



# **2022** Needs Assessment Report

*JULY 2022*

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# 1. Introduction

As part of the biennial service planning process, Cherriots performs a needs assessment to determine unmet transit needs in the region. In order to determine needs, staff assesses current system performance, demographic shifts, and travel pattern data, then gathers input from current riders, community partners, and frontline employees.

From there, staff determine whether Cherriots bus service, other Cherriots services, and public and private transportation services in the region meet all transit needs. For any transit needs determined to be unmet, Cherriots evaluates whether those needs can be met using current or future resources.

The last needs assessment was conducted in 2017. The subsequent assessment scheduled for 2019/2020 was placed on hold due to the COVID-19 pandemic. Therefore, it has been four years since the last needs assessment.



## 1.1 Unmet transit needs

An unmet transit need is any need in the region for additional public transportation services to meet existing basic mobility needs currently not being met through the existing bus service or alternative services.

Once an unmet transit need is identified, staff will determine if it is reasonable for Cherriots to meet that need using the following criteria:

1. Can be implemented consistent with service design standards.
2. Can be implemented safely and in accordance with local, state, and federal laws and regulations.
3. Excluding the first three years of operation, the additional transit service would not fail to meet productivity and efficiency targets.
4. Excluding the first three years of operation, the additional transit service would not cause the overall system to fail to meet performance targets.
5. The proposed service would not cost more than the budget allows given available funds.

## 1.2 Service planning process

When unmet transit needs are determined to be reasonable, Cherriots will incorporate solutions to meet those needs into the biennial service plan development process. The biennial service planning process follows the Statewide Transportation Improvement Fund (STIF) biennial calendar, with major planning processes in even-numbered years and implementation in odd-numbered years.



## 2. Existing conditions

In this section are the current services Cherriots offers, as well as performance results from the Fiscal Year 2021 Annual Performance Report.

### 2.1 Cherriots services

Cherriots operates fixed-route bus service in the Salem-Keizer area. Cherriots also operates other services: Cherriots Regional, Cherriots LIFT, and Cherriots Shop and Ride. In addition to operating bus service, Cherriots provides travel training, and through the Cherriots Transportation Options program, helps connect riders with transportation options including transit, carpools, vanpools, biking, and walking.

#### 2.1.1 Cherriots Local

Local bus routes serve local streets in the Salem-Keizer area, providing service within the urban growth boundary on weekdays, Saturdays, and Sundays (Figure 2-1, 2-2 and 2-3).

### ***2.1.2 Cherriots Regional***

Regional express routes provide express bus service to help riders travel between cities in Marion and Polk counties. Additionally, Cherriots provides a deviated fixed-route service in Dallas, Monmouth, and Independence. (Figure 2-4 and 2-5).

### ***2.1.3 Cherriots LIFT***

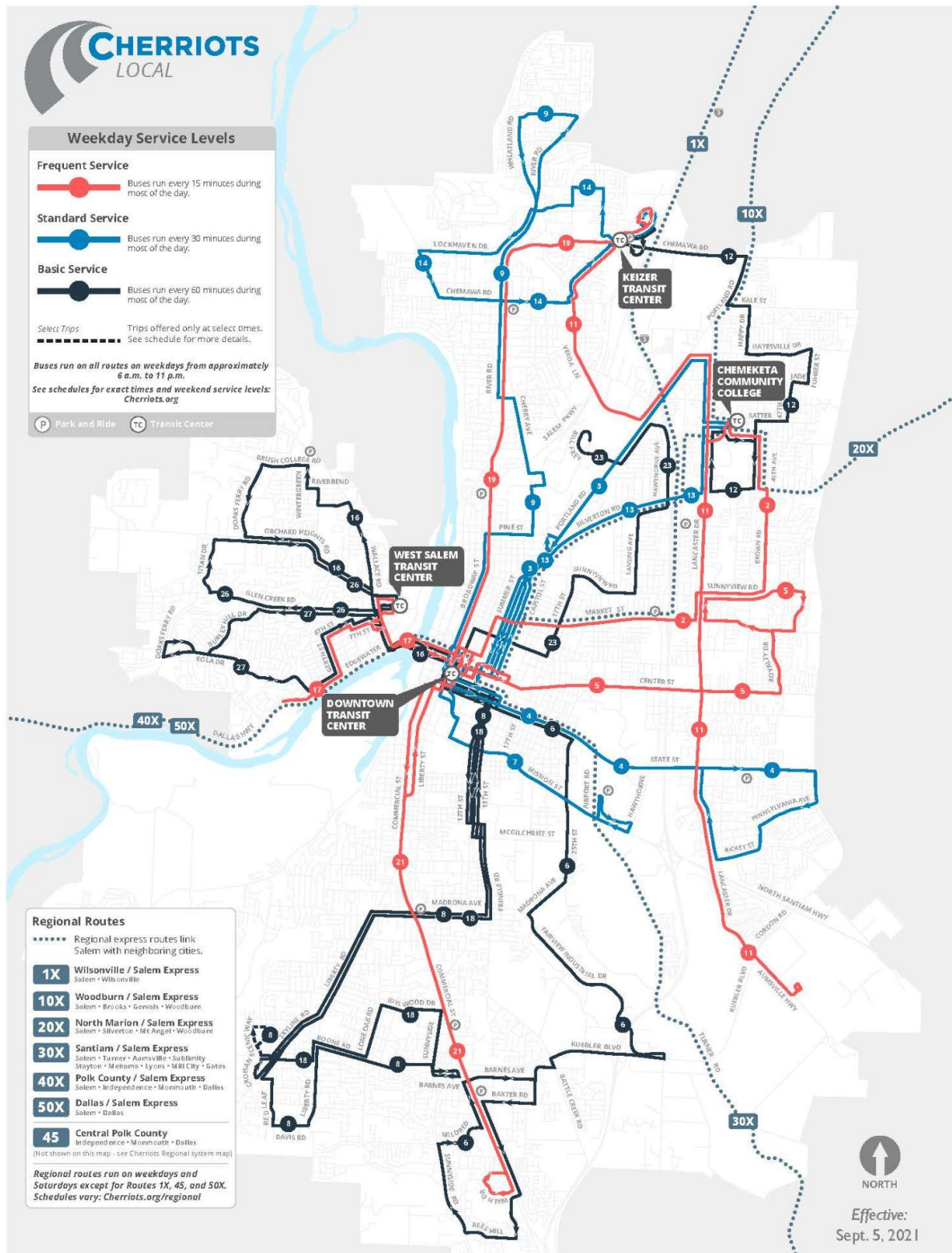
Dial-a-ride paratransit service is provided to people with disabilities throughout the Salem-Keizer urban growth boundary. Riders must be found eligible to use Cherriots LIFT service in advance of scheduling a trip.

### ***2.1.4 Cherriots Shop and Ride***

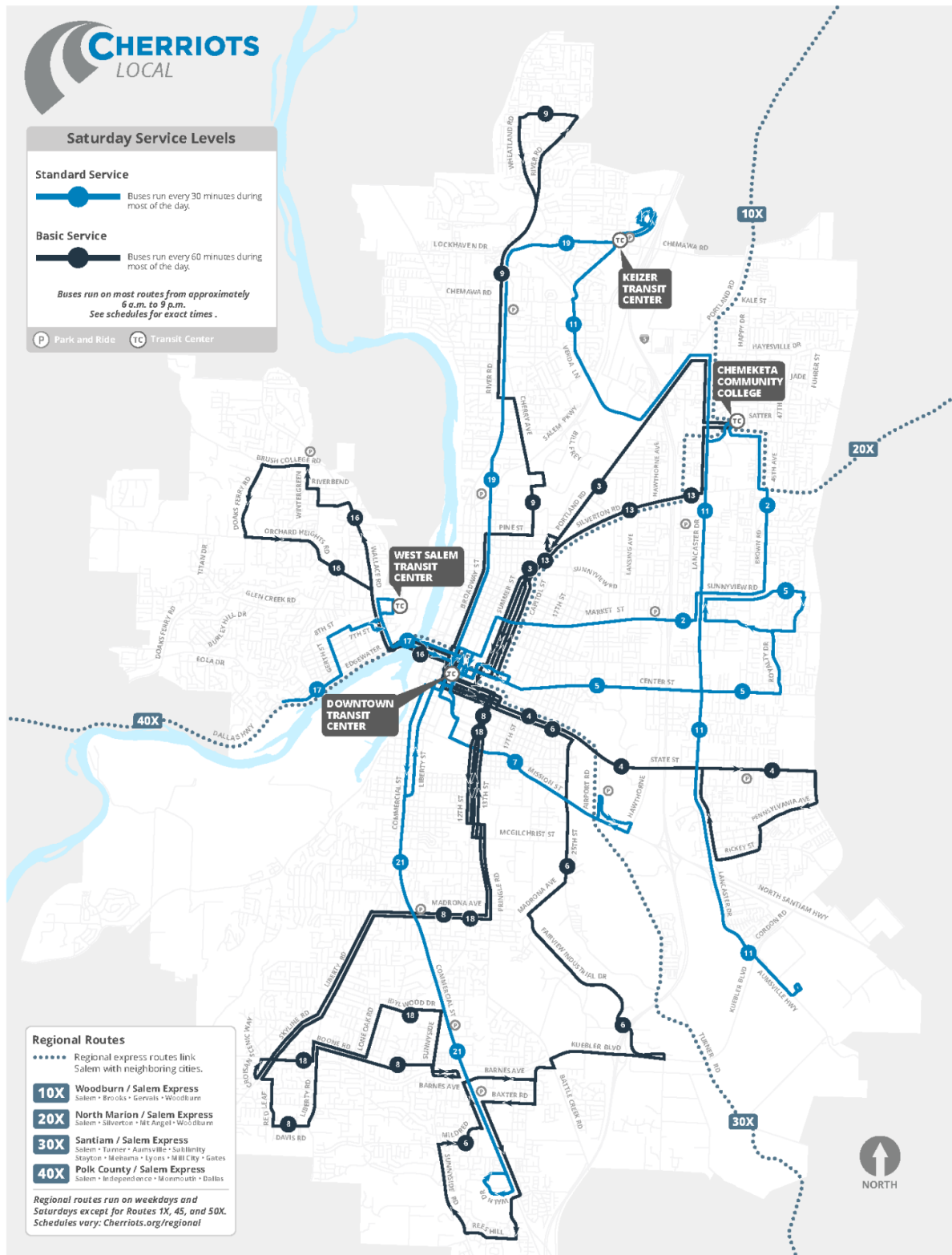
A shopper shuttle and dial-a-ride service is provided for seniors and people with disabilities throughout the Salem-Keizer urban growth boundary. There is no formal eligibility process to use the service. (Note: The shopper shuttle service is currently suspended due to the COVID-19 pandemic.)



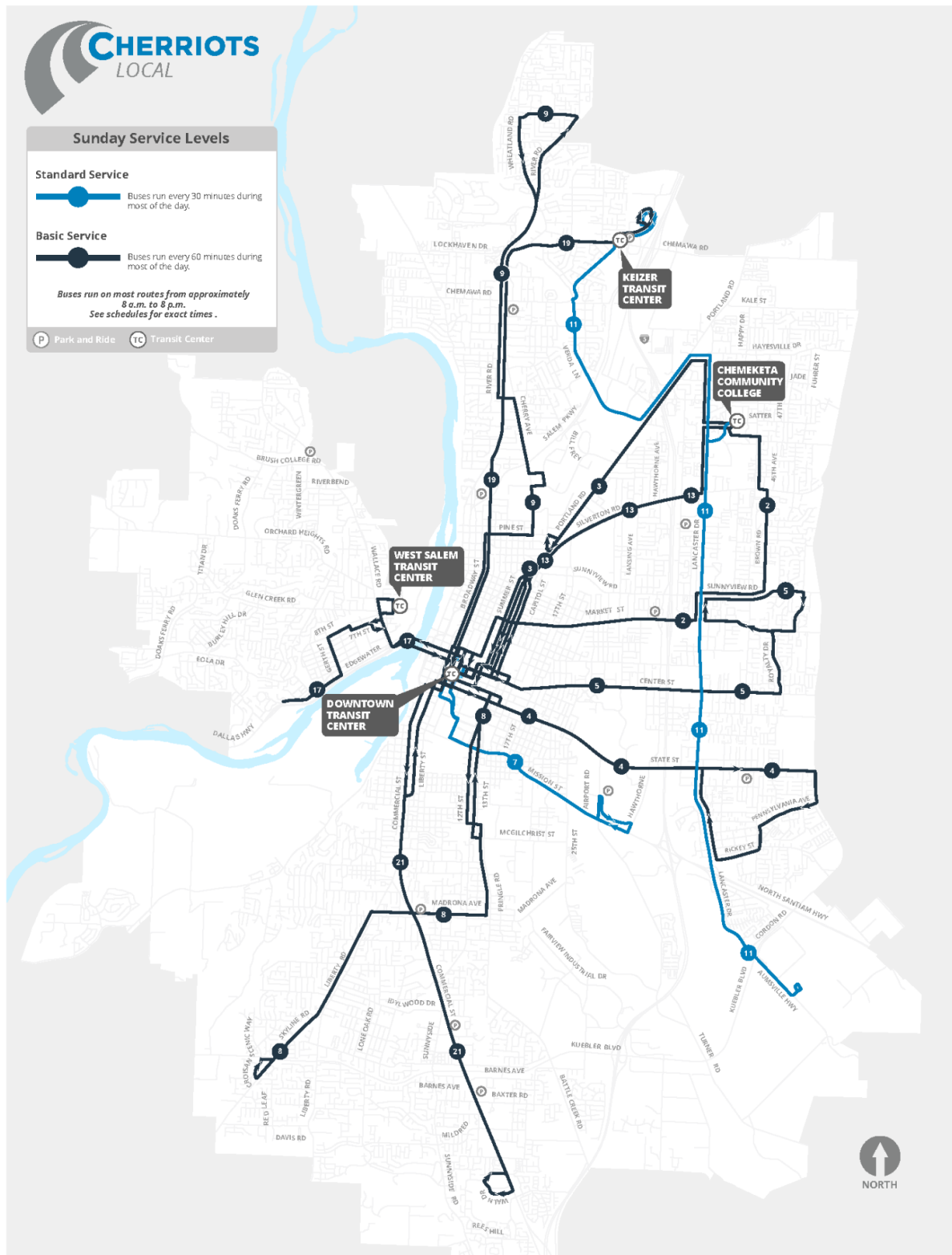
**Figure 2-1.** Current local bus route map weekdays



**Figure 2-2.** Current local bus route map Saturdays

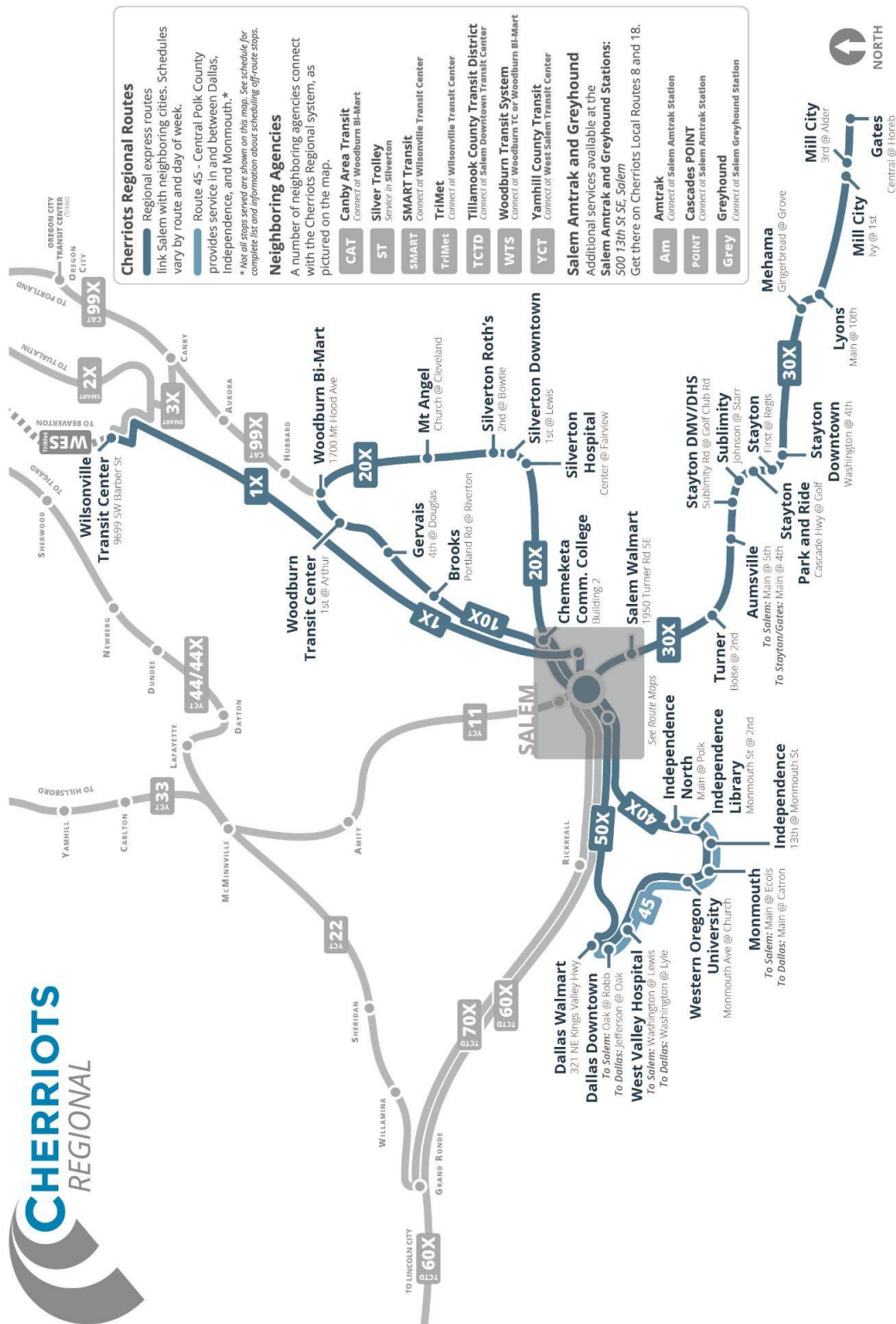


**Figure 2-3.** Current local bus route map Sundays



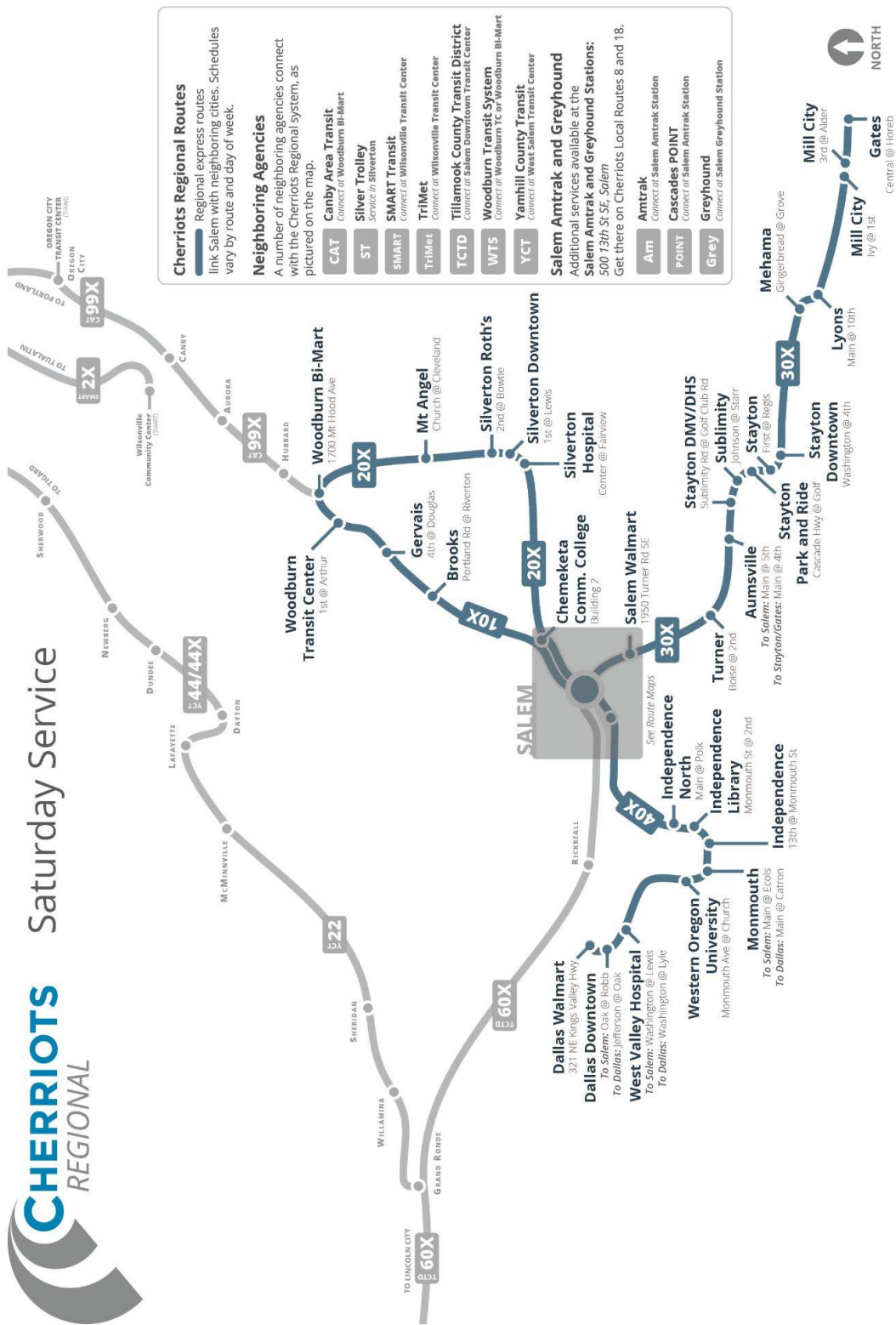


**Figure 2-4.** Current regional bus route map weekdays



Effective: May 2, 2022

**Figure 2-5.** Current regional bus route map Saturdays



## 2.2 Performance

Historically, as a way to mitigate the impacts of seasonal fluctuations and triannual service changes on performance reporting, staff would create route snapshots to measure performance using data from the month of April. This type of route level snapshot is included in this report for Fiscal Year 2021 Saturday service; however, due to the changes in weekday service levels that have taken place in response to the COVID-19 pandemic, these snapshots are not available for Fiscal Year 2021 weekday service. Instead, the weekday service performance data in this report is broken down by the three different service levels implemented over the course of Fiscal Year 2021. As Sunday service was not implemented until September 2021, no Fiscal Year 2021 data is available. Therefore, the Sunday performance data provided in this report is from April 2022. Additionally, staff consider average daily boardings at the stop level. Figure 2-6 shows this data for the Cherriots Local system from 2019 (pre-pandemic).

### 2.2.1 Revenue hours, revenue miles, and boardings

Table 2-1 below shows the weekday revenue hours, revenue miles, and boardings for each route and service level. Tables 2-2, and 2-3 below show the Saturday, and Sunday revenue hours, revenue miles, and boardings for each route from the month of April 2021 and April 2022, respectively.

**Table 2-1.** Weekday daily averages by route and service level

		80% of Pre-pandemic Service (July '20 - Sep '20) Daily Averages		
Route		Revenue Hours	Revenue Miles	Boardings
	Service Days: 68			
<b>1X</b>	Wilsonville / Salem Express	7.8	249.8	20.4
<b>2</b>	Market / Brown	48.0	593.5	444.8
<b>3</b>	Portland Road	14.9	173.7	173.5
<b>4</b>	State Street	15.3	149.7	203.4
<b>5</b>	Center Street	45.7	519.4	431.4
<b>6</b>	Mission / Fairview Industrial	20.2	300.2	91.0
<b>7</b>	Mission / Hawthorne	14.1	178.5	154.2
<b>8</b>	12th / Liberty via Red Leaf	20.5	273.2	156.2
<b>9</b>	Cherry / River Road	28.3	416.3	212.1
<b>10X</b>	Woodburn / Salem Express	15.3	308.7	29.6
<b>11</b>	Lancaster / Verda	86.8	1,140.7	897.2
<b>12</b>	Hayesville Drive	13.1	179.9	37.2



<b>13</b>	<i>Silverton Road</i>	13.8	128.8	180.0
<b>14</b>	<i>Windsor Island Road</i>	13.6	201.5	49.5
<b>16</b>	<i>Wallace Road</i>	8.2	109.2	59.4
<b>17</b>	<i>Edgewater Street</i>	28.3	221.2	252.4
<b>18</b>	<i>12th / Liberty via Lone Oak</i>	20.6	277.4	155.8
<b>19</b>	<i>Broadway / River Road</i>	50.0	545.7	608.6
<b>20X</b>	<i>N.Marion County / Salem Express</i>	11.6	260.4	21.0
<b>21</b>	<i>South Commercial</i>	45.9	568.1	574.0
<b>23</b>	<i>Lansing / Hawthorne</i>	14.1	181.7	53.8
<b>26</b>	<i>Glen Creek / Orchard Heights</i>	6.9	68.2	12.1
<b>27</b>	<i>Glen Creek / Eola</i>	6.7	89.7	14.8
<b>30X</b>	<i>Santiam / Salem Express</i>	11.4	224.7	26.5
<b>40X</b>	<i>Polk County / Salem Express</i>	17.7	373.3	91.9
<b>45</b>	<i>Central Polk County*</i>	0.0	0.0	0.0
<b>50X</b>	<i>Dallas / Salem Express</i>	5.6	127.1	12.5

		<b>95% of Pre-pandemic Service (Oct '20 - Apr '21)</b>		
		<b>Daily Averages*</b>		
<b>Route</b>		<i>Revenue Hours</i>	<i>Revenue Miles</i>	<i>Boardings</i>
	<i>Service Days: 147</i>			
<b>1X</b>	<i>Wilsonville / Salem Express</i>	12.1	388.3	25.9
<b>2</b>	<i>Market / Brown</i>	58.5	726.5	585.4
<b>3</b>	<i>Portland Road</i>	30.4	354.9	317.6
<b>4</b>	<i>State Street</i>	31.2	305.7	311.0
<b>5</b>	<i>Center Street</i>	57.0	648.6	530.4
<b>6</b>	<i>Mission / Fairview Industrial</i>	22.7	341.0	95.5
<b>7</b>	<i>Mission / Hawthorne</i>	22.8	206.3	173.0
<b>8</b>	<i>12th / Liberty via Red Leaf</i>	22.3	300.4	196.7
<b>9</b>	<i>Cherry / River Road</i>	31.1	459.1	267.4
<b>10X</b>	<i>Woodburn / Salem Express</i>	17.4	352.4	39.7
<b>11</b>	<i>Lancaster / Verda</i>	103.6	1,362.7	1,163.2
<b>12</b>	<i>Hayesville Drive</i>	15.0	205.5	38.4
<b>13</b>	<i>Silverton Road</i>	30.1	276.7	216.6
<b>14</b>	<i>Windsor Island Road</i>	15.5	229.7	54.1
<b>16</b>	<i>Wallace Road</i>	9.6	124.2	76.9
<b>17</b>	<i>Edgewater Street</i>	50.0	452.1	362.2
<b>18</b>	<i>12th / Liberty via Lone Oak</i>	22.7	306.4	186.1
<b>19</b>	<i>Broadway / River Road</i>	59.3	647.8	755.9

<b>20X</b>	<i>N.Marion County / Salem Express</i>	13.4	292.7	26.7
<b>21</b>	<i>South Commercial</i>	56.6	705.1	729.6
<b>23</b>	<i>Lansing / Hawthorne</i>	15.1	194.3	58.1
<b>26</b>	<i>Glen Creek / Orchard Heights</i>	7.9	77.6	12.2
<b>27</b>	<i>Glen Creek / Eola</i>	8.5	115.4	17.0
<b>30X</b>	<i>Santiam / Salem Express</i>	12.2	254.1	30.7
<b>40X</b>	<i>Polk County / Salem Express</i>	18.7	400.4	99.8
<b>45</b>	<i>Central Polk County*</i>	9.7	145.0	14.2
<b>50X</b>	<i>Dallas / Salem Express</i>	5.8	134.8	11.0

		<b>100% of Pre-pandemic Service (May '21 - June '21) Daily Averages</b>		
<b>Route</b>		<i>Revenue Hours</i>	<i>Revenue Miles</i>	<i>Boardings</i>
	<i>Service Days: 42</i>			
<b>1X</b>	<i>Wilsonville / Salem Express</i>	11.9	383.1	29.5
<b>2</b>	<i>Market / Brown</i>	59.7	743.0	737.4
<b>3</b>	<i>Portland Road</i>	32.0	373.5	379.2
<b>4</b>	<i>State Street</i>	32.8	321.0	384.8
<b>5</b>	<i>Center Street</i>	58.3	662.7	663.5
<b>6</b>	<i>Mission / Fairview Industrial</i>	22.6	336.5	117.5
<b>7</b>	<i>Mission / Hawthorne</i>	24.5	226.7	196.5
<b>8</b>	<i>12th / Liberty via Red Leaf</i>	25.8	346.5	236.7
<b>9</b>	<i>Cherry / River Road</i>	30.7	452.5	297.3
<b>10X</b>	<i>Woodburn / Salem Express</i>	17.3	355.2	50.9
<b>11</b>	<i>Lancaster / Verda</i>	108.9	1,451.9	1,359.2
<b>12</b>	<i>Hayesville Drive</i>	14.8	202.8	55.9
<b>13</b>	<i>Silverton Road</i>	32.2	300.3	260.0
<b>14</b>	<i>Windsor Island Road</i>	15.2	226.6	57.0
<b>16</b>	<i>Wallace Road</i>	10.0	130.8	89.9
<b>17</b>	<i>Edgewater Street</i>	51.3	461.4	406.0
<b>18</b>	<i>12th / Liberty via Lone Oak</i>	25.4	342.5	204.8
<b>19</b>	<i>Broadway / River Road</i>	61.1	669.7	811.2
<b>20X</b>	<i>N.Marion County / Salem Express</i>	13.9	314.4	24.6
<b>21</b>	<i>South Commercial</i>	57.8	720.4	849.1
<b>23</b>	<i>Lansing / Hawthorne</i>	14.9	191.7	66.6
<b>26</b>	<i>Glen Creek / Orchard Heights</i>	7.8	76.7	24.7
<b>27</b>	<i>Glen Creek / Eola</i>	8.4	113.8	33.7
<b>30X</b>	<i>Santiam / Salem Express</i>	12.3	256.8	33.4

<b>40X</b>	<i>Polk County / Salem Express</i>	18.6	400.2	115.9
<b>45</b>	<i>Central Polk County*</i>	9.6	146.6	17.5
<b>50X</b>	<i>Dallas / Salem Express</i>	5.8	135.1	10.8

\*Route 45 began operation in January 2021 (84 service days Jan - Apr '21)

**Table 2-2.** Saturday daily averages by route from April 2021

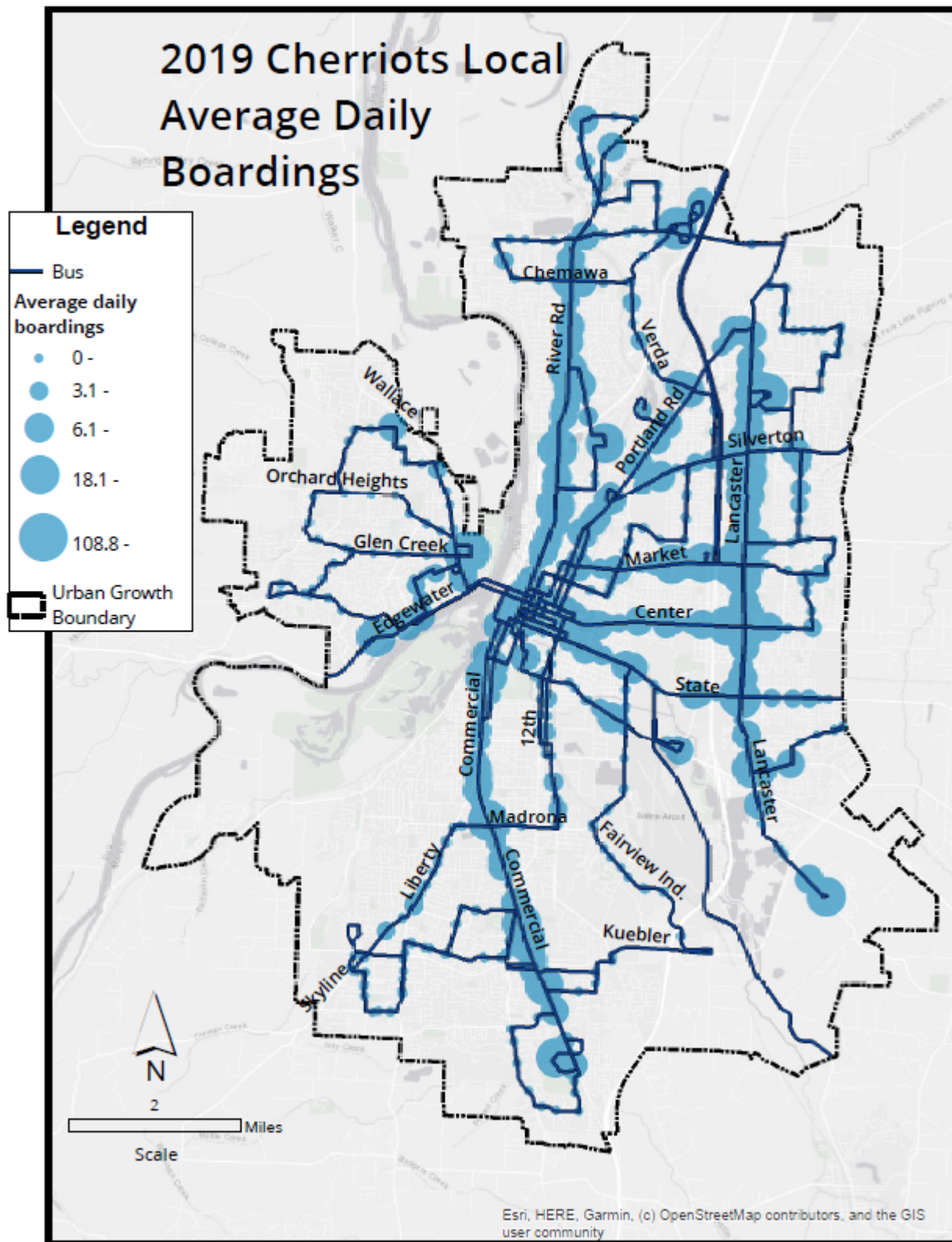
Route		Revenue Hours	Revenue Miles	Boardings
	Service Days: 4			
<b>2</b>	<i>Market / Brown</i>	27.3	361.8	389
<b>3</b>	<i>Portland Road</i>	15.0	175.0	182
<b>4</b>	<i>State Street</i>	15.3	150.8	183
<b>5</b>	<i>Center Street</i>	27.5	312.0	351
<b>6</b>	<i>Mission / Fairview Industrial</i>	21.0	315.8	61
<b>7</b>	<i>Mission / Hawthorne</i>	14.5	187.8	111
<b>8</b>	<i>12th / Liberty via Red Leaf</i>	21.8	296.3	150
<b>9</b>	<i>Cherry / River Road</i>	15.5	226.5	168
<b>10X</b>	<i>Woodburn / Salem Express</i>	7.3	156.0	20
<b>11</b>	<i>Lancaster / Verda</i>	55.5	703.5	810
<b>13</b>	<i>Silverton Road</i>	13.5	129.3	129
<b>16</b>	<i>Wallace Road</i>	8.8	114.8	64
<b>17</b>	<i>Edgewater Street</i>	27.0	207.8	173
<b>18</b>	<i>12th / Liberty via Lone Oak</i>	21.8	292.3	135
<b>19</b>	<i>Broadway / River Road</i>	26.8	345.5	435
<b>20X</b>	<i>N.Marion County / Salem Express</i>	8.8	212.3	13
<b>21</b>	<i>South Commercial</i>	26.8	332.5	439
<b>30X</b>	<i>Santiam / Salem Express</i>	7.0	96.5	12
<b>40X</b>	<i>Polk County / Salem Express</i>	9.3	200.5	49



**Table 2-3.** Sunday daily averages by route from April 2022

Route		Revenue Hours	Revenue Miles	Boardings
	Service Days: 4			
<b>2</b>	Market / Brown	13.0	161.0	158.5
<b>3</b>	Portland Road	13.0	151.5	107.5
<b>4</b>	State Street	13.3	131.3	118.5
<b>5</b>	Center Street	13.0	147.8	137.8
<b>7</b>	Mission / Hawthorne	12.5	160.3	56.3
<b>8</b>	12th / Liberty via Red Leaf	13.0	165.3	117.5
<b>9</b>	Cherry / River Road	13.5	197.0	104.3
<b>11</b>	Lancaster / Verda	50.0	617.3	430.0
<b>13</b>	Silverton Road	12.8	118.3	105.3
<b>17</b>	Edgewater Street	13.0	99.3	78.8
<b>19</b>	Broadway / River Road	13.0	167.0	178.8
<b>21</b>	South Commercial	13.0	156.8	209.5

**Figure 2-6.** Average daily boardings for the Cherriots Local system



**Source:** 2019 ridership data via Transit Boardings Estimation and Simulation Tool

### 2.2.2 Productivity

Cherriots gathered boardings per revenue hour in order to measure a route's productivity during Fiscal Year 2021. For weekday service, this data is broken down by the three weekday service levels implemented throughout Fiscal Year 2021. For Saturday service, this data is averaged over the entire fiscal year. Sunday service was implemented in September 2021. Therefore, the Sunday productivity data shared in this report is from September 2021 through April 2022.

**Table 2-4.** Weekday boardings per revenue hour by route, route type, and service level

80% of Pre-pandemic Service (July '20 - Sep '20)			
	Route	Frequency (minutes)	Boardings / Revenue Hour
<b>CORRIDOR</b>			
	<b>4</b> State Street	60	13.3
	<b>13</b> Silverton Road	60	13.0
	<b>21</b> South Commercial	15	12.5
	<b>19</b> Broadway / River Road	15	12.2
	<b>3</b> Portland Road	60	11.7
	<b>11</b> Lancaster / Verda	15	10.3
	<b>5</b> Center Street	15	9.4
	<b>2</b> Market / Brown	15	9.3
	<b>17</b> Edgewater Street	30	8.9
	<b>8</b> 12th / Liberty via Red Leaf	60	7.6
	<b>18</b> 12th / Liberty via Lone Oak	60	7.5
	<b>9</b> Cherry / River Road	30	7.5
<b>COVERAGE</b>			
	<b>7</b> Mission / Hawthorne	30	11.0
	<b>16</b> Wallace Road	60	7.2
	<b>6</b> Mission / Fairview Industrial	60	4.5
	<b>23</b> Lansing / Hawthorne	60	3.8
	<b>14</b> Windsor Island Road	30	3.6
	<b>12</b> Hayesville Drive	60	2.8
	<b>27</b> Glen Creek / Eola	60	2.2
	<b>26</b> Glen Creek / Orchard Heights	60	1.7
<b>REGIONAL EXPRESS</b>		<b># of Trips/Day</b>	
	<b>40X</b> Polk County / Salem Express	8	5.2
	<b>1X</b> Wilsonville / Salem Express	4	2.6
	<b>30X</b> Santiam / Salem Express	4	2.3



<b>50X</b>	<i>Dallas / Salem Express</i>	4	2.2
<b>20X</b>	<i>N.Marion County / Salem Express</i>	5	1.8
<b>10X</b>	<i>Woodburn / Salem Express</i>	7	1.9
<b>45</b>	<i>Central Polk County*</i>	0	N/A

#### 95% of Pre-pandemic Service (Oct '20 - Apr '21)

	Route	Frequency (minutes)	Boardings / Revenue Hour
<b>CORRIDOR</b>			
<b>21</b>	<i>South Commercial</i>	15	12.9
<b>19</b>	<i>Broadway / River Road</i>	15	12.7
<b>11</b>	<i>Lancaster / Verda</i>	15	11.2
<b>3</b>	<i>Portland Road</i>	30	10.4
<b>2</b>	<i>Market / Brown</i>	15	10.0
<b>4</b>	<i>State Street</i>	30	10.0
<b>5</b>	<i>Center Street</i>	15	9.3
<b>8</b>	<i>12th / Liberty via Red Leaf</i>	60	8.8
<b>9</b>	<i>Cherry / River Road</i>	30	8.6
<b>18</b>	<i>12th / Liberty via Lone Oak</i>	60	8.2
<b>13</b>	<i>Silverton Road</i>	30	7.2
<b>17</b>	<i>Edgewater Street</i>	15	7.2
<b>COVERAGE</b>			
<b>16</b>	<i>Wallace Road</i>	60	8.0
<b>7</b>	<i>Mission / Hawthorne</i>	30	7.6
<b>6</b>	<i>Mission / Fairview Industrial</i>	60	4.2
<b>23</b>	<i>Lansing / Hawthorne</i>	60	3.8
<b>14</b>	<i>Windsor Island Road</i>	30	3.5
<b>12</b>	<i>Hayesville Drive</i>	60	2.6
<b>27</b>	<i>Glen Creek / Eola</i>	60	2.0
<b>26</b>	<i>Glen Creek / Orchard Heights</i>	60	1.5
<b>REGIONAL EXPRESS</b>		<b># of Trips/Day</b>	
<b>40X</b>	<i>Polk County / Salem Express</i>	8	5.3
<b>30X</b>	<i>Santiam / Salem Express</i>	4	2.5
<b>10X</b>	<i>Woodburn / Salem Express</i>	8	2.3
<b>1X</b>	<i>Wilsonville / Salem Express</i>	6	2.1
<b>20X</b>	<i>N.Marion County / Salem Express</i>	5	2.0
<b>50X</b>	<i>Dallas / Salem Express</i>	4	1.9

<b>45</b>	<i>Central Polk County</i>	5	1.5
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**100% of Pre-pandemic Service (May '21 - June '21)**

	<b>Route</b>	<b>Frequency (minutes)</b>	<b>Boardings / Revenue Hour</b>
<b>CORRIDOR</b>			
<b>21</b>	<i>South Commercial</i>	15	14.7
<b>19</b>	<i>Broadway / River Road</i>	15	13.3
<b>11</b>	<i>Lancaster / Verda</i>	15	12.5
<b>2</b>	<i>Market / Brown</i>	15	12.4
<b>3</b>	<i>Portland Road</i>	30	11.8
<b>4</b>	<i>State Street</i>	30	11.7
<b>5</b>	<i>Center Street</i>	15	11.4
<b>9</b>	<i>Cherry / River Road</i>	30	9.7
<b>8</b>	<i>12th / Liberty via Red Leaf</i>	60	9.2
<b>13</b>	<i>Silverton Road</i>	30	8.1
<b>18</b>	<i>12th / Liberty via Lone Oak</i>	60	8.1
<b>17</b>	<i>Edgewater Street</i>	15	7.9
<b>COVERAGE</b>			
<b>16</b>	<i>Wallace Road</i>	60	9.0
<b>7</b>	<i>Mission / Hawthorne</i>	30	8.0
<b>6</b>	<i>Mission / Fairview Industrial</i>	60	5.2
<b>23</b>	<i>Lansing / Hawthorne</i>	60	4.5
<b>27</b>	<i>Glen Creek / Eola</i>	60	4.0
<b>12</b>	<i>Hayesville Drive</i>	60	3.8
<b>14</b>	<i>Windsor Island Road</i>	30	3.7
<b>26</b>	<i>Glen Creek / Orchard Heights</i>	60	3.2
<b>REGIONAL EXPRESS</b>		<b># of Trips/Day</b>	
<b>40X</b>	<i>Polk County / Salem Express</i>	8	6.2
<b>10X</b>	<i>Woodburn / Salem Express</i>	8	2.9
<b>30X</b>	<i>Santiam / Salem Express</i>	4	2.7
<b>1X</b>	<i>Wilsonville / Salem Express</i>	6	2.5
<b>20X</b>	<i>N.Marion County / Salem Express</i>	5	1.8
<b>45</b>	<i>Central Polk County</i>	5	1.8
<b>50X</b>	<i>Dallas / Salem Express</i>	4	1.8

\*Route 45 began operation in January 2021

**Table 2-5.** Saturday boardings per revenue hour by route and route type

Route		Frequency (minutes)	Boardings / Revenue Hour
<b>CORRIDOR</b>			
19	Broadway / River Road	30	17.5
21	South Commercial	30	15.8
2	Market / Brown	30	13.6
11	Lancaster / Verda	30	13.3
5	Center Street	30	12.0
4	State Street	60	11.3
3	Portland Road	60	11.2
13	Silverton Road	60	9.7
9	Cherry / River Road	60	9.3
17	Edgewater Street	30	7.2
8	12th / Liberty via Red Leaf	60	6.8
18	12th / Liberty via Lone Oak	30	6.0
<b>COVERAGE</b>			
7	Mission / Hawthorne	30	7.9
16	Wallace Road	60	6.9
6	Mission / Fairview Industrial	60	2.6
<b>REGIONAL EXPRESS</b>		<b># of Trips/Day</b>	
40X	Polk County / Salem Express	4	5.1
10X	Woodburn / Salem Express	3	2.2
20X	N.Marion County / Salem Express	3	1.3
30X	Santiam / Salem Express	2	1.3

**Table 2-6.** Sunday boardings per revenue hour by route and route type

Route		Frequency (minutes)	Boardings / Revenue Hour
<b>CORRIDOR</b>			
2	Market / Brown	60	11.4
3	Portland Road	60	7.3
4	State Street	60	7.5
5	Center Street	60	10.5
7	Mission Street	30	4.3

<b>8</b>	<i>12th / Liberty</i>	60	7.6
<b>9</b>	<i>Cherry / River Road</i>	60	7.5
<b>11</b>	<i>Lancaster / Verda</i>	30	7.6
<b>13</b>	<i>Silverton Road</i>	60	6.6
<b>17</b>	<i>Edgewater Street</i>	60	5.8
<b>19</b>	<i>Broadway / River Road</i>	60	11.8
<b>21</b>	<i>South Commercial</i>	60	13.8

### ***2.2.3 On-time performance***

The preferred way to measure on-time performance is by comparing the scheduled departure time to the actual departure time at every time point along a route.

Unfortunately, Cherriots was still in the deployment phase of the CAD/AVL project in Fiscal Year 2021 and the system was not yet able to accurately calculate on-time performance this precisely. Therefore, on-time performance data is not available for Fiscal Year 2021.





### 3. Demographics and travel patterns

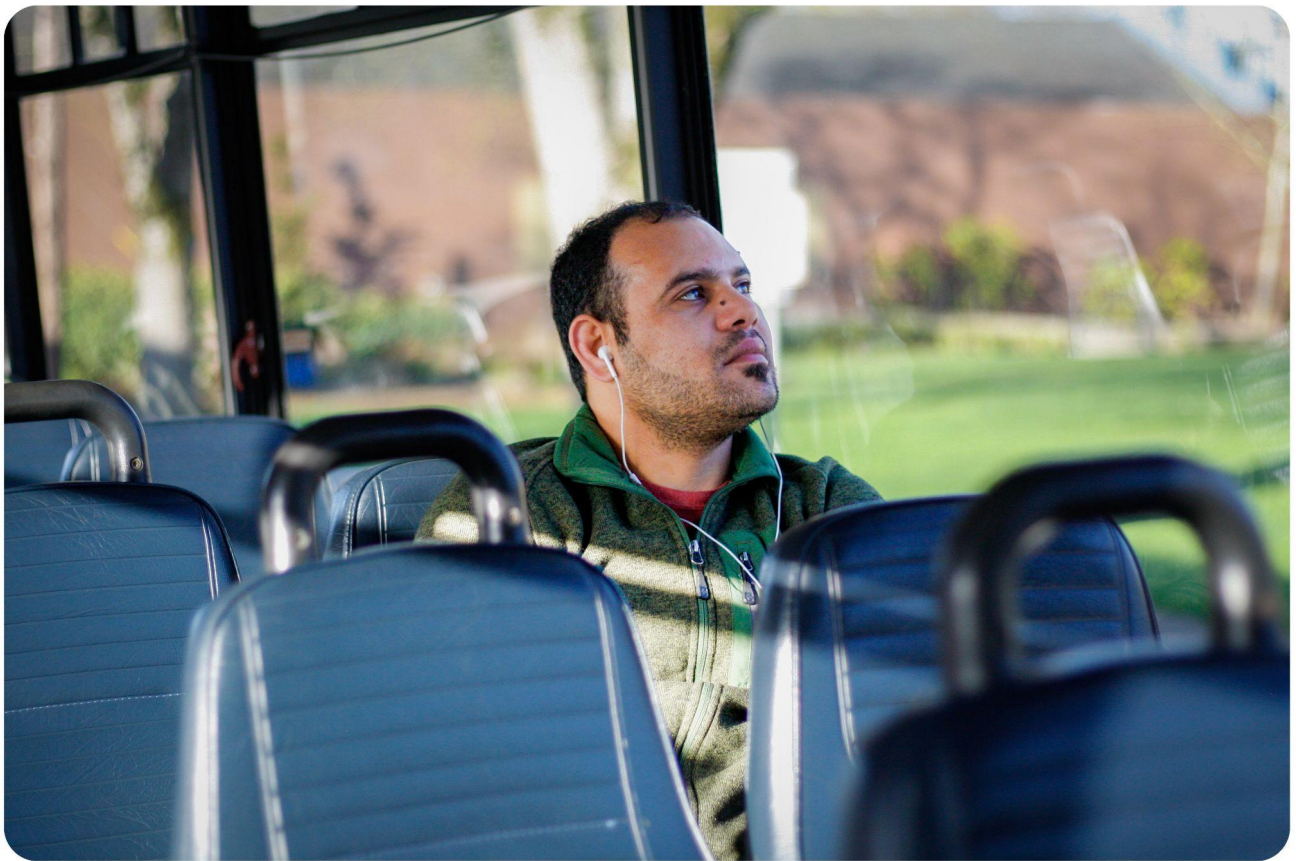
To determine where people are most likely to use our bus service, staff examine population and employment data from the U.S. Census American Community Survey (ACS) (2015 - 2019). Staff also look at groups that are most likely to need access to transit. The below figures are on the following pages:

- **Population density** (Figures 3-1 and 3-2)
- **Employment density** (Figures 3-3 and 3-4)
- **Low-income** (Figures 3-5 and 3-6)
- **Minorities** (Figures 3-7 and 3-8)
- **Car free** (Figures 3-9 and 3-10)
- **Seniors** (Figures 3-11 and 3-12)
- **Youth** (Figures 3-13 and 3-14)
- **Disabled** (Figures 3-15 and 3-16)
- **Limited English** (Figures 3-17 and 3-18)
- **Military veterans** (Figures 3-19 and 3-20)
- **Multi-family dwellings** (Figures 3-21 and 3-22)

Staff also evaluate origin-to-destination travel patterns for work trips and non-work trips from the Longitudinal Employer-Household Dynamics (LEHD) program and the 2021 Rider Survey:

- **Regional commuting patterns for mid-Willamette Valley** (Figure 3-23)
- **2021 Rider Survey origin-to-destination maps** (Figures 3-24 and 3-25)

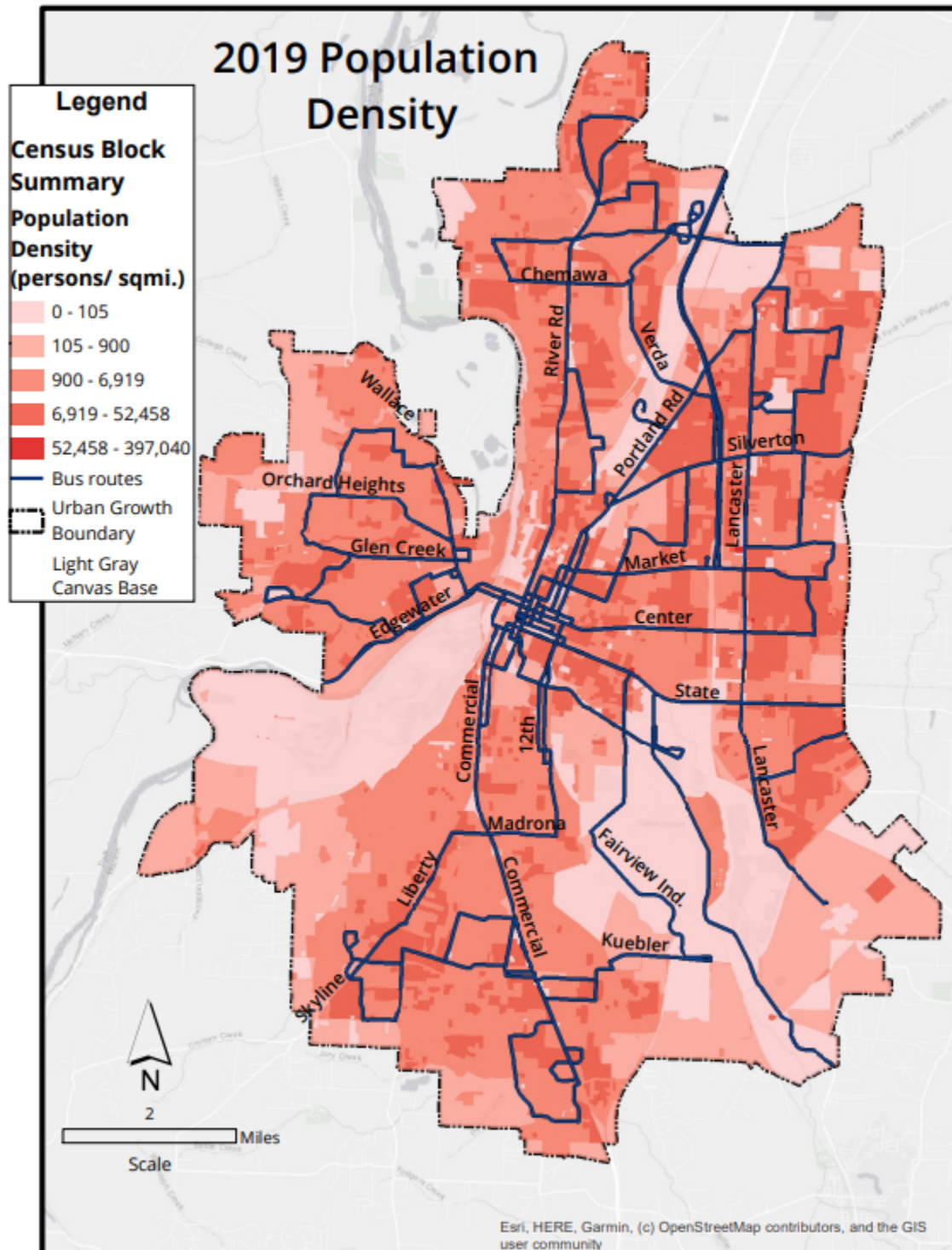
And finally, a list of recent and upcoming changes to businesses and developments is provided.





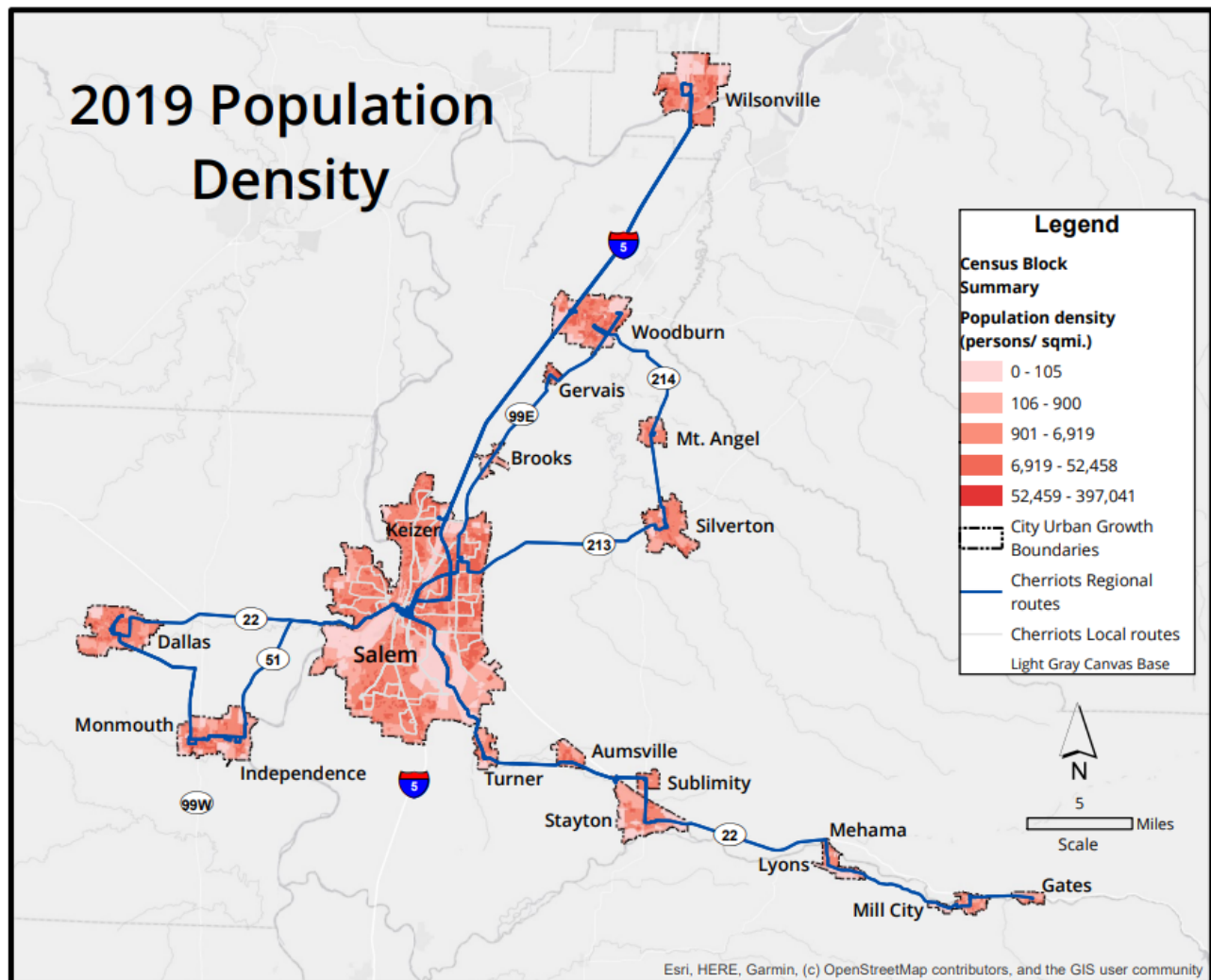
### 3.1 Population density

**Figure 3-1.** Population density within the Salem-Keizer Urban Growth Boundary (UGB).



**Source:** Transit Boardings Estimation and Simulation Tool

**Figure 3-2.** Population density in regional UGBs served.

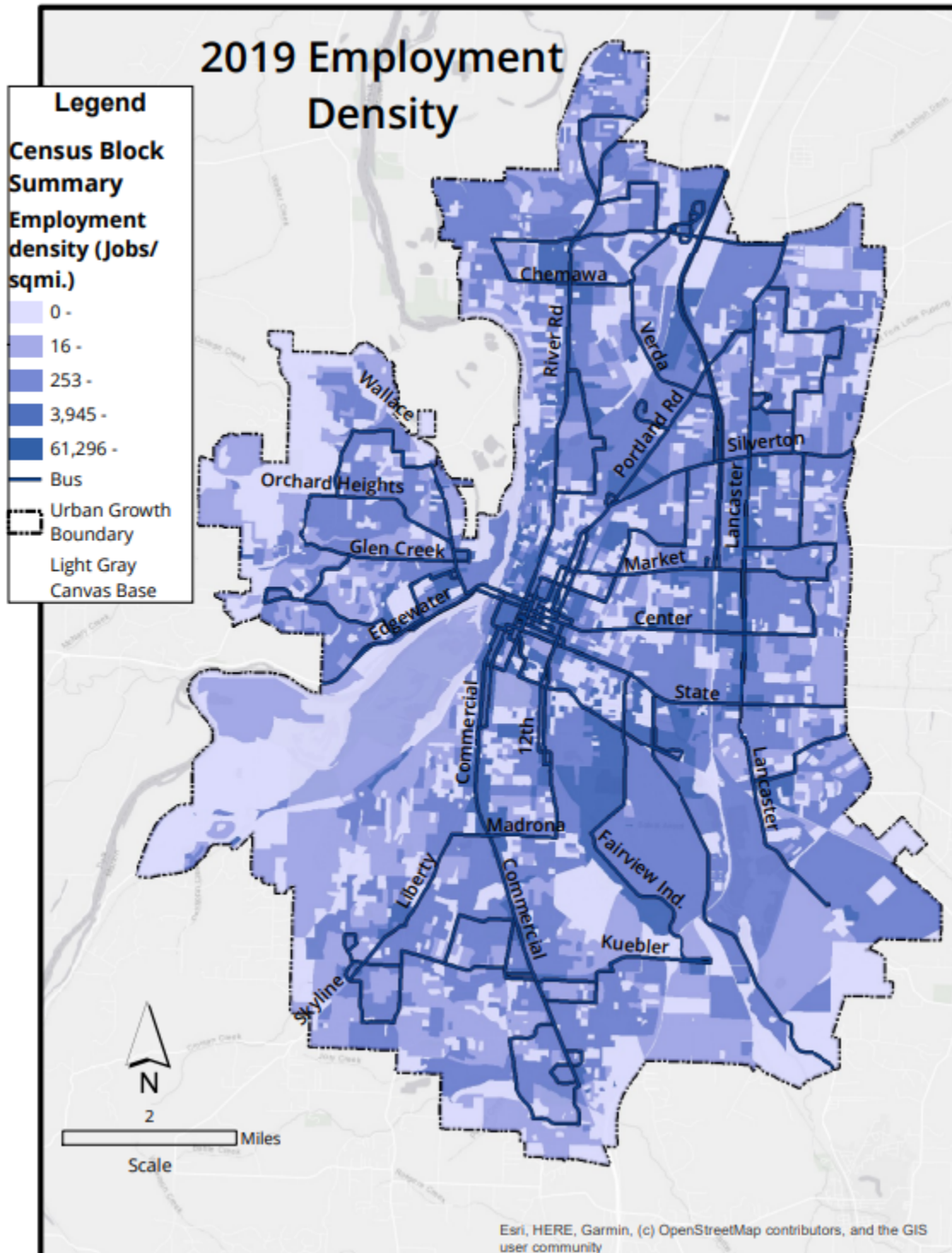


**Source:** Transit Boardings Estimation and Simulation Tool



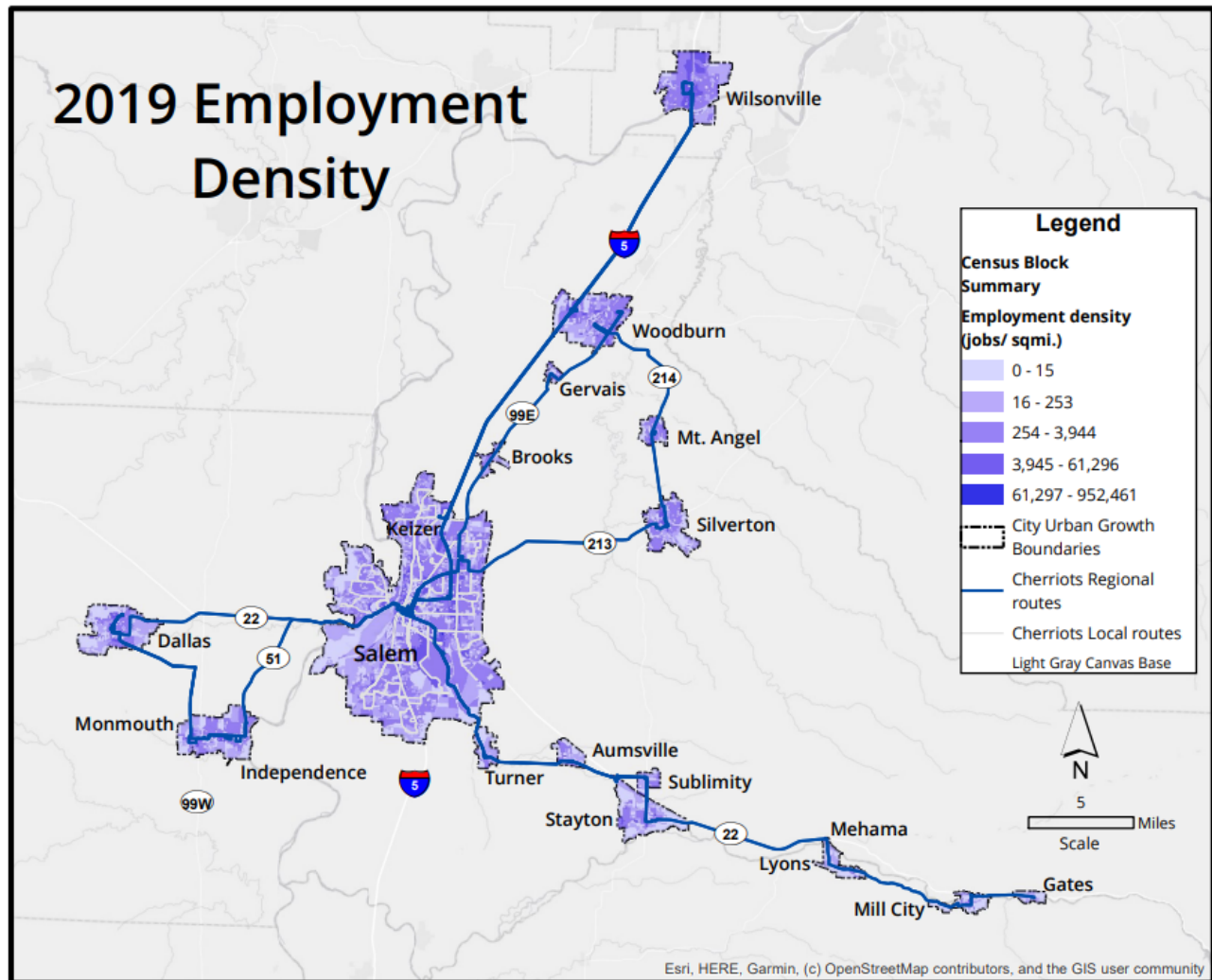
## 3.2 Employment density

**Figure 3-3.** Employment density within the Salem-Keizer UGB.



**Source:** Transit Boardings Estimation and Simulation Tool

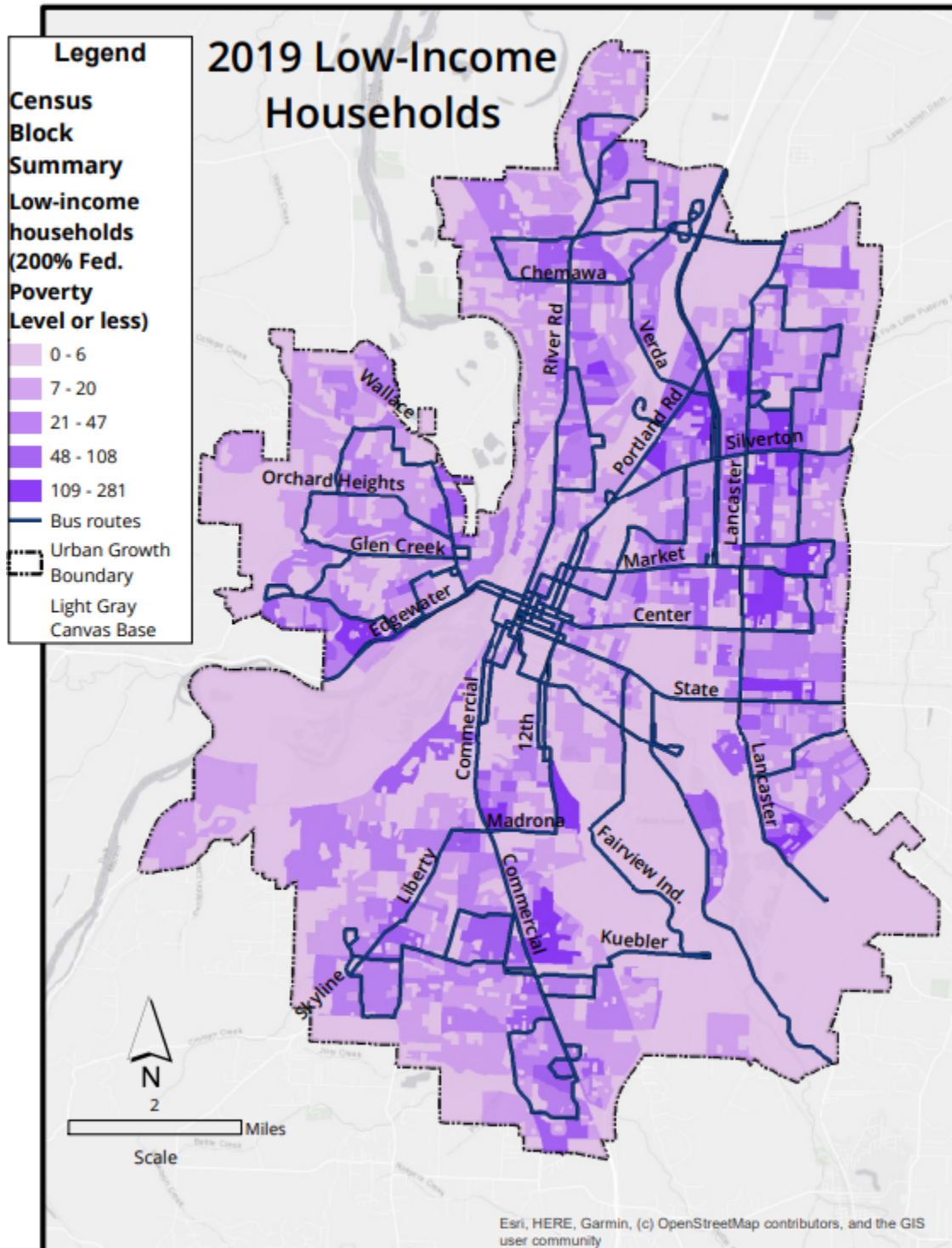
**Figure 3-4.** Employment density in regional UGBs served.



**Source:** Transit Boardings Estimation and Simulation Tool

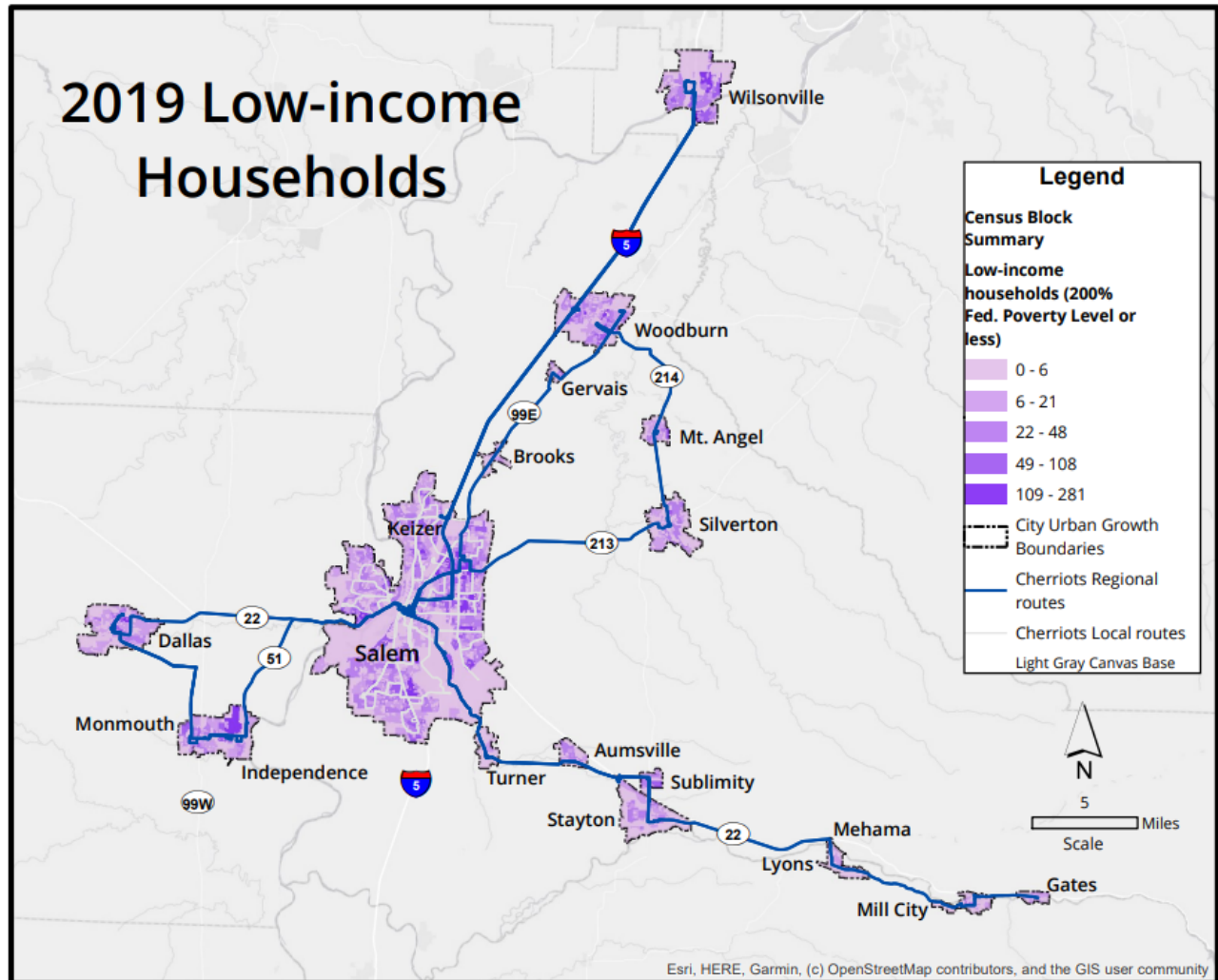
### 3.3 Low-income households

**Figure 3-5.** Low-income households within the Salem-Keizer UGB.



**Source:** Transit Boardings Estimation and Simulation Tool

**Figure 3-6.** Low-income households in regional UGBs served.

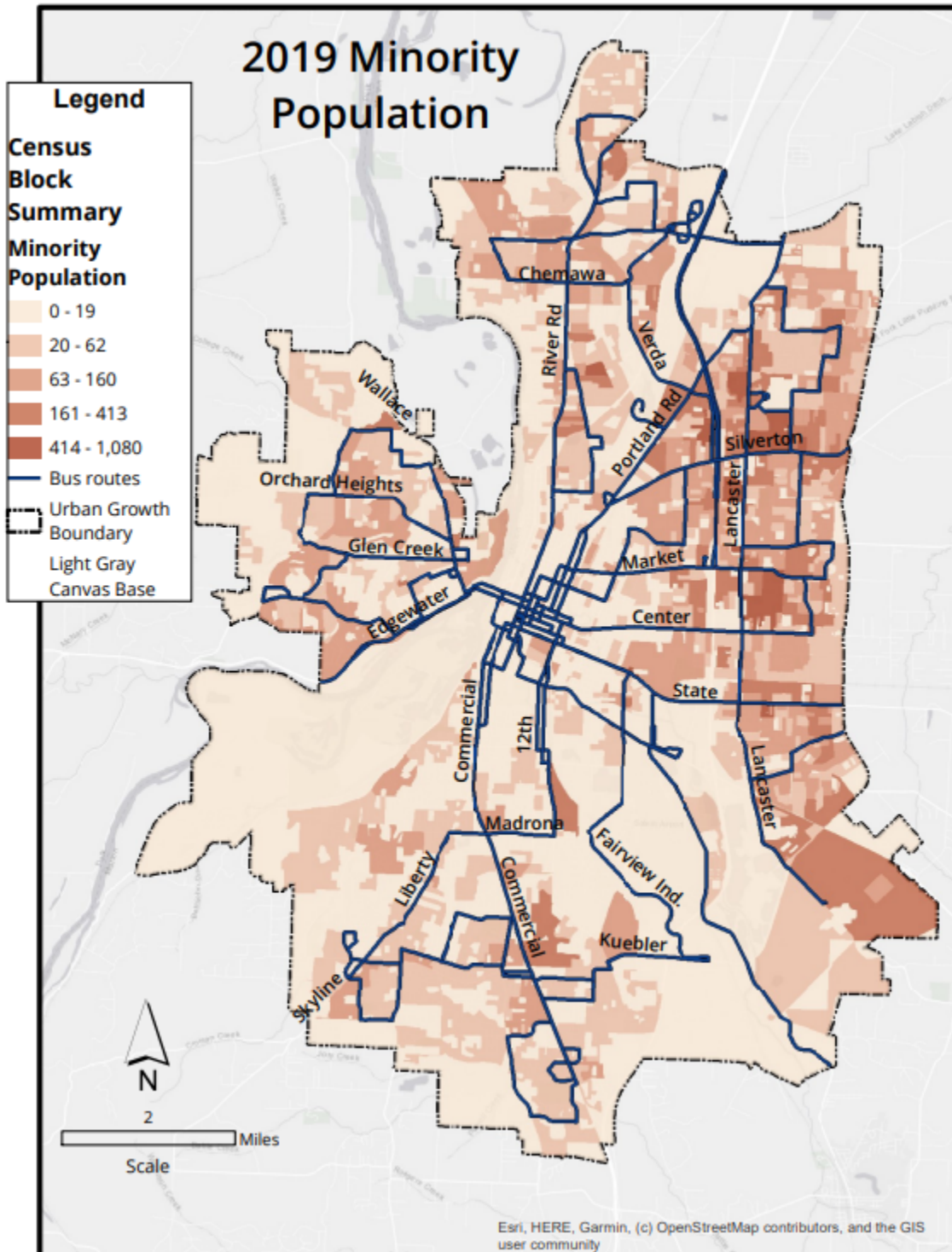


**Source:** Transit Boardings Estimation and Simulation Tool



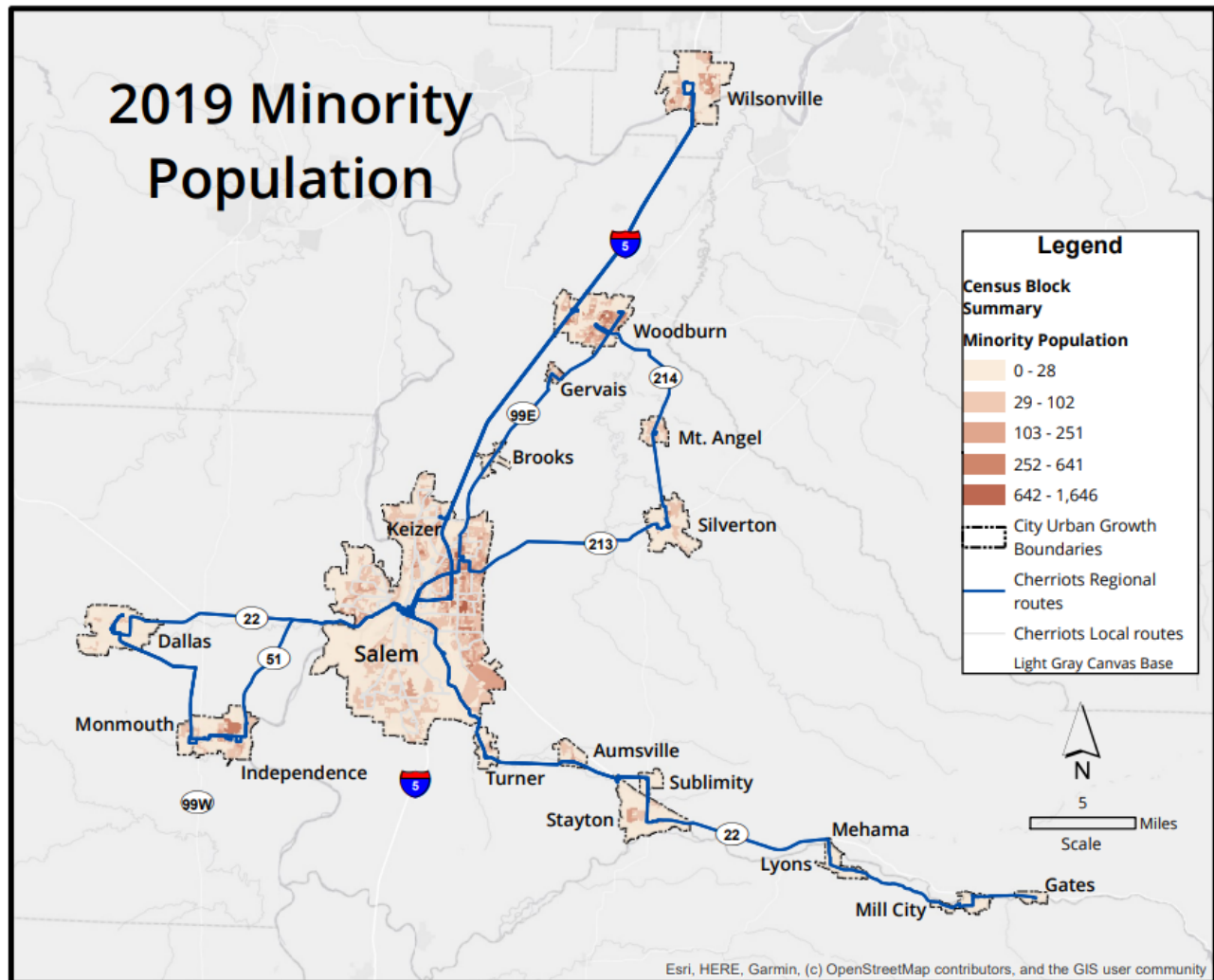
### 3.4 Minority population

**Figure 3-7.** Minority Population within the Salem-Keizer UGB.



**Source:** Transit Boardings Estimation and Simulation Tool

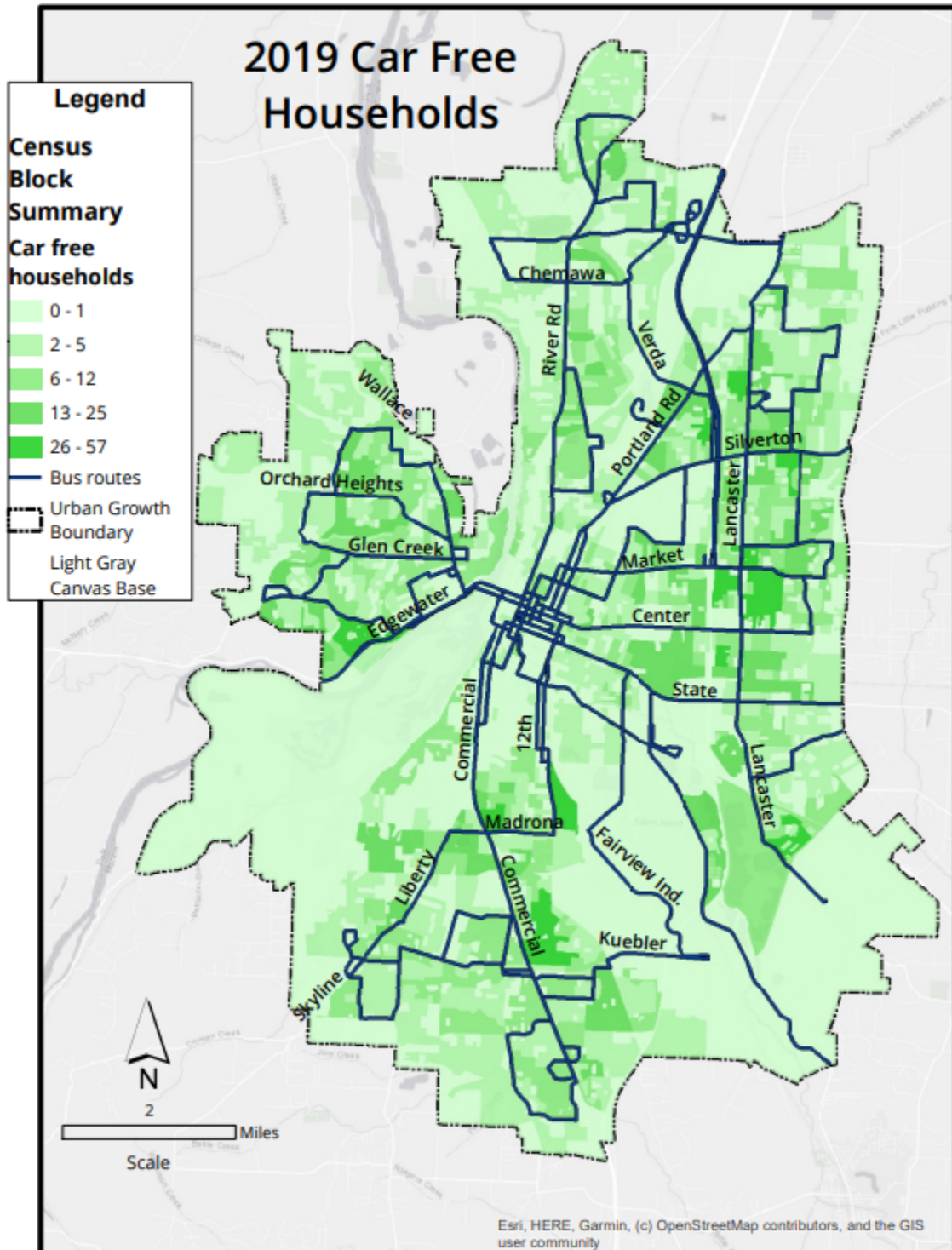
**Figure 3-8.** Minority population in regional UGBs served.



**Source:** Transit Boardings Estimation and Simulation Tool

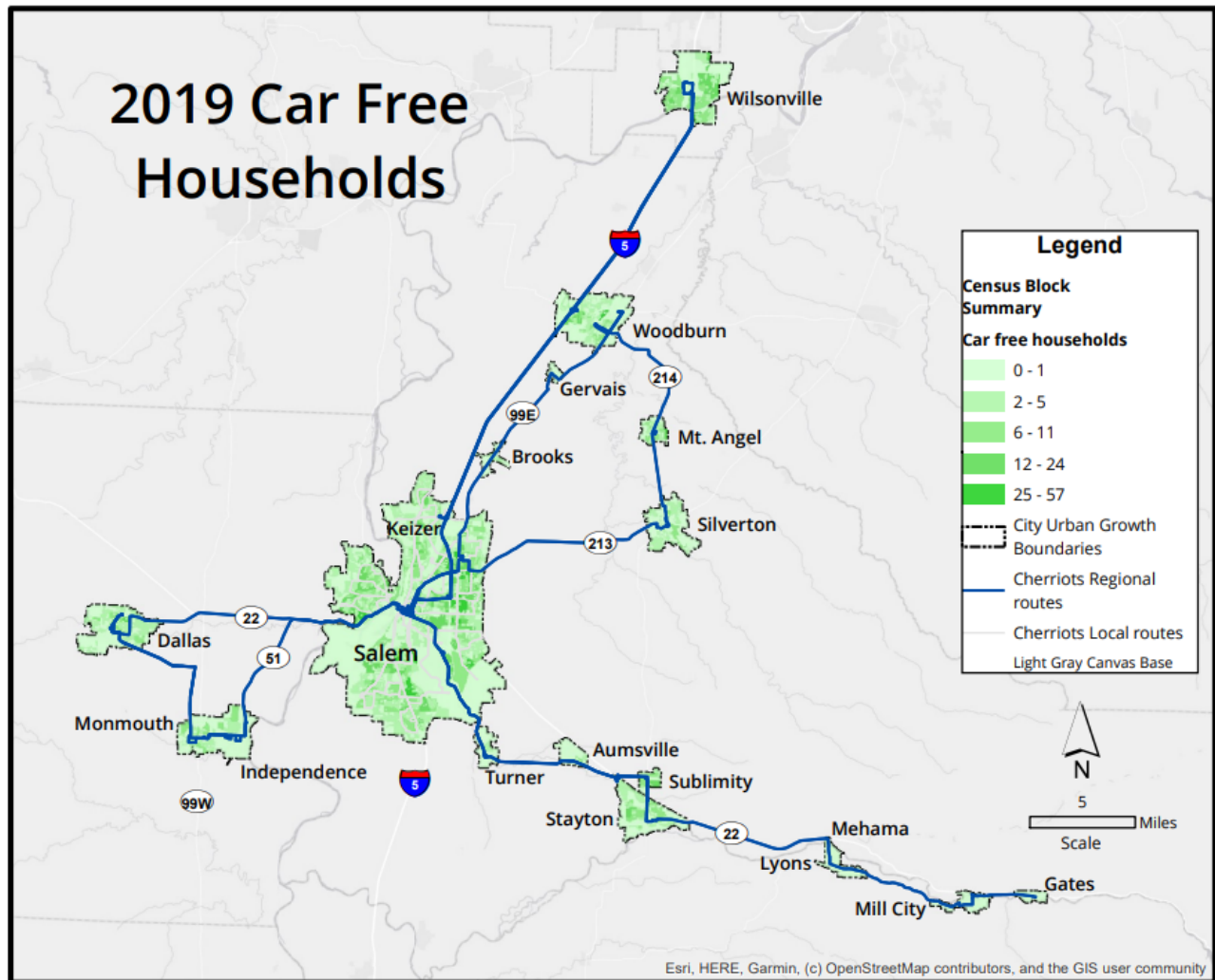
### 3.5 Car free households

**Figure 3-9.** Car free households within the Salem-Keizer UGB.



**Source:** Transit Boardings Estimation and Simulation Tool

**Figure 3-10.** Car free households in regional UGBs served.

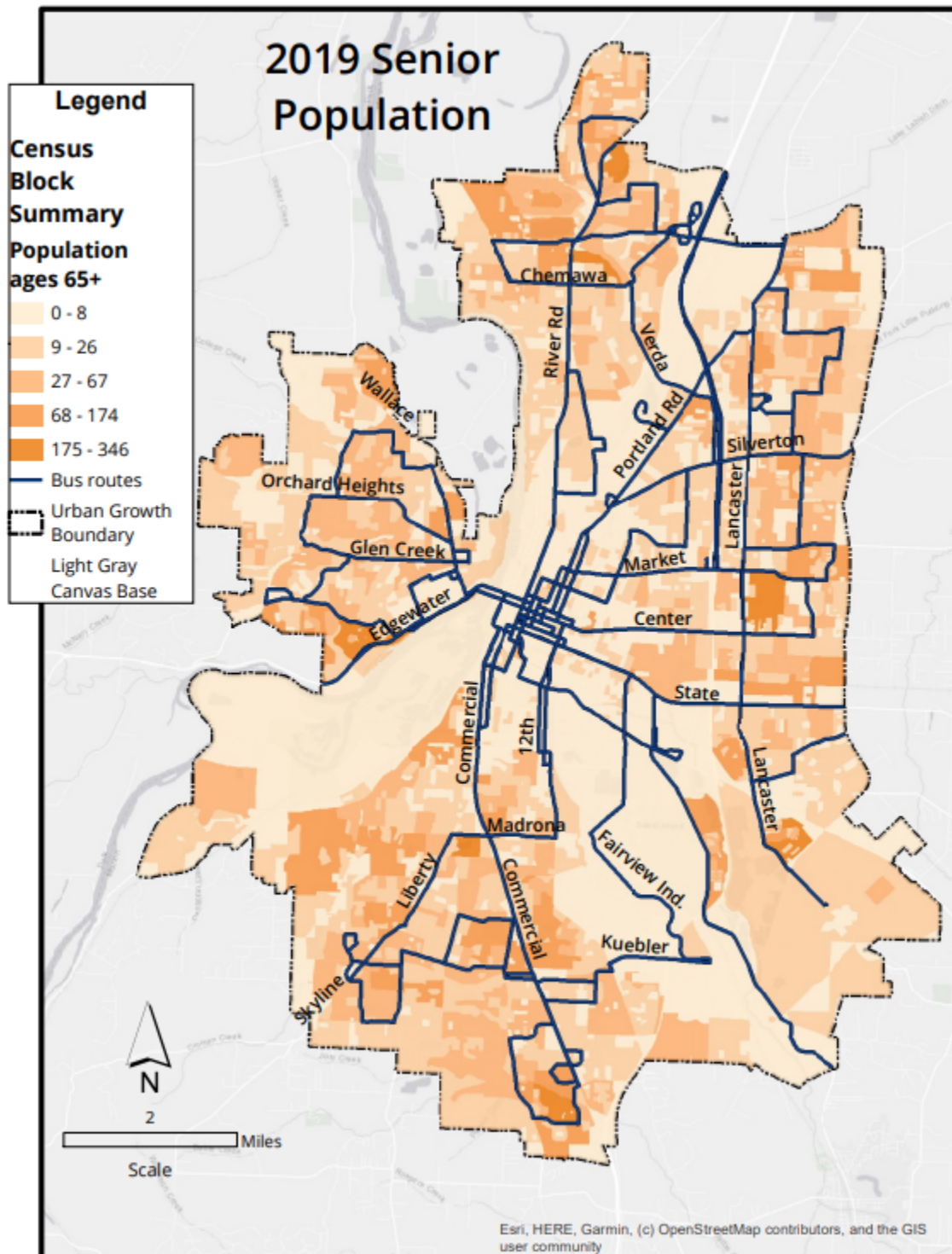


**Source:** Transit Boardings Estimation and Simulation Tool



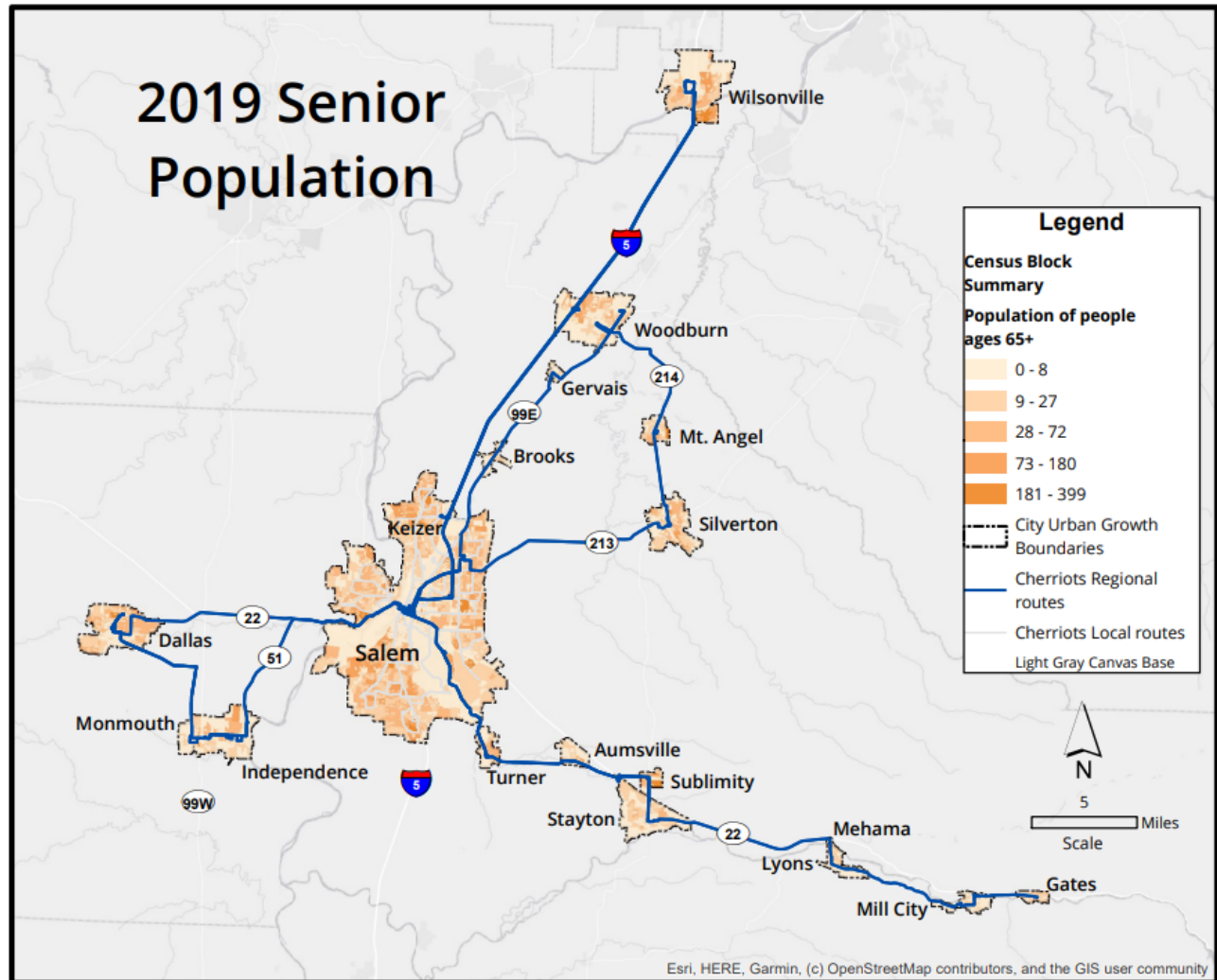
### 3.6 Seniors

**Figure 3-11.** Seniors within the Salem-Keizer UGB.



**Source:** Transit Boardings Estimation and Simulation Tool

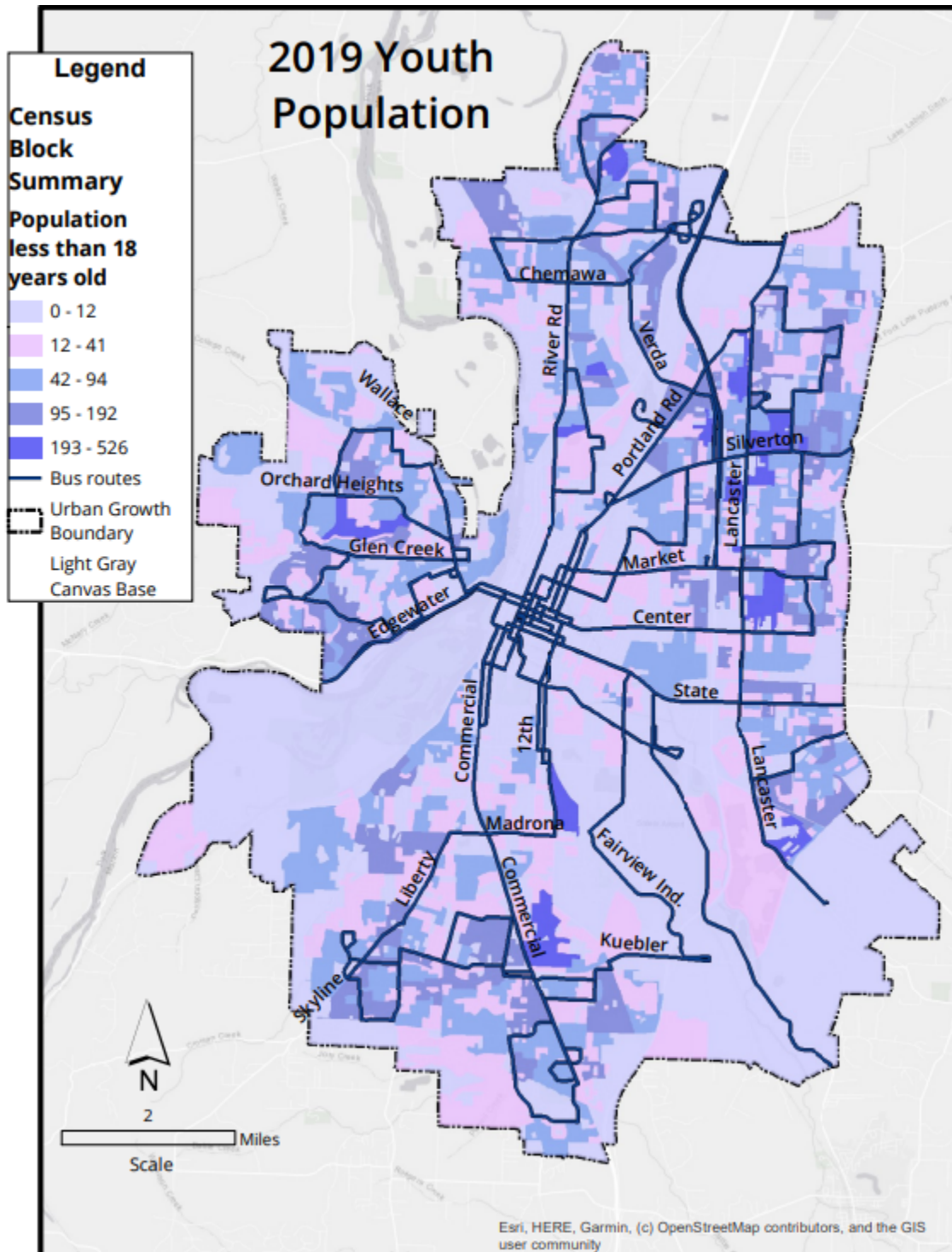
**Figure 3-12.** Seniors in regional UGBs served.



**Source:** Transit Boardings Estimation and Simulation Tool

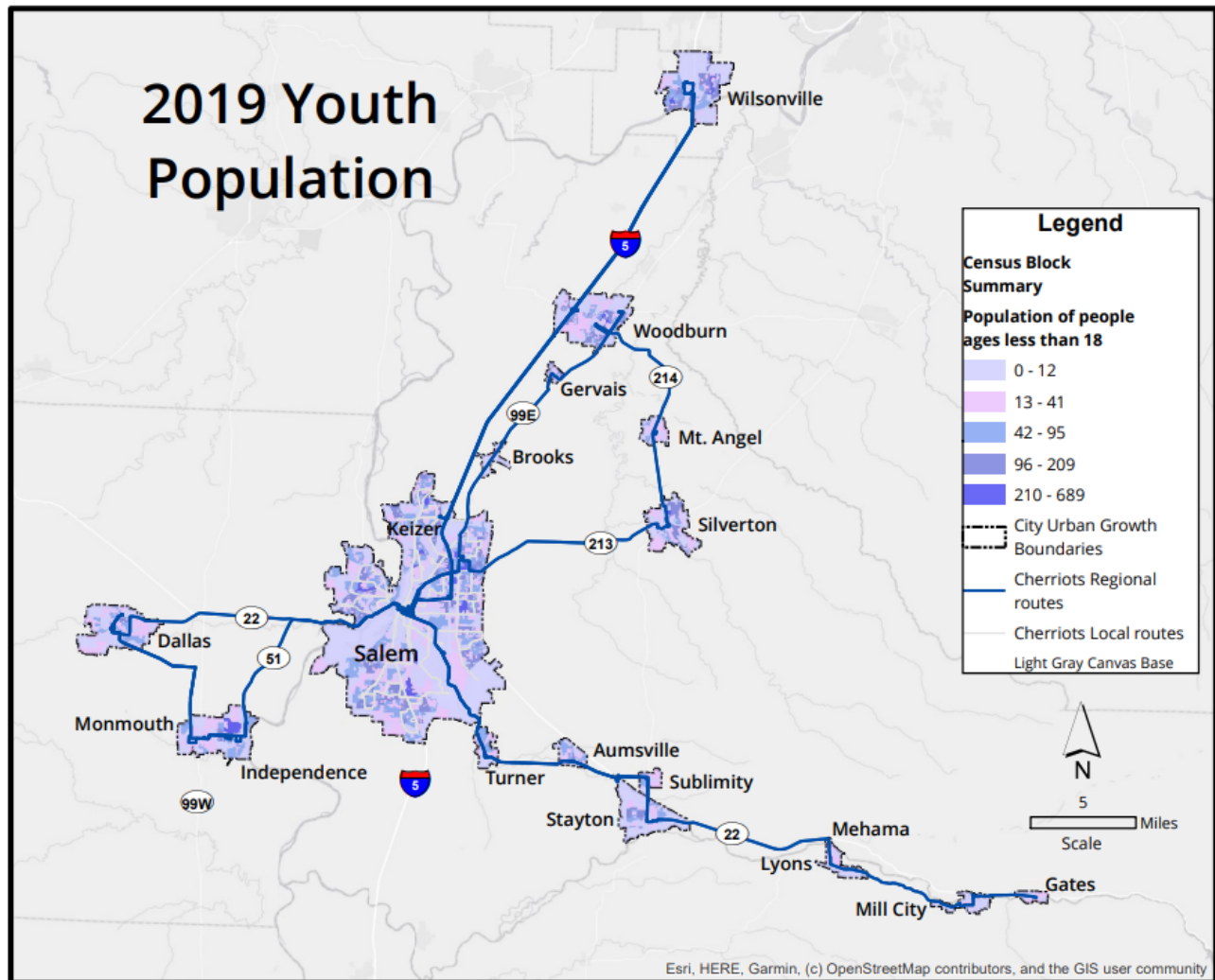
### 3.7 Youth

**Figure 3-13.** Youth population within the Salem-Keizer UGB.



**Source:** Transit Boardings Estimation and Simulation Tool

**Figure 3-14.** Youth population in regional UGBs served.

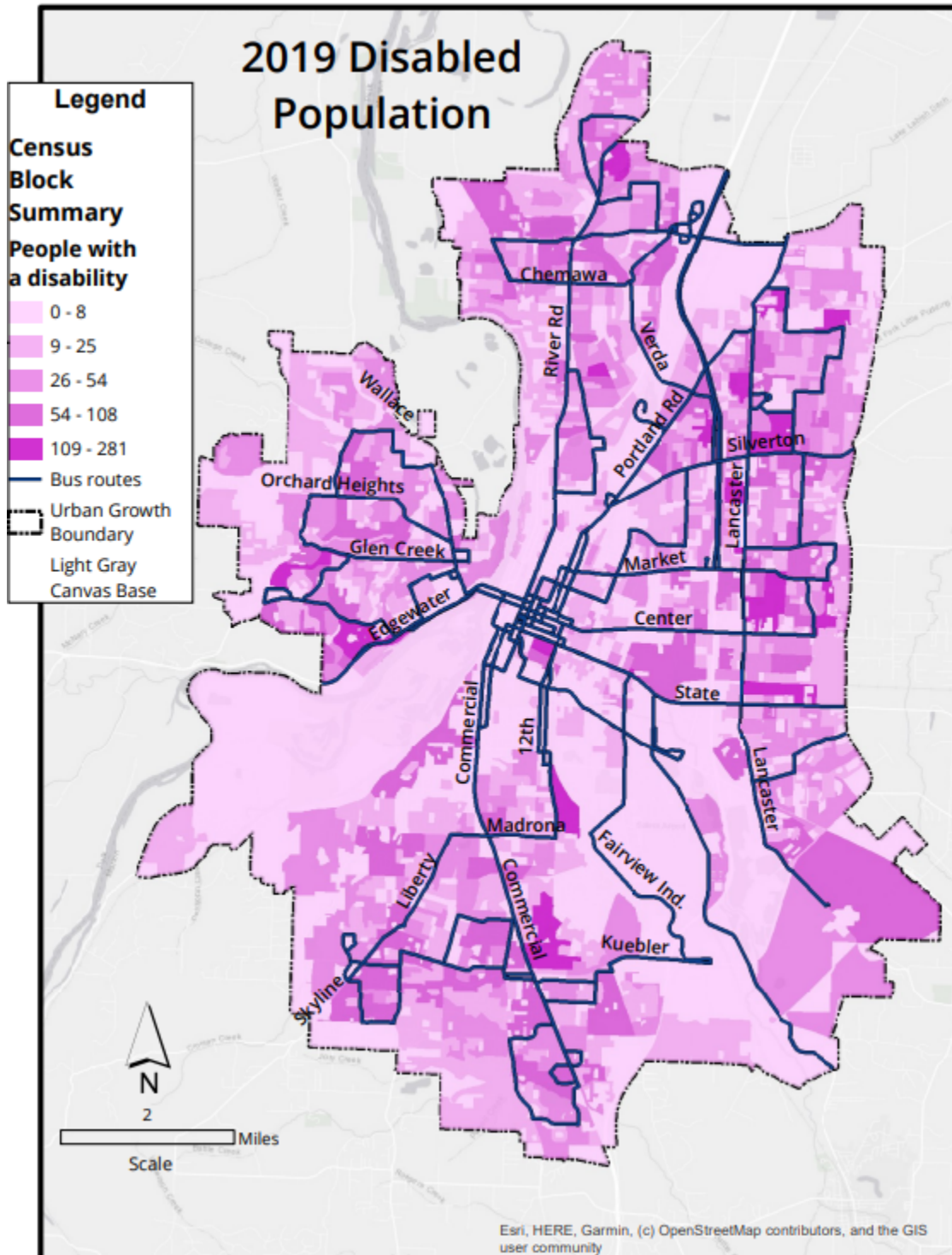


**Source:** Transit Boardings Estimation and Simulation Tool



### 3.8 People with disabilities population

**Figure 3-15.** People with disabilities within the Salem-Keizer UGB.



**Source:** Transit Boardings Estimation and Simulation Tool



# 2019 Disabled Population

**2019 Disabled Population**

**Legend**

**Census Block Summary**

**People identifying as having a disability**

- 0 - 8
- 9 - 24
- 25 - 53
- 54 - 108
- 109 - 281

City Urban Growth Boundaries

Cherriots Regional routes

Cherriots Local routes

Light Gray Canvas Base

Scale: 5 Miles

North Arrow

Map Labels: Wilsonville, Woodburn, Gervais, Brooks, Mt. Angel, Silverton, Kelzer, Salem, Dallas, Monmouth, Independence, Turner, Aumsville, Stayton, Sublimity, Mehama, Lyons, Mill City, Gates.

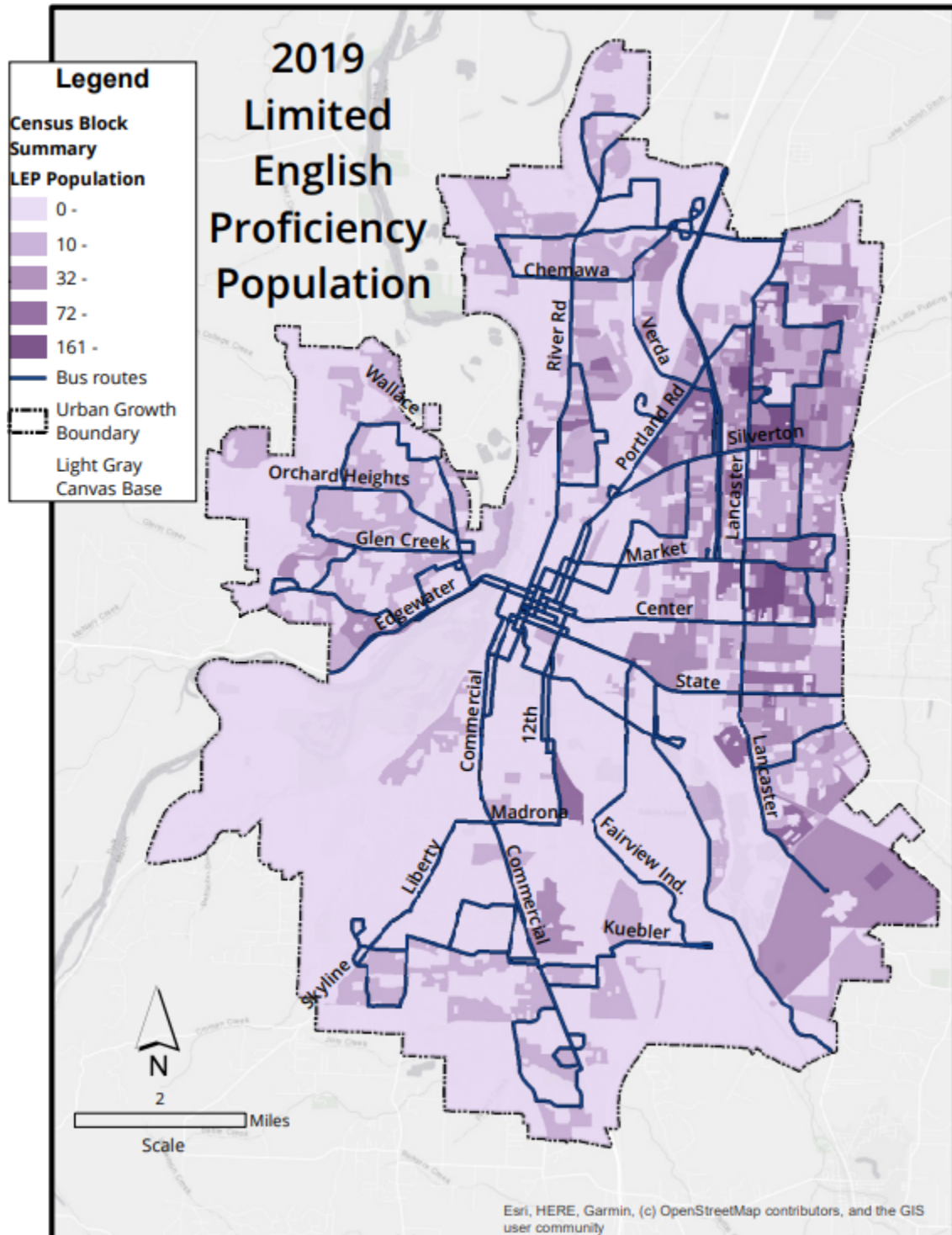
Map Features: I-5, I-99E, US-22, US-51, US-99W, US-214, US-213.

Map Source: Esri, HERE, Garmin, (c) OpenStreetMap contributors, and the GIS user community

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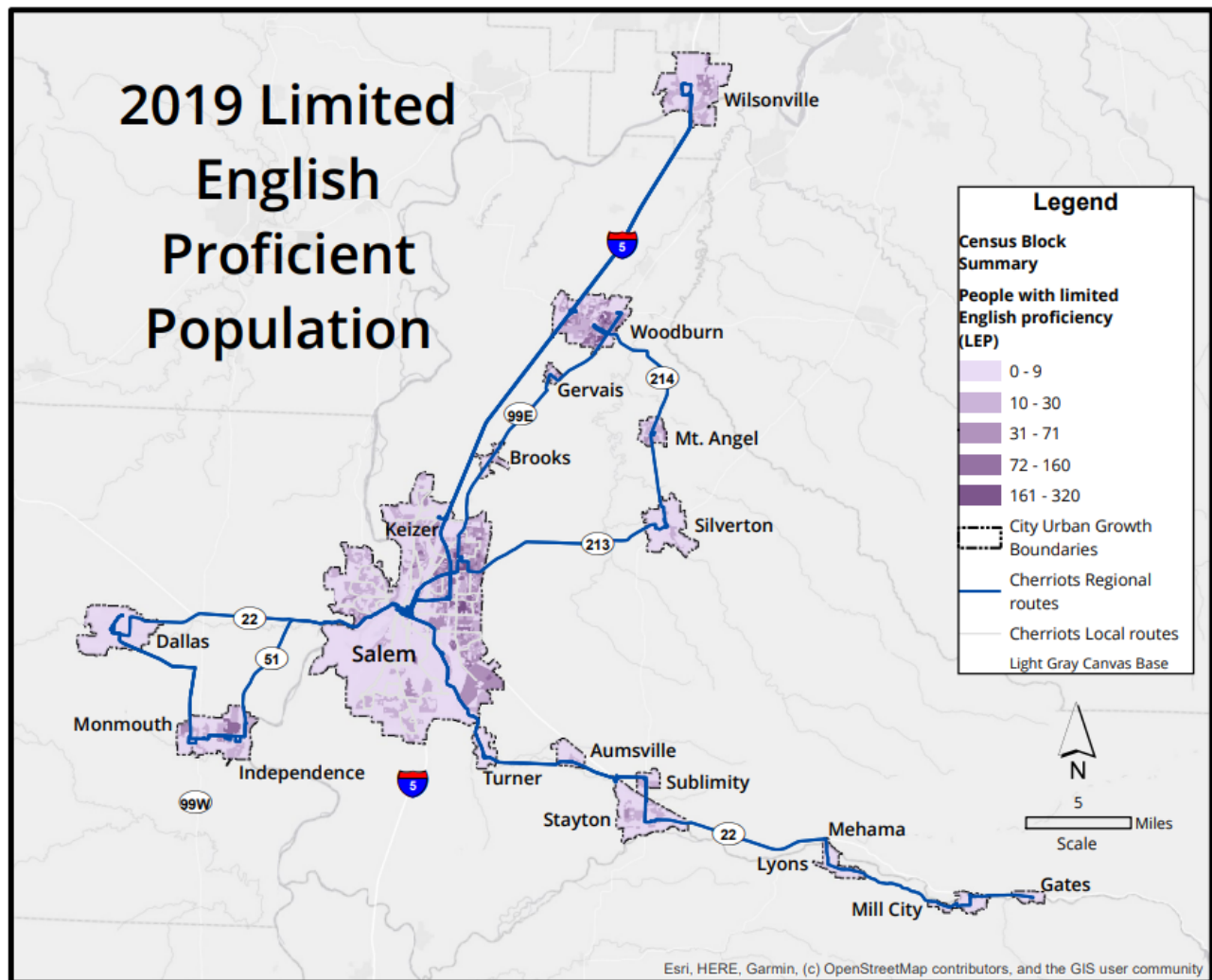
### 3.9 Limited English proficient population

**Figure 3-17.** People who speak limited English within the Salem-Keizer UGB.



**Source:** Transit Boardings Estimation and Simulation Tool

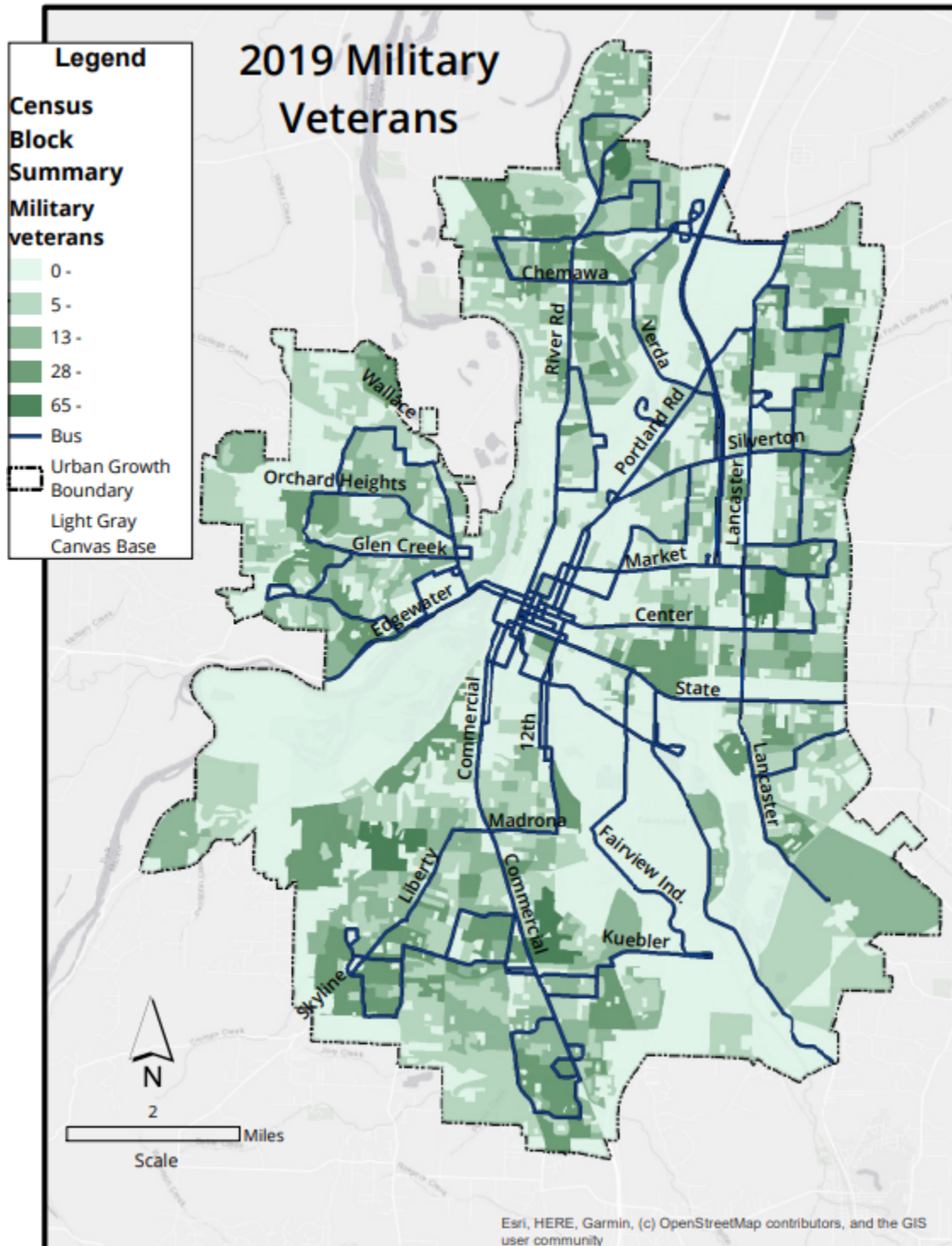
**Figure 3-18.** People who speak limited English in regional UGBs served.



**Source:** Transit Boardings Estimation and Simulation Tool

### 3.10 Military veterans

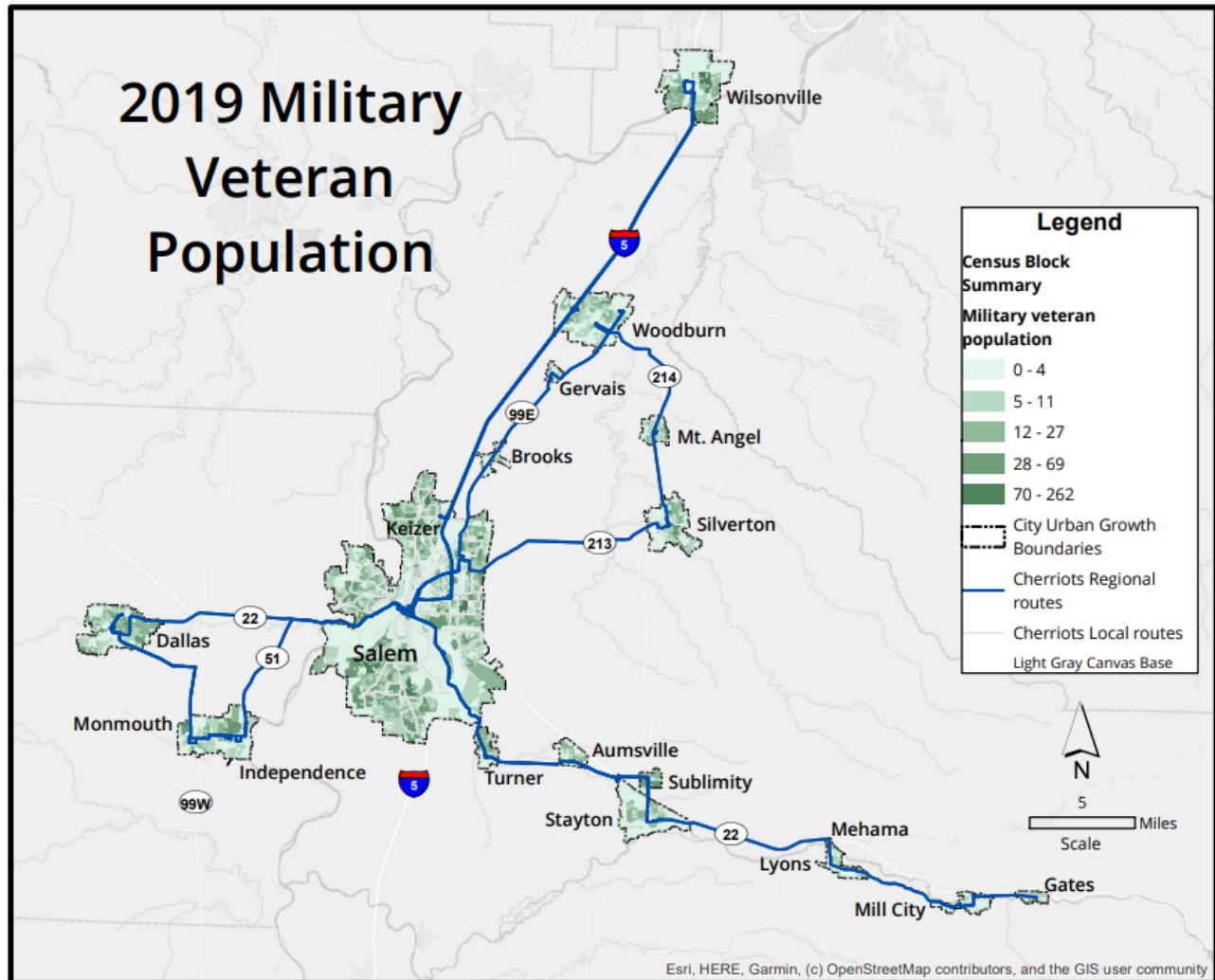
**Figure 3-19.** Military veterans within the Salem-Keizer UGB.



**Source:** Transit Boardings Estimation and Simulation Tool



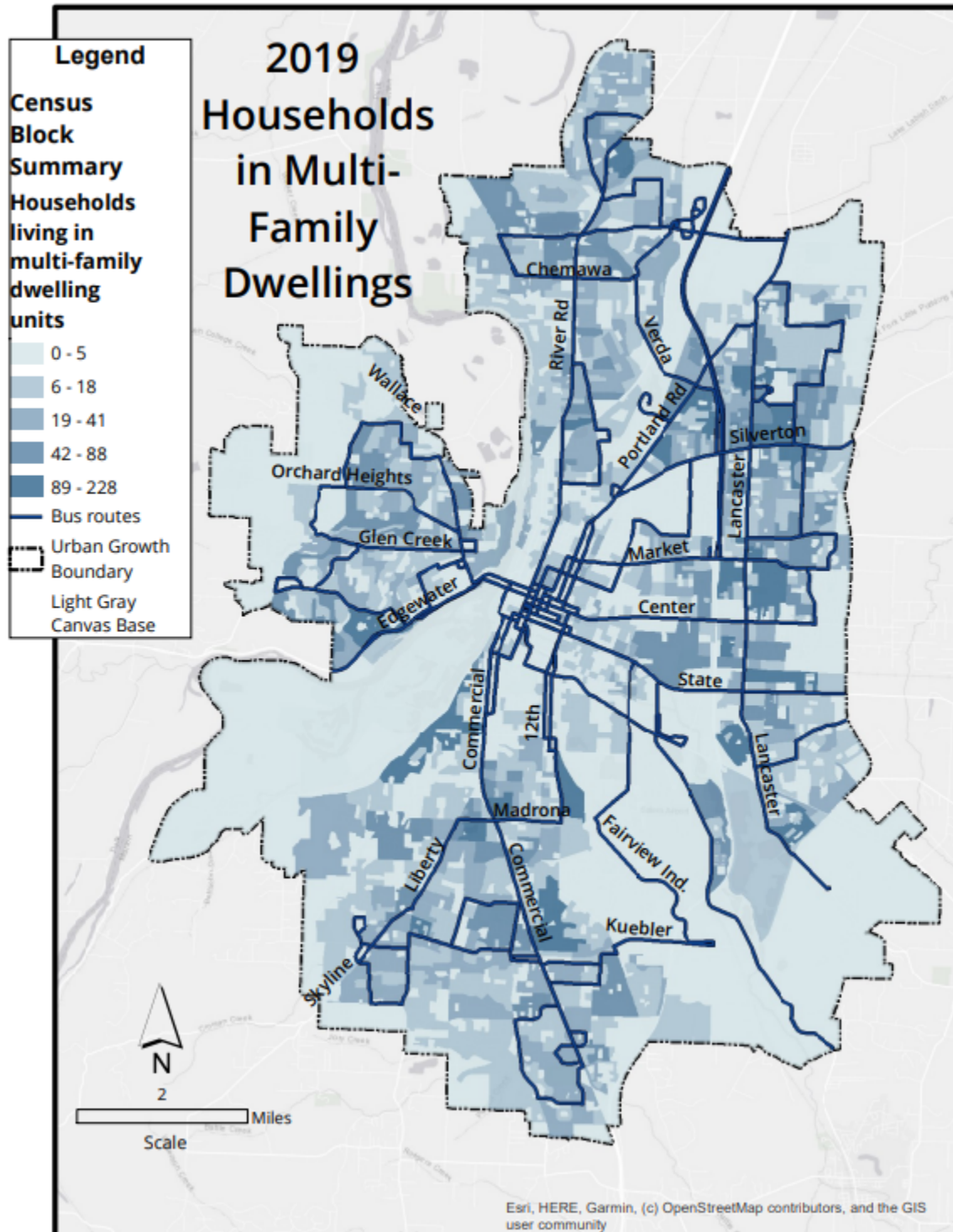
**Figure 3-20.** Military veterans in regional UGBs served.



**Source:** Transit Boardings Estimation and Simulation Tool

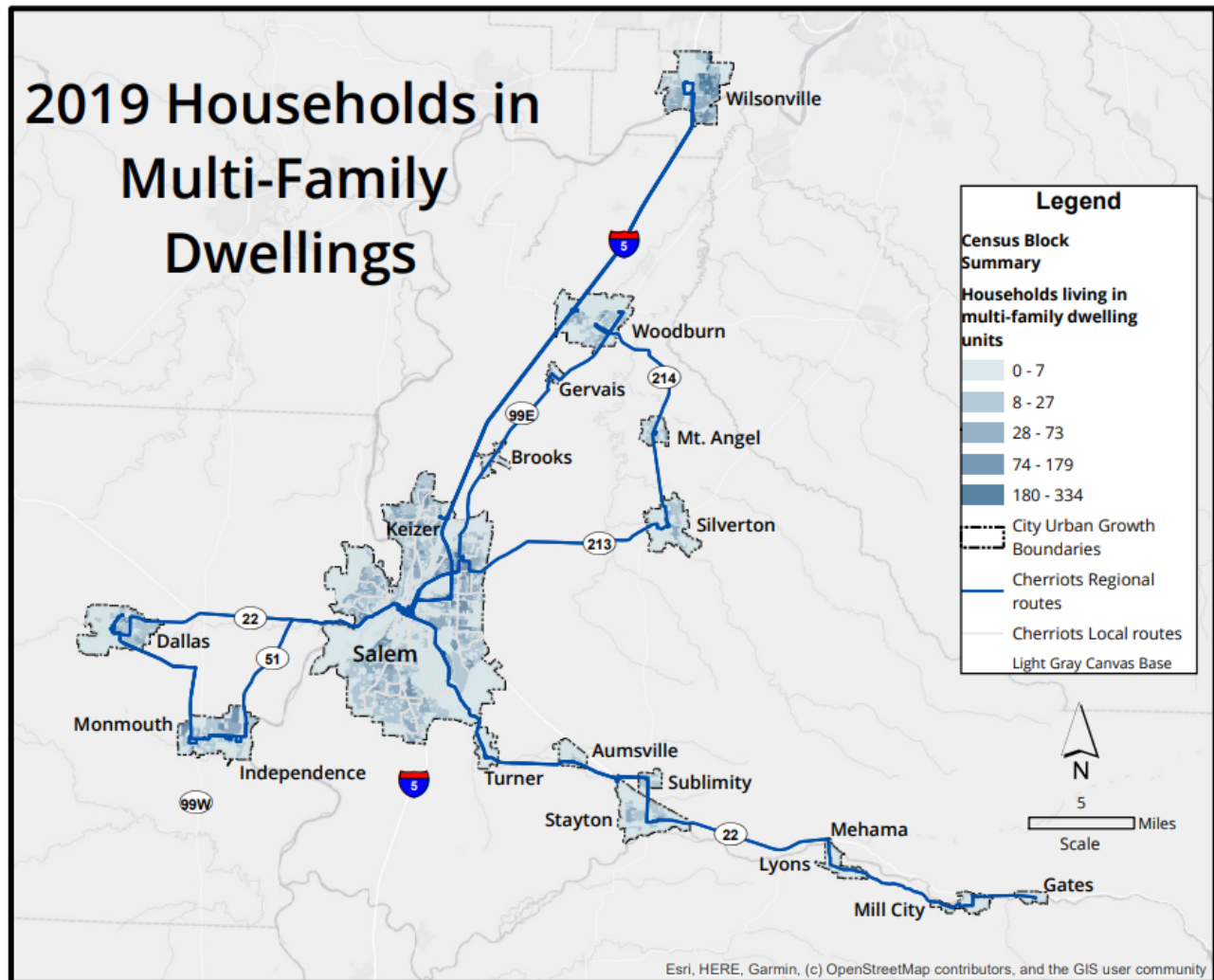
### 3.11 Multi-family dwellings

**Figure 3-21.** Households living in multi-family dwellings within the Salem-Keizer UGB.



**Source:** Transit Boardings Estimation and Simulation Tool

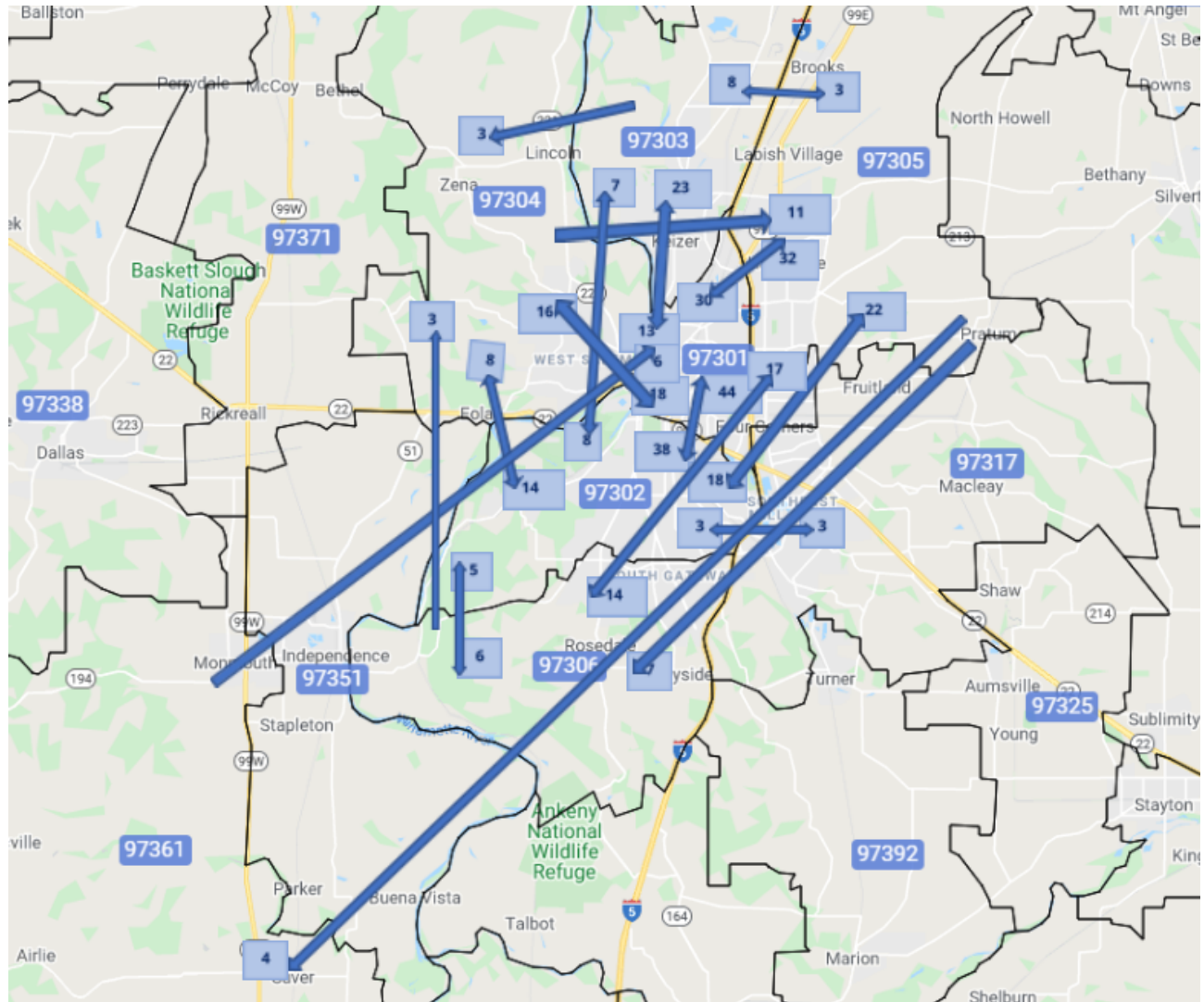
**Figure 3-22.** Households living in multi-family dwellings in regional UGBs served.



**Source:** Transit Boardings Estimation and Simulation Tool

### 3.12 Origin-to-destination travel patterns

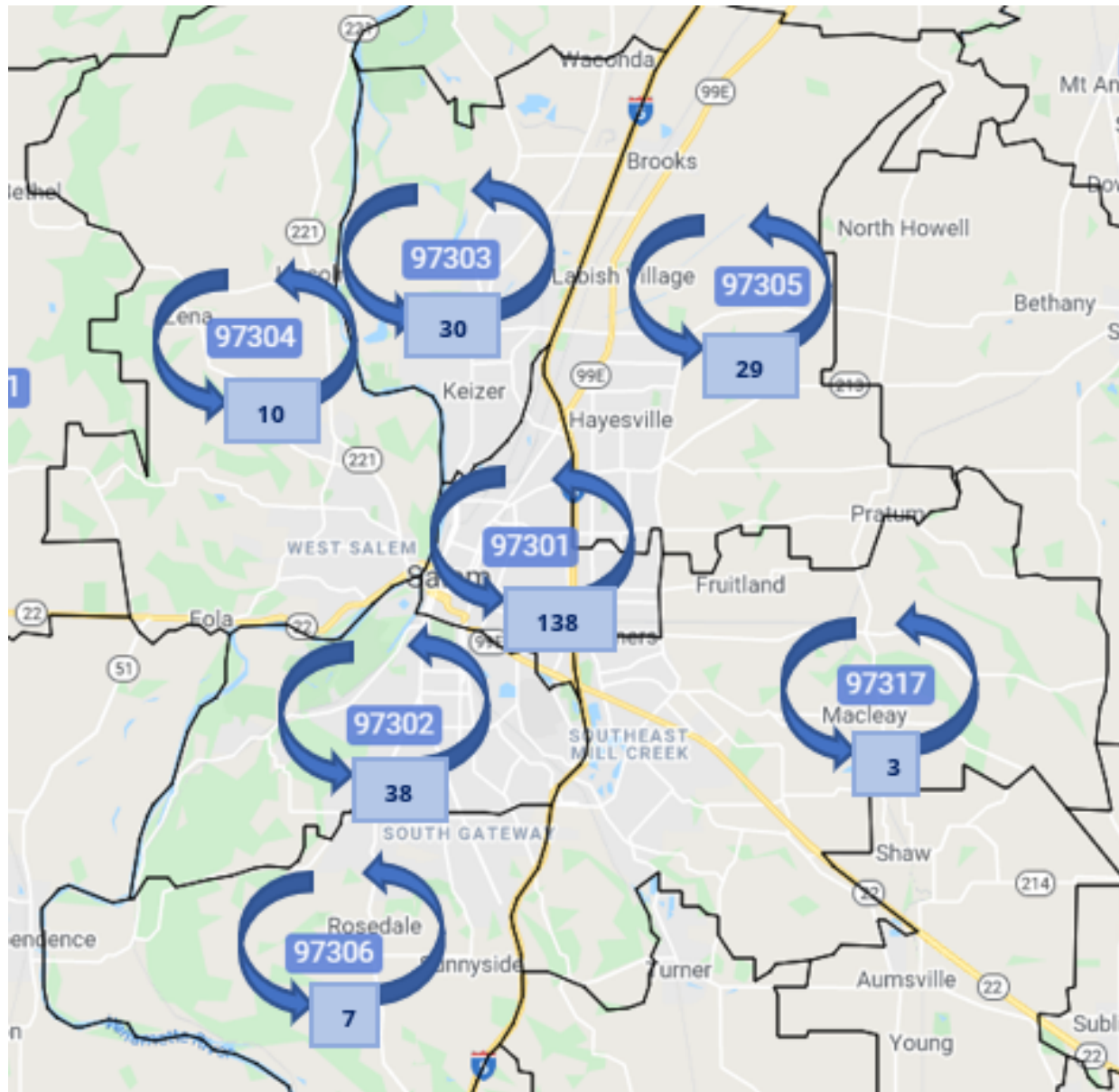
**Figure 3-23.** Origin-to-destination patterns for Cherriots riders in the Salem region, zip code to zip code.



**Source:** Cherriots 2021 Rider Survey

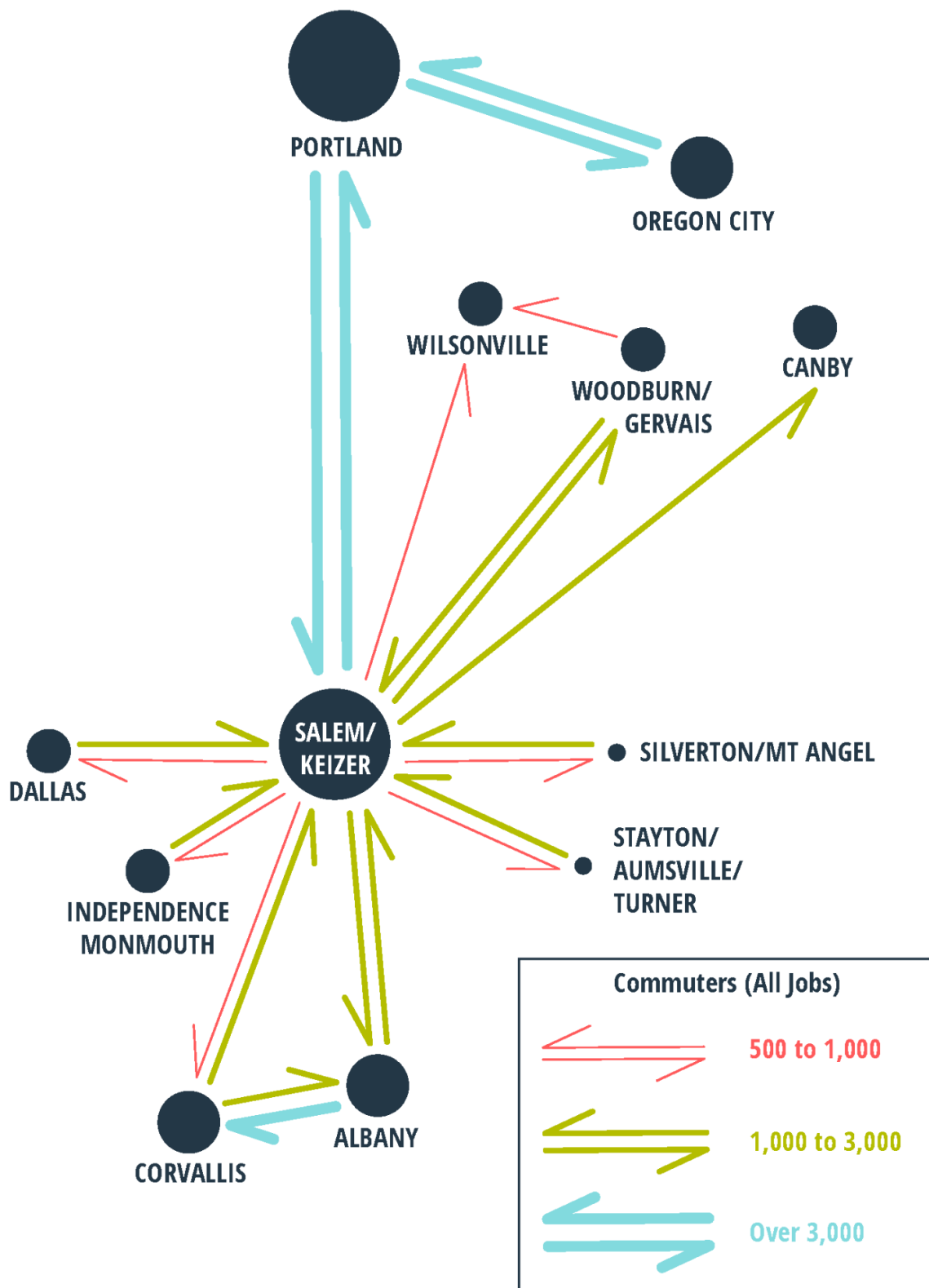


**Figure 3-24.** Origin-to-destination patterns for Cherriots riders in the Salem region, within the same zip code.



**Source:** Cherriots 2021 Rider Survey

**Figure 3-25.** Regional commuting patterns for Salem region



Source: LEHD LODS 2019

### 3.13 Changing businesses and development

Not captured in the latest LEHD and ACS data are recent changes to major businesses, as well as recent and planned developments.

#### 3.13.1 Changes since 2017

- **Amazon** opened a fulfillment center at 4775 Depot Court SE in the Mill Creek Corporate Center that employs over 1,500 people (Route 11). A distribution center was opened at 5475 Gaffin Rd SE.
- **Walmart by WinCo** opened at 5450 River Road N in Keizer, OR (Route 19).
- **Marion County Health & Human Services** opened a location on Silverton Road south of Beach Avenue (Route 13).
- **New commercial retail space** was developed at the intersection of Glen Creek Road and Wallace Road in West Salem (Routes 26, 27, 16, and 17). It currently includes a dialysis clinic (Davita), a dental office (Gentle Dental), a restaurant (The Woods), a pet supply store (Mud Bay), and a credit union (OnPoint).
- **Costco Wholesale** closed the location on the corner of Hawthorne Avenue SE and Highway 22 and opened a new location on the corner of 27th Avenue SE and Kuebler Boulevard (Route 6).
- **Fairview Refinement Area** is developing with both single and multiple family dwellings as well as mixed-use and commercial properties. This area is in the vicinity of Battle Creek Road SE, Strong Road SE, and Reed Road SE.
- **East Park Estates** is located along Cordon Road NE between State Street and Auburn Road NE. This development includes single and multiple family dwellings as well as commercial retail zoning. Greencrest Street NE is extended through the development, creating a new north-south connection between State Street and Auburn Road NE inside the urban growth boundary.
- **Northstar development** is a subdivision consisting mostly of single family homes, but with some multiple family dwellings as well. It is located at the north end of Salem between Kale Street NE and Hazelgreen Road NE, west of Cordon Road NE.
- **Macleay Road SE, Caplinger Road SE, Gaffin Road, and Whitaker Drive SE** (west of Cordon Road SE) is continuing to be developed with new multiple family housing.

### 3.13.2 Planned changes

- **Mill Creek Corporate Center** will be expanding with more industrial and commercial developments along Mill Creek Drive SE and Truax Drive SE.
- **Gaia Street SE** is proposed to connect through to Culver Drive SE. The properties along Gaia are zoned for industrial and commercial purposes. Cherriots has been in contact with the City of Salem regarding two stop pairs at either end of Gaia, but it is unclear at this time when the street improvements will take place.
- **Southwest corner of Boone Road SE and 36th Avenue SE** - Applications recently filed with the City of Salem on this property include multiple family, commercial retail, and storage developments.
- **Northeast corner of 27th Avenue SE and Boone Road SE** is proposed to include a variety of developments, including mixed-use (retail plus multiple family), commercial retail, commercial business, and lodging (hotel).
- **Vacant land around 27th Avenue SE and Marietta Street SE** is available for development. On the west side of 27th there have been proposals for a multiple family development and a subdivision of single family homes. There are currently no proposals for the east side of 27th, however, the City has expressed their desire to eventually close the 27th Avenue SE at Strong Rd SE intersection, leaving Marietta as the connecting street from 27th to Fairview Industrial Drive.
- **Battle Creek Road SE, south of Kuebler Boulevard**- There are currently three developments in various stages of application for this area. One is proposed to be a senior community development located near the intersection with Boone Road SE. Another development is proposed between Foxhaven Drive SE and Eastlake Drive SE and would include a low-income and low-income senior multiple family development. Between Terra Cotta Drive SE and Landau Street SE, a single family subdivision is proposed. This subdivision would include an extension of Fabry Road SE, connecting Commercial Street SE to Battle Creek Road SE.
- **Mildred Lane S/SE** will likely continue being extended westward, eventually connecting with Skyline Road S. Many applications for both single and multiple family developments have been submitted to the City of Salem for properties along all sections of Mildred Lane S/SE.



- **Orchard Heights Road NW** - Future land use changes for properties along Orchard Heights Road NW have included senior living, single and multiple family housing, and neighborhood hub/mixed use developments. Most of these developments are expected to be in the vicinity of the intersection with Doaks Ferry Road NW and further west of there.
- **Marine Drive** is planned to connect at Glen Creek Road NW near the entrance to Wallace Marine Park and run parallel to Wallace Road NW. The City is proposing to include a section of Marine Drive (from Taybin Road NW to Harritt Drive NW) in the 2022 bond measure.
- **Intersections planned to be signalized:**
  - Commercial Street SE and Ratcliff Drive SE
  - Auburn Road NE and Cordon Road NE
  - State Street and Greencrest Street NE
  - Davis Road S and Liberty Road S
  - Liberty Road S and Mildred Lane SE
  - Liberty Street NE and Union Street NE
  - Lancaster Drive NE and Portland Road NE



## 4. Rider, community, and employee engagement

In October and November of 2021, Cherriots engaged a consultant to conduct an on-board rider survey. The main purpose of this survey was to collect origin, destination, and fare information from current Cherriots riders. However, it also included an open-ended question asking riders what would make Cherriots better.

In December of 2021 and January of 2022, the first round of public outreach for the Long Range Transit Plan project was completed. This outreach also included a survey with questions asking for input on how Cherriots services should be improved in the future. This survey targeted both riders and non-riders, community stakeholders and organizations, as well as historically under-represented minority groups.

Answers to the questions asked in the above described surveys were consolidated, categorized, and ranked for use in this needs assessment. Also included are comments from the public and internal staff received at random by Cherriots Planning staff over the past four years. The results are detailed in the following subsections of this report.

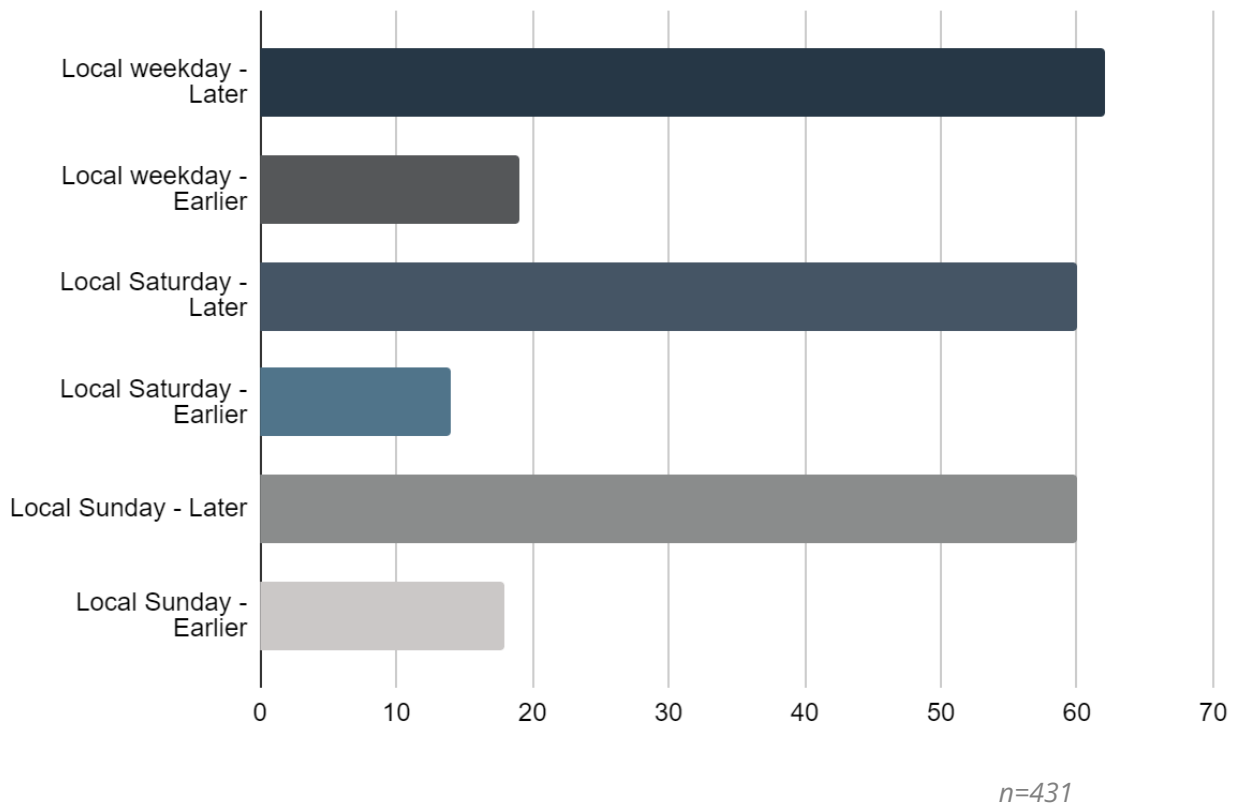
## 4.1 Span of service (431 comments)

The most frequently requested service improvements were related to increasing the span of service. Later evening service received 314 comments while earlier morning service received 95 comments. Only 18 comments requesting a 24-hour span of service were received. Most comments specified between Cherriots Local and Cherriots Regional services. However, there were 52 of these comments that did not specify whether their request for later or earlier service was for Cherriots Local or Cherriots Regional.

### 4.1.1 Cherriots Local

It is important to note that the surveys conducted took place during a period of reduced local weekday service, when buses were only operating until 9 p.m. This is two hours shorter than the pre-pandemic local weekday span of service which ended at 11 p.m. So, it's not surprising that 62 requests for later evening weekday local service were received. Therefore, the need for later evening weekday local service should be re-evaluated after it is restored to the full pre-pandemic level.

**Figure 4-1.** Span of service comments for Cherriots Local

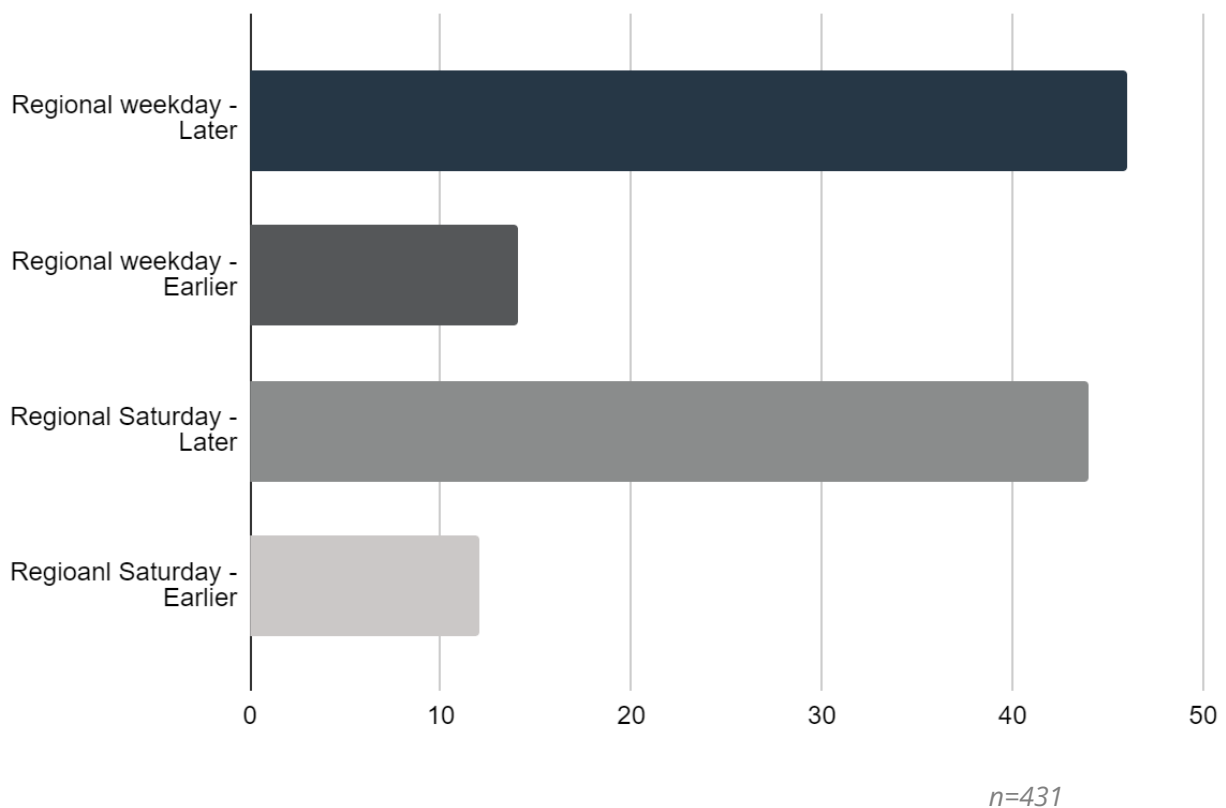


A total of 120 comments were received related to later evening service for Cherriots Local on Saturdays and Sundays. A total of 51 comments were received related to earlier morning service for Cherriots Local weekday, Saturday, and Sunday service.

#### 4.1.2 Cherriots Regional

A total of 90 comments were received requesting an increase in the span of service for Cherriots Regional on weekdays and Saturdays. Cherriots Regional does not currently operate on Sundays or holidays.

**Figure 4-2.** Span of service comments for Cherriots Regional





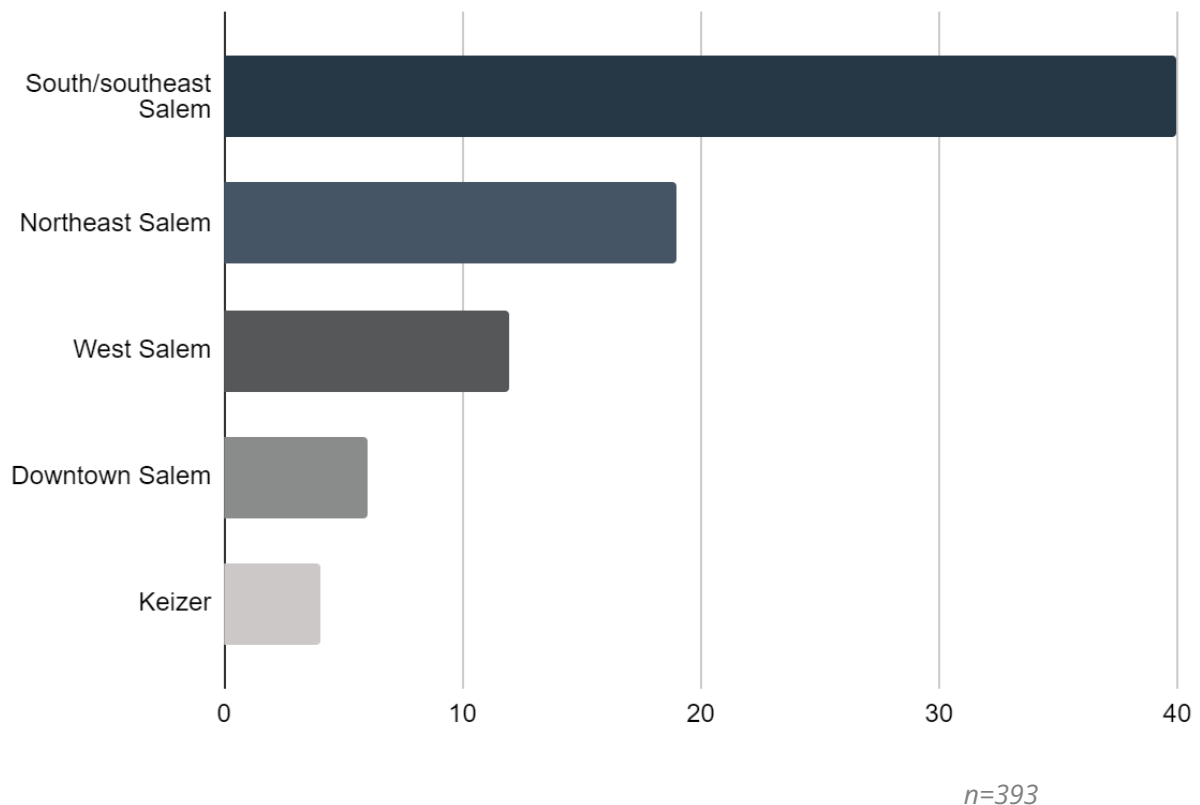
## 4.2 Service expansion (393 comments)

The second most frequently requested service improvements were related to expanding service. This includes new routes serving new areas, extending existing routes to cover new areas, and adding stops along existing routes.

### 4.2.1 New service areas

Comments received related to expanding service in the Cherriots Local service area totaled 103. The most requested areas for service expansions in the south/southeast Salem region were the Turner Road Walmart (15) and River Road S (9). For northeast Salem, the most requests were for D St NE (5) and the Hayesville area (5). In West Salem, most requests were for extending the existing routes farther west and/or north (10).

**Figure 4-3.** New service areas for Cherriots Local



For Cherriots Regional, 81 comments were received related to expanding service into new areas. North Marion County had 19 comments with Silver Falls ranking highest as a destination with 12 comments.

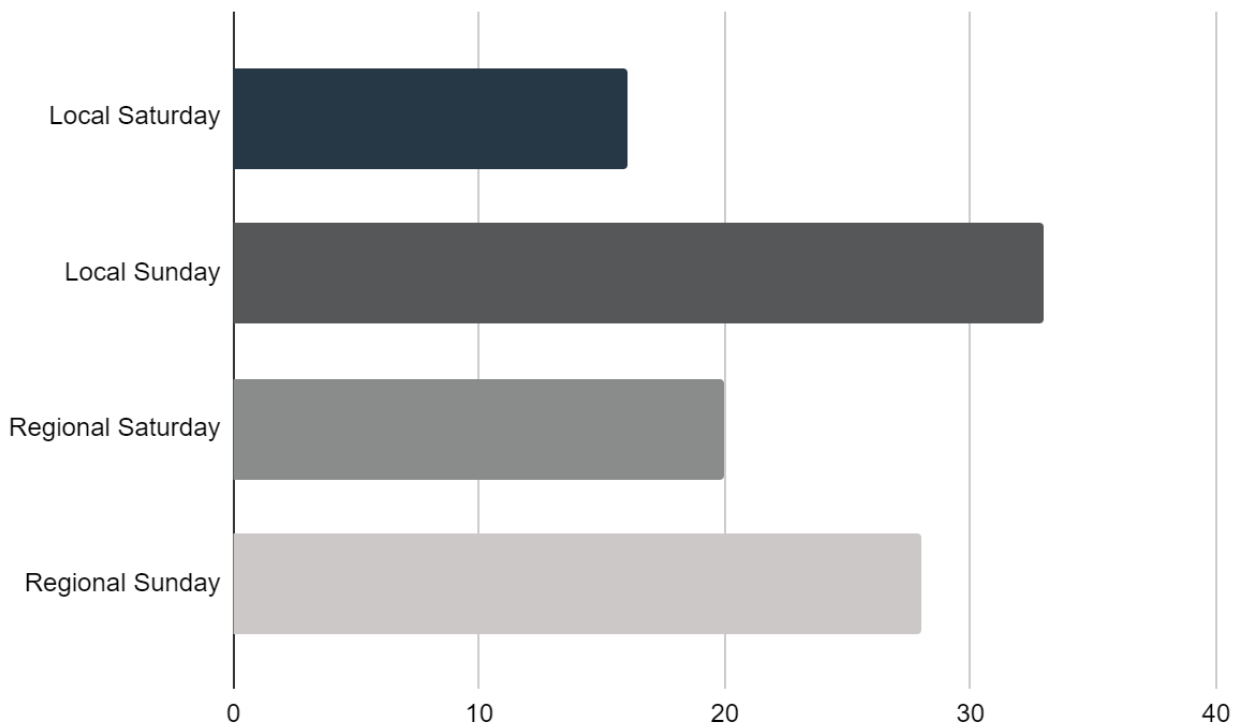
Other comments not specific to a particular geographic area were received for both local and regional service expansions. These comments referred to destinations generally, such as neighborhoods (24), shopping (4), and employment (7).

#### 4.2.2 Weekend service

Weekend service is an area for greater scrutiny as it is relatively new for Cherriots. Saturday service was implemented in September of 2019 after a 10 year hiatus and Sunday service began for the first time in Cherriots history in September of 2021. Both service levels were implemented as a backbone for which to build upon. Currently, not all local and regional routes operate on weekends, and regional service does not operate at all on Sundays.

A total of 97 comments were received related to expanding service by operating more existing routes on weekends, both local and regional. Adding existing local routes on Sundays had the most comments (33) followed by adding existing regional routes on Sundays (28).

**Table 4-4.** Requests for weekend service expansion



*n*=393

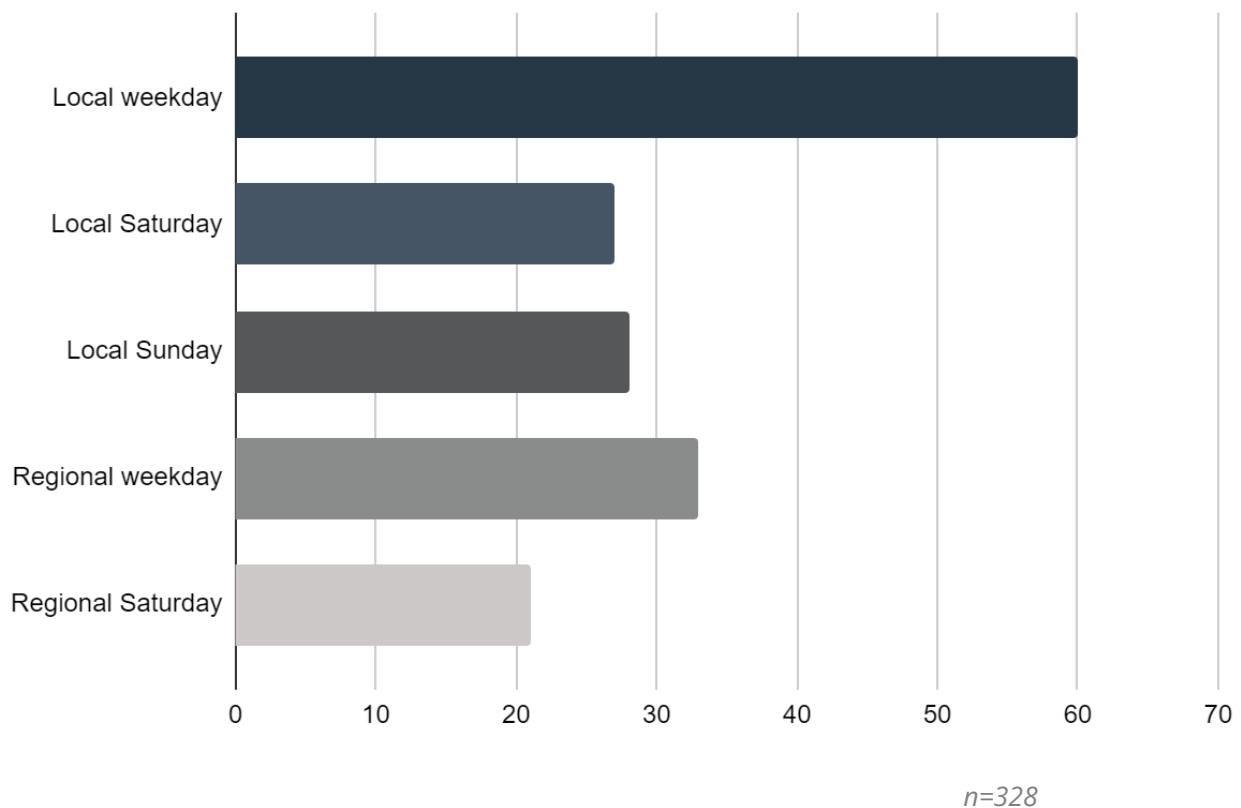
Comments requesting more stops along existing routes totaled 66 for local and 28 for regional. The most requested general destination for both services was shopping (13 total comments).

### 4.3 Frequency Improvements (328 comments)

The majority of comments related to frequency improvements (156) were not specific to local or regional service, but simply referred to it generally (e.g., buses should come more often; less time between buses). However, a total of 115 comments specifically mentioning Local service and 54 mentioning regional service were received.

It is important to note that the surveys were conducted during a time when local weekday service frequencies were somewhat reduced. Therefore, weekday service frequency for Cherriots Local should be re-evaluated after it is restored to the full pre-pandemic level.

**Table 4-5.** Frequency improvements for local and regional service

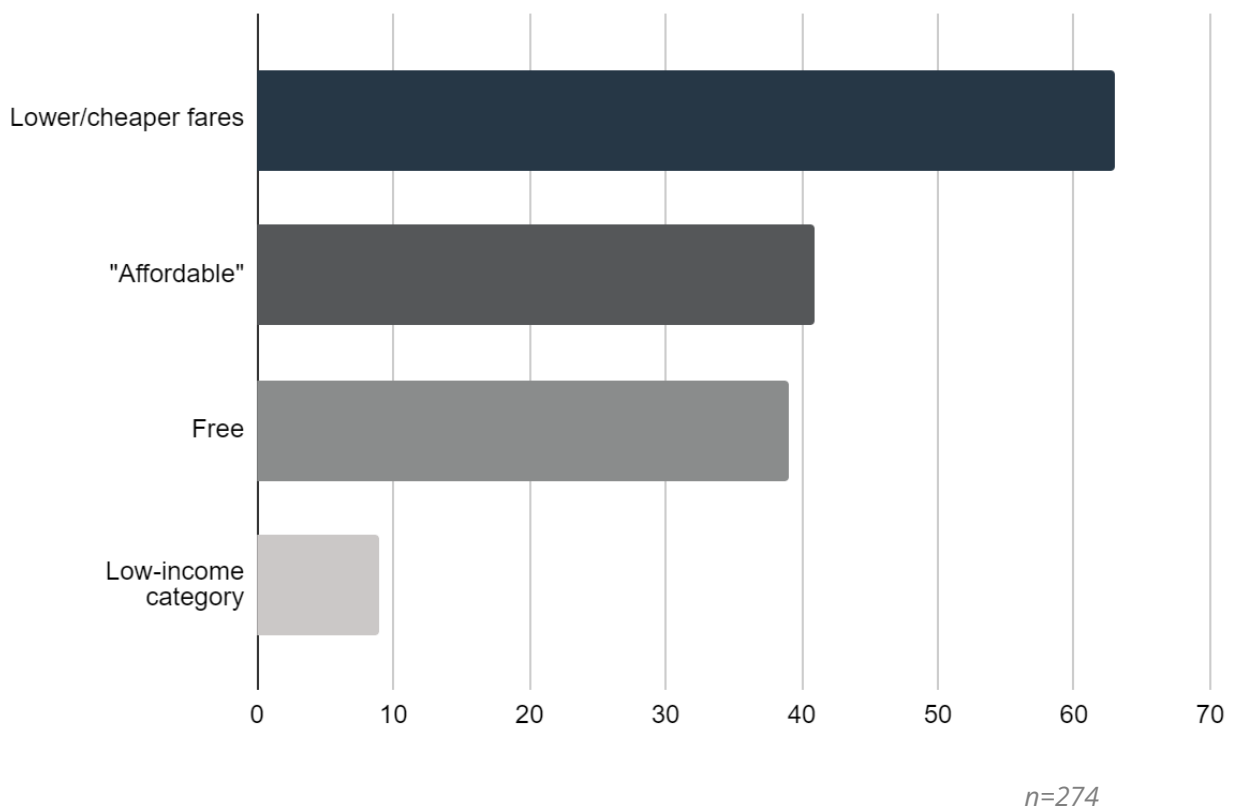


## 4.4 Fares and fare technology (274 comments)

Fares and fare technology was another category of interest as Cherriots looks to deploy its first ever contactless fare payment system in the near future. Adjacent to that project is the Fares Analysis which is a process undertaken every two years to evaluate and adjust the fare rates and categories as necessary.

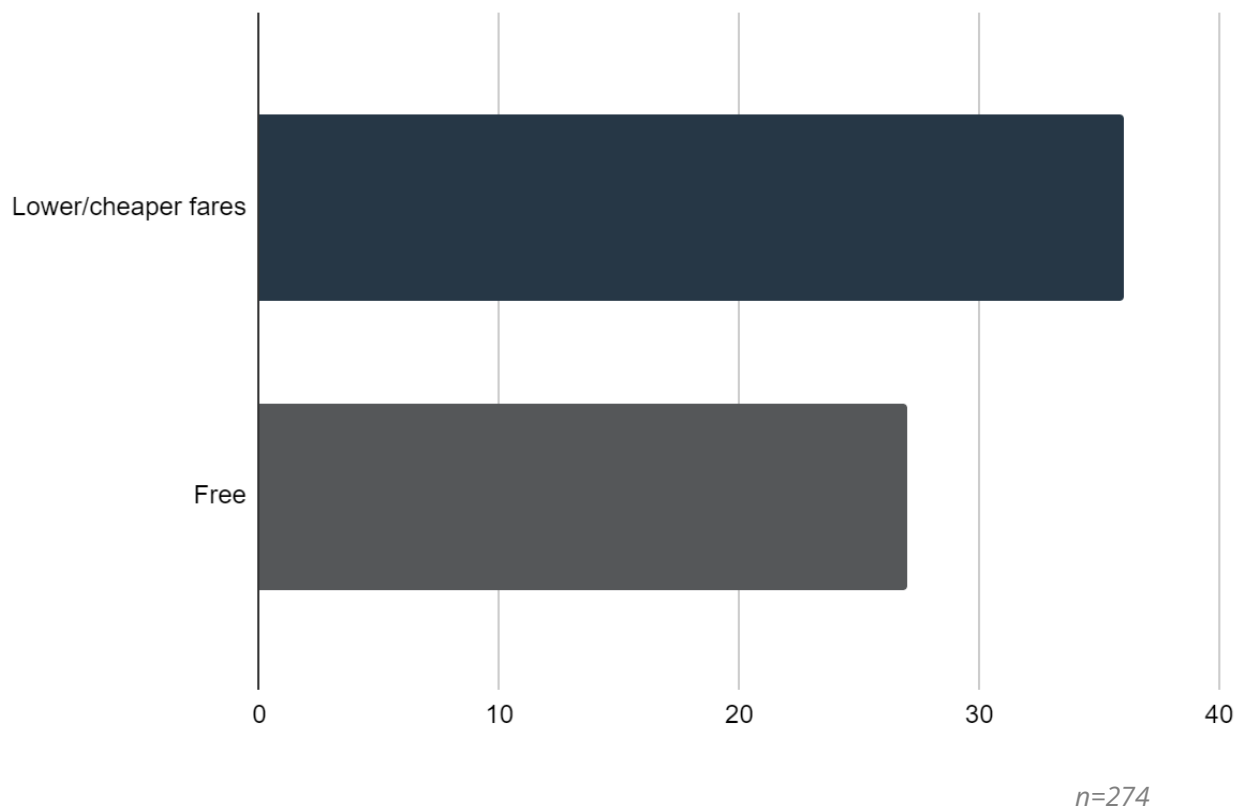
The most common requests regarding the Cherriots Local fare structure were for lower/cheaper fares (63), free (39), and “affordable” fares (41). Only nine comments mentioned adding a low-income fare category. This is surprising, considering it was among the more consistent comments made in the previous needs assessment. Comments regarding lower/cheaper and free fares were also received for the Cherriots Regional fare structure.

**Table 4-6.** Fare structure for Cherriots Local service



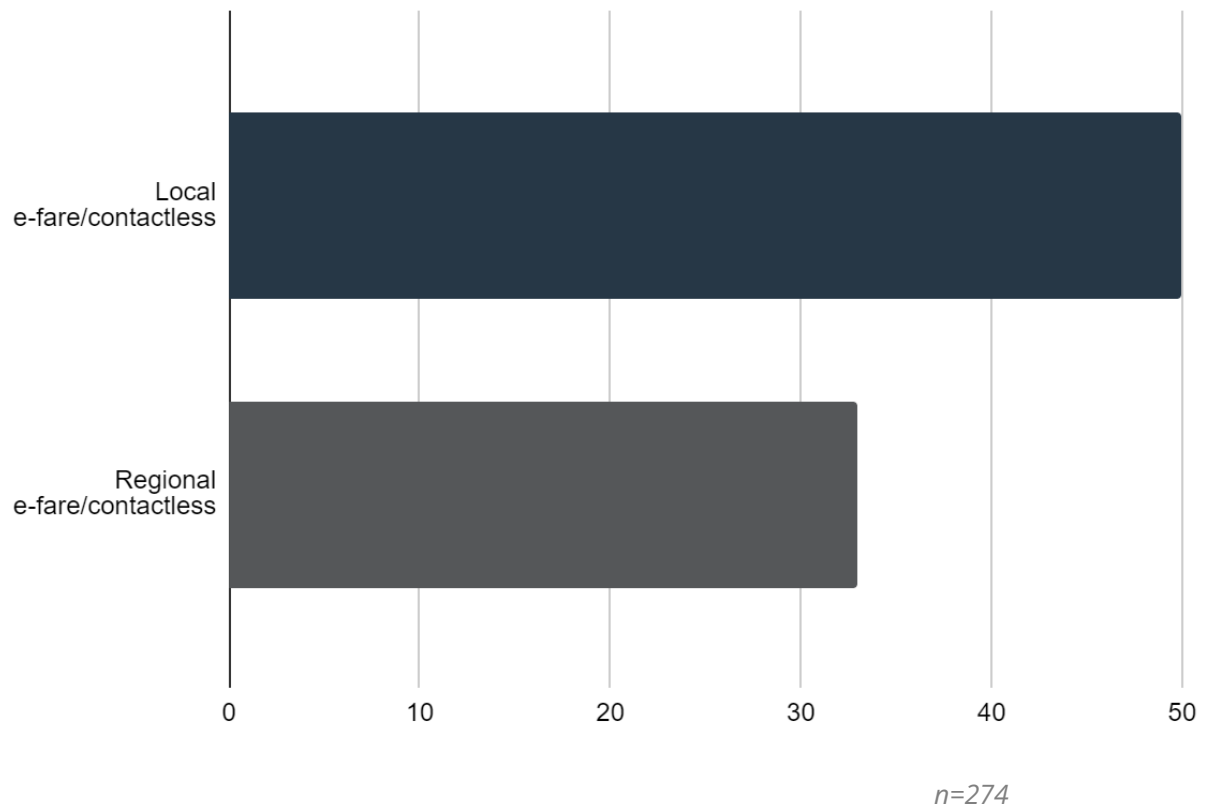


**Table 4-7.** Fare structure for Cherriots Regional service



The majority of comments related to fare technology were in support of an electronic (e-fare)/contactless fare payment system. These comments were received for both local and regional services. Cherriots is currently working with Cubic | Delorrock to implement a contactless fare payment system on all buses.

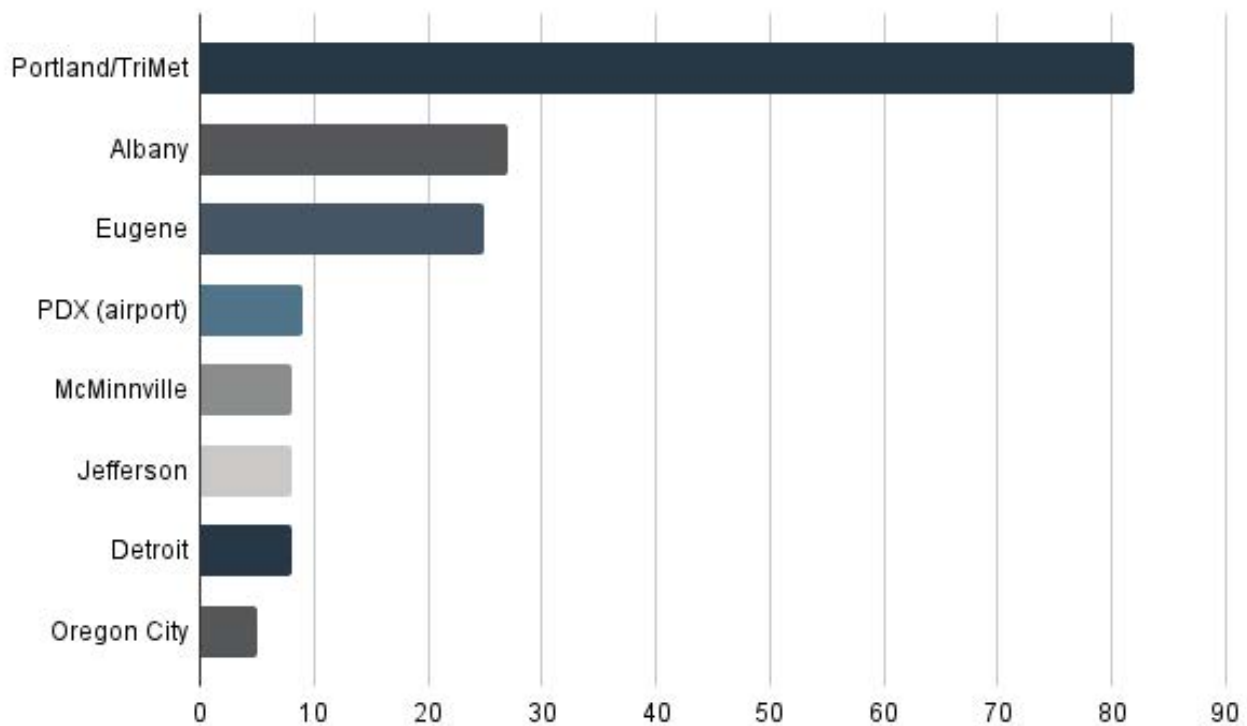
**Table 4-8.** Fare technology for Cherriots Local and Cherriots Regional services



## 4.5 Intercity requests (216 comments)

Cherriots Regional already connects riders to many other communities in Marion and Polk counties. However, there were many comments related to connections to places Cherriots does not currently go. Portland/TriMet was the number one requested connection (82), followed by Albany (27) and Eugene (25). Table 4-9 includes the places mentioned five times or more. Several other places were mentioned as well, however, the majority of them were mentioned just once.

**Table 4-9.** Intercity requests

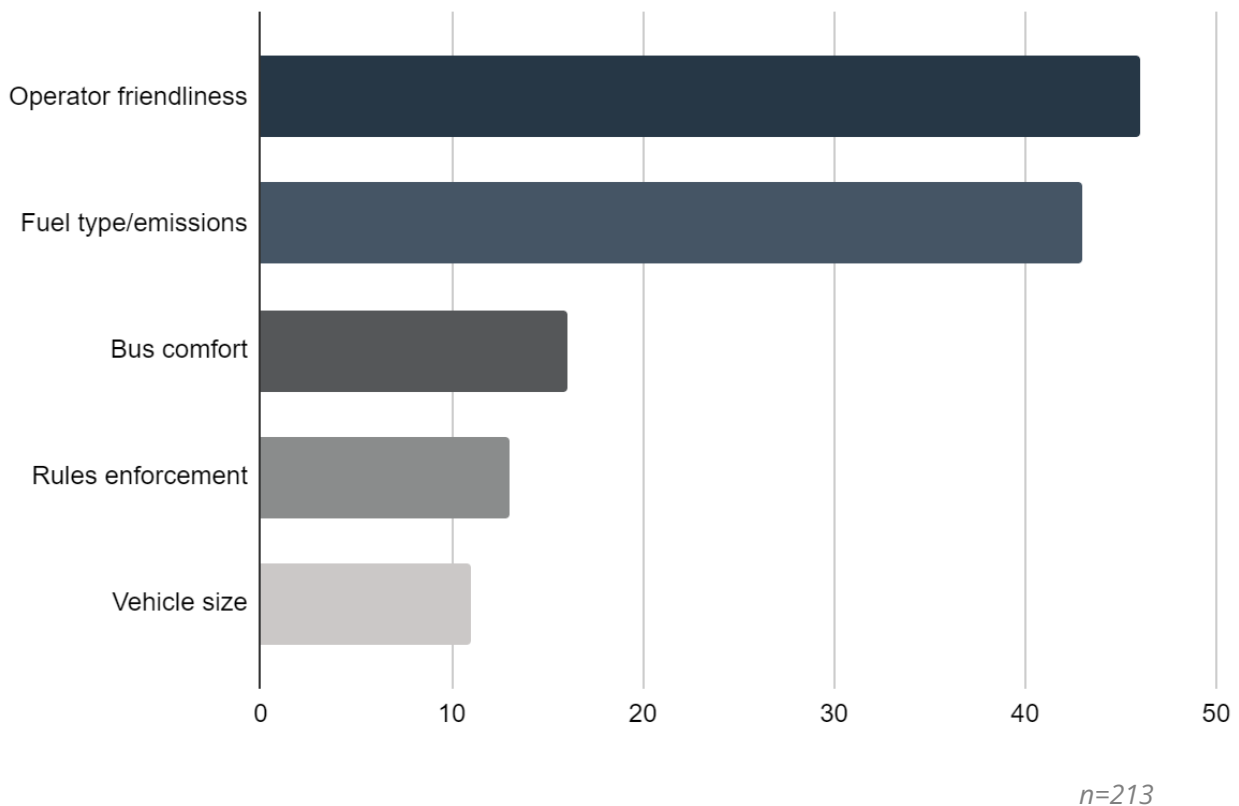


*n=216*

## 4.6 Local and regional operations (213 comments)

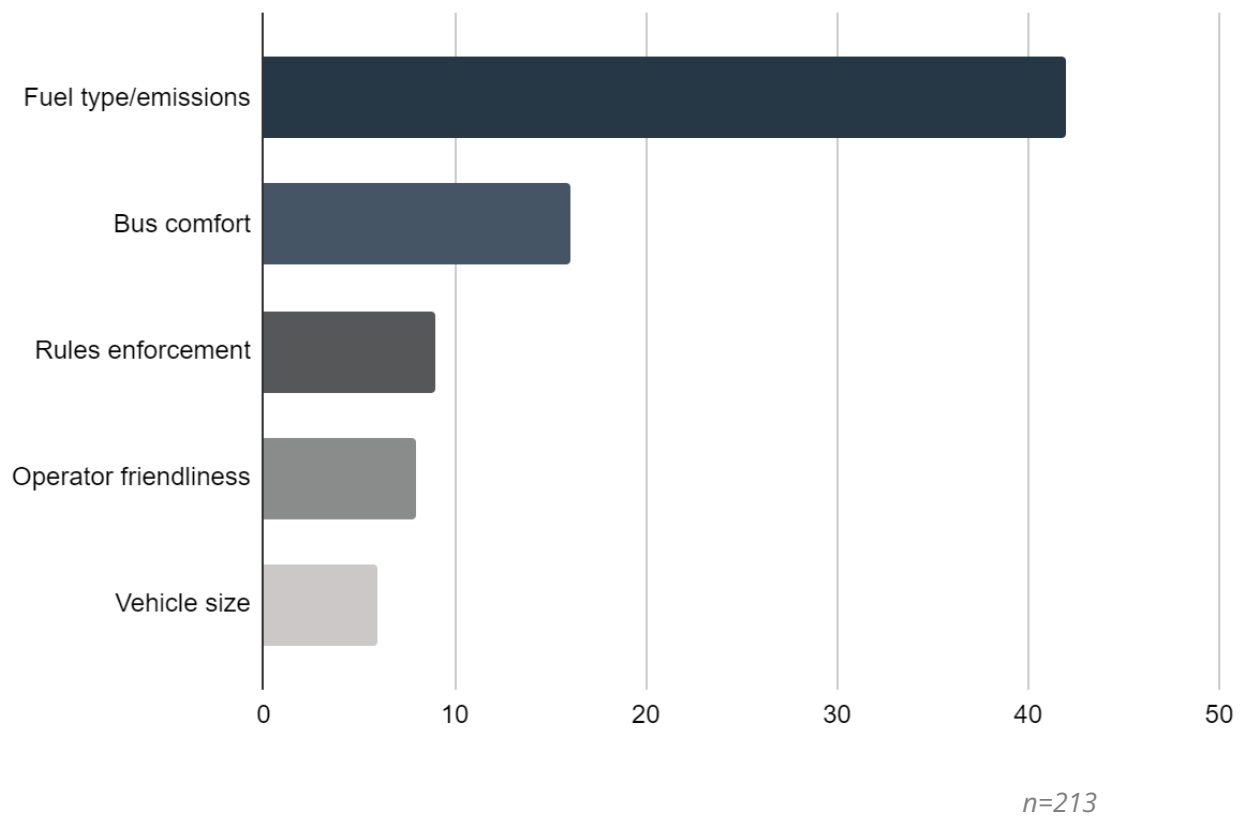
This category is focused on the day-to-day operations of the local and regional services. Comments related to operator friendliness were for the most part expressed either as a priority in a person's transit experience or as something to be improved. Vehicle size refers to the idea of right-sizing vehicles to the areas and distances they serve. Comments for both larger and smaller vehicles were received. A comfortable ride was mentioned equally for both local and regional buses. Vehicle fuel type/emissions was mentioned as a priority for the future of Cherriots fleet. Comments related to the enforcement of rules for both riders and operators, such as stowing strollers appropriately and meeting timepoints, were also received in this category.

**Table 4-10.** Local operational comments





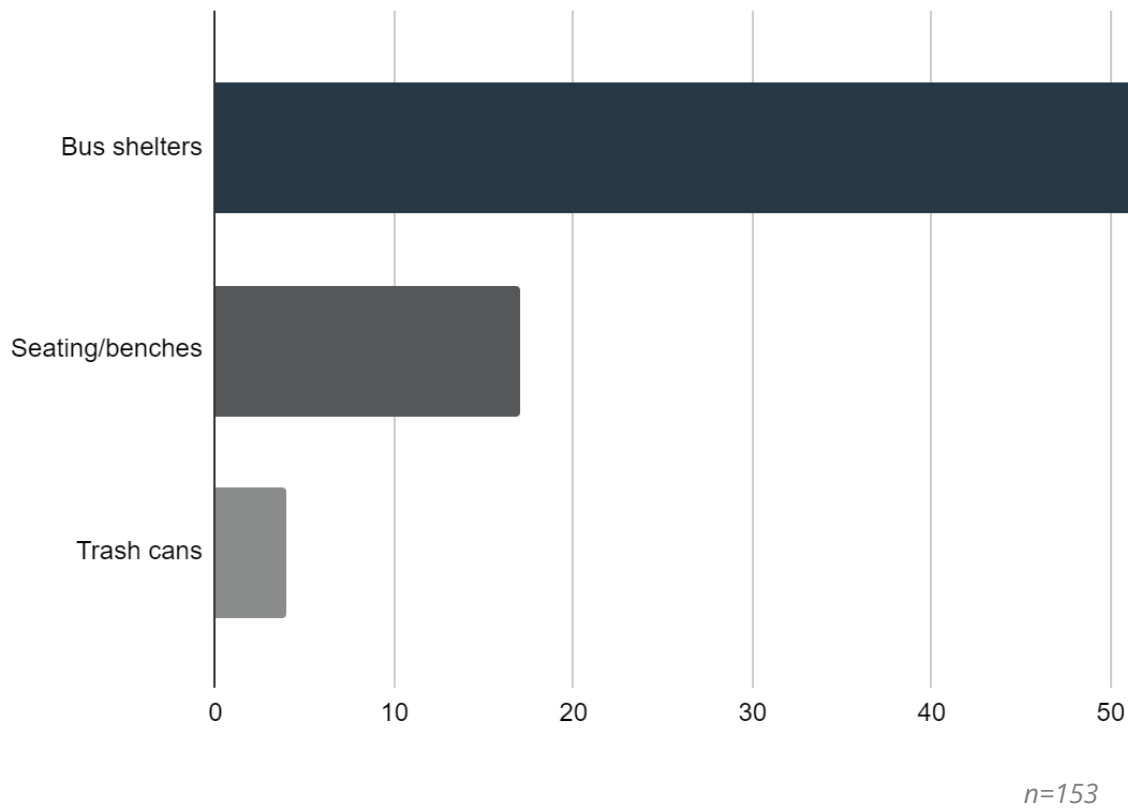
**Table 4-11.** Regional operational comments



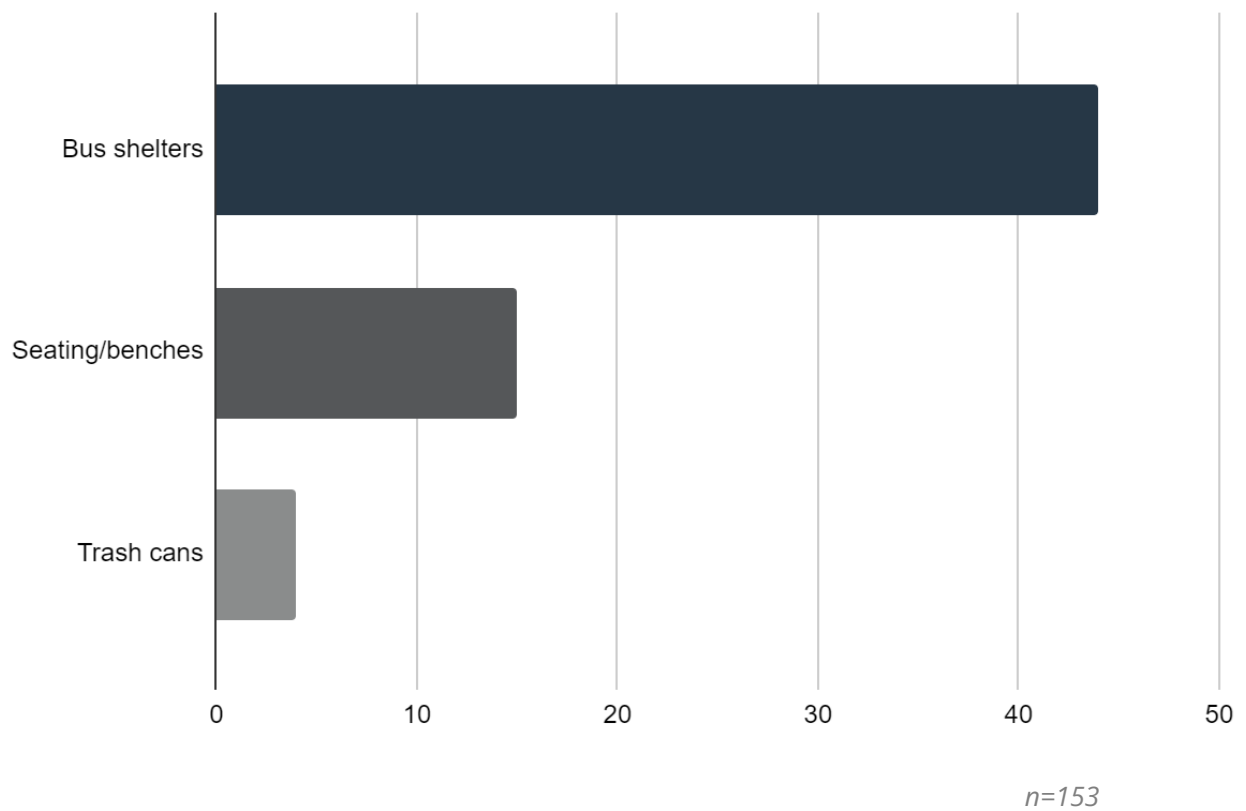
## 4.7 Bus stop amenities (153 comments)

This category mostly includes comments related to bus shelters, seating, and trash cans at both local and regional bus stops. Most comments did not include specific locations for these amenities, but rather advocated for more amenities in general or system wide. A few comments were received referring in general to ADA accessibility (5) and lighting (6).

**Table 4-12.** Local system bus stop amenities



**Table 4-13.** Regional system bus stop amenities

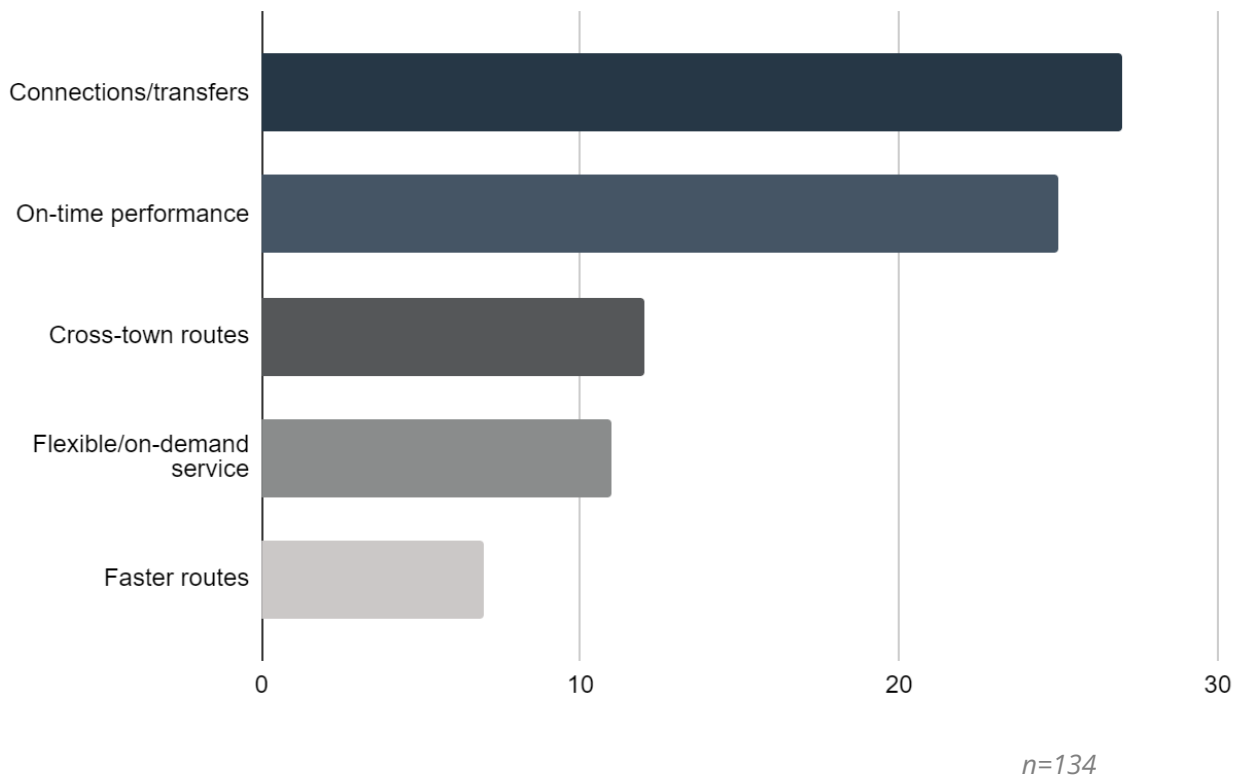


## 4.8 Service planning and scheduling (134 comments)

This category is for other service planning and scheduling related comments. For the local system, commenters felt that transfers (27) were the most important aspect of service planning to be addressed. These comments included requests for improving connections between parts of town and either improving timed transfers or reducing transfers in general. Maintaining the on-time performance of routes was a close second priority (25) for the local system.

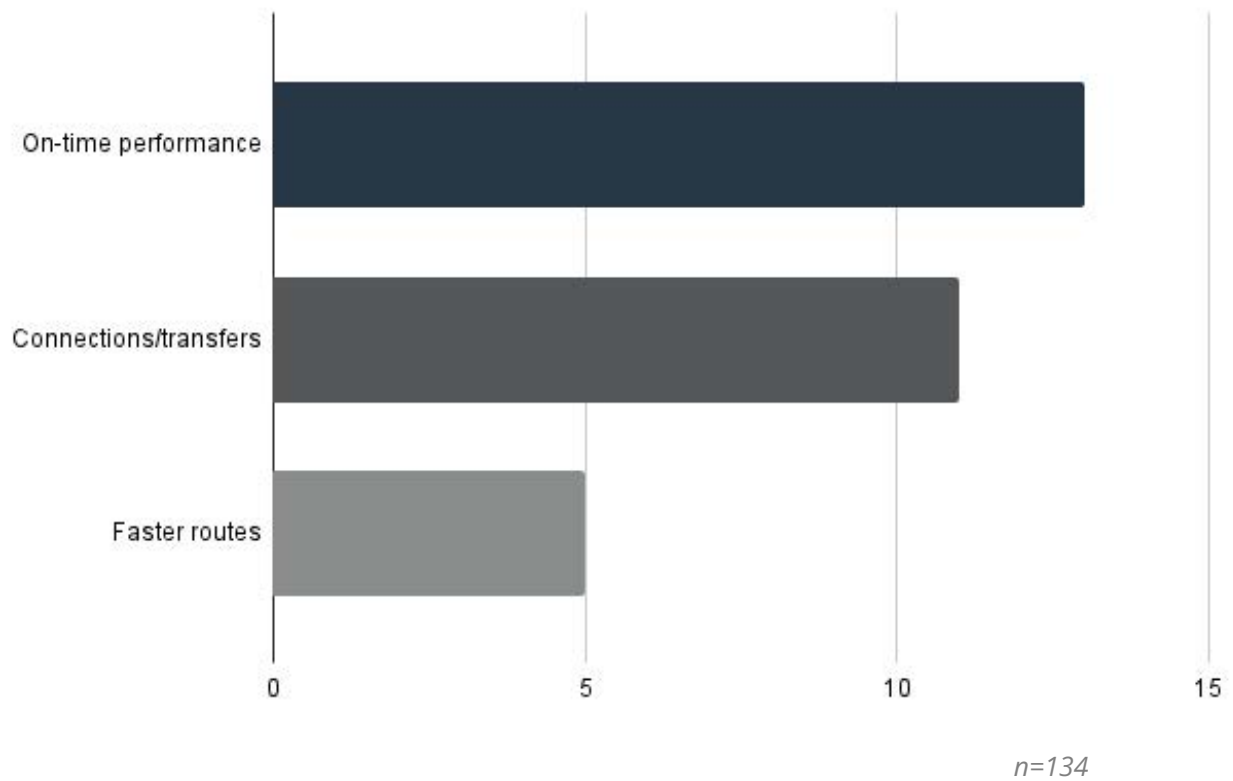
Fewer comments were received regarding the regional system. However, the top two priorities were also improved transfers (11) and on-time performance (13). Other comments requested such things as more cross-town routes (12 local), faster service (7 local, 5 regional, 9 in general), and a flexible/on-demand service in the local system (11).

**Table 4-14.** Service planning and scheduling priorities for the local system





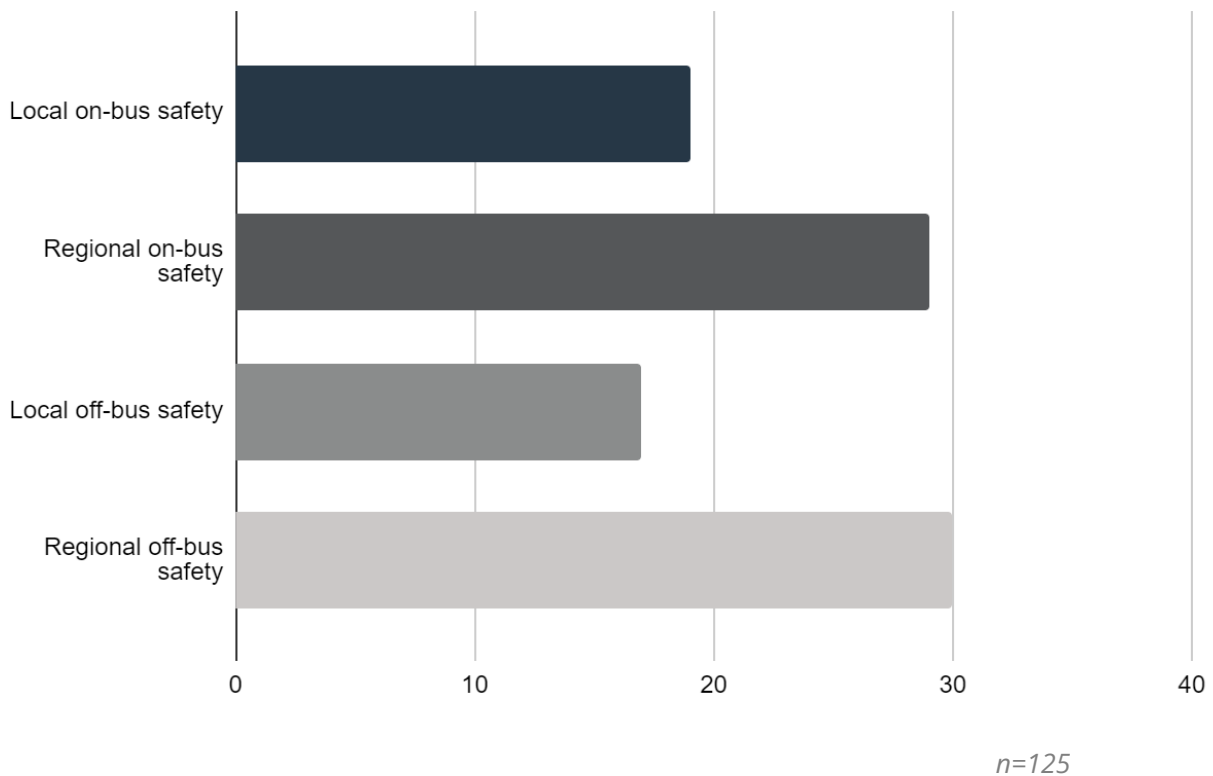
**Table 4-15.** Service planning and scheduling priorities for the regional system



## 4.9 Safety/security, and cleanliness (125 comments)

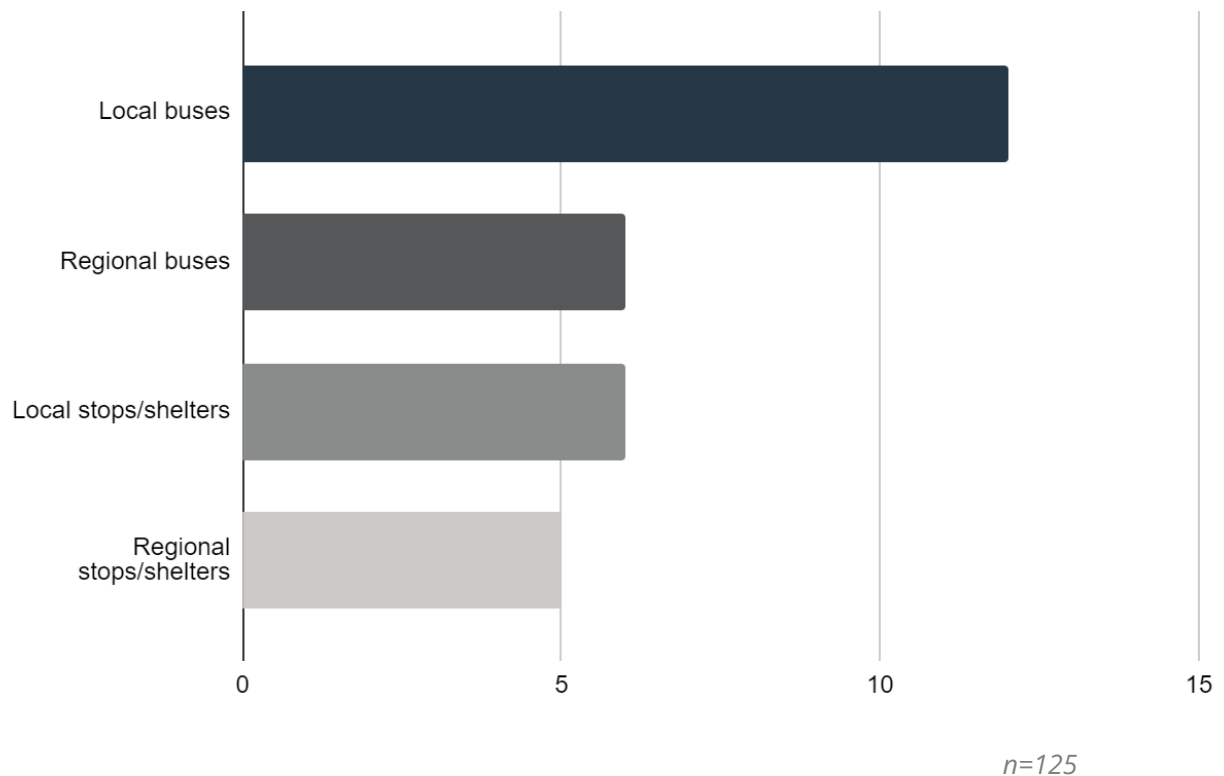
Feeling safe and a clean environment are important factors in the rider experience. Comments regarding safety included having a security presence nearby both on and off the bus as well as making sure operators are practicing safe and courteous driving skills. More comments expressed improved safety on and off the buses as a priority for the regional system than for the local system. All safety/security comments have been forwarded to the appropriate staff.

**Table 4-16.** Local and regional system safety



Twenty nine comments identified cleanliness either as a priority or as something to be improved. These comments were broken down by those referring to stops/shelters and those referring to buses for the local and regional services.

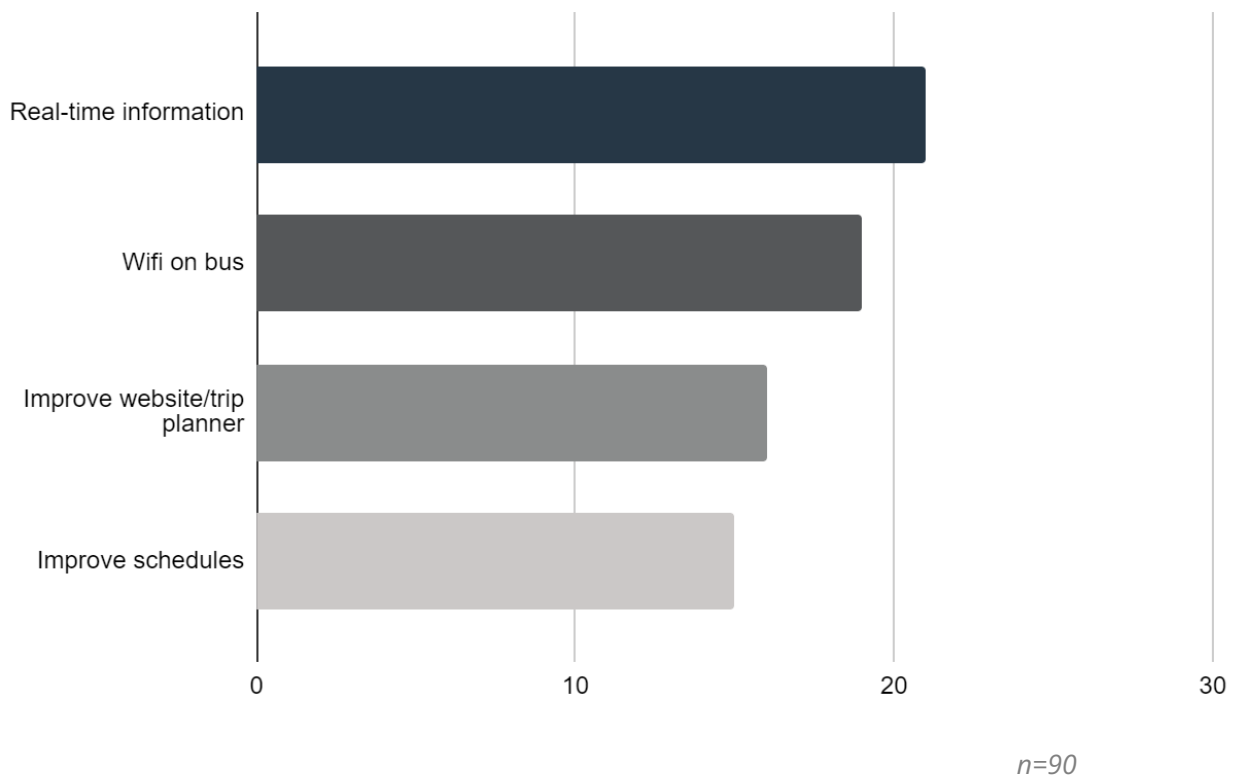
**Table 4-17.** Cleanliness for the local and regional systems



## 4.10 Rider information and technology (90 comments)

The majority of requests related to rider information and technology were for real-time bus information (21) and wifi on the buses (19). Both of these types of technology are currently in the deployment process. Other comments referenced improving access to or readability of schedule information (15) as well as the Cherriots.org website and trip planner (16).

**Table 4-18.** Rider information and technology





## 5. Unmet transit needs

After evaluating performance, demographics, travel patterns, and input from riders, the community, and employees, staff have determined the current unmet transit needs in Marion and Polk counties.

### 5.1 Span of service

Since the onset of the COVID-19 pandemic weekday service has most often ended no later than 9 p.m., so it's understandable that a large number of comments requesting later evening weekday service were received. Reinstating the pre-pandemic weekday span of service, ending at 11 p.m., will have a positive effect on this expressed need.

However, an equally large number of comments requested later evening service on Saturdays and Sundays for local service. Additionally, most of the span of service requests for regional service were for later evening weekday and Saturday hours. Something else that staff learned from the rider survey conducted in the fall of 2021 is that many current Cherriots riders work part-time jobs, which are more likely to be during non-traditional shift hours.



Earlier hours of service for local and regional, weekday and weekends, was only requested about one-third as much as later evening service.

**Recommendation:** Reinstate the pre-pandemic weekday span of service as soon as possible by bolstering recruiting efforts for additional operators and implement new later evening service for Cherriots Local on Saturdays and Sundays. For Cherriots Regional service, extend the span of service later into the evening on weekdays and Saturdays. Re-evaluate later evening weekday service and earlier hours of service with the next needs assessment (2024).

## 5.2 Route frequency

Today Cherriots Local weekday routes fall under three categories of frequency: Frequent Service - buses run every 15 minutes during most of the day; Standard Service - buses run every 30 minutes during most of the day; and Basic Service - buses run every 60 minutes throughout the day. Local routes that operate on Saturdays are only offered at the Standard or Basic frequency levels. Local routes that operate on Sundays are only offered at the Basic frequency level. The majority of comments requesting increased frequency for Local routes specifically mentioned routes that normally operate at the Standard and Basic frequency levels during the week and on weekends.

Cherriots Regional does not currently operate on a frequency scale. Rather, each route provides a particular number of trips each day on weekdays and Saturdays. The number of trips ranges anywhere from two round trips to 15.5 round trips per day depending on the route and service day. Most comments requested more trips on Routes 30X and 40X during the week and on Saturdays.

**Recommendation:** When resources are available, increase frequency on all local routes that currently operate at the Basic level to the Standard level seven days a week and increase the number of regional trips during the week and on Saturdays.

## 5.3 Expanded coverage in Salem

Despite the COVID-19 pandemic south, southeast, and northeast Salem have seen massive amounts of growth in both employment centers and housing over the last two years. Survey responses corroborate this information with the majority of requests for new service being for these same areas. Staff have already been collaborating with the City of Salem and developers on building bus stops to support

new bus service in these areas of the city, however, this burden will largely fall on Cherriots.

**Recommendation:** With upcoming Statewide Transportation Improvement Fund applications, focus on expanding coverage into new areas of south, southeast, and northeast Salem where more housing and employment centers are being developed.

### **5.3.1 Macleay Rd SE**

Several housing developments have recently been constructed, with more on the way, in the vicinity of Macleay Rd SE. This area has come up in various past outreach efforts as well.

**Recommendation:** When resources are available, extend Route 4 farther east via Macleay Rd SE to Gaffin Rd, turning around on Cordon Rd SE and back onto Macleay Rd SE.

### **5.3.2 East Park Estates**

East Park Estates is currently being developed with single and multiple family housing. Additionally, there is one parcel that remains zoned for commercial use. A new north/south connection is being created with the extension of Greencrest St NE between Auburn Rd NE and State St. The intersection of Auburn Rd NE and Cordon Rd NE will be signalized as well as the intersection of Greencrest St NE and State St.

**Recommendation:** When resources are available, extend Route 7 north on Hawthorne Ave SE and east on State St. Then north on Lancaster Dr, east on Auburn Rd NE, and then south on Greencrest St NE back to State St. Operating service in both directions on Greencrest will also be considered in the future.

### **5.3.3 East/west connection in south/southeast Salem**

Today riders who live in south or southeast Salem who need to travel to the Lancaster Dr area must first travel to the Downtown Transit Center. This trip takes approximately one to one and a half hours to complete depending on their destination. Creating an east/west connection that can get riders to frequent service in the south Lancaster area without having to go downtown is critical.

**Recommendation:** When resources are available, implement a new route traveling between Route 21 on south Commercial and Route 11 on south Lancaster via Kuebler Blvd, Mill Creek Dr SE, Truax Dr SE, and Aumsville Hwy. This route would also serve the new Costco on 27th Ave SE.

### **5.3.4 Northstar subdivision**

The Northstar subdivision is located east of north Lancaster/Portland Rd and west of Cordon Rd NE between Kale St and Hazelgreen Rd. Staff have already been in conversation with the developer regarding bus stop infrastructure.

**Recommendation:** When resources are available, extend Route 12 farther east on Kale St, using new local streets within the subdivision to turn the bus around.

## **5.4 Weekend service**

Cherriots currently operates weekend service at a fraction of what weekday service is. Both the number of routes and the frequency at which they operate have been identified as unmet needs through this needs assessment process.

**Recommendation:** Operate all local and regional routes on Saturdays and include the previously recommended later evening span of service. Increase local route frequency to the Standard level and increase the number of trips for regional routes. Expand Sunday service to mirror Saturday service, including the addition of regional routes.

## **5.5 Updated fare policy**

The current fare structure is over complicated and viewed as a barrier by some, with different prices for local than for regional, different pass types for different services, and some passes that are valid for certain services, but not for others. Comments received regarding fares make it obvious that a more affordable, easier to understand fare policy is needed. Additionally, including electronic, or contactless, fare payment options in the fare policy is critical.

**Recommendation:** Complete the biennial Fares Analysis and propose a more affordable, simplified fare schedule. Implement a new contactless fare collection system for all Cherriots Local, Cherriots Regional, and paratransit services and include provision for associated new fare media and fare payment structures, including fare capping, within the fare policy.

## 5.6 Additional cities

A few cities were mentioned most often as possible places for expanded bus service.

### 5.6.1 Portland

Many comments mentioned Portland as a place people want Cherriots to connect to. There is currently bus and rail service between Salem and Portland, but it is operated by POINT, Flixbus, and Amtrak, not Cherriots, and tickets are often \$8 to \$15 each way.

The need for service between Salem and Portland was established in the 2013 Long-Range Regional Plan.

**Recommendation:** In the short term, promote the connections that Route 1X and the future Route 80X make with TriMet's WES service in Wilsonville. On the Cherriots website and regional system maps, POINT and Amtrak are already promoted, but the Flixbus services should be added.

In the long term, explore extending Route 1X into Tualatin to provide service between Salem and Portland, possibly by partnering with TriMet or South Metro Area Regional Transit (SMART). Consider applying for intercity funds through the Statewide Transportation Improvement Fund or through another grant program.

### 5.6.2 Albany

Also mentioned was Albany as a place Cherriots should consider serving. As with Portland, there is currently bus and rail service between Salem and Albany, but it is not operated by Cherriots and tickets can be expensive.

Cherriots recently participated in a joint project with the City of Albany and the Cascades West Council of Governments to study the feasibility of implementing a route between Salem and Albany via Interstate 5. The concept was well received and the project provided a roadmap of what would be needed to make it a reality.

**Recommendation:** Pursue a jointly funded and operated pilot project for a Cherriots/City of Albany route between Salem and Albany, with a portion of the trips also serving Jefferson and Millersburg.

### 5.6.3 Eugene

Eugene was mentioned almost as often as Albany was as a place Cherriots should serve. A direct connection to Eugene from Salem has not been previously explored. However, in December of 2020, the University of Oregon prepared a Transit Feasibility Report on behalf of the Cascades West Council of Governments (CWCOG) exploring Highway 99W between Junction City and McMinnville as a possible transit corridor. The result was a joint pilot project between the CWCOG and Yamhill County for a route that would travel along Highway 99W from McMinnville to Junction City where a connection to Eugene could be made. That project is currently waiting for the buses that they ordered to be delivered, which may not be available until fall, 2023.

**Recommendation:** In the short term, consider how connections with the McMinnville to Junction city pilot route could be made in Monmouth using Cherriots Regional Routes 40X and 45 and the new MI Town Trolley in Independence and Monmouth.

In the long term, seek funding for a feasibility study of a direct connection between Salem and Eugene via Interstate 5, possibly serving other communities along the way.

## 5.7 More shelters at bus stops

The most requested bus stop amenity was bus shelters. Cherriots current standards for placing shelters at bus stops include any bus stop with 20 or more boardings per day in Salem and Keizer, and five boardings per day for regional express stops. Additionally, bus stops with a high number of transfers, as well as stops that are near facilities such as schools, medical centers, or senior centers may also receive shelters as an amenity.

Cherriots is currently in the middle of a bus stop improvement project for all bus stops within Salem and Keizer, and is preparing to begin a similar project for regional express bus stops. These projects focus not only on the Americans with Disabilities Act (ADA) requirements for bus stops, but also bus stop amenities such as shelters.

**Recommendation:** Procure and implement a new bus stops and amenities management tool that will help towards monitoring and managing assets according to Cherriots standards. Update the standard for shelter installation to include such things as bus stops in areas with higher Title VI populations and along the Core Network.



## 5.8 Cross-town routes

Although cross-town routes did not receive as many mentions in the service planning and scheduling category as did improving connections/transfers, it would be one strategy Cherriots could employ to address this. It would also create some of the “faster” service commenters requested.

### 5.8.1 West Salem to Lancaster

There are currently five routes that travel from the Downtown Transit Center (DTC) to Lancaster Drive, each one taking a different path. There are only two routes that travel to West Salem from DTC, each requiring a transfer to get to any other part of town.

**Recommendation:** Explore extending one of the routes that currently travels to Lancaster Drive into West Salem, possibly by-passing DTC.

### 5.8.2 South Salem to south Lancaster

There is currently no direct connection between south Salem and Lancaster Drive.

**Recommendation:** See 5.3.3 *East/west connection in south/southeast Salem*



## 6. Next Steps

Every two years Cherriots staff follow the biennial service planning process, from initial revenue forecast through implementation of new service. Grant funding plays a large role in initial revenue forecasting, specifically the Statewide Transportation Improvement Fund (STIF). Therefore, the biennial service planning process generally follows the STIF biennial calendar, with major planning processes (including the needs assessment) in even-numbered years and implementation in odd-numbered years.

### 6.1 Plan development (Summer 2022)

Now that the needs assessment phase of the process is complete, staff will begin developing a range of potential alternatives to address unmet needs given available funding. Those alternatives will be distilled into an initial draft proposal and staff will perform a Title VI equity analysis to ensure the proposal is equitable, making any necessary adjustments should any inequities be found. From there, staff will develop the final draft proposal for the public.

## **6.2 Public engagement (late summer 2022)**

Once the draft proposal is developed, staff will bring it to the public in late summer 2022. There will be extensive outreach during this period to ensure the voices of riders and the larger community are heard.

## **6.3 Finalization (fall 2022)**

The draft proposal will be modified in fall 2022 based on input received during the public engagement period. The equity analysis will be updated and, should any inequities be found, adjustments will be made accordingly.

## **6.4 STIF Advisory Committee presentation (September 2022)**

The final service plan will be presented to the STIF Advisory Committee which will form a recommendation to Cherriots Board of Directors.

## **6.5 Board review and action (October 2022)**

The Cherriots Board of Directors will receive the final STIF Advisory Committee recommendation on the final service plan proposal, as well as the equity analysis and take action at the October Board Meeting, which is open to the public.

## **6.6 STIF application process (November 2022 - January 2023)**

Once the board has approved the final service plan proposal and equity analysis, staff will incorporate the plan into the STIF application and submit it to ODOT. All STIF applications will be reviewed by the STIF Advisory Committee who will make the final recommendations for funding. Funding for awarded applications will be available July 1, 2023.

## **6.7 Implementation (September 2023)**

Internal and external materials will be prepared for the September Service Change in 2023. New service will go into effect on Tuesday, September 3, 2023.

# Attachment A. 2021 Rider Survey

## English



### **Bus Passenger Survey 2021**

*Dear Rider: Cherriots thanks you for riding. In order to plan for improved ways to serve you, we need your help. Please take a moment to fill out this survey – Thank you for your time!*

**1. Please provide either your home address or the city and cross streets nearest your home?**

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**2. What bus route are you riding now? (Please check one and indicate the route number where available)**

1 ☐ Cherriots Local 2 ☐ Regional Route; Please select Route# \_\_\_\_\_

**3. Where did you begin this bus trip?** 1 ☐ Home 2 ☐ Workplace 3 ☐ Retail store 4 ☐ School/college where I'm a student 5 ☐ Other \_\_\_\_\_

**4. Please provide either the address or city and nearest cross streets for the location you listed in question #3**

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**5. How did you get to the bus stop to board this bus?** 1 ☐ Walked 2 ☐ Carpooled/Vanpooled 3 ☐ Rode a bicycle\* (\*Did you place your bike on the bus? 4 ☐ Yes 5 ☐ No) 6 ☐ Used a wheelchair or other mobility device

7 ☐ Got dropped off 8 ☐ Drove to Park and Ride 9 ☐ Used a Taxi /Uber/ Lyft 10 ☐ Other \_\_\_\_\_

**6. Please list, in order, all of the buses you already rode or will ride to complete this trip:**

1st bus (Route # or name): \_\_\_\_\_

2nd bus (Route # or name): \_\_\_\_\_

3rd bus (Route # or name): \_\_\_\_\_

	Cash (One-Ride)	Day Pass	Local 30-Day Pass	Regional Month Pass	Annual Pass	Universal Month Pass	Group Pass
<b>Cherriots Local Full Fare</b>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	N/A	4 <input type="checkbox"/>	5 <input type="checkbox"/>	2
<b>Cherriots Local Reduced Fare</b>	7 <input type="checkbox"/>	8 <input type="checkbox"/>	9 <input type="checkbox"/>	N/A	10 <input type="checkbox"/>	11 <input type="checkbox"/>	1
<b>Cherriots local Youth Fare</b>	13 <input type="checkbox"/>	14 <input type="checkbox"/>	15 <input type="checkbox"/>	N/A	16 <input type="checkbox"/>	17 <input type="checkbox"/>	0
<b>Cherriots Regional Full Fare</b>	19 <input type="checkbox"/>	20 <input type="checkbox"/>	N/A	21 <input type="checkbox"/>	22 <input type="checkbox"/>	23 <input type="checkbox"/>	0

<b>Cherriots Regional Reduced Fare</b>	25□	26□	N/A	27□	28□	29□	0
<b>Cherriots Regional Youth Fare</b>	31□	32□	N/A	33□	34□	35□	0
<b>Cherriots Regional Route 1X Full Fare</b>	37□	N/A	N/A	N/A	N/A	38□	N/A
<b>Cherriots Regional Route 1X Reduced/Youth Fare</b>	39□	N/A	N/A	N/A	N/A	40□	N/A
<b>Group Fare</b>	N/A	N/A	N/A	N/A	N/A	N/A	41□

**10. After getting off your LAST bus on this trip, how will you get to your final destination?**

1□Walked

2□Carpooled/Vanpooled 3□Ride a bicycle 4□Used a wheelchair or other mobility device 5□Get picked up in a car 6□Drive 7□Use a Taxi /Uber/ Lyft 8□Other\_\_\_\_\_

**11. What is the purpose of your transit trip today?** 1□Go home 2□Go to work 3□Student going to college;\* (Which one? 4□Chemeketa CC 5□WOU 6□Willamette U. 7□Other\_\_\_\_\_ ) 8□Student going to school (K-12) (Which one?\_\_\_\_\_) 9□Medical/dental appointment 10□Shopping/errands 11□Entertainment/recreation 12□Social activities 13□Other  
\_\_\_\_\_

**12. Do you have a valid driver's license?** 1□Yes 2□No

**13. Do you have a vehicle you could have used to make this trip either as the driver or as a passenger?**

1□Yes 2□No

**14. How often do you ride the bus?** 1□Less than once/week 2□1-3 days/week 3□4-5 days/week 4□6-7 days/week

*The following questions are voluntary, but will help us meet the needs of future riders:*

**15. What is your race/ ethnicity? (mark all that apply)** 1□African-American/ Black 2□Indigenous Peoples of the Americas / Alaska Native 3□Native Hawaiian/ Pacific Islander 4□Asian 5□Hispanic/ Latino 6□Caucasian/ White 7□Prefer not to say

**16. What is your gender?** 1□Female 2□Male 3□Non-binary 4□Prefer not to say

**17. What is your Age?** 1□under 17 2□18 to 24 3□25 to 34 4□35 to 44 5□45 to 54 6□55 to 64 7□65 or older 8□Prefer not to say

**18. How many people live in your household, including yourself?** □1 □2 □3 □4 □5 □6 □7 □8 or more

**19. Current employment status:** 1□Employed Full Time 2□Employed Part Time 3□Not currently employed - Not seeking employment 4□Not currently employed - Seeking employment 5□Student 6□Homemaker/ Caregiver 7□Retired

**20. Are you a student? (check one)** 1☐Yes, full-time college 2☐Yes, part-time college 3☐Yes, high school 4☐Yes, middle school 5☐Yes, Elementary school 6☐No.

**21. If you are a college student, which college?** 1☐Chemeketa CC 2☐Willamette U. 3☐WOU 4☐Other \_\_\_\_\_

**22. Language primarily spoken in home?** 1☐English 2☐Español 3☐Русский 4☐Other \_\_\_\_\_

**23. How well do you speak English?** 1☐Very well 2☐Well 3☐Not well 4☐Not at all

**24. What was the annual gross income for your household before taxes in 2020? This is the combined income of everyone in your household, whatever the source. (check one):** 1☐Less than \$25,000

2☐\$25,000 to \$34,999 3☐\$35,000 to \$44,999 4☐\$45,000 to \$54,999 5☐\$55,000 to \$74,999 6☐\$75,000 to \$99,999 7☐\$100,000 or above 8☐Don't know 9☐Prefer not to say

**25. If you could name one thing to make Cherriots service better, what would it be?**

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*Thank you for participating in the survey!*







### **Encuesta a los pasajeros de autobuses 2021**

**Estimados Pasajeros: Cherriots les da las gracias por usar el autobús. Con el fin de planificar formas mejores de servirle necesitamos su ayuda. Por favor tome un momento para completar esta encuesta. ¡Gracias por su tiempo!**

**1. Proporcione la dirección de su casa o la ciudad y cruce las calles más cercanas a su hogar:**

\_\_\_\_\_

**2. ¿Qué ruta de autobús está utilizando actualmente? (Marque uno e indique el número de ruta también)**

1 ☐ Cherriots Local 2 ☐ Ruta regional; Por favor diga el número de ruta \_\_\_\_\_

**3. ¿Dónde comenzaste este viaje en autobús?** 1 ☐ Casa 2 ☐ Trabajo 3 ☐ Tienda al por menor 4 ☐ Escuela / universidad donde soy estudiante 5 ☐ Otro \_\_\_\_\_

**4. Proporcione la dirección o la ciudad y las calles transversales más cercanas a la ubicación que indicó en cuestión**

**#3** \_\_\_\_\_

—

**5. ¿Cómo llegaste a la parada del bus para abordar este bus?** 1 ☐ Caminando 2 ☐ Compartido / Vanpooled 3 ☐ Montó en bicicleta \* (\* ¿Pusiste tu bicicleta en el autobús? 4 ☐ Si 5 ☐ No) 6 ☐ Usó una silla de ruedas u otro dispositivo de movilidad. 7 ☐ me dejaron 8 ☐ Manejé hasta estacionar y montar 9 ☐ Usó un taxi / Uber / Lyft 10 ☐ Otro \_\_\_\_\_

**6. Enumere, en orden, todos los autobuses que ya tomó o viajará para completar este viaje:**

1er autobús (Ruta # o nombre): \_\_\_\_\_

2do autobús (Ruta # o nombre): \_\_\_\_\_

3er autobús (Ruta # o nombre): \_\_\_\_\_

**7. ¿Adónde vas?** 1 ☐ Casa 2 ☐ Trabajo 3 ☐ Tienda al por menor 4 ☐ Escuela / universidad donde soy estudiante 5 ☐ Otro \_\_\_\_\_

**8. Proporcione la dirección o la ciudad y las calles transversales más cercanas a la ubicación que indicó en cuestión #**

**7** \_\_\_\_\_

**9. ¿Cómo pagó su tarifa para este viaje (marque uno)?**

	Efectivo (Un viaje)	Pase diari o	Local Pase de 30 días	Pase de mes regional	Anual Pase	Pase mensual universal	Pase de grupo
Cherriots tarifa completa local	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	N/A	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>
Cherriots tarifa reducida local	7 <input type="checkbox"/>	8 <input type="checkbox"/>	9 <input type="checkbox"/>	N/A	10 <input type="checkbox"/>	11 <input type="checkbox"/>	12 <input type="checkbox"/>

Cherriots tarifa juvenil local	13□	14□	15□	N/A	16□	17□	18□
Cherriots tarifa completa regional	19□	20□	N/A	21□	22□	23□	24□
Cherriots tarifa regional reducida	25□	26□	N/A	27□	28□	29□	30□
Cherriots tarifa juvenil regional	31□	32□	N/A	33□	34□	35□	36□
Cherriots ruta regional 1X tarifa completa	37□	N/A	N/A	N/A	N/A	38□	N/A
Cherriots ruta regional 1X Tarifa reducida / para jóvenes	39□	N/A	N/A	N/A	N/A	40□	N/A
Tarifa de grupo	N/A	N/A	N/A	N/A	N/A	N/A	41□

**10. Después de bajarse de su ÚLTIMO autobús en este viaje, ¿cómo llegará a su destino final?**

1□ Caminando 2□ Compartido / Vanpooled 3□ Montó en bicicleta 4□ Usó una silla de ruedas u otro dispositivo de movilidad 5□ ser recogido en un coche 6□conducir 7□ Usó un taxi / Uber / Lyft 8□Otro \_\_\_\_\_

**11. ¿Cuál es el propósito de su viaje de tránsito hoy?** 1□ Vete a casa 2□ Ir al trabajo 3□ Estudiante que va a la universidad;\* \*( ¿Cuál?4□Chemeketa CC 5□WOU 6□Willamette U. 7□ Otro \_\_\_\_\_ )

8□ Estudiante que va a la escuela (K-12) (¿Cuál?\_\_\_\_\_) 9□Cita médica / dental 10□ Compras / recados 11□Entretenimiento/recreación 12□ Actividades sociales 13□ Otro \_\_\_\_\_

**12. ¿Tiene una licencia de conducir válida?**1□Si 2□No

**13. ¿Tiene un vehículo que podría haber utilizado para realizar este viaje como conductor o como pasajero?** 1□Si 2□No

**14. ¿Con qué frecuencia usted monta el autobús?**1□ Menos de una vez a la semana 2□1-3 días / semana 3□4-5 días / semana 4□6-7 días / semana

**Las siguientes preguntas son voluntarias, pero nos ayudaran a satisfacer las necesidades de los pasajero:**

**15.Cuál es su raza/Origen étnico? (Marque todo lo que aplica)** 1□ Afroamericano o Negro 2□ Indio Americano o Nativo de Alaska 3□ Hawaiano Nativo o de las Islas del Pacífico 4□Asiatico 5□Hispanic/ Latino 6□ Blanco o Caucásico 7□ Prefiere no decir

**16. ¿Cuál es su género?** 1□ Mujer 2□ Hombre 3□No-binario 4□ Prefiere no decir

**17. ¿Qué edad tiene?** 1□ menores de 17 2□18 to 24 3□25 to 34 4□35 to 44 5□45 to 54 6□55 to 64 7□65 años o más 8□ Prefiere no decir

**18. ¿Cuánta gente, usted incluido, vive en su hogar?** □1 □2 □3 □4 □5 □6 □7 □8 mas

**19. Situación laboral actual:** 1□Empleado tiempo completo 2□Tiempo parcial 3□Actualmente no trabaja – No busca empleo 4□Actualmente no trabaja – Está buscando empleo 5□Estudiante 6□Ama de casa / Cuidador 7□Retirado

**20. ¿Eres estudiante? (marque uno)** 1 ☐ Si, universidad tiempo completo 2 ☐ Si, universidad tiempo parcial 3 ☐ Si, escuela preparatoria 4 ☐ Si, escuela secundaria 5 ☐ Si, escuela primaria 6 ☐ No

**21. ¿Si eres estudiante a qué Universidad vas?** 1 ☐ Chemeketa CC 2 ☐ Willamette U. 3 ☐ WOU 4 ☐ Otro \_\_\_\_\_

**22. ¿El lenguaje que hablan en casa?** 1 ☐ Inglés 2 ☐ Español 3 ☐ Русский 4 ☐ Otro \_\_\_\_\_

**23. ¿Qué tan bien hablas inglés?** 1 ☐ Muy bien 2 ☐ Bien 3 ☐ No tan bien 4 ☐ No hablo Inglés

**24. ¿Cuál fue el ingreso bruto familiar anual antes de los impuestos en 2020? Este es el ingreso combinado de cada persona que vive en su hogar, independientemente del origen. (marque uno)** 1 ☐ Less than \$25,000 2 ☐ \$25,000 to \$34,999 3 ☐ \$35,000 to \$44,999 4 ☐ \$45,000 to \$54,999 5 ☐ \$55,000 to \$74,999 6 ☐ \$75,000 to \$99,999 7 ☐ \$100,000 or above 8 ☐ No sabe 9 ☐ Prefiere no decir

**25. Si pudiera nombrar una cosa para que Cherriots servicio mejore, ¿cuál sería?**

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*Thank you for participating in the survey!*



# Attachment B. Long Range Transit Plan Survey

## English

## Cherriots Long Range Transit Plan Survey Questions

The Long Range Transit Plan is our chance to create the goals, policies and strategies for meeting the community's transit needs over the next 20 years. We can set a vision together now and this plan will guide us as we adapt and grow. Learn more about the Plan and tell us what's important for us to consider for the future of transit in Marion and Polk Counties.

If you are among the first 50 people to submit this survey and provide your contact information, we will send you a Fred Meyer gift card to say thank you.

### Overview and Goals

A strong public transit system is the backbone of environmentally friendly and economically thriving communities. The objective of the project is to create a 20-year Long Range Transit Plan for the Cherriots network. This will be our first Long Range Transit Plan, so it's important to reflect the region's needs today and into the future.

The Salem-Keizer region is growing and we must coordinate transit with land use and other transportation changes to create a complete plan for the future. We'll consider other planning efforts such as the City of Salem's Climate Action Plan, so we are as resilient as possible for a changing future.

### Who is Cherriots?

Cherriots is the name used for all transit, paratransit and transportation options services that Salem Area Mass Transit District (SAMTD) operates in Polk and Marion counties.

### This Long Range Transit Plan will serve the community

The plan will:

- Be based on community needs, ideas, and continuous feedback
- Guide sustainable and innovative funding sources to support service improvements and expansion (new routes, additional service hours, fleet additions, new service types, etc.)

- Allow Cherriots to report on progress and work toward addressing community concerns expressed
- Result in better transit service in the Cherriots service area, making it easier and more convenient to get around.
- Be guided by Cherriots vision, mission, and values

## **Transit Today**

Cherriots is the name used for all transit and paratransit service that SAMTD operates in Polk and Marion counties. Cherriots operates a transit system centered on downtown Salem, providing local bus and paratransit service 7 days per week in Salem and Keizer, along with service connecting Salem and Keizer to communities in Marion, Polk, Linn, and Clackamas counties. Cherriots also promotes and offers a variety of transportation options through Cherriots Trip Choice, which is open to people in Marion, Polk and Yamhill Counties.

### ***Existing Service***

Cherriots operates local and express bus routes, a type of service called fixed-route transit. Twenty local bus routes serve the Salem-Keizer urban area, and six express routes and one deviated fixed-route provide regional service to rural towns and cities in Marion, Polk, Linn, and Clackamas counties.

### ***LIFT***

Cherriots LIFT provides paratransit service for individuals with qualifying disabilities that prevent them from using Cherriots Local buses. Users must apply to be eligible for this service and reserve their trip at least the day before their ride. This service is offered within the Salem-Keizer urban area and complies with Federal Americans with Disabilities Act regulations.

### ***Shop and Ride***

Cherriots Shop and Ride is an on-demand service available for individuals over the age of 60 or with a qualifying disability. The Cherriots Shopper Shuttle service was suspended in 2020 due to the COVID-19 pandemic.

## ***Dial-a-Ride***

The Dial-a-Ride service is a curb-to-curb service taking riders anywhere within the Salem-Keizer UGB, operating Monday-Friday from 8 a.m. to 5 p.m. Rides must be reserved the day before the trip.

## **Thinking about the present**

### **1. Which Cherriots services do you currently use? (Select all that apply.)**

- ☐ Cherriots Local (in Salem and Keizer).
- ☐ Cherriots Regional (outside of Salem and Keizer).
- ☐ Cherriots LIFT (bus comes to your door, for eligible limited mobility individuals).
- ☐ I do not currently ride Cherriots.

### **2. Other than public transit, how do you currently get around? (Select all that apply.)**

- ☐ Private vehicle
- ☐ Carpool/vanpool
- ☐ Taxi/Uber/Lyft
- ☐ Bicycle
- ☐ On foot
- ☐ Mobility device (such as a wheelchair)
- ☐ Other (Please explain how else you get around):

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### **3. How do you get information about bus schedules, traffic, or other mobility questions you might have? (Select all that apply.)**

- ☐ Cherriots.org
- ☐ Radio stations
- ☐ Social media, i.e., Facebook, Twitter, Instagram, etc.
- ☐ Tripcheck.com



- ☐ Online maps
- ☐ Other smartphone app
- ☐ Cherriots Customer Service
- ☐ Other (Please explain how else you get information):

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**In the next set of questions, indicate whether you agree or disagree with the following statements:**

**4. When considering whether to use public transit...**

	Strongly Agree	Agree	No opinion	Disagree	Strongly disagree	Not sure
<b>Bus fare is reasonable.</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Buses operate when I need them to.</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Buses go where I want to go.</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Buses can make my trip in the time I have.</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>I have the information I need to plan my trips.</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**5. When traveling to or from bus stops...**

Strongly Agree	Agree	No opinion	Disagree	Strongly disagree	Not sure
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I have a bus stop within easy walking or biking distance.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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I can reach my bus stop safely on foot.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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I can reach my bus stop safely by bike and have a way to lock it or bring it.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
---	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

I have adequate parking options near my bus stop.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
---	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

6. When waiting for the bus...

	Strongly Agree	Agree	No opinion	Disagree	Strongly disagree	Not sure
Bus stops are clean and comfortable.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel safe while waiting for the bus.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Buses come on time.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Buses come frequently.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. On the bus...

Strongly Agree	Agree	No opinion	Disagree	Strongly disagree	Not sure
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<b>It's easy to pay my fare.</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Buses are clean and comfortable.</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>I feel safe while riding the bus.</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>I can find a seat or a place to put my bags.</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Future Transit

As part of the plan, we'll propose ideas for how the transit network can grow to serve the region's needs during the next 20 years. Tell us what you would like to see in the future.

### Thinking about the future

**8. Which issues are the most important in thinking about the future transit system? (Choose your top 2.)**

- ☐ Reducing carbon emissions
- ☐ Providing affordable travel options to people who need it
- ☐ Operating service with high ridership
- ☐ Providing service to the largest geographic area possible
- ☐ Reducing traffic congestion
- ☐ Improving safety and security on the transit system
- ☐ Providing innovative mobility options for work and play
- ☐ Other (What other issue(s) are important?)

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**9. How often do you expect or hope to use public transit (including all Cherriots services and shared mobility options) after COVID-19 restrictions are lifted and things return to a "new normal"? (Select one.)**

- ☐ Several times per week
- ☐ Once per week
- ☐ Several times per month
- ☐ Once per month
- ☐ Several times per year
- ☐ Once per year or less
- ☐ Never
- ☐ Not sure

**10. What types of trips would you likely use transit for in the future? (Select all that apply.)**

- ☐ Shopping
- ☐ Traveling to/from work
- ☐ Traveling to/from school
- ☐ Medical or other appointments
- ☐ Recreation, for example, visiting friends, entertainment venues, restaurants
- ☐ Other (What other types of trips do you use transit for?)

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**11. Where would you like to go using public transit (including all Cherriots services and shared mobility options) that you can't travel to today?**

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**12. Please list up to three ways that Cherriots should serve the community over the next 20 years:**

1. \_\_\_\_\_  
\_\_\_\_\_

2. \_\_\_\_\_  
\_\_\_\_\_

3. \_\_\_\_\_  
\_\_\_\_\_

**Rate the following questions using the scale below.**

**13. If parking were limited or unavailable at your destination, how likely is it that you would ride the bus more often than you do today?**

Very unlikely	Unlikely	Neutral	Likely	Very likely	Not sure
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**14. In the future, how likely are you to live outside of downtown Salem, but travel regularly to/from downtown?**

Very unlikely	Unlikely	Neutral	Likely	Very likely	Not sure
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**15. If more technology options were offered (such as real-time bus arrival information or a way to pay your fare with your phone) how likely would you be to use them?**

Very unlikely	Unlikely	Neutral	Likely	Very likely	Not sure
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**16. If there was a vanpool or other shared ride option that could get you to and from work quickly and reliably, how likely would you be to use it?**

Very unlikely	Unlikely	Neutral	Likely	Very likely	Not sure
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Tradeoffs for Future Investments

17. Which is more important: Having more bus stops in more places (access) or having more new destinations?

More access 1	2	3	4	More new destinations 5	Not sure
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

18. Which is more important: Shorter walks to the bus or a faster trip overall?

Shorter Walks 1	2	3	4	Faster trips 5	Not sure
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

19. Which is more important: An expanded bus network or greater mobility choices (i.e. bike share, carpool, ride-hailing connections, etc.)?

More mobility choices 1	2	3	4	More bus routes/times 5	Not sure
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

20. There are many new ways that Cherriots can help people get around. What types of services or options should we explore further? (Select all that apply.)

- ☐ Demand-responsive transit such as a bus route that is on-demand and serves a “zone” instead of regular bus stops
- ☐ Taxis/Uber/Lyft (or vouchers to ride taxis/Uber/Lyft at reduced rates/free)



- ☐ Scooter share program (rent by the minute)
- ☐ Bike share program (rent by the minute)
- ☐ Other: (What other types of services or options should we explore?)

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**21. If funding becomes available, what would be your top two priority areas for spending? (Select two.)**

- ☐ Low or no-emissions buses (for example, battery electric buses or hydrogen fuel buses)
- ☐ More frequent bus service
- ☐ Faster or more reliable bus trips
- ☐ Safe and comfortable bus stops
- ☐ New transit routes and service areas
- ☐ Reduced fares
- ☐ Better or faster ways to get to my bus stops
- ☐ Other. (What other types of services or options should we explore?)

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## **Next steps**

Thank you for telling us what you think! We will be using your feedback to develop and prioritize ideas for the 20-year Long Range Transit Plan.

## **Public engagement schedule**

We will reach out to you again in spring 2022 after considering this feedback and designing alternatives. Then in fall 2022, we'll share the draft plan when it's ready to be adopted by the Cherriots Board of Directors.

## Thank you for participating in the Cherriots survey!

If you are among the first 50 people to submit this survey and provide your contact information, we will send you a Fred Meyer gift card to the mailing address you share below as a thank you gift. *(We will keep personally-identifiable information confidential and will not use it for other purposes.)*

## Final questions

**Name:** \_\_\_\_\_ **Phone number:** \_\_\_\_\_

**Email address:** \_\_\_\_\_ **Zip code:** \_\_\_\_\_

**Address (if you wish to be eligible for a gift card):**

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### How would you like to stay informed?

- ☐ I would like to be included in the email list for project updates (email address will not be shared with any other parties).
- ☐ I would like to be included in the email list for other Cherriots news and updates (email address will not be shared with any other parties).
- ☐ I only want to be eligible for the gift card. Do not contact me for other purposes.

### Additional Feedback

Please provide any other comments or suggestions that you would like to share with us.

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## Demographic questions

### 1. Do you have a valid driver's license? (Select one.)

- ☐ Yes

- ☐ No

**2. How many working motor vehicles are available to your household? (Select one.)**

- ☐ None
- ☐ 1
- ☐ 2
- ☐ 3 or more

**3. What is your age? (Select one.)**

- ☐ 0 – 17
- ☐ 18 – 24
- ☐ 25 – 34
- ☐ 35 – 44
- ☐ 45 – 54
- ☐ 55 – 64
- ☐ 65 +
- ☐ Prefer not to answer

**4. How do you describe your race/ethnicity? (Check all that apply.)**

- ☐ Caucasian/White
- ☐ African-American/Black
- ☐ Asian
- ☐ Prefer not to answer
- ☐ Hispanic/Latino
- ☐ Native Hawaiian/Pacific Islander
- ☐ Indigenous Peoples of the Americas/Alaska Native
- ☐ Other: \_\_\_\_\_

**5. Do you have a disability that affects your mobility? (Select one.)**

- ☐ Yes
- ☐ No

## Spanish

# Plan De Tránsito De Largo Plazo De Cherriots

## Preguntas de la encuesta

El Plan de Tránsito de Largo Plazo es nuestra oportunidad para crear los objetivos, políticas, y estrategias para cumplir con las necesidades de la región para los próximos 20 años. Juntos podemos realizar una visión ahora y este plan nos permitirá guiar nuestros esfuerzos mientras nos adaptamos y crecemos. Conozca más sobre el plan y por favor díganos que es importante para considerar en el tránsito futuro de los condados de Marion y Polk.

Si se encuentra entre las primeras 50 personas en enviar esta encuesta y proporcionar su información de contacto, le enviaremos una tarjeta de regalo de Fred Meyer para agradecerle.

## Resume y objetivos

Un sistema de transporte público es la espina dorsal de las comunidades que triunfan económicamente y son eco-amables. El objetivo del proyecto es crear un Plan de Tránsito de Largo Plazo para la red de Cherriots. Este será nuestro primer Plan de Tránsito de Largo Plazo, y por eso es importante que releje las necesidades de la región actualmente y anticipe las necesidades futuras.

La región de Salem-Keizer está creciendo y tenemos que coordinar el tránsito con el uso de terrenos y otros cambios en la transportación de manera tal que se produzca un plan completo para el futuro. Tenemos que considerar otros esfuerzos de planificación tales como el Plan de Acción Climático de la Ciudad de Salem, y de esta manera poder ser tan resilientes como sea posible para un futuro cambiante.

## ¿Quién es Cherriots?

Cherriots es el nombre que se usa para todo el tránsito, paratránsito, y opciones de servicios de transportación que el Distrito de Tránsito en Masa del Área de Salem (SAMTD, por sus siglas en inglés) opera en los condados de Polk y Marion.

## Este Plan de Largo Plazo servirá a la comunidad

Este plan:

- Será basado en las necesidades comunitarias, ideas, e insumo continuo
- Será una guía para las fuentes de financiamiento sostenibles e innovadoras que nos permitan apoyar las mejoras a los servicios y la expansión (rutas

nuevas, horas de servicio adicional, adiciones a la flota, nuevos tipos de servicios, etc.)

- Permitirá a Cherriots reportar el progreso y el trabajo para atender las preocupaciones expresadas de parte de la comunidad
- Resultará en un mejor servicio de transporte en el área de servicio de Cherriots, de manera que resulte más fácil y conveniente moverse a través de la ciudad
- Ser guiado por la visión, la misión, los valores, y la promesa de marca de Cherriots

## **El Tránsito Actual**

Cherriots es el nombre que se utiliza para todos los servicios de tránsito y paratransito que opera SAMTD en los condados de Polk y Marion. Cherriots opera un sistema de tránsito centrado en el centro de Salem, brindando servicio de autobús y paratransito local los siete días de la semana en Salem y Keizer, junto con un servicio que conecta Salem y Keizer con las comunidades en los condados de Marion, Polk, Linn, y Clackamas. Cherriots también promueve y ofrece una variedad de opciones de transporte a través de Cherriots Transportation Options, que está abierto a personas en los condados de Marion, Polk, y Yamhill.

### ***El Tránsito Actual***

Cherriots opera rutas locales y expreso de autobuses, un tipo de servicio que se llama tránsito de ruta fija. Este servicio emplea veinte rutas locales para servir el área urbana de Salem-Keizer, seis de estas rutas son expreso y una ruta desviada de manera fija provee servicio regional a los pueblos rurales y las ciudades de los condados de Marion, Polk, Linn, y Clackamas.

### ***Cherriots LIFT***

Cherriots LIFT brinda servicio de transporte a las personas que no pueden acceder a Cherriots Local debido a su capacidad funcional. Los usuarios tienen que presentar una solicitud para ser elegibles de este servicio y reservar su viaje con al menos un día de anticipación a su necesidad. Este servicio se ofrece dentro del límite de crecimiento urbano de Salem-Keizer y cumple con las regulaciones de la Ley Federal de Americanos con Discapacidades.

### ***Cherriots Shop and Ride: Transporte para Ir de Compras***

El Servicio de Cherriots Shop and Ride: Transporte para Ir de Compras es un servicio según solicitado para individuos sobre la edad de 60 años o con una discapacidad

eligible. El servicio de enlace para compras de Cherriots fue suspendido en el 2020 debido a la pandemia del COVID-19.

### ***Cherriots Shop and Ride: Solicitud de Servicio por Teléfono***

El servicio de Cherriots Shop and Ride: Solicitud de Servicio por Teléfono es un servicio de esquina a esquina que lleva a los pasajeros a cualquier sitio dentro del límite de crecimiento urbano de Salem-Keizer. Este servicio opera de 8 a.m. a 5 p.m. Las solicitudes de servicio deben ser reservadas con un día de anticipación al viaje.

## **Pensando sobre la Actualidad**

### **1. ¿Cuáles servicios de Cherriots usted utiliza actualmente? (Seleccione todos los que apliquen.)**

- ☐ Autobuses de Cherriots Local (en Salem).
- ☐ Autobuses de Cherriots Regional (en las afueras de Salem).
- ☐ Cherriots LIFT (autobús que viene a su puerta, solamente para individuos elegibles con movilidad limitada).
- ☐ Actualmente no utilizo estos medios de transporte.

### **2. ¿Como usted se moviliza actualmente? (Seleccione todos los que apliquen.)**

- ☐ Vehículo privado
- ☐ Compartiendo vehículo
- ☐ Taxi/Uber/Lyft
- ☐ Otros autobuses
- ☐ Bicicleta
- ☐ A pie
- ☐ Dispositivo de asistencia a movilidad (tal como una silla de ruedas)
- ☐ Otro (Por favor explique):

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**3. ¿Como usted consigue la información de itinerarios de autobuses, tráfico, o de atiende preguntas de movilidad?**

- ☐ Cherriots.org
- ☐ Estaciones de Radio
- ☐ Redes sociales, por ejemplo, Facebook, Twitter, Instagram, etc.
- ☐ Tripcheck.com
- ☐ Mapas en línea
- ☐ Otra aplicación de teléfono móvil
- ☐ Servicio al Cliente de Cherriots
- ☐ Otro (Por favor explique):

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**En las siguientes preguntas, indique si está de acuerdo o en desacuerdo con las siguientes afirmaciones.**

**4. Al considerar si usar el transporte público ...**

	<b>Fuertemente de acuerdo</b>	<b>De acuerdo</b>	<b>No opinión</b>	<b>En desacuerdo</b>	<b>Totalmente en desacuerdo</b>	<b>No estoy seguro</b>
<b>La tarifa del autobús sea razonable.</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Los autobuses funcionan cuando los necesito.</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Los autobuses van a donde quiero ir.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Los autobuses pueden hacer mi viaje en el tiempo que tengo.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tengo la información que necesito para planificar mis viajes.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. Al viajar hacia o desde las paradas de autobús ...

	Fuertemente de acuerdo	De acuerdo	No opinión	En desacuerdo	Totalmente en desacuerdo	No estoy seguro
Tengo una parada de autobús a poca distancia a pie o en bicicleta.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Puedo llegar a mi parada de autobús sin peligro a pie.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Puedo llegar a mi parada de autobús de manera segura en bicicleta y	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

tener una manera de cerrarla o traerla.

Tengo opciones adecuadas de estacionamiento cerca de mi parada de autobús.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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6. Mientras espero el autobús ...

Fuertemente de acuerdo	De acuerdo	No opinión	En desacuerdo	Totalmente en desacuerdo	No estoy seguro
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Las paradas de autobús sean limpias y cómodas.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Me siento seguro mientras espero el autobús.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Los autobuses llegan a tiempo.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Los autobuses vienen frecuentemente.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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7. En el autobús...

	Fuertemente de acuerdo	De acuerdo	No opinión	En desacuerdo	Totalmente en desacuerdo	No estoy seguro
Es fácil pagar mi tarifa.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Los autobuses están limpios y son cómodos.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Me siento seguro mientras voy de pasajero de autobús.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Puedo encontrar un asiento o un lugar para colocar mi equipaje.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Tránsito Futuro

Como parte del plan, propondremos ideas sobre cómo la red de tránsito puede crecer para satisfacer las necesidades de la región durante los próximos 20 años. Cuéntanos qué te gustaría ver en el futuro.

### Pensando en el futuro

8. ¿Qué temas son los más importantes al pensar en el futuro sistema de tránsito?  
(Elija su top 2.)

- ☐ Reducir las emisiones de carbono
- ☐ Proveer opciones de viaje asequibles para las personas que lo necesiten

- ☐ Proveer una cantidad alta de capacidad para pasajeros
  - ☐ Proveer servicio al área geográfica más grande possible
  - ☐ Reducir la congestión vehicular
  - ☐ Mejorar la seguridad del sistema de tránsito
  - ☐ Proveer opciones de movilidad innovadoras para trabajo y recreación
  - ☐ Otro (¿Qué otros temas son importantes?)
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**9. ¿Cuán frecuente usted espera utilizar el Sistema de transporte público (incluyendo todos los servicios de Cherriots y las opciones de movilidad compartida) luego de que se levanten las restricciones relacionadas al COVID-19 y la vida vuelva a una “nueva normalidad”? (Seleccione una)**

- ☐ Varias veces a la semana
- ☐ Una vez a la semana
- ☐ Varias veces al mes
- ☐ Una vez al mes
- ☐ Varias veces al año
- ☐ Una vez al año o menos
- ☐ Nunca
- ☐ No estoy seguro

**10. ¿Qué tipo de viajes de transporte público usted piensa que es más probable que usted utilice en el futuro, Luego de que se levanten las restricciones asociadas al COVID-19 y la vida vuelva a una “nueva normalidad”? (Seleccione todas las que apliquen)**

- ☐ Compras
- ☐ Viajando hacia/ o desde su trabajo
- ☐ Viajando hacia/ o desde su escuela
- ☐ Citas médicas y otras citas
- ☐ Recreación, por ejemplo, visita a amistades, a lugares de entretenimiento o restaurantes

- ☐ Otro (¿Para qué otro tipo de viajes utiliza el tránsito?)

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11. ¿Hacia dónde usted le gustaría utilizar el transporte público (incluyendo todos los servicios de Cherriots y opciones de movilidad compartida) que actualmente usted no puede utilizar?

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12. Por favor liste hasta tres posibles maneras en los que Cherriots le podría servir a la comunidad por los próximos 20 años.

1. 

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2. 

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3. 

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**Califique las siguientes preguntas usando la escala a continuación**

13. ¿Del estacionamiento estar limitado o no disponible al llegar a su destino, cuan probable es que usted utilice el autobús más frecuente de lo que lo hace actualmente?

Muy improbable	Improbable	Neutral	Probable	Muy probable	No estoy seguro
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<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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14. En el futuro, ¿qué probabilidades hay de que viva fuera del centro de Salem, pero viaje con regularidad hacia o desde el centro de la ciudad?

<b>Muy improbable</b>	<b>Improbable</b>	<b>Neutral</b>	<b>Probable</b>	<b>Muy probable</b>	<b>No estoy seguro</b>
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<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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15. ¿De existir opciones más tecnológicas (tales como información en tiempo real de la ruta del autobús o una manera de pagar su tarifa con el teléfono) cuan probable usted usaría estas opciones?

<b>Muy improbable</b>	<b>Improbable</b>	<b>Neutral</b>	<b>Probable</b>	<b>Muy probable</b>	<b>No estoy seguro</b>
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<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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16. ¿De existir una van en donde se comparta el viaje u otra opción de compartir viajes que lo puedan llevar rápida y confiablemente desde su hogar hacia y desde el trabajo, cuan probable es que usted utilice este servicio?

<b>Muy improbable</b>	<b>Improbable</b>	<b>Neutral</b>	<b>Probable</b>	<b>Muy probable</b>	<b>No estoy seguro</b>
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<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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## Desventajas de inversiones futuras

17. ¿Del estacionamiento estar limitado o no disponible al llegar a su destino, cuan probable es que usted utilice el autobús más frecuente de lo que lo hace actualmente? (Utilice la escala debajo)

<b>Mas acceso</b>					<b>Nuevos destinos</b>	<b>No estoy seguro</b>
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>		

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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**18. Cual es más importante: ¿caminar menos distancia al transporte público o un viaje más rápido?**

Caminatas más cortas					Viajes más rápidos	No estoy seguro
1	2	3	4	5		

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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**19. Cual es más importante: ¿una red de autobuses expandida, o mayor cantidad de opciones de movilidad (ej. bicicletas eléctricas, viajes compartidos, conexiones con aplicaciones de solicitar vehículos, etc.)?**

Más opciones de movilidad					Más rutas y horarios de autobuses	No estoy seguro
1	2	3	4	5		

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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**20. Existen muchas otras maneras en que Cherriots puede ayudar a mover a personas. ¿Cuáles son los tipos de servicios u opciones que deberíamos explorar? (Seleccione todas las que apliquen.)**

- ☐ Tránsito que responde a la demanda, como una ruta de autobús que es a pedido y sirve a una "zona" en lugar de paradas de autobús regulares
- ☐ Taxis/Uber/Lyft (o boletos para utilizar un servicio de taxis/Uber/Lyft a tarifa reducida/ gratis)
- ☐ Programa de compartir scooter (renta por minuto)
- ☐ Programa de compartir bicicletas (renta por minuto)
- ☐ Otro (¿Qué otros tipos de servicios u opciones deberíamos explorar?)

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**21. ¿De existir fondos disponibles, cuál serían sus dos primeras prioridades de áreas donde ese puede incrementar el presupuesto? (Seleccione dos.)**

- ☐ Autobuses de bajas emisiones o sin emisiones (por ejemplo, autobuses eléctricos de batería o autobuses de combustible de hidrógeno)
- ☐ Servicio más frecuente de autobuses
- ☐ Viajes de autobuses más rápidos o confiables
- ☐ Paradas de autobuses más seguras y cómodas
- ☐ Nuevas rutas de tránsito y áreas de servicio
- ☐ Tarifa reducida
- ☐ Maneras mejores o más rápidas para llegar a mi parada de autobús
- ☐ Otro (¿Qué otros tipos de servicios u opciones deberíamos explorar?)

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## **Siguientes pasos/Siga Informado**

¡Gracias por brindarnos su opinión y sus ideas! Estaremos utilizando su insumo para desarrollar y priorizar ideas dentro del Plan de Largo Plazo para el Manejo de Tránsito de 20 años.

### **Itinerario de enlace público**

Nosotros vamos a contactarlo para la próxima primavera del 2022 después de considerar su insumo y diseñar alternativas. Entonces en otoño de 2022 vamos a presentar el plan preliminar cuando este cercano a ser adoptado por la Junta de Directores de Cherriots.

### **¡Gracias por participar en el sondeo de Cherriots!**

Si usted es de las primeras 50 personas en enviar esta encuesta y proveer su información de contacto, le vamos a enviar una tarjeta de regalo de Fred Meyer a la dirección de postal que usted nos comparta debajo como un regalo de agradecimiento. (Nosotros mantendremos de manera confidencial la información de identificación personal y no la utilizaremos para otros propósitos)

## Preguntas finales

Nombre: \_\_\_\_\_

¿Cuál es su código postal?: \_\_\_\_\_ Número telefónico: \_\_\_\_\_

Dirección de correo electrónico: \_\_\_\_\_

Dirección (si desea ser elegible para recibir una tarjeta de regalo):

\_\_\_\_\_

\_\_\_\_\_

### ¿Cómo le gustaría mantenerse informado?

- ☐ Me gustaría ser incluido en la lista de correo electrónico para recibir actualizaciones del proyecto (la dirección de correo electrónico no se compartirá con otras partes).
- ☐ Me gustaría ser incluido en la lista de correo electrónico para otras noticias y actualizaciones de Cherriots (la dirección de correo electrónico no se compartirá con otras partes).
- ☐ Solo quiero ser elegible para la tarjeta de regalo. No me contactes para otros fines.

### Comentarios adicionales

Proporcione cualquier otro comentario o sugerencia que le gustaría compartir con nosotros.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Preguntas demográficas

### 1. ¿Usted tiene una licencia de conducir vigente? (Seleccione una).

- ☐ Sí
- ☐ No

### 2. ¿Cuántos vehículos de motor en funcionamiento adecuado usted tiene disponible en su hogar? (Seleccione una.)

- ☐ Ninguno
- ☐ 1

- ☐ 2
- ☐ 3 o mas

**3. ¿Cuál es su edad? (Seleccione una.)**

- ☐ 0 – 17
- ☐ 18 – 24
- ☐ 25 – 34
- ☐ 35 – 44
- ☐ 45 – 54
- ☐ 55 – 64
- ☐ 65 +
- ☐ Prefiero no contestar

**4. ¿Cuál es su raza o etnicidad? (Seleccione todos los que apliquen.)**

- ☐ Caucásico/Blanco
- ☐ Afroamericano/Negro
- ☐ Asiático
- ☐ Prefiero no contestar
- ☐ Hispano/Latino
- ☐ Hawaiano/ de las Islas del Pacifico
- ☐ Indígena de America/Nativo de Alaska
- ☐ Otro: \_\_\_\_\_

**5. ¿Usted tiene una discapacidad que afecta su movilidad? (Seleccione una.)**

- ☐ Sí
- ☐ No

