

## **WASCO COUNTY STIF FORMULA PLAN FY21-23**

### **Routes and Connections**

Support for bus routes and bus services to communities with a high percentage of Low-Income Households, to include ongoing support of the deviated fixed routes in The Dalles, service to smaller communities in Wasco County, and maintaining dial-a-ride hours on weekends, early mornings and evenings.

- 1) Maintain deviated fixed route service in The Dalles.
- 2) Provide service to smaller communities in Wasco County outside of The Dalles. This could include a mix of shopper shuttles, deviated fixed routes and dial-a-ride operations.
- 3) Maintain dial-a-ride hours that were expanded in the 2019-21 STIF Plan, including weekend service, and weekday service that supports employment transportation early in the morning and in the evenings.

### **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.

- 1) Purchase four new buses to maintain service to communities with a high percentage of low-income households, and/or individuals with disabilities. Purchase vehicle spill equipment to improve environmental protection at Transit Center.

### **Facilities and Bus Shelters**

Increase bus shelters available for service on The Link.

- 1) Purchase and install two bus shelters.

### **Administrative Support**

Administrative support for MCEDD-LINK operations to successfully administer the complex STIF Plan. This includes financial tracking and reporting, outcome measure tracking and reporting, development and implementation of STIF projects. This also supports indirect and overhead costs.

### **Marketing**

Actions to boost ridership on The Link, including marketing, fare subsidies, and Spanish-language outreach.

- 1) This task provides resources for additional marketing to expand community outreach, to facilitate community awareness and increase ridership. Marketing materials will highlight The Link services and the GORge Pass, a multi-provider transit pass.
- 2) Develop and implement fare subsidy programs for low-income populations, and for youth traveling to The Dalles Aquatic Center in the summer.
- 3) Increase outreach to Spanish speaking populations in Wasco County, including staff outreach, targeted marketing, and cultural training for staff.
- 4) Develop and implement a program to support free high-school student transport on The Link.

### **Planning and 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.

- 1) Staff outreach in Wasco County to encourage familiarity and ridership on transit. Also, development of online travel training materials to improve community knowledge of public transit connections and build confidence in using transit.