

Hood River County Coordinated Transportation Plan  
***Hood River County, Oregon***  
2016 – 2019



Prepared by Mid-Columbia Economic Development District



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# Executive Summary

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The Hood River County Coordinated Transportation Plan was prepared by Mid-Columbia Economic Development District to meet state and federal requirements for Special Transportation Fund (STF) agencies to develop such a plan. It focuses on addressing the transportation needs of four target populations residing in Hood River County: seniors, low income individuals, individuals with disabilities, and Limited English Proficiency (LEP) individuals. The transportation plan looks at gaps in services and prioritizes needs to assist in:

- improving transportation services for the four target populations by identifying opportunities to coordinate existing resources;
- providing a strategy to guide investment of financial resources; and
- guiding the acquisition of future funds and grants.

This plan was developed as a tool to help local transportation providers and communities improve transportation services, increase efficiency of service delivery, and expand outreach to meet growing needs. It provides a framework to guide the investment of transportation resources. As such a resource, this plan:

- evaluates community resources;
- assesses and documents transportation needs of the four target populations;
- identifies strategies to address gaps in transportation services as well as in efficiencies of service delivery; and,
- establishes relative priorities of the strategies.

This document is an update to the 2009-2012 Hood River County Coordinated Transportation Plan. Mid-Columbia Economic Development District, under contract with Hood River County Transportation District Special Transportation Fund Agency/ODOT, prepared this plan update. It was updated using information collected from the previous coordinated transportation plan, the North Central Region AOC/ODOT Pilot Project focusing on the needs of Limited English Proficiency individuals in Hood River, Wasco and Sherman counties (2016), data from new surveys and outreach efforts, and new demographic and service resource analysis.

The coordinated transportation plan is intended to define and prioritize general strategies that the transit service providers can use to address service needs, gaps and barriers. High priority strategies to address gaps and barriers include:

## **Sustain existing transportation services:**

- Maintain dial-a-ride operations
- Maintain shopping bus service. Conduct regularly scheduled review of service to ensure target populations needs are being met.
- Maintain the intercity fixed route service between Hood River and The Dalles. Conduct regularly scheduled review of service to ensure target populations needs are being met.
- Maintain the intercity fixed route service between Hood River and Portland. Conduct regularly scheduled review of service to ensure target populations needs are being met.

**Operations:**

- Provide for replacement of vehicles that have exceeded their useful life
- Provide funding for ongoing and timely preventive vehicle maintenance to ensure the safety and reliability of the transportation services.
- Maintain affordable fares.
- Complete Transit Master Plan

**Stable funding:**

- Continue to seek all Federal and state transportation grants that Columbia Area Transit is eligible for.
- Continue to seek to leverage all match against state and federal grant funds

**Marketing/Education/Outreach:**

- Support the work of the LEP Implementation Grant recommendations: develop Novellas to air on Radio Tierra; outreach to LEP individuals through Community Health Worker training; bilingual transportation resources developed and shared with Gorge TransLink Alliance members; CAT staff participate in language and cultural training.

**Planning and Coordination:**

- Continue participation in the Gorge TransLink Alliance.

Performance measures linked to the above strategies were created to help the public transportation provider assess how it is meeting these strategies over time. This plan is intended to be updated in three years, or as conditions change.

# Introduction

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## **Federal and State Requirements**

The State of Oregon requires Special Transportation Fund agencies to prepare a coordinated transportation plan to guide the investment of Special Transportation Fund moneys. The State directs that this plan be utilized to maximize the benefit to the elderly and people with disabilities within that area. Correspondingly, with the passage of the Federal Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) transportation authorization, Congress required a “locally developed, coordinated public transit-human services transportation plan” intended to improve transportation services for persons with disabilities, individuals who are elderly, and individuals with lower incomes. A recently completed Association of Oregon Counties/ODOT Pilot project focused on better coordinating the transportation needs of Limited English Proficiency (LEP) individuals in Hood River, Wasco and Sherman Counties and this work is incorporated into the 2016-2019 plan and serves as its fourth focal point. This Coordinated Transportation Plan meets both federal and state requirements for preparation and adoption of a coordinated plan.

## **Plan Purpose and Intent**

The purpose of the plan is to meet federal and state requirements and to provide a framework for transportation providers and the Special Transportation Fund agency to maximize transportation investments to assist four target populations: seniors, individuals with low incomes, individuals with disabilities and Limited English Proficiency individuals. It covers a three year timeframe (2016-2019) and is intended to be updated at least every five years or as conditions change.

## **Planning Area**

The planning area covered under this coordinated transportation plan is Hood River County, Oregon. Hood River County is located on the northern border of Oregon along the Columbia River. The county covers 521.95 square miles with an average of approximately 42.8 people per square mile and a total population of 22,346. Incorporated cities include Hood River (population 7, 167) and Cascade Locks (population 1,144). Unincorporated communities include Parkdale CDP (population 311), Odell CDP (population 2,255), Dee CCD (population 1,083) and Mt. Hood CDP (population 286).<sup>1</sup> The City of Hood River is the seat of County government and is also the most populated city in the county. The nearest metropolitan area is Portland, Oregon, 62 miles to the west.

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<sup>1</sup> U.S. Census Bureau, 2010 Census

# Planning Process

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## Stakeholder Identification and Consultation Process

Stakeholders include the target populations, agencies with significant contact with the four special needs populations, and entities providing transportation services. Stakeholders include public transportation providers, human service agencies, community organizations, medical facilities and the public. Stakeholders were involved in identifying needs of the target populations and the County, the transportation resources available, and strategies to address transportation needs. Information was gathered through stakeholder interviews, public meetings, surveys, and involvement with the Special Transportation Fund committees.

One-on-one interviews were held with the public transportation provider, Columbia Area Transit (CAT) including administrators, dispatch staff and drivers. Additionally, meetings were held with the Special Transportation Fund and Hood River County Transportation District Board to solicit their input. Area stakeholders participated in a meeting of Human Services Agencies' representatives and public transportation providers to discuss the extensive survey results and potential for service enhancements and improved coordination. A small working group comprised of Human Services Agencies' staff and public transportation providers focused on addressing the Limited English Proficiency aspect of this plan update.

## List of Stakeholders

The following stakeholders participated in the extensive survey process, were invited to participate in the stakeholder meetings and /or serve on the small working group in order to gather information on transportation needs, services, gaps, and solutions:

- **Columbia Area Transit:** Columbia Area Transit (CAT) provides dial-a-ride, door-to-door service to the Hood River, Odell, Parkdale and Cascade Locks communities. CAT also provides fixed-route service multiple times a day along Interstate 84 from the City of Hood River to The Dalles and back to Hood River on weekdays. *Serves public transportation users including seniors, disabled, low- income and Limited English Proficiency clients.*
- **Area Agency on Aging, Hood River Valley Adult Care Center:** A division of Mid-Columbia Council of Governments, assisting *seniors (age 60+), including those with low income, disabilities and/or Limited English Proficiency.*
- **Eastern Oregon Center for Independent Living (EOCIL):** Promotes independent living and equal access for all persons with disabilities. *Serves those with disabilities.*
- **Hood River County Health Department:** Health care provider. *Serves low-income, senior, disabled and Limited English Proficiency populations.*
- **Mid-Columbia Center for Living:** Focuses on behavioral and mental health and substance abuse services. *Serves low-income, senior, disabled and Limited English Proficiency populations.*
- **Mid-Columbia Community Action Council:** Promotes self-sufficiency in families and individuals within the low-income economic range. *Serves low-income clients, including seniors and those with Limited English Proficiency.*
- **Mid-Columbia Housing Authority:** Provides safe and affordable housing for low income families in Hood River, Wasco, Sherman, Skamania and Klickitat counties. *Serves senior populations, persons with disabilities on fixed incomes, low-income*

*individuals and Limited English Proficiency individuals.*

- **The Next Door, Inc.:** Focuses on meeting needs of high-risk youth and building healthy families. *Serves low income and Limited English Proficiency individuals.*
- **One Community Health:** A Federally Qualified Health Center. *Serves low-income, senior, disabled and Limited English Proficiency populations.*
- **Opportunity Connections.** Assists people with developmental disabilities to live as independently as possible while working and enjoying activities in their own communities. *Serves those with disabilities.*
- **Oregon Child Development Coalition:** Works to improve the lives of children and families through the Migrant Seasonal Head Start program. *Serves low income and Limited English Proficiency individuals.*
- **Oregon Department of Human Services. Self-Sufficiency.** Offers help with food benefits (SNAP), Cash for families (TANF), Child care assistance, Refugee services. *Serves low-income and Limited English Proficiency populations.*
- **Oregon Department of Human Services. Seniors and People with Disabilities.** Services are designed to protect a person's individual independence, dignity and choice. *Serves seniors, people with physical disabilities and Limited English Proficiency Individuals.*
- **Oregon Department of Human Services. Vocational Rehabilitation.** Assists individuals with disabilities in obtaining and keeping a job. *Serves people with disabilities.*
- **PacificSource Coordinated Care Organization. Columbia River Gorge.** Provides medical care. *Serves low-income, senior, disabled and Limited English Proficiency populations.*
- **Providence Hood River Memorial Hospital:** Local hospital. Serving *all low-income, senior, disabled and Limited English Proficiency populations.*
- **Veterans Service Office, Hood River County:** Serves all Veterans living in Hood River County including *seniors, disabled, low income individuals.*

### **Public Meetings**

Public meetings were held on the following dates for the 2016-2019 plan update:

- **January 19, 2016:** Hood River County Commission, County Building, Hood River
- **February 10, 2016:** Hood River County Transportation District Meeting, Columbia Area Transit Building Hood River
- **March 2, 2016:** Special Transportation Fund Advisory Committee Meeting, Columbia Area Transit Building, Hood River
- **August 31, 2016:** Special Transportation Fund Advisory Committee Meeting, Columbia Area Transit Building, Hood River
- **October 6, 2016:** Special Transportation Fund Advisory Committee Meeting, Columbia Area Transit Building, Hood River

### **Public Process**

An important part of ascertaining the target population's input as well as garnering participation from the general public into the Coordinated Transportation plan update involved an extensive survey process from March 28 through April 8, 2016. The survey tools used to inform the plan can be found in Appendix A and highlights from the results in Appendix B.

From the list of stakeholders above, the following targeted groups were surveyed via both electronic and paper methods:

- Human Services Agency staff – 47 surveys completed, primarily electronically
- Human Services Agency clients – 112 surveys completed; Human Services agency staff administered the paper survey to their clients. Paper surveys were also administered in person by the Project Manager at the Area Agency on Aging’s Senior Meal site at the Hood River Valley Adult Care Center on March 11, 2016. Individual conversations allowed seniors who could not write or read an opportunity to respond. Senior clients of the Meals on Wheels (MOW) program with the assistance of MOW drivers, were offered the survey to complete from March 11 – March 21, 2016.
- Members of the public were invited to participate via an announcement in the Hood River News. The news release, found in Appendix C, offered both a paper and an online option for the public to complete the survey. The paper surveys were available at the Hood River County Library District’s main library in Hood River and its branches in Parkdale and Cascade Locks. Paper surveys were also available through Cascade Locks City Hall and the Veterans Service Office in Hood River.
- Furthermore, an electronic survey option was also offered to the public through an announcement in MCEDD’s monthly eNewsletter with a link to the survey from MCEDD’s website and its Facebook Page as well as an announcement and link from the Gorge TransLink Alliance website. Information on how to access the survey was shared with the Community Advisory Council of the Columbia Gorge Health Council at their March 28, 2016 meeting and through email to community partners requesting their assistance to share it with the public. In all, a total of 63 surveys were completed by the public.
- Riders of Columbia Area Transit participated in an onboard paper survey during the March 28 – April 8 period resulting in 19 responses.

Overall, a total of 243 print and electronic surveys were completed.

### **Public Focus Group**

Additionally, a Spanish language community focus group on transportation needs was held on September 21, 2015 at the Mid-Valley Elementary School in Odell as part of the Association of Oregon Counties North Central Oregon Pilot Project grant focusing on the Coordinated Human Services Transportation needs of Limited English Proficiency individuals. The focus group, which was open to the public, was conducted in Spanish and attended by 11 individuals. The results of this focus group are found in Appendix D.

# Data Analysis

## Demographic Data Overview

Planning for special transportation services is contingent upon the need for the service, thus understanding County population demographics and future population projections are important. Data from the American Community Survey 2015 estimates as well as 2010 U.S. Census data were used to provide a fuller snapshot of Hood River County’s special needs populations, which indicates:

Population Estimates	Hood River County	Oregon
Total population <sup>2</sup>	23,137	4,028,977
Percentage of population 65 years and over <sup>3</sup>	14.5%	16.4%
Percentage of individuals with disabilities <sup>4</sup>	10.3%	14.2%
Percentage of individuals living below the poverty level in last 12 months <sup>5</sup>	15.7%	16.7%
Percentage of Hispanic or Latino individuals <sup>6</sup>	31.1%	12.7%
Percentage of individuals who speak a language other than English at home, age 5+ <sup>7</sup>	29.1%	14.9%
Mean travel time to work in minutes for workers 16 years and over <sup>8</sup>	16.4 min.	22.7 min.

Since the previous Transportation Plan update (2009-2012), Hood River County’s special needs population shows that following the statewide trend, the percentage of individuals age 65 and older continues to increase, which will correspondingly increase demand for public transportation service. However, the total number of individuals with disabilities is estimated to decline. This slight decline in anticipated subsequent ridership will be offset by the rise in seniors living within Hood River County and the uptick in those living below the poverty line. The percentage of Hispanic or Latino individuals continues to grow and culturally, many in this population look to public transportation as a viable means of mobility.

Mean travel time to work also declined by almost three minutes since the last plan update to 16.4 minutes. It is unclear if this is the result of baby boomers leaving the workforce; millennials and other adults working remotely from home or the number of individuals who live in poverty and either do not work or perhaps live close to their place of employment to decrease travel costs by walking or biking.

<sup>2</sup> US Census Quick Facts Hood River County ACS 2015 Estimate

<sup>3</sup> US Census Quick Facts Hood River County ACS 2015 Estimate

<sup>4</sup> US Census Fact Finder

<sup>5</sup> US Census Fact Finder

<sup>6</sup> US Census Quick Facts Hood River County ACS 2015 Estimate

<sup>7</sup> US Census Quick Facts Hood River County ACS 2015 Estimate

<sup>8</sup> US Census Quick Facts Hood River County ACS 2015 Estimate

The 2010 U.S. Census shows Hood River County Hispanic or Latino population at 29.5%. The U.S. Census Quickfacts (July 1, 2015) shows the current population estimate at 31.1%, an increase of 1% over the past 4 years. The percentage of Hood River County's Hispanic/Latino population is more than twice that of the state of Oregon's reported current population estimate. Hood River County's important agricultural economy may contribute to the high concentration of Hispanic/Latino individuals living there.

As the County's demographic mix shifts to one of an aging adult population combined with a higher percentage of people living below the poverty line and a growing Limited English Proficiency community, special needs will place increasing demands on Hood River County's transportation resources requiring vehicles in good repair and an increase in capacity to transport more individuals who need help.

And while not a primary focus of this plan, it is notable that many millennials, those born between 1977 and 2003, are choosing other modes of transportation than single occupancy vehicles. Oregon's Transportation Options Plan adopted by the Oregon Commission on Transportation notes "a study found that the majority of Oregonians support more investment in public transit service, such as bus and rail, and consider such investment more important than investing further in roads for cars."<sup>9</sup> A chart illustrating millennials transportation mode preferences may be found in Appendix E.

### **Population Estimates**

In addition to the Census Data estimates noted above, recent population data is also available from the Portland State University Population Research Center and the State of Oregon's Office of Economic Analysis. Demographic trends for population projections for the years 2020-2050 are available from the State's Office of Economic Analysis and are detailed in the tables of Appendix F. The most recent certified population estimates (July 2015) by the Portland State University Population Research Center shows a steady 5 year average population growth rate of 372 individuals per year for Hood River County from 22,385 in 2010 to 24,245 for 2015.<sup>10</sup> This trend is anticipated to continue with overall steady population growth that will increasingly become much older and more diverse in its make-up. The population estimates also show a growing senior with disabilities population. Many seniors rely upon public transportation for frequent medical appointments and to safely meet the necessities of life such as access to shopping for food and medicines.

The expected population changes will intensify demands on the transportation system, requiring more responsive wheel-chair accessible public transportation services, timely preventive vehicle maintenance and replacement, and the corresponding staffing resources to meet the needs of a larger and more complex transit dependent population.

In regards to a more diverse Hood River County population, a recently completed Association of Oregon Counties/ODOT pilot project study on the transportation needs of Limited English Proficiency individuals in Hood River County found both Human Services Providers and Transportation Services Providers struggling to meet the transportation needs of these individuals

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<sup>9</sup> Oregon Transportation Options Plan, 2015. ODOT

<sup>10</sup> <http://www.pdx.edu/prc/population-reports-estimates>

coupled with a Limited English Proficiency community that wants to use the public transportation system but finds many barriers to doing so. The study's recommendations include co-creating Limited English Proficiency cultural awareness training for transportation service providers; annual outreach by MCEDD's Mobility Manager to Human Services providers to share information and resources on the available transportation services for their clients; and the development of a Limited English Proficiency outreach plan to increase these individuals' awareness and ability to use the public transportation system. The study's technical memo and list of recommendations is included in Appendix G.

The pilot project study found most Human Services agencies in Hood River County employ bilingual and bicultural staff but transportation service providers report an inability to hire qualified bilingual staff, primarily drivers. This is a real need and will only intensify under the current population projections. It was learned from the study that elderly Spanish speaking adults must often overcome fear of using a transportation system that is foreign to them in its operation. One barrier is the communication needed to schedule a ride. Only one CAT employee who works dispatch speaks some Spanish. Given the significant Latino population, there is a need to grow bilingual transit staff (dispatchers and drivers) and public information and outreach to this community through bilingual, bicultural messaging: advertisements, educational and informational outreach; and by connecting with the Spanish speaking community to co-create effective outreach. The Hood River County Transportation District has one board member from the Spanish-speaking community. Hood River County's Special Transportation Fund Committee should also have at least one committee member from the Spanish-speaking community. As the numbers of Spanish speaking individuals continues to grow in Hood River County, public transportation must be responsive by planning for and delivering inclusive service.

As the population of the county overall continues to grow, having a viable public transportation system is imperative to meet the needs of seniors, those with disabilities, low income individuals and those with Limited English Proficiency. Therefore, vehicle maintenance, timely vehicle replacement, the provision of wheel-chair accessible vehicles, adequate staff, including drivers, is a high priority.

### **Income and Employment Data**

In 2014, the average annual wage in Hood River County was \$32,455, the third lowest in the state.<sup>11</sup> At the same time, Hood River County had a per capita personal income of \$41,177, which ranked 8th in the state and reflected an increase of 4.1 percent from 2013.<sup>12</sup> The Bureau of Labor Statistics lists Hood River County's unemployment rate (not seasonally adjusted) for June 2016 at 4.7%, which is a marked decrease from the 8.9% unemployment rate (not seasonally adjusted) reported for June 2010. The decrease represents both a statewide and national trend of increasing employment as the steady recovery from the 2008 recession continues. Hood River County's unemployment rate remains lower than the State average of 5.3% and the national level for the same period of 4.9%.<sup>13</sup> In the past year, fuel prices have dramatically declined resulting in cost savings to transportation service providers. Gas may be cheap, but low income individuals may not be able to afford to purchase or maintain a car or a low income family may only have one vehicle for multiple transportation needs. Public transportation is often an important link to

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<sup>11</sup> QualityInfo

<sup>12</sup> Bureau of Economic Analysis

<sup>13</sup> Bureau of Labor Statistics

vital destinations such as workplace for low income individuals.

According to the State of Oregon's Quality Info, the state's highest owner-occupied median home value resided in Hood River County. Hood River County's \$309,500 median was \$13,900 higher than second place Clackamas County's \$295,600 and 32 percent above Oregon's \$234,100.

Home values in Hood River County were concentrated in the \$300,000 to \$499,000 group, which represented just over 35 percent of its homes compared with around 23 percent of Oregon's owner-occupied homes. The biggest gap for Hood River County came in the \$150,000 to \$199,000 group, which represented just 9.7 percent of its owner-occupied homes. Oregon's share of owner-occupied homes in this group was considerably higher, at 16.8 percent.<sup>14</sup> The County is facing an affordable housing crisis and most impacted are low income and Limited English Proficiency individuals who often live outside the city proper in lower housing price areas of the county such as Odell, Parkdale and Cascade Locks. The County's essential services are concentrated in the City of Hood River as are shopping and medical care causing longer driving distances for those living in the more affordable housing areas. In order to reach those in Odell, Parkdale and Cascade Locks needing transportation assistance, a coordinated transportation system must connect to the outlying lower income populations within the county for transportation into the population center of the City of Hood River.

A 2009 – 2013 analysis of commuting patterns by the State of Oregon Employment Office, shown in Appendix H, shows a shared labor market inside and outside the Columbia River Gorge. While a majority of Hood River County workers are employed within the county, those who are not travel most frequently to Wasco and secondly to Multnomah county. This is illustrative of the interconnectivity of the region's economies and supports the need for greater interconnected regional public transportation.

### **Transportation Routes- Common Origins/ Destinations**

#### ***Origins***

As the major population center, many transportation needs originate in the City of Hood River, but there is growing demand for service in the upper Hood River Valley, (particularly Odell and Parkdale) and in the city of Cascade Locks. Of the City of Hood River respondents, a large number reported living in the area known as the Heights. Maps of common origins and destinations can be found in Appendix I. Specific origins include:

- The Heights. In Hood River, a number of the more affordable housing complexes are concentrated in the Heights on the south end of town. The Heights is also home to a robust shopping area, the Columbia Gorge Community College Hood River campus, and a concentration of medical care and social services
- Westside City of Hood River
- Downtown Hood River
- Group homes in Cascade Locks
- Odell and Parkdale, home to a concentration of Limited English Proficiency individuals and more affordable housing

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<sup>14</sup> Quality Info <http://bit.ly/1ZOLt6f>

Other origins included the tiny towns of Pine Grove and Dee. Responses reflect a need for transit services across the County, given the dispersed nature of origins, with a concentration of services in the City of Hood River, the main center of commerce, healthcare, social services and education.

### ***Destinations***

Hood River County's major population center is the City of Hood River and is where much of the public transportation currently takes place. As noted previously, the City of Hood River is the hub for commerce, healthcare, social services and education. The County's proximity to the major city of Portland (60 miles west) and to the larger city of The Dalles (24 miles east) make those areas popular destinations as well. Columbia Area Transit operates two intercity bus routes: between Hood River and Portland two days/week and between The Dalles and Hood River five days/week. Both of these services are popular and high priority services. Given the population estimates, particularly the growing graying population, the ability to expand Columbia Area Transit's intercity service is a priority. Key destinations were identified as:

- Medical Care: medical clinics; One Community Health; Public Health Department
- Work - unspecified locations
- Shopping: Rosauers, Safeway, Walmart, Walgreens
- Recreation
- Portland – medical care; shopping/recreation; PDX

In response to the survey question, *If a public transportation service such as a fixed route bus service were to be established, how likely would you be to ride it?* Seventy-two percent of human service agency clients responded very or somewhat likely to use fixed route service; 86% of staff think their clients are very or somewhat likely; 86% of public responded very or somewhat likely and 88% of CAT On Board riders indicated they are very or somewhat likely to use fixed route service, indicating a majority of transit dependent individuals would welcome this choice.

When asked, *If a fixed route bus service were to be established, what stops would you like it to make?* Survey respondents noted the following (listed in order of frequency of response):

- Shopping: Rosauers, Safeway, WalMart, Walgreens
- Medical Care/Pharmacy: One Community Health; Public Health Department; medical clinics
- Downtown Hood River
- Odell/Parkdale
- The Heights
- Port area/Waterfront
- Schools
- Public Library

The results mirror the transportation origins and destinations noted above.

### **Changing Conditions**

Changing conditions in the County will affect the ways in which the target populations travel in the next few years. Public transportation providers must anticipate these changes when planning for current and new services. These changing conditions include:

- According to the local DHS- Self-Sufficiency director, over 60% of SNAP applications are now completed online. This reduces lobby traffic at the agency office and may explain why survey respondents indicated they do not need to go to Human Services offices. The director noted that statewide, DHS will continue to put applications/services like this online as technology makes it possible to remotely assist clients thus reducing their need for transportation to/from local offices.
- Changes in state and federal regulations have resulted in Opportunity Connections, a social services agency that supports adults with intellectual disabilities, no longer operating its sheltered workshop known as the Columbia Gorge Center, on Thomsen Road in Hood River. Rather than providing jobs, Opportunity Connections is now focused on finding jobs within the community for its clients and helping their clients succeed at these jobs. Opportunity Connections workers need transportation to their community job location rather than the previous centralized worksite.
- Columbia Area Transit (CAT) received 2016-2017 Discretionary Special Transportation Funds to pilot a deviated fixed route service to the upper Hood River Valley. This is an area of great need as indicated in the survey results data and also from the AOC/ODOT Coordinated Human Services Transportation Plan focusing on the needs of Limited English Proficiency Individuals in Hood River County.
- CAT has increased stops in The Dalles for the Hood River-The Dalles intercity service.
- CAT received funding to extend the intercity route from Hood River to Portland from two days per week to three days per week.
- Private providers, Gorge Yellow Cab and Hood River Taxi have acquired vehicles more capable of accommodating individuals with disabilities, which may further open opportunities for public-private partnerships in addressing transportation needs.
- As discussed in the demographic profile, aging adults in Hood River County may become more dependent on public transportation as they get older; many millennials are pro-public transportation because it allows them to do other things while they travel.
- Hood River County Transportation District received ODOT funding to conduct a Transit Master Plan which will examine the efficiency of existing services along with the feasibility, potential routes and fares and the sustainability of fixed route transportation service within the City of Hood River.
- There is continual improvement and adaptation of electronic resources (e.g. cell phones/smartphones) that could be harnessed to improve transportation services.
- The passage of Measure 88 in November 2014, which precludes undocumented immigrants in Oregon from applying for driver's licenses and rescinded a state law allowing these individuals to do so, has had a dramatic impact on Hood River County.
- The Coordinated Care Organization (CCO) is changing the focus of healthcare, with an increasing emphasis on transportation and an emphasis on care that will decrease the number of individuals showing up in the emergency room. The CCO also places a larger emphasis on the social determinants of health and the need to provide access not just to medical care, but also shopping, recreation, and opportunities for social interaction.
- The VeggieRx program offers access to fresh foods, but requires transportation for clients to access the Farmer's Market on weekends.
- There are an increasing number of Community Health Workers being trained, offering an opportunity to expand the network of individuals with information about the transportation system and an opportunity to provide that information during initial trainings.

# Transportation Resource Analysis

## Existing Transportation Service Options

Hood River County's transportation options for people with disabilities, seniors, individuals with low income and Limited English Proficiency include both public and private providers:

Transportation Provider	Public/Private	Service Type	Hours	Days	Service Area
Columbia Area Transit	Public	Dial-a-Ride	8 a.m. to Noon and 1:00pm to 4:30pm.	Monday-Friday	Hood River County
Columbia Area Transit	Public	Fixed Route-The Dalles	6 a.m. to 6:30 p.m.	Monday-Friday	City of Hood River and The Dalles
Columbia Area Transit	Public	Fixed Route - Portland	7:30 a.m. to 5:10 p.m.	Tuesday and Thursday (one additional day in discussion)	City of Hood River and Portland
Columbia Area Transit	Public	Dial-a-Ride Shopping Bus	10 a.m. to 2 p.m.	Hood River - Wednesdays Odell/Parkdale - Fridays	City of Hood River, Odell and Parkdale
MCCOG – The Transportation Network Medicaid Brokerage	Public	Demand Response Transportation service for PacificSource CCO and Eastern Oregon CCO eligible clients; Also provides transportation reimbursement to eligible clients.	7 a.m. to 5 p.m.	Monday - Friday	Hood River, Wasco, Sherman, Gilliam, Wheeler, Morrow, Umatilla, Union, Wallowa, Baker, Malheur, Lake, Grant and Harney counties
Volunteers in Action – Providence Hood River Hospital	Public	One of the hospital's Volunteer programs; Note: has struggled at times with program leadership and size of volunteer pool	By appointment	By appointment	Hood River and Klickitat counties; western Wasco County (Mosier)
The Next Door, Inc.	Public – serves eligible clients only	Client transportation	As needed for Klahre House students	As needed	Hood River and Wasco counties

Transportation Provider	Public/Private	Service Type	Hours	Days	Service Area
Eastern Oregon Support Services Brokerage	Public – serves eligible clients only	Reimburse client transportation for The Link, CAT, Taxi or Personal Support Workers	As needed	As needed	Hood River and Wasco counties
Opportunity Connections	Public – serves eligible clients only	Client transportation via group home vans; Supportive Living Program; Day and Employment programs; Also reimburse client transportation on CAT and The Link.	As needed	As needed	Hood River County/The Dalles
Mid-Columbia Center for Living	Public – serves eligible clients only	Client transportation	As needed	As needed	Hood River, Wasco and Sherman counties
Area Agency on Aging – Hood River Valley Adult Center Meals on Wheels	Public – serves eligible homebound seniors	Delivers home cooked meals	Mon – Fri deliveries	Mon - Fri	Hood River County
Veterans Administration	Public - serves eligible Veterans only	Medical transportation-reimbursement program	As needed	As needed	Hood River County
Disabled American Veterans (DAV)	Public – serves eligible Veterans only	Veterans transportation to Portland for Medical Care	As needed; Pick-up at Hood River Safeway	Available Monday-Thursday	Hood River County and Portland
Gorge Yellow Cab	Private company serves the public	Taxi- door-to-door	24 hours	Monday-Sunday	City of Hood River as well as the Odell/Parkdale area.
Hood River Taxi (aka Hood River Rapid Cab)	Private company serves the public	Taxi – door-to-door		Monday - Saturday	The City of Hood River but will provide service to/from PDX via Uber.
Providence Brookside Manor	Private	Client transportation	Scheduled and as needed	As scheduled/ needed	City of Hood River

Transportation Provider	Public/Private	Service Type	Hours	Days	Service Area
Providence Down Manor	Private	Client transportation	Scheduled and as needed	As scheduled/needed	City of Hood River
Hawks Ridge Senior Living	Private	Client transportation	Scheduled and as needed	As scheduled/needed	City of Hood River
Parkhurst Place	Private	Client transportation	Scheduled and as needed	As scheduled/needed	City of Hood River
Greyhound	Private/Intercity	Bus- Fixed Route	By schedule	Monday-Sunday	I-84 corridor
Amtrak	Private/Intercity	Train- Fixed Route	By schedule	Monday-Sunday	Bingen, WA to Portland
Drive Less Connect.	Public	Carpool/Ride Share	As arranged	As arranged	State of Oregon (ODOT)
vRide	Private	Vanpool	As arranged	As arranged	Hood River and Portland metro
Enterprise Rideshare	Private	Vanpool	As arranged	As arranged	City of Hood River and Portland metro

### **Public Transportation Service Provider Highlights**

#### **Columbia Area Transit (CAT)**

The main public transportation provider for Hood River County is Columbia Area Transit (CAT).

#### **Service Area/Hours**

CAT offers Dial-a-Ride, door-to-door service from 8 a.m. to 5 p.m., Monday through Friday throughout Hood River County. CAT also offers two fixed route services: one connecting Hood River and The Dalles three times per day, Monday through Friday, and one connecting Hood River and Portland on Tuesdays and Thursdays. Both fixed route services involve coordination with the Transportation Network in Wasco County (the route to Portland originates in The Dalles). The fixed route schedules to Portland and The Dalles can be found in Appendix J.

#### **Fares**

Door to door service is offered at a 10% discount to seniors and individuals with disabilities who purchase ticket books. Regular dial-a-ride fares are \$1.25 to \$2.25, depending upon trip origin. The shopping bus fare ranges from \$2.50 to \$4.00, depending upon trip origin. Intercity fares are \$3.00 each way for the Hood River/The Dalles route and \$8.00 one-way per rider for the Hood River to Portland service.

### **Funding**

The Hood River County Transportation District, which was formed in 1993 by a vote of Hood River County residents, provides a tax base for the operation of CAT. In addition to the tax base, operational costs for CAT services are covered through:

- Federal Transit Administration Funds, 5310 and 5311
- Mass transit payroll taxes
- Medicaid, medical and non-medical
- Oregon Special Transportation Fund Grants
- Grants, e.g. Oregon Special Transportation Fund Discretionary Grants
- Fares

Financial support keeps fares at a reasonable level, allowing special needs populations to access transportation services at a nominal cost.

### **Administration**

Columbia Area Transit is managed by a team of Executive Co-directors, who share delineated responsibilities for administration and also have front-line staffing responsibilities. The co-directors report to the Hood River County Transportation District Board of Directors. The previous director, who was shared by both Columbia Area Transit and the Mid-Columbia Council of Government's (MCCOG) Transportation Network, resigned from both agencies in early 2016. As a result, CAT lost its shared administration position with MCCOG and must now budget, provide and pay 100% for these services.

### **Building Inventory for Columbia Area Transit**

In June 2010 Columbia Area Transit moved into a brand new Transit Center. The Center houses the dispatch and operations for Columbia Area Transit, including secure, covered bus bays and a vehicle maintenance area. A Park and Ride facility is adjacent to the Transit Center. As service capacity has grown, so has the need for larger vehicles. Currently, the Transit Center has covered accommodations for 12 vehicles but none of the bays are long enough to fully house and protect the longer vehicles required to support their transit service. Additional capital funding is needed to construct an extension to their bus barn or build additional covered bus storage area to protect the larger vehicles from the elements and to secure them after hours.

While this is a relatively new building, it requires funds for upkeep and maintenance of both the building and the grounds, including the Park and Ride facility, along with modern intelligent communication capabilities in order to effectively meet the needs of the target populations.

## **Issues with Private Intercity Transportation Providers**

### ***Greyhound***

Greyhound is a private, inter-city transportation provider offering service along the I-84 corridor.

### **Service Area/Hours**

From Hood River, passengers can travel on Greyhound westbound to (among others) Portland/Vancouver, and eastbound to The Dalles and other points east. Currently,

Greyhound makes three westbound stops in Hood River per day. It leaves Hood River heading west at 4:00 a.m., 3:10 p.m., and 4:55 p.m. and arrives in Portland at 5:10 a.m., 4:20 p.m., and 6:05 p.m. The number of daily eastbound stops varies depending upon the final trip destination.

Although Hood River is fortunate to have Greyhound service, passengers planning a day trip to Portland/Vancouver, the nearest major metropolitan area, may experience scheduling difficulties. Day trips to Portland are often necessary for Hood River County residents requiring access to specialized medical services, to conduct personal business, shop or recreate. A person trying to reach Portland and return to Hood River via Greyhound during the course of a single day would leave Hood River around 4:00 a.m. and return on a bus departing Portland around 12:10 p.m. or the next available bus at 11:00 p.m. (arriving in Hood River after Midnight). This schedule is not optimal for those traveling for medical care or personal business.

### **Funding**

Operations are supported primarily through fares, which can be prohibitively expensive for low-income passengers. For example, round-trip fare from Hood River to Portland ranges from \$35 - \$66, depending upon the amenities one selects. As there is no Greyhound facility or staff in Hood River, tickets must be purchased online which is a barrier to many of our special needs populations.

### ***Amtrak***

Amtrak is a passenger rail service.

### **Service Area/Hours**

Amtrak provides passenger rail service on the Washington side of the Columbia River. A train station is located in Bingen, Washington. Amtrak has a more favorable schedule than Greyhound for people taking a day trip to Portland. Using Amtrak, an individual would leave around 8:04 a.m. from Bingen and return on a train departing Portland at 4:45 p.m. the same day. The difficulty with this situation for travelers is getting to and from the Bingen station.

The Mt. Adams Transportation Service (MATS) run by Klickitat County Senior Services provides intercity/interstate bus service from White Salmon/Bingen, WA to Hood River, OR, and back, but it does not coordinate with the Amtrak schedule nor does MATS operate this service daily. Currently, Mt. Adams Transportation Service service is provided only on Mondays, Wednesdays and Fridays.

### **Funding**

Operations are supported primarily through fares. A roundtrip fare from Bingen-White Salmon to Portland/Vancouver ranges from \$23 - \$58, depending upon type of coach seat reserved. These fares are prohibitively expensive for special needs individuals.

**Regional Transportation Services Coordination**

Hood River County enjoys a well-established level of coordination between the area’s transportation providers through Columbia Area Transit’s participation in the Gorge TransLink Alliance, a bi-state coalition of five county’s transportation providers, state transportation officials and local agency partners in the Mid-Columbia region. The Alliance is facilitated by MCEDD’s mobility manager. This individual works closely with Alliance members and other partners to consider local and regional transportation services, service gaps, costs, funding needs, available funding streams, innovative and appropriate technology with an eye for opportunities of potential collaboration and coordination.

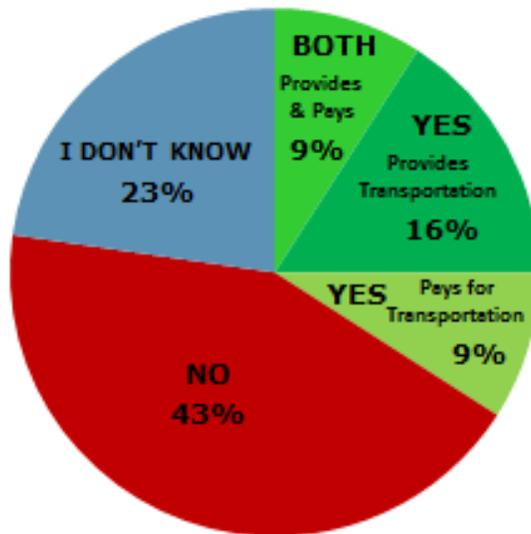
To help promote existing transportation services, MCEDD’s mobility manager conducts community outreach to area organizations serving the needs of vulnerable and special needs populations, as well as to employers and the general public. Regular meetings of the Gorge TransLink Alliance arranged and facilitated by the mobility manager aid communication and build partnership, thus fostering an environment where regional transportation concerns can be addressed. The mobility manager position is grant-funded. Gorge TransLink Alliance members support the mobility manager position through agency resolutions and Memorandums of Understanding, along with match and in-kind assistance.

Columbia Area Transit is a member of The Transportation Network’s Medicaid Brokerage.

**Transportation Funding**

***Local Human Services Agency Funding for Transportation Services***

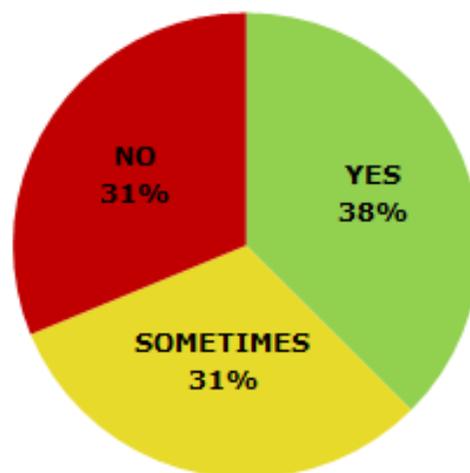
Through the Stakeholder surveys agency staff were asked, “Does your organization provide or pay for client transportation?” The responses, which indicate 1/3 of the agencies support transportation in some way, are illustrated in the pie chart below:



A follow-up question asked, “*how does your organization fund its transportation program?*” 80% of respondents reported “Agency budget”; 20% said through “Grants”. No one reported using “Donations” or “Volunteers” to either fund or provide its clients transportation program.

To get an idea of the extent to which human services agency staff assist their clients with transportation needs, staff were asked to estimate the number of unique clients/week they assist with transportation and the total number of trips/week for which assistance was provided. Of the 47 agency staff who completed the survey, 12 staff responded to this question, stating they assisted 290 unique clients per week with 80 total trips provided. Assisting clients included informing them of CAT’s services and how to schedule a ride and providing reimbursement for CAT tickets purchased. From the results, it appears a good deal of staff time is spent helping clients understand and use available transportation services or actually transporting clients.

To ascertain what impact this has upon agency services, a follow-up question asked, “*Do transportation issues interfere with the effectiveness of your organization or agency to serve your clients?*” Agency staff responses are illustrated in the chart below:



Clearly, 69% of agency staff felt dealing with transportation issues did or sometimes interfered with their organization’s effectiveness. Qualitative comments reflected on the transportation experience for clients: “The 30 minute pick-up window is problematic; it is anxiety provoking and difficult for folks with physical and mental impairments.” Other staff stated that transportation issues affect their clients’ ability to participate in workshops or receive needed benefits, create scheduling issues for agency staff when appointments are cancelled and that clients delay needed services until they can get a ride. They also noted it can be difficult to arrange transportation for clients who have medical appointment and need transportation.

### ***State and Federal Funding to Support Special Needs Transportation***

The following outlines available state and federal funding streams designed to support transportation for seniors, those with disabilities, low income individuals and Limited English Proficiency individuals:

- Section 5310: Elderly and Disabled Transportation Assistance. Federal funding source designed specifically to meet elderly and disabled individuals’ transportation requirements. Administered by states and available in the State of Oregon through the discretionary grant process.

- Section 5311: Rural Transit Assistance. Federal funding source designed to support rural transportation operations. Administered by states and available in the State of Oregon through a formula process.
- Medicaid Non-emergency Transportation. Administered by the state's Coordinated Care Organizations, provides funding for eligible client transportation to and from medical services that are both medically necessary and covered by Medicaid.
- Non-medical Medicaid resources for the developmentally disabled.
- Special Transportation Fund. State funding source distributed both by formula and through supplemental grants and the discretionary application process.
- ConnectOregon. State funding source which is a lottery-backed bond initiative designed to invest in air, rail, marine, transit, and bicycle/pedestrian infrastructure to ensure a strong Oregon transportation system. Discretionary grant program.
- Federal Highway Administration. Federal Lands Access Program. Competitive grant program designed to provide safe and adequate transportation access to and through Federal Lands for visitors, recreationists, and resource users.
- Business Energy Tax Credit (BETC): State program providing tax credits for eligible energy conservation programs, including reduced driving affects offset by public transportation projects. Tax credits are available to businesses that support transportation solutions such as teleworking.

# Transportation Fleet Inventory for Hood River County

Includes the county's public transportation provide, Columbia Area Transit and Human Services Agencies providing client transportation.

Operator	Model/ Year	Mileage Estimate	ADA Accessible	Remaining Useful Life (Years)	Seating Capacity
Columbia Area Transit (CAT)	2010 Ford Eldorado E-450	53,418	Yes	2.8 years	18 or 16 +2
Columbia Area Transit (CAT)	2010 Ford Eldorado E-450	40,419	Yes	2.8 years	18 or 16 +2
Columbia Area Transit (CAT)	2010 Ford Eldorado E-450	58,070	Yes	2.8 years	18 or 16 +2
Columbia Area Transit (CAT)	2010 Ford Eldorado E-450	56,721	Yes	2.8 years	18 or 16 +2
Columbia Area Transit (CAT)	2011 Toyota Sienna	6,002	No	1.8 years	7
Columbia Area Transit (CAT)	2011 Ford Champion E-450	20,225	Yes	4 years	18 or 16 +2
Columbia Area Transit (CAT)	2010 Ford Startrans Supreme E-450	18,030	Yes	4.25 years	18 or 16 +2
Columbia Area Transit (CAT)	2013 Ford Elkhart E-450	67,613	Yes	5 years	14
Columbia Area Transit (CAT)	2013 Ford Elkhart E-450	2,301	Yes	7 years	18 or 16 +2
Columbia Area Transit (CAT)	2015 Ford Elkhart E-450	2,201	Yes	5 years	18 or 16 +2
Opportunity Connections Knopp Court Home	2008 Ford Van	130,000	No	1	8
Opportunity Connections Knopp Court Home	2006 Toyota Sienna	145,048	No	1	8
Opportunity Connections Sherman Street Home	2005 Toyota Sienna	126,274	No	0	8
Opportunity Connections Eugene Street Home	2007 Dodge Grand Caravan	128,000	No	2	8
Opportunity Connections Heights HR	2015 Corolla	1,280	No	2 year lease	5
Opportunity Connections Heights HR	2015 Corolla	1,897	No	2 year lease	5

Operator	Model/ Year	Mileage Estimate	ADA Accessible	Remaining Useful Life (Years)	Seating Capacity
Opportunity Connections Pine Grove HR	2016 Corolla	30	No	2 year lease	5
Opportunity Connections Pine Grove HR	2001 Ford BU WSD	180,000	No	0	8
Opportunity Connections Thomson Rd HR	2016 Corolla	35	No	2 year lease	5
Mid-Columbia Center for Living	1999 Honda Odyssey Van	144,100	No	0	7
Mid-Columbia Center for Living	2004 Ford Econoline Van	99,355	No	0	12
Mid-Columbia Center for Living	2005 Subaru Impreza	106,244	No	0	\$
Mid-Columbia Center for Living	2007 Ford Taurus	119,840	No	0	5
Mid-Columbia Center for Living	2011 Dodge Mainstreet Van	34,036	No	1 year	7
Mid-Columbia Center for Living	2013 Ford Escape	30,799	No	3 years	5
Mid-Columbia Center for Living	2013 Dodge Journey	48,514	No	3 years	5

# Needs Assessment

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## Barriers

Common barriers to fully meeting transportation needs were noted throughout the planning process during stakeholder meetings and captured in the stakeholder surveys. Barriers include:

- **The dispersion of population pockets throughout the county's large geography.** This is true both within the City of Hood River and the outlying towns where residents need to get into the City for necessary services. The rural nature of Hood River County is mirrored in the data gathered through the 2010 US Census and shown on the maps of population concentration in Appendix I. There is one private transportation provider that travels to locations within the county that are outside of the City of Hood River.
- **Distance between locations in Hood River County and the closest major population center.** Interstate 84 provides a primary connector through the Columbia River Gorge to the major population center of Portland, OR, yet it is still 60 miles away from the City of Hood River and farther for those who live outside the City. Along the I-84 corridor, the few private transportation providers cater to the region's and the county's tourist industry. Columbia Area Transit has a two day/week limited schedule intercity route between the City of Hood River and Portland, requiring individuals to plan any necessary personal business on those two days and within a narrow time window. The service does not currently operate on the week-end, thus limiting personal travel for recreational or social pursuits, both necessary for independence and quality of life.
- **Limited capacity of existing transportation providers.** There is a high demand for public transportation services, but the sole public transportation provider is limited in consistent and stable funding in order to acquire and maintain the number of vehicles and staff necessary to meet the demand. Additionally, existing vehicles are aging and many will be in need of replacement during the next few years. Throughout the needs assessment, we heard the repeated refrain of the desire for more service, more stops, more availability. Limited capacity also impacts the ability of both the special needs populations as well as the general public to utilize the available public transportation service to get to/from work.
- Although Hood River County has a **taxing district, the leverage is small**, resulting in a restrained amount of local funding that can be used to leverage state and federal funding sources.
- **Constrained funding to provide/expand public transportation services.** In general, constrained local funding is only part of a larger picture related to the lack of stability and consistency provided through state and federal funds for public transportation services. The County's public transportation provider spends an inordinate amount of time writing and managing grants in order to continue to provide the most basic transportation service to meet the needs of its most vulnerable citizens.
- **Language.** According to the 2015 U.S. Census Population Estimates, Hood River County's Latino population is 31.1%. The North Central Region's Limited English Proficiency study noted, according to the American Factfinder, 16% of Hood River County residents *Speak English less than "very well."* Furthermore, according to American Factfinder in Hood River County the primary language spoken other than

English is Spanish. The study found the lack of a robust bilingual Columbia Area Transit staff a huge barrier to this population using public transportation. While CAT has worked diligently to hire bilingual drivers, this has proved difficult and may have to do with the wait-time to take the CDL drive test, which is about 8-12 weeks. The long wait time prohibits an employee from truly working full time until they have their certification. Additional bilingual dispatch staff is also needed, as are marketing and outreach efforts to the county's Latino population.

- **Preplanning required to reserve a ride.** Human Services Agency Stakeholders indicated this is a huge barrier as many of their clients do not have the wherewithal to call 1-2 days or more in advance, depending upon location within the County, to reserve a ride.
- **The inconsistent wait-time required.** Stakeholders dislike the “30-minute” window to be ready for pick-up and also noted sometimes their return ride comes unexpectedly early causing their needed services to be cut short.
- **Stigma.** Stakeholders shared there is a negative perception associated with using the Dial-a-Ride transportation service that precludes them from using it.
- **Lack of Awareness of Service.** There is a general lack of awareness of CAT's public transportation services and its fixed routes. People are also confused about how the service operates and who is eligible to use it.
- **Cost** was cited by Human Services Agency staff as a major barrier for their clients using public transportation, especially for those with children. For example, a parent with multiple children trying to get one child to a health care visit usually means they must bring all of their children with them and this can add up to several dollars. If the trip is to Portland for medical care, this can be prohibitive. It was also noted that public transportation cost is cumulative, so if a rider needs transportation to a child care provider location, then to work, then back to both places, the cost will also quickly add up.
- **Access to purchase tickets is an issue.** Riders cannot buy tickets on the bus and must purchase them at Columbia Area Transit's office location during specific hours, limiting individuals' ability to acquire them, especially for those who work.
- **Exact change.** Exact change is required for ridership, which is particularly challenging as most individuals rely on a debit or credit card for monetary transactions and may not board with cash. For those that do board with cash, making sure it is exact change poses a challenge.
- **Regional interconnectivity.** There is no consistent public transportation across the bridge connecting the City of Hood River and Bingen, Washington. The bridge does not allow pedestrian and bicycle travel, which further restricts connections across the Columbia River. The Port of Hood River, which owns the bridge, is currently exploring ways to fund replacement of this bridge.
- **Limited intercity fixed route service options inhibit commuter's** ability to get to their workplaces in Wasco and Multnomah counties.

## **Improving Coordination**

### ***Overlap/Duplication of Services***

Hood River County has one primary public transportation service provider: Columbia Area Transit (CAT). CAT has been active in identifying and working with its partners in the Gorge TransLink Alliance to avoid duplication of services.

### ***Opportunities for Coordination***

As illustrated in the Stakeholder survey results, some human service agencies currently augment the transportation services offered by CAT by providing their own transportation to clients in need or by actively assisting clients in accessing and/or scheduling CAT's service. This agency staff time is better spent actively engaging with clients' human services' needs. With additional funding and capacity for CAT, especially for the creation of city-wide and targeted county fixed route service, there is an opportunity for a single transportation entity to more effectively and efficiently serve the diverse needs of Hood River County.

There are changing expectations among transit-dependent populations in Hood River County as indicated on the Stakeholders survey. As demonstrated earlier in this report, a high percentage of survey respondents indicated their likelihood of riding a fixed route bus service, with current CAT riders reporting the highest likelihood.

Across the board, stakeholders are receptive to fixed-route service, which eliminates stigma, the need to preplan by scheduling a trip days in advance and gives special needs' transit-dependent individuals greater autonomy and independence. Most timely is the Hood River County's Transportation District's forthcoming Transit Master Plan which will address the efficiency of the current transportation service as well as the feasibility and sustainability of fixed-route service.

### **Capital Equipment**

Columbia Area Transit's vehicle fleet inventory indicates about half of the fleet of vehicles will reach their useful life during the next three years. Planning and providing for vehicle replacement is therefore critical to maintaining operations. Preventative maintenance and repair is also vitally important to ensure the safety and reliability of the vehicles currently in use to provide public transportation.

# Transportation Needs for Seniors, Individuals with Disabilities, Low Income Individuals and those with Limited English Proficiency

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Across the target populations, there was great consistency in the identified transportation service needs, gaps and barriers with a few exceptions for low income individuals and those with Limited English Proficiency as noted. The list was developed through the analysis of the survey responses and through stakeholder meetings and interviews.

- Columbia Area Transit's dial-a-ride provides an essential transportation service to Hood River County's target populations.
- The shopping bus is very popular and provides an important public service.
- The City of Hood River to Portland intercity fixed route is highly utilized and provides an essential service.
- The City of Hood River to The Dalles intercity fixed route provides an important regional connection.
- Service expansion is a common thread among stakeholder groups. They indicated a need for:
  - An increase in the dial-a-ride service area coverage so that is more inclusive of the entire County
  - The City of Hood River/The Dalles intercity fixed route service to include more stops in The Dalles to medical care clinics, social services locations, commerce sites and work places
  - More frequent City of Hood River/Portland intercity service to better accommodate medical appointments which can be difficult or impossible to schedule on the days transportation service is currently offered (e.g. some physicians do not have clinic hours on Tues/Thurs). More frequent intercity service to Portland to better support commuters who work in the Portland metro area. Others indicated a need for week-end service to Portland
  - Consistent intercity service between Hood River, OR and Bingen, WA, in order to access the Amtrak station and workplaces (e.g. Insitu)
  - Early morning transportation
  - Evening hours transportation
  - Week-end transportation
  - Consistent intercounty transportation services, particularly between Odell/Parkdale and the City of Hood River
  - Consistent transportation to/from work sites. (Primarily expressed by individuals with disabilities and low income, and/or Limited English Proficiency)
- Bilingual marketing and outreach to improve public awareness of the County's transportation services and how to access them.
- Limited English Proficiency stakeholders indicated a need for bilingual transportation staff: call center and drivers.
- There is a stigma or negative perception associated with using the dial-a-ride transportation service that precludes people from using it.
- Regional travel options are needed, e.g. City of Cascade Locks to Stevenson

## Strategies to Address Identified Needs, Barriers and Gaps

Based upon information gathered from public meetings, surveys, and stakeholder interviews the following are strategies to address Hood River County's transportation needs, barriers and gaps. Strategies affecting seniors are marked by an S, those affecting individuals with disabilities are marked by a D, those affecting low-income individuals are marked by an LI and those affecting Limited English Proficiency individuals are marked by and LEP. The Special Transportation Fund Committee was tasked with determining the Priority rankings for each of the strategies corresponding to an identified transportation need, barrier or service gap. In the chart below, green denotes high priority; yellow denotes medium priority and grey denotes low priority. Please see Appendix K for the Criteria and Methodology used in determining strategic priorities and Appendix L for a List of the Prioritized Strategies.

### Category: Sustain Existing Transportation Services

Identified Transportation Needs/Barriers and Service Gaps	Strategies to Address	Priority	Target Population Affected	Resource Capacity
Continue to provide the current dial-a-ride transportation service which is highly utilized and respected.	<ul style="list-style-type: none"> <li>Maintain dial-a-ride transportation operations</li> </ul>	High	S,D,LI, LEP	Administration capacity exists. Financial resources likely available through STF to fund operations
Continue to provide current shopping buses which are very popular and highly utilized.	<ul style="list-style-type: none"> <li>Maintain shopping bus service. Conduct regularly scheduled review of service to ensure target populations needs are being met.</li> </ul>	High	S,D,LI, LEP	Administration capacity exists. Financial resources likely available through STF to fund operations
Continue to provide the highly utilized and respected Mon – Fri intercity, fixed route service from Hood River to The Dalles, a regional hub for medical care and commerce.	<ul style="list-style-type: none"> <li>Maintain the intercity fixed route service between Hood River and The Dalles.</li> <li>Conduct regularly scheduled review of service to ensure target populations needs are being met.</li> </ul>	High	S,D,LI, LEP	Administration capacity exists. Financial resources likely available through 5311 funding for operations

Continue to provide the highly utilized and respected Tues/Thurs intercity, fixed route service from Hood River to Portland, the nearest large metropolitan area	<ul style="list-style-type: none"> <li>• Maintain intercity fixed route service between Hood River and Portland.</li> <li>• Conduct regularly scheduled review of service to ensure target populations needs are being met.</li> </ul>	High	S,D,LI, LEP	Administration capacity exists. Financial resources likely available through 5311 funding for operations
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**Category: Operations**

Identified Transportation Needs/Barriers and Service Gaps	Strategies to Address	Priority	Target Population Affected	Resource Capacity
Fleet Management	<ul style="list-style-type: none"> <li>• Provide for replacement of vehicles that have exceeded their useful life</li> <li>• Provide funding for ongoing and timely preventative vehicle maintenance to ensure the safety and reliability of the transportation services</li> <li>• Seek funding for additional vehicles required for any service expansion</li> </ul>	High	S,D,LI, LEP	Administration capacity exists. Financial resources likely available through STF funding for operations as well as through other state transportation grants, e.g. 5310
Protection and safety of vehicles	<ul style="list-style-type: none"> <li>• Seek funding for expansion of bus shelter to accommodate larger vehicles in fleet and any additional vehicles added for service expansion to protect the fleet from the elements and ensure the safety of the fleet.</li> </ul>	Medium	S, D, LI, LEP	Administrative capacity exists. Financial resources likely available through capital equipment grants or funding resource.

<p>Maintain affordable fares, as cost is an issue for the target populations.</p>	<ul style="list-style-type: none"> <li>• Continue 10% fare discount for seniors and those with disabilities.</li> <li>• Continue to secure state, Federal and local funding to keep fares minimal.</li> <li>• Explore other fare options – youth fare for example, or reduction in fare for workers when employer contributes operations subsidy; community college student transportation fee.</li> </ul>	<p>High</p>	<p>S,D,LI,LEP</p>	<p>Administration capacity exists and there is a will of the CAT administrators and the Hood River County Transportation District to keep public transportation as affordable as possible.</p>
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<p>Respond to stakeholders request and need for expanded public transportation service:</p> <ul style="list-style-type: none"> <li>➤ Dial-a-ride service area coverage inclusive of the entire county.</li> <li>➤ Provide access to affordable public transportation intra-county service in the: <ul style="list-style-type: none"> <li>○ early morning (6am to 9am or earlier to accommodate employment needs)</li> <li>○ evening (4pm to 7pm or later to accommodate employment)</li> <li>○ weekend (Sat/Sun) <i>priority</i></li> </ul> </li> <li>➤ Expand options for intra-county travel, particularly between Odell/Parkdale and the City of Hood River. Provide fixed-route services for intra-county transportation.</li> <li>➤ Expand Hood River/The Dalles intercity fixed route with more stops in The Dalles to medical care, social services and commerce. Reconcile intercity service with changing community college schedule.</li> <li>➤ Offer more frequent Hood River/Portland intercity service to accommodate medical appointments and meet the needs of commuters. Provide for week-end service to Portland.</li> </ul>	<ul style="list-style-type: none"> <li>• Analyze if operational efficiencies would offer ability to provide more reliable service to outlying areas of the county.</li> <li>• Consider public/private partnership to expand services throughout the county. Leverage emerging technologies/ innovative solutions such as partnerships with transportation network companies.</li> <li>• Seek state/federal and private funding and consider paid display ads on buses to help fund expanded service hours.</li> <li>• Work with the College to explore establishment of a student transportation fee to help support their transportation needs.</li> <li>• Continue to collaborate with the College and The Link on the inter-city service schedule.</li> <li>• Review locations aging adults need to access on an ongoing basis, including those related to the social determinants of health, to best address their transportation needs.</li> <li>• CAT's Transit Master Plan will be vital in identifying common work place destinations and potential funding streams.</li> </ul>	<p>High</p>	<p>S, D,LI,LEP</p>	<p>Administration capacity exists. Would require additional financial and staff resources. Financial resources may be available through STF, 5310 or 5311 funds or state/federal transportation discretionary funding; The Transit Master Plan will explore the feasibility and sustainability of additional fixed route or deviated service within the County. Costs may be off-set by reduced staff time needed to schedule the dial-a-ride public transportation and by efficiencies gained through consolidated and consistent routes.</p> <p>Agencies, such as the Aging in the Gorge Alliance and CCO, may be able to help advise on an ongoing basis regarding the locations elderly individuals need to access.</p>
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<p>(continued from above)</p> <ul style="list-style-type: none"> <li>➤ Address the very real need some individuals in the target populations have in accessing regular public transportation to/from work.</li> </ul>	<ul style="list-style-type: none"> <li>• Consider cooperative partnership with employers to help fund service expansion.</li> <li>• Collaborate with Gorge TransLink’s Mobility Manager to optimize CAT’s strategic approach to service coordination and customer service.</li> </ul>			
<p>For fixed or deviated-fixed route expansion, provide protection from inclement weather and seating areas along the route(s).</p>	<ul style="list-style-type: none"> <li>• Provide necessary infrastructure to accommodate fixed or deviated-fixed route service that protects individuals from the weather and provides a place for people to sit and wait, e.g. bus shelters with seating areas</li> </ul>	<p>High</p>	<p>S,D,LI, LEP</p>	<p>Administration capacity exists. Will require additional capital financial resources and coordination with city and county officials. Financial resources may be available state/federal transportation discretionary or competitive grant funding.</p>

<p>Resolve CAT riders' frustration over the 30 minute pick-up window/wait-time for dial-a-ride service.</p>	<ul style="list-style-type: none"> <li>• Create additional fixed route or deviated service within the County.</li> <li>• Better educate target populations about how the transportation system operates.</li> <li>• Further explore utilizing CAT scheduling software (eg to assess an individual's mobility and vehicle capacities) to reduce the 30 minute window without negatively impacting overall ridership</li> </ul>	<p>High</p>	<p>S, D,LI,LEP</p>	<p>Administration capacity exists. Would require additional financial and staff resources. Financial resources may be available through STF or 5310 funds or state/federal transportation discretionary funding; The Transit Master Plan will explore the feasibility and sustainability of additional fixed route or deviated service which would largely eliminate/minimize the 30 minute wait.</p>
<p>Address antiquated cash/exact change only or ticket payment system.</p>	<ul style="list-style-type: none"> <li>• Monitor and explore new fare payment systems in order to identify one to replace CAT's current cash only/exact change and paper tickets' fare system.</li> </ul>	<p>High</p>	<p>S, D,LI,LEP</p>	<p>CAT administrators are actively pursuing options to their current fare payment system with an eye toward modernization. Special foundation or local/regional grant money may be available for start-up costs when a viable option is identified.</p>

Complete Transit Master Plan	<ul style="list-style-type: none"> <li>• Complete the transit district's Transit Master Plan and utilize its recommendations as a path forward to provide vital transportation services.</li> </ul>	High	S,D,LI, LEP	The Transit Master Plan is funded through an ODOT grant and is in process. Administrative capacity and commitment exists to work with the consultant to see the plan through to completion.
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**Category: Marketing/Education/Outreach**

Identified Transportation Needs/Barriers and Service Gaps	Strategies to Address	Priority	Target Population Affected	Resource Capacity
Market and promote the system to ensure target populations are aware of the services available.	<ul style="list-style-type: none"> <li>• Distribute material about the transportation system at key sites.</li> <li>• Maintain existing promotion activities, including website, radio and print.</li> <li>• Increase targeted outreach to individuals with disabilities, aging persons in the County and persons with lower incomes.</li> <li>• Increase general marketing outreach to increase use of the system</li> <li>• Explore effective opportunities to better promote the services offered.</li> </ul>	High	S,D,LI,LEP	<p>The STF committee can assist with connections to key distribution sites.</p> <p>Administration capacity exists.</p>

<p>Enhance bilingual/bicultural transportation services:</p> <p>Improve bilingual marketing and public awareness of the County's transportation services and how to access them. Across the target population groups, many did not know about the public transportation options available to them.</p> <p>Address staff language and cultural training skills to meet the needs of those with Limited English Proficiency.</p>	<ul style="list-style-type: none"> <li>• The LEP Implementation of grant is designed to address bicultural marketing and public awareness of the County's transportation services and how to access them.</li> <li>• The grant also incorporates additional outreach to Human Services Agency staff to reach the target populations with meaningful transportation information.</li> <li>• Support the Travel Ambassadors program. The Travel Ambassadors are community health workers who will provide one-on-one education on how to understand and access the County's transportation services.</li> <li>• Develop and conduct ongoing Hood River County marketing campaign utilizing traditional and nontraditional approaches to reach the target audiences.</li> <li>• CAT staff participate in the staff language and cultural understanding education session co-created with members of the Latino community.</li> </ul>	<p>High</p>	<p>LEP</p>	<p>Resource capacity is high as the LEP Implementation grant is funded for implementation FY 2016/17.</p> <p>The Travel Ambassadors program development is funded for implementation.</p> <p>For ongoing marketing, the administrative capacity may be limited.</p> <p>MCEDD's Mobility Manager may be able to assist with outreach efforts.</p>
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<p>Address safety and security concerns voiced particularly by Limited English Proficiency stakeholders due to language and cultural barriers.</p> <p>Address safety/security concerns voiced by seniors and other target populations.</p> <p>Address the ease of using the system for target populations. Provide better connections to the natural communication points, such as Community Health Workers and medical schedulers.</p>	<ul style="list-style-type: none"> <li>• Support the Travel Ambassadors program to be developed through the LEP grant. The Travel Ambassadors are community health workers who will provide one-on-one education on how to understand and access the County’s transportation services.</li> <li>• Seek resources to extend the Travel Ambassador program to reach additional populations.</li> <li>• Increase connections to Community Health Workers (CHW) and medical schedulers with marketing materials and information; provide education including at CHW training events.</li> </ul>	High	S, D, LI, LEP	<p>The Travel Ambassadors program development is funded for implementation.</p> <p>Partner with the CCO. Work with Community Health Workers</p>
<p>Address stigma. Stakeholders shared there is a negative perception associated with using the Dial-a-Ride transportation service that precludes them from using the service.</p>	<ul style="list-style-type: none"> <li>• Consider additional outreach and education on benefits of using public transportation: eco-friendly; relaxing – can read or text while riding;</li> <li>• Consider an “everybody rides” campaign by asking a series of local celebrities to ride and publicize their trips in social and print media.</li> </ul>	High	S,D,LI,LEP	<p>Administrative capacity may be limited to provide the time required to perform additional outreach and/or conduct an “everybody rides” campaign.</p>

**Category: Stable Funding**

Identified Transportation Needs/Barriers and Service Gaps	Strategies to Address	Priority	Target Population Affected	Resource Capacity
<p>Address the limited capacity of the sole, existing transportation provider. There is a high demand for transportation services, but the sole public transportation provider is limited in consistent and stable funding in order to acquire and maintain the number of vehicles and staff necessary to meet the demand. The Transportation District's current tax level is inadequate to meet required match for additional Federal and state grant monies. Federal and state funding is critical to public transportation system operations.</p>	<ul style="list-style-type: none"> <li>• Continue to seek all Federal and state transportation grants that Columbia Area Transit is eligible for.</li> <li>• Leverage all match against Federal and state grants.</li> <li>• Explore an increase in the taxing district's tax levy to increase local match dollars.</li> <li>• Utilize local groups to advocate for public transportation funds.</li> <li>• Identify and utilize potential additional sources/partners to support local operational funding or local match, such as support from the Chamber, the City, Community College etc.</li> </ul>	<p>High</p>	<p>S,D,LI.LEP</p>	<p>CAT Administrators currently seek and apply for eligible grants. To explore an increase in the taxing district's levy would be time-consuming and administrative capacity is limited. Working with local groups to develop advocates for public transportation requires additional admin capacity and might best be done by a Board member. Working to identify/build collaborative operational support from additional sources/partners will take skill and time, but may well be worth the effort.</p>

**Category: Planning and Coordination**

Identified Transportation Needs/Barriers and Service Gaps	Strategies to Address	Priority	Target Population Affected	Resource Capacity
Increase options for regional travel in the Mid-Columbia area.	<ul style="list-style-type: none"> <li>Continue participation in the Gorge TransLink Alliance to network and collaborate with the Mid-Columbia transportation service providers. Gorge TransLink Alliance members continue to identify and bring to fruition funding opportunities to support regional transportation connections.</li> </ul>	High	S,D,LI.LEP	Capacity currently exists through the Administrators' regular participation in the Gorge TransLink Alliance.
Continue collaboration with Human Services providers to meet the needs of the target populations.	<ul style="list-style-type: none"> <li>As able, attend public Human Service Agency meetings to maintain strong working relationships and bolster the ability to respond collaboratively to emerging needs or changing conditions.</li> </ul>	High	S,D,LI.LEP	Capacity exists within the current Administration.

# Performance Measures

Identified high priority strategies are linked to performance measures in the coordinated transportation plan to help determine their efficacy in addressing service needs, gaps and barriers. The performance measures were developed in concert with the transportation providers to measure success of the high priority strategies. Performance measures were designed to capitalize on current tracking methods or otherwise be easy to track so they are not burdensome. The performance measures are listed below.

Transportation Need	Strategies	Performance Measure
<b>Sustain Existing Transportation Services</b>	<ul style="list-style-type: none"> <li>• Maintain dial-a-ride transportation operations.</li> <li>• Maintain shopping bus service.</li> <li>• Maintain the intercity fixed route service between Hood River and The Dalles.</li> <li>• Maintain intercity fixed route service between Hood River and Portland.</li> <li>• Conduct regularly scheduled review of services to ensure target populations needs are being met.</li> </ul>	<ul style="list-style-type: none"> <li>○ Track ridership for dial-a-ride services</li> <li>○ Track ridership for Hood River/ The Dalles fixed route</li> <li>○ Track ridership for Hood River/Portland fixed route</li> </ul>
<b>Operations</b>	<ul style="list-style-type: none"> <li>• Provide for replacement of vehicles that have exceeded their useful life.</li> <li>• Provide funding for ongoing and timely preventive vehicle maintenance to ensure the safety and reliability of the transportation services.</li> <li>• Maintain affordable fares.</li> <li>• Seek resources to expand services, particularly weekend and fixed-route (as advised through the Transit Master Plan).</li> <li>• Complete Transit Master Plan.</li> </ul>	<ul style="list-style-type: none"> <li>○ Track vehicle mileage</li> <li>○ Track vehicle replacement</li> <li>○ Track complaints about fares and report quarterly to Board</li> <li>○ Complete and adopt Transit Master Plan</li> </ul>
<b>Stable Funding</b>	<ul style="list-style-type: none"> <li>• Continue to seek all federal and state transportation grants that Columbia Area Transit is eligible for.</li> <li>• Continue to seek to leverage all match against state and federal grant funds.</li> </ul>	<ul style="list-style-type: none"> <li>○ Federal and state funding is secured.</li> <li>○ All match for state and federal funds met</li> </ul>

<b>Marketing / Education / Outreach</b>	<ul style="list-style-type: none"> <li>• Maintain and enhance marketing and outreach to all target populations</li> <li>• Support and encourage implementation of the LEP pilot: development of Novellas to air on Radio Tierra; outreach to LEP individuals through Community Health Worker training; bilingual transportation resources developed and shared with Gorge TransLink Alliance members; transportation staff attend language and cultural understanding education session developed under the Implementation grant.</li> </ul>	<ul style="list-style-type: none"> <li>○ Track increase in ridership.</li> <li>○ Conduct voluntary, confidential survey sampling to identify ridership by target populations</li> <li>○ 100% staff attendance at language and cultural understanding education session</li> <li>○ Explore the opportunity to track number of calls/day along with general location and peak hours via scheduling software or phone company</li> </ul>
<b>Planning and Coordination</b>	<ul style="list-style-type: none"> <li>• Continue participation in the Gorge TransLink Alliance.</li> </ul>	<ul style="list-style-type: none"> <li>○ Attend at least four of the six bimonthly Gorge TransLink Alliance meetings annually</li> </ul>

# Plan Review and Adoption

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## **2007-2010 Coordinated Transportation Plan Adoption**

The first draft of this coordinated transportation plan was presented to the Hood River County Special Transportation Fund committee on January 8, 2007 and to the Hood River Transportation District Board of Directors on January 10, 2007. It was discussed at both of these meetings. The draft plan was approved for submission to the Oregon Department of Transportation with the applications to the Public Transit Division Discretionary Grant Program. The final plan was completed in April 2007.

## **2009-2012 Coordinated Transportation Plan Update**

Under contract with Association of Oregon Counties, Mid-Columbia Economic Development District began updating the plan for 2009-2012. A draft was presented to the Hood River County Special Transportation Fund committee in January and March 2009 and to the Hood River Transportation District Board in February 2009. The draft plan was also posted on MCEDD's website (<http://www.mcedd.org>) for public review between February 2009 and March 2009. Stakeholders were encouraged to provide feedback. The final plan was approved by the Hood River County Special Transportation Fund committee in March 2009 and by the Hood River Transportation District Board on April 8, 2009.

## **2016-2019 Coordinated Transportation Plan Update**

Under an ODOT subcontract with the Hood River County Transportation District, Mid-Columbia Economic Development District began updating the plan for 2016-2019. A draft was presented to the Hood River County Special Transportation Fund committee on August 31, 2016 and October 6, 2016 and to the Hood River Transportation District Board on October 12, 2016. The draft plan was also posted on MCEDD's website (<http://www.mcedd.org>) for public review between August and September 2016. Stakeholders were encouraged to provide feedback. The final plan was approved by the Hood River County Special Transportation Fund committee on October 6, 2016 and by the Hood River Transportation District Board on October 12, 2016.

## **Future Plan Reviews**

This plan is designed to be reviewed and updated at least once every three years. It should be reviewed and updated in 2019/20 at the latest.

# Appendix A: Surveys

## HUMAN SERVICES AGENCY STAFF SURVEY - Introduction

Mid-Columbia Economic Development District (MCEDD) is updating Hood River County's Coordinated Human Services Transportation Plan which is focused on the transportation needs of seniors, low income individuals, individuals with disabilities and Limited English Proficiency individuals. Your responses will help us learn what is important to you in helping to meet your clients' transportation needs so we may spend our limited resources wisely. Please complete your survey and leave it with \_\_\_\_\_ . The surveys will then be collected by MCEDD. Thank you!

### Question 1: Does your organization serve clients who are "transportation disadvantaged?"

- Yes. If yes, how many clients/week \_\_\_\_\_  No
- If yes, where in Hood River County do your transportation disadvantaged clients typically live?
- City of Hood River
- Downtown area
  - The Heights
  - Other \_\_\_\_\_ (please write in)
- Odell
- Parkdale
- Dee
- Mt. Hood
- Cascade Locks
- Other: \_\_\_\_\_ (please write in)

### Question 2: Are your clients aware of public transportation services and do they use them?

- YES, my clients are aware of and use public transportation services.
- YES, my clients are aware of public transportation services but they do not use them. Why not?
- NO, my clients are not aware of public transportation services.

### Question 3a: What is the primary destination your clients need help getting to with public transportation?

- Medical Care    Going to Work    Shopping    Going to School
- Social Service Agency    Recreation
- Other \_\_\_\_\_

### Question 3b: In what city?

Hood River    The Dalles    Goldendale    Bend    Pendleton    Portland

Other \_\_\_\_\_

**Question 4. Does your organization provide or pay for client transportation? Check all that apply.**

Yes, Provide Transportation    Yes, Pay for Transportation    No [Skip to Question 7]    I don't know [Skip to Question 7]

If yes, please estimate the number of unique clients/week that you assist with transportation \_\_\_\_\_ and the total number of trips/week provided \_\_\_\_\_.

If your organization pays for transportation, what is the % of transportation cost covered for the client? (e.g. 100% of the clients' transportation costs are covered, 50% of the clients' transportation costs are covered, etc. ). \_\_\_\_\_

**Question 5: If you answered Yes to Question 4, how does your organization fund its transportation program? (e.g. donations, volunteers, grants, agency budget item etc.) Check all that apply.**

Donations    Agency Budget    Grants    Volunteers

Other (Please describe) \_\_\_\_\_

**Question 6: What restrictions, if any, apply to your transportation funding? Please explain. (e.g. definitions of need, limitations on trip destination or trip purpose, geographic boundaries, etc.?)**

**Question 7: In what ways, if any, are the transportation needs of your clients not currently being met?**

**Question 8: Are you aware of any changing conditions that may alter your clients' transportation needs?**

Yes   If yes, please explain:

No

**Question 9: Do transportation issues interfere with the effectiveness of your organization or agency to serve your clients? If so, please explain.**

**Question 10: If a public transportation service such as a fixed route bus service were to be established, how likely do you think your clients would be to ride it? [Fixed route bus service means buses would travel along specific routes on a time schedule.]**

- Very likely       Somewhat likely       Not likely [Skip to Question 14]

**Why or Why not?**

**Question 11: If a public transportation service such as a fixed route bus service were to be established, what times of day do you think your clients would MOST want to use it? Check all that apply.**

- 6 am to 9 am       9 am to 12 noon       12 noon to 4 pm  
 4pm to 7pm       7pm to 10pm       Other \_\_\_\_\_

**Question 12: If a fixed route bus service were to be established, what days of the week would you think your clients would be MOST likely to use it? Check all that apply.**

- Monday    Tuesday    Wednesday    Thursday    Friday    Saturday    Sunday

**Question 13: If a fixed route bus service were to be established, what stops would you like it to make?**

**Question 14: What one thing stands out as most needing improvement in Hood River County's public transportation services?**



[www.GorgeTransLink.com](http://www.GorgeTransLink.com)

**HUMAN SERVICES AGENCY CLIENT SURVEY - Introduction**

Mid-Columbia Economic Development District (MCEDD) is updating Hood River County's Coordinated

Human Services Transportation Plan which is focused on the transportation needs of seniors, low income individuals, individuals with disabilities and Limited English Proficiency individuals. Your responses will help us learn what is important to you in meeting these transportation needs so we may spend our limited resources wisely. **Please complete your survey and leave it with a staff member.** The surveys will then be collected by MCEDD. Thank you!

**Question 1: Where do you live in Hood River County?**

- City of Hood River
  - Downtown area
  - The Heights
  - Other \_\_\_\_\_ (please write in)
- Odell
- Parkdale
- Dee
- Mt. Hood
- Cascade Locks
- Other: \_\_\_\_\_ (please write in)

**Question 2: What type of transportation services do you currently use? Please check all that apply.**

- Walk    Bicycle    Own car    Ride with Friends    CAT (Columbia Area Transit)
- Other \_\_\_\_\_

**Question 3: Do you have a need for public transportation services?**

- Yes                       No    **[If No, skip to Question 6].**

**If yes, how often do you need public transportation?**

- Daily     2-3 times a week
- Once a week                                       Once or twice a month

**Question 4a: What is your primary destination when you use public transportation? (Check one)**

- Medical Care     Going to Work     Shopping     Going to School
- Social Service Agency     Recreation
- Other \_\_\_\_\_

**Question 4b: In what city?**

- Hood River     The Dalles     Goldendale     Bend     Pendleton     Portland
- Other \_\_\_\_\_

**Question 5: Do you use public transportation for any other purpose? If yes, please check all that apply.**

	Hood River	The Dalles	Goldendale	Bend	Pendleton	Portland	Other
Medical Care							
Social Services							
Shopping							
School							
Recreation							
Work							
Other							

**Question 6: Have you ever used the CAT (Columbia Area Transit) Bus?**

- YES, I have used the CAT Bus for transportation.
- NO, I have not used the CAT Bus for transportation. Please skip to Question 8.

**Question 7: If yes, you have used the CAT bus, how would you rate the service?**

- Excellent       Good       Fair       Poor

**Comments:**

**Question 8: If a public transportation service such as a fixed route bus service were to be established, how likely would you be to ride it? [Fixed route bus service means buses would travel along specific routes on a time schedule.]**

- Very likely       Somewhat likely       Not likely [If not likely, please skip to Question 14]

**Question 9: If a public transportation service such as a fixed route bus service were to be established, what times of day would you MOST want to use it? Please check all that apply.**

- 6 am to 9 am
- 9 am to 12 noon
- 12 noon to 4 pm
- 4pm to 7pm
- 7pm to 10pm
- Other \_\_\_\_\_

**Question 10: If a fixed route bus service were to be established, what days of the week would you be MOST likely to use it? Please check all that apply.**

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday

**Question 11: What fare would you be willing to pay for a fixed route bus ride?**

- \$2.25 or less each way.
- \$2.50 to \$2.75 each way.
- \$3.00 or more each way.

**Question 12: If a fixed route bus service were to be established, what stops would you like it to make?**

**Question 13: If a fixed route bus service were able to get you to work, where would you like it to stop?**

**Question 14: What would prevent you from using a fixed route bus service?**

**Question 15: What is working well with Hood River County's public transportation services?**

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**Question 16: What one thing stands out as most needing improvement in Hood River County's public transportation services?**

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[www.GorgeTransLink.com](http://www.GorgeTransLink.com)

**CAT ON BOARD SURVEY - Introduction**

Mid-Columbia Economic Development District (MCEDD) is updating Hood River County’s Coordinated Human Services Transportation Plan which is focused on the transportation needs of seniors, low income individuals, individuals with disabilities and Limited English Proficiency individuals. Your responses will help us learn what is important to you in meeting these transportation needs so we may spend our limited resources wisely. **Please complete your survey and leave it with your driver.** The surveys will then be collected by MCEDD. Thank you!

**Question 1: Where do you live in Hood River County?**

- City of Hood River
  - Downtown area
  - The Heights
  - Other \_\_\_\_\_
- Odell
- Parkdale
- Dee
- Mt. Hood
- Cascade Locks
- Other: \_\_\_\_\_

**Question 2: What type of transportation services do you currently use? Please check all that apply.**

- CAT (Columbia Area Transit)  Walk  Bicycle  Own car  Ride with Friends
- Other \_\_\_\_\_

**Question 3: How often do you ride the CAT bus?**

- Daily  2-3 times a week  Once a week  Once or twice a month

**Question 4a: What is your primary destination when you ride the CAT bus? (Check one)**

- Medical Care  Going to Work  Shopping  Going to School
- Social Service Agency  Recreation  Other \_\_\_\_\_

**Question 4b: In what city?**

- Hood River  The Dalles  Goldendale  Bend  Pendleton  Portland
- Other \_\_\_\_\_

**Question 5: Do you use public transportation for any other purpose? If yes, please check all that apply.**

	Hood River	The Dalles	Goldendale	Bend	Pendleton	Portland	Other	
Medical Care								
Social Services								
Shopping								
School								
Recreation								
Work								
Other								

**Question 6: How would you rate the CAT Bus's service?**

- Excellent    
 Good    
 Fair    
 Poor

**Comments:**

**Question 7: Are there places you'd like to visit but can't because the CAT does not go there? If so, please list them.**

**Question 8: If a public transportation service such as a fixed route bus service were to be established, how likely would you be to ride it? [Fixed route bus service means buses would travel along specific routes on a time schedule. ]**

- Very likely    
 Somewhat likely    
 Not likely [Skip to Question 9]

**Question 9: If a public transportation service such as a fixed route bus service were to be established, what times of day would you MOST want to use it? Please check all that apply.**

- 6 am to 9 am  
 9 am to 12 noon  
 12 noon to 4 pm  
 4pm to 7pm  
 7pm to 10pm  
 Other

**Question 10: If a fixed route bus service were to be established, what days of the week would you be MOST likely to use it? Please check all that apply.**

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday

**Question 11: What fare would you be willing to pay for a fixed route bus ride?**

- \$2.25 or less each way.
- \$2.50 to \$2.75 each way.
- \$3.00 or more each way.

**Question 12: If a fixed route bus service were able to get you to work, where would you like it to stop?**

**Question 13: What would prevent you from using a fixed route bus service?**

**Question 14: What is working well in terms of Hood River County's public transportation services?**

**Question 15: What one thing stands out as most needing improvement in Hood River County's public transportation services?**

**Response:**



[www.GorgeTransLink.com](http://www.GorgeTransLink.com)

**PUBLIC SURVEY – ENGLISH - Introduction**

Mid-Columbia Economic Development District (MCEDD) is updating Hood River County’s Coordinated Human Services Transportation Plan which is focused on the transportation needs of seniors, low income individuals, individuals with disabilities and Limited English Proficiency individuals. Your responses will help us learn what is important to you in meeting these transportation needs so we may spend our limited resources wisely. **Please complete your survey and leave it with a staff member. The surveys will then be collected by MCEDD. Thank you!**

**Question 1: Where do you live in Hood River County?**

- City of Hood River
  - Downtown area
  - The Heights
  - Other \_\_\_\_\_(please write in)
- Odell
- Parkdale
- Dee
- Mt. Hood
- Cascade Locks
- Other: \_\_\_\_\_(please write in)

**Question 2: What type of transportation services do you currently use? Please check all that apply.**

- Walk    Bicycle    Own car    Ride with Friends    CAT (Columbia Area Transit)
- Other \_\_\_\_\_

**Question 3: Do you have a need for public transportation services?**

- Yes    No [If No, skip to Question 6].

**If yes, how often do you need public transportation?**

- Daily    2-3 times a week
- Once a week    Once or twice a month

**Question 4a: What is your primary destination when you use public transportation? (Check one)**

- Medical Care    Going to Work    Shopping    Going to School
- Social Service Agency    Recreation
- Other \_\_\_\_\_

**Question 4b: In what city?**

Hood River    The Dalles    Goldendale    Bend    Pendleton    Portland

Other \_\_\_\_\_

**Question 5: Do you use public transportation for any other purpose? If yes, please check all that apply.**

	Hood River	The Dalles	Goldendale	Bend	Pendleton	Portland	Other
Medical Care							
Social Services							
Shopping							
School							
Recreation							
Work							
Other							

**Question 6: Have you ever used the CAT (Columbia Area Transit) Bus?**

- YES, I have used the CAT Bus for transportation.
- NO, I have not used the CAT Bus for transportation. Please skip to Question 8.

**Question 7: If yes, you have used the CAT bus, how would you rate the service?**

- Excellent       Good       Fair       Poor

**Comments:**

**Question 8: If a public transportation service such as a fixed route bus service were to be established, how likely would you be to ride it? [Fixed route bus service means buses would travel along specific routes on a time schedule.]**

- Very likely       Somewhat likely       Not likely [If not likely, please skip to Question 14]

**Question 9: If a public transportation service such as a fixed route bus service were to be established, what times of day would you MOST want to use it? Please check all that apply.**

- 6 am to 9 am
- 9 am to 12 noon
- 12 noon to 4 pm
- 4 pm to 7 pm
- 7 pm to 10 pm
- Other \_\_\_\_\_

**Question 10: If a fixed route bus service were to be established, what days of the week would you be MOST likely to use it? Please check all that apply.**

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday

**Question 11: What fare would you be willing to pay for a fixed route bus ride?**

- \$2.25 or less each way.
- \$2.50 to \$2.75 each way.
- \$3.00 or more each way.

**Question 12: If a fixed route bus service were to be established, what stops would you like it to make?**

**Question 13: If a fixed route bus service were able to get you to work, where would you like it to stop?**

**Question 14: What would prevent you from using a fixed route bus service?**

**Question 15: What is working well with Hood River County's public transportation services?**

**Question 16: What one thing stands out as most needing improvement in Hood River County's public transportation services?**



[www.GorgeTransLink.com](http://www.GorgeTransLink.com)

**PUBLIC SURVEY – SPANISH Introducción**

Mid-Columbia Economic Development District (MCEDD) está actualizando el Plan de Coordinación de Servicios Humanos de Transportación del Condado de Hood River que está enfocado en las necesidades de transportación de personas mayores, individuales de bajos ingresos, individuales con discapacidad, y individuales con Proficiencia del Inglés limitado. Sus respuestas nos ayudarán a aprender lo que es importante en el cumplimiento de estas necesidades de transporte y poder dedicar nuestros limitados recursos sabiamente. **Por favor complete la encuesta y dejarla con un miembro del personal. Las encuestas serán luego recogidas por MCEDD.** ¡Gracias!

**Pregunta 1: ¿Donde vive en el Condado de Hood River?**

- Ciudad de Hood River
  - Área de Centro
  - The Heights
  - Otro: \_\_\_\_\_ (por favor escribe)
- Odell
- Parkdale
- Dee
- Mt. Hood
- Cascade Locks
- Otro: \_\_\_\_\_ (por favor escribe)

**Pregunta 2: ¿Qué tipo de servicios de transporte usa actualmente? Por favor, de marcar todas las que aplican.**

- Caminar  Bicicleta  Auto Propio  Compartir con los amigos  CAT (Transito de la Área de Columbia)
- Otro \_\_\_\_\_

**Pregunta 3: ¿Tiene una necesidad de servicios de transporte público?**

- Sí  No [Si NO, de pasar a la pregunta 6].

**Si es Sí, con qué frecuencia usted necesita transporte público?**

- Diario  2-3 veces a la semana
- Una vez a la semana  Una o dos veces al mes

**Pregunta 4a: ¿Cuál es su destino primario cuando usa transporte público? (Marque uno)**

- Cuidado médico     Ir al trabajo     Ir de compras     Ir a la escuela  
 Agencia de Servicios Sociales     Recreación  
 Otro: \_\_\_\_\_

**Pregunta 4b: ¿En cuál ciudad?**

- Hood River     The Dalles     Goldendale     Bend     Pendleton     Portland  
 Otro: \_\_\_\_\_

**Pregunta 5: ¿Usa el transporte público para cualquier otro propósito? Si es sí, por favor de marcar todas las que correspondan.**

	Hood River	The Dalles	Goldendale	Bend	Pendleton	Portland	Otro
Cuidado médico							
Servicios Sociales							
Ir de compras							
Ir a la escuela							
Recreación							
Ir al trabajo							
Otro							

**Pregunta 6: ¿Ha usado el Autobús CAT (Transito de la Área de Columbia)?**

- Sí, he usado el Autobús CAT para el transporte.  
 NO, no he usado el Autobús CAT para el transporte.    Por favor de pasar a la Pregunta 8.

**Pregunta 7: ¿Si es sí, ha usado el Autobús CAT, cómo calificaría el servicio?**

- Excelente     Buena     Pasable     Mediocre

**Comentarios:**

**Pregunta 8: ¿Si un servicio de transporte público como una ruta fija de servicios de autobús se estableciera, que tan probable sería que lo usara? [Ruta fija de servicios de autobús quiere decir que los autobuses pasarían por una ruta específica en un tiempo programado.]**

Muy probable       Algo probable       No Probable [Si no es probable, favor de pasar a la Pregunta 14]

**Pregunta 9: ¿Si se estableciera un servicio de transporte público como una ruta fija de servicios de autobús (ruta establecida), qué horarios del día que es lo que más desea usarlo? Por favor, de marcar todas las que aplican.**

- 6 am to 9 am
- 9 am to 12 medio día
- 12 medio día to 4 pm
- 4 pm to 7 pm
- 7 pm to 10 pm
- Otro: \_\_\_\_\_

**Pregunta 10: ¿Si se estableciera un servicio de transporte público como una ruta fija de servicios de autobús (ruta establecida), qué días de la semana estaría probablemente usarlo? Por favor, de marcar todas las que aplican.**

- Lunes
- Martes
- Miércoles
- Jueves
- Viernes
- Sábado
- Domingo

**Pregunta 11: ¿Qué precio estarías dispuesto a pagar por un autobús de ruta fija (ruta establecida)?**

- \$2.25 o menos cada ida.
- \$2.50 a \$2.75 cada ida.
- \$3.00 o más cada ida.

**Pregunta 12: ¿Si se estableciera una ruta fija de servicios de autobús (ruta establecida), qué paradas le gustaría hiciera?**

**Pregunta 13: ¿Si hay una ruta fija de servicios de autobús (ruta establecida) que pudiera llevarlo al trabajo, donde le gustaría que fuera la parada?**

**Pregunta 14: ¿Qué lo impediría el uso de la ruta fija se servicios de autobús (ruta establecida)?**

**Pregunta 15: ¿Qué lo funciona bien con los servicios de transporte público del Condado de Hood River?**

**Pregunta 16: ¿Qué cosa se destaca como la mayoría que necesitan mejoras en los servicios de transporte público en Condado de Hood River?**



[www.GorgeTransLink.com](http://www.GorgeTransLink.com)

**HOOD RIVER COUNTY TRANSPORTATION SERVICES PROVIDER SURVEY**

Organization Name: \_\_\_\_\_

Contact Person \_\_\_\_\_

- 1. What type of agency are you?
  
- 2. What types of public transportation services do you provide? Check all that apply.
  - Fixed route
  - Deviated route
  - Demand Response (Dial-a-Ride)
  - Group outings or trips
  - Subscription Service
  - Charter Service
  - Other, please describe \_\_\_\_\_

Does your agency also provide Medicaid Brokerage Transportation Service?  Yes  No

- 3. What type of transportation service does your agency provide? Check all that apply.
  - Drop off/pick up
  - Door to door
  - Door through door
  - Door through appointment
  - Fixed route
  - Other, please describe \_\_\_\_\_
  
- 4. What geographic area do you serve?
  - City of Hood River
  - Downtown area
  - The Heights
  - Odell
  - Parkdale
  - Dee
  - Mt. Hood
  - Cascade Locks
  - The Dalles
  - Other: \_\_\_\_\_ (please write in)
  
- 5. Who can use your transportation services? What is their percentage of Ridership?
  - General Public \_\_\_\_\_%
  - Seniors (Age 60+) \_\_\_\_\_%
  - Disabled Individuals (Any age) \_\_\_\_\_%
  - Low Income individuals \_\_\_\_\_%
  - Human Services Agency Clients \_\_\_\_\_%
  - Medicaid/OHP/CCO Clients \_\_\_\_\_%
  - School Children \_\_\_\_\_%

Preschool Children \_\_\_\_\_ %

Workers \_\_\_\_\_ %

What workplaces do you service? \_\_\_\_\_

6. During an average week, how many people use the transportation services? \_\_\_\_\_

7. What are the hours and days of the week that you provide transportation?

8. What are the hours and days of the week that you schedule transportation services?

Are your phones staffed between Noon and 1pm?  Yes  No

9. What funding sources do you rely upon to support your transportation services?

<u>Sources of Funds</u>	<u>Percent of Budget</u>
-------------------------	--------------------------

<input type="checkbox"/> Fares	_____
--------------------------------	-------

<input type="checkbox"/> Reimbursement from others	_____
--	-------

<input type="checkbox"/> Contract for Services	_____
--	-------

<input type="checkbox"/> ODOT Grant or Contract	_____
---	-------

Please name which grants:

<input type="checkbox"/> STF Funds	_____
------------------------------------	-------

<input type="checkbox"/> County Funding	_____
---	-------

<input type="checkbox"/> City Funding	_____
---------------------------------------	-------

<input type="checkbox"/> Donations	_____
------------------------------------	-------

<input type="checkbox"/> Agency Budget	_____
--	-------

<input type="checkbox"/> Advertising	_____
--------------------------------------	-------

<input type="checkbox"/> Other, please specify _____	_____
--	-------

10. If you charge fares, what are they?

11. How many vehicles do you have in service on,

a. The average weekday? \_\_\_\_\_

b. During Peak Periods? \_\_\_\_\_

c. Nights/week-ends? \_\_\_\_\_

12. What type of vehicles does your agency offer: (Check all that apply)

Car  Van  Truck  Bus  Other, please specify \_\_\_\_\_

13. How many of your vehicles are accessible? \_\_\_\_\_

14. Are your drivers paid or volunteer? Full or part-time?

15. Do you allow passengers to be accompanied by a personal care assistant or service animal?  
Check all that apply.

Personal Care Assistant  Service Animal

16. What, in your opinion are the primary destinations people need to use public transportation to travel to and from?

<u>Destination</u>	<u>Percent of Trips</u>
<input type="checkbox"/> Medical	_____
<input type="checkbox"/> Shopping	_____
<input type="checkbox"/> Work	_____
<input type="checkbox"/> Participate in Agency Program	_____
<input type="checkbox"/> Human Services Agency Appointment	_____
<input type="checkbox"/> School	_____
<input type="checkbox"/> Other, please specify _____	

17. What percentage of your trips are completed within the County? \_\_\_\_\_

18. Do persons regularly have transit needs you cannot serve? Yes No  
If yes, please explain.

19. What destinations or trip categories do you see as gaps for persons? Where would they like to go, but you cannot service?

20. Do you coordinate with other transportation providers or social services programs? If so, with who and for what services.

21. Do you participate in Human Service Agency meetings in order to share information about transportation resources for their clients?

22. What is your annual budget (estimate)?

23. What is your annual ridership (estimate)? What is the rides/mile ratio?

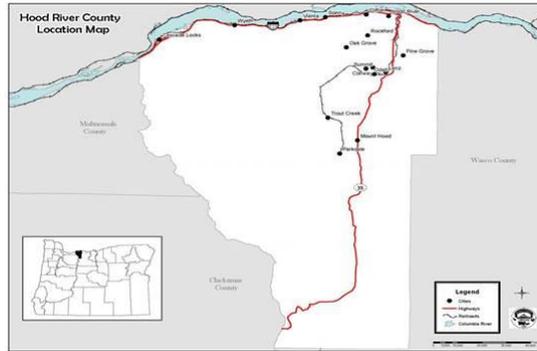
24. What is the ratio of public transit riders to brokerage riders?

25. Please describe your relationship with TSCC Transit.
26. Would you say you connect to Greyhound service?
27. Are you aware of any changing conditions that may impact the ability to meet transportation needs in Hood River County?
28. What are the primary obstacles to using public transportation?
29. What would it take to make public transportation more useful for your constituents?
30. What are your top 3 priorities for public transportation in Hood River County?
31. Is there anything I should have asked you but didn't? Is there any additional information that you think would be beneficial to the Human Services Coordinated Transportation Plan? If so, please describe.

THANK YOU!

## Appendix B: Selected Survey Results

### Hood River County



**Total: 243**

### Hood River County - Agency Clients

#### Organizations Surveyed

DHS - Self Sufficiency	9
Hood River Valley Adult Care Center Meals on Wheels	19
Hood River Valley Adult Care Center Senior Meals	16
MCCFL - Hood River	11
MCCFL - The Dalles	2
Mid-Columbia Community Action Program clients	2
Mid-Columbia Housing Authority clients	3
OCDC - Hood River	27
Online	2
Opportunity Connections	14
The Dalles Senior Center	2
The Next Door	2
VSO - Hood River	3

**Total: 112**

## Hood River County - Agency Staff

### Organizations Surveyed

DHS Self-Sufficiency	4
DHS-APD	2
Hood River County Health Department	3
MCCFL - Developmental Disabilities	4
MCCFL - Mental Health	1
Mid-Columbia Community Action Program	2
OCDC	24
The Next Door	6
VSO - Hood River County	1

**Total: 47**

## Hood River County - Public

### Surveys distributed through

HR County Public Library (includes Parkdale & Cascade Locks branches)	2
Cascade Locks City Hall	0
Online	61

**Total: 63**

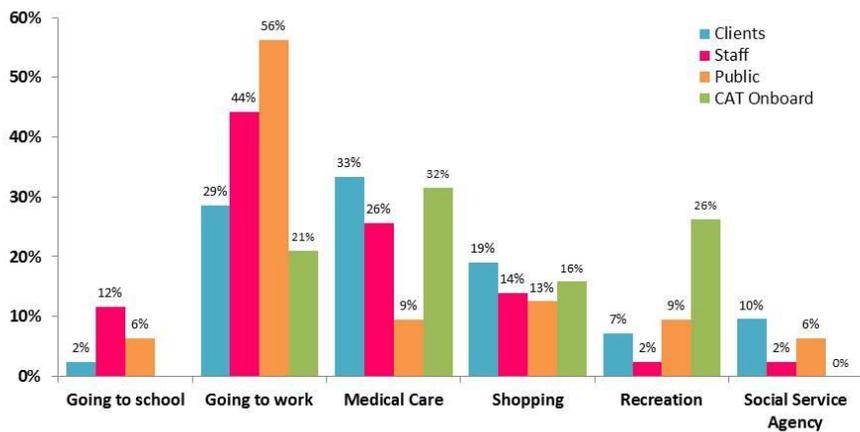
## Hood River County - CAT Onboard



**Total: 19**

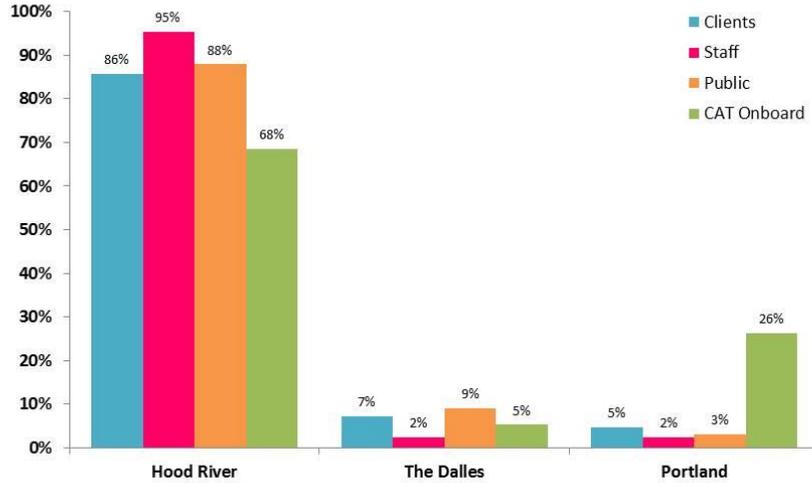
## Hood River County - Comparison

What is your primary destination when you use public transportation?



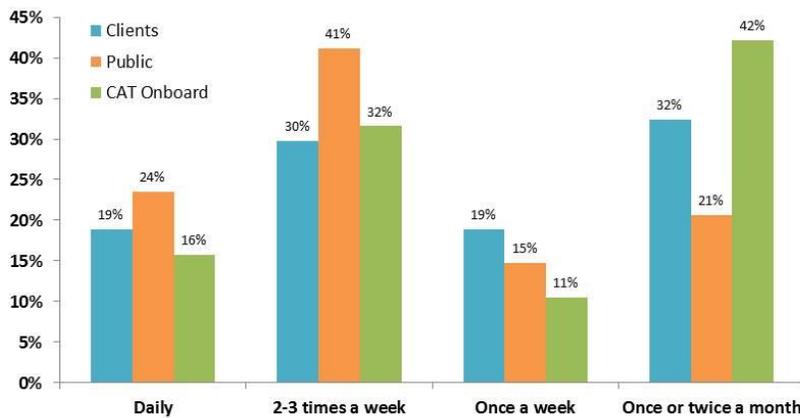
## Hood River County - Comparison

In what city?



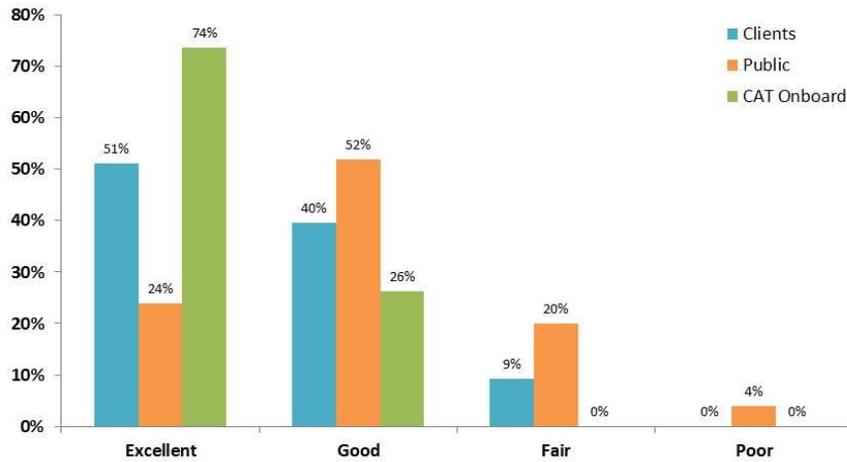
## Hood River County - Comparison

How often do you need public transportation?



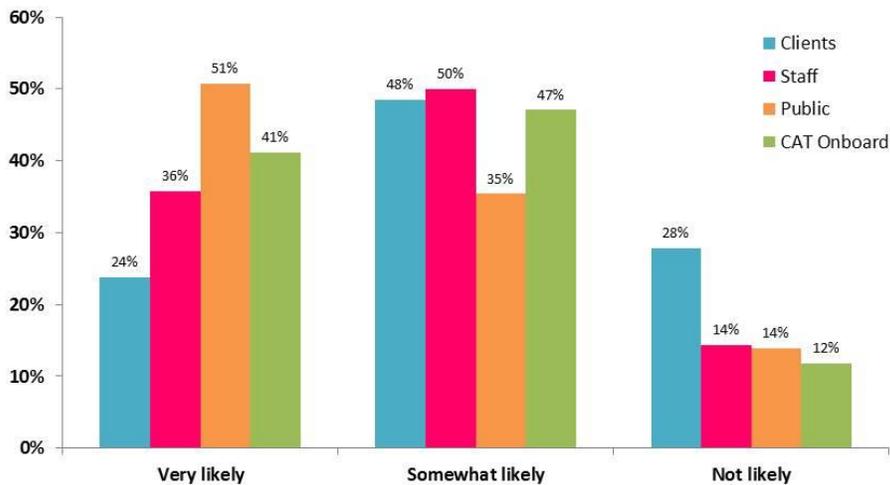
## Hood River County - Comparison

How would you rate the service of the CAT Bus?



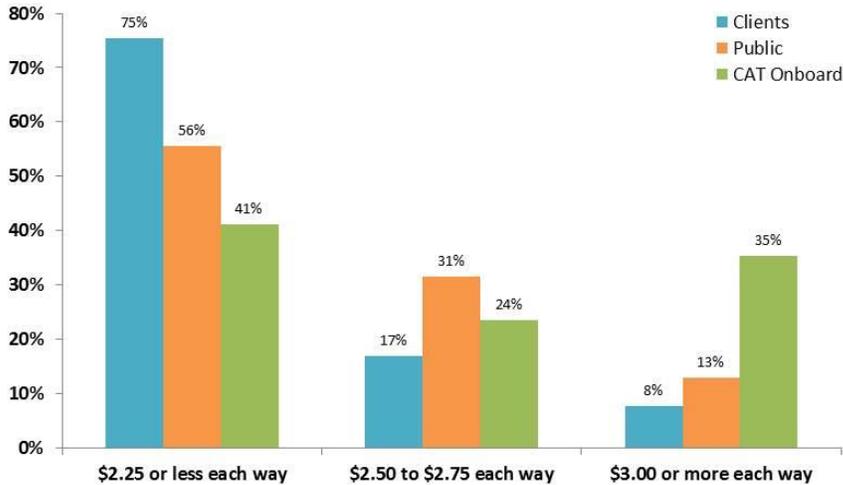
## Hood River County - Comparison

If a public transportation service such as a fixed route bus service were to be established, how likely would you be to ride it?



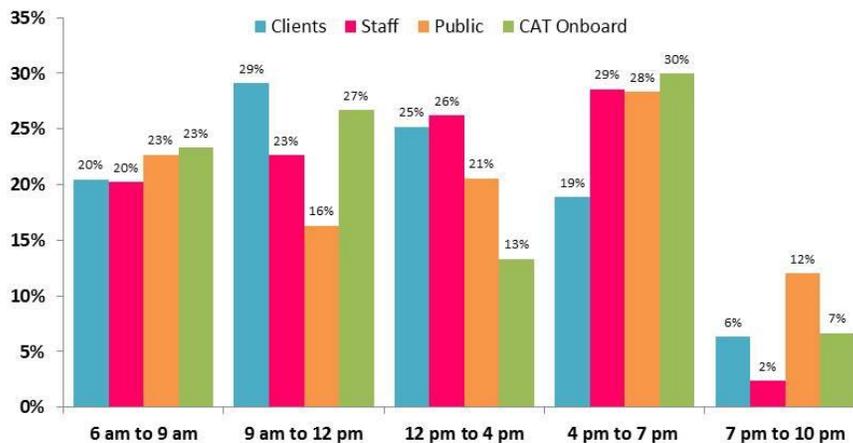
## Hood River County - Comparison

What fare would you be willing to pay for a fixed route bus ride?



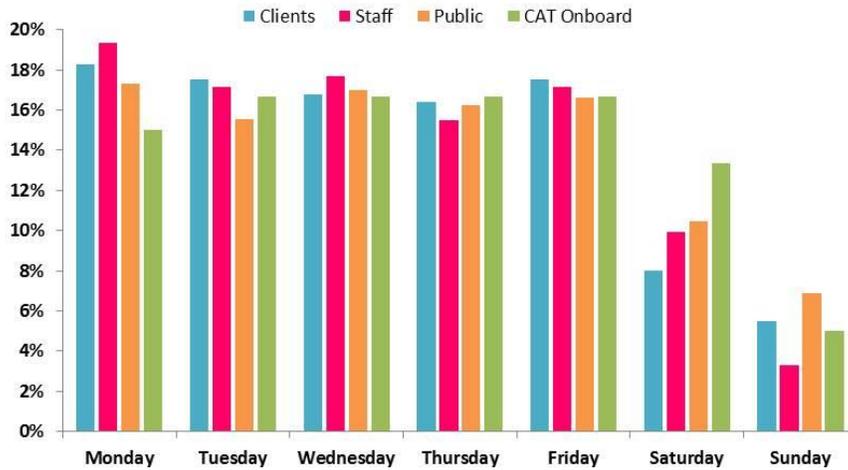
## Hood River County - Comparison

If a public transportation service such as a fixed route bus service were to be established, what times of day would you MOST want to use it? Please check all that apply.



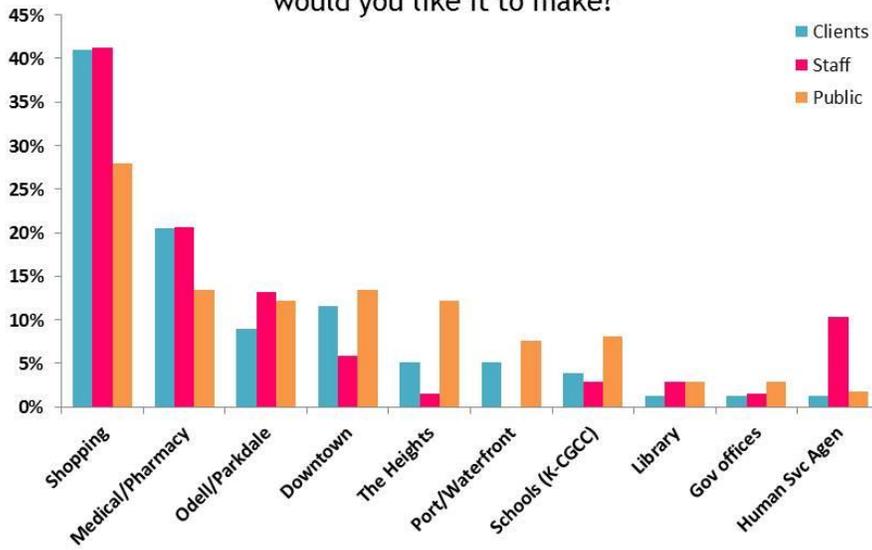
## Hood River County - Comparison

If a fixed route bus service were to be established, what days of the week would you be MOST likely to use it? Please check all that apply.



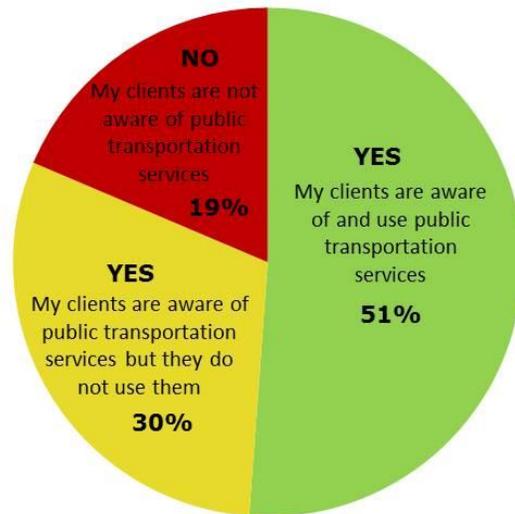
## Hood River County - Comparison

If a fixed route bus service were to be established, what stops would you like it to make?



## Hood River County - Agency Staff

Are your clients aware of public transportation services and do they use them?

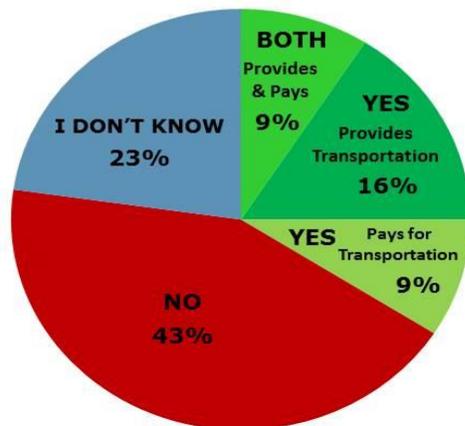


## Hood River County - Agency Staff

- Why do you think your clients don't use public transportation?
  - Inconvenient schedule and routes
  - Communication issues (no bilingual staff)
  - They have their own transportation (car, ride with family/friends)

## Hood River County - Agency Staff

Does your organization provide or pay for client transportation?



## Hood River County - Agency Staff

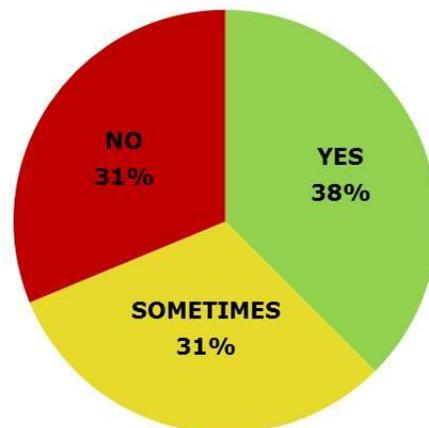
Please estimate the number of unique clients/week that you assist with transportation and the total number of trips/week provided.

12 staff responded:

- 290 unique clients per week
- 80 total trips per week provided

## Hood River County - Agency Staff

Do transportation issues interfere with the effectiveness of your organization or agency to serve your clients?



## Hood River County - Agency Staff

If a public transportation service such as a fixed route service were to be established, how likely do you think your clients would be to ride it? Why or why not?

**86%** staff responded "likely or somewhat likely."

### **Why or Why not?**

- Ease of use
- Addresses scheduling issues
- Assists those with limited means

# Hood River County

What **one thing** stands out as **most needing improvement** in Hood River County's public transportation services?

## Clients

1. Improve **service**
  - ❑ More routes
  - ❑ Weekend service
  - ❑ More buses and taxis
  - ❑ More stops
2. Add **fixed route service**
3. Be on time/**reduce wait time**

## Staff

1. Add **fixed route service**
2. **Bilingual staff and outreach/promotion**
3. Improve **service**
  - ❑ Additional routes
  - ❑ Extend Hours

## Public

1. Add **fixed route service**
2. Bilingual advertising (**outreach/promotion**); improve awareness of what is available
3. Provide **bilingual staff**

## Clients

1. Improve **service**
  - ❑ More routes
  - ❑ Weekend service
  - ❑ More buses and taxis
  - ❑ More stops
2. Add **fixed route service**
3. Be on time/**reduce wait time**

## Staff

1. Add **fixed route service**
2. **Bilingual staff and outreach/promotion**
3. Improve **service**
  - ❑ Additional routes
  - ❑ Extend Hours

## CAT Onboard

1. Improved **service**
  - ❑ More routes
  - ❑ Increased frequency to Portland, Amtrak stations, Parkdale/Odell
2. **Reduce wait time**

## Appendix C: Public Survey News Release

### HOOD RIVER, WASCO AND SHERMAN COUNTY PUBLIC TRANSPORTATION SURVEY

Are you interested in improving Hood River, Wasco or Sherman County's public transportation? People can make their voices heard through on-line and paper surveys conducted through Mic Columbia Economic Development District (MCEDD).

It's part of the county's Human Services / Public Transportation Plan Update for 2016-19. A coordinated transportation plan is required by state and federal transportation agencies; the plan focuses on the needs of low-income individuals, persons with disabilities, and seniors. It will also consider people with limited English proficiency.

You can take the survey by clicking [here](#). Or, visit any public library in Wasco, Hood River or Sherman County for a copy of the paper survey. The survey begins March 28. All surveys must be returned by April 8.

En Español:

¿Está interesado en mejorar el transporte público en el condado de Hood River o el condado de Wasco? Las personas pueden hacer oír su voz a través de encuestas por internet y por escrito en papel realizadas a través del Distrito de Desarrollo Económico del Medio de Columbia (MCEDD).

Es parte de Servicios Humanos del condado / Público de actualización del Plan de Transporte para 2016-19. Un plan de transporte coordinado es requerido por las agencias de transporte estatal y federal; El plan se centra en las necesidades de las personas de bajos ingresos, personas con discapacidades y personas mayores. También se considerará a las personas con conocimientos limitados del idioma Inglés.

Puede participar en la encuesta [haciendo clic aquí](#). O bien, visite cualquier biblioteca pública en Wasco o el Hood River para llenar una encuesta en papel. La encuesta se inicia el 28 de marzo y todas las encuestas deben ser devueltas antes del 8 de abril.

# Appendix D – Focus Group Results

## LEP FOCUS GROUP HOOD RIVER COUNTY for North Central Region Pilot Project

Date: September 21, 2015      Location: Mid Valley Elementary School      Participants: 11

### Question 1: Where do you live in Hood River County?

Downtown – 2  
The Heights – 2  
Odell – 5  
Parkdale - 2

### Question 2: What is your primary language?

Spanish – 9  
English – 2

### Question 3: How much, if any, English do you speak?

None – 0  
A little bit – simple words, like please and thank you - 3  
Someone in my house is bilingual (English/Native Language) - 1  
and I depend upon them to speak English for me. This person is my (spouse/son/daughter/):  
daughter  
I am bilingual - 7

### Question 4: Do you have need for public transportation?

Yes – 5  
No – 6

### Question 5: How often do you need public transportation?

Daily – 4  
Weekly – 1  
Once or twice a month – 6

### Question 6: What location or services are you needing help getting to with public transportation? Please name these locations or services.

Medical care - 2  
School:  
    Elementary – 1  
    Middle - 0  
    High school - 2  
    Community college - 3  
Shopping - 2  
Work - 11  
    Work Location: Hood River  
Laundry – 0  
Pharmacy - 2  
Church - 3

**Question 7: Have you heard about Columbia Area Transit or the CAT bus?**

Yes – 8

No – 3

**Question 8: Have you ever used Columbia Area Transit or CAT bus for transportation?**

Yes – 0

No – 11

- Why not?
- Weird/Odd schedule
  - Do not speak Spanish
  - You have to schedule appointment 24 hrs prior to ride
  - Don't know the cost
  - Don't know the routes
  - Don't know the schedule

**Question 9: Tell me, what is working well in terms of Hood River's public transportation services?**

The TAXI, when someone has been drinking.

**Question 10: What is not working well/what are the barriers to Hood River's public transportation services?**

- There are no fixed routes
- There are no materials in Spanish
- I don't know the phone number to reach them
- That I have to call 24 hours in advance
- No emergency/same day services to hospital
- There is a greater need when we have bad weather
- Need flyers in English and Spanish language
- Need more information/announcements on Radio Tierra
- Need routes to Fish Food Bank and to Library

**Question 11: How might public transportation services be provided more efficiently in Hood River County? What one thing stands out as most needing improvement?**

Easy Access

Fixed routes

Provide materials/flyers in Spanish and English

Announce the services on Radio Tierra

Not have to call 24 hours in advance

Increase routes during bad weather season

More options for public transportation – maybe a van

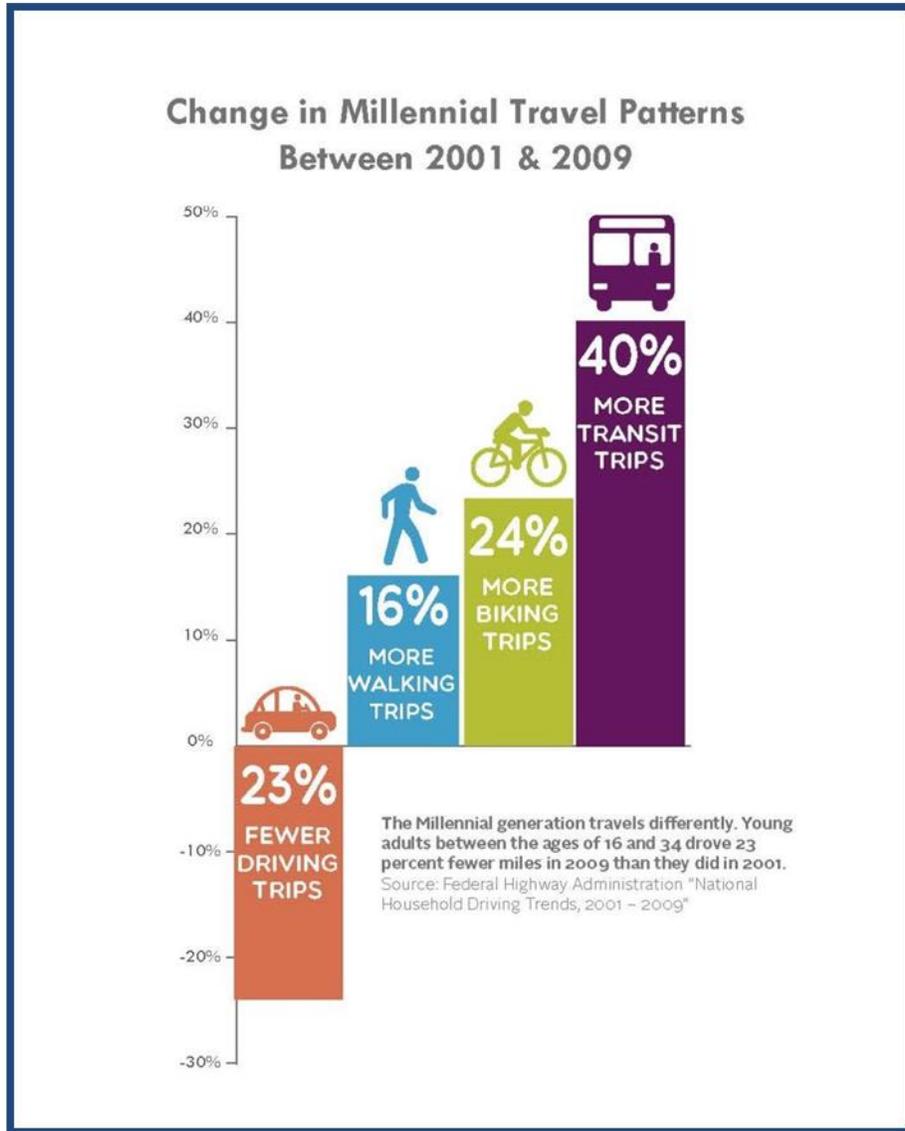
**Question 12: Are you aware of the bilingual (English/Spanish) Gorge TransLink Alliance website that has information on public transportation services, how to use them and their cost?**

Yes – 0

No – 11

Why not? – Don't have access to internet

# Appendix E: Millennials' Transportation Mode Preferences



Source: Oregon Transportation Options Plan, 2015.

# Appendix F: Detailed Demographic Tables

## Senior Population Projections

An aging population is projected for the State and the County.

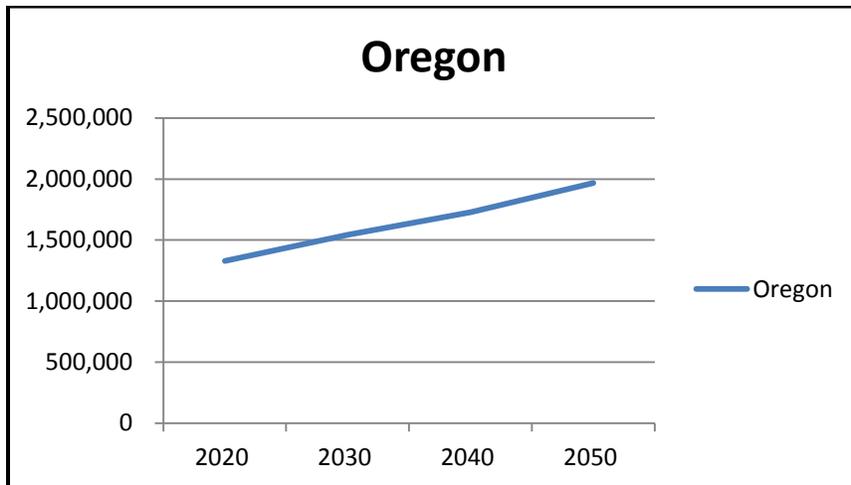
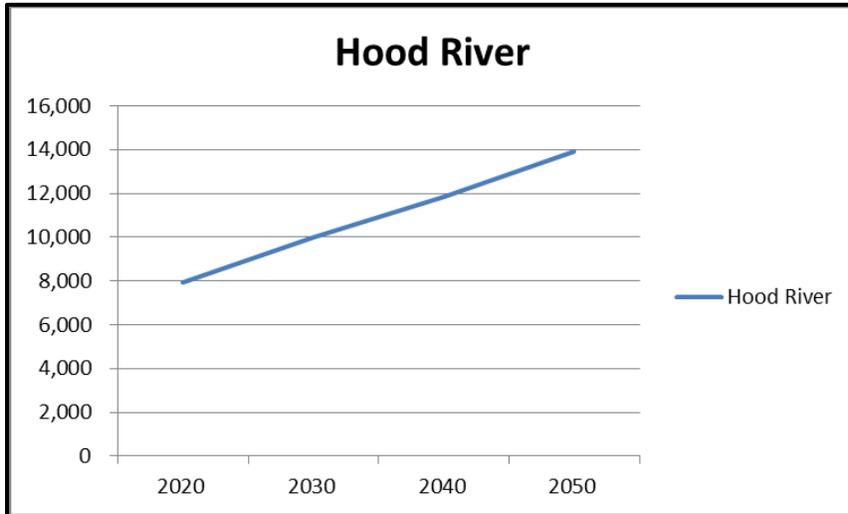
Source: Oregon Office of Economic Analysis (2013 release).

Year 2020								
Area	Total	55-59	60-64	65-69	70-74	75-79	80-84	85+
Oregon Total	4,252,100	264,780	275,314	262,883	212,371	137,969	84,601	90,104
Hood River County	25,628	1811	1769	1589	996	651	418	690
Year 2030								
Area	Total	55-59	60-64	65-69	70-74	75-79	80-84	85+
Oregon Total	4,768,000	265,429	257,214	261,175	253,959	219,643	155,399	131,014
Hood River County	29,979	1760	1853	1831	1593	1260	763	952
Year 2040								
Area	Total	55-59	60-64	65-69	70-74	75-79	80-84	85+
Oregon Total	5,203,000	307,815	285,740	264,694	239,395	220,823	190,151	220,056
Hood River County	33,530	2060	1948	1798	1683	1466	1245	1665
Year 2050								
Area	Total	55-59	60-64	65-69	70-74	75-79	80-84	85+
Oregon Total	5,588,500	367,734	331,426	307,155	267,457	226,574	183,058	283,195
Hood River County	36,066	2666	2067	2090	1775	1457	1342	2507

**Projected Population Growth of Seniors Age 55+ 2020-2050**

Source: Oregon Office of Economic Analysis (March 28, 2013).

Similar to the State, Hood River County’s Seniors Age 55+ will greatly increase in the coming years.



**Projected Proportion of Hood River County Seniors 55+ 2020-2050**

Source: Oregon Office of Economic Analysis (March 28, 2013).

Along with the number of seniors age 55+ expected to rise, the *proportion* of seniors 55+ to the total county population is also projected to increase over the next 30 years at about 39%.

	2020	2030	2040	2050
<b>Hood River County Seniors Age 55+</b>	7,924	10,012	11,865	13,904
<b>Total Hood River County Population</b>	25,628	29,979	33,530	36,066
<b>% Seniors Age 55+</b>	31%	33%	35%	39%

### **Population Estimate, Hood River County Disabled Individuals.**

*Source: U.S. Census Bureau, 2010-2014 American Community Survey 5-Year Estimates*

One-third of the total population of Hood River County Seniors age 65+ will have a disability requiring transportation options and assistance.

<b>Hood River County</b>	<b>Total Population Estimate</b>	<b>Percent of population with a disability Estimate</b>
<b>Total civilian noninstitutionalized Population</b>	22,538	10.3%
<b>Population under 5 years</b>	1516	3.4%
<b>Population 5 to 17 years</b>	4228	1.6%
<b>Population 18 to 64 years</b>	13,760	9.4%
<b>Population 65 years and over</b>	3,036	30.1%

## Population Projections

An increasing population is projected for the State and the County, which will further put demands on public transportation systems.  
Source: Oregon Office of Economic Analysis (2013).

### Forecasts of Oregon's County Populations and Components of Change, 2015 – 2050

Population		FORECAST						
Area Name	2015	2020	2025	2030	2035	2040	2045	2050
Oregon	4,001,600	4,252,100	4,516,200	4,768,000	4,995,200	5,203,000	5,398,800	5,588,500
Hood River	23,675	25,628	27,827	29,979	31,909	33,530	34,888	36,066

Population Change		FORECAST						
Area Name	Estimate	2015-2020	2020-2025	2025-2030	2030-2035	2035-2040	2040-2045	2045-2050
Oregon		250,500	264,100	251,700	227,200	207,800	195,801	189,700
Hood River		1954	2199	2152	1930	1621	1358	1178

Annual Growth Rate		FORECAST						
Area Name	Estimate	2015-2020	2020-2025	2025-2030	2030-2035	2035-2040	2040-2045	2045-2050
Oregon		1.21%	1.21%	1.09%	0.93%	0.82%	0.74%	0.69%
Hood River		1.59%	1.65%	1.49%	1.25%	0.99%	0.79%	0.66%

Net Migration		FORECAST						
Area Name	Estimate	2015-2020	2020-2025	2025-2030	2030-2035	2035-2040	2040-2045	2045-2050
Oregon		182,786	100,709	202,517	202,140	201,891	201,719	201,530
Hood River		1426	1623	1645	1642	1640	1638	1637

# Appendix G: North Central Oregon Coordinated Human Services Transportation Pilot Project Technical Memo & List of Recommendations

This pilot project focuses on the transportation needs of Limited English Proficiency (LEP) individuals in Hood River, Wasco and Sherman Counties. After two large stakeholder meetings which helped hone the focus of this pilot project, a Small Working Group (SWG) was formed to help solidify and guide the project's focus. The Small Working Group consists of representatives from the following organizations/agencies which have a presence in and serve individuals in all three counties:

- Hood River County Transportation District
- Mid-Columbia Council of Governments/The Transportation Network
- Sherman County Community Transit
- Area Agency on Aging
- Department of Human Services – Self-Sufficiency
- Department of Human Services – Aging and People with Disabilities
- Mid-Columbia Center for Living
- One Community Health
- Mid-Columbia Medical Center
- The Next Door, Inc.
- Mid-Columbia Community Action Council
- PacificSource CCO

Given the American Factfinder data regarding Language Spoken at Home, 16% of Hood River County; 8% of Wasco County; 1% of Sherman County *Speak English less than “very well”*. Furthermore, the primary language spoken other than English is Spanish in all three counties, with Hood River County reporting 27%; Wasco County reporting 13% and Sherman County reporting 2%. Thus, this Limited English Proficiency study focused primarily on meeting the needs of Spanish speaking individuals. The current state assessment of the Limited English Proficiency individuals' transportation services and needs included transportation service provider stakeholder interviews, human service provider stakeholder interviews, and a community focus group of LEP individuals in each of the three counties. Sherman County's Community Focus Group had zero participants, not surprising given the demographic data as well as both transportation service providers and human service providers in Sherman County reporting not being aware of serving any LEP individuals.

The themes that emerged from these stakeholder interviews and community focus groups are included here and comprise the bulk of this technical memo.

## **Transportation Providers Themes:**

*Note: 14 transportation service providers were interviewed across Hood River, Wasco and Sherman counties*

## **Findings – Scope of Limited English Proficiency (LEP) Clients Served:**

- Frequency of transportation services provided to Limited English Proficiency individuals is split along county demographics with Hood River and Wasco counties reporting they transport LEP individuals often, or more than once/week while Sherman county reports seldom/never.
- Spanish is the primary LEP language in all 3 counties with Vietnamese mentioned as a minor LEP language in all 3 counties. Reported ratio is roughly 99%/1%.
- While most destinations were considered important, those cited as most frequent are: medical care; shopping, family services, school and work.
- Stable funding is a constant issue. There is pressure to grow the transportation system/services provided yet there are no corresponding fiscal resources to do so.

### **Findings – Cultural**

- Often, the female of the family doesn't drive or have a car.
- LEP individuals try to use the public transportation service to get to work.
- The expectation for public transportation is for a bus ride rather than a dial-a-ride, as buses are widely used in their native culture.
- First-time use of the dial-a-ride service is very intimidating and a barrier.
- Transportation service providers' ability to greet an LEP individual in their language is a positive ice-breaker.

### **Findings - Positive:**

- Transportation service providers feel a sense of purpose in the work they do. There is a sense of pride in providing a valuable public service and they recognize how it benefits their clients.
- Most transportation service providers know they have available a bilingual (English/Spanish) resource: brochures on how to ride along with fare payment instructions.
- Creative ideas for promoting transportation service were shared and include:
  - Market "anti-stigma", meaning call it a *Community Service* rather than *the Senior Bus*.
  - Send a county-wide letter to all residents/households describing the availability of the transportation services and how to access them.
  - Advertise in the newspaper and on the radio on KODL and KACI; Hispanic language newsletter.
  - Put information in the parade on the side of a car.
  - PSAs on Mexican/American radio station about our public transportation system and that you have to call.

### **Findings - Barriers:**

- Language
  - Calling to schedule a ride is in itself a major barrier for LEP individuals. Only the brokerage scheduler is bilingual; one call center staff member across the three counties has taken a one semester Spanish-language class. Drivers who transport LEP individuals are not bilingual & have limited Spanish speaking skills/resources. LEP individuals' English speaking family members, including children, are frequently called upon to assist.

- Literacy is an issue. Spanish clients are unable to read transportation services materials; Audio information along with low-literacy brochures/flyers are needed.
- The language barrier may play a role in no-shows as:
  - LEP clients may find it too difficult to negotiate a call to cancel.
  - Someone else may have booked the ride for them and not know or remember they need to call to cancel.
  - Lack of phones within the Spanish LEP community is an issue and may contribute to not cancelling a scheduled ride.
- Limited Service to Outlying Areas – e.g. Parkdale/Odell; areas outside The Dalles, e.g. Dufur.
- Lack of familiarity with the type of public transportation offered e.g. dial-a-ride vs. “bus” or fixed route service.

### **Findings – Opportunities**

- Education/training in working with LEP individuals is needed.
  - The majority of transportation service providers are unaware their agency has an LEP policy.
  - Most report having no specific or consistent training in working with LEP individuals.
  - Some ethnic bias exists.
  - While many are aware of the availability of telephone interpreter services, it is rarely used.
  - Communications/language training and concise resources e.g. a page with Spanish phrases along with practice opportunities in saying them would benefit transportation service providers.
  - Most transportation service providers are unaware of whether or not their agency website has bilingual transportation information on it. Many have never seen their agency website.
- A seasonal fluctuation in the shopping bus schedule may benefit the LEP community– e.g. a late afternoon or early evening shopping bus during harvest season would be helpful because “they can’t go at 10:00am.”

### **Human Services Providers Themes:**

*Note: 31 staff members were interviewed across 11 agencies that serve Hood River, Wasco and Sherman counties. The 11 agencies include: Columbia Gorge Family Medicine, DHS Aging and People with Disabilities, DHS Self-Sufficiency, DHS Vocational Rehabilitation, Eastern Oregon Council on Independent Living, Hood River Public Health Department, Mid-Columbia Center for Living, MCMC Outpatient Clinics, The Next Door, Inc., North Central Public Health District, One Community Health.*

### **Findings – Scope of Limited English Proficiency (LEP) Clients Served**

- 80% of stakeholders interviewed serve all 3 counties: Hood River, Wasco & Sherman; some serve Gilliam and Wheeler as well.

- 61% think more than 25% of their clientele are LEP individuals. The primary reason given was the enactment of the Affordable Care Act and resulting expansion of the Oregon Health Plan.
- 65% think their LEP population has increased over the past two years.
- 74% reported their LEP clients inquired or expressed a need for public transportation services.
- Human Services providers report a greater variety of serving LEP individuals. Of 23 interviews, the non-English languages reported are:
  - Spanish (primarily) x31
  - Mandarin/Chinese/Cantonese x5
  - Pacific Islander/Samoan x5
  - Indigenous Mexican Languages x3
  - American Sign Language x3
  - Russian x3 (Czechoslovakia)
  - Vietnamese x2
  - Thai/Burmese x 2
  - Lip reading x2
  - English (Cognitive Disabilities) x2
  - India (not sure what the language was)
- Destinations LEP clients expressed difficulty accessing via available public transit, in order of priority are: medical care; pharmacy; shopping; work; laundry, school, church. Impact of these transportation access issues for medical/dental care include:
  - Many LEP individuals must wait for family member to take them after work or on a day off thus they will delay medical or dental care by several weeks even though more timely appointments are available.
  - LEP individuals may choose a more painful treatment, e.g. a shot, rather than a prescription, because trying to arrange an additional trip to the pharmacy is burdensome.
  - LEP parents may delay medical care for an acutely ill child because they cannot get to a same day appointment.
  - LEP adults may not seek acute medical care for themselves because they cannot get to a same day appointment.
  - Travel to Portland for medical care presents logistical issues: securing transportation; scheduling far in advance; trust issues; one companion (counter to Spanish-speaking culture, where the family is paramount).
- 94% of human service providers are not aware of the bilingual Gorge TransLink Alliance website and thus don't think their clients are either.

### **Findings – Cultural**

- LEP adults use services where the staff speak their language and then promote these services throughout their community via word of mouth.
- Family members are most often relied upon for interpreter services, including children under the age of 18.
- LEP clients are not comfortable calling for transportation when they are not sure if the person answering the phone will be able to communicate with them.

- Many LEP individuals do not have a car or are part of a one-car family.
- The Spanish culture is family-oriented and relationship-based. Oral communication is key. Family togetherness is key.
- Establishing trust is important to Spanish LEP individuals. The language barrier affects the ability to establish trust.
- LEP Spanish-speaking adults do not want to burden their English speaking family member(s) and thus will wait patiently for transportation [e.g. when it is convenient for the family member who drives.]

### **Findings - Positive**

- Most human service agencies have bilingual (Spanish/English) staff and heavily rely upon them to serve their LEP clients.
  - 100% report hiring bilingual staff
  - 100% use bilingual staff to interpret information on an “as needed” basis.
- Most human service providers noted that their LEP clients who use public transportation services speak positively about it.
- Many human service providers assist LEP clients in scheduling rides and educating clients about available transportation.
- The multiuse Medicaid transportation reimbursement form is seen as a positive.

### **Findings – Barriers**

- Language
  - Literacy - many LEP clients don’t read or write
  - Drivers don’t speak or understand Spanish, making it hard to establish trust. LEP individuals find it somewhat frightening to ride a bus where they are unable to communicate with the driver.
  - Call center staff have limited or no ability to speak Spanish.
  - Just because things are translated doesn’t mean they are understandable. Low-literacy Spanish resources are needed.
  - LEP clients are not comfortable leaving a message on the transportation providers’ phone, especially if they themselves do not have a phone.
- Technology
  - Many LEP clients do not own a computer or know how to use one
  - Many older LEP clients do not have a telephone
- Limited transportation service to outlying areas, e.g. Cascade Locks
- LEP individuals may not know about transportation services and how to access them. Lack of awareness/knowledge contributes to fear of using public transportation e.g. client afraid they will get stuck in Portland; only the client will be transported to an appointment when the client wants their caregiver, spouse, family member(s) along.
- Limited schedule/availability of transportation services, e.g. need for:
  - More frequent shopping buses
  - Transportation to work beyond Mon – Fri., 8am to 5pm,
  - Ability to accommodate same day doctor appointments for acute care needs or for those with a later afternoon appointment, e.g. 4pm or 4:30pm.
- The scheduling process:

- Requires LEP individuals to ask for help (unsure of ability of scheduler to speak Spanish)
- Requires preparation to gather information needed to schedule a ride.
- Inability to set up or schedule a recurring ride or “subscription rides.”
- LEP clients who ride with their young children must bring their own child car seats onto the public transportation service, which can be logistically difficult to manage.
- Long hold times when LEP clients call to schedule transportation result in clients giving up out of frustration or fear.

### **Findings – Opportunities**

- There is a mixed picture regarding the training human service providers have received in meeting the needs of LEP individuals.
  - 44% report they received no or at best, minimal training, while 56% note they have received lots of training.
  - Bilingual, native Spanish-speaking human services staff reported they may benefit from additional training e.g. how to share bad news, e.g. client is not eligible for services
  - 81% report being aware of having telephone interpreter services available yet many also report they have never used it or have never practiced using it.
- Transportation to Portland for specialty healthcare services is a need for LEP clients.
- MCCFL staff report routinely transporting their clients great distances for needed services, e.g. medical care, laundry, DMV etc. and report better coordinated transportation services would enable them to drive their clients less and thus provide more direct therapeutic care.
- There are limited times and availability of transportation to and from training locations for disabled LEP individuals who cannot train or work for an entire 8 hours.
- When calling the brokerage, the wait time is reported as prohibitive due to language or cognitive ability for those with Limited English Proficiency.
- Some transportation service providers may benefit from additional customer service training as they have reportedly responded impatiently or angrily to LEP clients.
- There is a need for bilingual taxi service in The Dalles.
- Many human service providers call and arrange transportation for their clients. They would like their clients to be able to independently arrange transportation services for themselves.
- Conduct outreach to the LEP community in places they normally frequent, e.g. church, community events. Consider Casa Lomas – the migrant housing in The Dalles – as a venue for a presentation.
- Human service providers would benefit from learning what transportation services are provided and how to access them, including education on the bilingual Gorge TransLink Alliance website. This education should be provided annually at a minimum in order to accommodate new staff. Including this information in New Employee Orientation would also be beneficial.

- While the multiuse Medicaid transportation reimbursement form is seen as a positive for LEP clients, the instructions on the form are in English only.
- Outreach & Education ideas:
  - Use the Hispanic radio station.
  - Post flyers at the laundry mats, grocery stores, OCDC/schools; church; DHS and healthcare centers like OneCommunity Health.
- There is a willingness to collaborate:
  - DHS Vocational Rehab is interested in partnering with public transportation and is willing to dedicate financial resources to contract for specialized public transportation services. They hold a class every three months that is run four days in a row and would like to offer transportation for this class.
  - An *authorization to purchase* capability with human service agencies would eliminate the need for LEP individuals to request reimbursement for transportation from these agencies.
  - MCCFL is interested in partnering to better coordinate transportation service between Cascade Locks, Hood River and The Dalles for their LEP clients.
  - DHS Aging and People with Disabilities is interested in partnering to coordinate transportation for their LEP clients by scheduling pre-determined group appointment days.
  - DHS Vocational Rehab has funds to pay for LEP clients' transportation to work until the client can afford it themselves. They are willing to train their LEP clients to use the public transportation system if transportation services were more readily available. They would like to create new public transportation service customers.
  - There is a consistent desire among human services providers for some type of fixed route service to be offered in Hood River and Wasco County for LEP and non-LEP clients.

## Hood River County Community Focus Group Themes:

*Note: 11 individuals participated in the community focus group held at Mid-Valley Elementary School in Odell.*

### **Findings – Scope of Limited English Proficiency (LEP) Participants:**

- 9 of the 11 participants' primary language is Spanish. Seven of the 11 individuals are bilingual.
- Geographically, the participants are dispersed – with 4 living in the downtown and Heights area and the other 7 living in Odell/Parkdale.

### **Findings – Scope of Transportation Needs**

- Half the respondents have a need for public transportation. Of 36% need daily public transportation and 50% said occasionally – once or twice a month.
- The common destinations people need help reaching are: Work (100%); School (50% - half of those to CGCC); Church (27%); Pharmacy, Medical Care and Shopping tied (18%)
- 73% of participants have heard of Columbia Area Transit or CAT.

- 100% have never used CAT. Reasons cited:
  - Weird/odd schedule
  - Do not speak Spanish
  - You have to schedule appointment 24 hours prior to ride
  - Don't know the cost
  - Don't know the routes
  - Don't know the schedule
- Need for transportation increases with bad weather.

### **Findings - Barriers:**

- No Fixed Routes
  - Need service to Food Bank
  - Need service to Library
- Materials/Resources/Education/Outreach
  - No materials in Spanish – want flyers/brochures
  - Don't know CAT's phone number
  - Audio information needed
  - Do not use Gorge TransLink website because do not have internet access
- No emergency/same day service to hospital
- Need to call 24 hours in advance

### **Findings – Opportunities**

- Education/training/outreach.
  - Develop Novellas – storyboards of how to use transportation services and air on Radio Tierra.
  - Develop travel training program for Community Health Workers (CHWs) to share accurate transportation information to their clients/community.
  - Utilize natural access points within the community to share transportation information, e.g. community salsa classes; Healthy Active Hood River County;
  - Revisit Spanish language materials and redevelop them with community input.
- Explore options to address need for transportation to work, e.g. employer vanpool, CAT bus service....
- Explore current CAT intercity bus schedule to CGCC campuses for potential adjustment.

## **Wasco County Community Focus Group Themes:**

*Note: 11 individuals participated in the community focus group held at the Senior Center, The Dalles.*

### **Findings – Scope of Limited English Proficiency (LEP) Participants:**

- 10 of the 11 participants' primary language is Spanish. Only 2 of the 11 individuals are bilingual.
- Geographically, the participants are concentrated on The Dalles west side – all live in The Dalles High School area west. 64% live in the Chenoweth school area.

### **Findings – Scope of Transportation Needs**

- While half the respondents have a need for public transportation only 1 has a daily need and 2 stated a weekly need.
- The common destinations people need help reaching are: Church (55%); Medical Care (45%); School (36%) – half of those to the Middle School; Work (27%); No one indicated Shopping
- 55% of participants have heard of The Link.
- 91% have never used The Link. Reasons cited:
  - Don't know how it operates (consensus); All agree it will be a good service because there is a great need.

### **Findings - Barriers:**

- The Link staff does not speak Spanish
- No fixed routes
- Materials/Resources/Education/Outreach
  - No advertising
  - All participants stated they do not use the Gorge TransLink website because do not have internet access
- Need to call and make an appointment for service

### **Findings – Opportunities**

- Education/training/outreach.
  - Develop Novellas – storyboards of how to use transportation services and air on Radio Tierra.
  - Develop travel training program for Community Health Workers (CHWs) to share accurate transportation information to their clients/community and teach their clients how to use the transportation service.
  - Utilize natural access points within the community to share transportation information, e.g. after mass at St. Peter's Church; through North Central Public Health District staff
  - Revisit Spanish language materials and redevelop them with community input. Include contact information for transportation services.
- Explore options to address need for transportation to church, e.g. work with Latino community to address this gap.; consider an announcement after mass to “offer a neighbor a ride to church” ...

## **Sherman County Community Focus Group**

*Note: No participants attended this focus group held on October 22, 2015 at the Sherman County Senior and Community Center from 5pm to 6pm. Project staff was on site from 4:30pm until 7:00pm.*

### **List of Recommendations**

The following recommendations emerged from the work of the pilot project and are based upon the stakeholder and community focus group themes with the oversight of the Small Working Group.

### **Recommendation 1**

- In collaboration with regional partners develop a one hour LEP cultural awareness training session to offer to Hood River and Wasco County transportation service providers which includes:
  - practice articulating need-to-know Spanish transportation phrases
  - understanding their agency's LEP policy
  - reviewing the bilingual Gorge TransLink Alliance website.
- Offer this training at least once in fiscal year 2016-17 to both Columbia Area Transit staff and The Transportation Network staff.
- In addition to the training session, a key deliverable will be a one page handout of key Spanish phrases and their pronunciation.

### **Recommendation 2**

- MCEDD's Project and Mobility Manager will request attendance at 11 Human Services agencies staff meetings at least once annually in fiscal year 2016-2017 to provide education on what transportation services are available locally, how their clients can access them and how to use the bilingual Gorge TransLink Alliance website.

### **Recommendation 3**

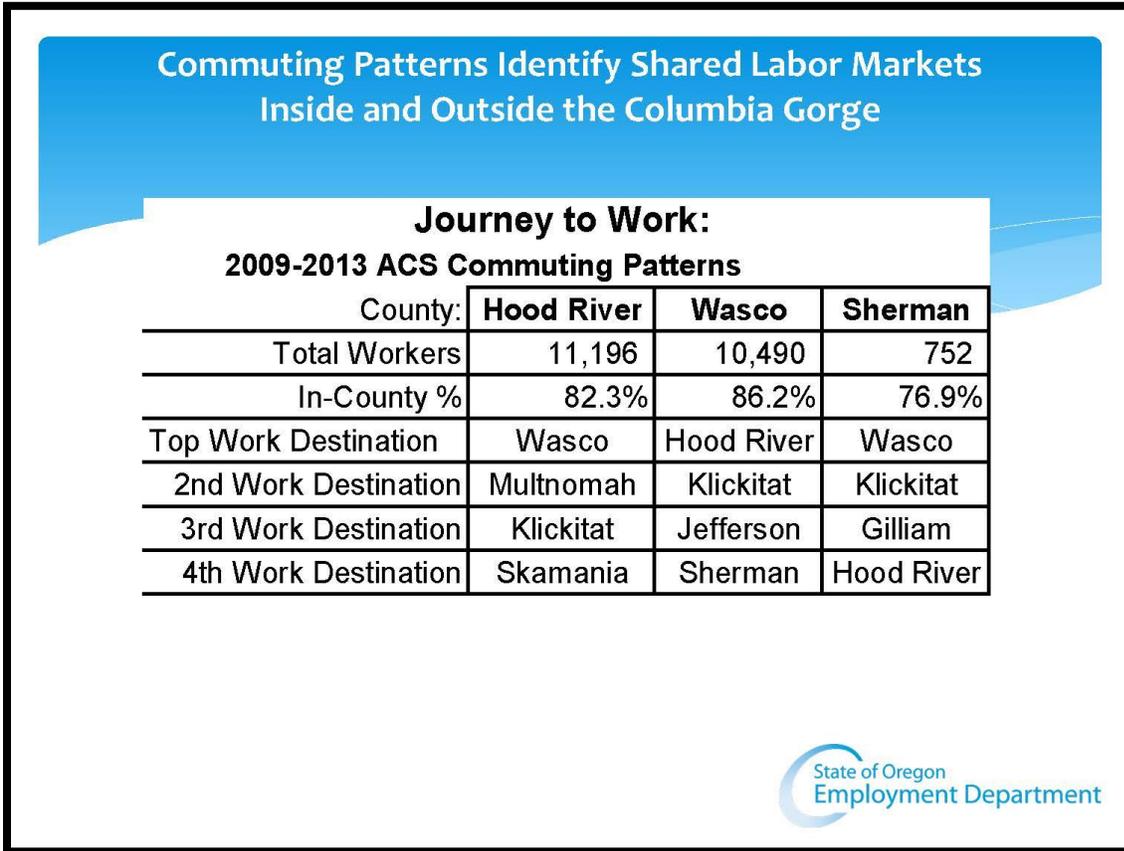
- In collaboration with regional partners, the MCEDD Project and Mobility Manager will develop an LEP community outreach plan which includes the:
  - development of Novellas or storyboards explaining how to use the public transportation services which will air on Radio Tierra, the Spanish community radio station, reaching Hood River and Wasco counties.
  - development and deployment of a pilot travel training program teaching Community Health Workers (CHWs) to share accurate transportation information to their clients/community. The pilot project will train and empower Community Health Workers to act as travel ambassadors who are knowledgeable about the available public transportation services and who will provide one-on-one travel training as appropriate to individuals in the community or to their clients. With the CHWs' help, at least two new or revised Spanish language transportation materials that are both culturally appropriate and low-literate will be created for client use.
  - utilization of natural access points within the LEP community, e.g. community salsa classes; Healthy Active Hood River County; churches, laundry mats, grocery stores, OCDC/schools; DHS and healthcare centers like One Community Health, to share culturally appropriate, low literate transportation information.

### **Recommendation 4**

- Explore the following through the Coordinated Transportation Plan (CTP) 2016 Update process that is just getting underway:
  - DHS Vocational Rehab is interested in partnering with public transportation and is willing to dedicate financial resources to contract for specialized public transportation services. They hold a class every three months that is run four days in a row and would like to offer transportation for this class.

- MCCFL is interested in partnering to better coordinate transportation service between Cascade Locks, Hood River and The Dalles for their LEP clients. There are several group homes in Cascade Locks that may benefit from better coordinated public transportation.
- DHS Aging and People with Disabilities is interested in partnering to coordinate transportation for their LEP clients by scheduling pre-determined group appointment days for clients living in the Odell/Parkdale area who want to visit DHS in person rather than handling their needs over the telephone.
- DHS Vocational Rehab has funds to pay for LEP clients' transportation to work until the client can afford it themselves. They are willing to train their LEP clients to use the public transportation system if transportation services were more readily available. They would like to create new public transportation service customers. This recommendation requires a service expansion and fully allocated cost recovery is needed to provide additional service.

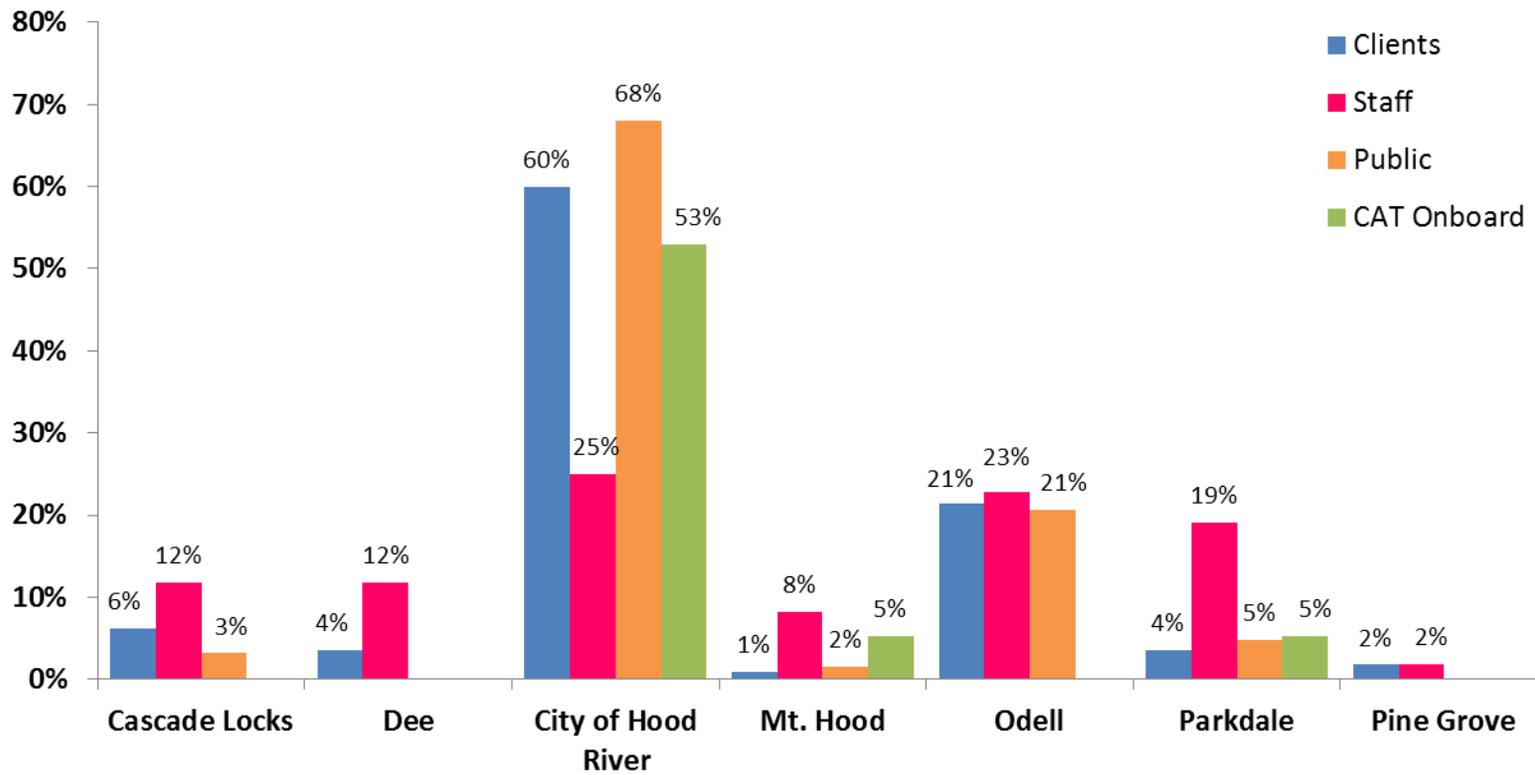
## Appendix H: Commuting Patterns



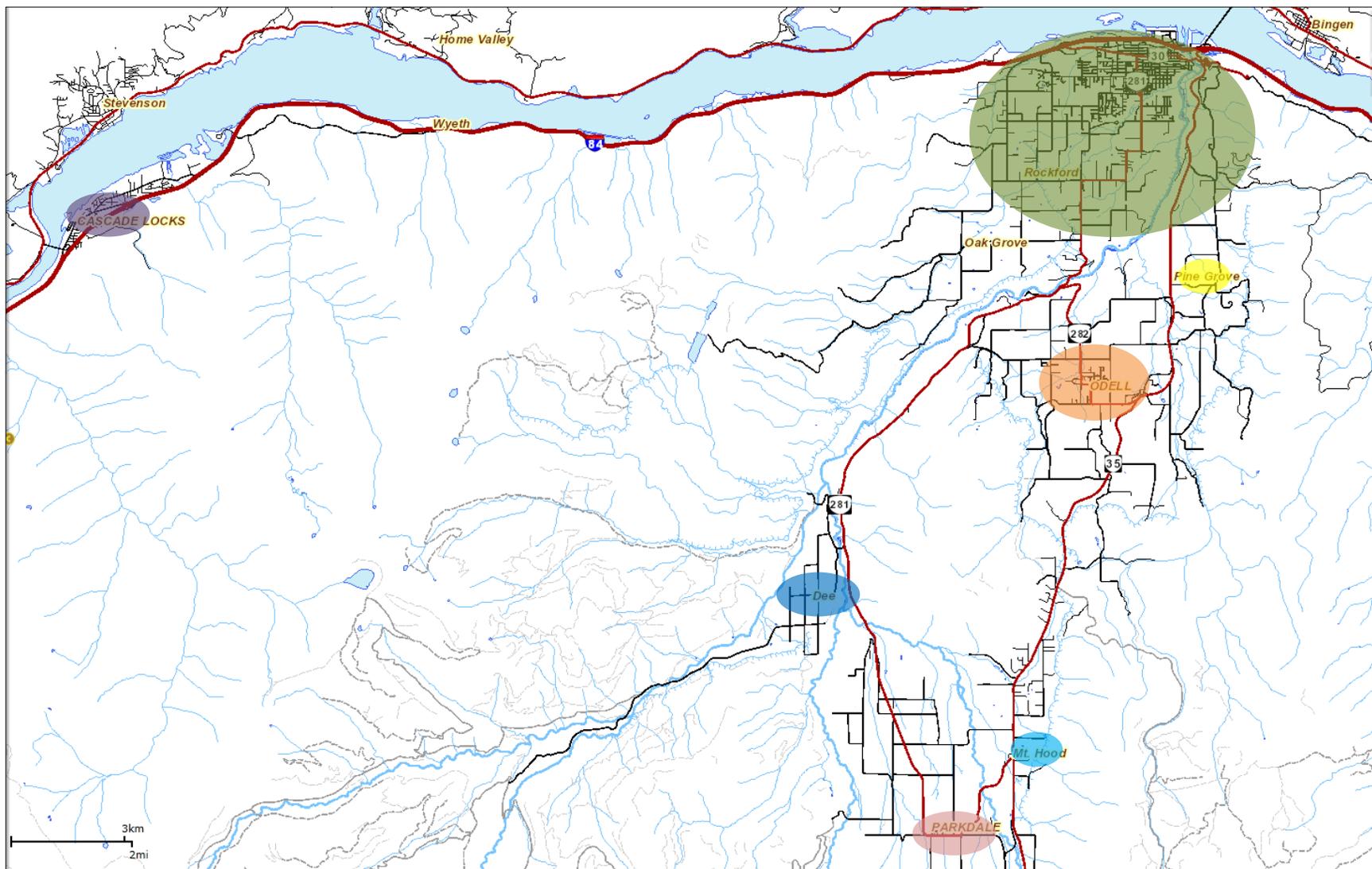
Source: Columbia Gorge Economic Symposium July 14, 2016. Data presented by Dallas Fridley, Oregon State Economist, Oregon State Department of Employment

# Appendix I: Maps

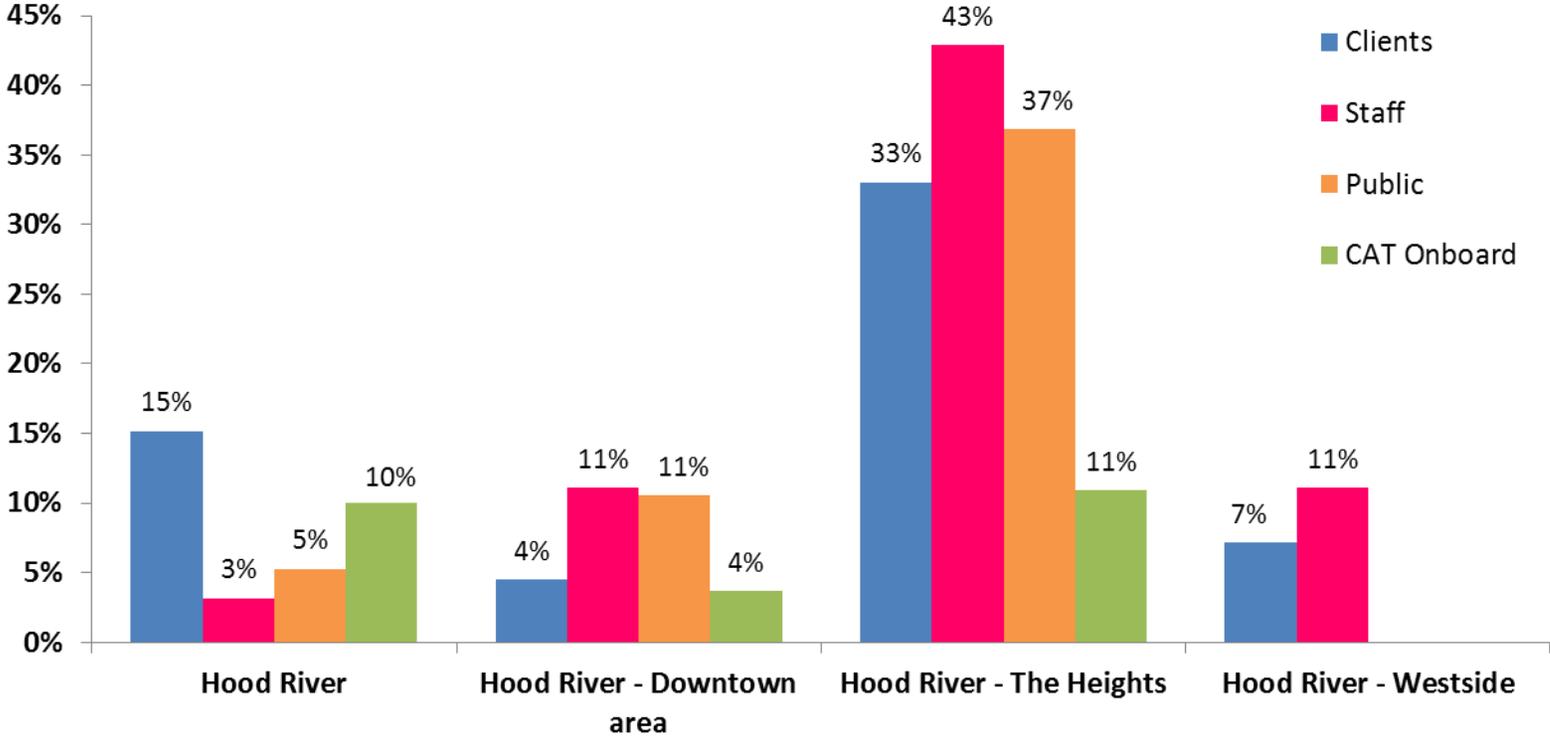
Areas in Hood River County where survey respondents live (Staff responses = where staff think/know their clients live)



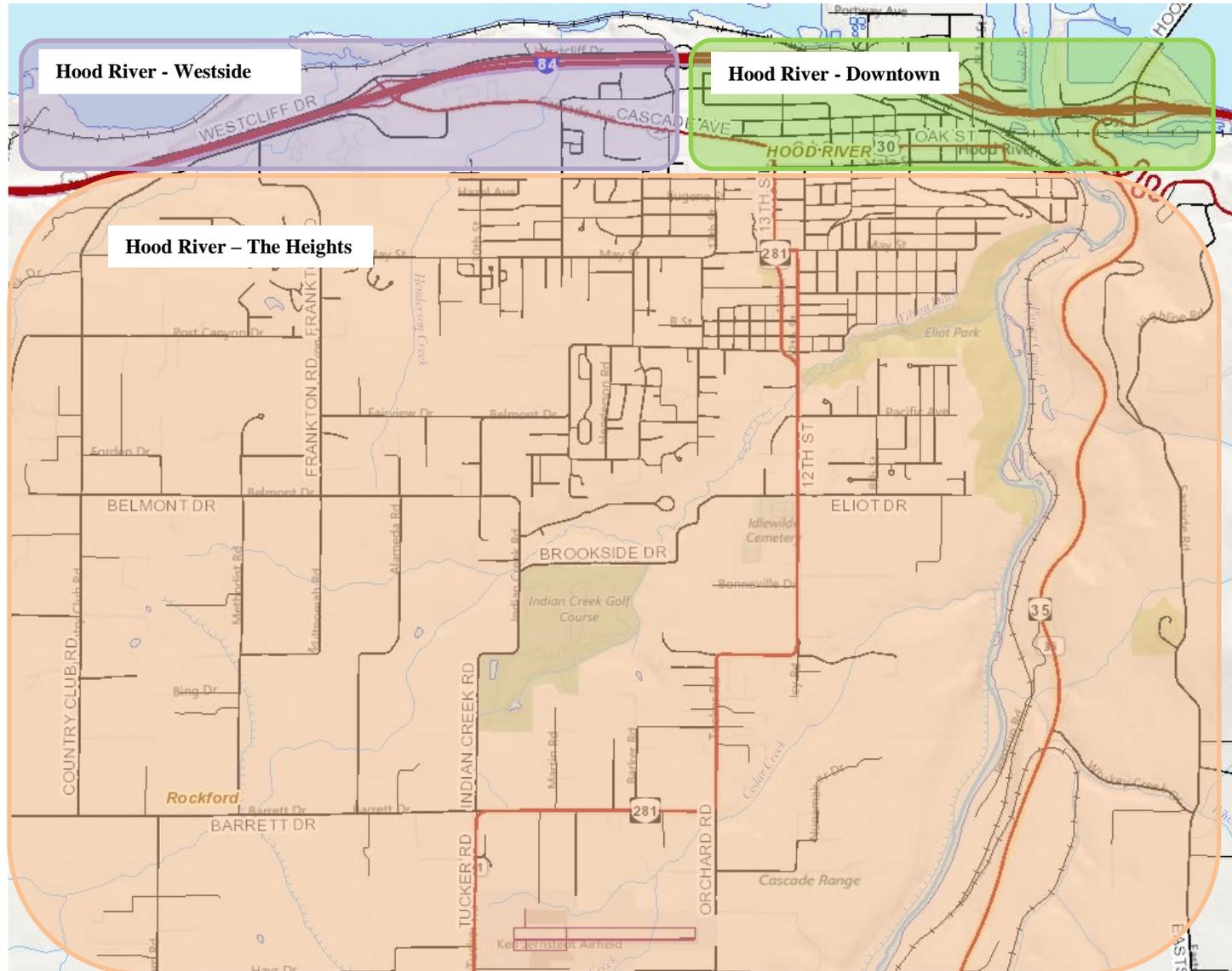
# Areas in Hood River County where survey respondents live



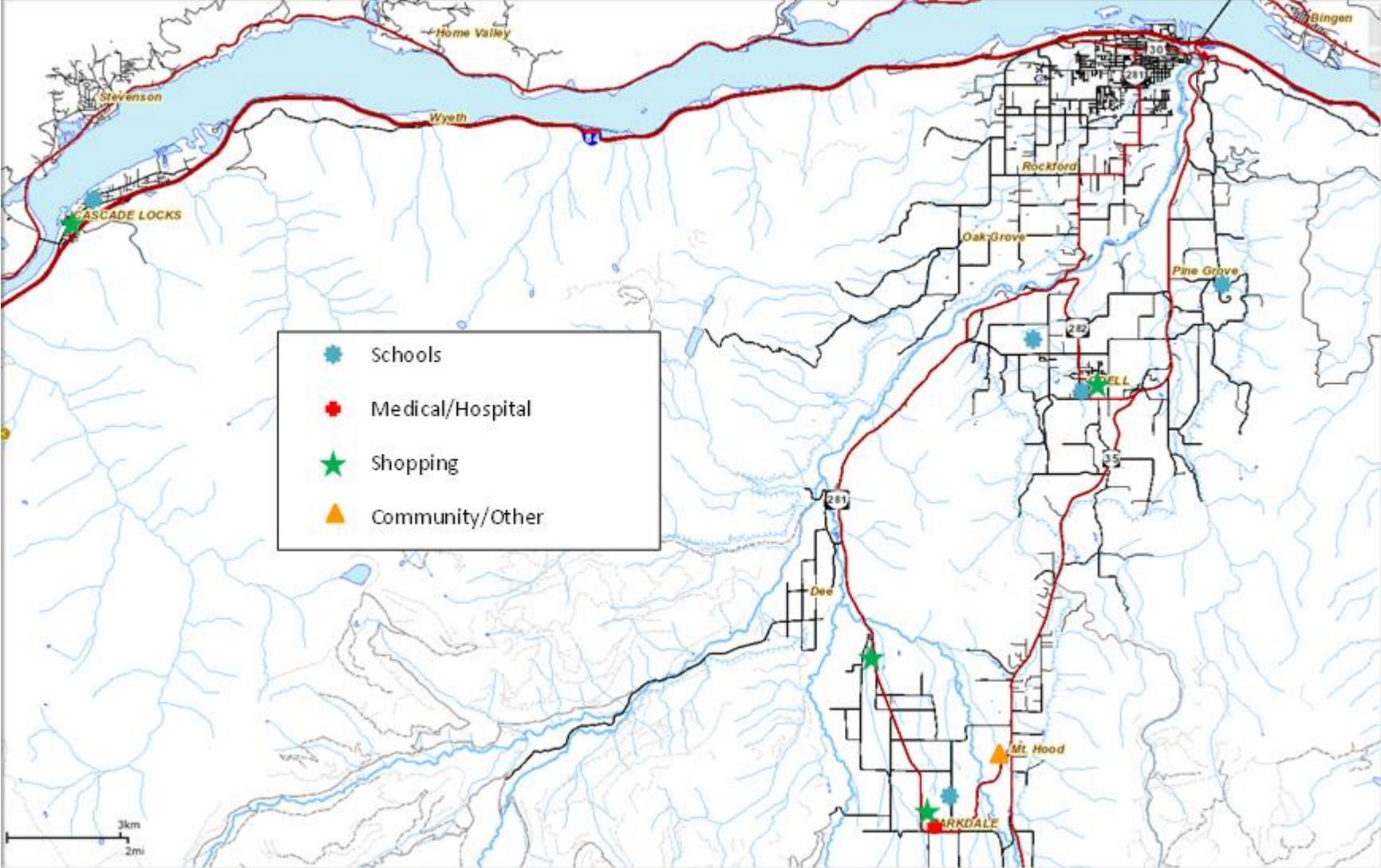
### Breakdown of where people live in the City of Hood River



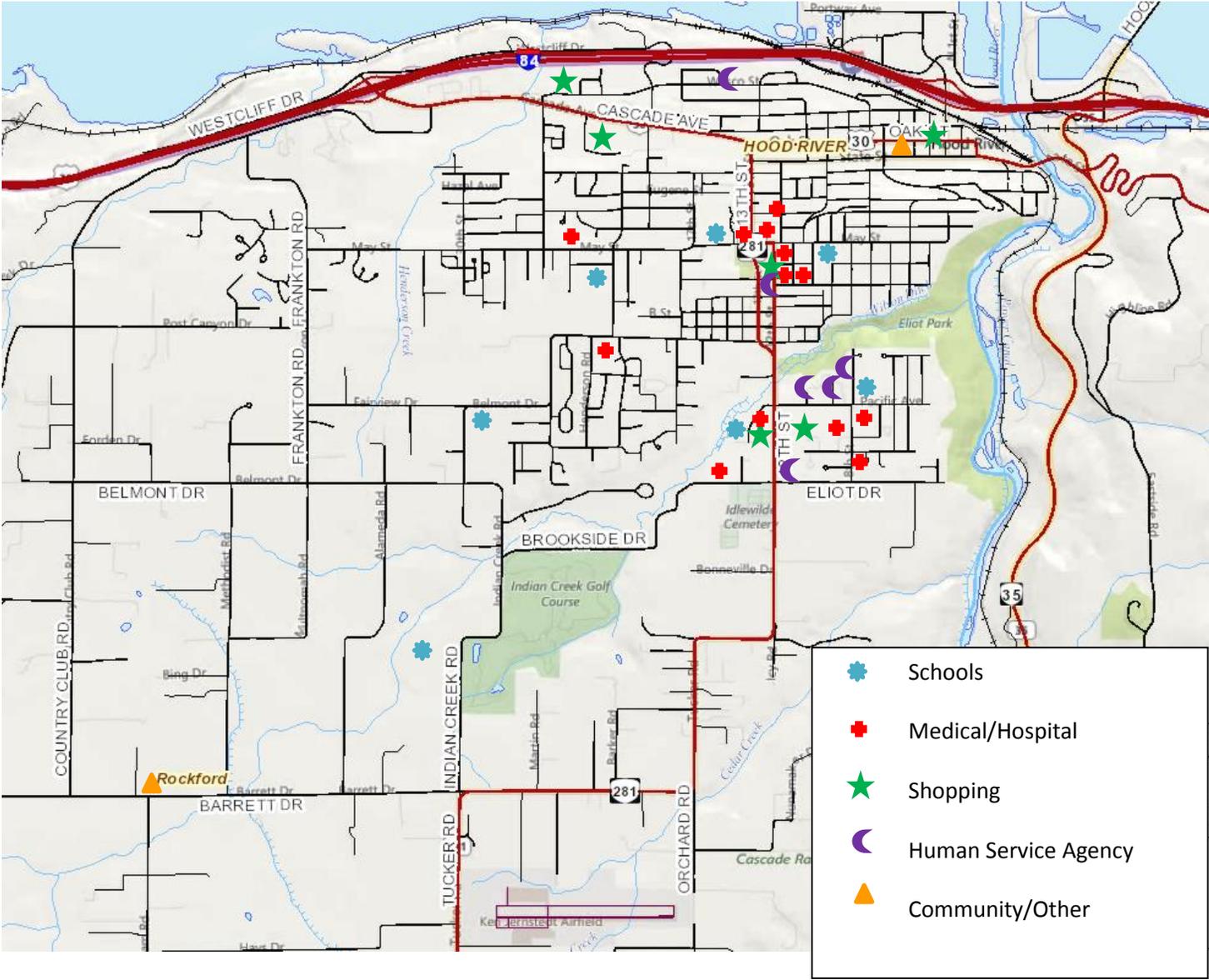
# Key areas in the City of Hood River



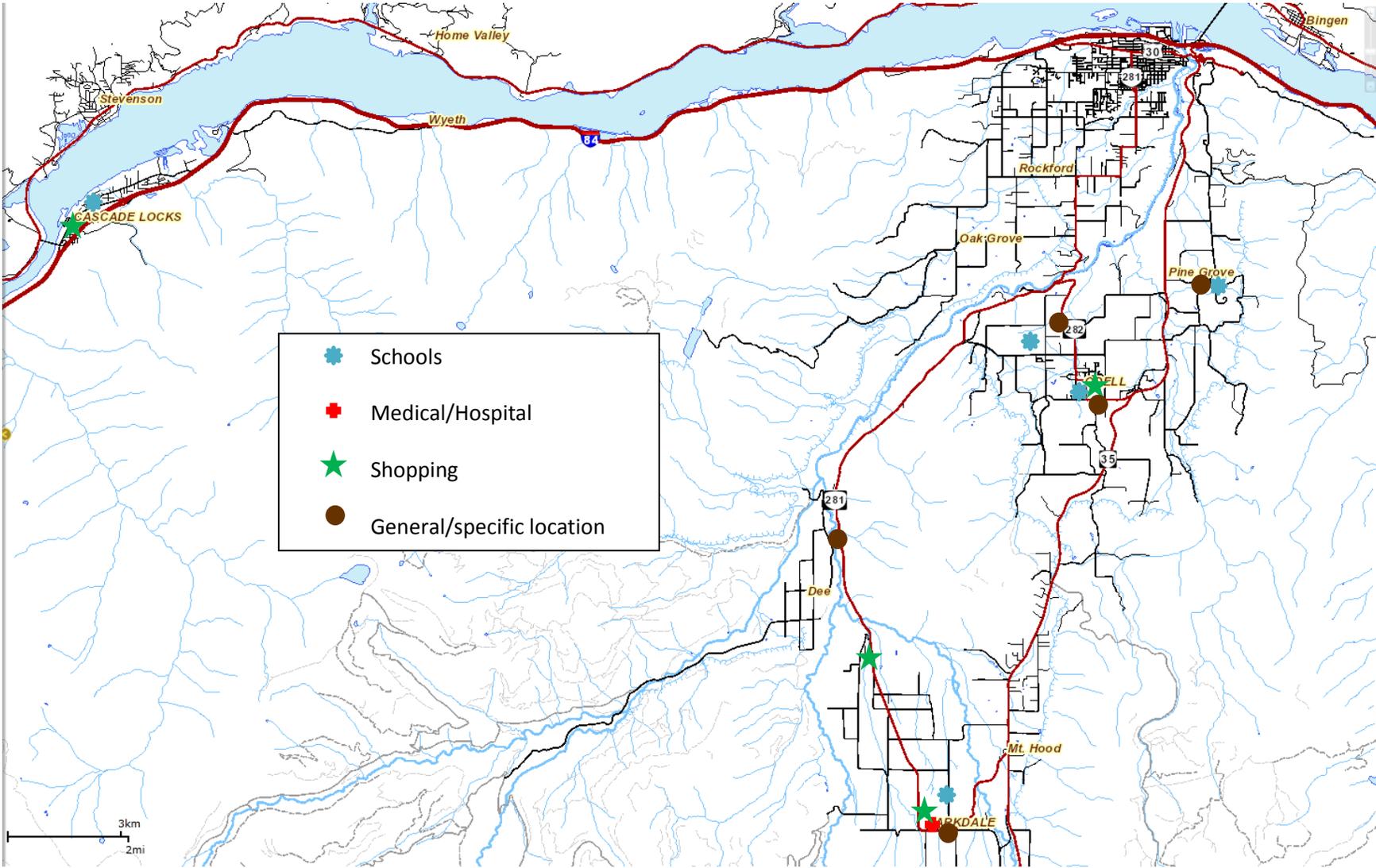
Primary destinations in Hood River County (based upon survey respondents who use public transportation & 2015 CAT ridership data)



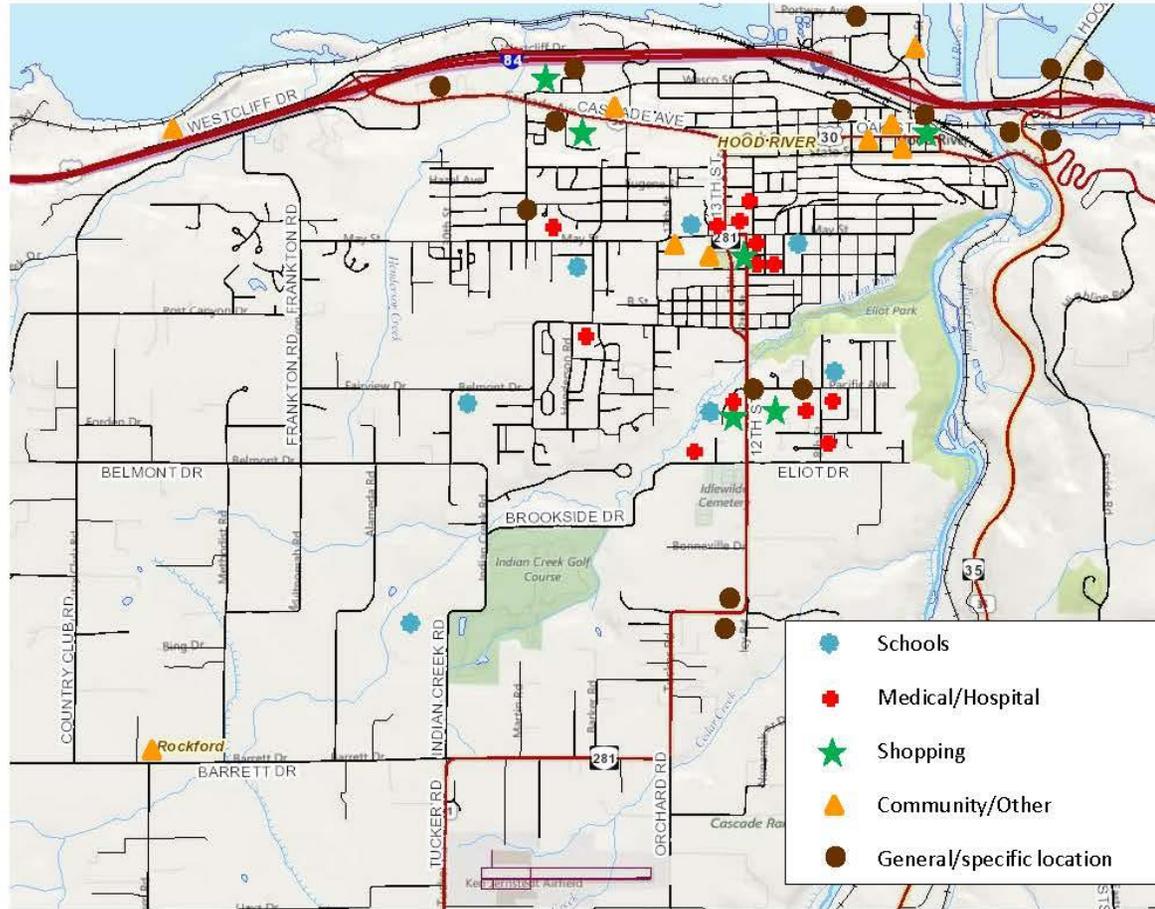
Primary destinations in the City of Hood River (based upon survey respondents who use public transportation & 2015 CAT ridership data)



Destinations in Hood River County survey respondents would like to stop if there were a fixed route service

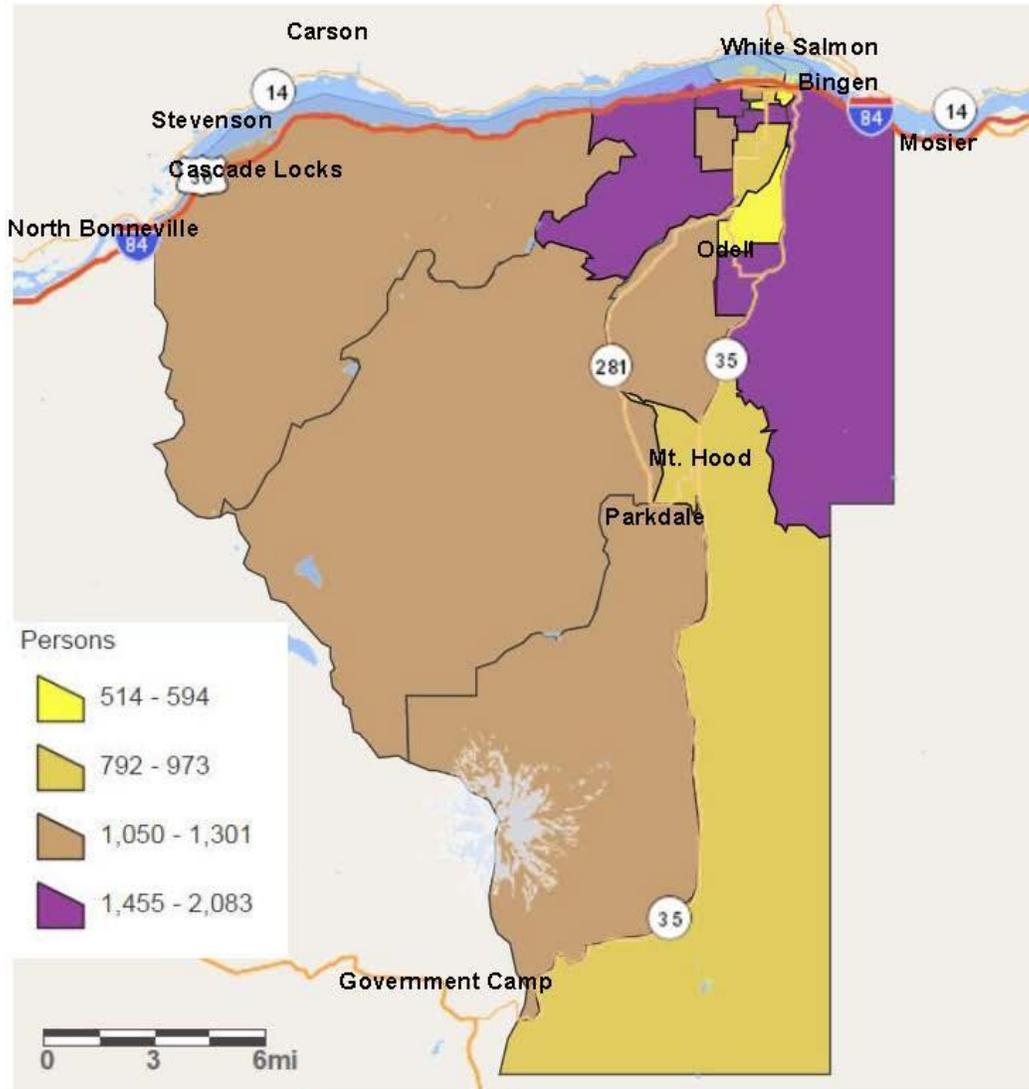


Destinations in the City of Hood River survey respondents would like to stop if there were a fixed route service



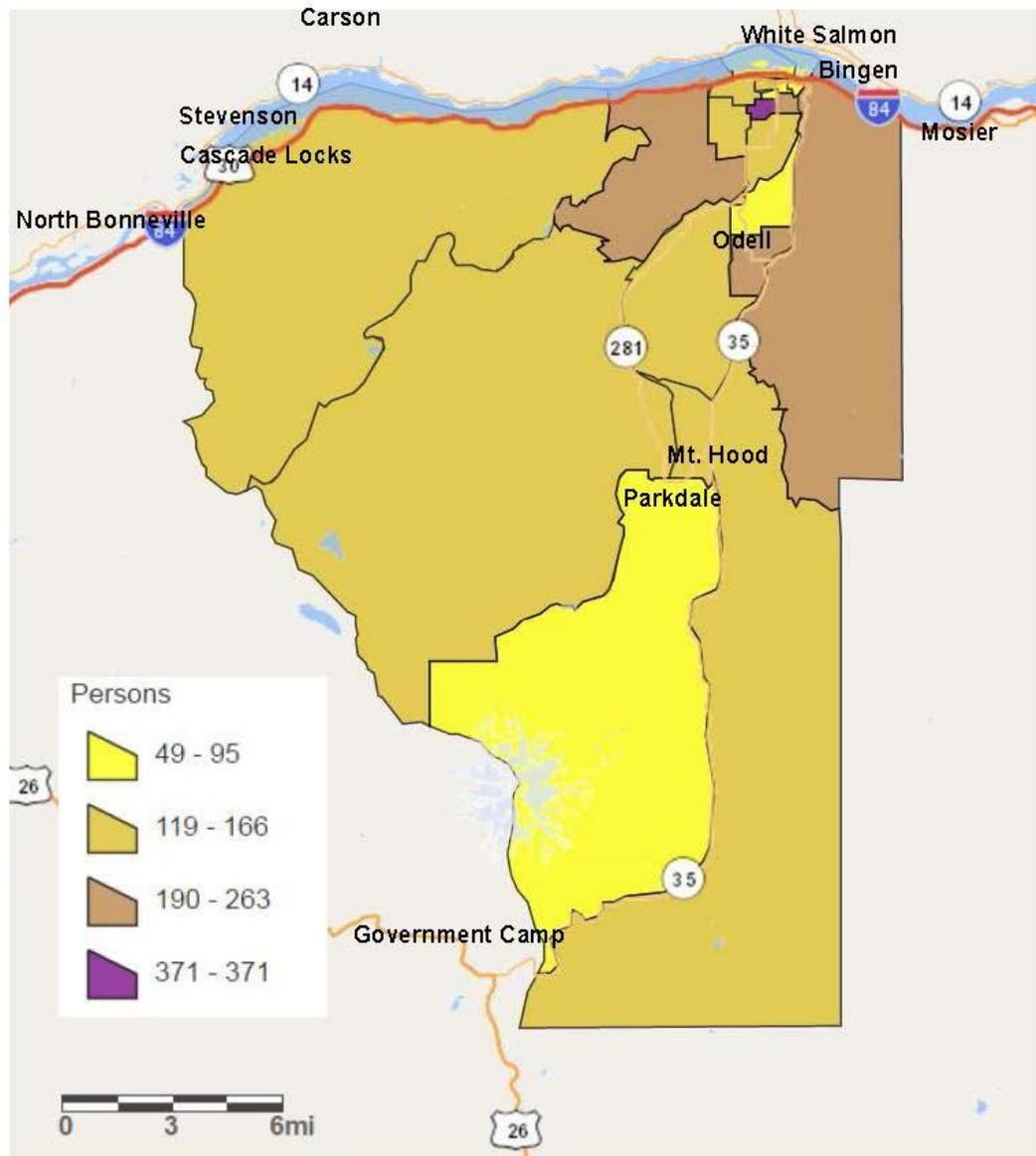
### Population Distribution in Hood River County

(Geography by: Block Group within Census Tract; Data: 2010 Census Summary File 1; Universe: Total Population)



### Distribution of Elderly Population in Hood River County

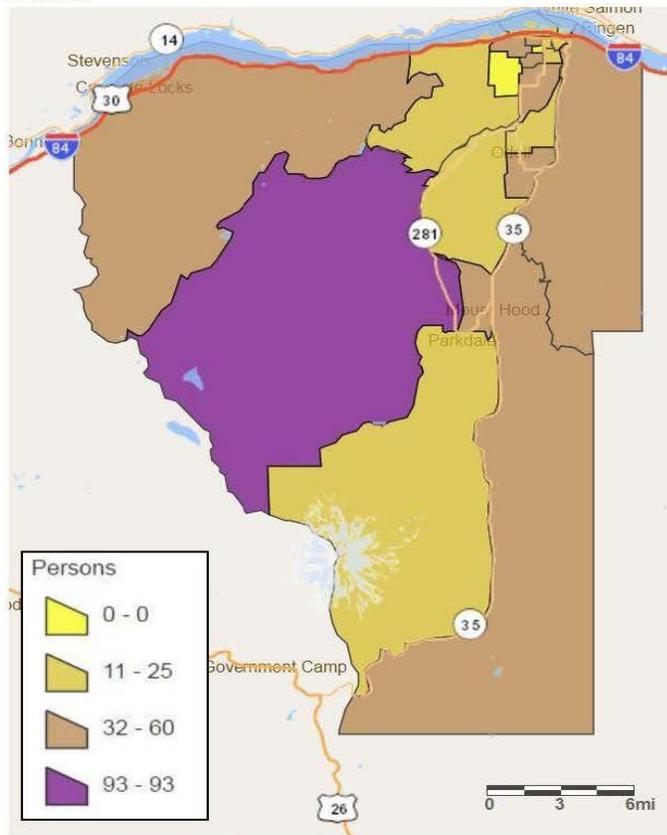
(Geography by: Block Group within Census Tract; Data: 2010 Census Summary File 1; Universe: Population 65 years and over)



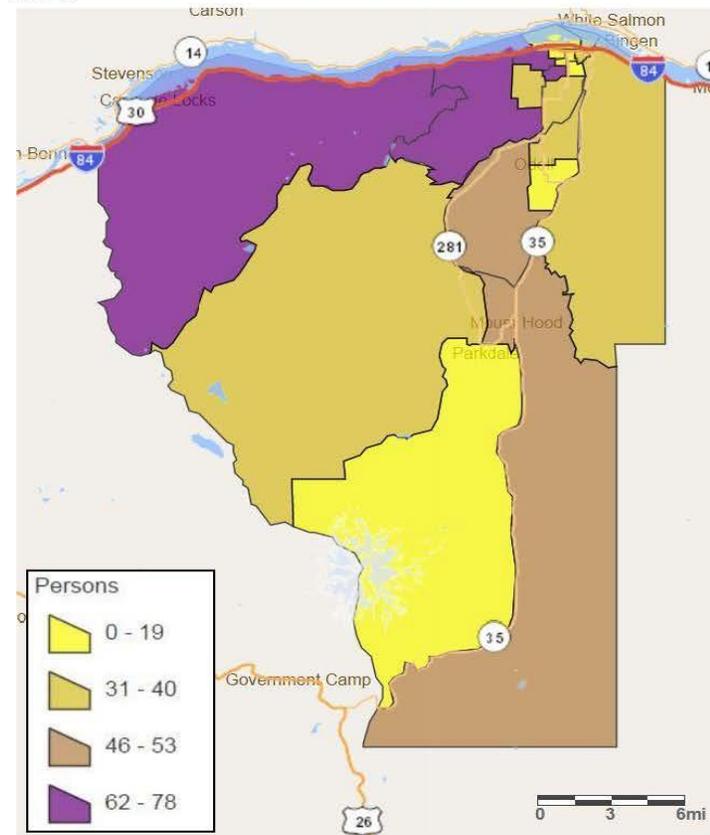
### Distribution of the Population with Disabilities by Sex in Hood River County

(Geography by: Block Group within Census Tract; Data: 2009-2013 American Community Survey 5-Year Estimates Universe: Total population 16 to 64 years with a disability)

#### FEMALE

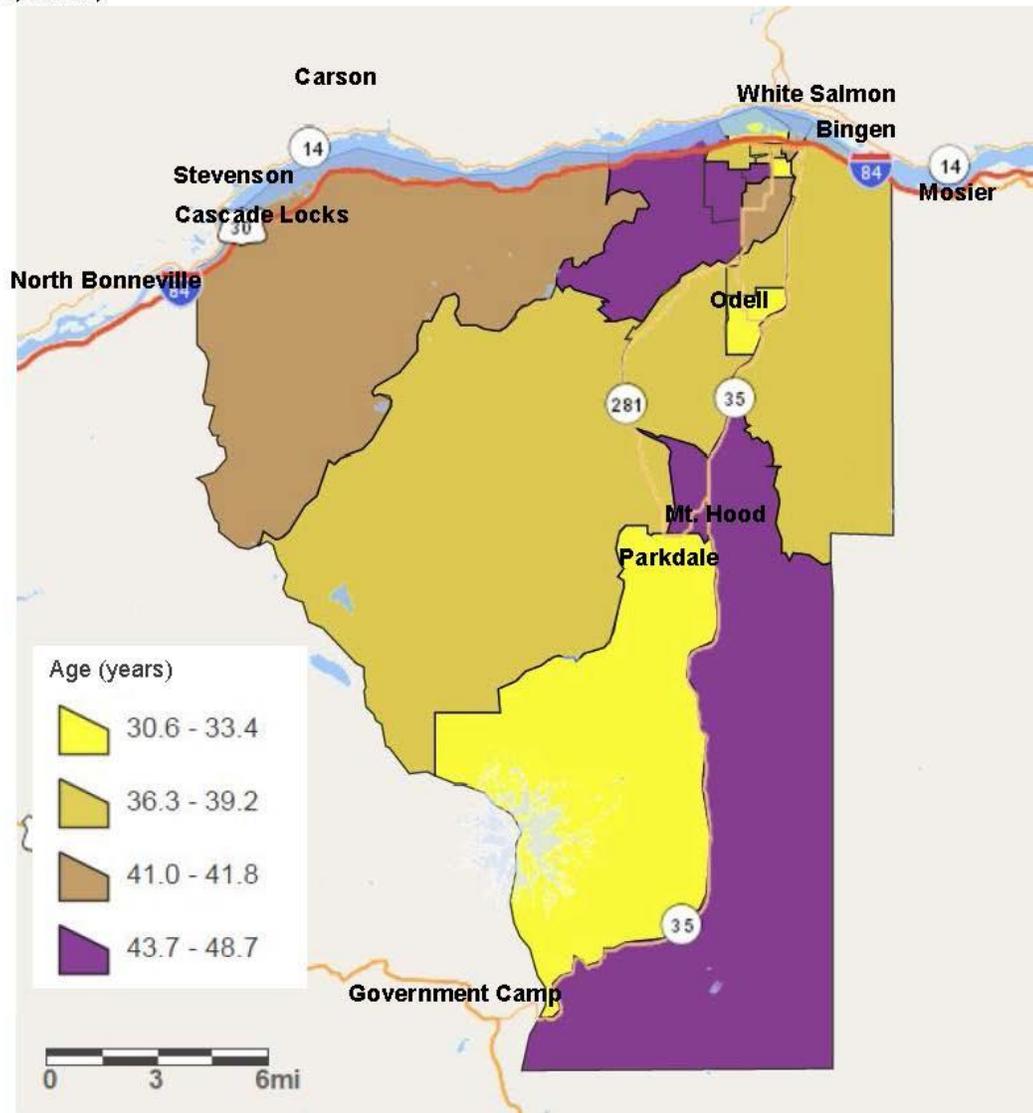


#### MALE



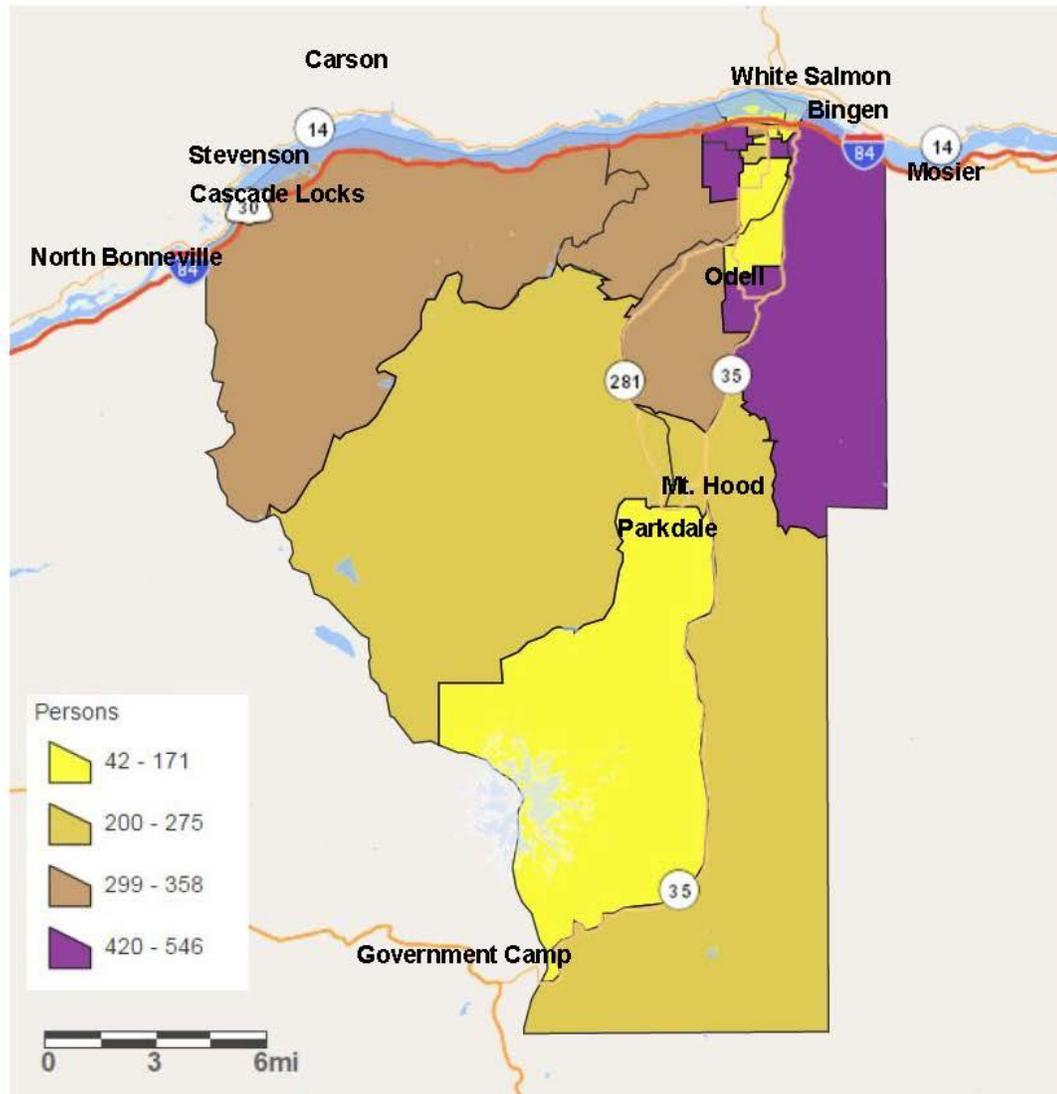
## Median Age in Hood River County

(Geography by: Block Group within Census Tract; Data: 2010 Census Summary File 1; Universe: Total Population)



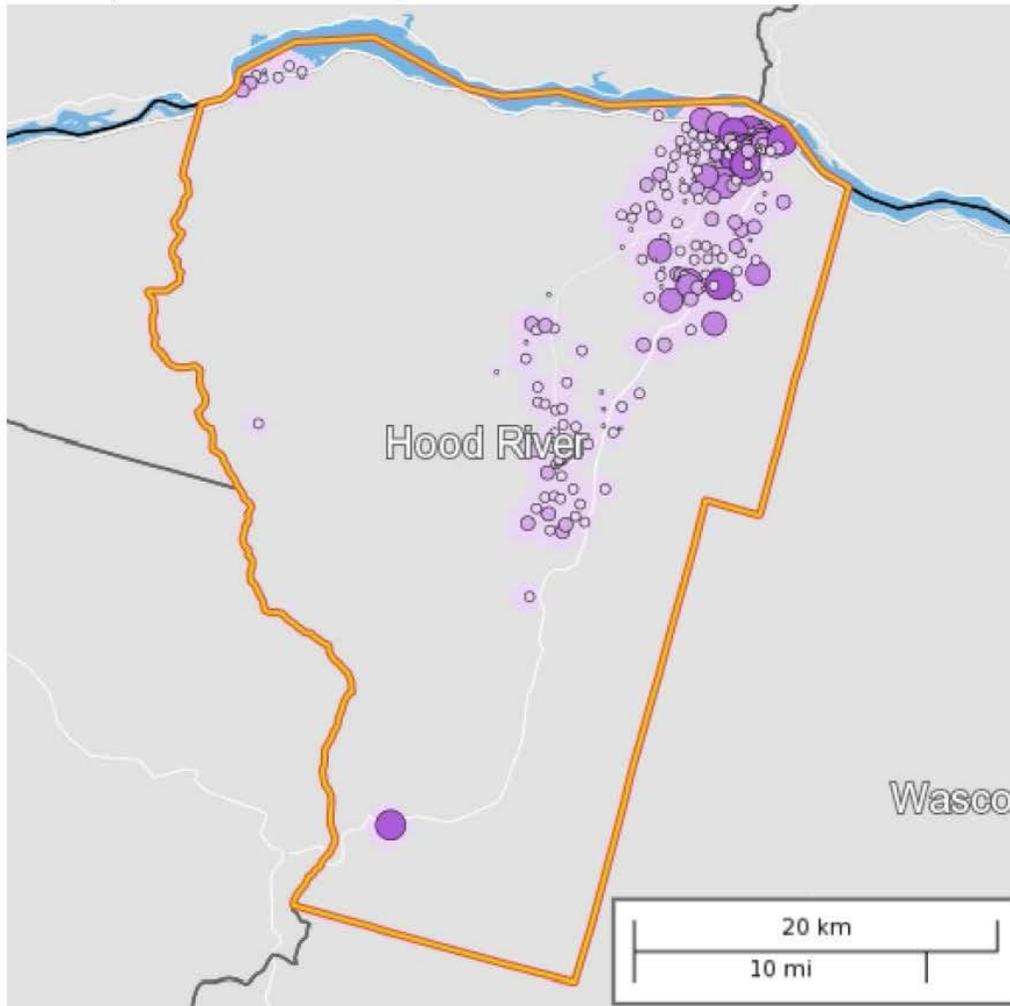
### Families with Income below Poverty Level for Past 12 Months in Hood River County

(Geography by: Block Group within Census Tract; Data: 2010-2014 American Community Survey 5-Year Estimates; Universe: Families)



### Distribution of Work Areas in Hood River County

(Data: U.S. Census Bureau OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2<sup>nd</sup> Quarter of 2002-2014); Universe: Counts and Densities of all jobs and all workers)



**Job Density [Jobs/Sq. Mile]**

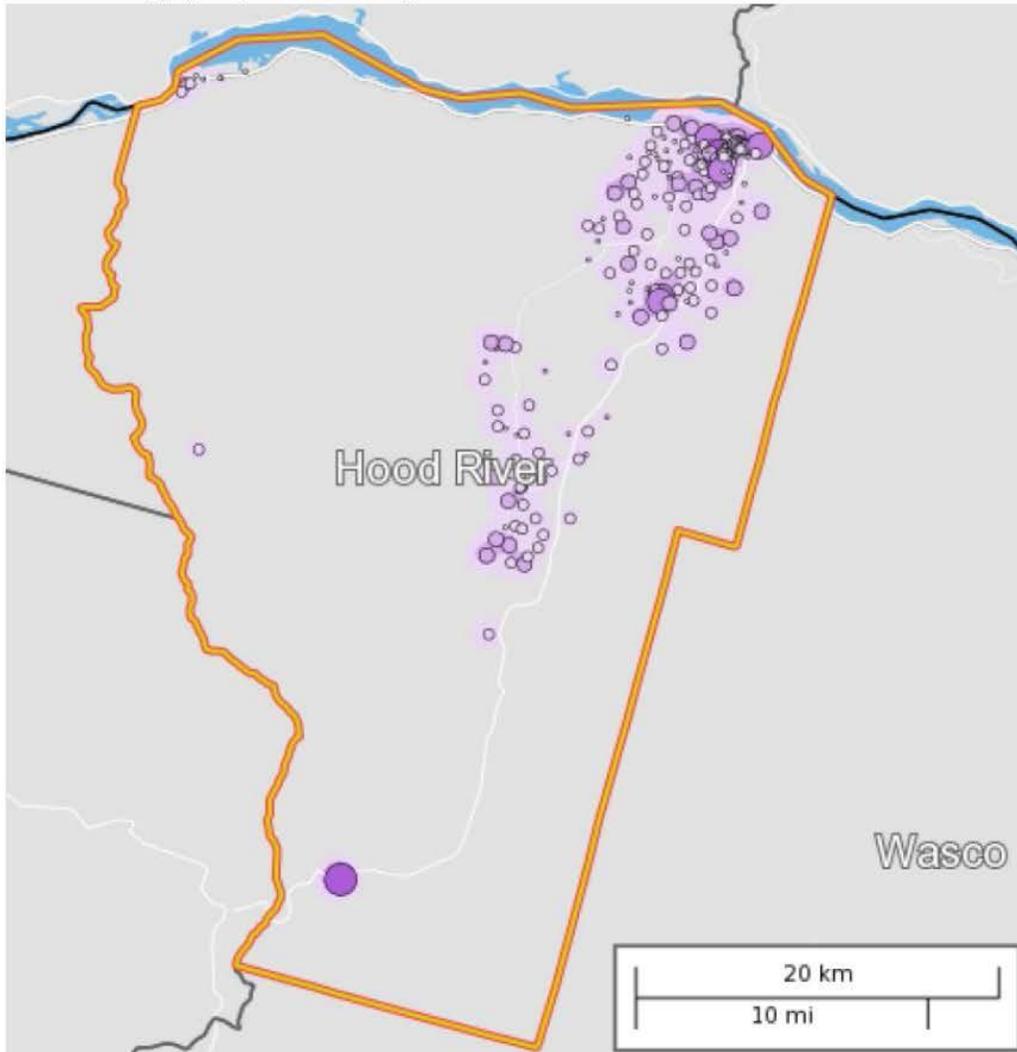
- 5 - 191
- 192 - 750
- 751 - 1,681
- 1,682 - 2,985
- 2,986 - 4,662

**Job Count [Jobs/Census Block]**

- 1 - 4
- 5 - 32
- 33 - 105
- 106 - 249
- 250 - 486

### Distribution of Work Areas for Low Income Workers in Hood River County

(Data: U.S. Census Bureau OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2<sup>nd</sup> Quarter of 2002-2014); Universe: Counts and Densities of all jobs and workers making \$1,250 per month or less)



#### Job Density [Jobs/Sq. Mile]

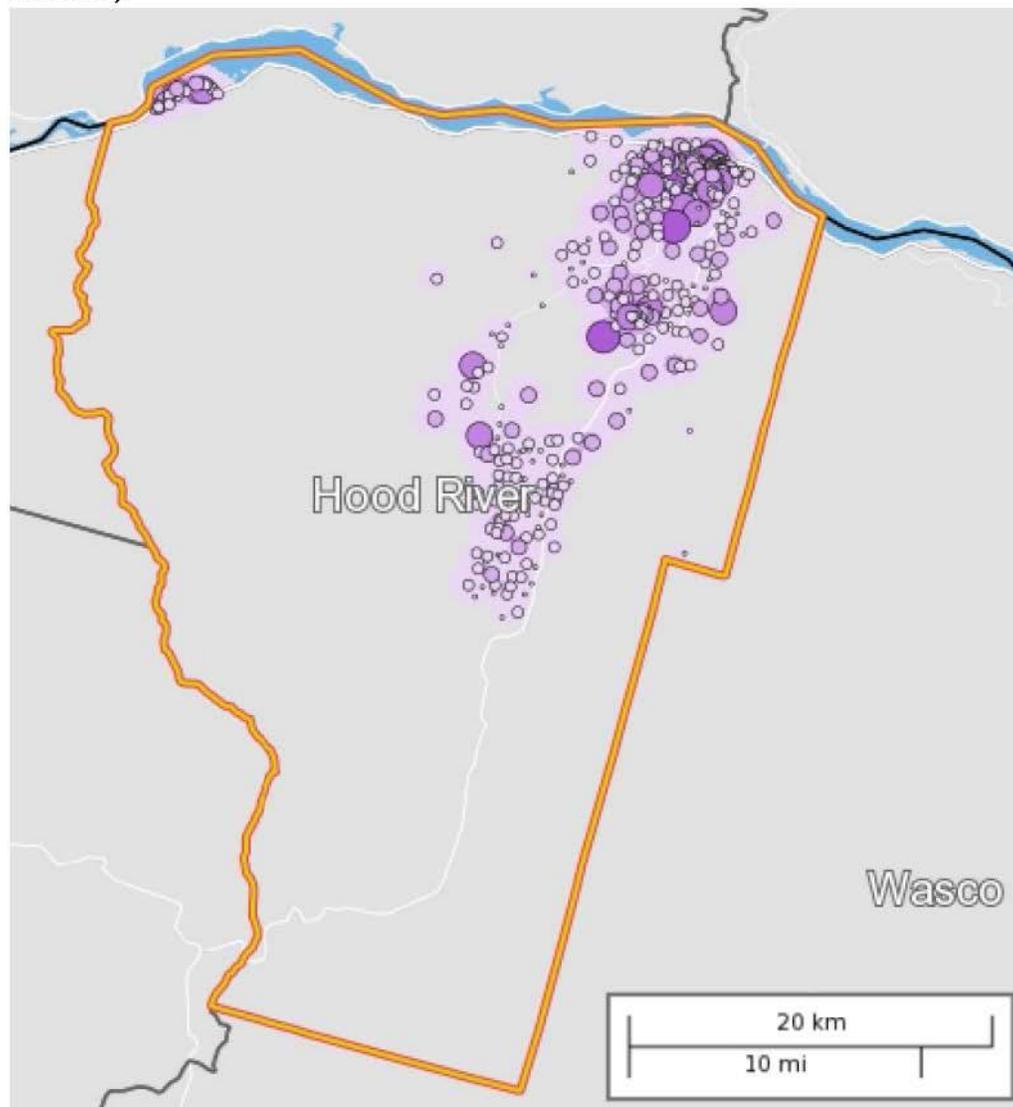
- 5 - 67
- 68 - 256
- 257 - 571
- 572 - 1,012
- 1,013 - 1,579

#### Job Count [Jobs/Census Block]

- 1 - 4
- 5 - 25
- 26 - 84
- 85 - 199
- 200 - 389

### Distribution of Home Areas for Workers in Hood River County

(Data: U.S. Census Bureau OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2<sup>nd</sup> Quarter of 2002-2014); Universe: Counts and Densities of all jobs and all workers)



#### Job Density [Jobs/Sq. Mile]

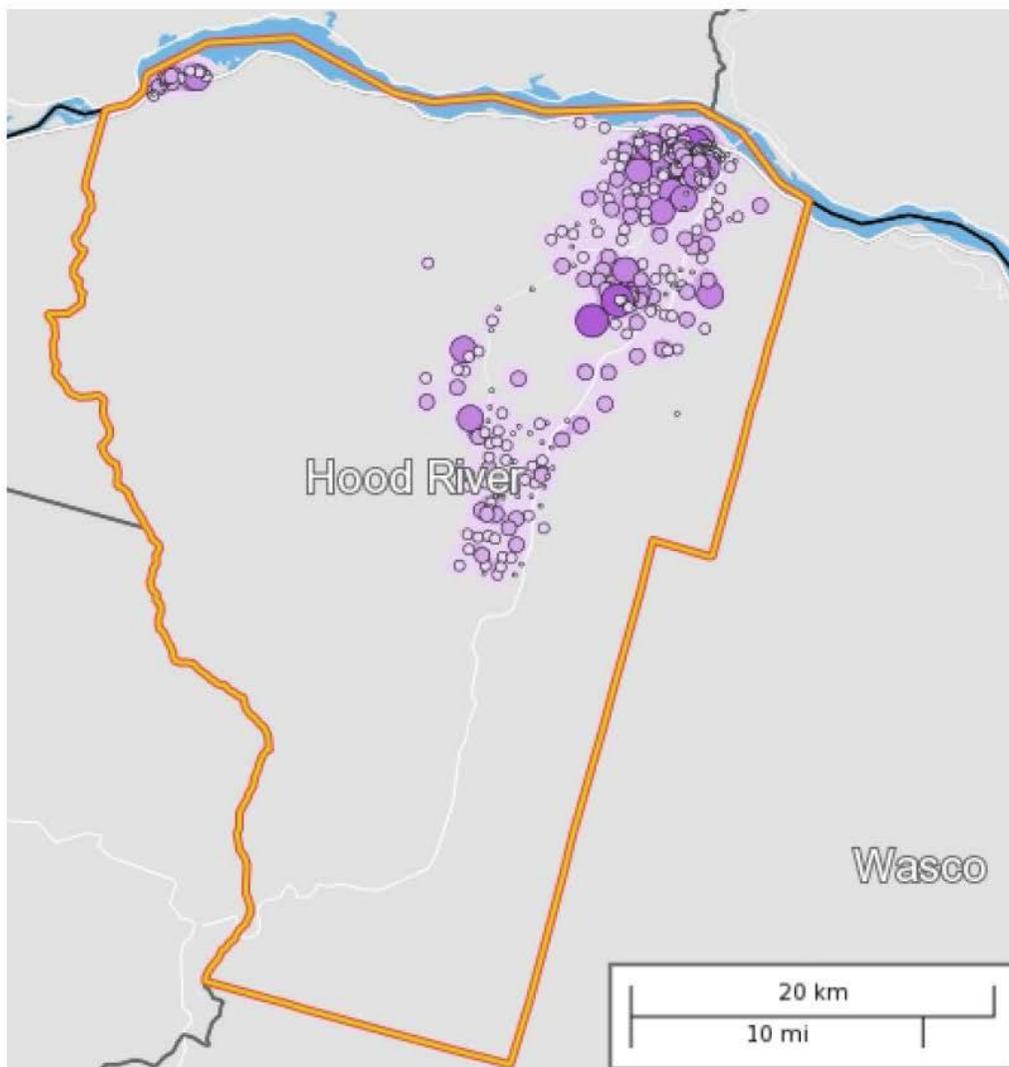
- 5 - 94
- 95 - 364
- 365 - 813
- 814 - 1,443
- 1,444 - 2,252

#### Job Count [Jobs/Census Block]

- 1 - 4
- 5 - 28
- 29 - 93
- 94 - 220
- 221 - 429

### Distribution of Home Areas for Low Income Workers in Hood River County

(Data: U.S. Census Bureau OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2<sup>nd</sup> Quarter of 2002-2014); Universe: Counts and Densities of all jobs and workers making \$1,250 per month or less)



#### Job Density [Jobs/Sq. Mile]

- 5 - 31
- 32 - 110
- 111 - 242
- 243 - 426
- 427 - 664

#### Job Count [Jobs/Census Block]

- 1 - 2
- 3 - 9
- 10 - 28
- 29 - 66
- 67 - 129

## Appendix J: Fixed Route Schedules

Hood River/The Dalles Monday – Friday

Fare: \$3.00 one way

<b>Morning Run</b>	
Rosauer's	6:00
CGCC The Dalles – Bldg 4	6:35
Transportation Center – The Dalles	6:46
Mosier – Pocket Park	7:05
Hood River Hotel	7:13
Walmart – Hood River	7:18
Providence HR Hospital Main Entrance	7:25
CGCC- HR Indian Creek Campus	7:28
Rosauer's	7:30
<b>Mid-Day Run</b>	
Rosauer's	12:00
CGCC- HR Indian Creek Campus	12:03
Providence HR Hospital Main Entrance	12:08
Walmart – Hood River	12:13
Hood River Hotel	12:19
Transportation Center – The Dalles	12:44
CGCC The Dalles – Bldg 4	12:56
Hood River Hotel	1:27
Walmart – Hood River	1:33
Providence HR Hospital Main Entrance	1:38
CGCC- HR Indian Creek Campus	1:43
Rosauer's	1:46
<b>Evening Run</b>	
Rosauer's	5:00
CGCC- HR Indian Creek Campus	5:03
Providence HR Hospital Main Entrance	5:08
Walmart – Hood River	5:15
Hood River Hotel	5:21
Mosier Pocket Park	5:29
Transportation Center – The Dalles	5:48
CGCC The Dalles – Bldg 4	5:58
Rosauer's	6:28

The Dalles/Hood River to Portland Tuesdays & Thursdays  
 Fare: \$8.00 one way

<b>Morning Run to Portland</b>	
<b>Depart Transportation Center</b> 201 Federal St., The Dalles Leave for Hood River	7:30
<b>Transfer to CAT Bus/Depart Hood River</b> 224 Wasco Loop, Hood River	8:00
<b>Gateway MAX Station</b> NE 99 <sup>th</sup> Ave., Portland	9:15
<b>Portland Art Museum</b> 1219 SW Park Ave (The bus will be on the Jefferson St. side of the Museum)	9:35
<b>Oregon Health Sciences</b> Between the Physicians' Pavilion and Sam Jackson Hall Building	9:50
<b>Arrive at Clackamas Town Center</b> Lower level, south side, main entrance west of Barnes and Noble	10:30
<b>Afternoon Return to Hood River/The Dalles</b>	
<b>Depart Clackamas Town Center</b> Lower level, south side, main entrance west of Barnes and Noble	2:00
<b>Portland Art Museum</b> 1219 SW Park Ave (The bus will be on the Jefferson St. side of the Museum)	2:30
<b>Oregon Health Sciences</b> Between the Physicians' Pavilion and Sam Jackson Hall Building	2:50
<b>Gateway MAX Station</b> NE 99 <sup>th</sup> Ave., Portland	3:30
<b>Arrive Hood River/Transfer to Link Bus</b> 224 Wasco Loop, Hood River Leave for The Dalles	4:35
<b>Arrive Transportation Center</b> 201 Federal St., The Dalles	5:10

# Appendix K: Criteria and Methodology to Determine Strategic Priorities

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## Criteria and Methodology

The list of proposed strategies was provided to the Special Transportation Fund Committee for prioritization. Consideration for ranking was based upon whether the strategy:

- Addresses an identified need
- Could be completed within a three year timeframe
- Increases or builds upon coordination efforts
- Affects one or more of the special needs populations (elderly, disabled, low-income, Limited English Proficiency)
- Notes available and identified funding sources (including local match)
- Provides for adequate administrative capacity

Priorities were established through rankings by STF Committee members and decided through discussion and consensus at the Hood River County Transportation District's STF Committee meeting on August 31, 2016.

The rankings are color coded as such:

**High Priority (GREEN)** strategies are ones to pursue immediately or are ones that are already in practice and must continue in order to meet public transportation needs for the target populations.

**Medium Priority (YELLOW)** strategies are ones identified for pursuit based upon funding availability and administrative capacity.

**Low Priority (GREY)** are long-term strategies *identified* for future consideration.

## Appendix L: Complete List of Prioritized Strategies

Hood River County Coordinated Transportation Plan Strategies Prioritization Sheet	
Strategy Description	Ranking H-M-L
Maintain dial-a-ride transportation operations.	H
Maintain shopping bus service.	H
Maintain the intercity fixed route service between Hood River and The Dalles.	H
Maintain the intercity fixed route service between Hood River and Portland.	H
Fleet Management <ul style="list-style-type: none"> <li>• Provide for replacement of vehicles that have exceeded their useful life.</li> <li>• Provide funding for ongoing and timely preventative vehicle maintenance to ensure the safety and reliability of the transportation services.</li> <li>• Seek funding for additional vehicles required for any service expansion</li> </ul>	H
Seek funding for expansion of bus shelter to accommodate larger vehicles in fleet and any additional vehicles added for service expansion to protect the fleet from the elements and ensure the safety of the fleet.	M
Maintain affordable fares: <ul style="list-style-type: none"> <li>• Continue 10% fare discount for seniors and those with disabilities.</li> <li>• Continue to secure state, Federal and local funding to keep fares minimal.</li> <li>• Explore other fare options</li> </ul>	H
Expand services (dial a ride throughout the county, deviated/fixed route for intra-county destinations, additional hours/weekends, more frequent service for current inter-city fixed route services) <ul style="list-style-type: none"> <li>• Analyze if operational efficiencies would offer ability to provide more reliable service to outlying areas of the county.</li> <li>• Consider public/private partnership to expand services throughout the county. Leverage emerging technologies/ innovative solutions such as partnerships with transportation network companies.</li> <li>• Seek state/federal and private funding and consider paid display ads on buses to help fund expanded service hours.</li> <li>• Work with the College to explore establishment of a student transportation fee to help support their transportation needs.</li> <li>• Continue to collaborate with the College and The Link on scheduling.</li> <li>• Review locations aging adults need to access on an ongoing basis, including those related to the social determinants of health, to best address their transportation needs.</li> <li>• CAT's Transit Master Plan will be vital in identifying common work place destinations and potential funding streams.</li> <li>• Consider cooperative partnership with employers to fund service expansion.</li> <li>• Collaborate with Gorge TransLink's Mobility Manager to optimize CAT's strategic approach to service coordination and customer service.</li> </ul>	H

Provide necessary infrastructure to accommodate fixed or deviated-fixed route service that protects individuals from the weather and provides a place for people to sit and wait, e.g. bus shelters with seating areas.	H
Resolve frustration over 30 minute pick-up window: <ul style="list-style-type: none"> <li>• Create additional fixed route or deviated service within the County.</li> <li>• Better educate target populations about how the transportation system operates.</li> <li>• Explore utilizing CAT scheduling software (eg to assess an individual's mobility and vehicle capacities) to reduce the 30 minute window.</li> </ul>	H
Monitor and explore new fare payment systems in order to identify one to replace CAT's current cash only/exact change and paper tickets' fare system.	H
Complete the Transit Master Plan and utilize its recommendations as a path forward to provide vital transportation services.	H
Market and promote the system: <ul style="list-style-type: none"> <li>• Distribute material about the transportation system at key sites.</li> <li>• Maintain existing promotion activities, including website, radio and print.</li> <li>• Increase targeted outreach to individuals with disabilities, aging persons in the County and persons with lower incomes.</li> <li>• Increase general marketing outreach to increase use of the system</li> <li>• Explore effective opportunities to better promote the services offered.</li> </ul>	H
Enhance bilingual/bicultural transportation services: <ul style="list-style-type: none"> <li>• Implement the Recommendations of the AOC LEP grant to address bicultural marketing and public awareness of the County's transportation services and how to access them.</li> <li>• Increase outreach to Human Services Agency staff to reach the target populations with meaningful transportation information.</li> <li>• Support the Travel Ambassadors program (community health workers who will provide one-on-one education on how to understand and access the County's transportation services)</li> <li>• Develop and conduct ongoing Hood River County marketing campaign utilizing traditional and nontraditional approaches to reach the target audiences.</li> <li>• CAT staff participate in the staff language and cultural understanding education session co-created with members of the Latino community.</li> </ul>	H
Address safety/security concerns: <ul style="list-style-type: none"> <li>• Support the Travel Ambassadors program</li> <li>• Seek resources to extend the Travel Ambassador program to reach additional populations.</li> <li>• Increase connections to Community Health Workers (CHW) and medical schedulers with marketing materials and information; provide education including at CHW training events.</li> </ul>	H

<p>Address stigma:</p> <ul style="list-style-type: none"> <li>• Consider additional outreach and education on the benefits of using public transportation: eco-friendly; relaxing</li> <li>• Consider an “everybody rides” campaign by asking a series of local celebrities to ride and publicizing their trips in social and print media</li> </ul>	H
<p>Address capacity and stable funding</p> <ul style="list-style-type: none"> <li>• Continue to seek all Federal and state transportation grants for which Columbia Area Transit is eligible.</li> <li>• Leverage all match against Federal and state grants.</li> <li>• Explore an increase in the taxing district’s tax levy to increase local match.</li> <li>• Utilize local groups to advocate for public transportation funds.</li> <li>• Identify and utilize potential additional sources/partners to support local operational funding or local match, such as support from the Chamber, the City, Community College etc.</li> </ul>	H
<p>Continue participation in the Gorge TransLink Alliance to network and collaborate with the Mid-Columbia transportation service providers. Gorge TransLink Alliance members continue to identify and bring to fruition funding opportunities to support regional transportation connections.</p>	H
<p>As able, attend public Human Service Agency meetings to maintain strong working relationships and bolster the ability to respond collaboratively to emerging needs or changing conditions.</p>	H

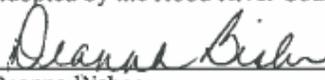
# Appendix M: 2016-2019 Plan Adoption

## 2016-2019 Plan Adoption

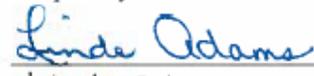
The 2016-2019 Hood River County Coordinated Transportation Plan was presented to the Hood River County Transportation District Co-Executive Directors, the Special Transportation Fund Advisory Committee and the Hood River County Transportation District Board in October 2016.

Notice of plan availability was also noted on the Columbia Area Transit's Website and the Hood River News and is available in hard copy or electronic (PDF) form.

Adopted by the Hood River County Transportation District Executive Co-Directors:

 Deanna Bisbee	<u>10.06.16</u> Date
 Ron Nails	<u>10/6/2016</u> Date

Adopted by the Hood River County Transportation District STF Advisory Committee:

 Linda Adams	<u>October 6, 2016</u> Date
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Adopted by the Hood River County Transportation District Board of Directors:

 Theresa North, Chair	<u>20 October 2016</u> Date
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