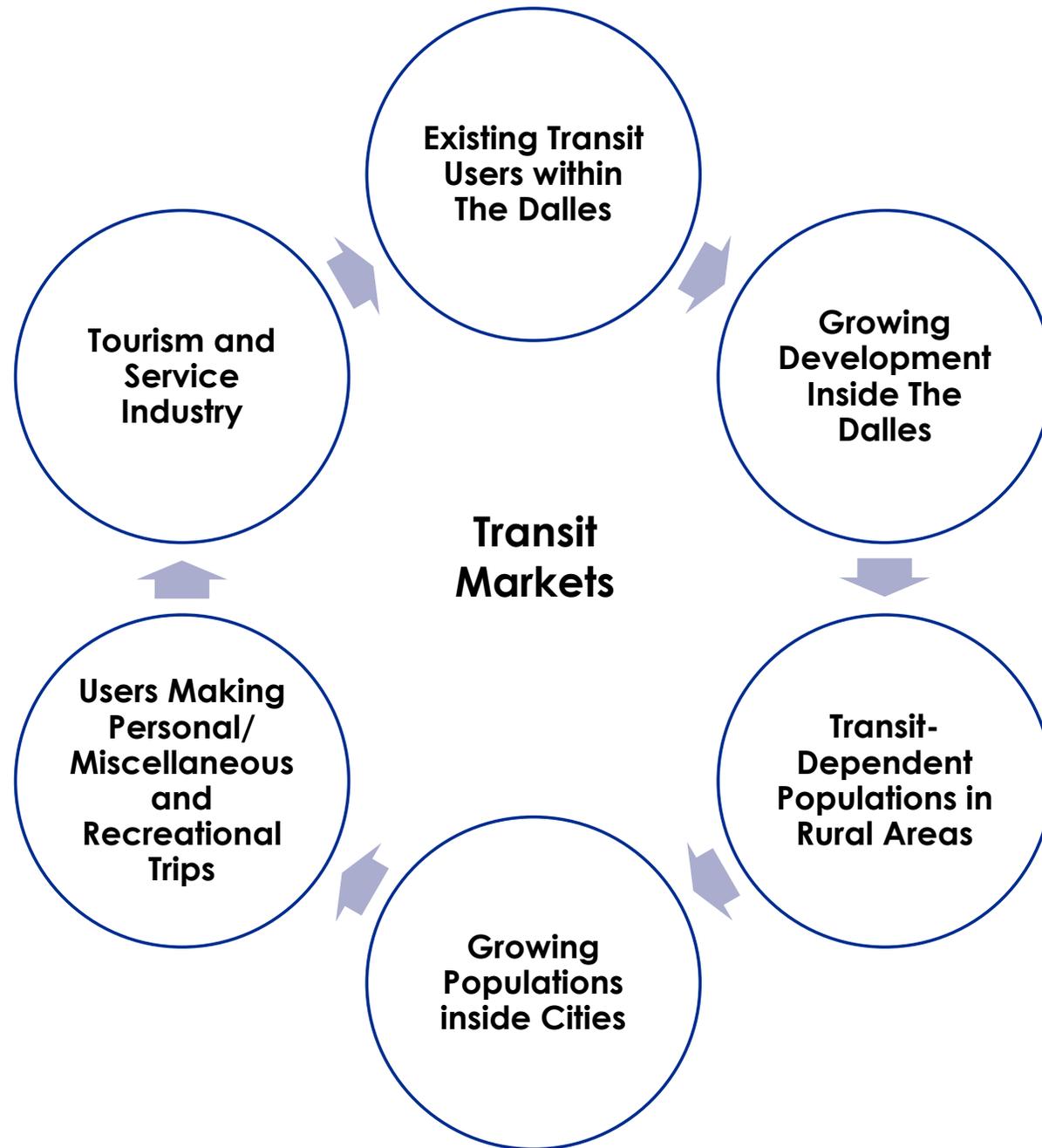


**Health**



**Sustainability – Environmental,  
Economic, & Fiscal**

# Transit Markets



# Service Types to Address Transit Market Needs

Transit Market	Local Fixed-Route	Shuttle/Deviated Fixed-Route	Intercity/Express	Vanpool	Demand-Response
<b>Existing Transit Users within The Dalles</b>	Potential	Existing	-	-	Existing
<b>Growing Development inside The Dalles</b>	Potential	Existing	-	-	Existing
<b>Transit-Dependent Populations in Rural Areas</b>	-	Existing	-	-	Existing
<b>Growing Populations inside Cities (Antelope, Dufur, Maupin, Mosier, Shaniko, The Dalles)</b>	-	Existing	Existing (CAT)	Potential	Existing
<b>Users Making Personal/Miscellaneous and Recreational Trips</b>	Potential	Existing	Existing	Existing (private)	Existing
<b>Tourism and Service Industry</b>	Potential	Existing (private)	Existing (CAT)	-	Existing



Will be used to understand the pros and cons of service opportunities



Based on goals, potential funding criteria, and data availability



Additional criteria will be identified for long-term performance monitoring as part of the TDP

# Evaluation Criteria

# Evaluation Framework: Customer-Focused Services

Criterion	Measures
Customer-Focused Services	<ul style="list-style-type: none"> <li>• Service Frequency</li> <li>• Service Span</li> <li>• Geographic Coverage</li> </ul>
Accessibility and Connectivity	<ul style="list-style-type: none"> <li>• Bicycle and Pedestrian Connections</li> <li>• Population within ¼ Mile of Transit Route or Service</li> <li>• Employees within ¼ Mile of Transit Route or Service</li> <li>• Transportation-Disadvantaged Populations within ¼ Mile of Transit Route or Service</li> </ul>
Coordination	<ul style="list-style-type: none"> <li>• Connections to Other Routes/Providers</li> </ul>
Health	<ul style="list-style-type: none"> <li>• Access to Health-Supporting Destinations</li> </ul>
Sustainability	<ul style="list-style-type: none"> <li>• Rides per Hour, Cost per Ride</li> <li>• Total Capital Costs</li> <li>• Total Annual Operating Costs</li> </ul>

# Draft Future Service Opportunities

- Introduction
- Needs Summary
- Assumptions for Future Service Opportunities
- Future Service Opportunities Evaluation
- Funding Scenarios
- Fiscally Constrained and Unconstrained Recommendations
- Next Steps

# Routing Opportunities

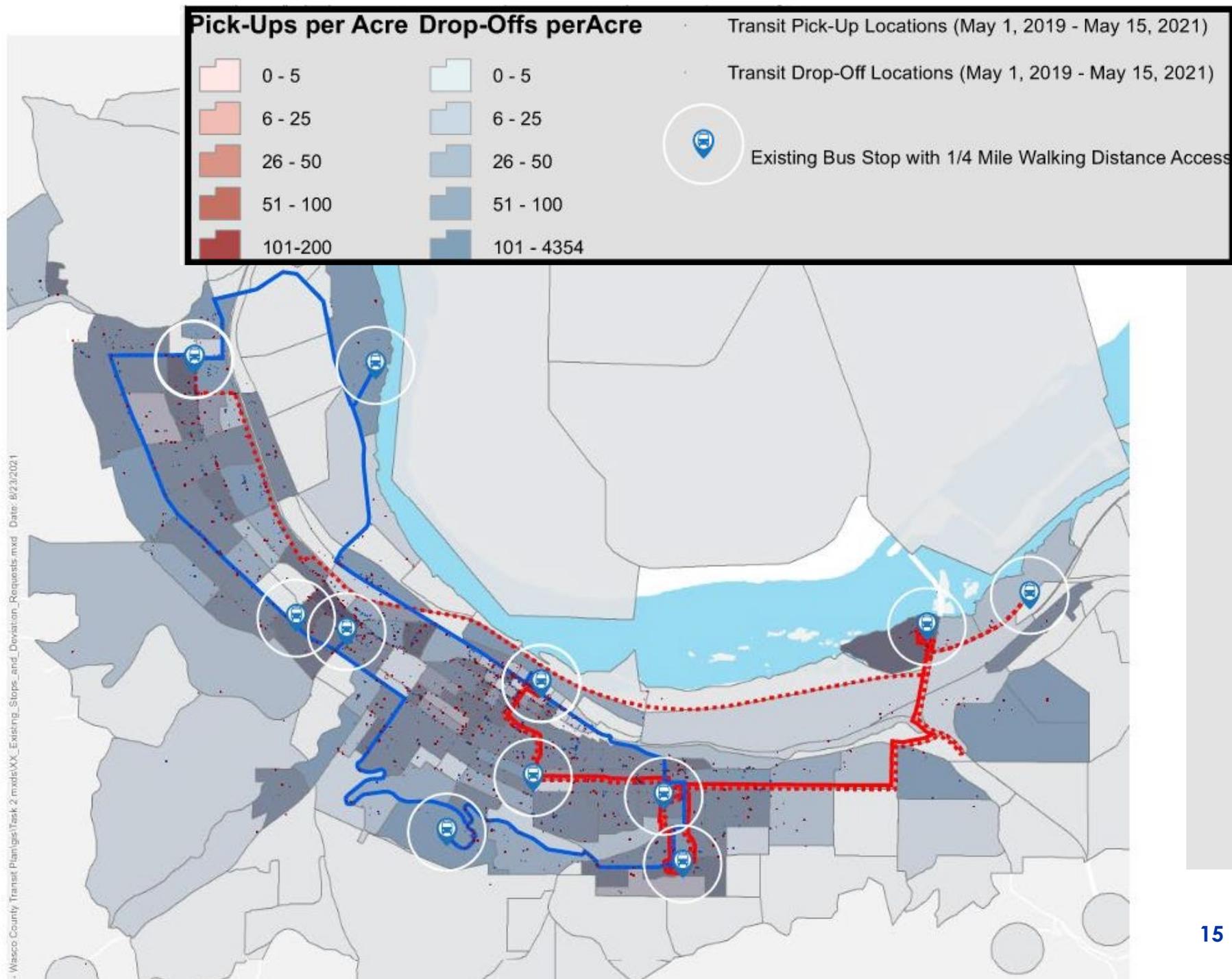
## Updates to Existing Routes

1. Add stops to the Blue Line
2. Add a clockwise version of the Blue Line
3. Convert the Blue Line from a counterclockwise loop to a figure-8 loop
4. Convert the Blue Line to an out-and-back line and add stops
5. Convert the Red Line from a loop to an out-and-back line and add stops – Option A
6. Convert the Red Line from a loop to an out-and-back line and add stops – Option B

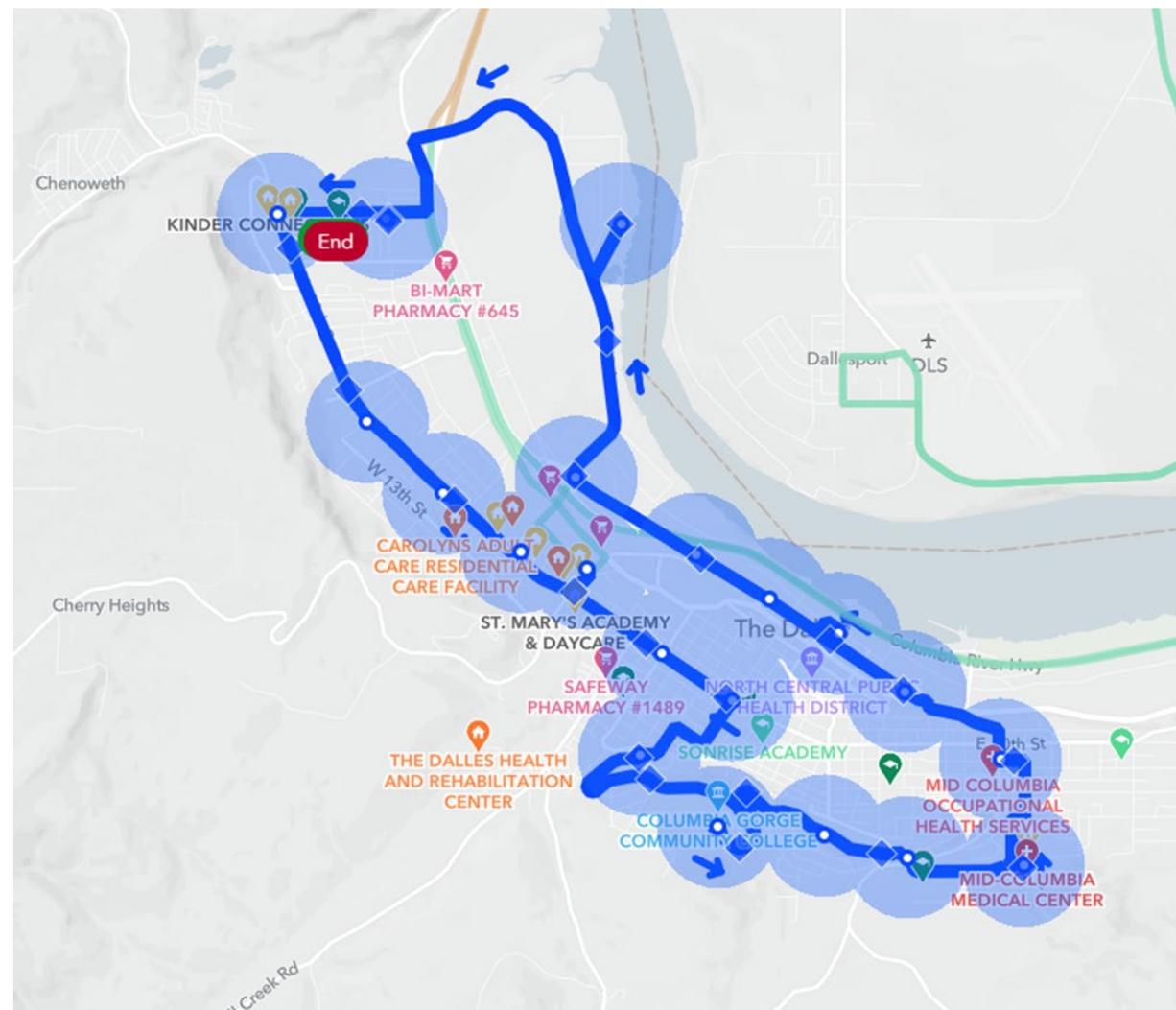
## Creation of New Routes

1. New out-and-back route in The Dalles (via 10th Street)
2. New out-and-back route in The Dalles (via 6th Street)
3. New out-and-back route to Madras
4. New out-and-back route to Maupin

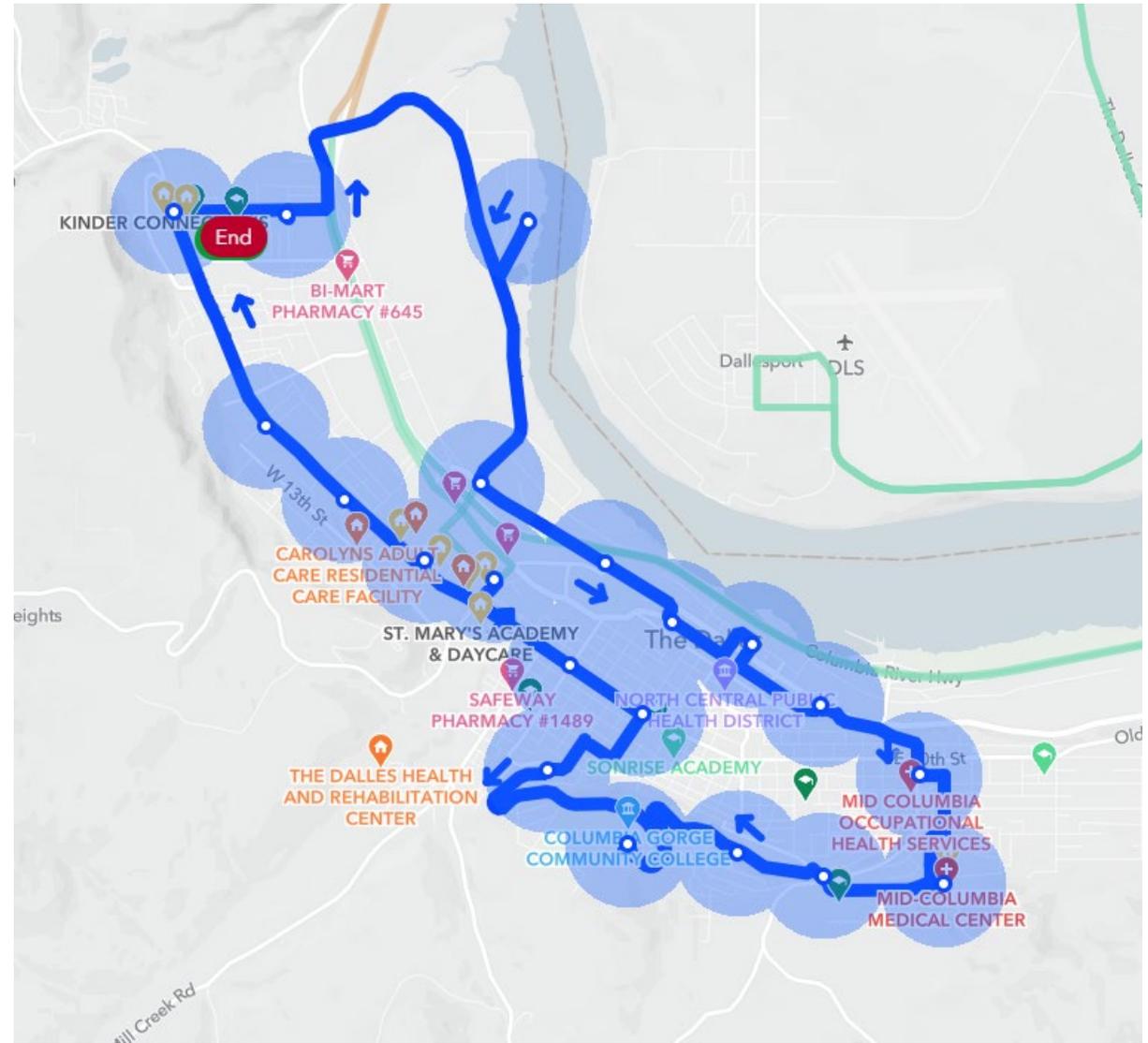
# Existing Access to Transit Stops



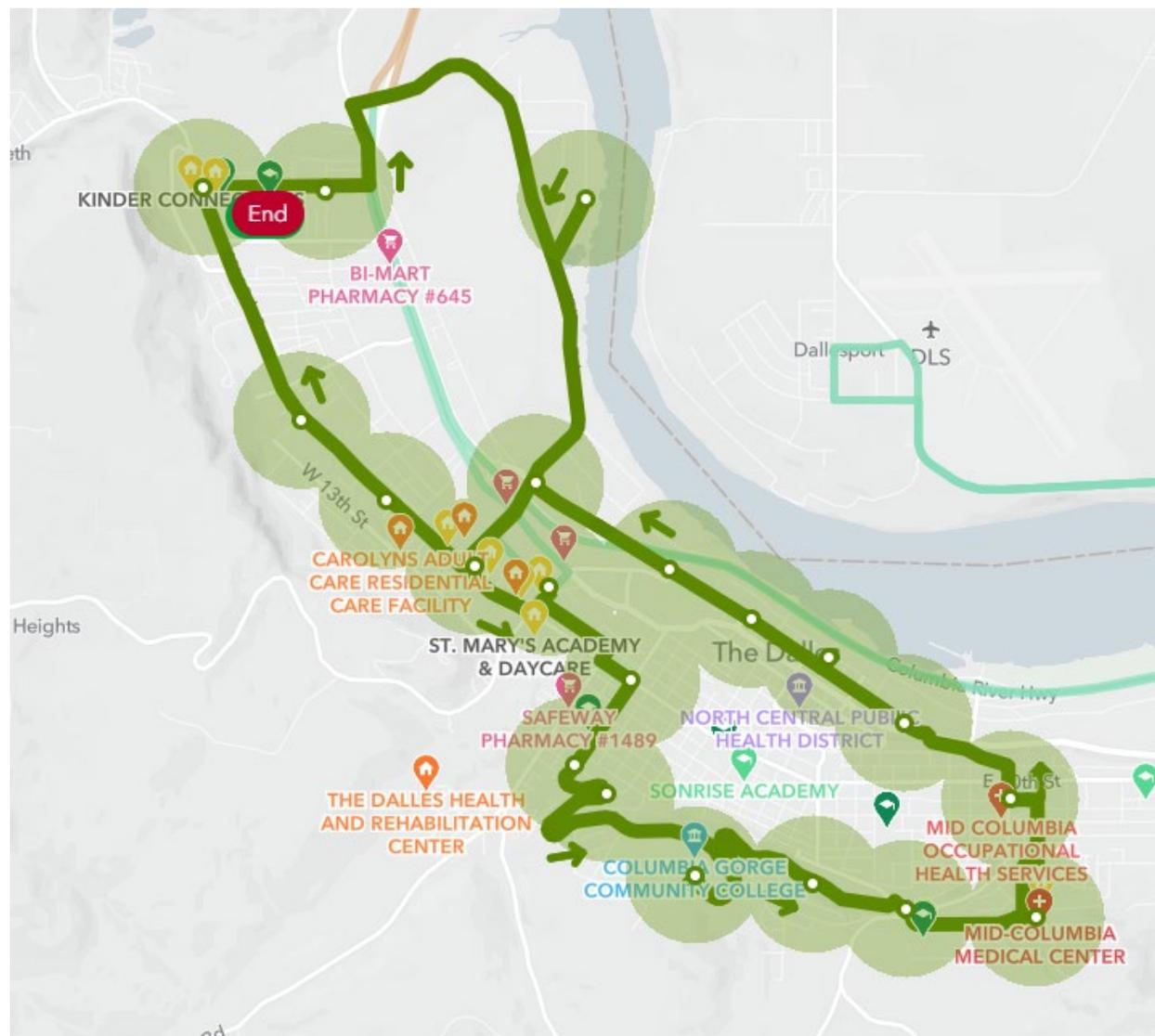
# Add Stops to Blue Line



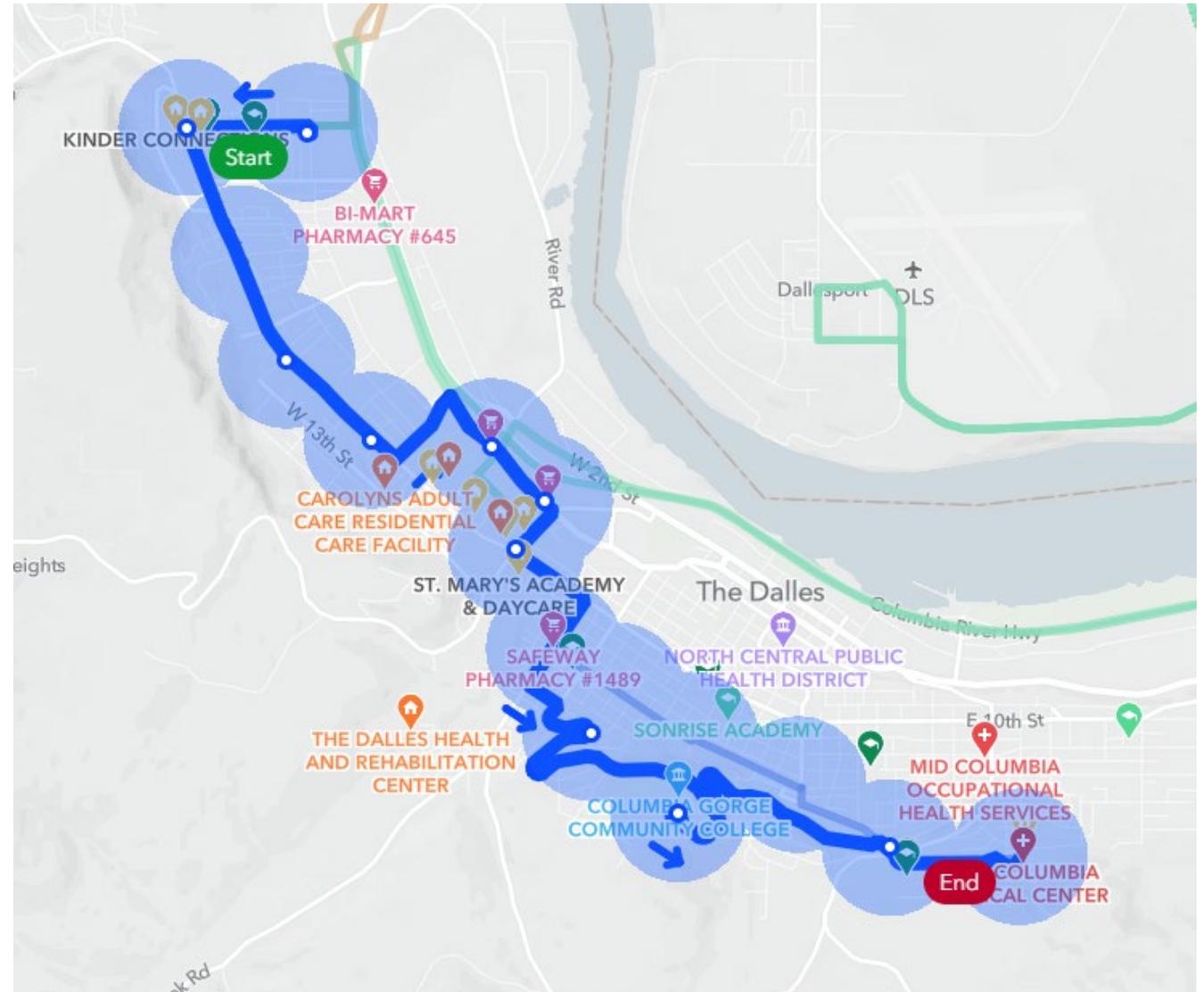
# Add Clockwise Version of the Blue Line



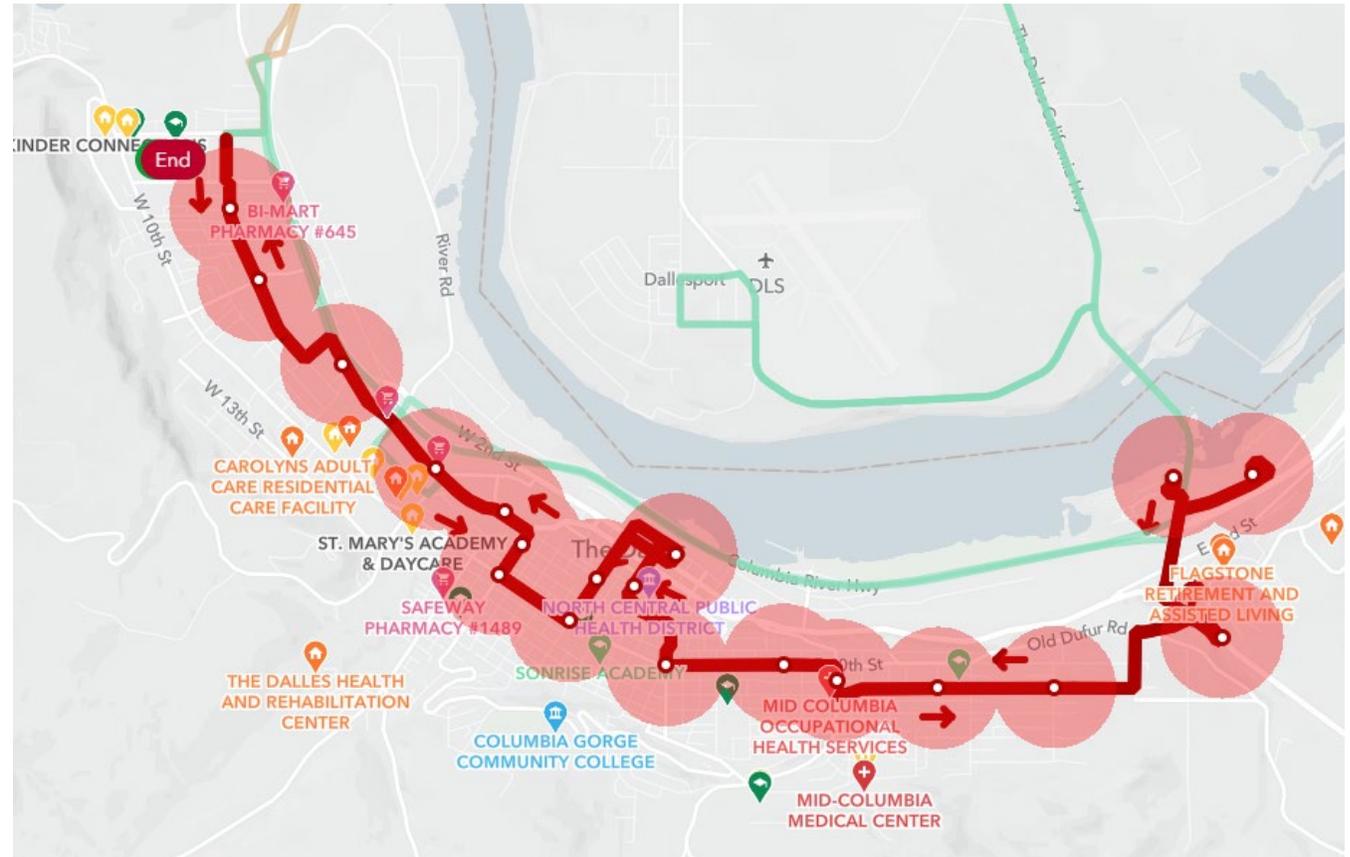
Convert the Blue Line from a Counterclockwise Loop to a Figure-8 Loop



Convert the Blue Line to an Out-and-Back Line and Add Stops



# Convert the Red Line from a Loop to an Out-and-Back Line and Add Stops – Option A



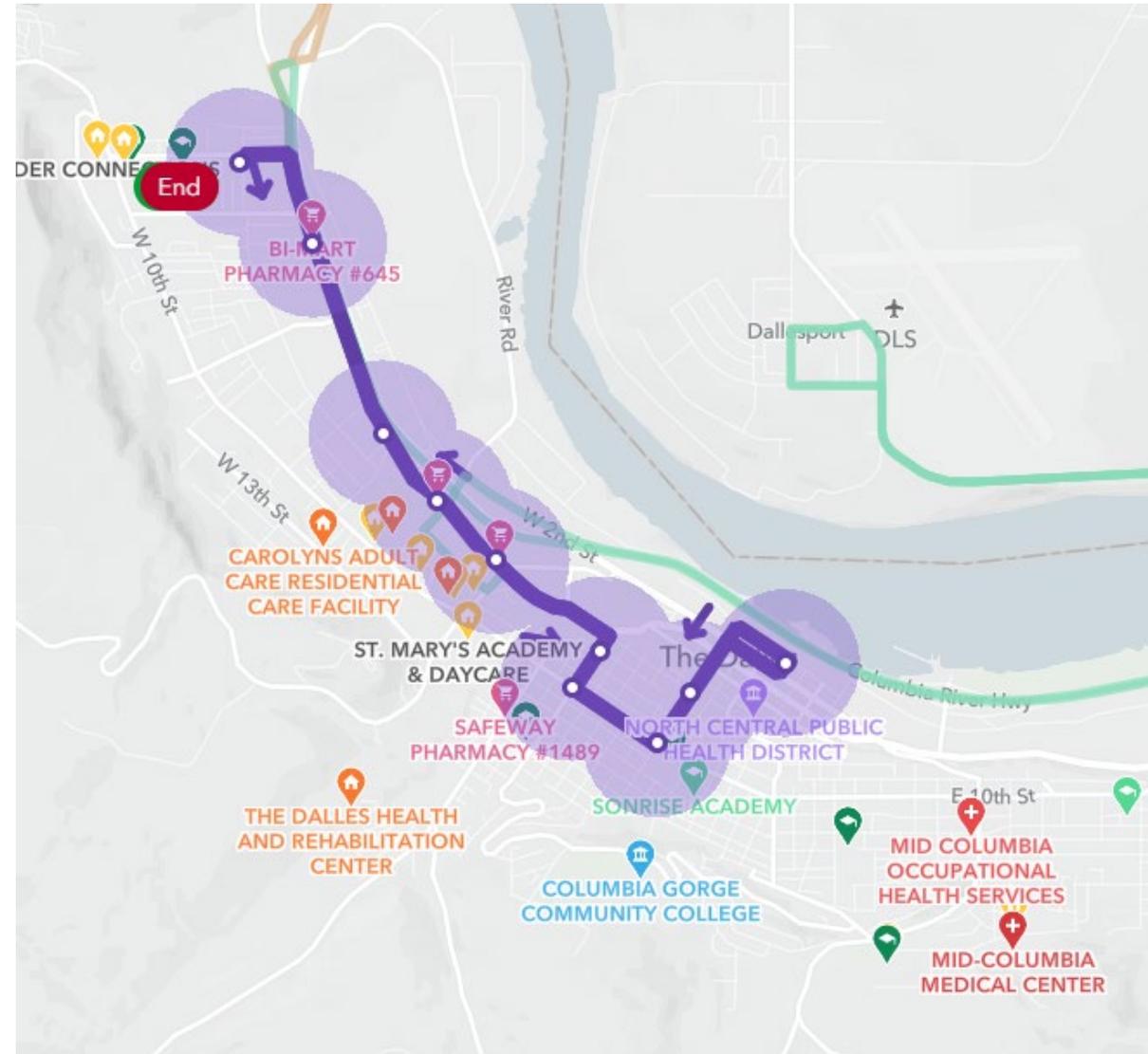
# Convert the Red Line from a Loop to an Out-and-Back Line and Add Stops – Option B



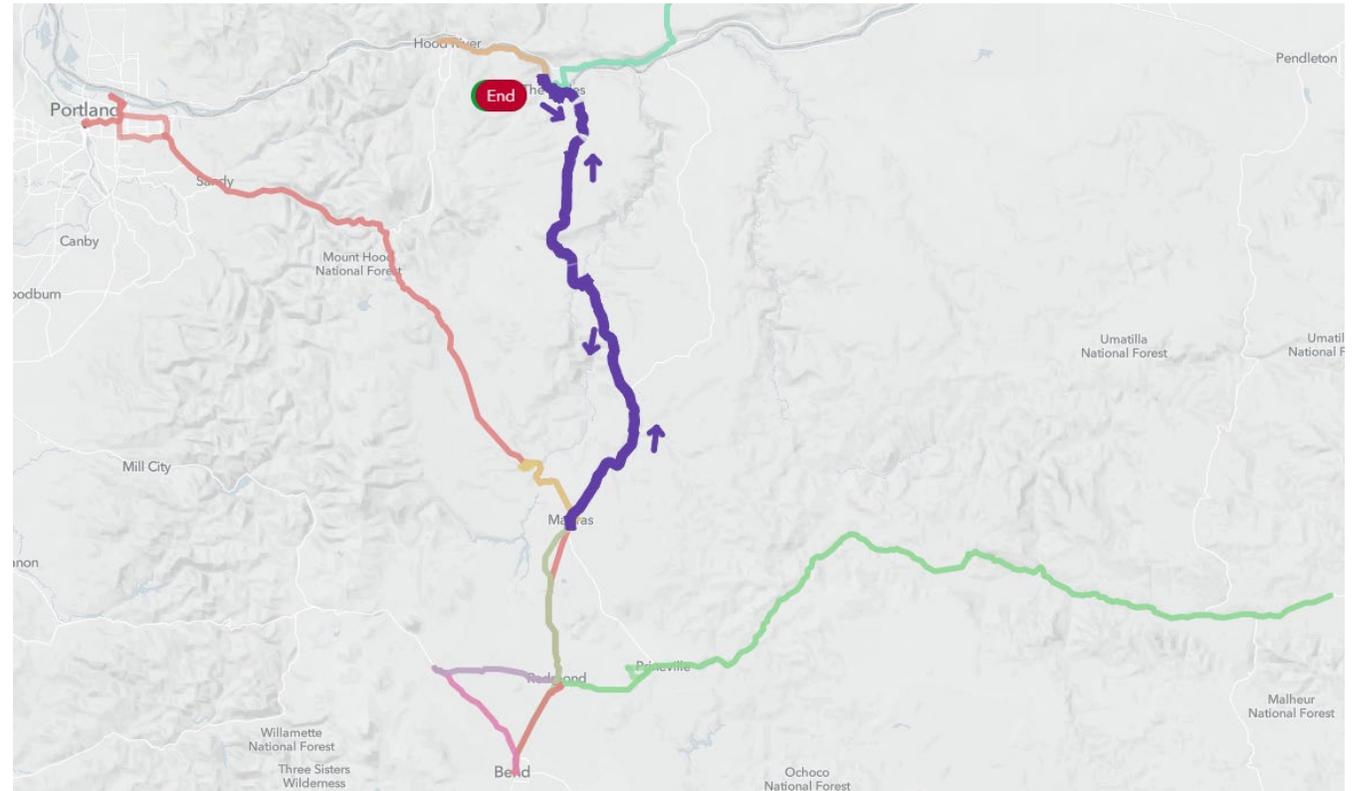
# New Out-and-Back Route in the Dalles (via 10th Street)



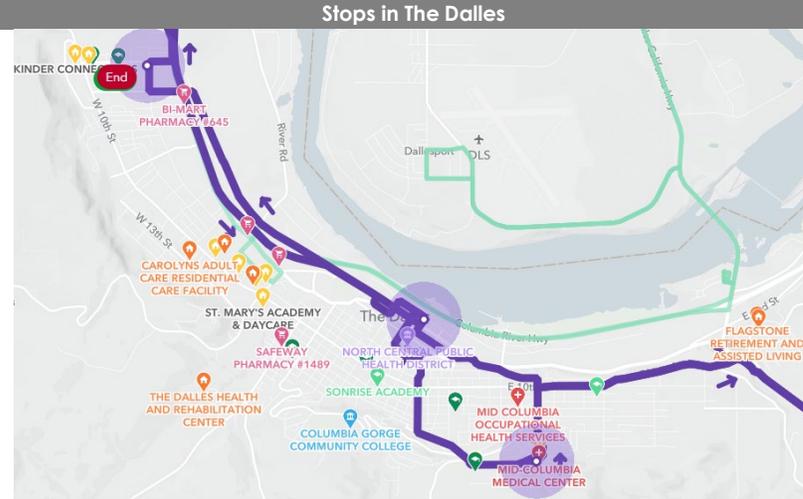
# New Out-and-Back Route in the Dalles (via 6th Street)



# New Out- and-Back Route to Madras

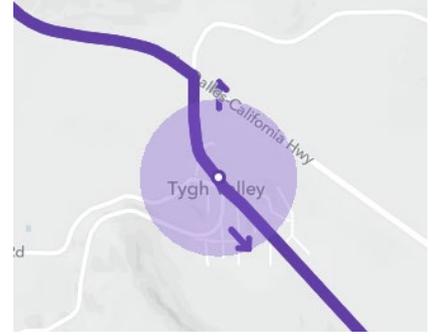
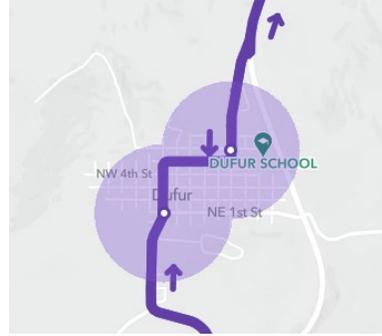


# New Out-and-Back Route to Madras



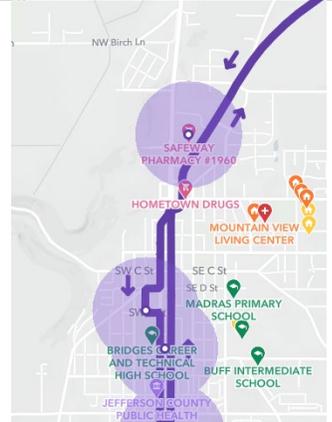
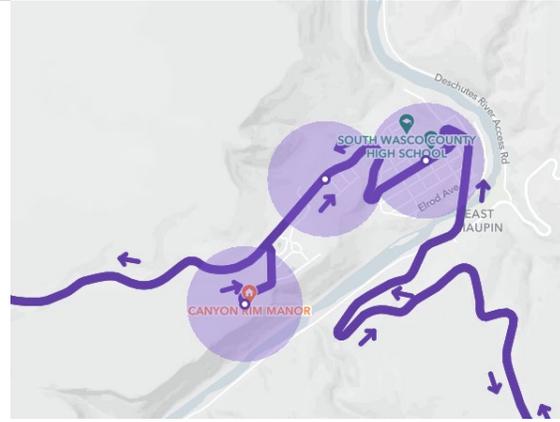
Stops in Dufur

Stop in Tygh Valley

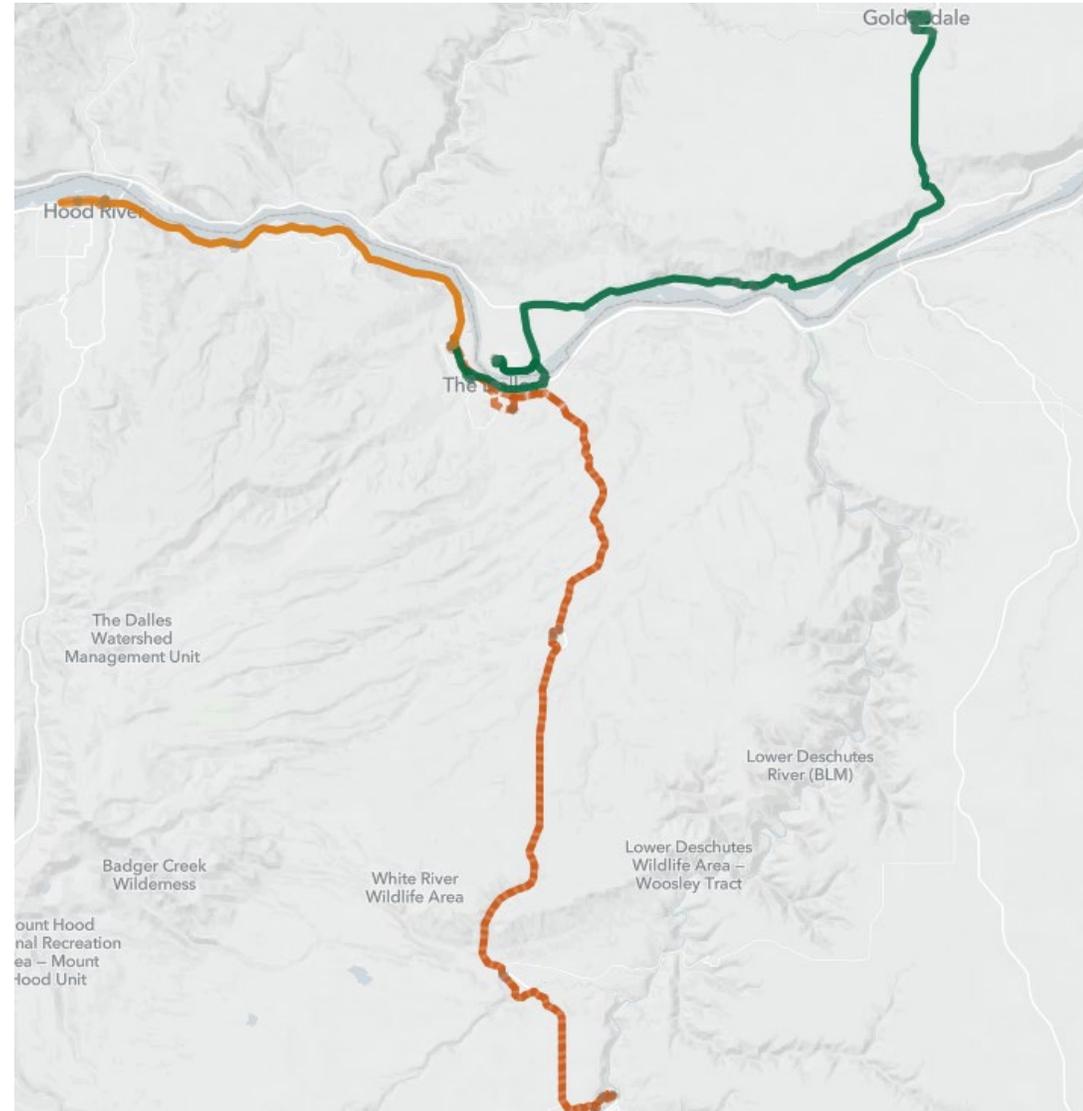


Stops in Maupin

Stops in Madras



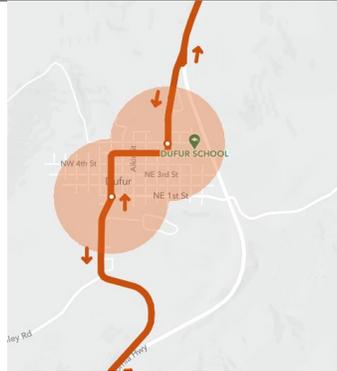
# New Out- and-Back Route to Maupin



# New Out-and-Back Route to Maupin



Stops in The Dalles



Stops in Dufur



Stop in Tygh Valley

Stops in Maupin



<b>Service Opportunity</b>	<b>Travel Time (min.)</b>	<b>Population Served within ¼ Mile</b>	<b>Employment Served within ¼ Mile</b>	<b>Anticipated Net Annual Operating Cost</b>	<b>Capital Needed</b>
<b>Add Stops to Blue Line</b>	59	7,060	3,780	+\$0	13 new bus stops
<b>Add Clockwise Blue Line</b>	59	7,060	3,780	+\$346,800	13 new bus stops 1 new bus
<b>Convert Blue Line to Figure-8 Loop</b>	61	6,620	3,507	+\$0	8 new bus stops
<b>Convert Blue Line Out-and-Back Route</b>	56	5,385	1,589	+\$0	12 new bus stops
<b>Convert Red Line Out-and-Back Route – Option A</b>	73	6,263	3,189	+\$216,750	15 new bus stops 1 new bus
<b>Convert Red Line Out-and-Back Route – Option B</b>	96	7,095	3,683	+\$216,750	16 new bus stops 1 new bus
<b>New 10<sup>th</sup> Street Route in The Dalles</b>	43	4,309	1,558	\$216,750	8 new bus stops 1 new bus
<b>New 6<sup>th</sup> Street Route in The Dalles</b>	31	3,149	2,312	\$216,750	8 new bus stops 1 new bus
<b>New Route to Madras (Two Times per Day, Twice per Week)</b>	321	1,586	1,187	+\$100,000	10 new bus stops 1 new bus
<b>New Route to Maupin (Two Times per Day, Twice per Week)</b>	157	1,023	1,035	+\$49,000	6 new bus stops

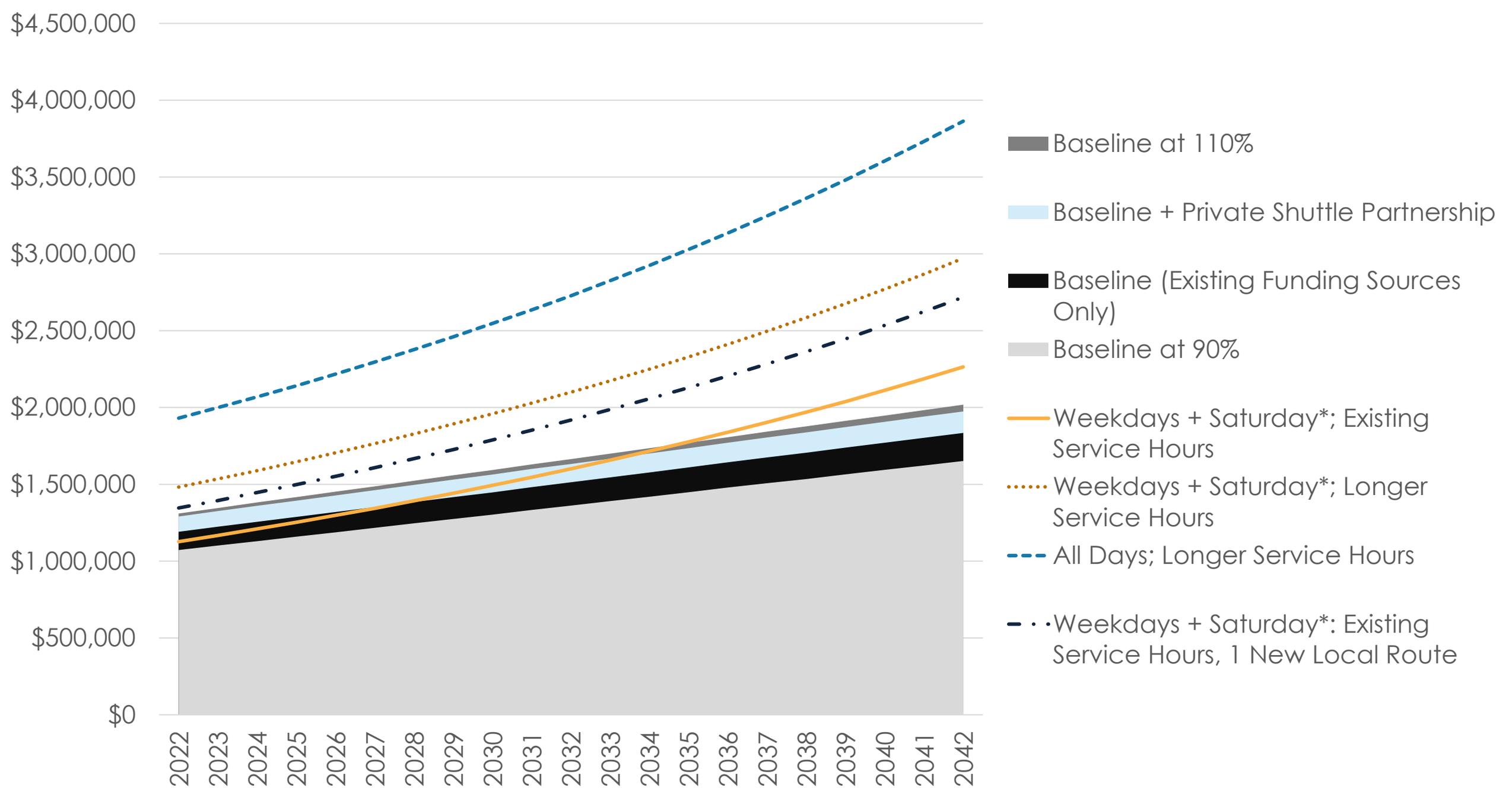
# Service Enhancements

Service	Operating Hours Scenarios
<b>Expand Fixed Route Service Hours</b>	Existing: Weekdays (7:00 a.m. to 6:00 p.m.)
	Weekdays (6:00 a.m. to 8:00 p.m.)
	All days (6:00 a.m. to 8:00 p.m.)
<b>Expand Dial-a-Ride Service Hours</b>	Existing: Weekdays (7:00 a.m. – 6:00 p.m.) Saturday (9:00 a.m. – 4:00 p.m.)
	Weekdays (6:00 a.m. – 8:00 p.m.) Saturday (9:00 a.m. - 11:00 p.m.)
	Weekdays (6:00 a.m. – 8:00 p.m.)
	Weekend (9:00 a.m. - 11:00 p.m.)

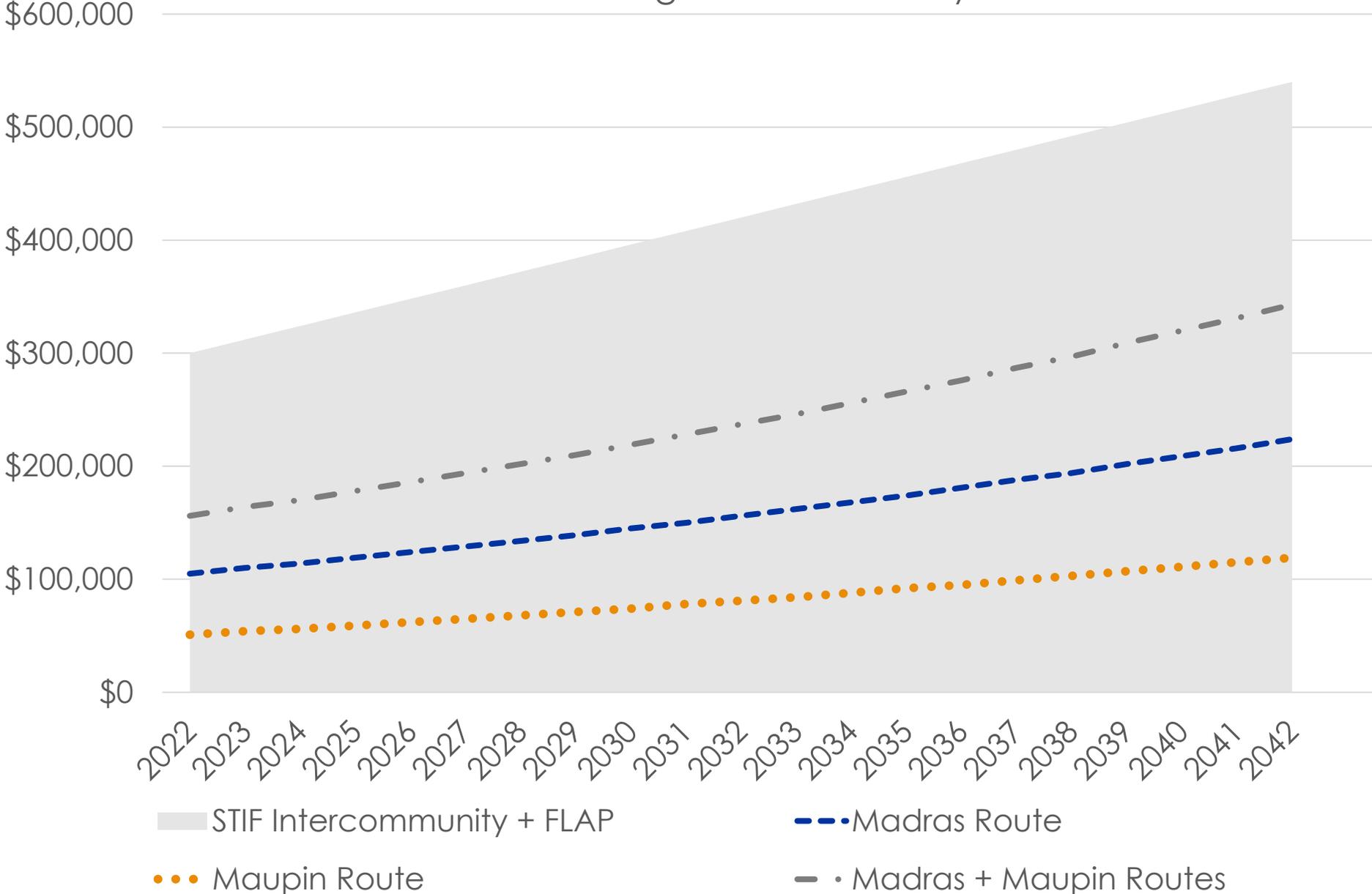
# Service Enhancements

<b>Service Opportunity</b>	<b>Anticipated Net Annual Operating Cost</b>
<b>Expand Fixed Route Service Hours: Weekdays (6:00 a.m. to 8:00 p.m.)</b>	+\$153,000
<b>Expand Fixed Route Service Hours: All Days (6:00 a.m. to 8:00 p.m.)</b>	+\$463,000
<b>Expand Dial-a-Ride Service Hours: Weekdays (6:00 a.m. – 8:00 p.m.) &amp; Saturday (9:00 a.m. - 11:00 p.m.)</b>	+\$196,000
<b>Expand Dial-a-Ride Service Hours: Weekdays (6:00 a.m. – 8:00 p.m.) &amp; Weekend (9:00 a.m. - 11:00 p.m.)</b>	+\$327,000

# Funding Scenarios and Service Operating Scenarios

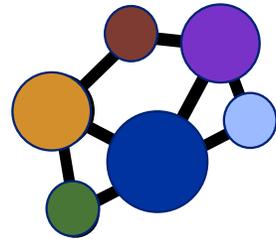


# STIF and FLAP Funding for South County Routes





# Future Service Opportunities



Coordination



Information and Technology



Facility Improvements



Fleet Improvements

# Funding Opportunities

- Federal Funding Opportunities
  - Section 5310 – Enhanced Mobility of Seniors & Individuals with Disabilities Formula Grant
  - Section 5311 – Rural Area Formula Grant
  - Section 5339 – Bus and Bus Facilities
  - Surface Transportation Block Grant
  - **Potential New or Increased:** Federal Lands Access Program
- State Funding Opportunities
  - Special Transportation Fund
  - Statewide Transportation Improvement Fund
  - STP Discretionary Bus Replacement Program
  - **Potential New or Increased:** Statewide Transit Network Program
- Local Funding Opportunities
  - **Potential New or Increased:** Partnership Programs
  - City Contribution
  - Local Taxes and Fees
  - Confederated Tribes of Warm Springs
  - Other Transit Provider Revenue



# Funding Scenarios

- Baseline Funding
- Baseline at 90%
- Baseline at 110%
- Baseline + STIF Intercommunity + FLAP Grant
- Baseline + Private Shuttle Partnership



# Draft Future Service Opportunities

## Fiscally Constrained Recommendations

- Apply for grants to start new services
- Redistribute resources to utilize existing resources more effectively

## Fiscally Unconstrained Recommendations

- Enhance service within The Dalles
- Provide a more inclusive schedule
- Provide additional connections throughout the region

# Next Steps

	1 - Project Initiation and Existing Conditions	Spring/Summer
	2 – Transit Needs and Transit Supportive Development	Summer
	3 – Evaluation of Future Service Opportunities	Fall
	<b>4 – Transit Goals, Policies, and Service Design</b>	Winter
	5 – Draft TDP	Winter/Spring
	6 – Adoption	Spring

2021

2022

# Gorge Pass

[gorgepass.com](http://gorgepass.com)



# What You Get



- An annual pass connecting Portland/Vancouver and the Columbia Gorge on both sides of the river
- Unlimited fixed route rides on four Gorge transit providers
- A sustainable way to travel, helping to preserve the Gorge
- To relax and enjoy the scenery while we drive—with no parking hassles

**GORGE  
PASS**

# How to Use



- **Smartphone App**
  - Open the Token Transit app (visit [gorgepass.com](http://gorgepass.com) to purchase the GORge Pass and download the Transit Token app)
  - Go to My Passes menu and click on GORge Pass.
  - Show the driver your digital GORge Pass.
- **Printed GORge Pass**
  - Tap your GORge Pass on the bus card reader as you board or show the driver your printed GORge Pass.
- **Finding Route Information** Visit [gorgepass.com](http://gorgepass.com) for information on all routes for CAT, The Link, MATS, and Skamania County Transit.

# GORge Pass

# How to Buy



- Buy a digital GOrge Pass to download to your smartphone
- Buy a printed GOrge Pass at any of the offices for CAT, The Link, MATS, and Skamania County Transit or at any of the Chambers

**GOrge  
Pass**

# WHERE YOU CAN GO

**Columbia Area Transit (CAT)** Hood River County, OR

• Cascade Locks • Troutdale • Hood River • The Dalles  
• Parkdale • Mt. Hood Meadows • Odell (in winter) •  
Portland

**The Link Public Transit (The Link)** Wasco County,  
OR • The Dalles

**Mt. Adams Transportation Service (MATS)** Klickitat  
County, WA • Bingen • Wishram • Dallesport • The  
Dalles • Goldendale • Mt. Hood • White Salmon

**Skamania County Transit** Skamania County, WA •  
Carson • Vancouver • Stevenson • Dog Mountain •  
Skamania (in spring) • Washougal



WASHINGTON

Goldendale

Carson

White Salmon

Stevenson

Vancouver

Fisher's Landing

Washougal P&R

Salmon Falls

Skamania Store

Bonneville

North Carson Central

Cascade Locks

Wyeth

Hood River

Odell

Mosier

The Link

The Dalles

Wishram

Dallesport

Gateway Portland

Troutdale

Multnomah Falls

Parkdale

Mt. Hood Meadows

Government Camp

Teacup Snopark

OREGON



- Bus Stops
- ◆ Seasonal or Request Stop
- ★ Transfer Points
- CAT
- - - Seasonal Route
- Mount Adams Transportation Service
- Skamania County Transit
- The Link

# Gorge Equity Fund



## What You Get

- An annual transit GOrge Pass for each employee—connecting Portland/Vancouver with unlimited fixed route rides to, from, and around the Columbia Gorge—valid for the calendar year ending on December 31.
- A free one-to-one matching GOrge Pass donated to the Gorge on the GO Equity Fund.

**GOrge  
Pass**



# Gorge Equity Fund



## How it Works

- Simply sign up to purchase \$40 GOrge Passes for your employees.
- You'll receive "how to" information for your employees to download the digital passes on their phones and start traveling the Gorge.

**GOrge  
Pass**

# Gorge Equity Fund Members



/ˈjēō/ - relating to the earth

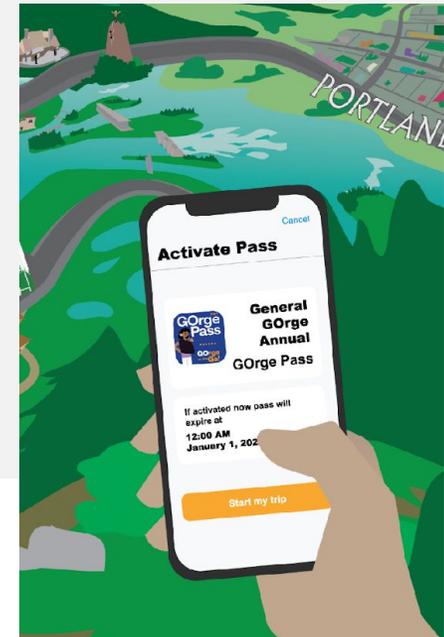


CULTURESEED



# Why the Pass Is Important

- Climate-friendly
- Car-free
- Helps keep cars off the road
- Access to recreation
- Help to preserve the Gorge while enjoying it
- Unlimited use
- Exceptional value/affordable
- Put your bike on the bus
- Avoid winter driving
- No parking hassles



# GORGE Pass



# Gorge Pass

[gorgepass.com](http://gorgepass.com)

Your transit ticket to and from Portland/Vancouver and around the Columbia Gorge.

# Memorandum

To: Wasco County Public Transportation Advisory Committee  
 From: Kate Drennan, Deputy Director of Transportation  
 Date: October 25, 2021  
 Re: Wasco County FY22 Q1 STIF Plan Project Updates

Project Name	Project Description in Plan	Status
Fixed Route & Dial-A-Ride Services	Operate fixed routes and Dial-A-Ride services for seniors, individuals with disabilities and general public	We continue to operate our Blue and Red Routes at full service, and have taken over weekday service to Hood River, with a new stop in Mosier.
Planning & Mobility Management	Increased outreach in Wasco County to encourage familiarity and ridership on transit, especially to low income populations and minority communities. Outreach will include development of online travel training materials to improve community knowledge of public transit connections and build confidence in using transit.	The Transit Connect program began earlier this summer which is providing free annual passes and Dial-A-Ride tickets to low-income individuals through community-based organizations. We are pairing information and support to the organizations through this program.
Administrative Support	Administrative support for MCEDD-LINK operations to successfully administer the complex STIF Plan, including financial tracking and reporting, outcome measure tracking and reporting, development and implementation of STIF projects.	We are kicking off a new STIF cycle, setting up performance and financial tracking along with workplans for each STIF project.
Routes & Connections	Support for bus routes and bus services to communities with a high percentage of Low-Income Households, to include: <ul style="list-style-type: none"> <li>• ongoing support of the deviated fixed routes in The Dalles,</li> <li>• service to smaller communities in Wasco County,</li> <li>• and maintaining dial-a-ride hours on weekends, early mornings and evenings</li> </ul>	We continue to operate Dial-A-Ride on earlier hours to meet medical needs. Our South County shuttle continues to serve smaller communities and we are studying ways to increase ridership and serve more destinations in South County. We were able to add new weekday service to Mosier this fall.
Marketing	Actions to boost ridership on The Link, including marketing, fare subsidies, and Spanish-language outreach.	We have begun a social media account for the Link and continue to promote our services through both traditional and online means. We have recently fully

		translated our ridership brochure.
Fleet	This project uses STIF funds to match a grant to replace buses at the end of their lifecycle, and supports vehicle spill protection at the Transit Center.	Not yet begun.
Facilities & Bus Shelters	Increase bus shelters available for service on The Link. 1) Purchase and install two bus shelters.	Not yet begun.

**To: Public Transportation Advisory Committee**  
**From: Kate Drennan, Deputy Director of Transportation**  
**Date: October 25, 2021**  
**Re: Quarterly LINK Operations Report**

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### **Operations**

- The MCEDD- The Link continues to operate at full capacity but follows federal guidance which requires that everyone wear a mask and practice COVID-safety cleaning protocols on and in public transportation facilities. This means our drivers and passengers will continue to wear masks on buses.
- We took over the weekday route between The Dalles and Hood River. We are offering four round-trip runs a day, stopping in Mosier in both the east- and west- bound directions. Previously, stops in Mosier were upon request once a day.
- We hired 3 new drivers in late summer to cover drivers who moved away or left for school. These drivers have helped to cover existing services and operate a new service to Hood River.
- We have hired Sara Crook, our new mobility and travel trainer Program Manager to work with low-income and minority populations to spread awareness of public transit services and train community members as 'travel ambassadors'. She is working on behalf of both Wasco and Hood River counties.

### **Grants**

- July 1 began the new fiscal year and the FY 21-23 STIF Plan. We have been creating workplans and setting up financial and performance tracking.
- Marketing: The marketing grant for the Annual GORge Pass has been very busy preparing for the November 1<sup>st</sup> rollout of the 2022 pass. Pass sales will begin in November, but the annual pass is valid through December 31<sup>st</sup> 2022. Keep your eyes and ears open for radio ad spots, videos, and social media promoting the pass. Please help spread the word and direct purchasers to the Link Transit office or website.
- The Wasco County Transit Development Plan has undertaken their needs analysis and is now presenting draft service opportunities with different ideas on how to improve or expand our transit services. We'll be doing outreach to gather feedback from stakeholders and the general public. Let Kate know if you'd like her to give a presentation to your organization to gather feedback.

## Physical Assets

- Buses – All five of our of purchased buses have received their wraps and are now in service. We’ve heard feedback from our riders about how much quieter and more comfortable the ride is.
- We are working to dispose of three buses we have taken out of service through sale or some other method.
- A new shelter was installed at the Port along Klindt Drive in late summer and one more is ready for installation adjacent to Next Door, Inc at Kelly Avenue and W. 11<sup>th</sup> St.

### Ride Information for The Link

<b>ALL DEMAND RESPONSE</b>	<b>APR-JUN 2021</b>	<b>JUL-SEPT 2021</b>
Total Passenger One-Way Trips	4,012	3,246
Elderly/Disabled One-Way Trips	2,168	1,709
Revenue Service Hours	2,412	895
Revenue Service Miles	21,442	11,306
<b>DEVIATED FIXED ROUTE</b>		
Total Passenger One-Way Trips	1,476	1,621
Elderly/Disabled One-Way Trips	628	241
Revenue Service Hours	1,741	1,615
Revenue Service Miles	15,978	16,733
<b>TOTAL DAR + DFR</b>		
Total Passenger One-Way Trips	5,488	5,077
Elderly/Disabled One-Way Trips	2,796	1,932
Revenue Service Hours	4,153	2,382
Revenue Service Miles	37,420	29,764

