



**Comprehensive
Operational Analysis (COA)**

Route Profiles

**Salem Area Mass
Transit District**

May 2026



Cherriots Route Profiles

Type	Route	Text	OTP	ToD Ride	Boarding	Map	Checked
Local Frequent	2	Y	Y	Y	Y	Y	
	5	Y	Y	Y	Y	Y	
	11	Y	Y	Y	Y	Y	
	17	Y	Y	Y	Y	Y	
	19	Y	Y	Y	Y	Y	
	21	Y	Y	Y	Y	Y	
	22	Y	Y	Y	Y	Y	
Local Standard	3	Y	Y	Y	Y	Y	
	4	Y	Y	Y	Y	Y	
	7	Y	Y	Y	Y	Y	
	9	N	Y	Y	Y	Y	
	13	Y	Y	Y	Y	Y	
	14	Y	Y	Y	Y	Y	
Local Basic	6	Y	Y	Y	Y	Y	
	8	Y	Y	Y	Y	Y	
	12	Y	Y	Y	Y	Y	
	16	Y	Y	Y	Y	Y	
	18	Y	Y	Y	Y	Y	
	23	Y	Y	Y	Y	Y	
	26	Y	Y	Y	Y	Y	
	27	Y	Y	Y	Y	Y	
Regional Express	1x	Y	Y	Y	Y	Y	
	10x	Y	Y	Y	Y	Y	
	20x	Y	Y	Y	Y	Y	
	30x	Y	Y	Y	Y	Y	
	40x	Y	Y	Y	Y	Y	
	50x	Y	Y	Y	Y	Y	
	80x	Y	Y	Y	Y	Y	
	45	Y	Y	Y	Y	Y	

Weekday Service Levels

15 Minute Service

Buses run every 15 minutes during most of the day.

20 Minute Service

Buses run every 20 minutes during most of the day.

30 Minute Service

Buses run every 30 minutes during most of the day.

60 Minute Service

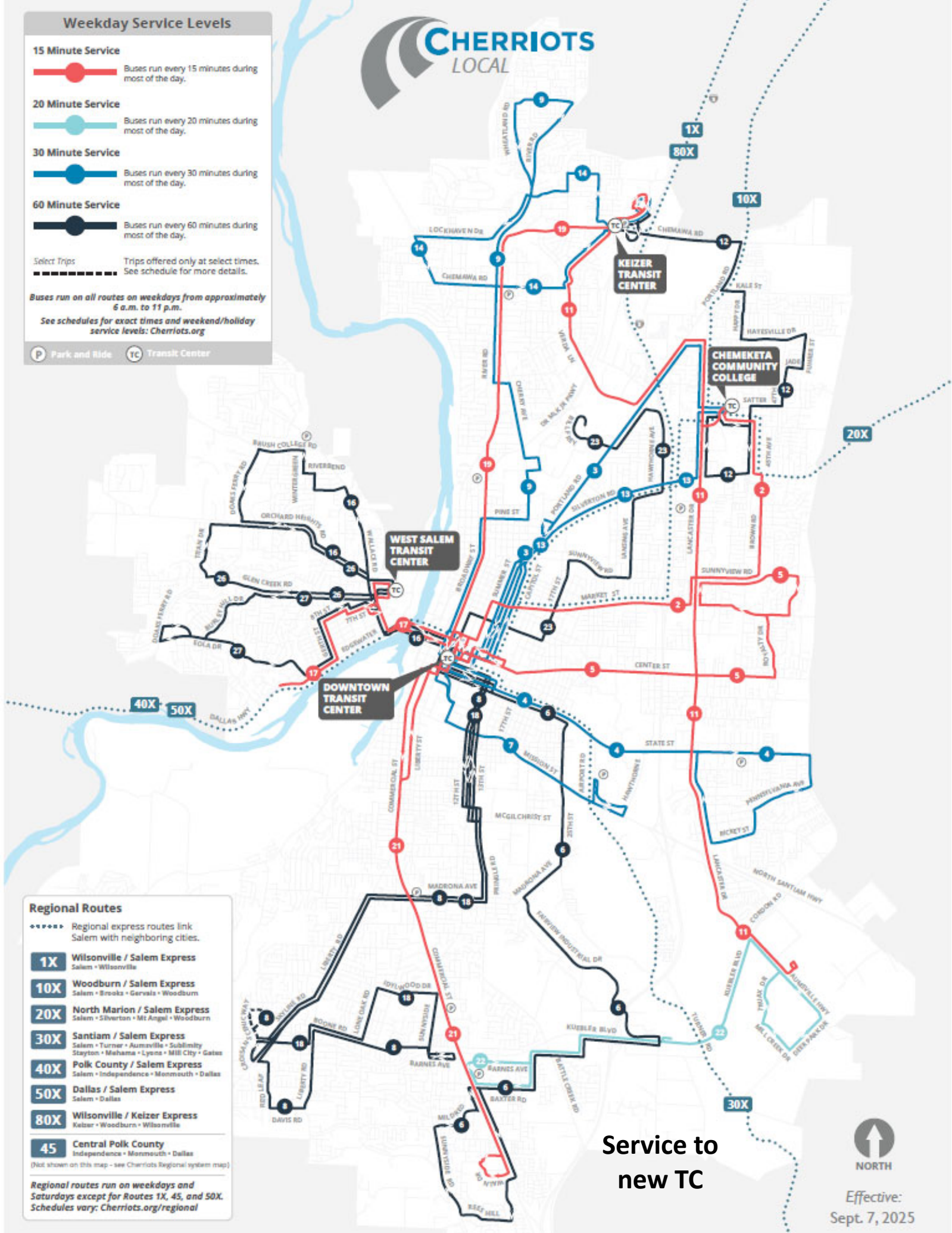
Buses run every 60 minutes during most of the day.

Select Trips Trips offered only at select times. See schedule for more details.

Buses run on all routes on weekdays from approximately 6 a.m. to 11 p.m.

See schedules for exact times and weekend/holiday service levels: Cherriots.org

P Park and Ride **TC** Transit Center



Regional Routes

Regional express routes link Salem with neighboring cities.

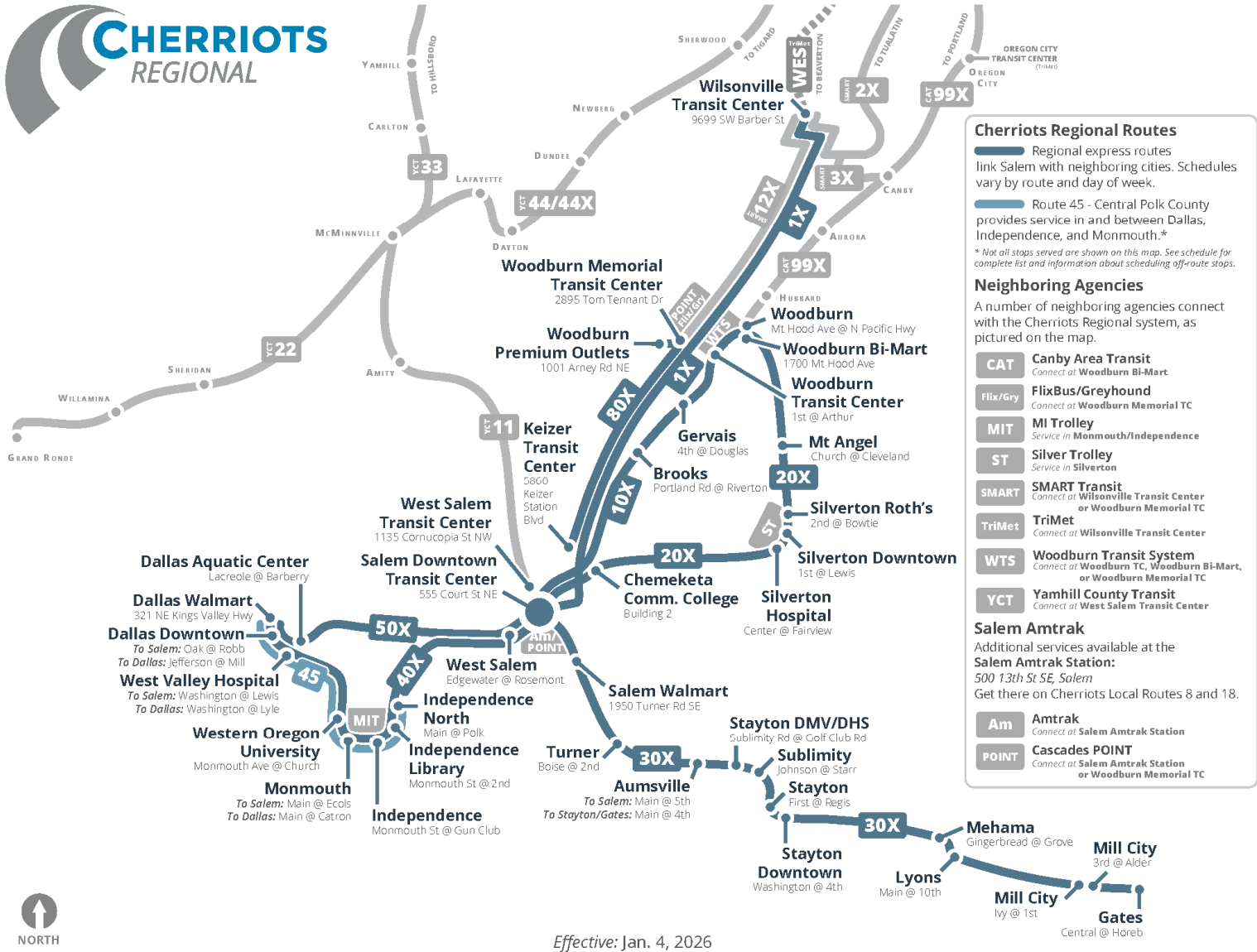
- 1X** Wilsonville / Salem Express
Salem • Wilsonville
- 10X** Woodburn / Salem Express
Salem • Brooks • Gervais • Woodburn
- 20X** North Marion / Salem Express
Salem • Silverton • Mt Angel • Woodburn
- 30X** Santiam / Salem Express
Salem • Turner • Aumsville • Sublimity
Stayton • Mahama • Lyons • Mill City • Gates
- 40X** Polk County / Salem Express
Salem • Independence • Monmouth • Dallas
- 50X** Dallas / Salem Express
Salem • Dallas
- 80X** Wilsonville / Keizer Express
Keizer • Woodburn • Wilsonville
- 45** Central Polk County
Independence • Monmouth • Dallas
(Not shown on this map - see Cherriots Regional system map)

Regional routes run on weekdays and Saturdays except for Routes 1X, 45, and 50X. Schedules vary: Cherriots.org/regional

Service to new TC



Effective: Sept. 7, 2025



Cherriots Regional Routes

- Regional express routes link Salem with neighboring cities. Schedules vary by route and day of week.
- Route 45 - Central Polk County provides service in and between Dallas, Independence, and Monmouth.*

* Not all stops served are shown on this map. See schedule for complete list and information about scheduling off-route stops.

Neighboring Agencies

A number of neighboring agencies connect with the Cherriots Regional system, as pictured on the map.

CAT	Canby Area Transit Connect at Woodburn Bi-Mart
Flix/Gry	FlixBus/Greyhound Connect at Woodburn Memorial TC
MIT	MI Trolley Service in Monmouth/Independence
ST	Silver Trolley Service in Silverton
SMART	SMART Transit Connect at Wilsonville Transit Center or Woodburn Memorial TC
TriMet	TriMet Connect at Wilsonville Transit Center
WTS	Woodburn Transit System Connect at Woodburn TC, Woodburn Bi-Mart, or Woodburn Memorial TC
YCT	Yamhill County Transit Connect at West Salem Transit Center

Salem Amtrak

Additional services available at the Salem Amtrak Station:
500 13th St SE, Salem
Get there on Cherriots Local Routes 8 and 18.

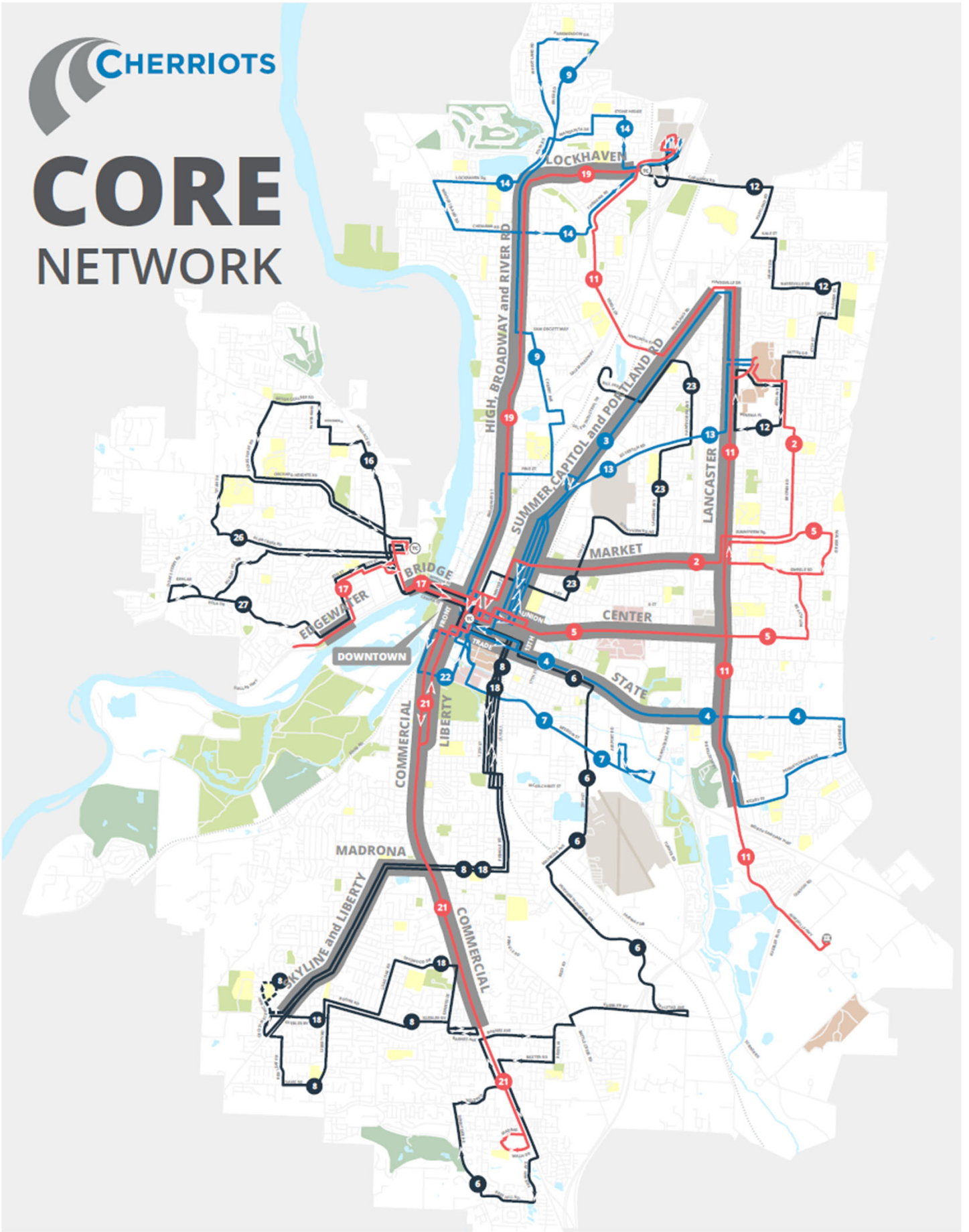
Am	Amtrak Connect at Salem Amtrak Station
POINT	Cascades POINT Connect at Salem Amtrak Station or Woodburn Memorial TC

Effective: Jan. 4, 2026





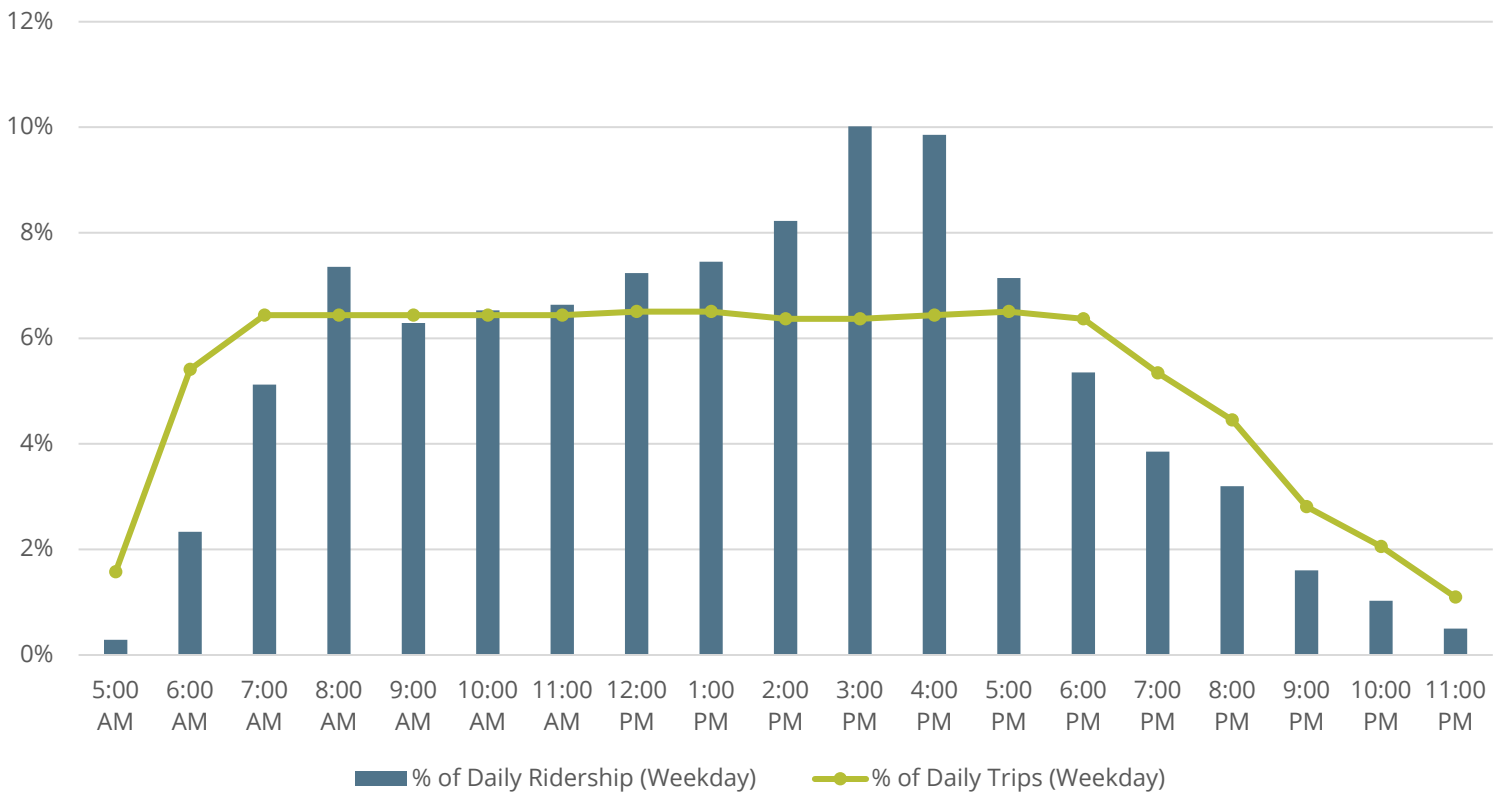
CORE NETWORK



Trip Count and Ridership by Time of Day

Weekday Local Trips and Ridership

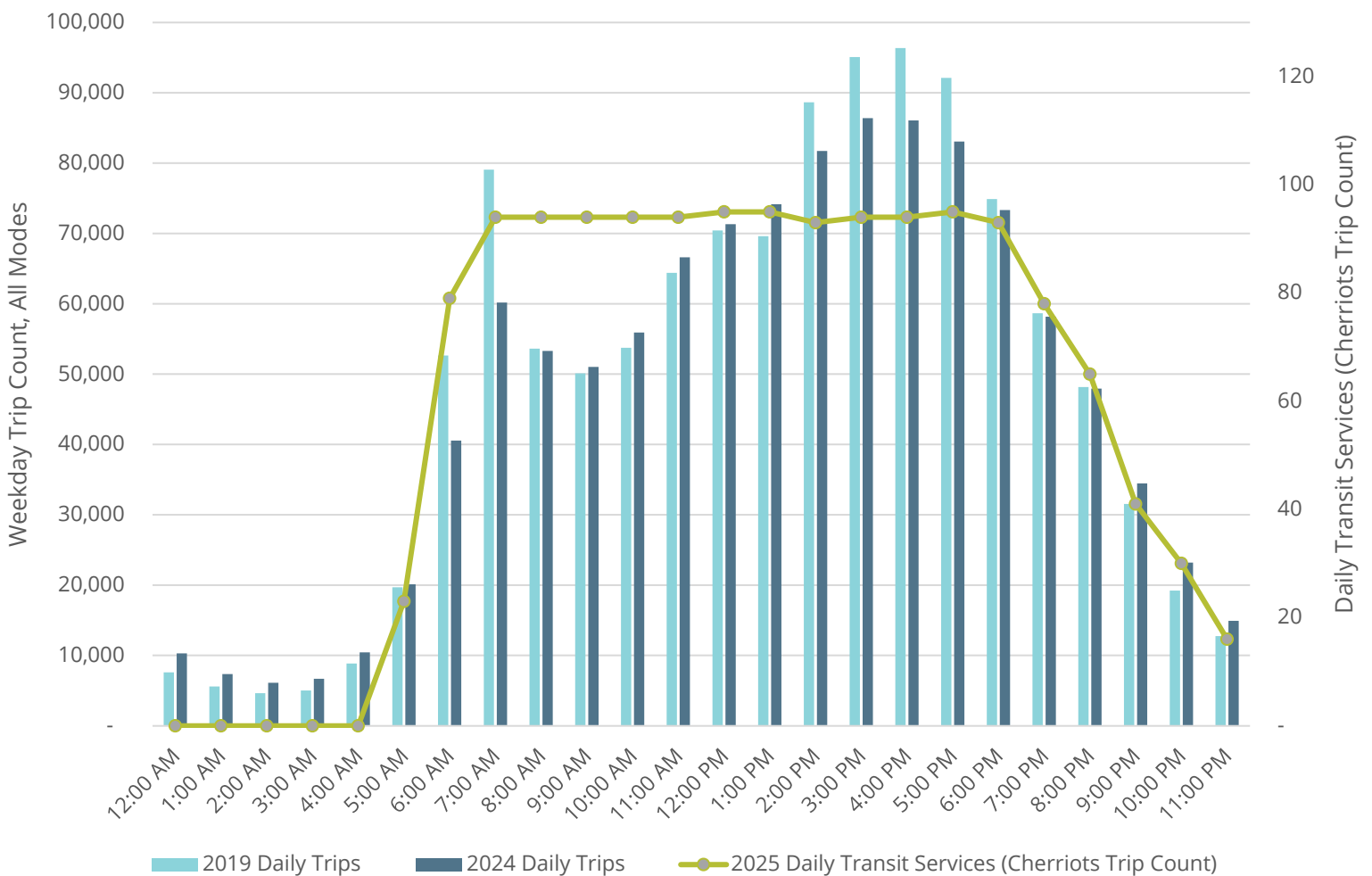
- Local-route weekday daily ridership in October 2025 was aggregated by time of day, shown as percentage in the column chart below. Local-route weekday trip count for the same time period was also aggregated by hour using the trip start time, shown as percentage in the line chart below.
- Between 7 AM and 6 PM, the number of local-route trips per hour is uniform while the ridership fluctuates. Service frequency could be adjusted to match the ridership pattern more closely by potentially adding more trips during the peak hours and reducing early morning and evening trips.



All-Mode Trips and Transit Trip Count by Time of Day

Weekdays All-Mode Trips and Local Transit Trips within Cherriot's Service Area

- Between 2019 and 2024, total daily trips decreased from 1.16 million trips to 1.12 million trips. Peak-hour trips declined the most – 24% reduction between 6 AM and 7 AM, and 9% reduction between 2 PM and 5 PM.
- There is an opportunity to reduce a portion of Cherriot's morning trips and increase afternoon trips to match overall travel demand patterns across the day and maximize service efficiency.



Productivity

Local Routes

Cherriots sets different productivity targets for the two types of Local routes, Corridor routes and Coverage routes:

- Corridor routes: 20 rides/revenue hour
- Coverage routes: 10 rides/revenue hour

Routes that are shaded in green met these productivity targets in October 2025

Route		Rides per Revenue Hour (Weekdays)	Rides per Revenue Hour (Saturdays)	Riders per Revenue Hour (Sundays)
Corridor Routes				
17	Edgewater St	12.7	10.9	13.1
18	12th / Liberty	13.3	8.4	-
9	Cherry / River Rd	14.4	12.9	13.7
8	12th / Liberty	14.9	10.0	14.5
13	Silverton Rd	16.5	14.9	12.5
11	Lancaster / Verda	19.6	17.7	13.3
2	Market / Brown	19.8	17.9	18.3
5	Center St	19.9	20.4	22.2
4	State St	21.0	16.9	15.2
3	Portland Rd	21.3	19.2	14.9
21	South Commercial	23.0	26.7	27.6
19	Broadway / River Rd	23.1	23.9	23.9
Coverage Routes				
22	Kuebler Link	1.8	1.5	2.6
26	Glen Creek / Orchard Heights	5.7	5.7	-
27	Glen Creek / Eola	8.1	-	-
6	Mission / Fairview Industrial	8.6	5.0	-
14	Windsor Island Rd	9.3	-	-
12	Hayesville Dr	9.6	-	-
7	Mission / Hawthorne	11.1	12.3	8.6
23	Lansing / Hawthorne	16.2	-	-
16	Wallace Rd	20.5	16.5	-

Productivity

Regional Routes

Regional routes have three productivity standards:

- Deviated fixed routes: 5 rides/hour
- Local commuter express: 10 rides/hour
- Regional express: 10 rides/hour

No regional routes meet productivity targets on weekdays as currently defined. For regional routes with longer, more infrequent trips throughout the day, riders per trip can be a more useful way of measuring productivity.

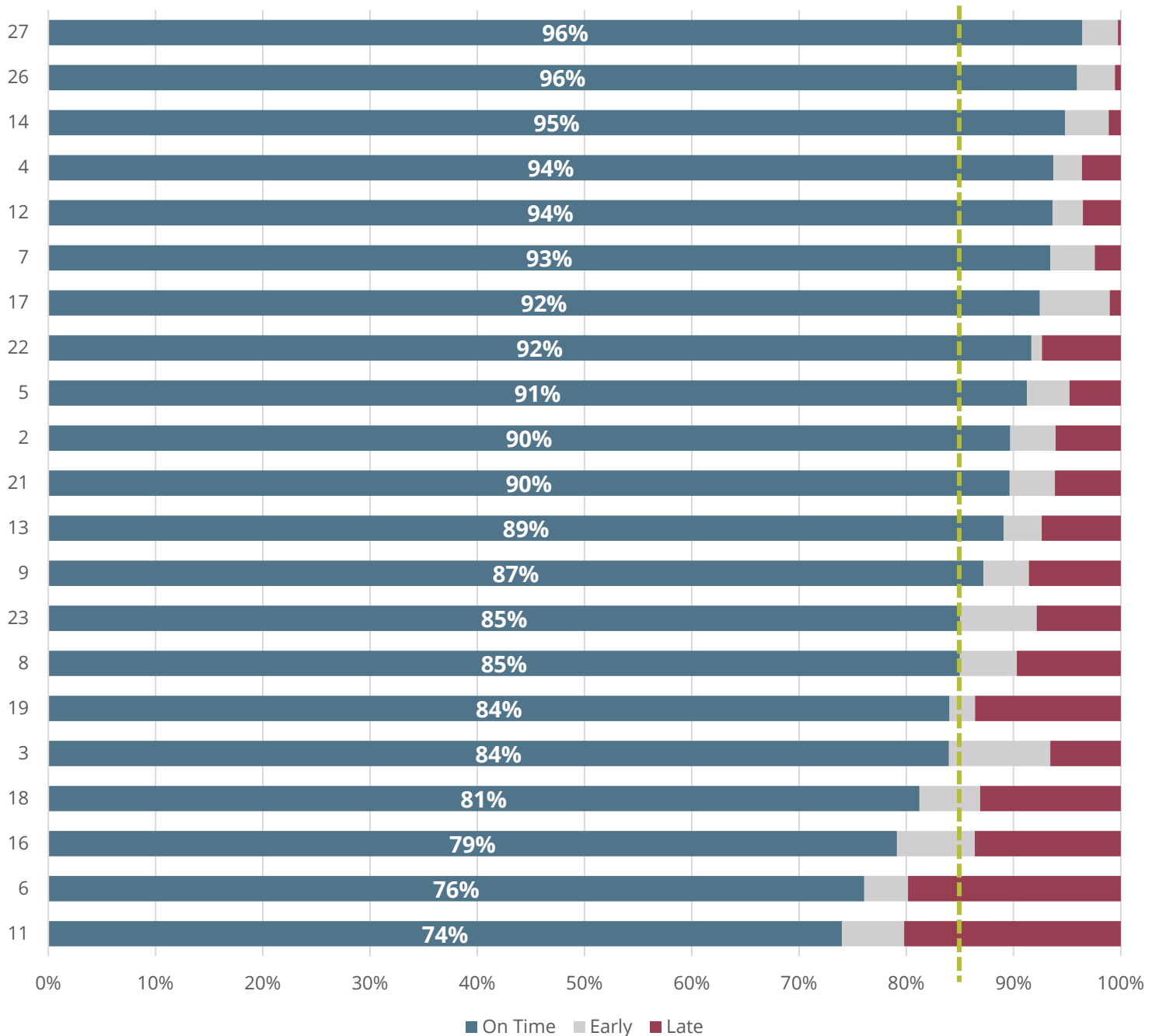
Route		Rides per Revenue Hour (Weekdays)	Rides per Trip (Weekdays)	Rides per Revenue Hour (Saturdays)	Rides per Trip (Saturdays)
Deviated Fixed Route					
45	Central Polk County	1.8	1.5	-	-
Local Commuter Express					
1X	Wilsonville/Salem Express	3.7	2.6	-	-
Regional Express					
80X	Woodburn/Keizer Express	2.3	2.0	-	-
50X	Dallas/Salem Express	3.2	2.7	-	-
30X	Santiam/Salem Express	4.3	6.0	2.4	2.8
20X	North Marion County/Salem Express	4.7	6.1	3.9	4.8
10X	Woodburn/Salem Express	5.3	5.5	3.0	2.3
40X	Polk County/Salem Express	9.5	10.7	8.3	9.5

On-Time Performance

Local Routes

A route is considered to meet on-time performance standards if 85% of buses on the route leave on time (within 5 minutes of the scheduled departure time). Up to 15% of buses can depart late, and no buses should depart early. Fifteen out of 21 local routes (71%) meet on-time performance standards.

Weekday On-Time Performance (Local)

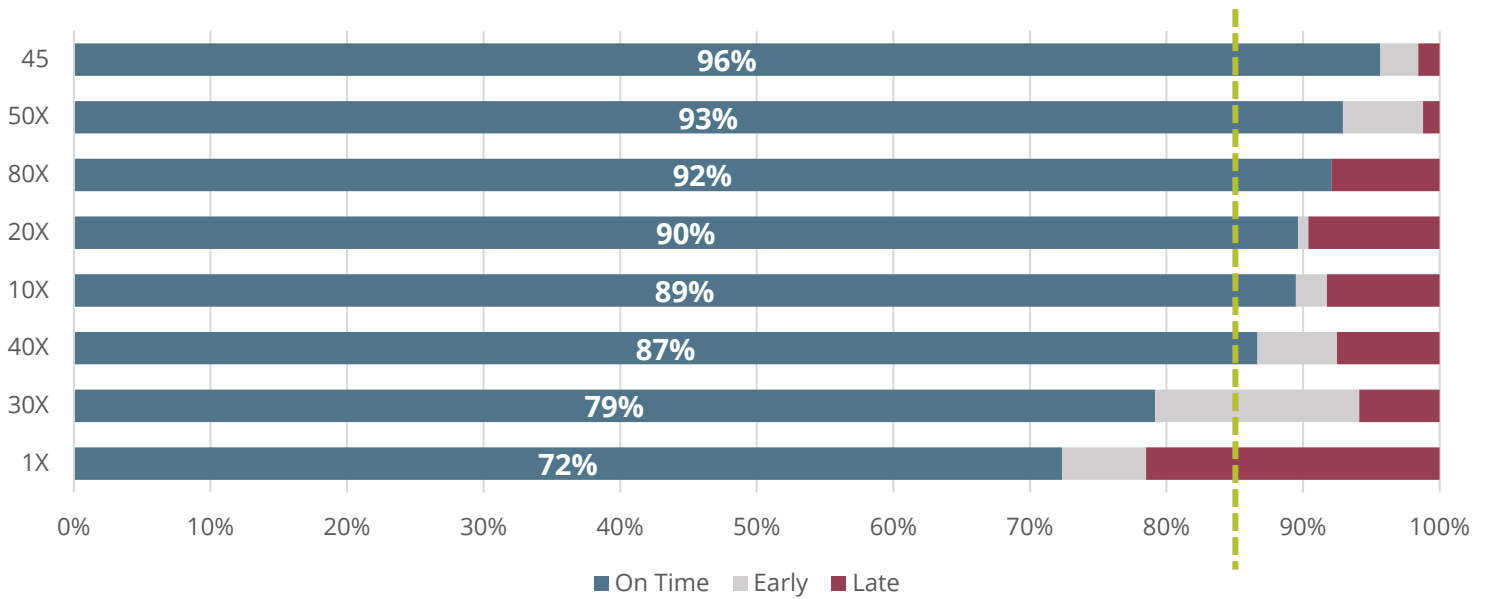


On-Time Performance

Regional Routes

Regional routes have slightly higher on-time performance, with six out of eight (75%) of buses departing on time.

Weekday On-Time Performance (Regional)



Interlines

- Routes 6 & 16 at Downtown Salem TC
- Routes 8 & 18 at Downtown Salem TC on weekdays and Saturdays
- Routes 2 & 5 at Downtown Salem TC
- Routes 9 & 17 at Downtown Salem TC on weekdays between 2 PM and 7 PM
- Routes 26 & 27 at West Salem TC

Span and Frequency of Service

Local Routes, Weekdays

The following charts present frequencies and spans of service for all designated Local routes in the Cherriots network. Service spans are rounded to the quarter hour.

Service on most routes begins at or before 6:00 AM. All Local routes run until at least 9:00 PM, and twelve run past 11:00 PM. Six routes run with 15-minute headways for most of the day, six operate with 30-minute headways, and eight operate with 60-minute headways. Service decreases in the evening for most routes. There is no 15-minute service past 7:00 PM.

Weekday Service	AM PEAK				MIDDAY				PM PEAK			EVENING			NIGHT				
	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11
2 - Market / Brown		15	15	15	15	15	15	15	15	15	15	15	15	15	30	30	60	60	60
3 - Portland Road		15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15
4 - State Street		15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15
5 - Center Street		15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15
6 - Fairview Industrial		60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60
7 - Mission Street		15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15
8 - 12th / Liberty		60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60
9 - Cherry / River Road		15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15
11 - Lancaster / Verda		15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15
12 - Hayesville Drive		60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60
13 - Silverton Road		15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15
14 - Windsor Island Road		15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15
16 - Wallace Road		60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60
17 - Edgewater Street		15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15
18 - 12th / Liberty		60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60
19 - Broadway / River Road		15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15
21 - South Commercial		15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15
22 - Kuebler Link		15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15
23 - Lansing / Hawthorne		60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60
26 - Glen Creek / Orchard Heights		60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60
27 - Glen Creek / Eola		60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60

Frequency of service 15 minutes 20 minutes 30 minutes 40 minutes 60 minutes

Span and Frequency of Service

Local Routes, Saturdays

There are no routes that operate at 15-minute headways on Saturdays. Saturday service starts slightly later and ends slightly earlier than on weekdays, with only Route 22 operating until 10 PM or later.

Saturday Service Route	AM PEAK				MIDDAY						PM PEAK			EVENING			NIGHT		
	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11
2 - Market / Brown																			
3 - Portland Road																			
4 - State Street																			
5 - Center Street																			
6 - Fairview Industrial																			
7 - Mission Street																			
8 - 12th / Liberty																			
9 - Cherry / River Road																			
11 - Lancaster / Verda																			
12 - Hayesville Drive																			
13 - Silverton Road																			
14 - Windsor Island Road																			
16 - Wallace Road																			
17 - Edgewater Street																			
18 - 12th / Liberty																			
19 - Broadway / River Road																			
21 - South Commercial																			
22 - Kuebler Link																			
23 - Lansing / Hawthorne																			
26 - Glen Creek / Orchard Heights																			
27 - Glen Creek / Eola																			

Frequency of service

15 minutes

20 minutes

30 minutes

40 minutes

60 minutes

Span and Frequency of Service

Local Routes, Sundays

Thirteen Local routes operate on Sundays, and only two of these routes (7 and 11) operate at 30-minute headways. Only two Coverage routes—Routes 7 and 22—operates on Sunday. The rest of the routes operating on Sunday are Corridor routes.

Sunday Service	AM PEAK				MIDDAY				PM PEAK			EVENING			NIGHT				
Route	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11
2 - Market / Brown																			
3 - Portland Road																			
4 - State Street																			
5 - Center Street																			
6 - Fairview Industrial																			
7 - Mission Street																			
8 - 12th / Liberty																			
9 - Cherry / River Road																			
11 - Lancaster / Verda																			
12 - Hayesville Drive																			
13 - Silverton Road																			
14 - Windsor Island Road																			
16 - Wallace Road																			
17 - Edgewater Street																			
18 - 12th / Liberty																			
19 - Broadway / River Road																			
21 - South Commercial																			
22 - Kuebler Link																			
23 - Lansing / Hawthorne																			
26 - Glen Creek / Orchard Heights																			
27 - Glen Creek / Eola																			

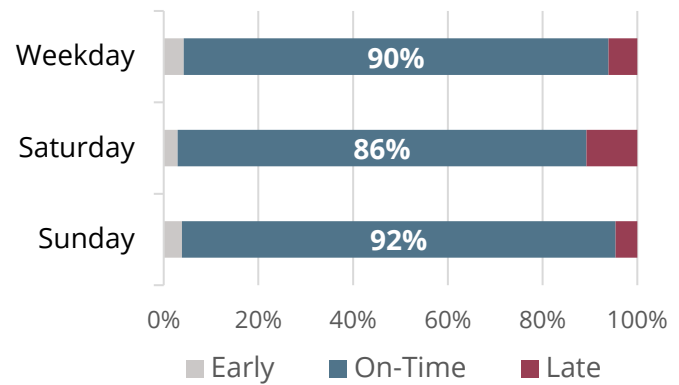


Route 2 is a frequent service line connecting the Downtown Transit Center and Chemeketa Community college primarily via Market Street NE and Brown Road NE. It operates daily with 15-minute headways on weekdays, 30-minute headways on Saturdays, and 60-minute headways on Sundays. Routes 2 and 5 are interlined at the Downtown Transit Center.

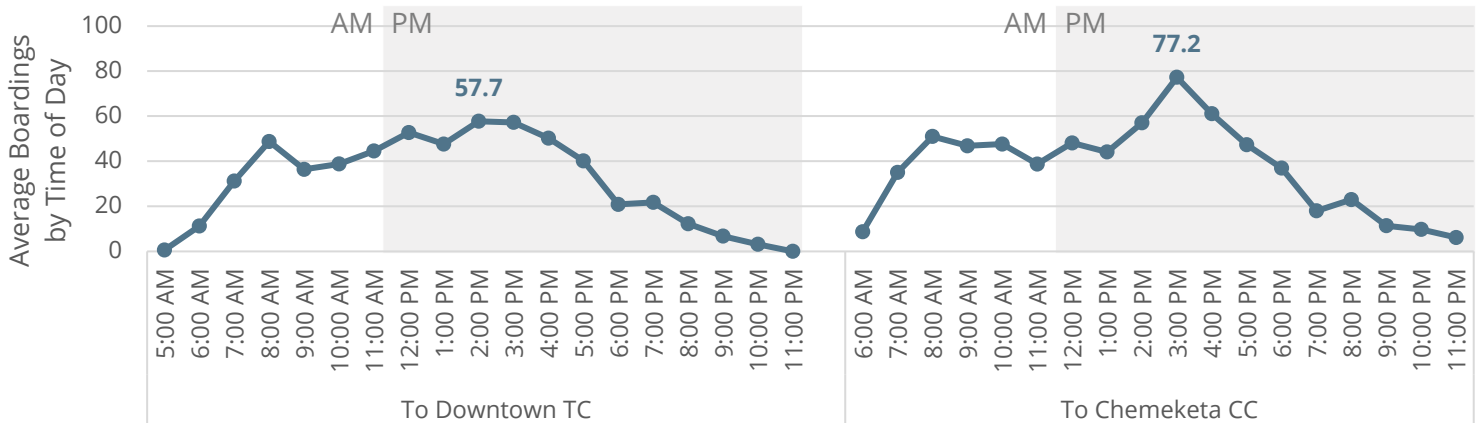
Ridership

Average Daily Boardings		Average Boardings per Revenue Hour	
Day	Count	Day	Count
Weekday	1,182	Weekday	20
Saturday	494	Saturday	18
Sunday	238	Sunday	18

On-Time Performance



Weekday Ridership by Time of Day



Characteristics

Day	Headways (min.)	Peak Vehicles	Service Span
Weekday	15	5	5:55 AM–11:22 PM
Saturday	30	2	6:26 AM–9:22 PM
Sunday	60	1	7:25 AM–8:22 PM

Top Boarding Locations
Downtown Transit Center - Bay P
Chemeketa College - Bldg 2 - Bay C
Lancaster @ Market
Silverton Rd @ 45th
Market @ Motor



To Downtown TC



Daily Boardings

Daily Alightings

○ Ridership < 1

0

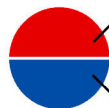
0.5 Miles



Average Weekday Activity



To Chemeketa CC



Daily Boardings

Daily Alightings

○ Ridership < 1



0 0.5 Miles

Average Weekday Activity

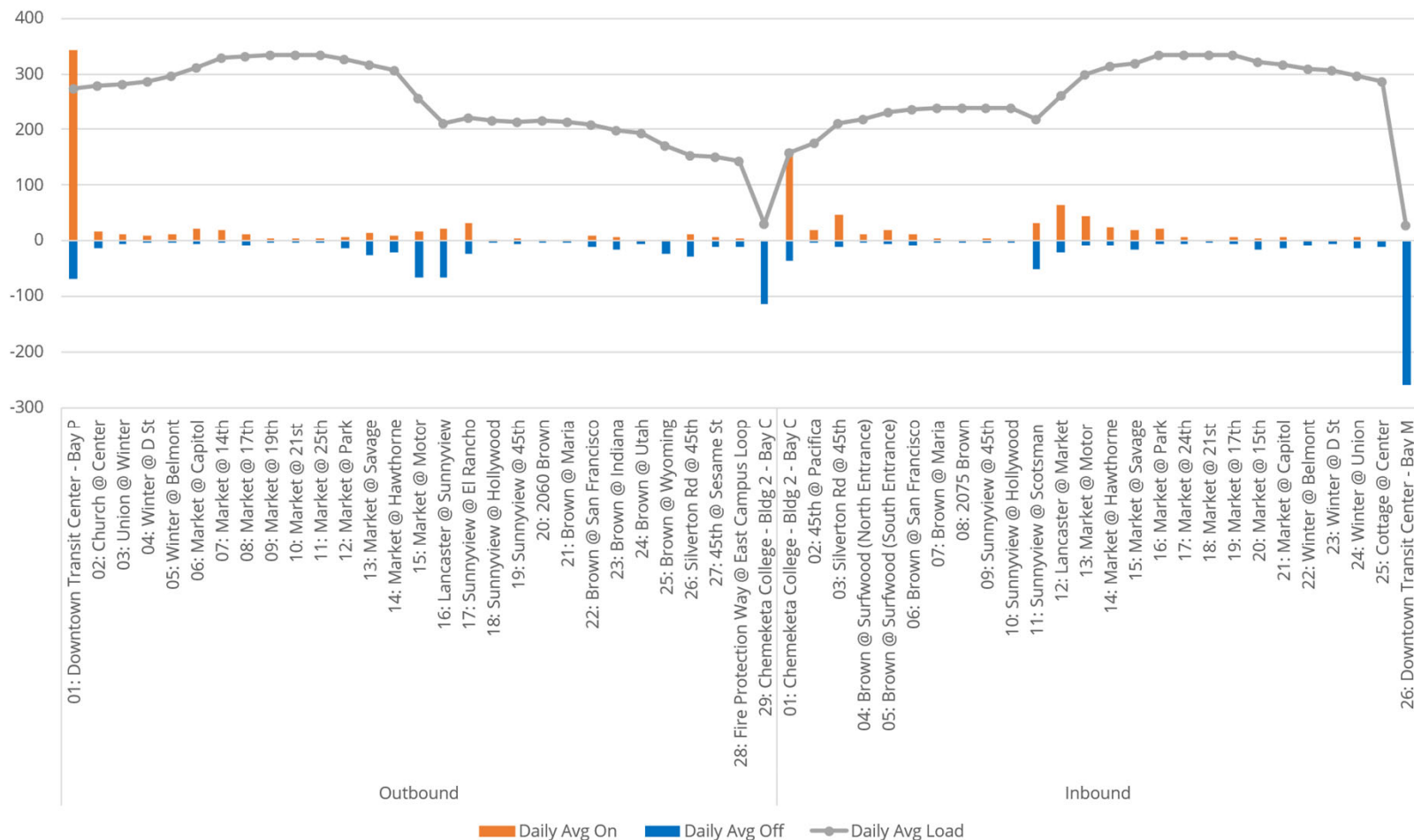
Strengths

- Route 2 has major anchor points at either end of the route: Chemeketa Community College and Downtown Transit Center.
- On-time performance is strong (90% on weekdays, 86% on Saturdays, and 92% on Sundays).

Opportunities

- Connections to and from Route 11 on Lancaster Drive can be challenging given the location of the current stops.
- Afternoon running times increase, requiring another bus. There may be speed and reliability improvement opportunities to reduce the need for another bus during the PM peak.
- Productivity on Saturdays and Sundays is almost as high as on weekdays, despite weekends having less frequent service. There may be an opportunity to improve frequencies on weekends.
- This loop route duplicates parts of Route 5, but ridership at McKay High School is high.

Average Weekday Passenger Loads

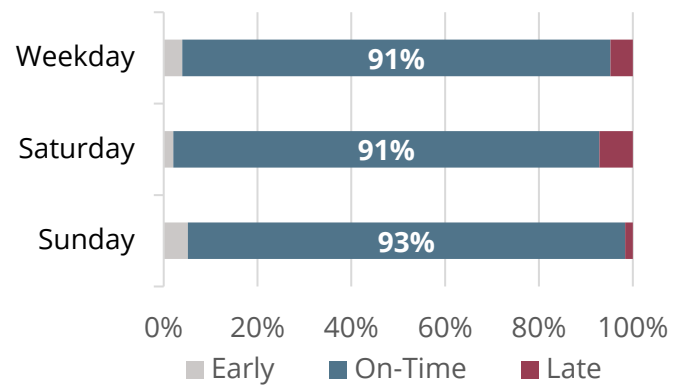


Route 5 is a frequent service line connecting the Downtown Transit Center to Lancaster Drive NE and neighborhoods to the east. The route is bidirectional along Center Street and has a one-way loop on Market Street NE, Lancaster Drive NE, Sunnyview Road, and Walker Road NE. It operates daily with 15-minute headways on weekdays, 30-minute headways on Saturdays, and 60-minute headways on Sundays.

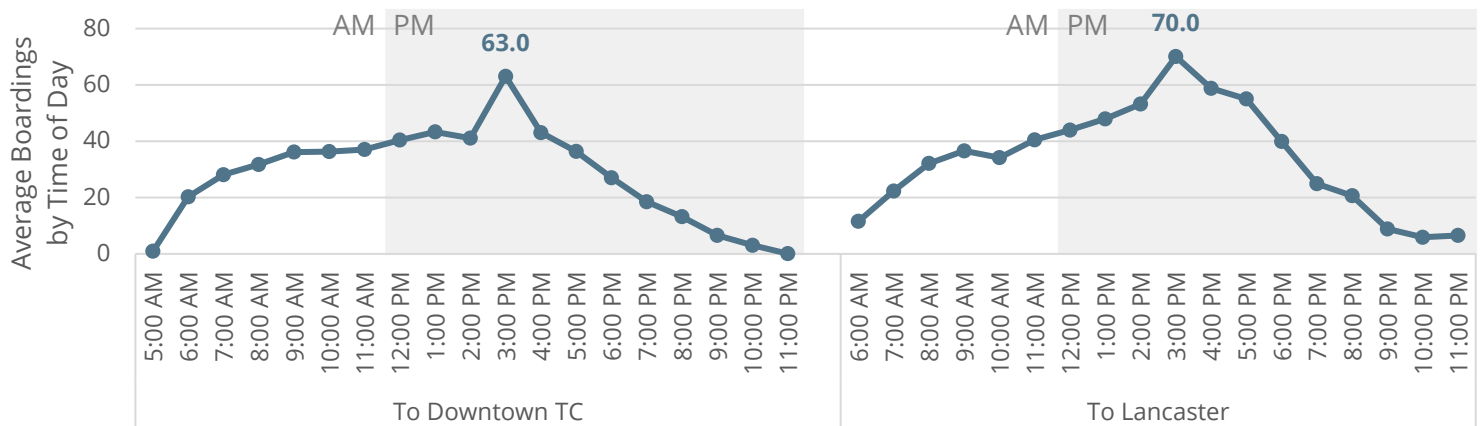
Ridership

Average Daily Boardings		Average Boardings per Revenue Hour	
Day	Count	Day	Count
Weekday	1,162	Weekday	20
Saturday	560	Saturday	20
Sunday	289	Sunday	22

On-Time Performance



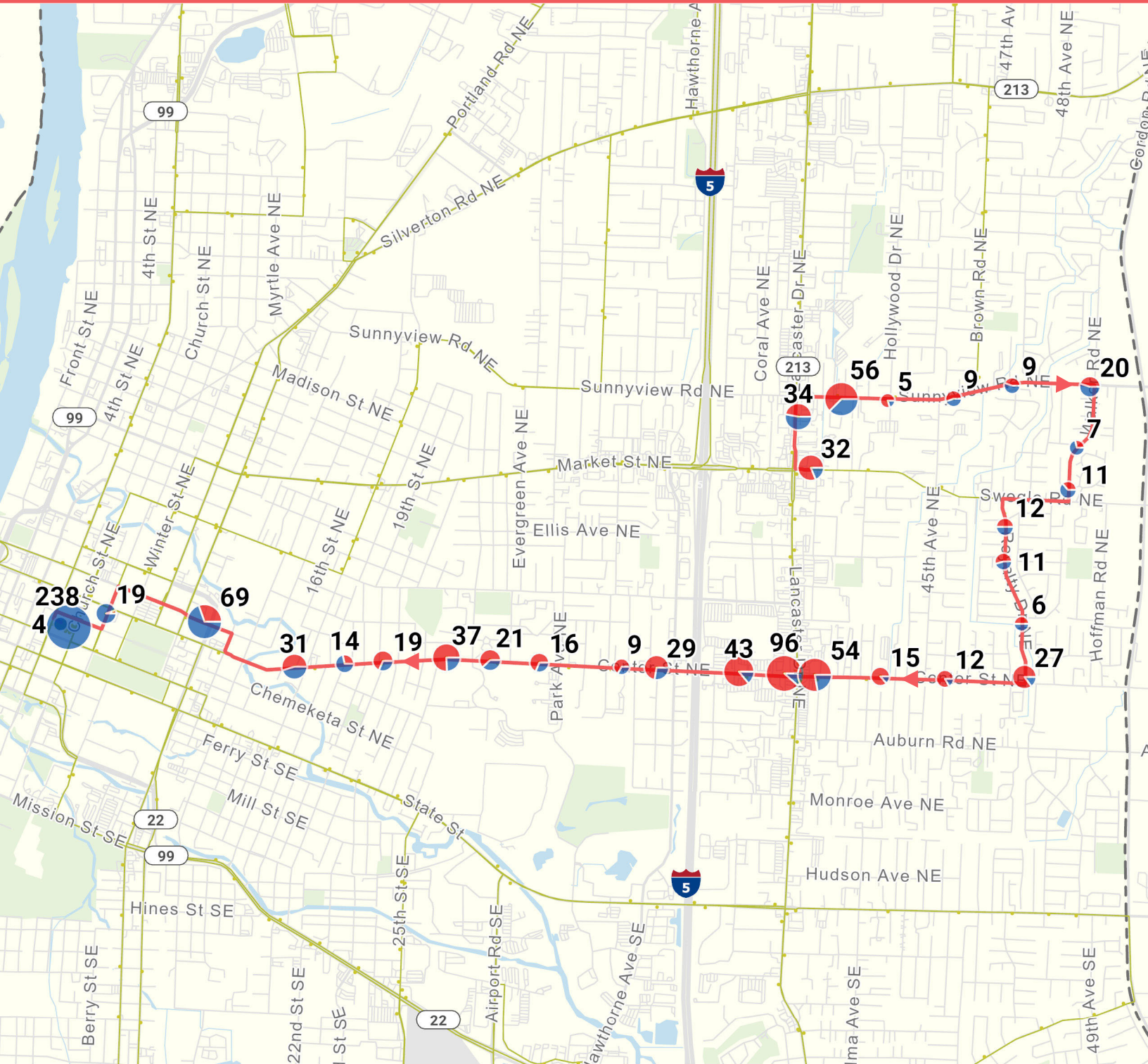
Weekday Ridership by Time of Day



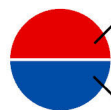
Characteristics

Day	Headways (min.)	Peak Vehicles	Service Span
Weekday	15	4	5:52 AM–11:21 PM
Saturday	30	2	6:22 AM–9:21 PM
Sunday	60	1	7:22 AM–8:21 PM

Top Boarding Locations
Downtown Transit Center - Bay M
Center @ Lancaster
Center @ 13th
Center @ Concord
Center @ 36th



To Downtown TC



Daily Boardings

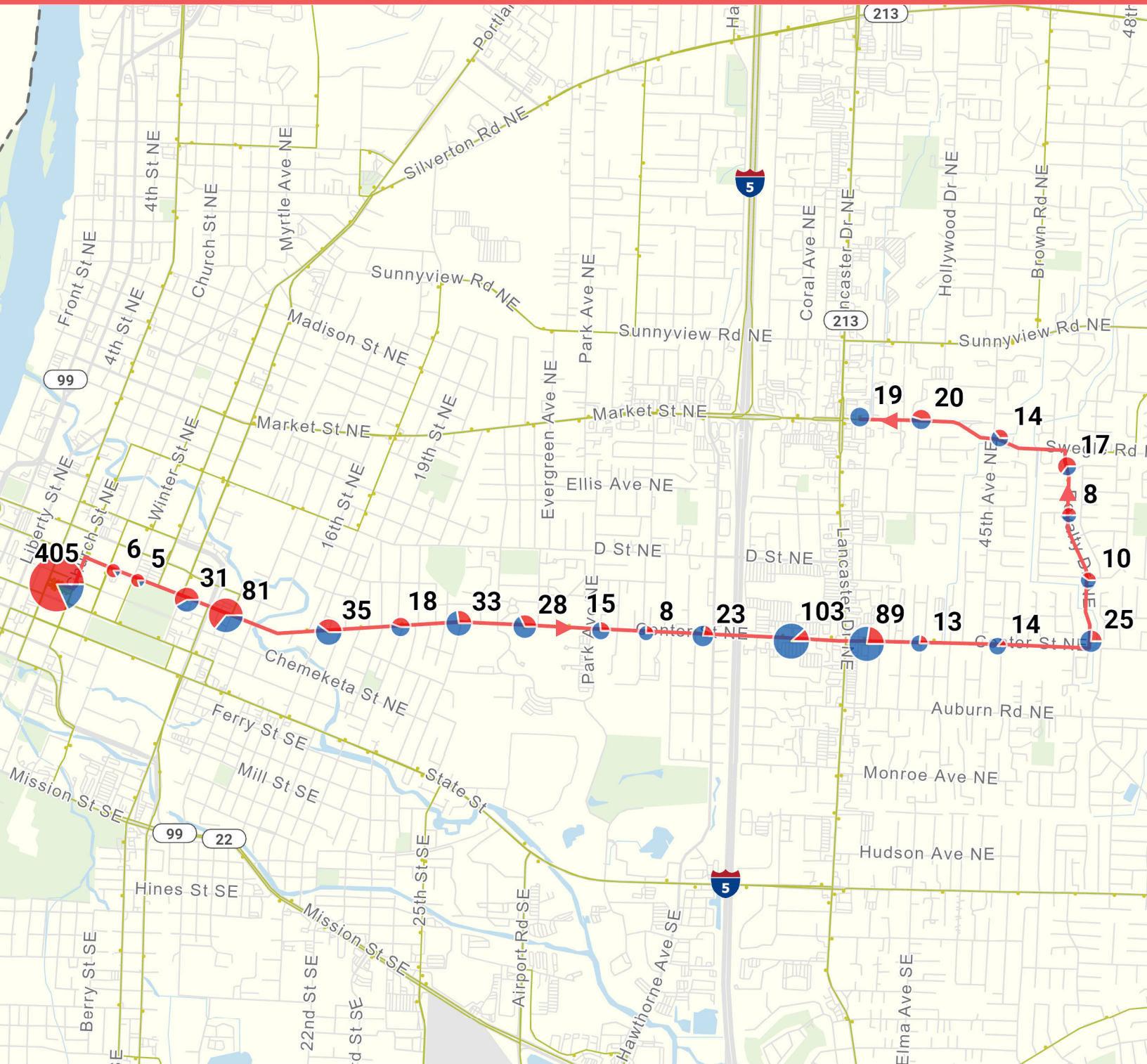
Daily Alightings

○ Ridership < 1

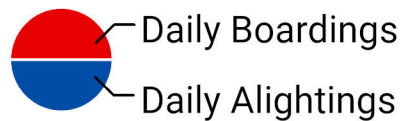
0 0.55 Miles



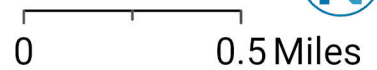
Average Weekday Activity



To Lancaster



○ Ridership < 1



Average Weekday Activity

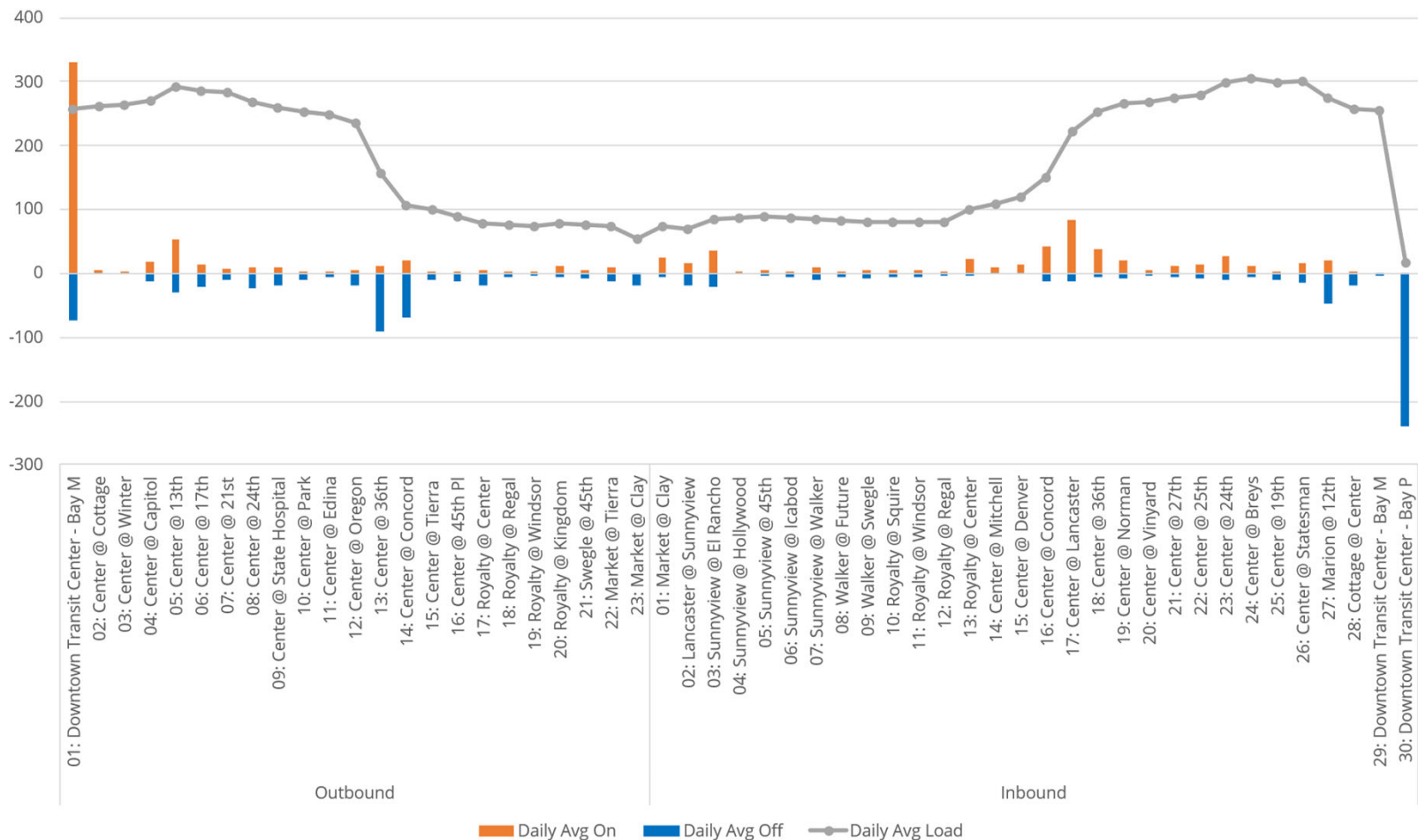
Strengths

- Route 5 meets productivity targets for corridor routes.

Opportunities

- Route 5 has slightly higher riders/revenue hour on weekends than on weekdays (19.9 on weekdays, 20.4 on Saturdays, and 22.2 on Sundays). There may be an opportunity to increase frequencies on the weekends.
- The eastern terminus is a large one-way loop through mostly residential, but dense, neighborhoods. This loop duplicates parts of Route 2, but ridership near Lancaster Drive is high.
- Connections to and from Route 11 on Lancaster Drive can be challenging given the location of the current stops.

Average Weekday Passenger Loads

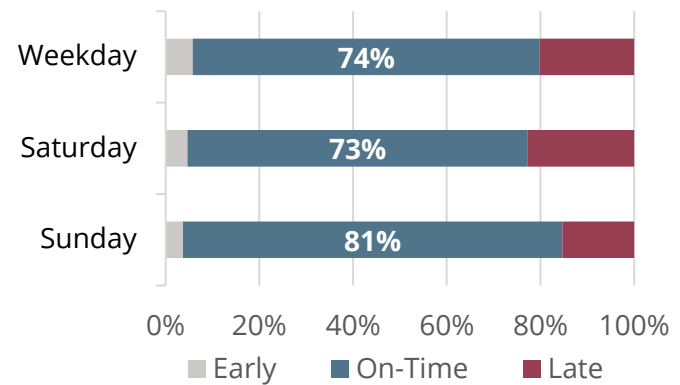


Route 11 is a frequent service line connecting Keizer Transit Center and Southeast Salem. It provides north-south service along Lancaster Drive without traveling through Downtown Salem. It operates daily with 15-minute headways on weekdays and 30-minute headways on Saturdays and Sundays. Route 11 also uses Transit Signal Priority and battery electric buses, making it a Zero Emissions Corridor.

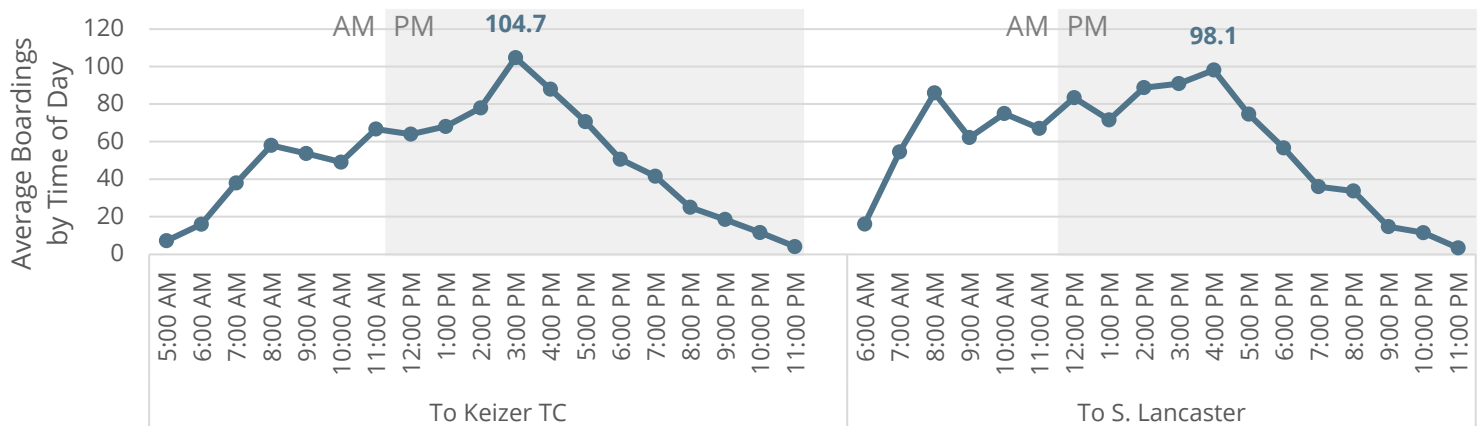
Ridership

Average Daily Boardings		Average Boardings per Revenue Hour	
Day	Count	Day	Count
Weekday	2,112	Weekday	20
Saturday	967	Saturday	18
Sunday	660	Sunday	13

On-Time Performance



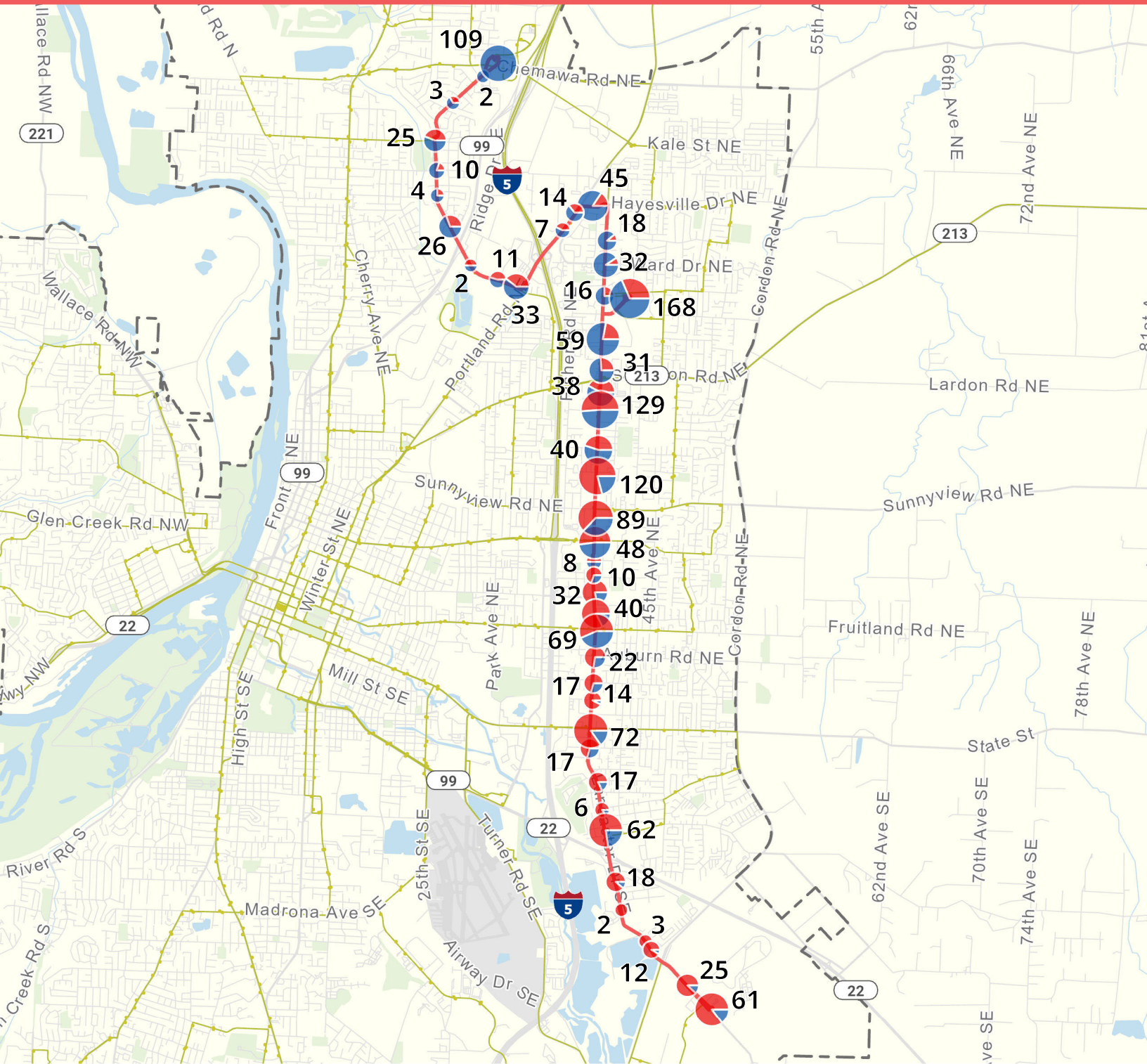
Weekday Ridership by Time of Day



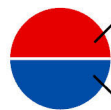
Characteristics

Day	Headways (min.)	Peak Vehicles	Service Span
Weekday	15	8	5:46 AM–11:51 PM
Saturday	30	4	6:17 AM–9:46 PM
Sunday	30	4	7:00 AM–8:46 PM

Top Boarding Locations
Keizer Transit Center - Bay G
Chemeketa College - Bldg 2 - Bay B
Lancaster @ Wolverine
Lancaster @ Devonshire (southbound)
Lancaster @ Devonshire (northbound)



To Keizer TC



Daily Boardings

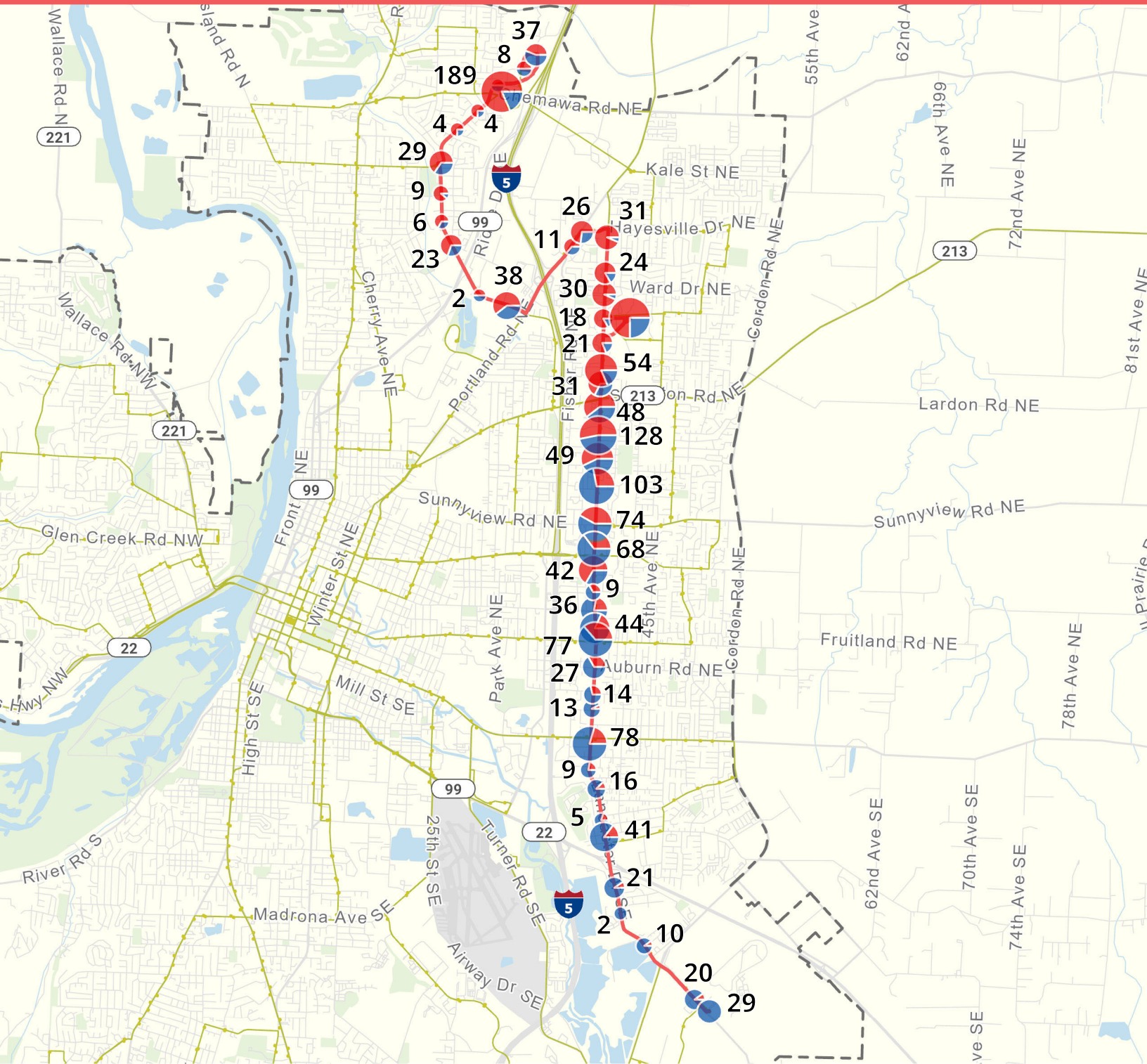
Daily Alightings

○ Ridership < 1

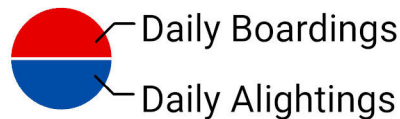
0 1 Miles



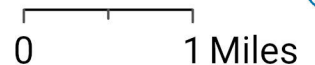
Average Weekday Activity



To S. Lancaster



○ Ridership < 1



Average Weekday Activity

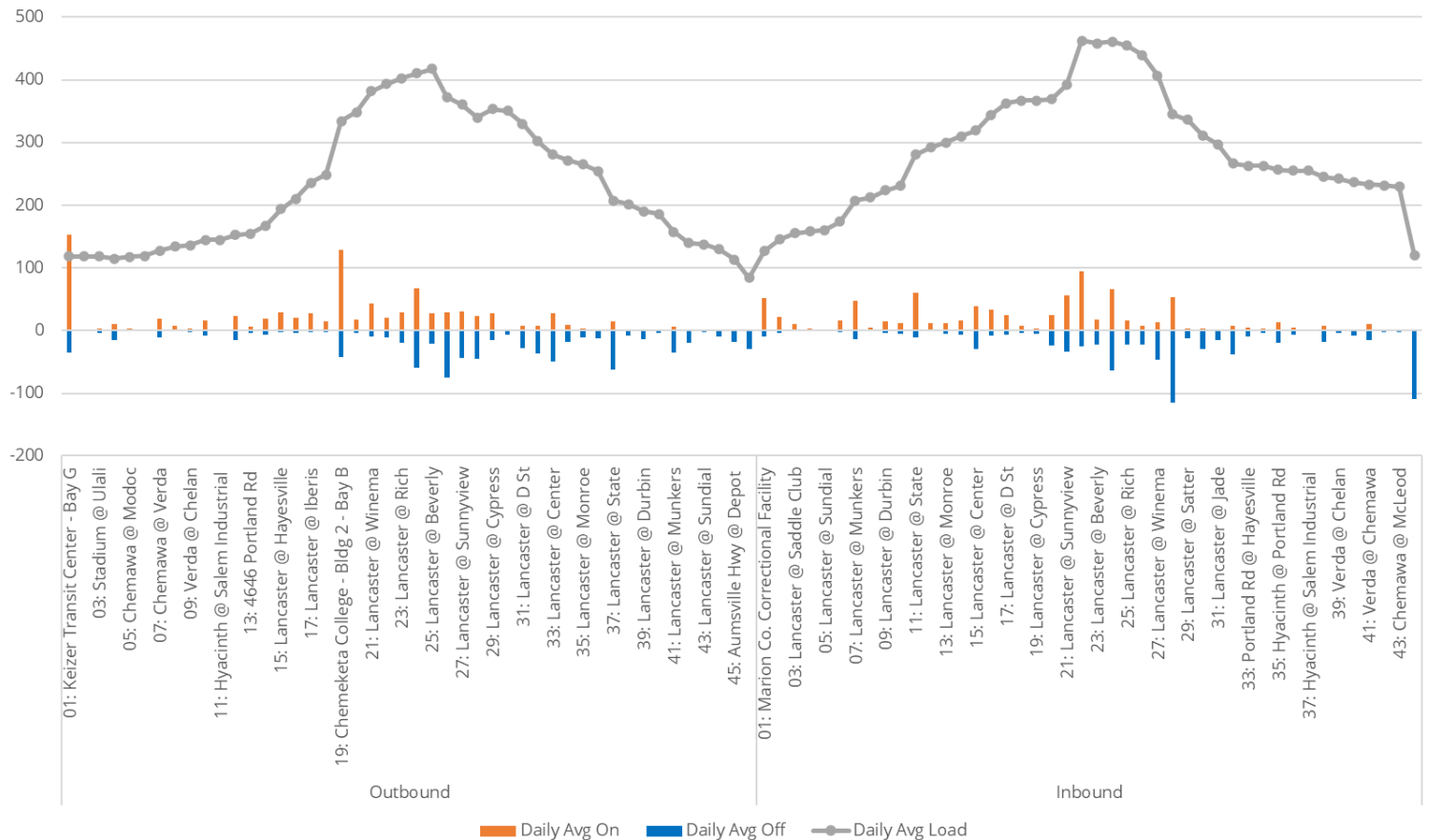
Strengths

- Route 11 is the highest ridership route in the system, carrying an average of 2,112 riders per weekday. Route 11 has great ridership despite not serving downtown Salem.
- It typically meets productivity standards for corridor routes, with just under 20 riders per revenue hour on weekdays.
- Route 11 serves an important commercial corridor, Lancaster Drive, and is one of few routes that serves east Salem without serving Downtown Salem. Boardings and alightings are high along Lancaster Drive in the middle of the route. Major destinations include Chemeketa Community College, McKay High School, and the Marion County Correctional Facility.

Opportunities

- Route 11 has the lowest on-time performance of any local route, with 74% of buses on time, 20% arriving late, and 6% departing early.
- Keizer Station is not being served by inbound trips arriving at the Keizer Transit Center. Any passengers traveling to Keizer Station must first wait as the bus lays over at Keizer Transit Center for its outbound trip. Ridership at Keizer Station is relatively low, given the frequency.
- Weekend frequency improvements on Route 11 were the top rider request noted in the 2024 Needs Assessment.

Average Weekday Passenger Loads

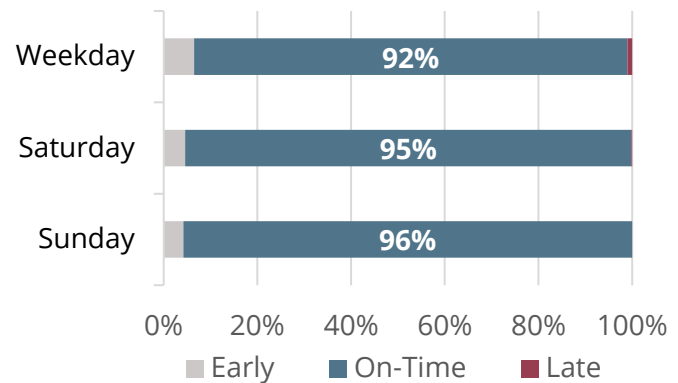


Route 17 is a frequent service line connecting the Downtown Transit Center to the commercial core of West Salem via Wallace Road NW and Edgewater Street. It operates daily with 15-minute headways on weekdays, 30-minute headways on Saturdays, and 60-minute headways on Sundays.

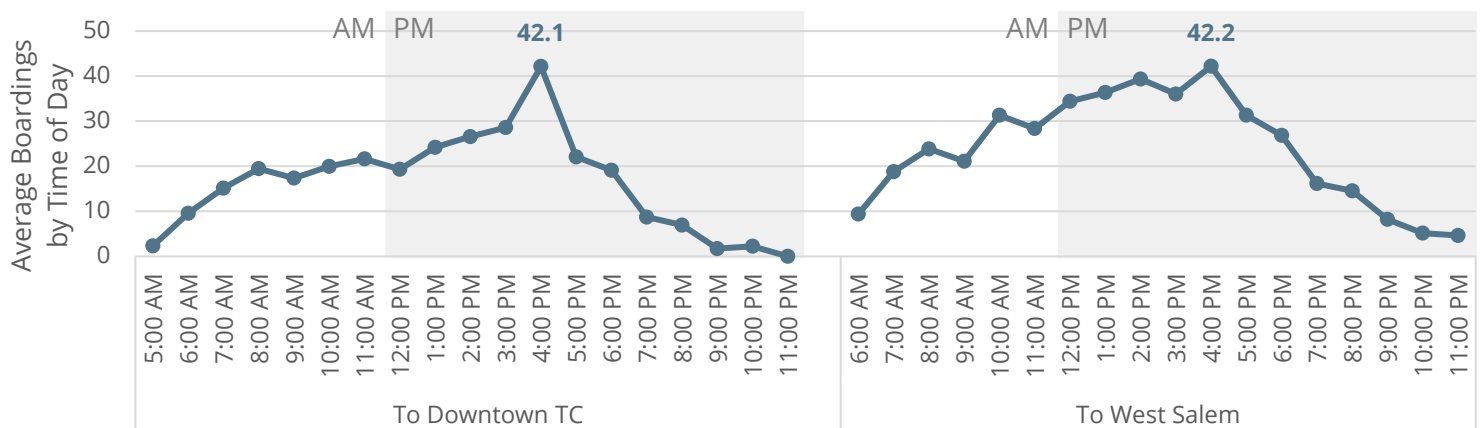
Ridership

Average Daily Boardings		Average Boardings per Revenue Hour	
Day	Count	Day	Count
Weekday	652	Weekday	13
Saturday	294	Saturday	11
Sunday	171	Sunday	13

On-Time Performance



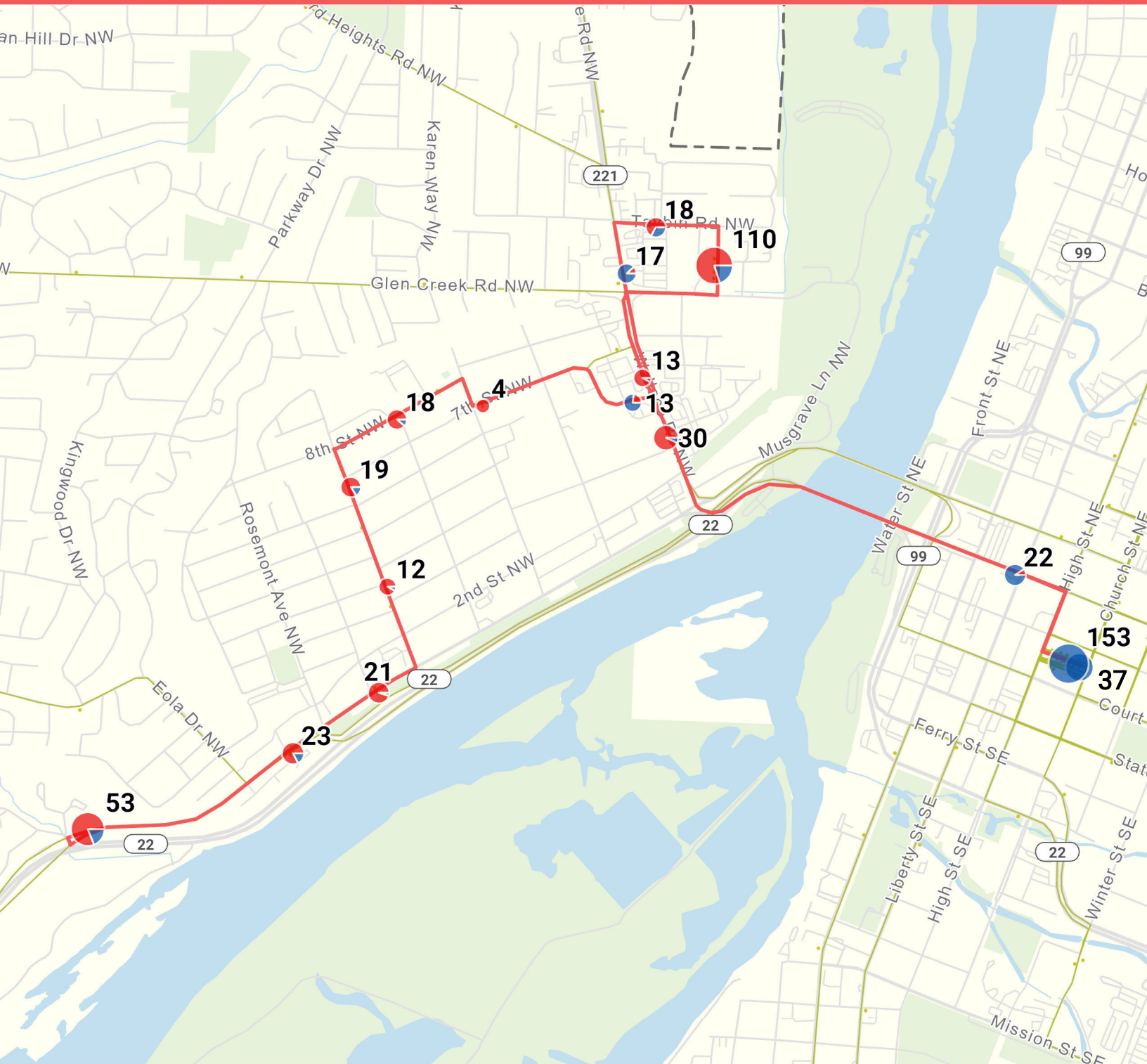
Weekday Ridership by Time of Day



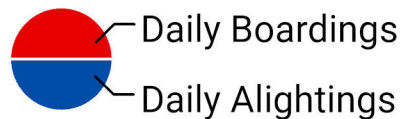
Characteristics

Day	Headways (min.)	Peak Vehicles	Service Span
Weekday	15	4	5:33 AM–11:17 PM
Saturday	30	2	6:26 AM–9:24 PM
Sunday	60	1	7:26 AM–8:24 PM

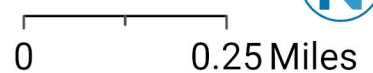
Top Boarding Locations
Downtown Transit Center - Bay O
West Salem Transit Center - Bay E
Edgewater @ Manorview
West Salem Transit Center - Bay D
Wallace @ Bassett



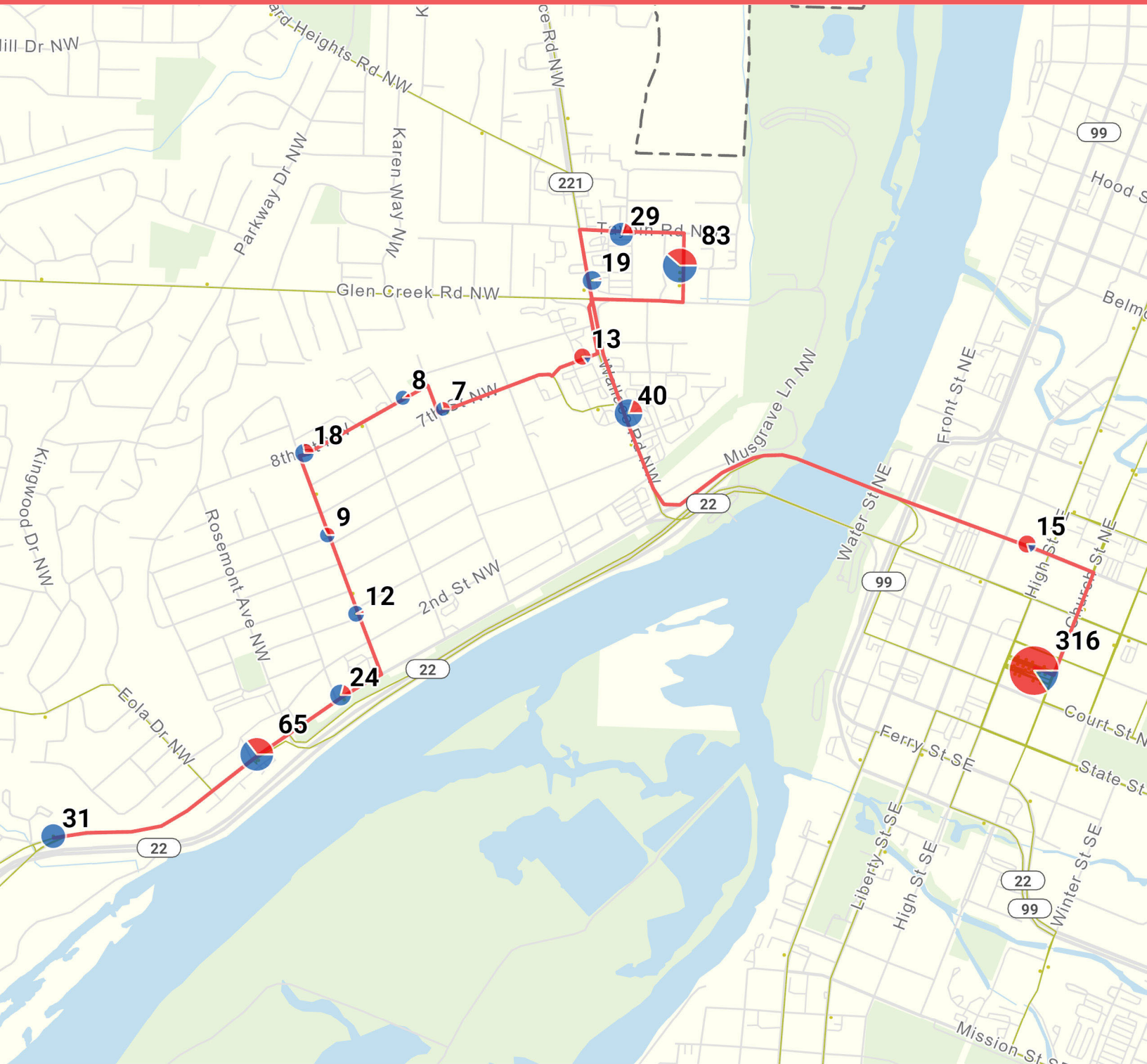
To Downtown TC





○ Ridership < 1




Average Weekday Activity



To West Salem

 Daily Boardings
 Daily Alightings

○ Ridership < 1

0 0.25 Miles 

Average Weekday Activity

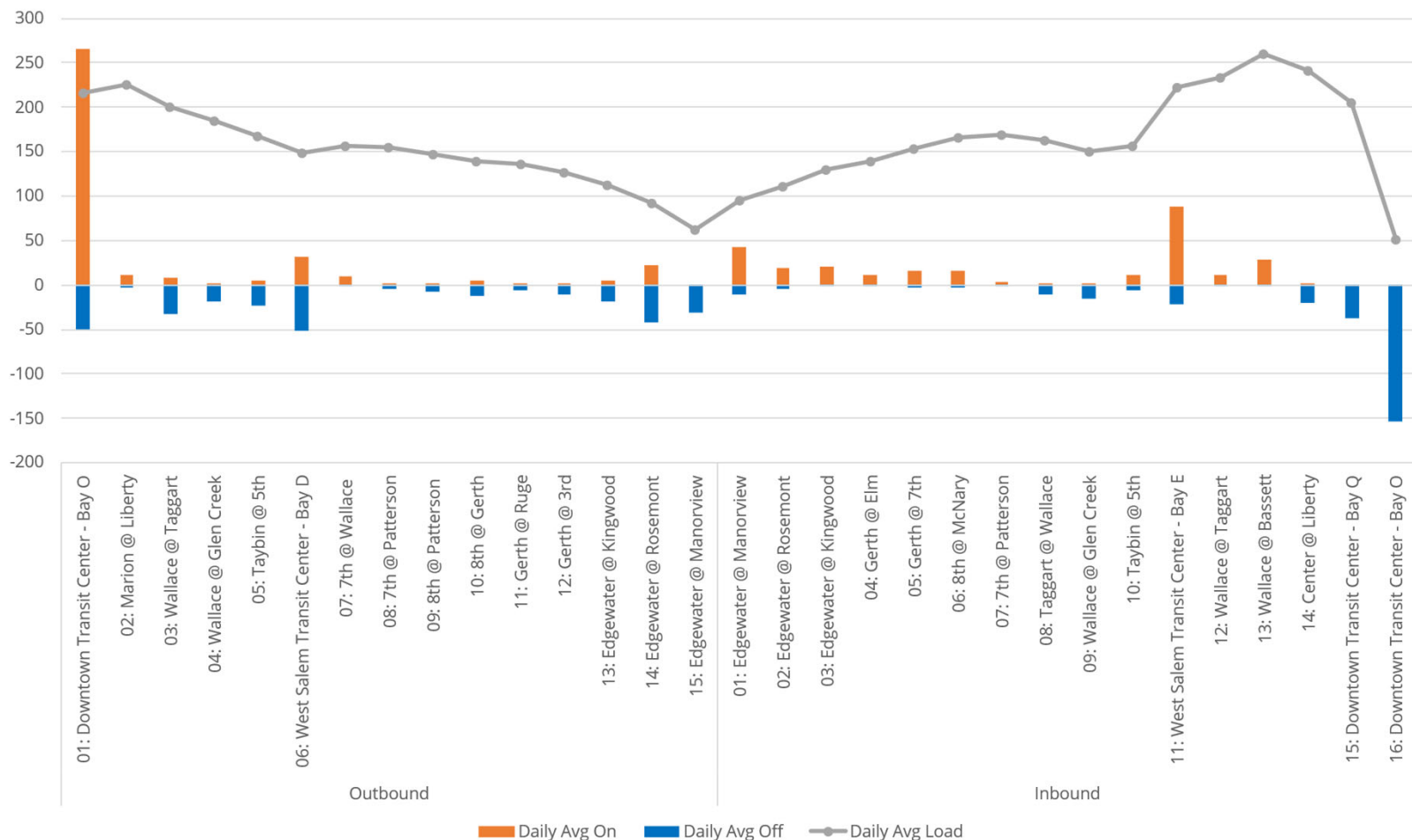
Strengths

- Route 17 provides an important frequent connection between downtown Salem and West Salem and serves several commercial corridors (Wallace Road NW and Edgewater Street NW). This route also connects to the Safeway on Edgewater Street NW and a large retirement community in West Salem.

Opportunities

- Route 17 has the lowest productivity of any corridor route, with 12.7 boardings per revenue hour on weekdays. This falls short of the corridor route target (20 boardings/revenue hour).
- Route 17 has slightly higher productivity on Sundays, when other West Salem routes are not operating, with 13.1 riders/revenue hour.

Average Weekday Passenger Loads

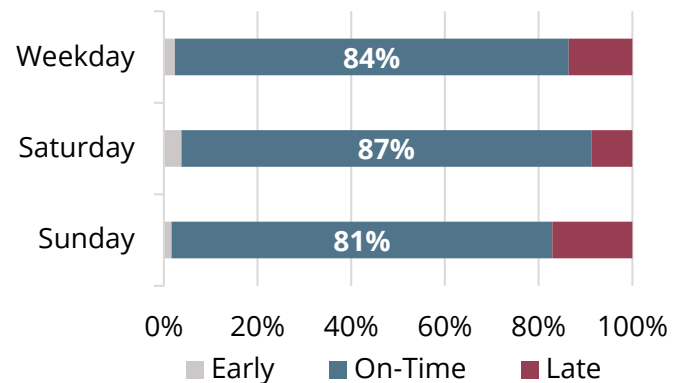


Route 19 is a frequent service line connecting the Downtown Transit Center and the Keizer Transit Center via Broadway Street and River Road N. It operates daily with 15-minute headways on weekdays, 30-minute headways on Saturdays, and 60-minute headways on Sundays.

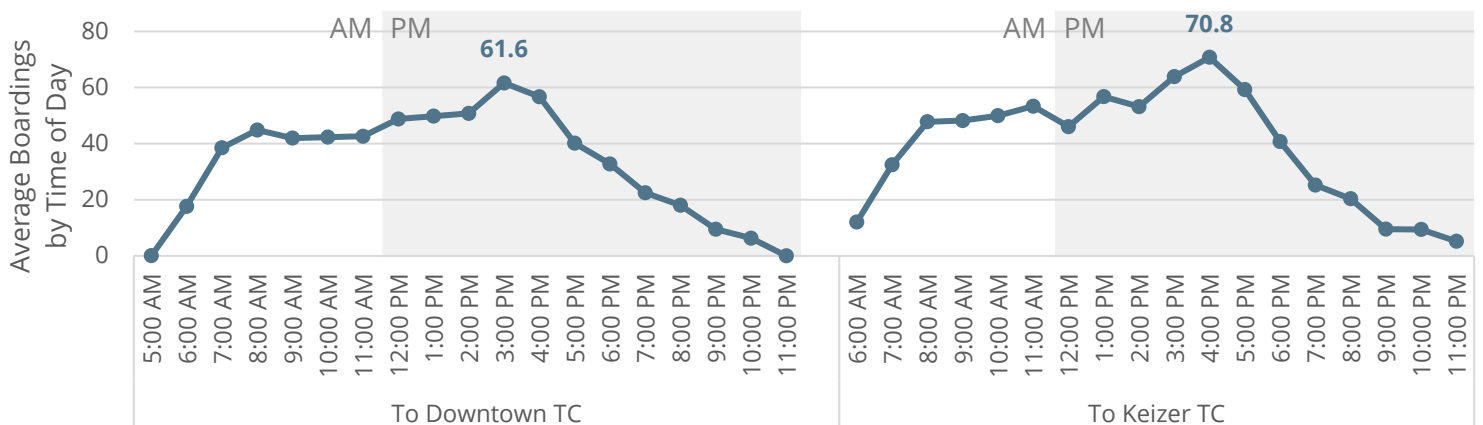
Ridership

Average Daily Boardings		Average Boardings per Revenue Hour	
Day	Count	Day	Count
Weekday	1,310	Weekday	23
Saturday	639	Saturday	24
Sunday	307	Sunday	24

On-Time Performance



Weekday Ridership by Time of Day



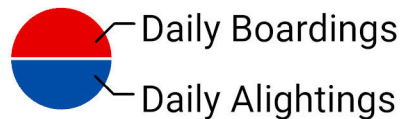
Characteristics

Day	Headways (min.)	Peak Vehicles	Service Span
Weekday	15	4	5:54 AM–11:19 PM
Saturday	30	2	6:24 AM–9:19 PM
Sunday	60	1	7:24 AM–8:19 PM

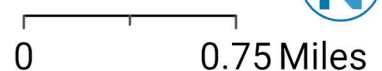
Top Boarding Locations
Downtown Transit Center - Bay A
Keizer Transit Center - Bay E
River Rd @ Chemawa
Broadway @ Dr MLK Jr Pkwy
River Rd @ Claggett



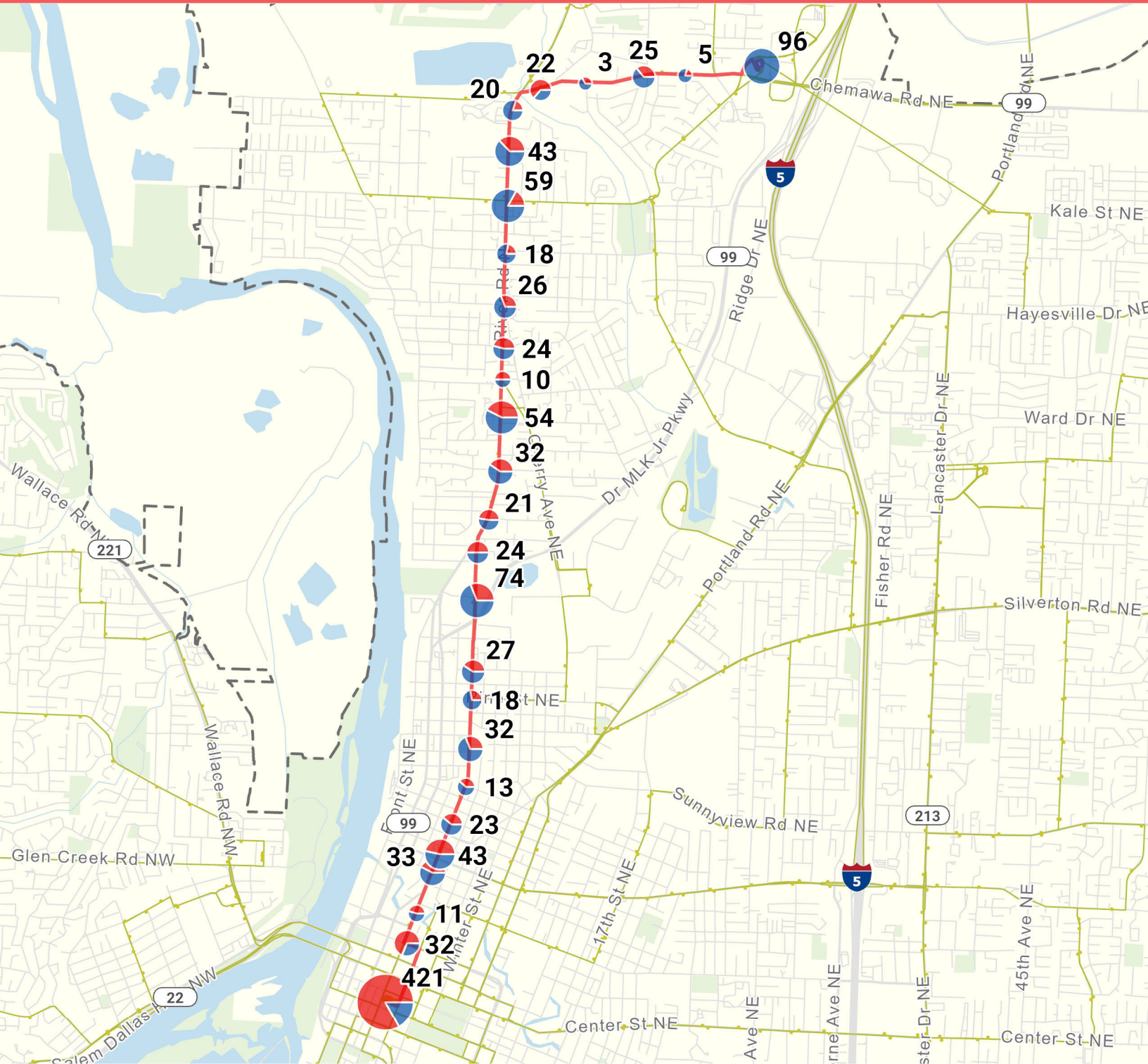
To Downtown TC



○ Ridership < 1



Average Weekday Activity



To Keizer TC

Daily Boardings
 Daily Alightings

Ridership < 1
 0 0.75 Miles

Average Weekday Activity

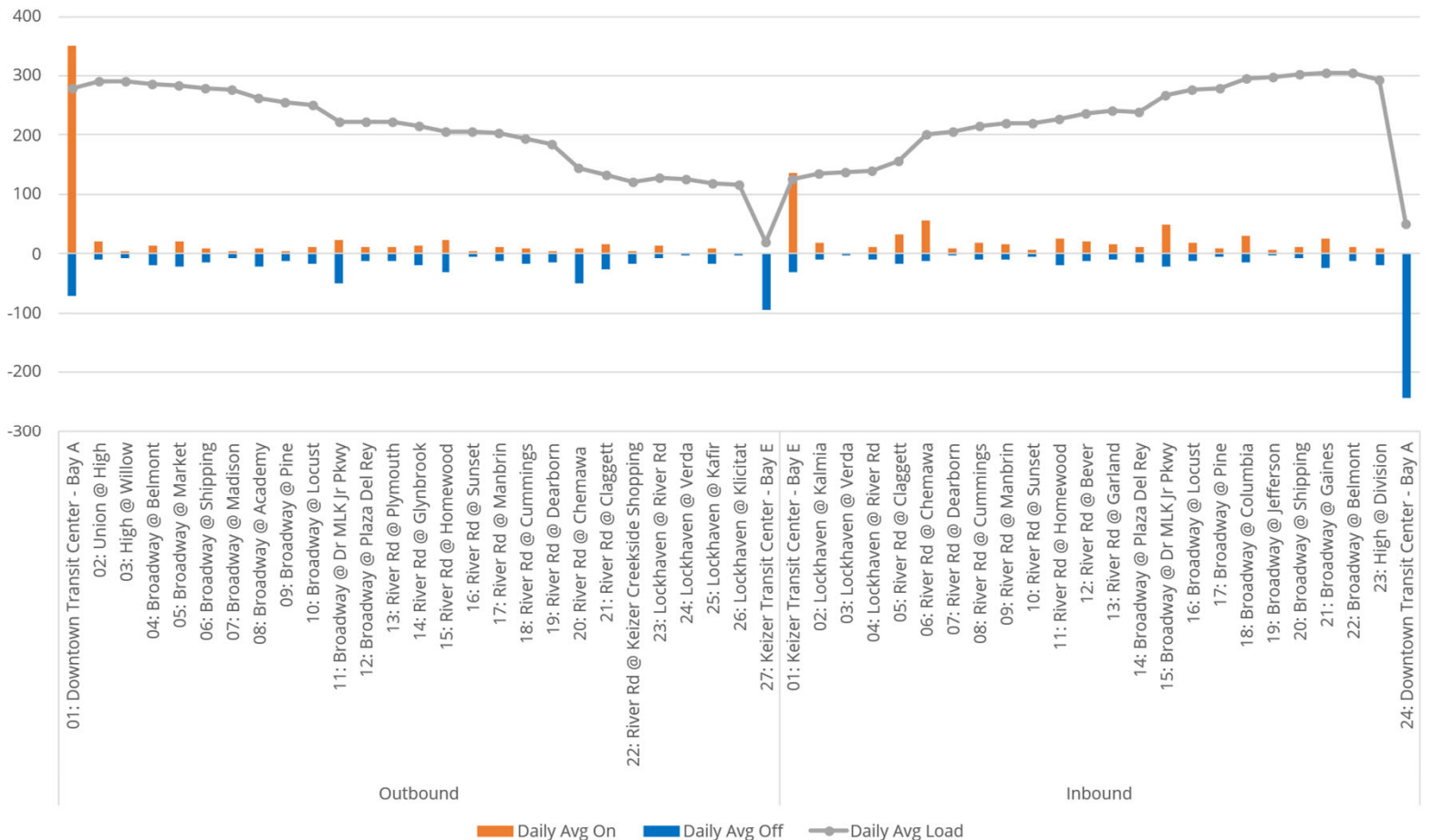
Strengths

- Route 19 has strong anchors at either end of the route (Downtown Transit Center and Keizer Transit Center) and serves a major commercial corridor (River Road).
- The route has the highest weekday productivity of all routes, measured as boardings per revenue hour (23.1/revenue hour). It is one of only four routes exceeding the corridor route productivity target of 20 boardings per revenue hour on weekdays.
- It has the third highest ridership of all routes, carrying an average of 1310 riders per weekday. Ridership is evenly distributed across the route.

Opportunities

- Productivity is slightly higher on weekends, with 23.9 riders/hour on Saturdays and 23.6 riders/hour on Sundays. This could be an indicator that more frequency is needed on weekends.
- On weekdays, Route 19 is close to meeting on-time performance standards, with 84% of buses leaving on time. On Sundays, on-time performance is lower, with 17% of all buses leaving late.
- Route 19 has one weekday late evening trip extending to Keizer Station. This trip does not pick up any riders at Keizer Station.

Average Weekday Passenger Loads

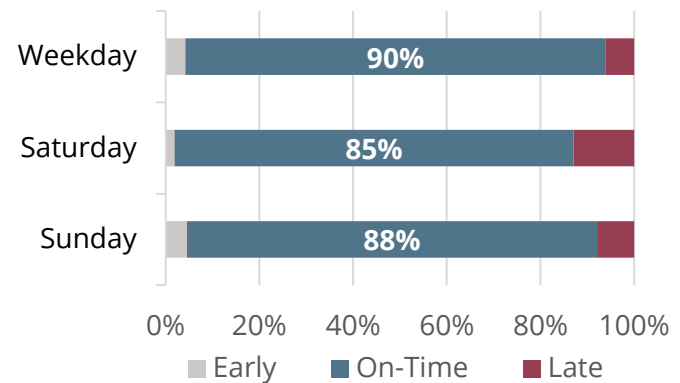


Route 21 is a frequent service line connecting the Downtown Transit Center with south Salem via Commercial Street SE, a main commercial spine in Salem. It operates daily with 15-minute headways on weekdays, 30-minute headways on Saturdays, and 60-minute headways on Sundays.

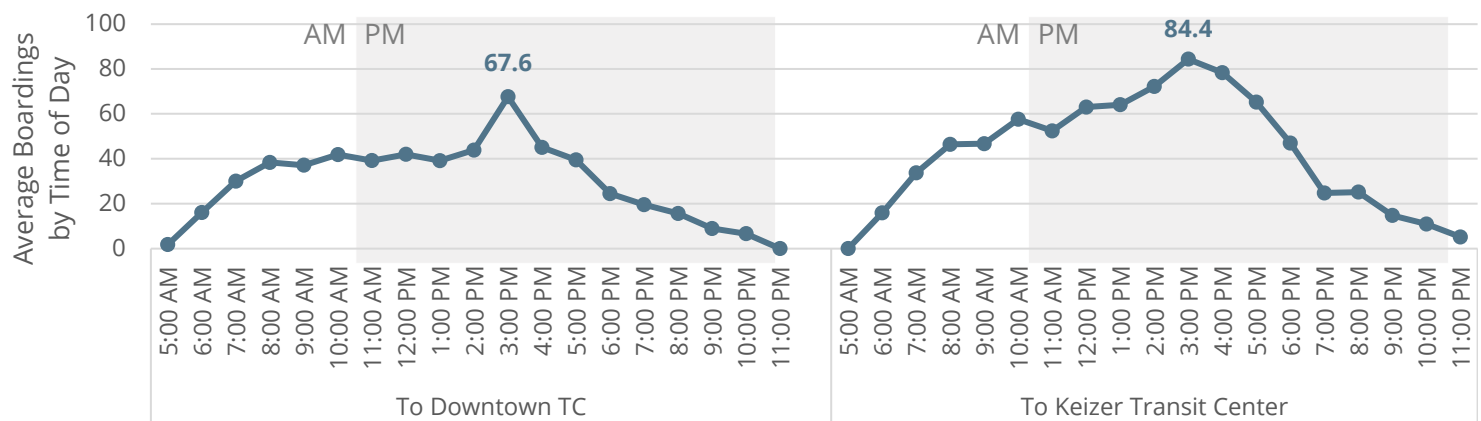
Ridership

Average Daily Boardings		Average Boardings per Revenue Hour	
Day	Count	Day	Count
Weekday	1,331	Weekday	23
Saturday	716	Saturday	27
Sunday	359	Sunday	28

On-Time Performance



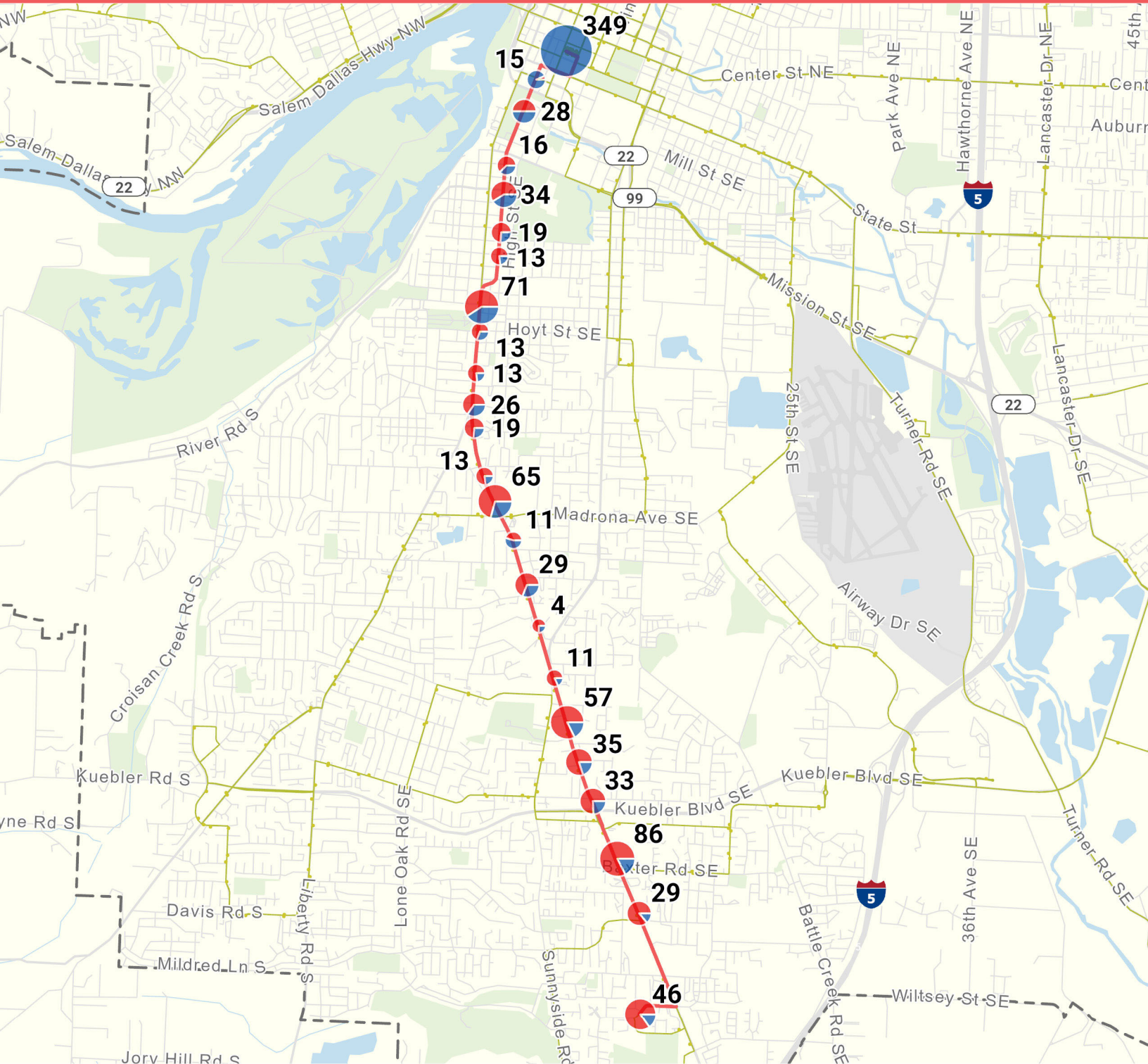
Weekday Ridership by Time of Day



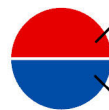
Characteristics

Day	Headways (min.)	Peak Vehicles	Service Span
Weekday	15	4	5:57 AM–11:22 PM
Saturday	30	2	6:25 AM–9:21 PM
Sunday	60	1	7:26 AM–8:22 PM

Top Boarding Locations
Downtown Transit Center - Bay K
Commercial @ Baxter
Commercial @ Keglers
Commercial @ Madrona
Commercial @ Rural



To Downtown TC



Daily Boardings

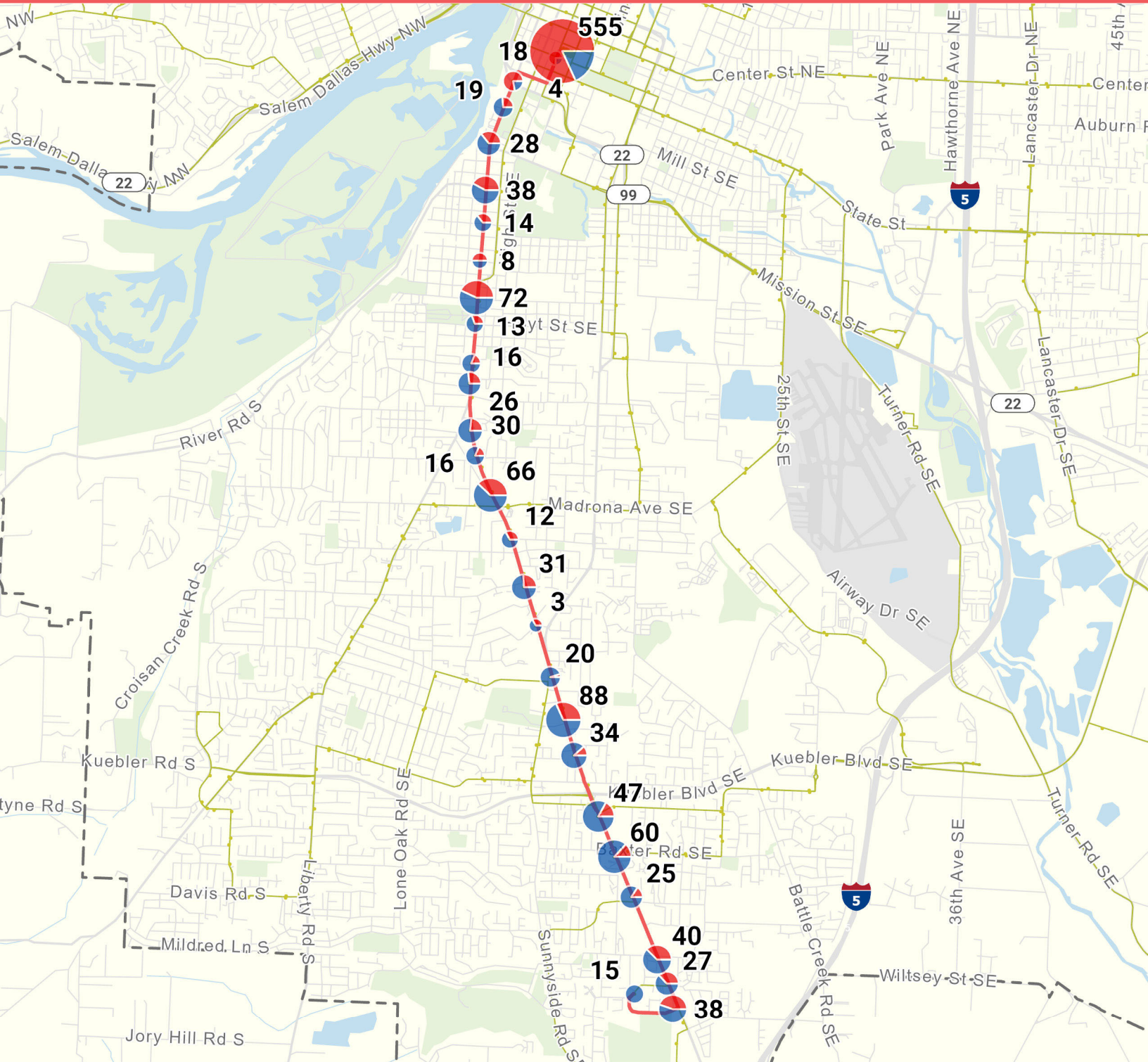
Daily Alightings

○ Ridership < 1

0 0.85 Miles



Average Weekday Activity



To South Salem



Daily Boardings

Daily Alightings

○ Ridership < 1

0 0.8 Miles



Average Weekday Activity

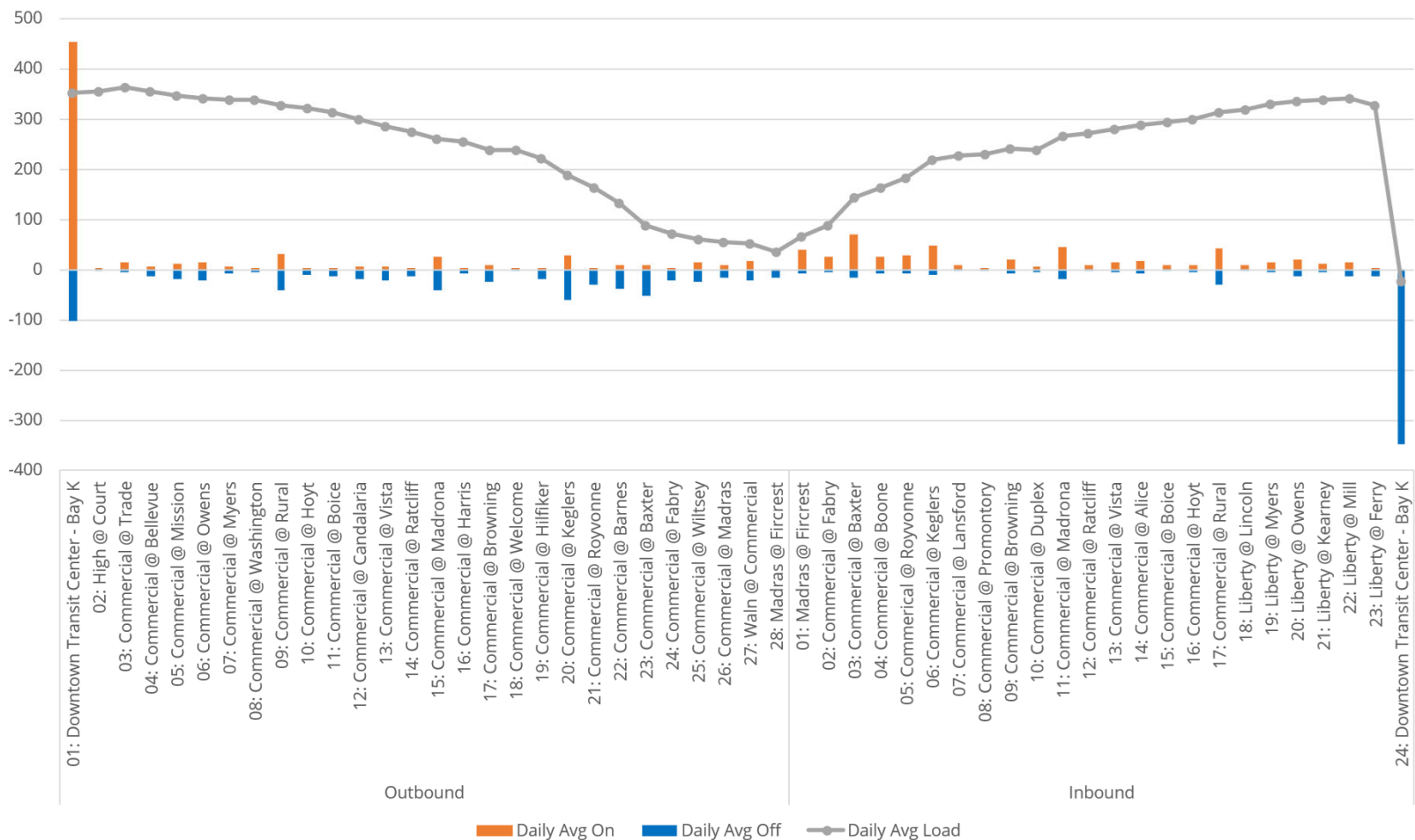
Strengths

- Route 21 is a direct, linear route that serves a major commercial corridor in south Salem (Commercial Street SE), with ridership activity evenly distributed across the route.
- Route 21 has the second highest weekday productivity of all routes, measured as boardings per revenue hour (23 boardings/revenue hour).
- It also has the second highest ridership of all routes, carrying an average of 1,331 riders per weekday.

Opportunities

- Productivity is higher on weekends than on weekdays, with 26.7 riders/hour on Saturdays and 27.6 riders/hour, compared to 23.1 on weekdays despite lower frequencies on the weekend. There might be an opportunity to increase frequencies on the weekend.

Average Weekday Passenger Loads

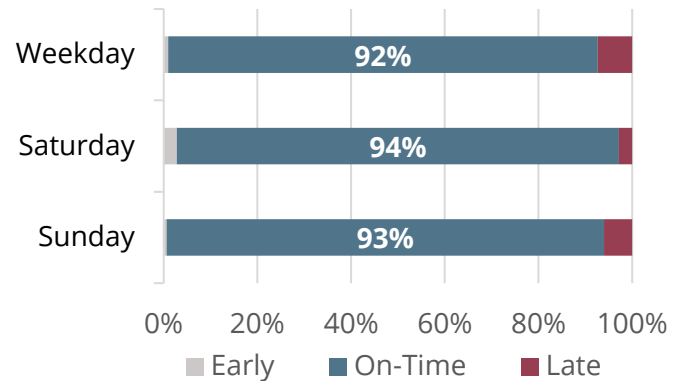


Starting service in May 2024, Route 22 is a new east-west route connecting Commercial Street S and Aumsville Highway via Kuebler Boulevard. It operates daily with 20-minute headways on weekdays and Saturdays and 40-minute headways on Sundays.

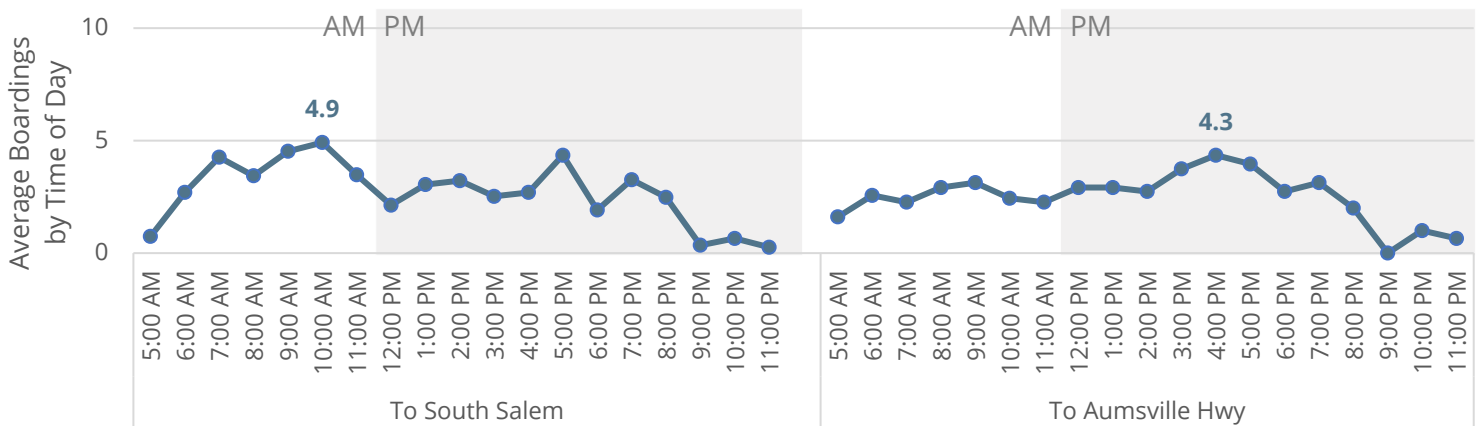
Ridership

Average Daily Boardings		Average Boardings per Revenue Hour	
Day	Count	Day	Count
Weekday	85	Weekday	2
Saturday	64	Saturday	1
Sunday	33	Sunday	3

On-Time Performance



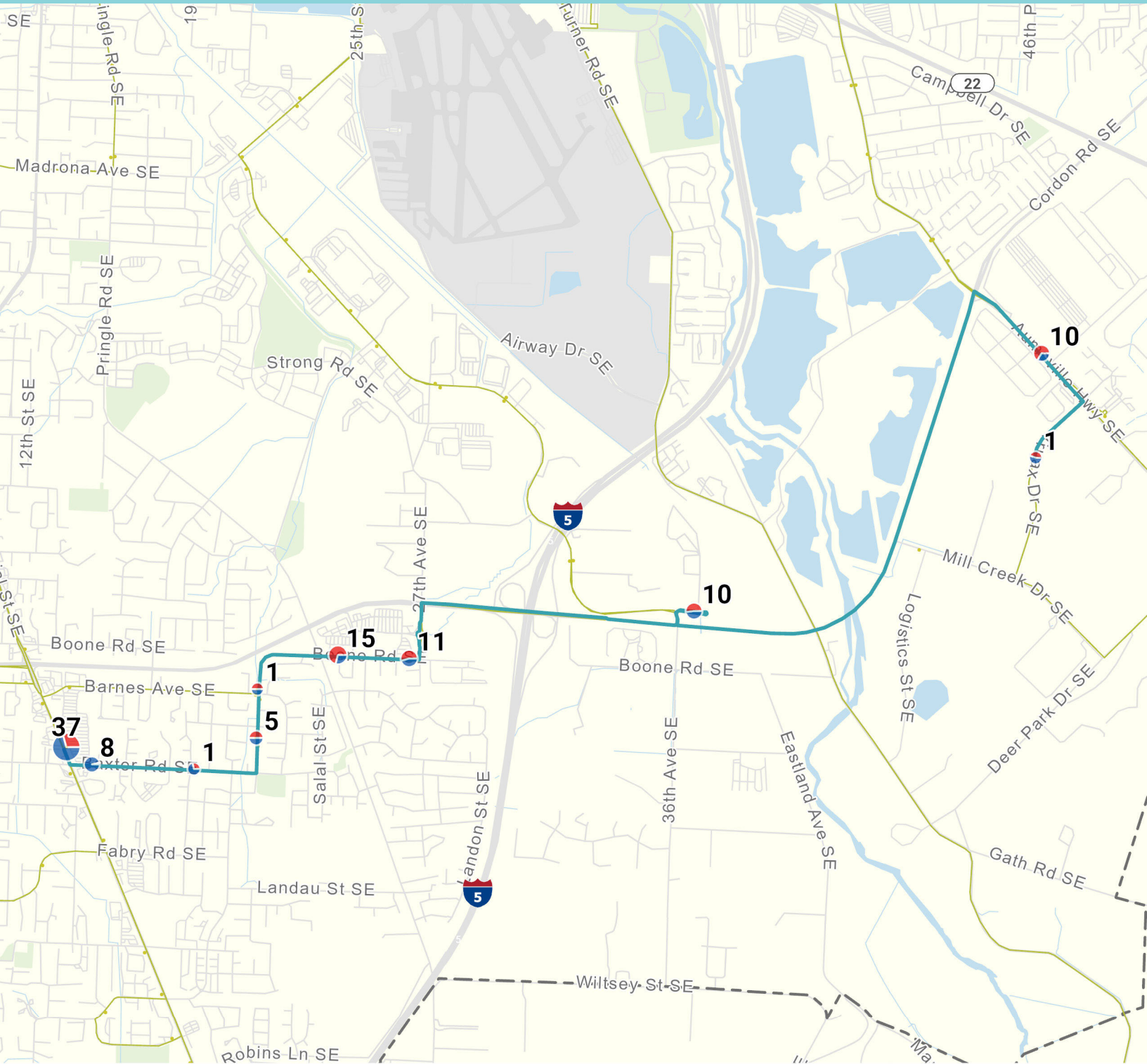
Weekday Ridership by Time of Day





Characteristics

Day	Headways (min.)	Peak Vehicles	Service Span
Weekday	20	3	5:26 AM–11:31 PM
Saturday	20	3	5:55 AM–10:22 PM
Sunday	40	2	7:00 AM–8:12 PM

Top Boarding Locations
Commercial @ Baxter (eastbound)
Boone @ Battle Creek
Aumsville Hwy @ Depot
Boone @ 27th
Trelstad @ Burrignt



To South Salem

 Daily Boardings
 Daily Alightings

○ Ridership < 1

0 0.5 Miles



Average Weekday Activity

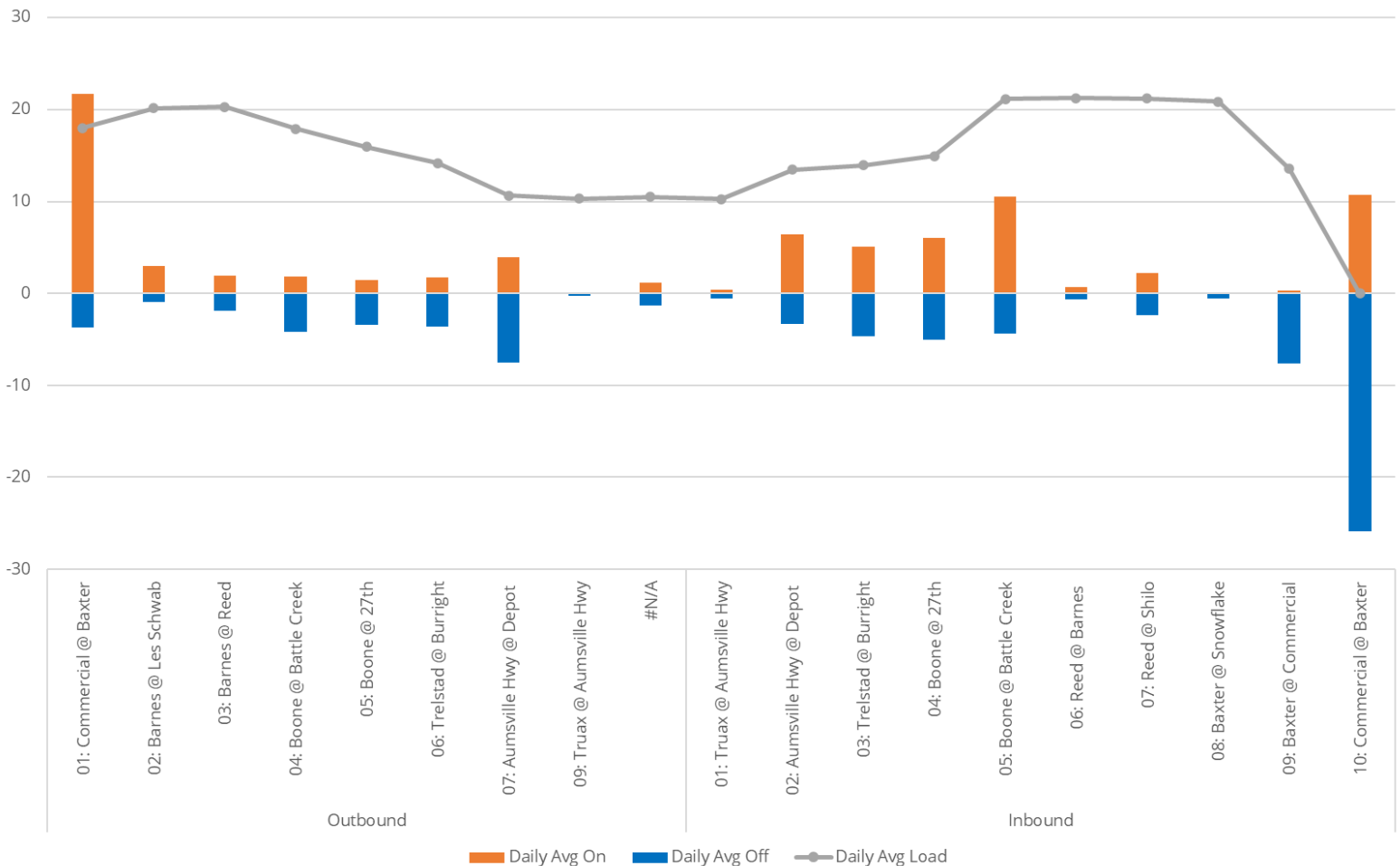
Strengths

- Route 22 provides an east-west connection in south Salem. Before the route’s introduction, east-west trips in south Salem required transit riders to first ride north to the Downtown Transit Center, transfer buses, and travel south again.
- Route 22 was recently extended to Corban University in September 2025, a destination that previously was not served by Cherriotics. However, ridership is low at that stop and needs time to mature.

Opportunities

- Despite demand for the route’s introduction in community engagement processes, Route 22 has the lowest productivity of any local route, with 1.8 riders per revenue hour on weekdays, for a total of 85 average daily riders.
- Forcing transfers to Route 22 that has few standalone destinations is a likely cause for lower ridership.
- Route 22 operates every 20 minutes on weekdays and Saturdays. While the Southeast Mill Creek area continues to develop, current service levels are not commensurate with demand.

Weekday Passenger Loads

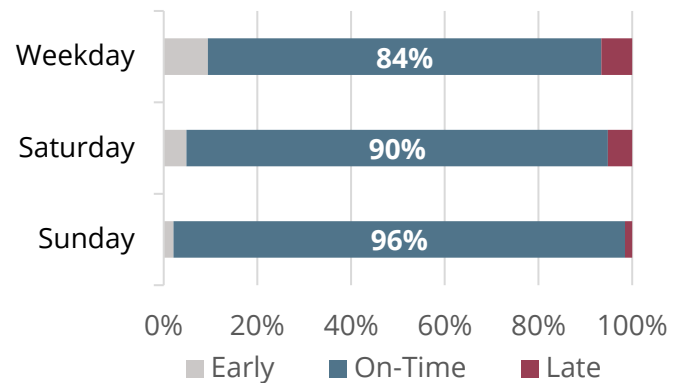


Route 3 connects the Downtown Transit Center and Chemeketa Community College largely via Portland Road, a major commercial spine. It runs every thirty minutes on weekdays and every 60 minutes on Saturdays and Sundays.

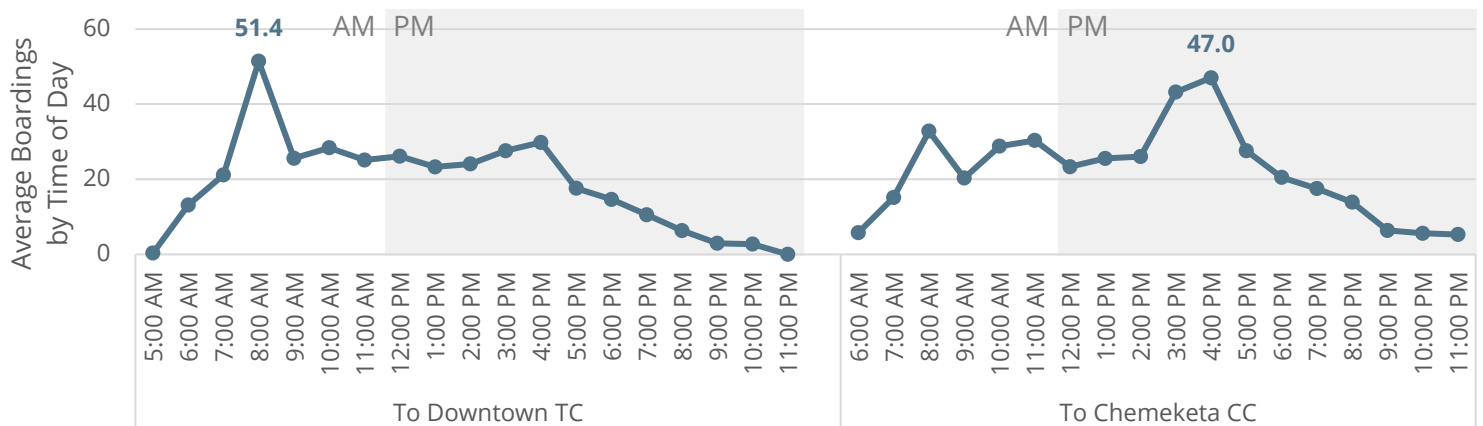
Ridership

Average Daily Boardings		Average Boardings per Revenue Hour	
Day	Count	Day	Count
Weekday	682	Weekday	21
Saturday	288	Saturday	19
Sunday	194	Sunday	15

On-Time Performance



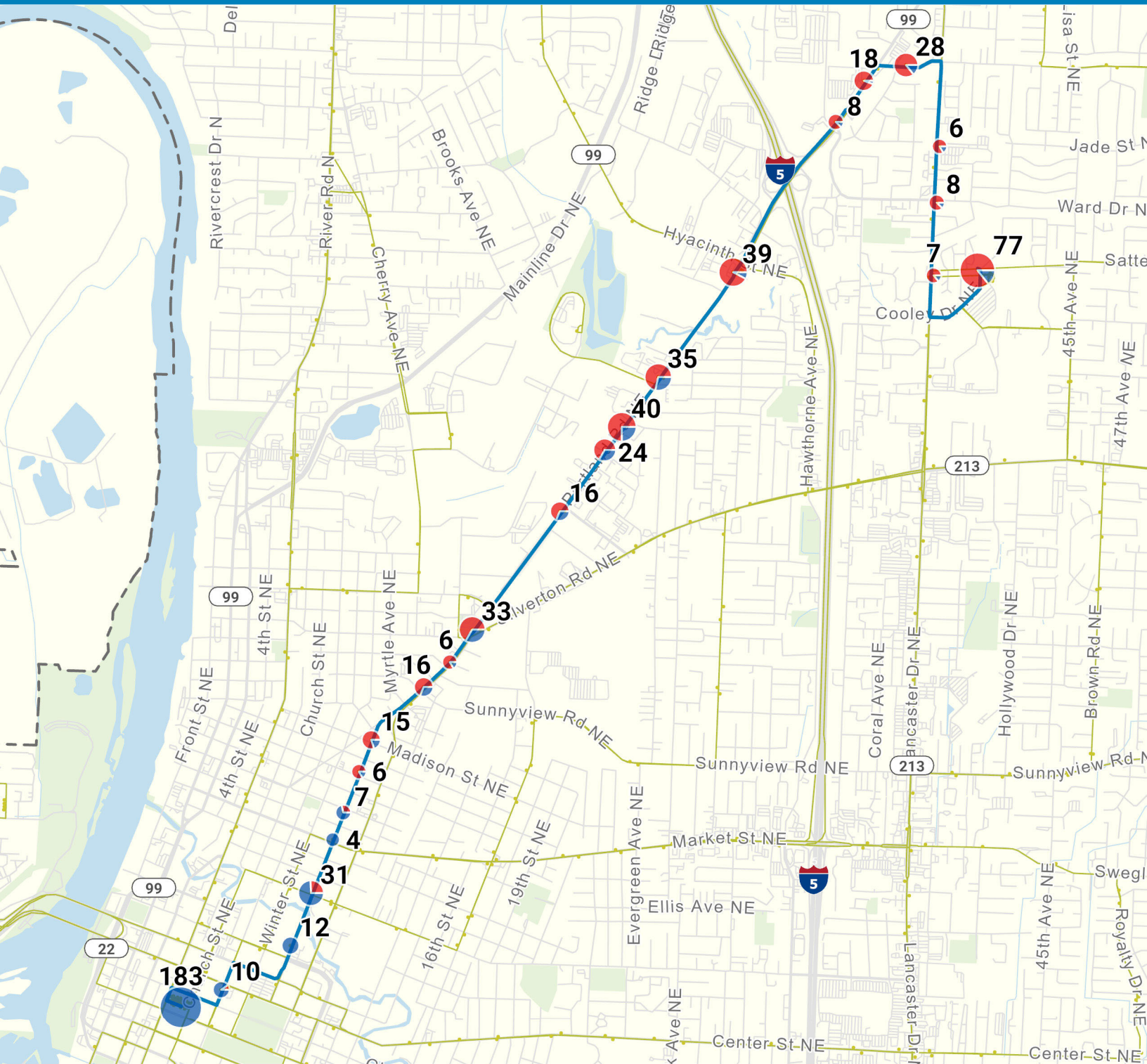
Weekday Ridership by Time of Day



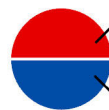
Characteristics

Day	Headways (min.)	Peak Vehicles	Service Span
Weekday	30	2	5:57 AM–11:27 PM
Saturday	60	1	6:27 AM–9:27 PM
Sunday	60	1	7:27 AM–8:27 PM

Top Boarding Locations
Downtown Transit Center - Bay D
Chemeketa College - Bldg 2 - Bay E
Capitol @ D St
Portland Rd @ Hyacinth
Portland Rd @ Donald



To Downtown TC



Daily Boardings

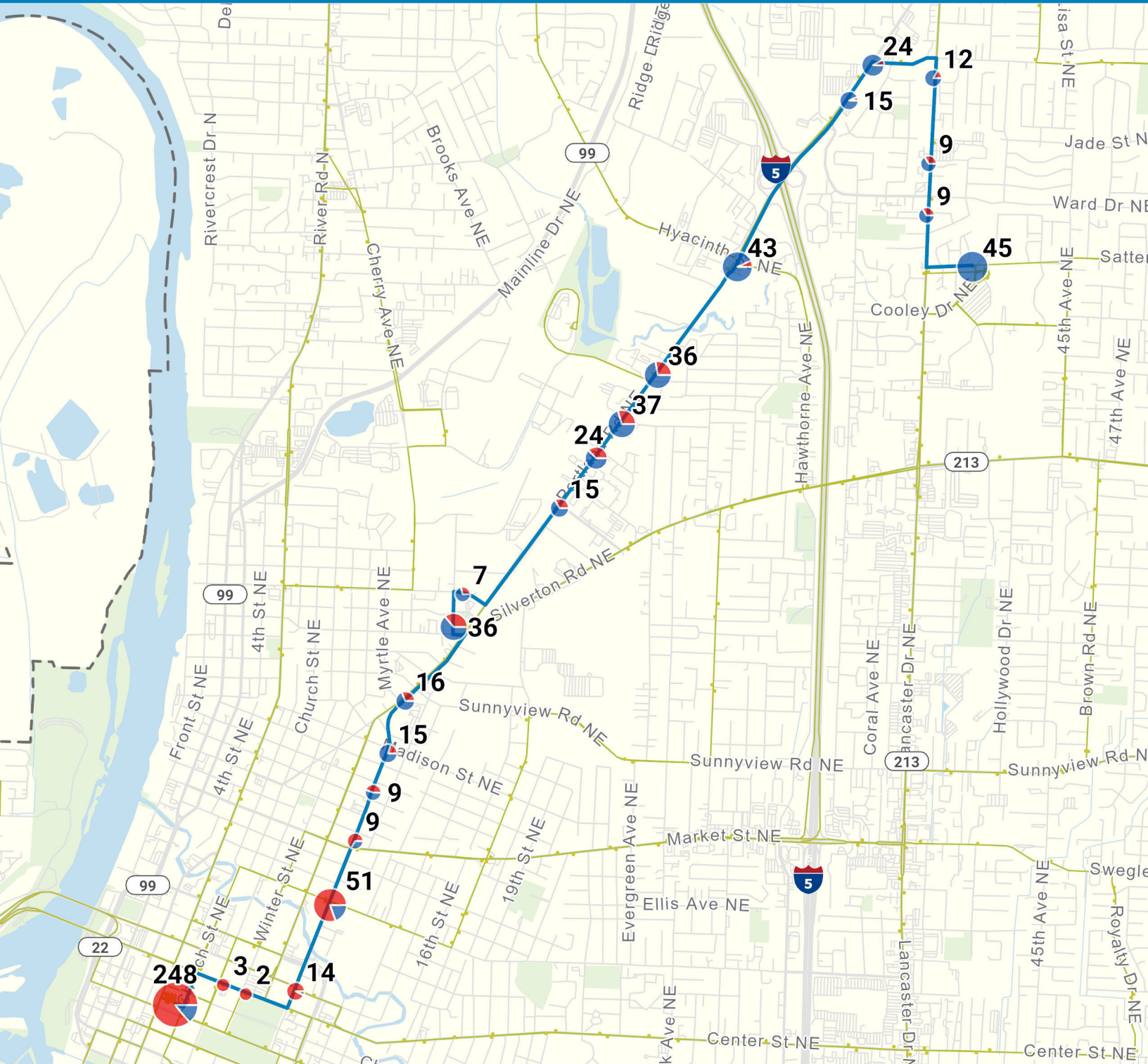
Daily Alightings

○ Ridership < 1

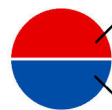


0 0.55 Miles

Average Weekday Activity



To Chemeketa CC



Daily Boardings

Daily Alightings

○ Ridership < 1



0

0.55 Miles

Average Weekday Activity

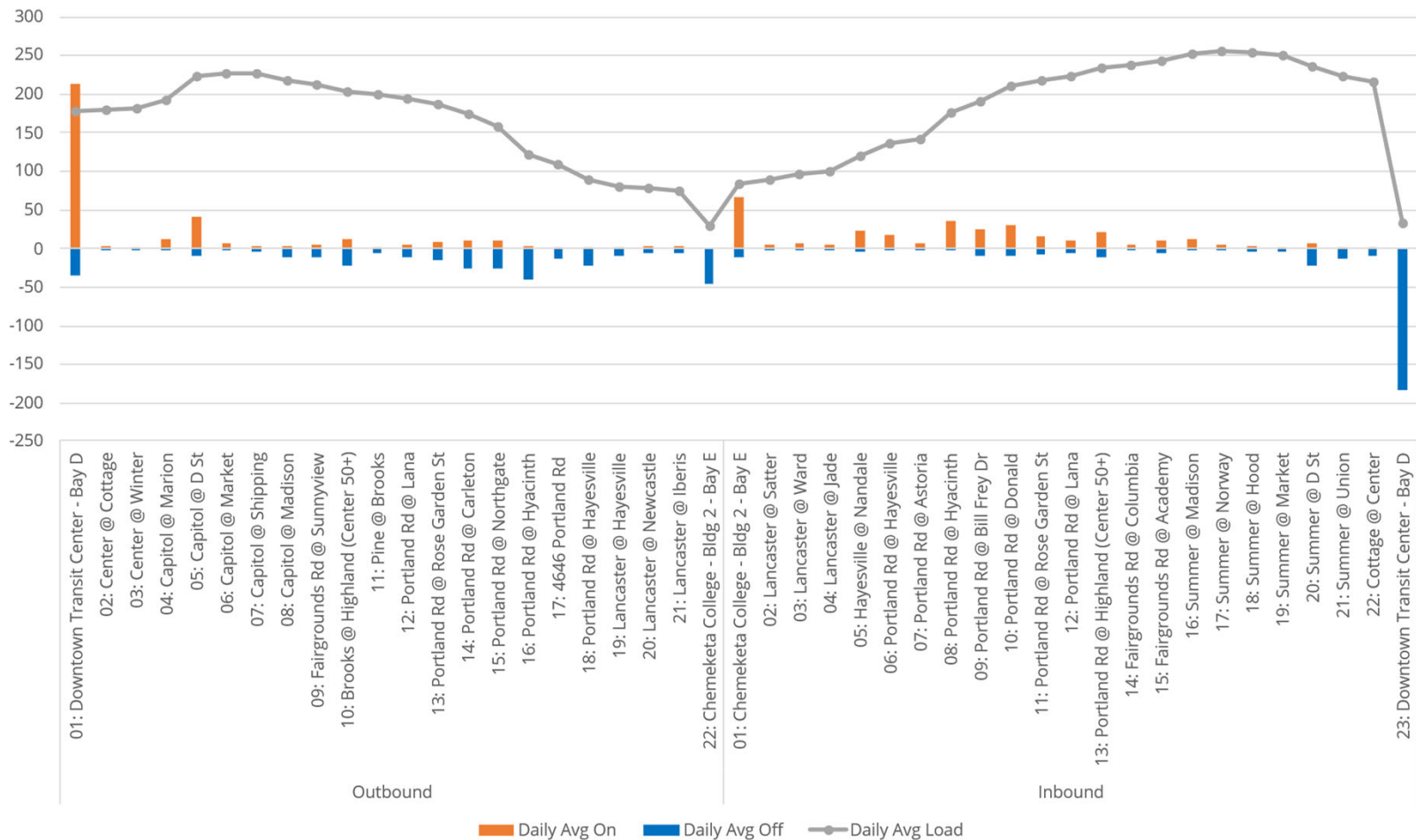
Strengths

- With 21.3 boardings per revenue hour on weekdays, Route 3 exceeds the corridor route productivity target of 20 boardings per revenue hour.
- Route 3 has two strong terminal anchor points: Chemeketa Community College and the Downtown Transit Center.

Opportunities

- On weekdays, 84% of buses leave on time, and 9% of buses depart early. Decreasing early departures would allow the route to meet on-time performance standards.
- Routes 3 and 13 are designed to offer 15-minute weekday service between downtown Salem and the split between Silverton Road NE and Portland Road NE. However, they have different departure bays at the Downtown Transit Center that are not adjacent to each other.

Average Weekday Passenger Loads

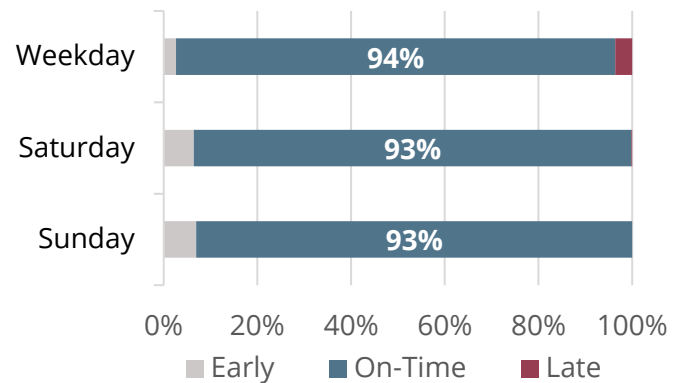


Route 4 connects southeast Salem to the Downtown Transit Center. The route travels east along State Street before forming a loop on Cordon Road SE, Pennsylvania Avenue SE, Rickey Street SE, and Lancaster Avenue SE. It runs every 30 minutes on weekdays and every 60 minutes on Saturdays and Sundays.

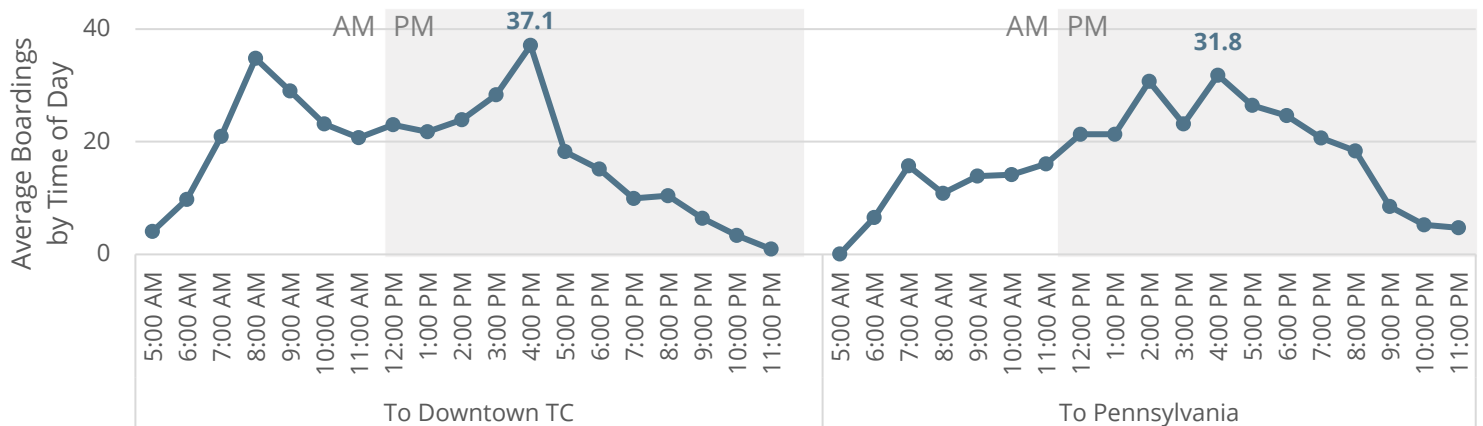
Ridership

Average Daily Boardings		Average Boardings per Revenue Hour	
Day	Count	Day	Count
Weekday	687	Weekday	21
Saturday	258	Saturday	17
Sunday	201	Sunday	15

On-Time Performance



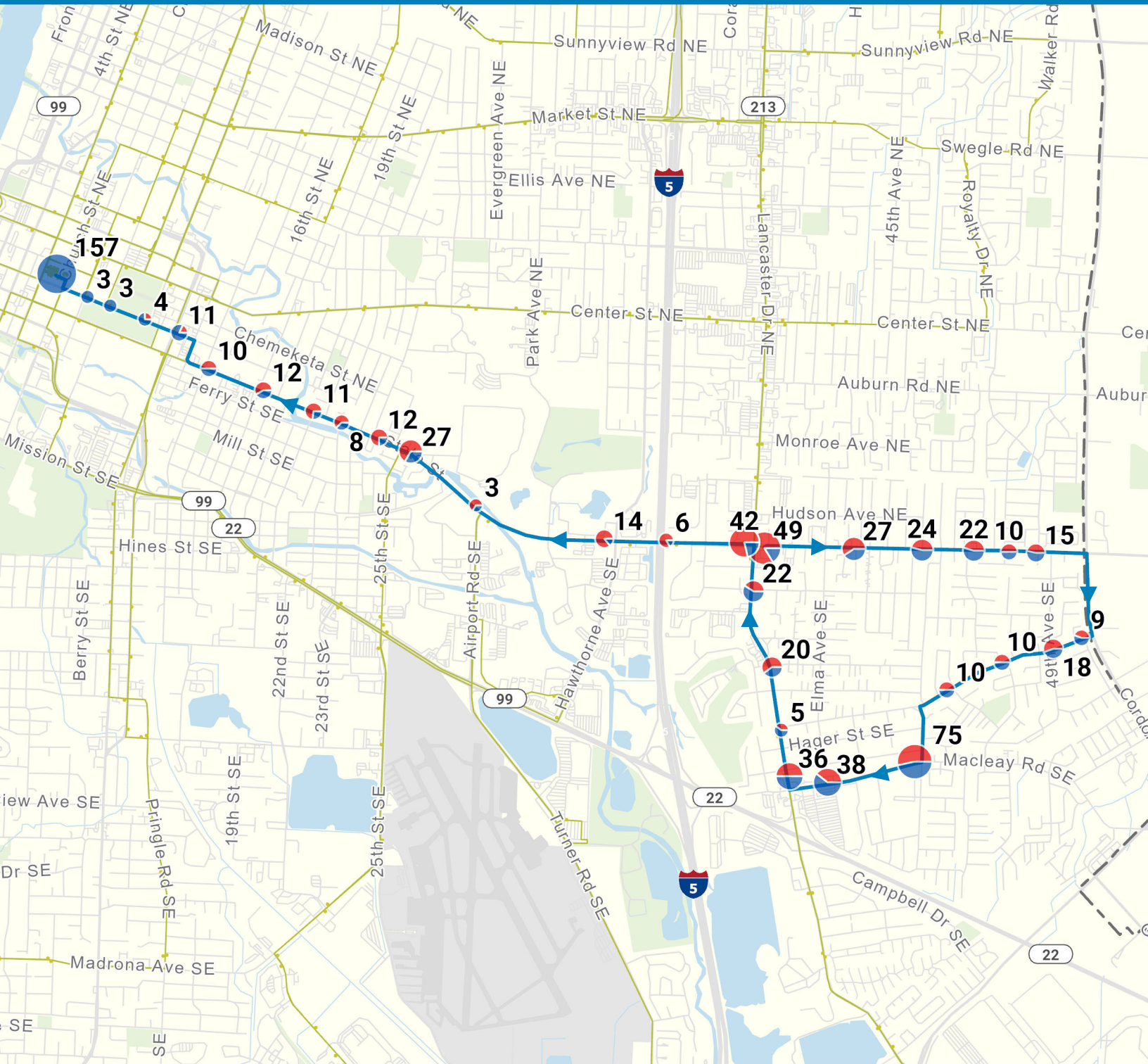
Weekday Ridership by Time of Day



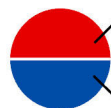
Characteristics

Day	Headways (min.)	Peak Vehicles	Service Span
Weekday	30	2	5:36 AM–11:28 PM
Saturday	60	1	6:06 AM–9:28 PM
Sunday	60	1	7:05 AM–8:28 PM

Top Boarding Locations
Downtown Transit Center - Bay H
State @ Lancaster (Eastbound)
Rickey @ Connecticut
State @ Lancaster (Westbound)
State @ 25th



To Downtown TC



Daily Boardings

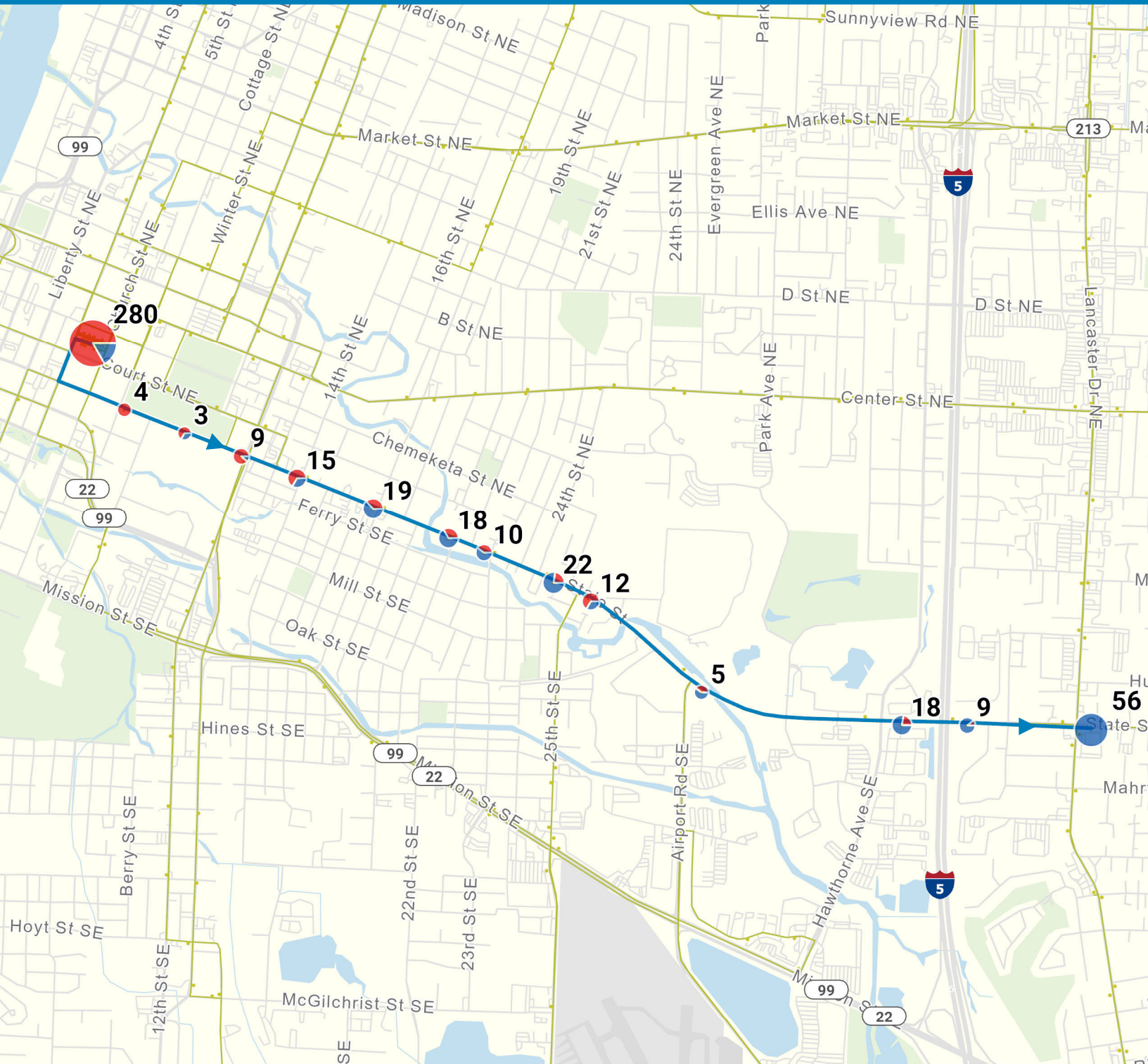
Daily Alightings

○ Ridership < 1

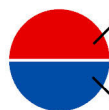
0 0.5 Miles



Average Weekday Activity



To Pennsylvania



Daily Boardings

Daily Alightings

○ Ridership < 1

0 0.4 Miles



Average Weekday Activity

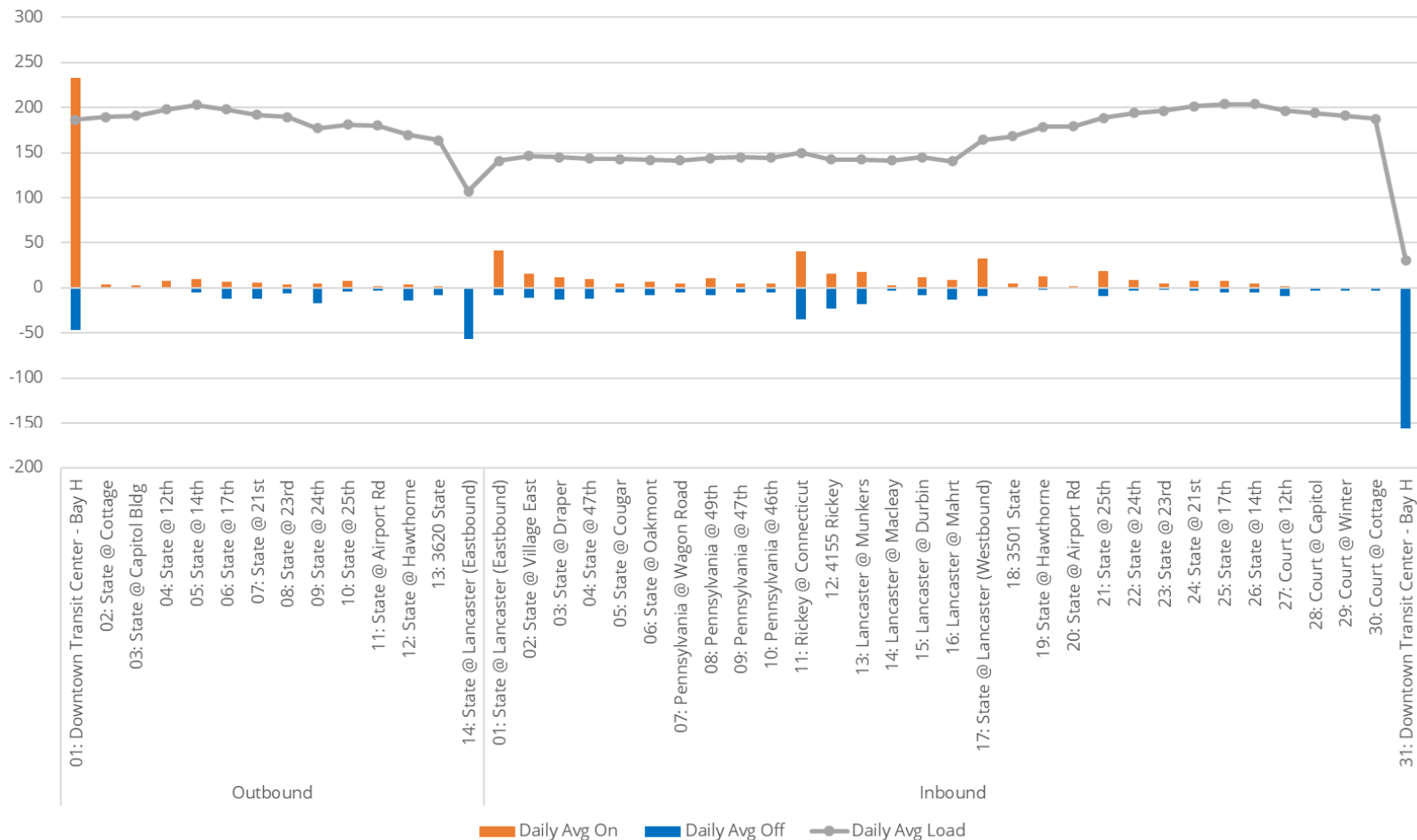
Strengths

- With 21 boardings per revenue hour on weekdays, Route 4 exceeds the corridor route weekday productivity target of 20 boardings per revenue hour.
- Route 4 has strong on-time performance, with 94% of all buses leaving on time.
- Route 4 terminates in a large one-way loop, with several high-ridership stops in the loop portion of the route, including Houck Middle School and transfer points with Route 11 on Lancaster Drive. The high ridership stops in the loop might indicate that there may be demand for more service on the east side.

Opportunities

- Routes 4 and 6 duplicate each other on State Street. Buses leaving the Downtown Transit Center run back to back on this segment. Route 4 has higher ridership on the duplicated segment.
- Ridership during weekday peak hours suggests that frequency improvements may be considered on this route.

Average Weekday Passenger Loads

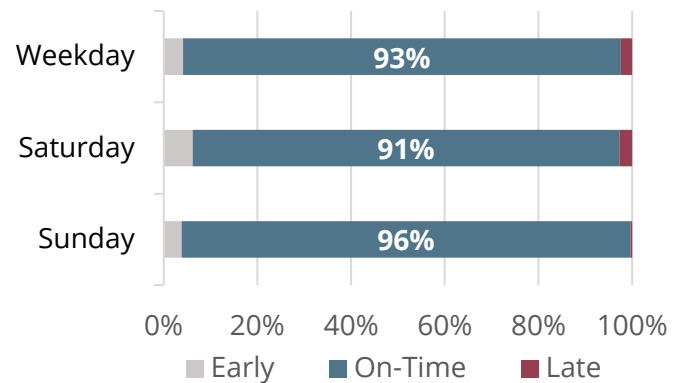


Route 7 travels from the Downtown Transit Center southeast along Mission Street SE and Highway 22/99E. It operates daily with 30-minute headways.

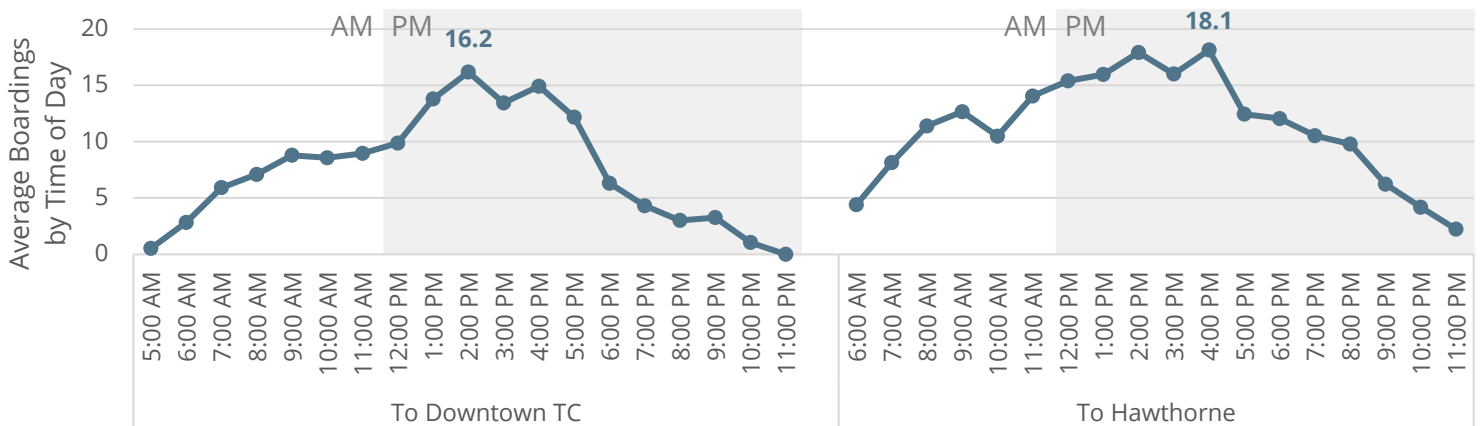
Ridership

Average Daily Boardings		Average Boardings per Revenue Hour	
Day	Count	Day	Count
Weekday	271	Weekday	11
Saturday	179	Saturday	12
Sunday	108	Sunday	9

On-Time Performance



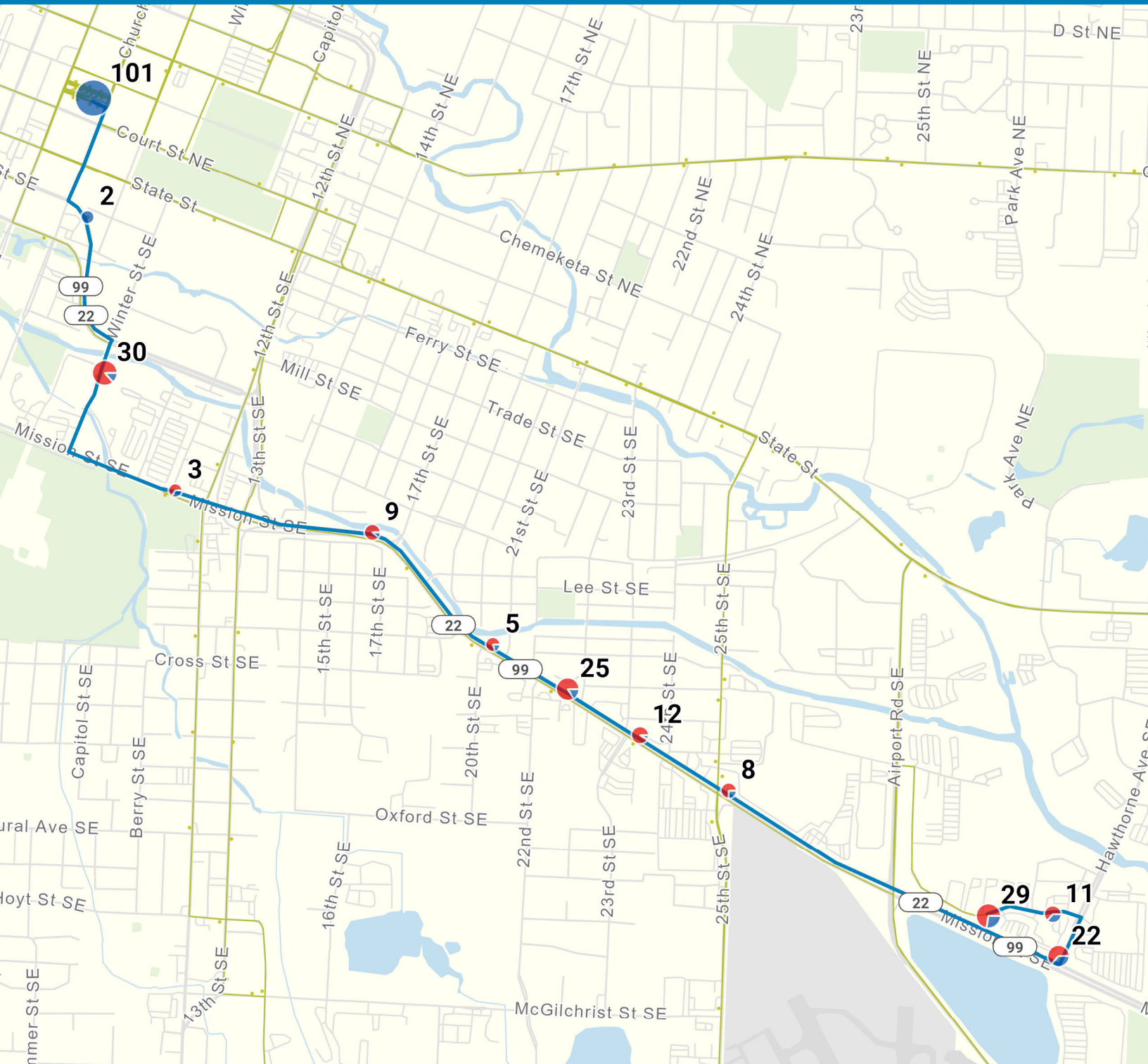
Weekday Ridership by Time of Day



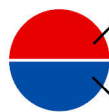
Characteristics

Day	Headways (min.)	Peak Vehicles	Service Span
Weekday	30	2	5:43 AM–11:13 PM
Saturday	30	1	6:43 AM–9:13 PM
Sunday	30	1	7:43 AM–8:13 PM

Top Boarding Locations
Downtown Transit Center - Bay G
Winter @ Salem Hospital
Mission @ Ford
3000 Ryan Dr
Hawthorne @ Mission



To Downtown TC



Daily Boardings

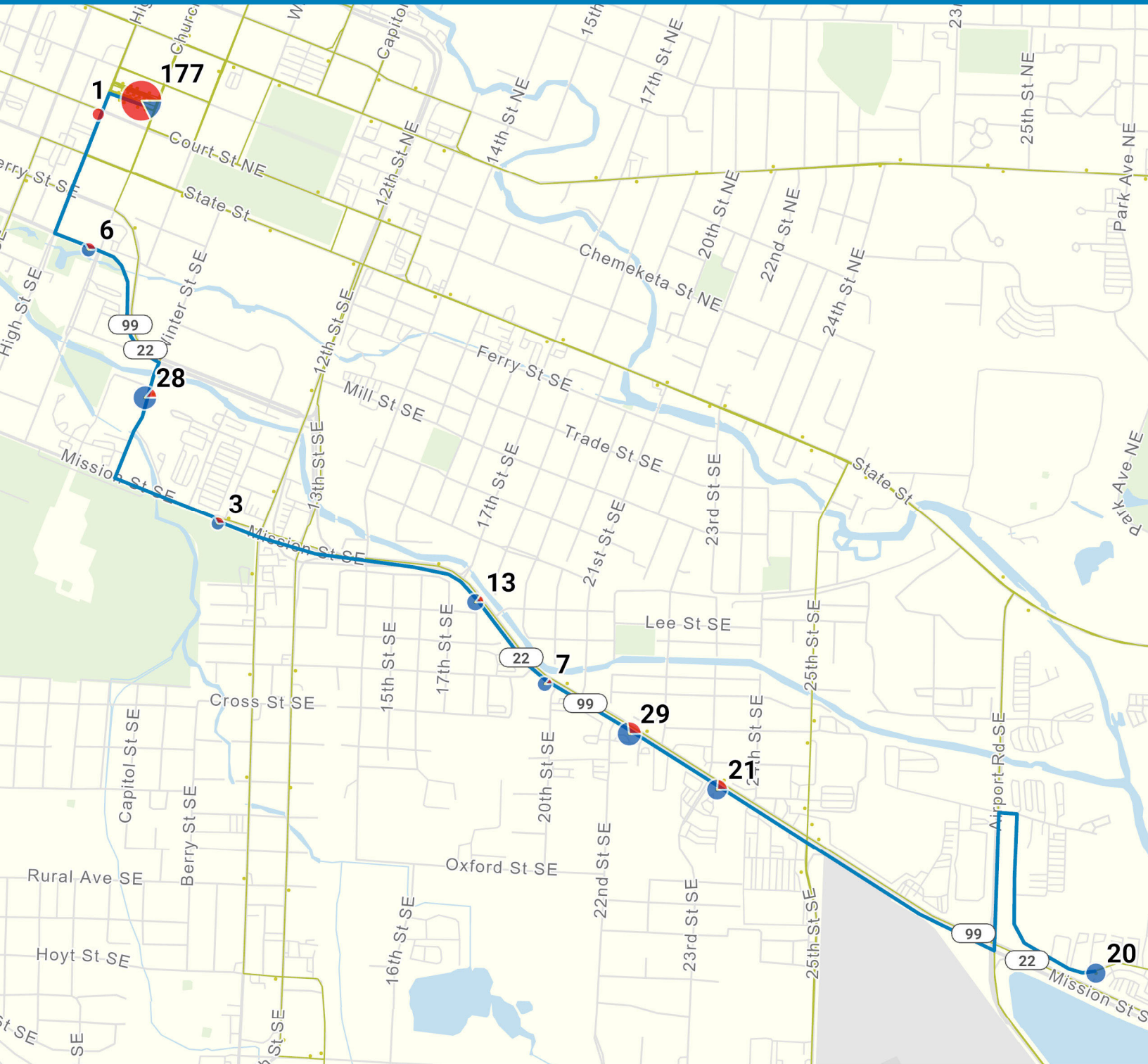
Daily Alightings

○ Ridership < 1



0 0.25 Miles


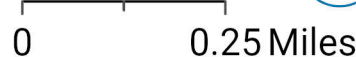



Average Weekday Activity



To Hawthorne

 Daily Boardings
 Daily Alightings

 Ridership < 1
 0 0.25 Miles


Average Weekday Activity

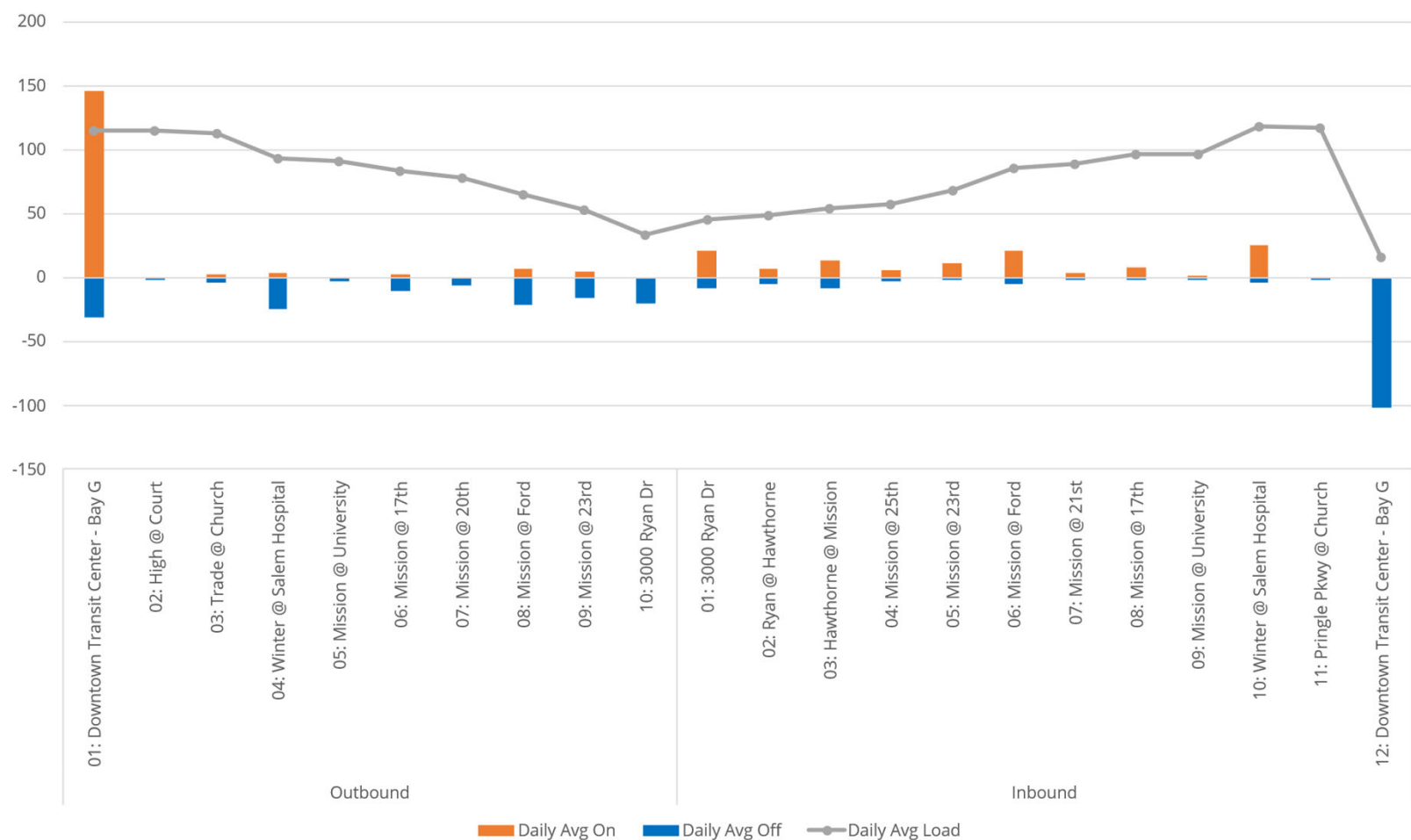
Strengths

- With 11.1 boardings per revenue hour on weekdays, Route 7 exceeds the weekday coverage route productivity standard of 10 boardings per revenue hour.

Opportunities

- The route comes close to Walmart but does not serve it due to the challenge of turning the bus around closer to Walmart, leaving shoppers with a 0.4 mile walk from the closest bus stop across Highway 22/99E and down a pedestrian path.
- The weekday 11 am to 6 pm schedule is inefficient as travel times have increased, requiring 2 buses instead of 1. Travel times are over 25 minutes in each direction during this time.

Average Weekday Passenger Loads

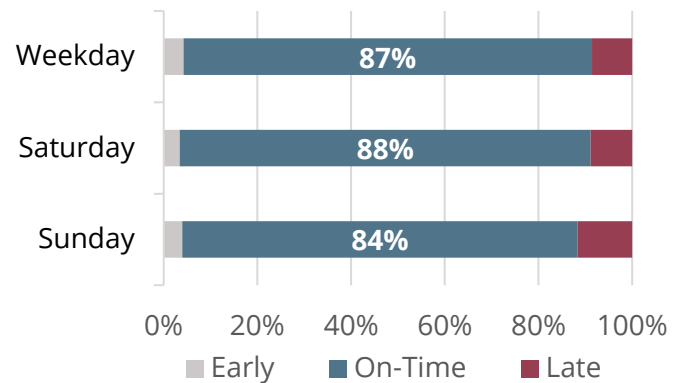


Route 9 travels north from the Downtown Transit Center along Broadway Street, Cherry Avenue, and River Road and serves the Cherriots garage and operations headquarters located on Del Webb Avenue. It runs every 30 minutes on weekdays and every 60 minutes on Saturdays and Sundays.

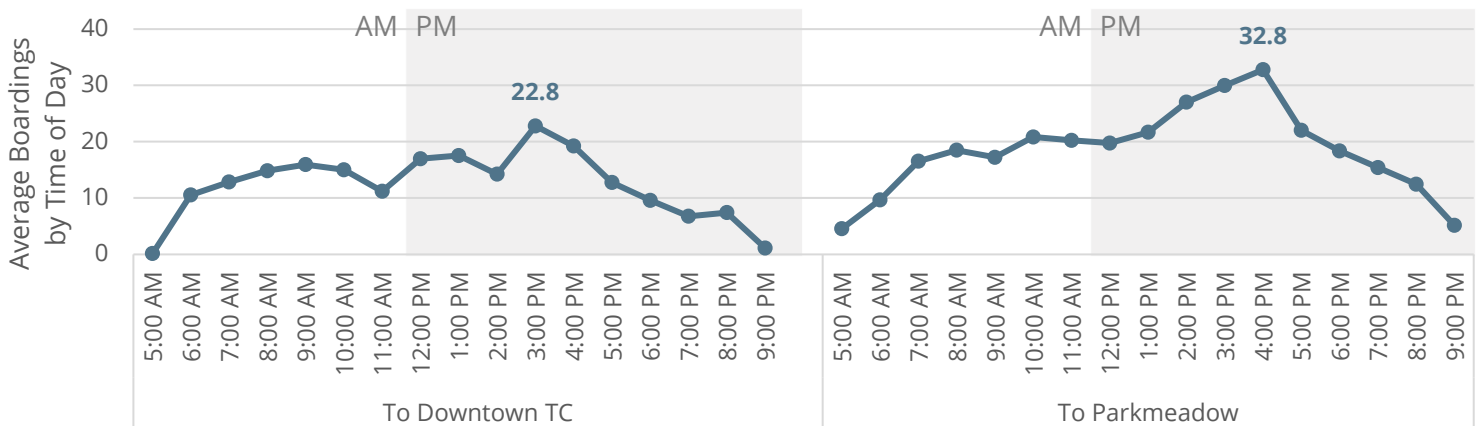
Ridership

Average Daily Boardings		Average Boardings per Revenue Hour	
Day	Count	Day	Count
Weekday	442	Weekday	14
Saturday	200	Saturday	13
Sunday	185	Sunday	14

On-Time Performance



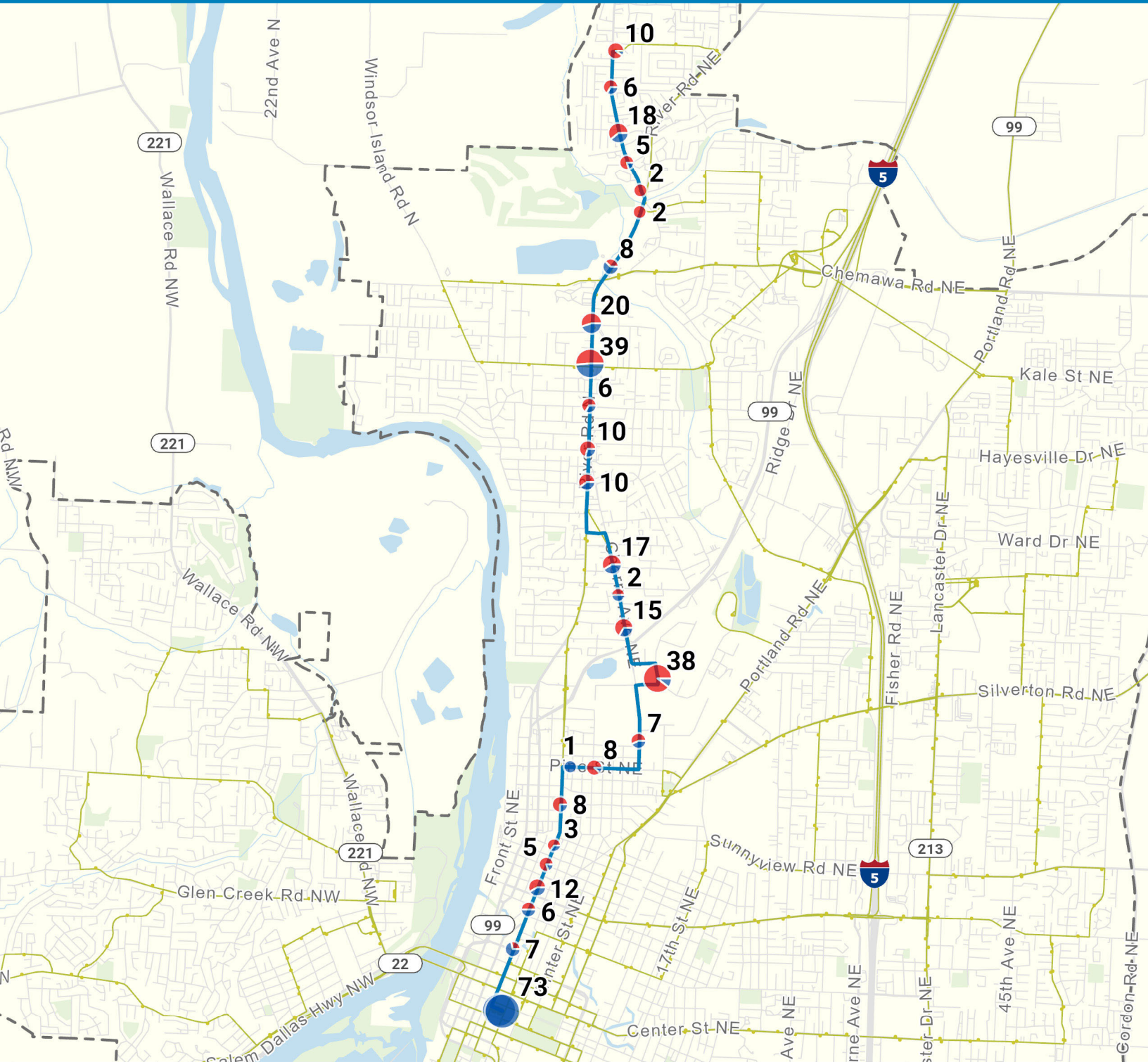
Weekday Ridership by Time of Day



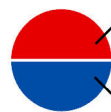
Characteristics

Day	Headways (min.)	Peak Vehicles	Service Span
Weekday	30	2	5:46 AM–9:29 PM
Saturday	60	1	6:16 AM–9:29 PM
Sunday	60	1	7:15 AM–8:29 PM

Top Boarding Locations
Downtown Transit Center - Bay Q
Del Webb @ Salem Industrial
River Rd @ Chemawa (southbound)
River Rd @ Chemawa (northbound)
River Rd @ Northrup



To Downtown TC



Daily Boardings

Daily Alightings

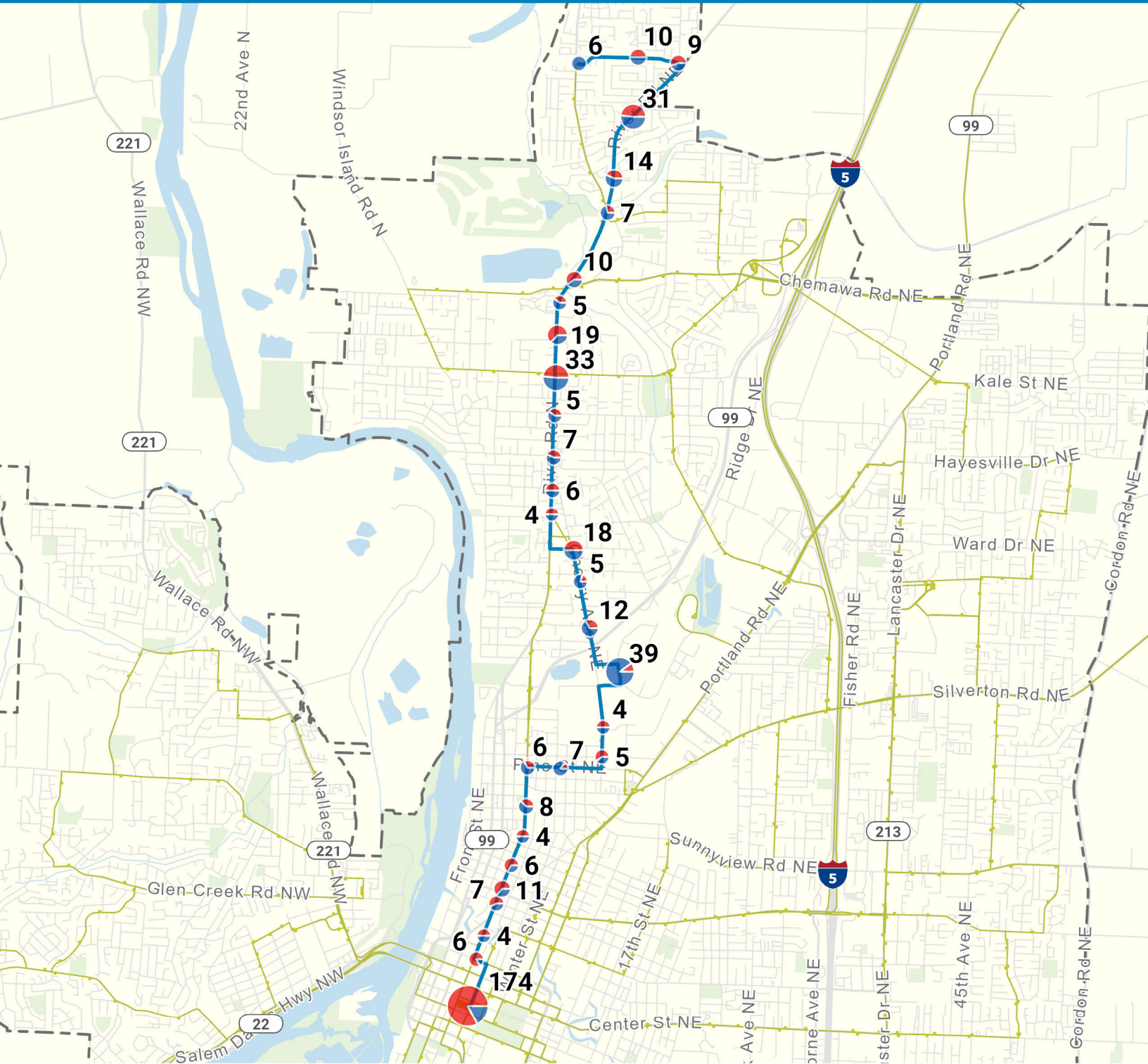
○ Ridership < 1

0

0.9 Miles



Average Weekday Activity



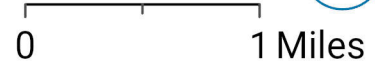
To Parkmeadow



Daily Boardings

Daily Alightings

○ Ridership < 1



Average Weekday Activity

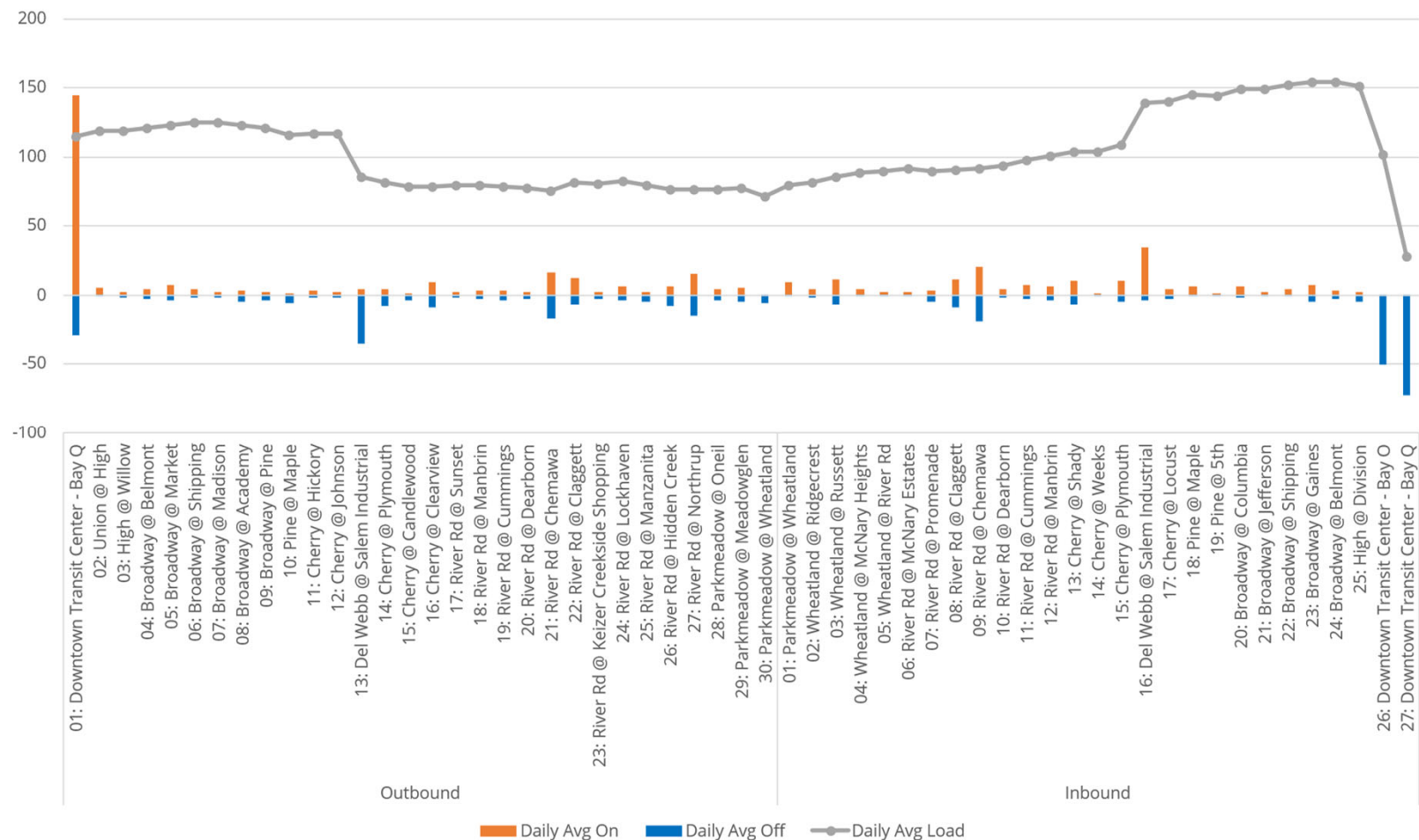
Strengths

- Route 9 is a mostly linear route that supplements service on Route 19.
- The route provides an important connection from downtown Salem to the Cherriots garage and operations headquarters.

Opportunities

- Route 9 has the third lowest productivity of any corridor route, with 14.4 riders/revenue hour compared to a target of 20 riders/revenue hour.
- On-time departures meet standards on weekdays (87%) and Saturdays (88%) but not Sundays (84%).
- Route 9 does not have a strong anchor at the north end with a terminal loop through residential neighborhoods. On the River Road portion of the terminal loop, access is particularly limited, as most of the neighborhoods are oriented away from River Road.
- For much of the route, service is duplicated with Route 19. Stop-level ridership is generally low at stops shared with Route 19.

Average Weekday Passenger Loads

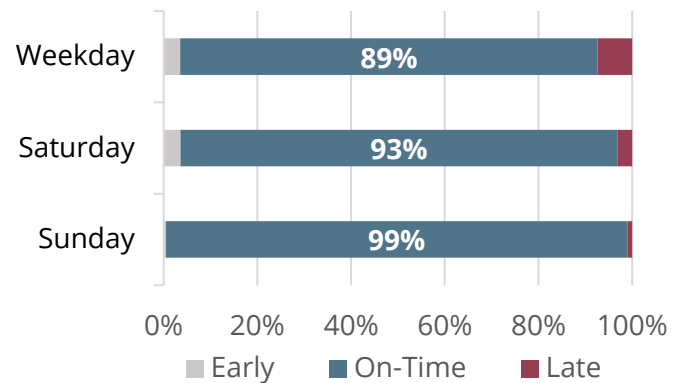


Route 13 connects the Downtown Transit Center with Chemeketa Community College via the Capitol Street NE / Sumner Street NE couplet, Silverton Road NE and Lancaster Drive. It operates daily with 30-minute headways on weekdays and 60-minute headways on Saturdays and Sundays.

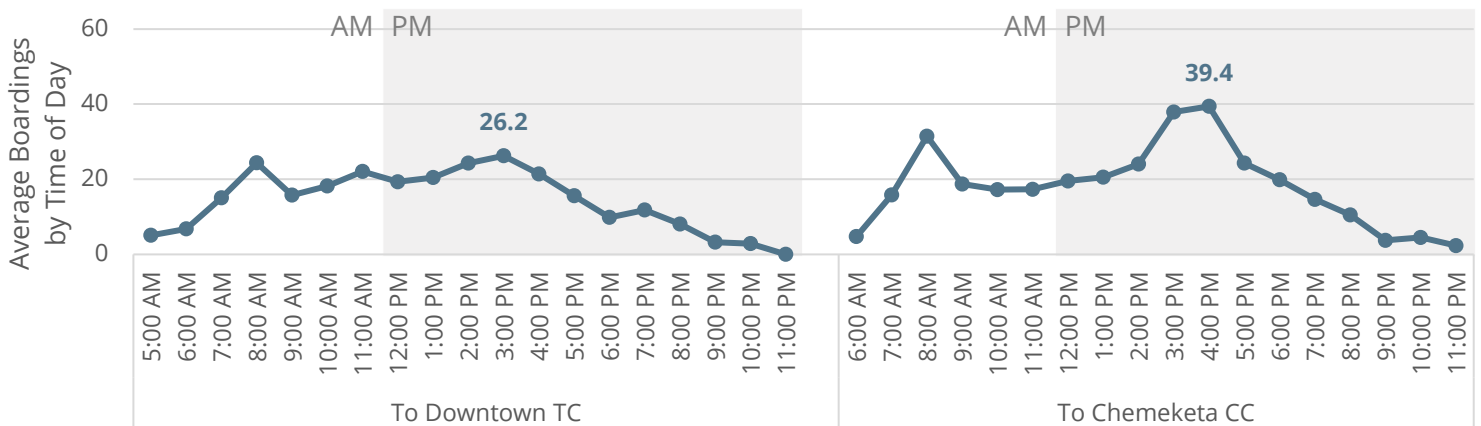
Ridership

Average Daily Boardings		Average Boardings per Revenue Hour	
Day	Count	Day	Count
Weekday	530	Weekday	16
Saturday	205	Saturday	15
Sunday	160	Sunday	13

On-Time Performance



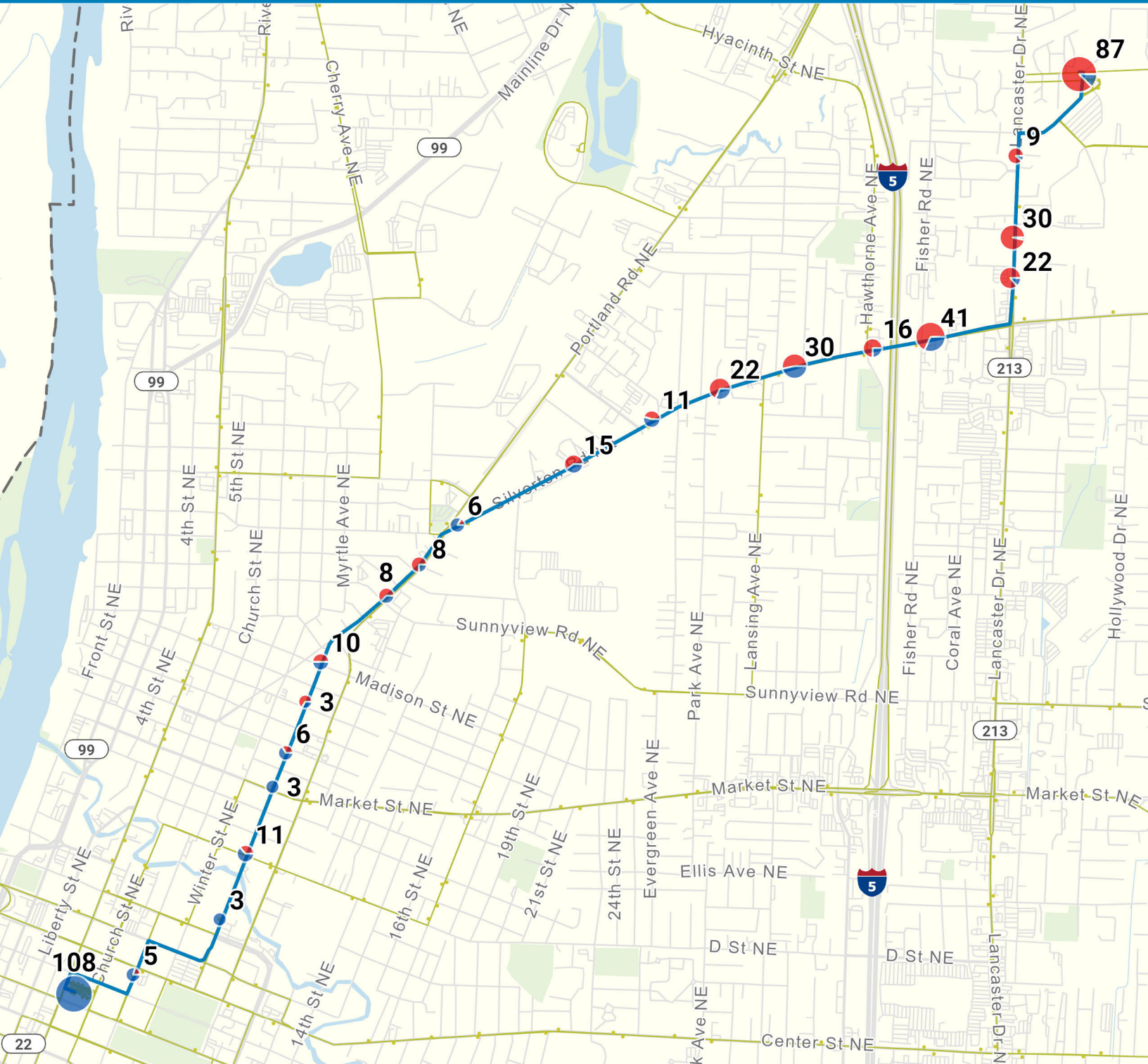
Weekday Ridership by Time of Day



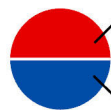
Characteristics

Day	Headways (min.)	Peak Vehicles	Service Span
Weekday	30	2	5:42 AM–11:17 PM
Saturday	60	1	6:57 AM–8:47 PM
Sunday	60	1	7:27 AM–8:17 PM

Top Boarding Locations
Downtown Transit Center - Bay B
Chemeketa College - Bldg 2 - Bay E
Lancaster @ Winema
Silverton Rd @ Fisher
Silverton Rd @ 30th



To Downtown TC



Daily Boardings

Daily Alightings

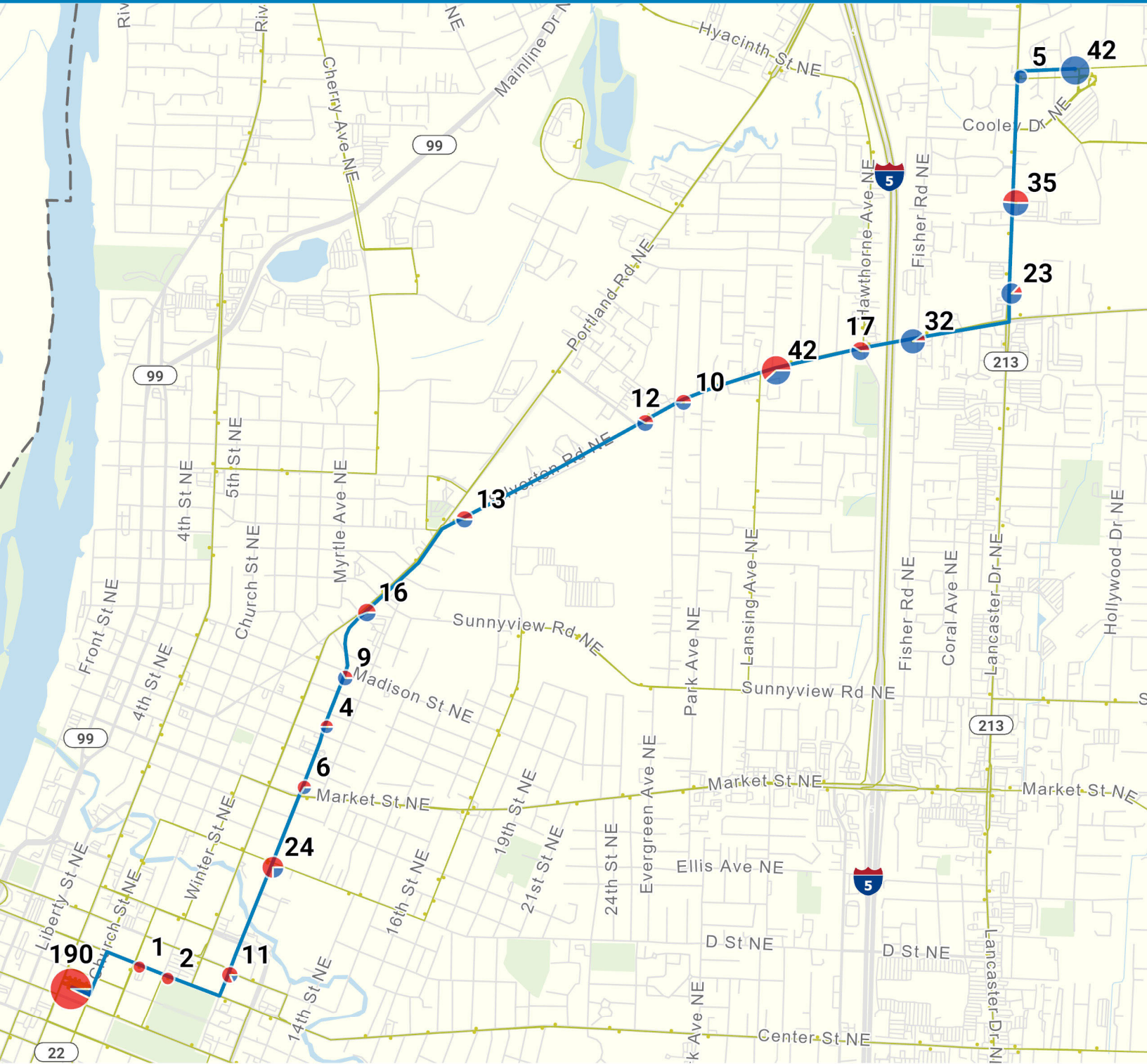
○ Ridership < 1



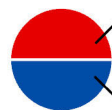
0

0.4 Miles

Average Weekday Activity



To Chemeketa CC



Daily Boardings

Daily Alightings

○ Ridership < 1

0

0.4 Miles



Average Weekday Activity

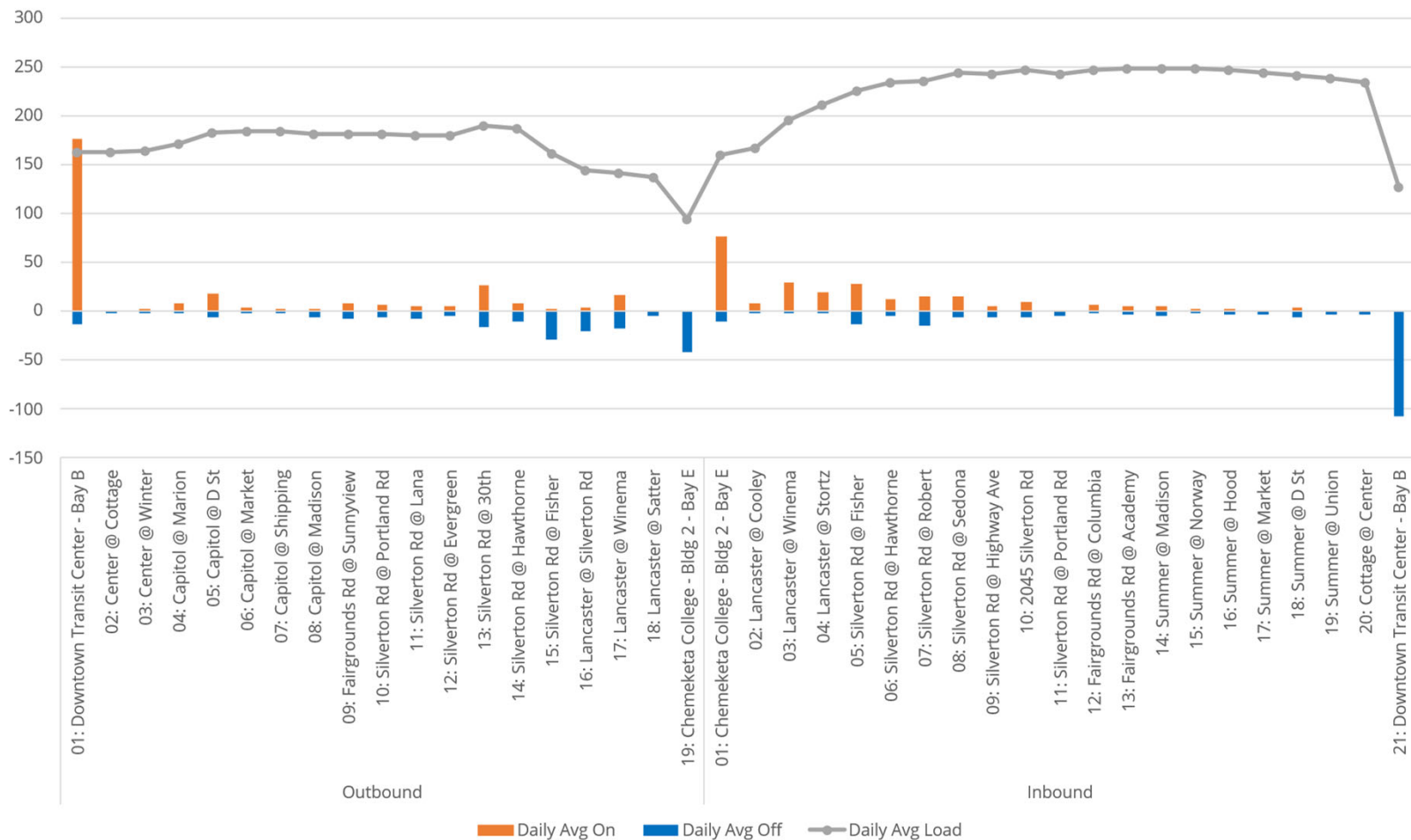
Strengths

- Route 13 has major anchors on either end of the route: Chemeketa Community College and Downtown Transit Center.
- Route 13 meets the on-time performance target for all days, with higher on-time performance on Saturdays and Sundays than on weekends (93% and 99% compared to 89%).

Opportunities

- With 16.5 riders/revenue hour on weekdays, Route 13 does not meet the weekday productivity target of 20 riders/revenue hour on corridor routes.
- The southern portion of the route travels on one-way residential streets, and stretches of Silverton Road have few destinations and limited pedestrian infrastructure. Stop-level ridership is low on these sections of the route.
- Routes 3 and 13 are designed to offer 15-minute weekday service on Capital and Summer Streets. However, they have different departure bays at the Downtown Transit Center that are not adjacent to each other.

Weekday Passenger Loads

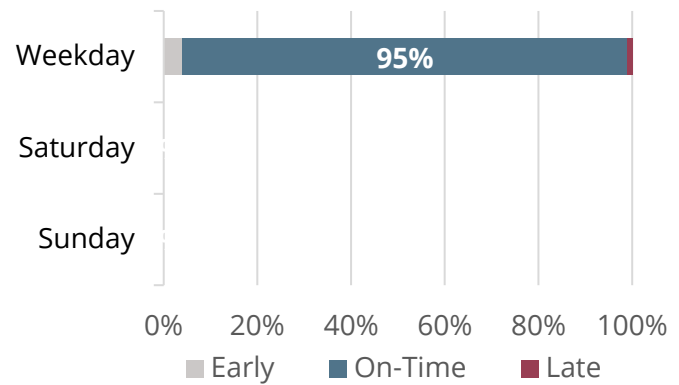


Route 14 is a one-way loop starting and ending in at the Keizer Transit Center serving Keizer via Lockhaven Drive N, Windsor Island Road N, and Chemawa Road NE. It runs Monday through Friday with 30-minute headways.

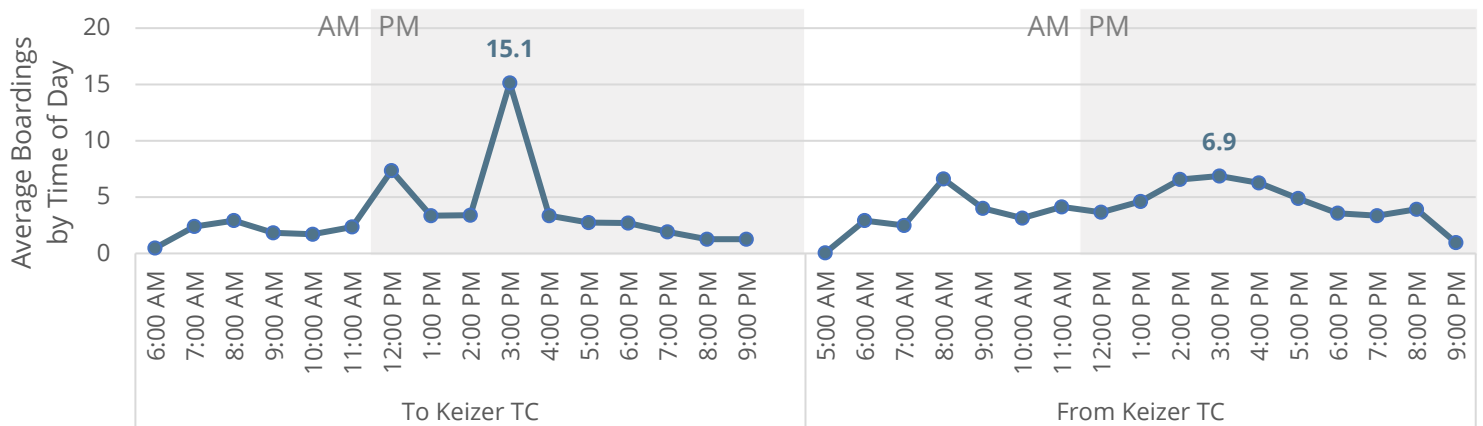
Ridership

Average Daily Boardings		Average Boardings per Revenue Hour	
Day	Count	Day	Count
Weekday	142	Weekday	9
Saturday	No Service	Saturday	No Service
Sunday	No Service	Sunday	No Service

On-Time Performance



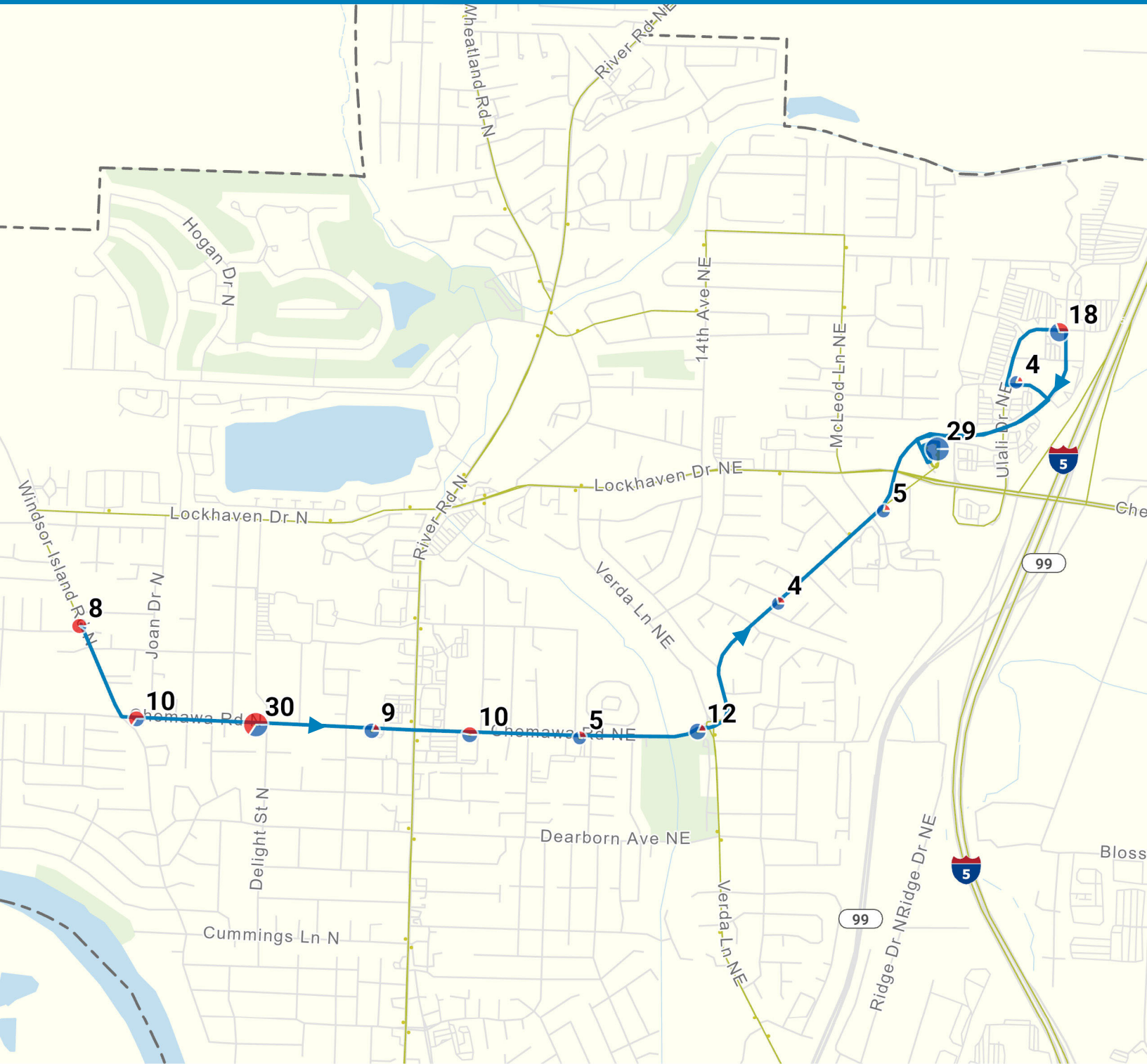
Weekday Ridership by Time of Day



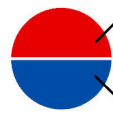

Characteristics

Day	Headways (min.)	Peak Vehicles	Service Span
Weekday	30	1	6:00 AM–9:22 PM
Saturday	No service		
Sunday	No service		


Top Boarding Locations
Keizer Transit Center - Bay D
Chemawa @ Delight
Windsor Island @ Willow Lake
Chemawa @ Shoreline
Ulali @ Keizer Station Blvd



To Keizer TC

 Daily Boardings
 Daily Alightings

○ Ridership < 1

0 0.35 Miles 

Average Weekday Activity

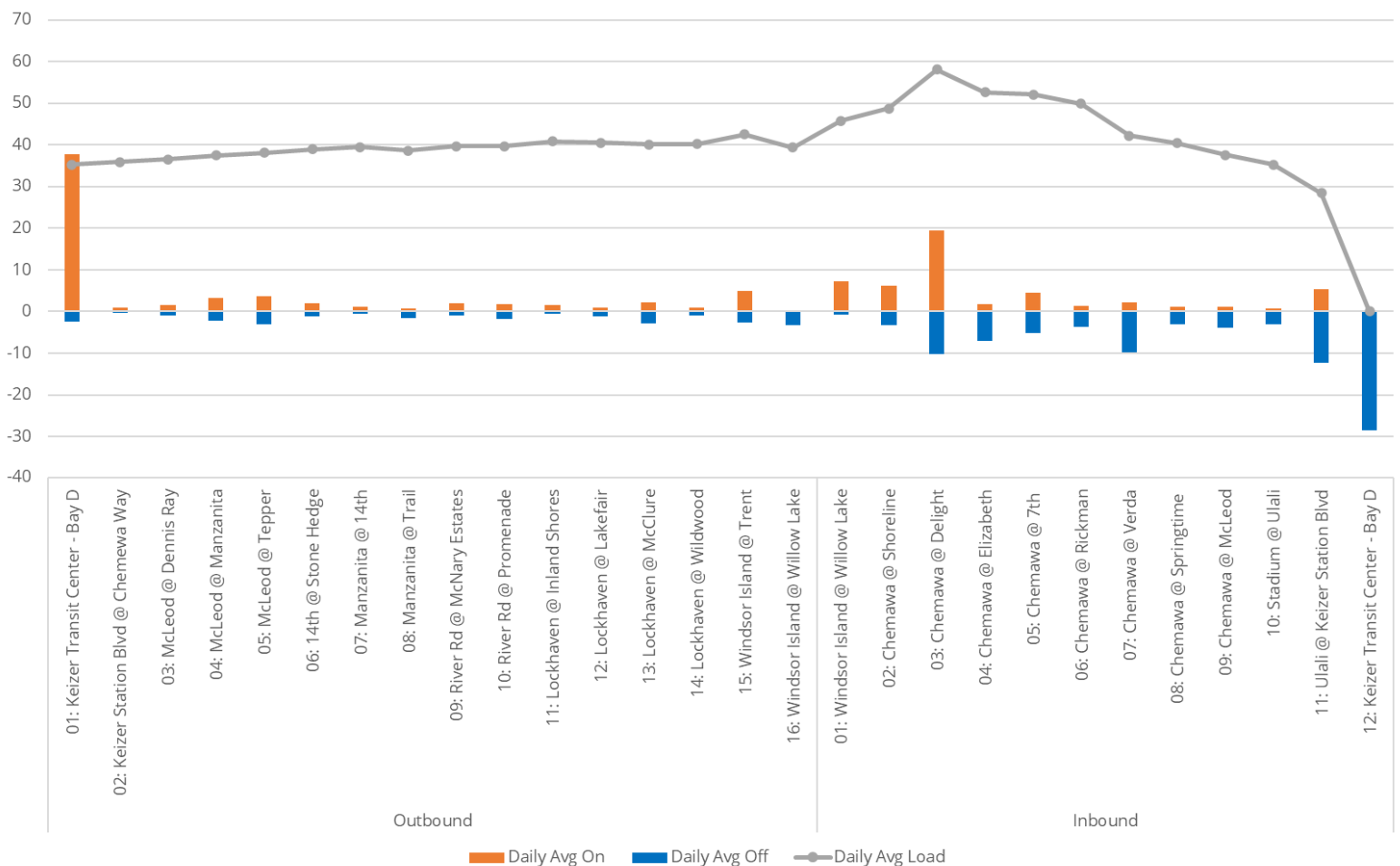
Strengths

- Route 14 has strong on-time performance, with 95% of buses leaving on time.
- Route 14 serves McNary High School. The stop south of McNary High School is the highest ridership stop on the route.

Opportunities

- With 9.3 riders per revenue hour on weekdays, Route 14 is close to meeting the coverage route productivity target (10 riders/revenue hour).
- Like Routes 11 and 19, Route 14 only serves Keizer Station in one direction. Route 14 serves Keizer Station as the bus is returning to Keizer Transit Center. Passengers continuing their trip from Keizer Station must wait through the layover at the transit center.
- Route 14 duplicates Route 11 on the portion of Chemawa Road to Keizer Transit Center.
- The service frequency on this route is not commensurate with demand, except at certain times of the day, especially in the afternoon when McNary High School lets out.

Weekday Passenger Loads

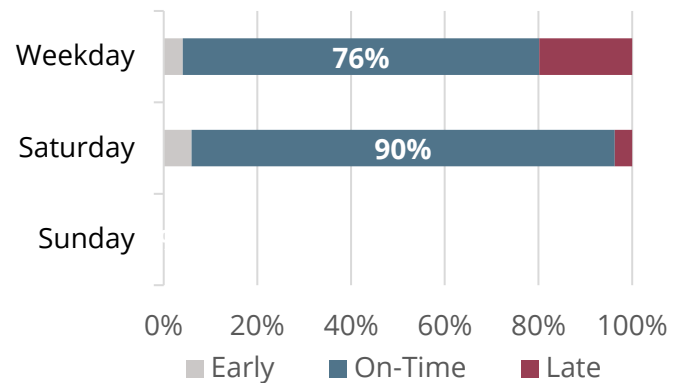


Route 6 connects the Downtown Transit Center with the Fairview Industrial Area in south Salem via an indirect route that also serves Walmart, Costco, and Safeway. It runs once an hour Monday through Saturday. Route 6 is interlined with Route 16.

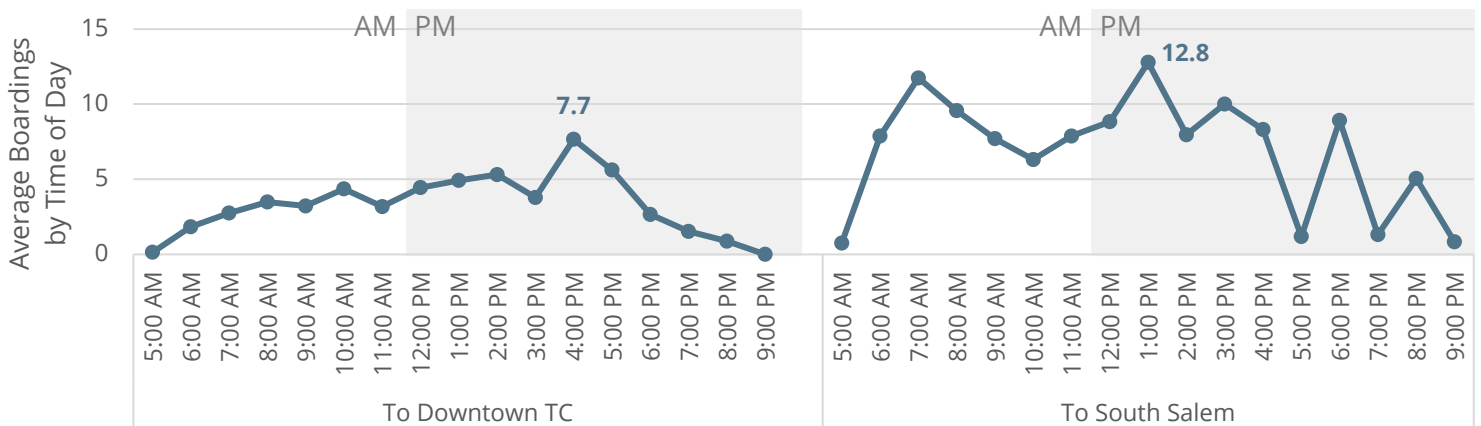
Ridership

Average Daily Boardings		Average Boardings per Revenue Hour	
Day	Count	Day	Count
Weekday	193	Weekday	9
Saturday	107	Saturday	5
Sunday	No Service	Sunday	No Service

On-Time Performance



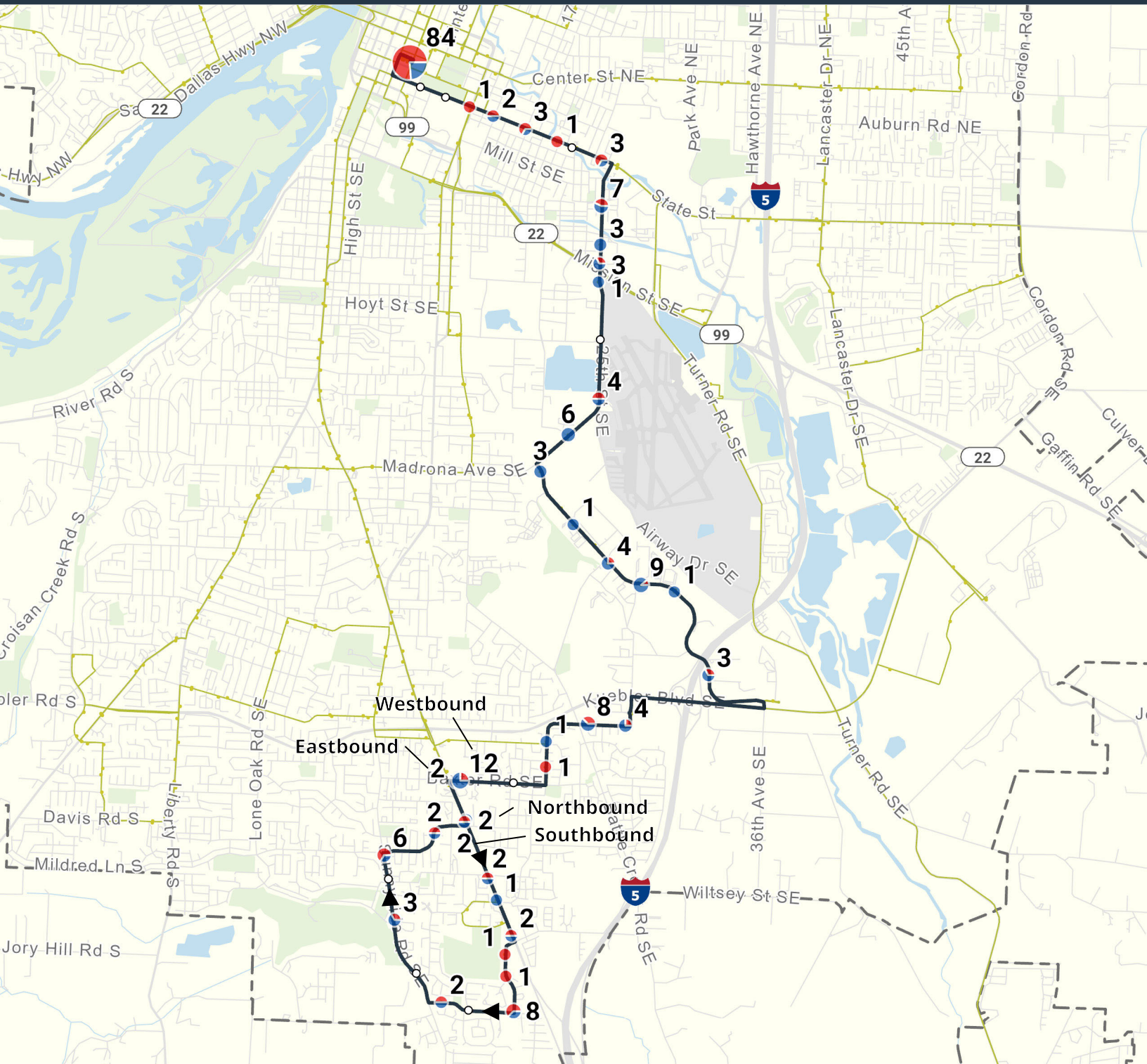
Weekday Ridership by Time of Day



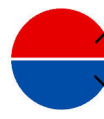

Characteristics


Day	Headways (min.)	Peak Vehicles	Service Span
Weekday	60	2	5:30 AM–9:38 PM
Saturday	60	2	6:24 AM–9:38 PM
Sunday	No service		

Top Boarding Locations
Downtown Transit Center - Bay E
Fairview Industrial @ 27th
25th @ Lee
Fairway @ Rees Hill
Baxter @ Commercial



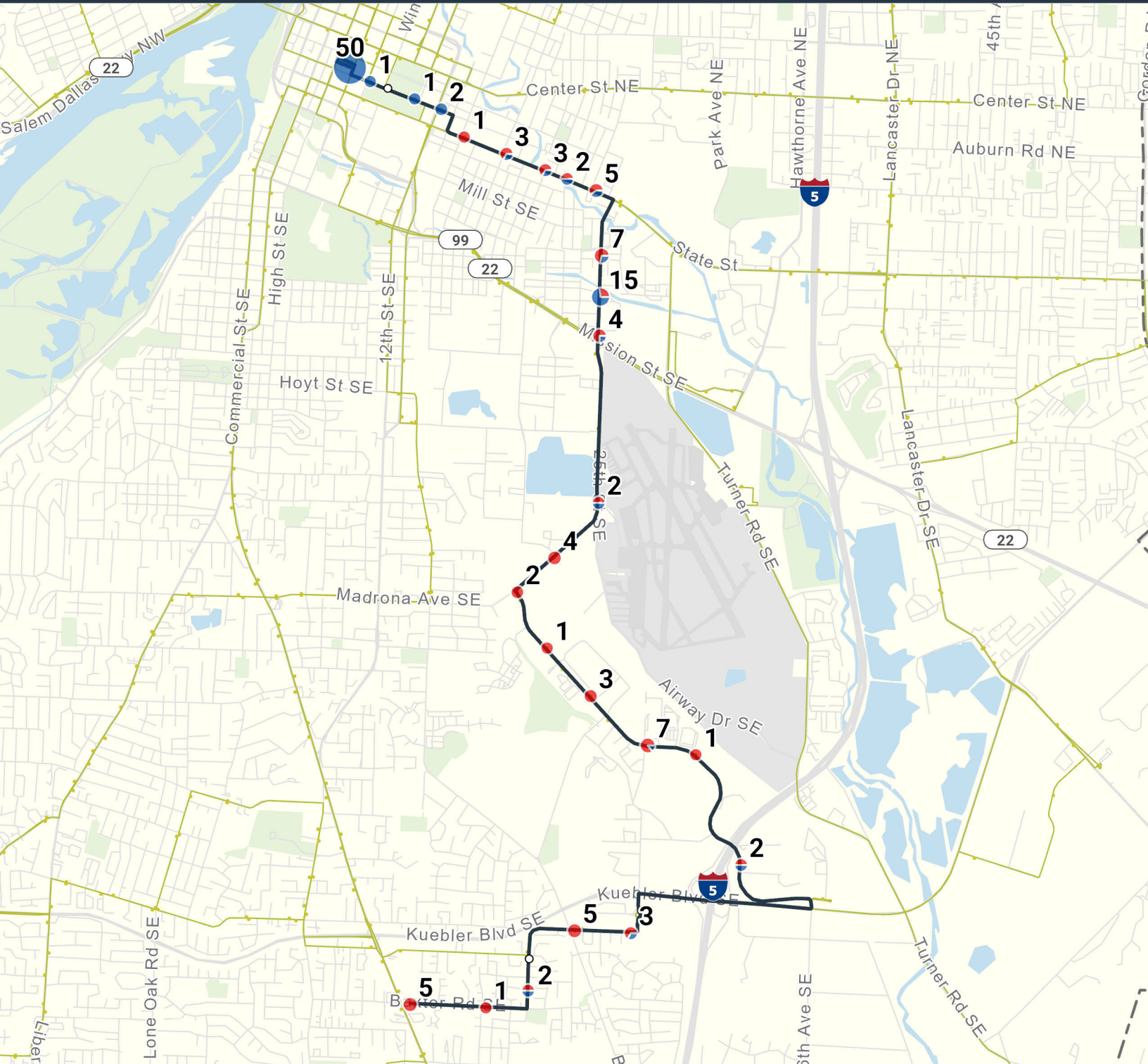
To South Salem

 Daily Boardings
 Daily Alightings



 Ridership < 1
0 1 Miles




Average Weekday Activity



To Downtown TC

 Daily Boardings
 Daily Alightings

 Ridership < 1

0 0.7 Miles 

Average Weekday Activity

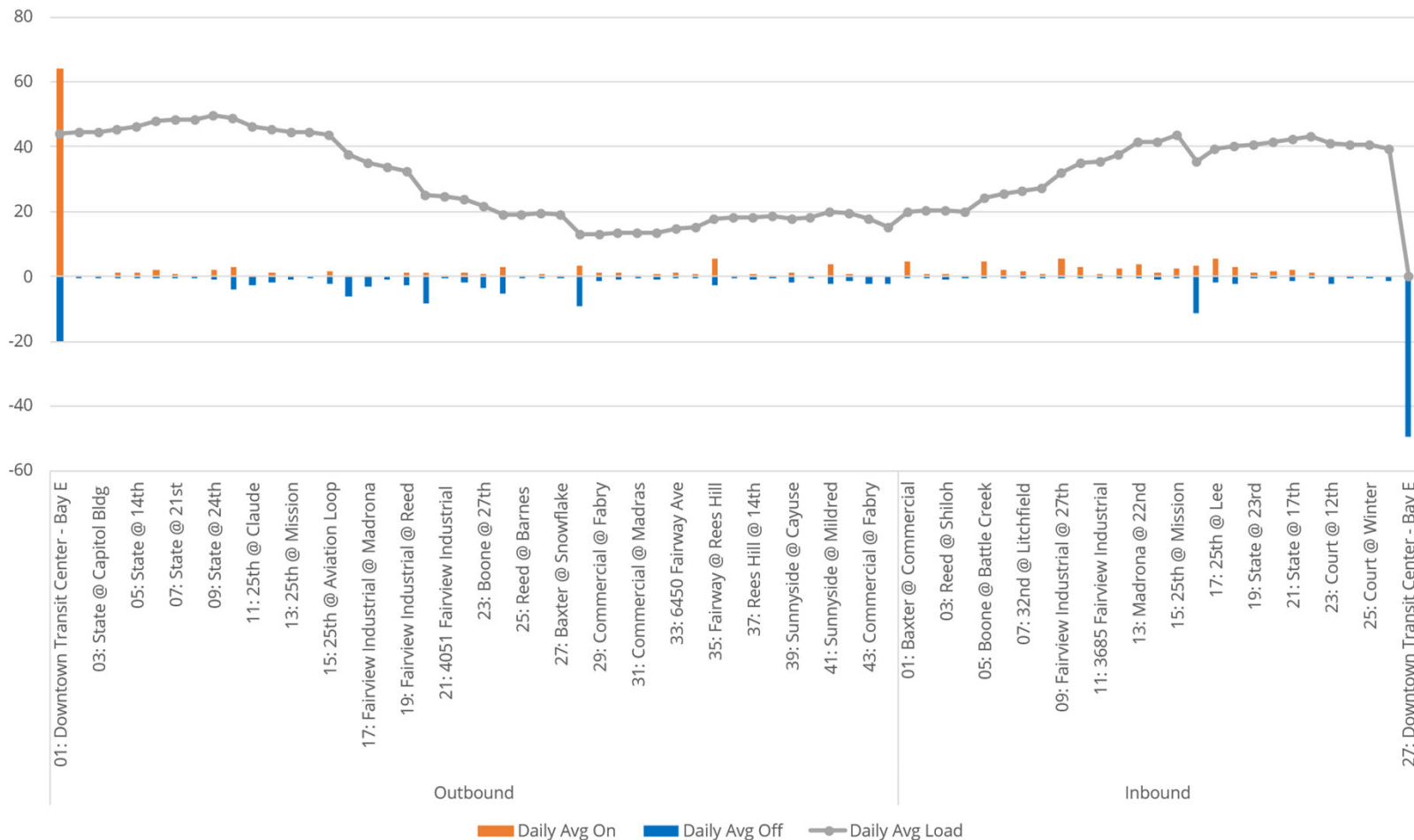
Strengths

- Route 6 provides job access to low-density industrial areas as well as residential coverage to isolated neighborhoods in south Salem.

Opportunities

- With 8.6 riders per weekday on average, Route 6 operates below weekday productivity targets (10 riders/revenue hour for coverage routes).
- Route 6 has the second lowest weekday on-time performance of all local routes, with a fifth of buses departing late, 76% of buses leaving on time, and 4% leaving early. On weekends, on-time performance is substantially better, with 90% of buses departing on time. This indicates that schedules could be adjusted to account for weekday congestion.
- There are few high-ridership stops, including the Walmart on Commercial Street.
- The route ends in a large terminal loop with no anchor destination.
- The 75-minute cycle time requires multiple buses to operate hourly, necessitating an interline with Route 16.

Average Weekday Passenger Loads

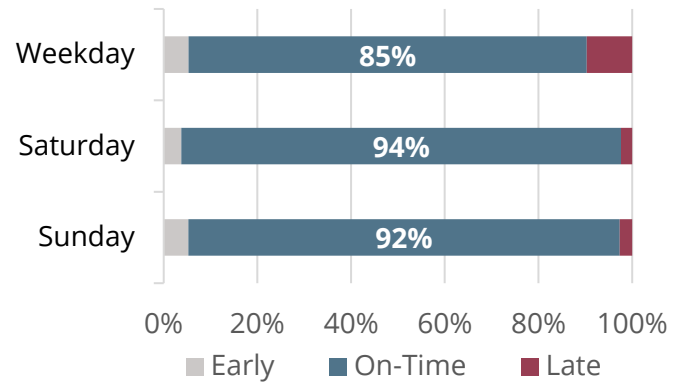


Route 8 connects South Salem to the Downtown Transit Center, with service to multiple schools. It operates hourly seven days a week, with one afternoon trip that deviates to Sprague High School in the afternoon on school days only (to Downtown Transit Center only). On Sundays, Route 8 only operates a shortened alignment between the Downtown Transit Center and Skyline Road at Kuebler Boulevard. Route 8 is interlined with Route 18 on weekdays and Saturdays.

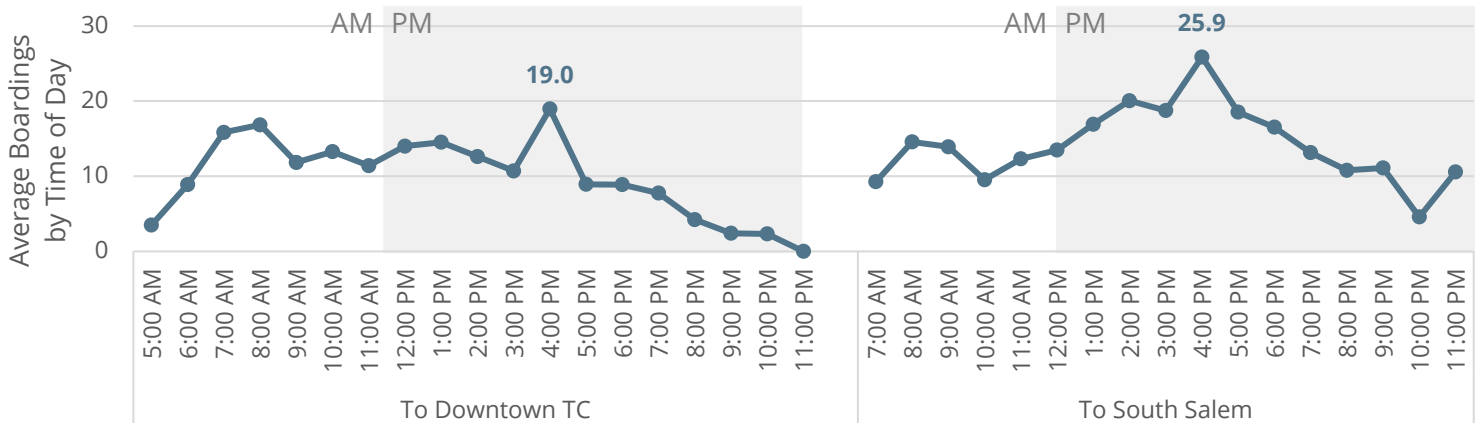
Ridership

Average Daily Boardings		Average Boardings per Revenue Hour	
Day	Count	Day	Count
Weekday	384	Weekday	15
Saturday	220	Saturday	10
Sunday	189	Sunday	15

On-Time Performance



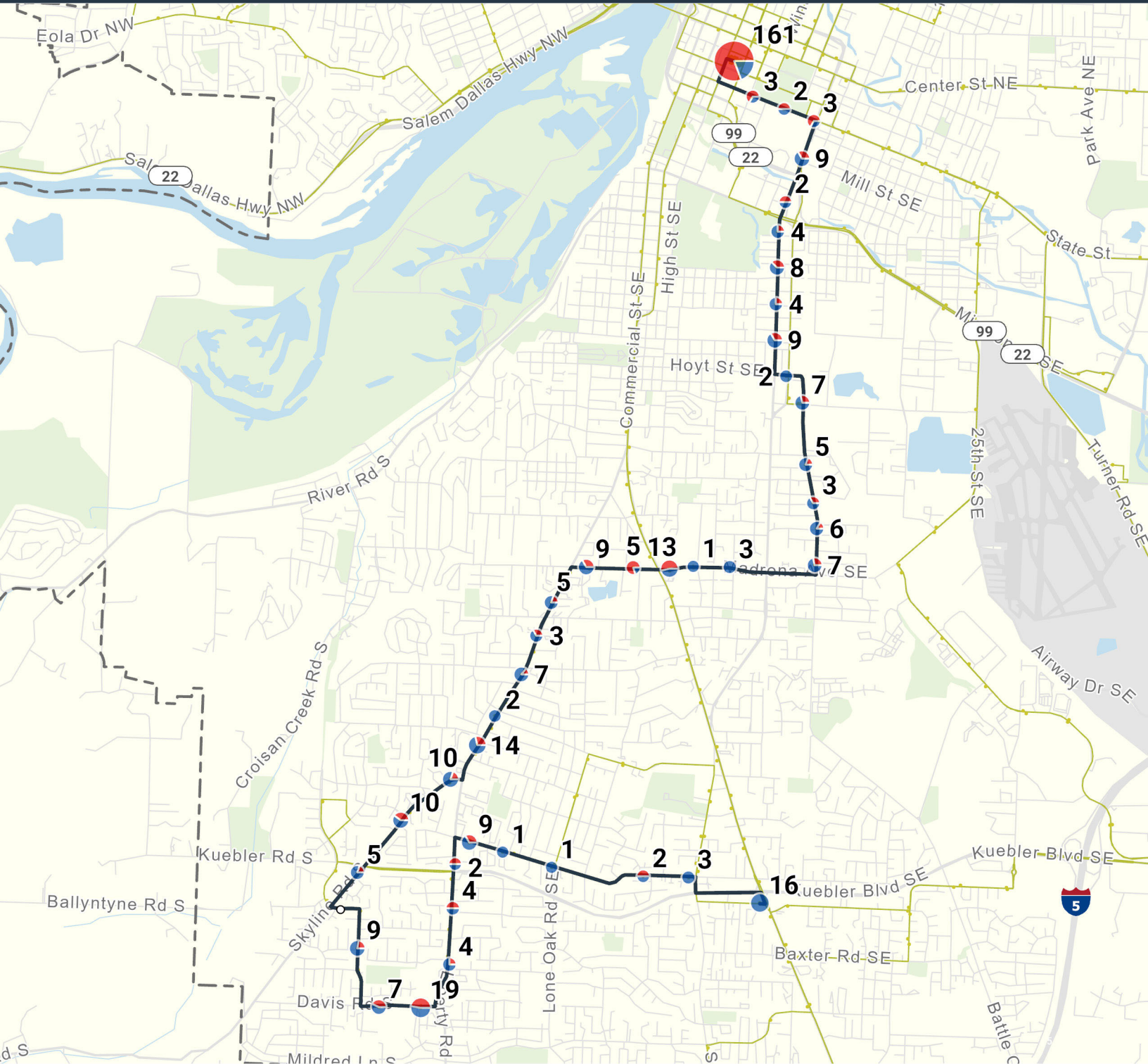
Weekday Ridership by Time of Day



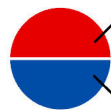
Characteristics

Day	Headways (min.)	Peak Vehicles	Service Span
Weekday	60	1	5:54 AM–11:34 PM
Saturday	60	1	6:41 AM–9:34 PM
Sunday	60	1	7:24 AM–8:24 PM

Top Boarding Locations
Downtown Transit Center - Bay I
Barnes @ Commercial
13th @ Hines
Davis @ Joynak
Skyline @ Joseph



To South Salem



Daily Boardings

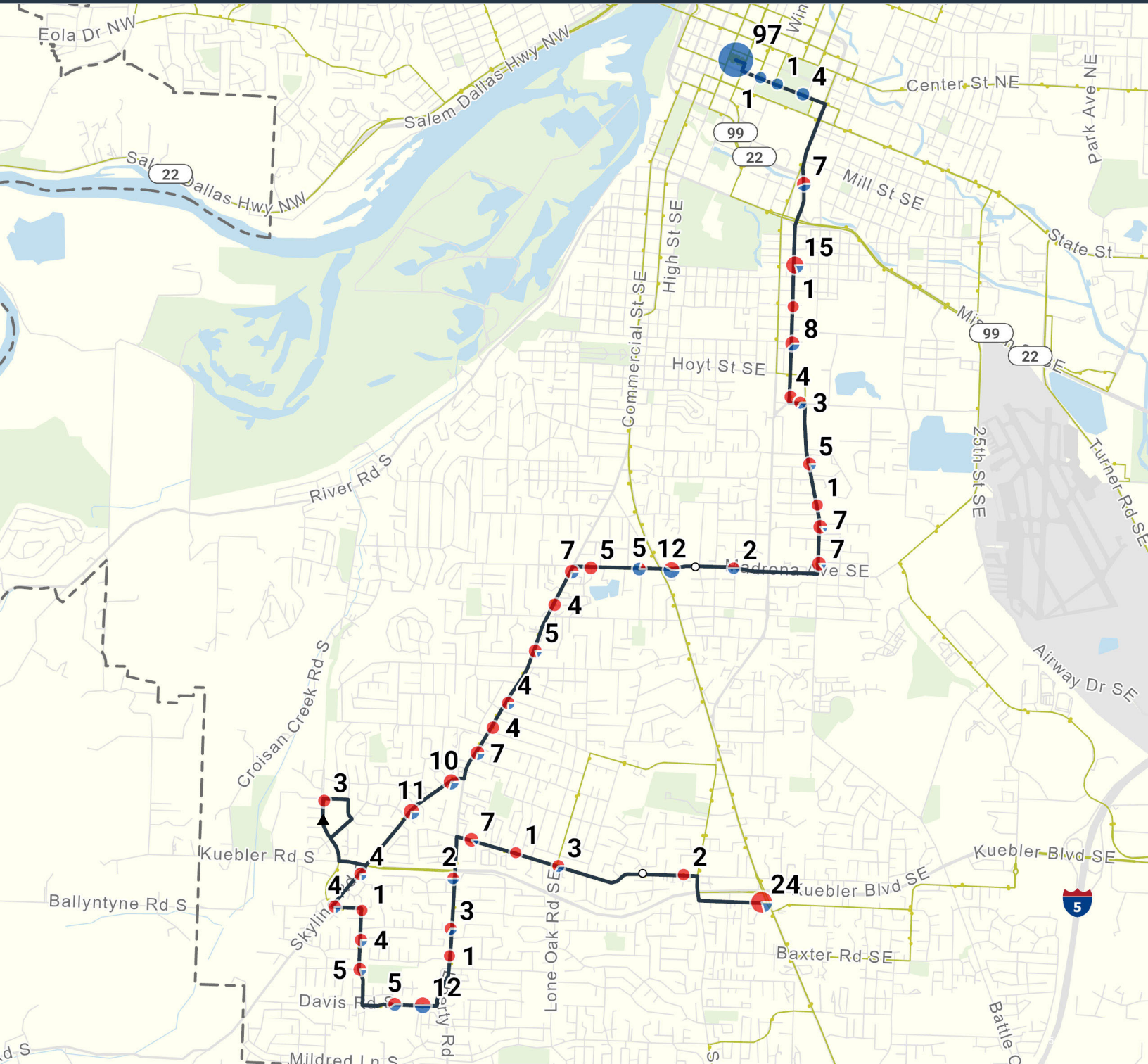
Daily Alightings

○ Ridership < 1

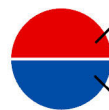


0 0.7 Miles

Average Weekday Activity



To Downtown TC



Daily Boardings

Daily Alightings

○ Ridership < 1



0 0.7 Miles

Average Weekday Activity

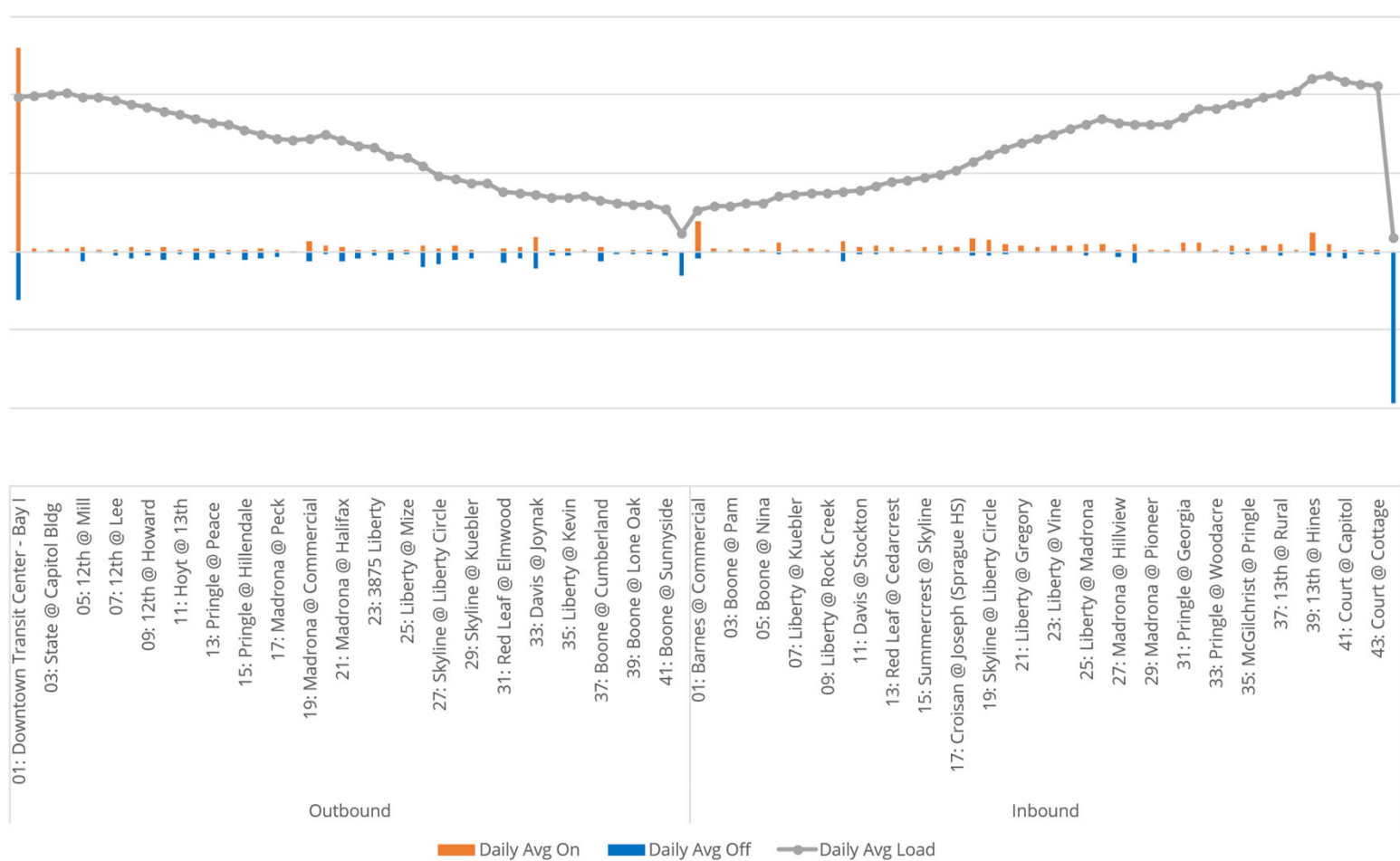
Strengths

- Route 8 meets on-time performance targets.
- Route 18 and 8 serve the same alignment for much of the route, with schedules offset to create half-hourly service on the shared segment. Of the two routes, Route 8 has higher ridership and productivity.

Opportunities

- Route 8’s 14.9 riders per revenue hour on weekdays fall short of productivity targets (20 riders/revenue hour for corridor routes).
- Productivity is higher on weekdays and Sundays (about 15 riders per hour) than on Saturdays (10 riders per hour). The higher Sunday ridership is likely because Route 18 does not operate on Sundays.
- The deviation to Sprague High School (one trip only on school day afternoons) adds seven minutes to the schedule and sees only three daily riders on average.
- The 2024 Needs Assessment noted that rider demand for better weekday frequency is the highest on this route (as well as Route 18).

Average Weekday Passenger Loads

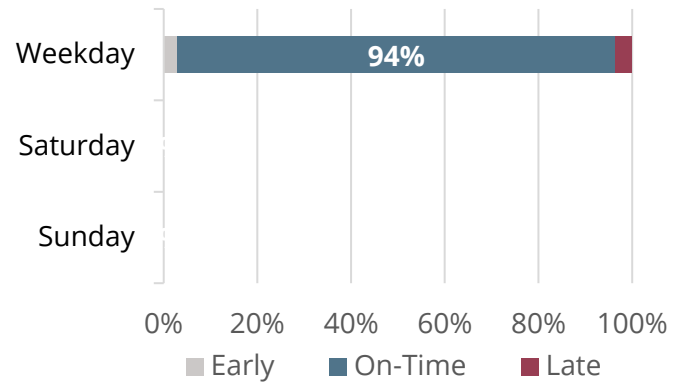


Route 12 connects the Keizer Transit Center with Chemeketa Community College and serves the Hayesville and Northgate neighborhoods. It operates Monday through Friday with hourly headways. This route serves Keizer Station only in one direction (to Chemeketa Community College).

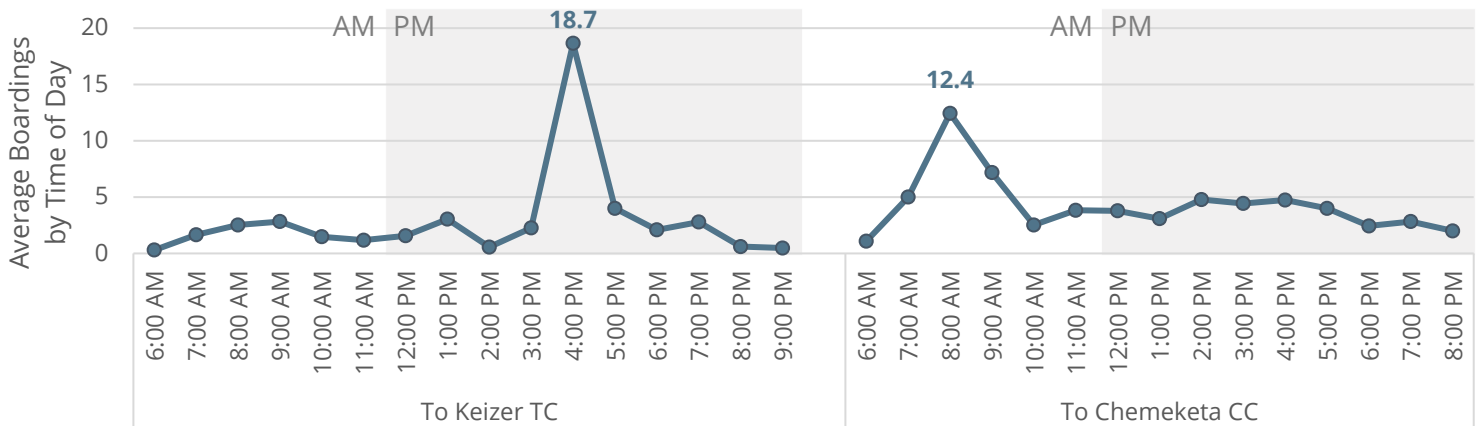
Ridership

Average Daily Boardings		Average Boardings per Revenue Hour	
Day	Count	Day	Count
Weekday	142	Weekday	10
Saturday	No Service	Saturday	No Service
Sunday	No Service	Sunday	No Service

On-Time Performance



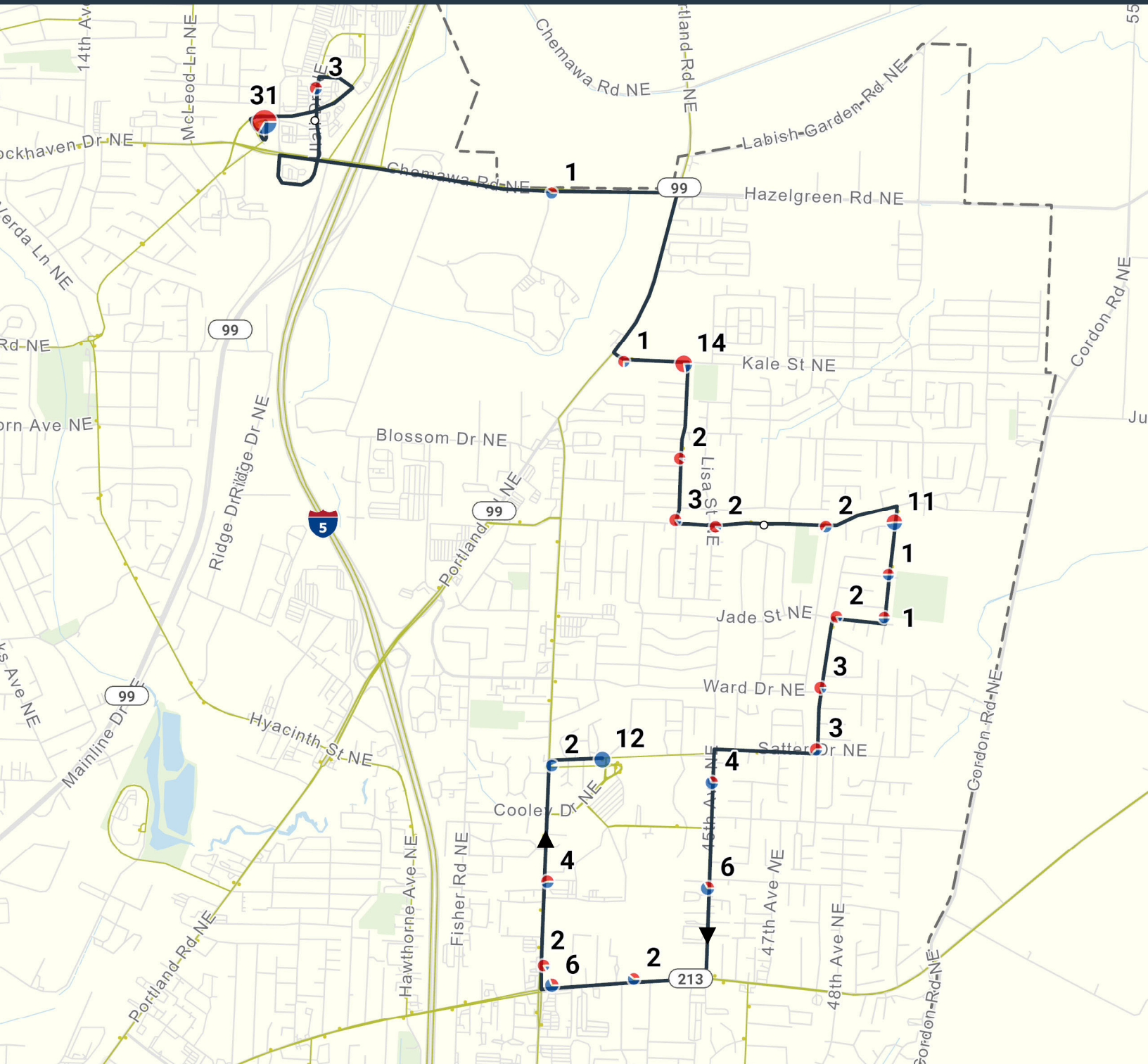
Weekday Ridership by Time of Day

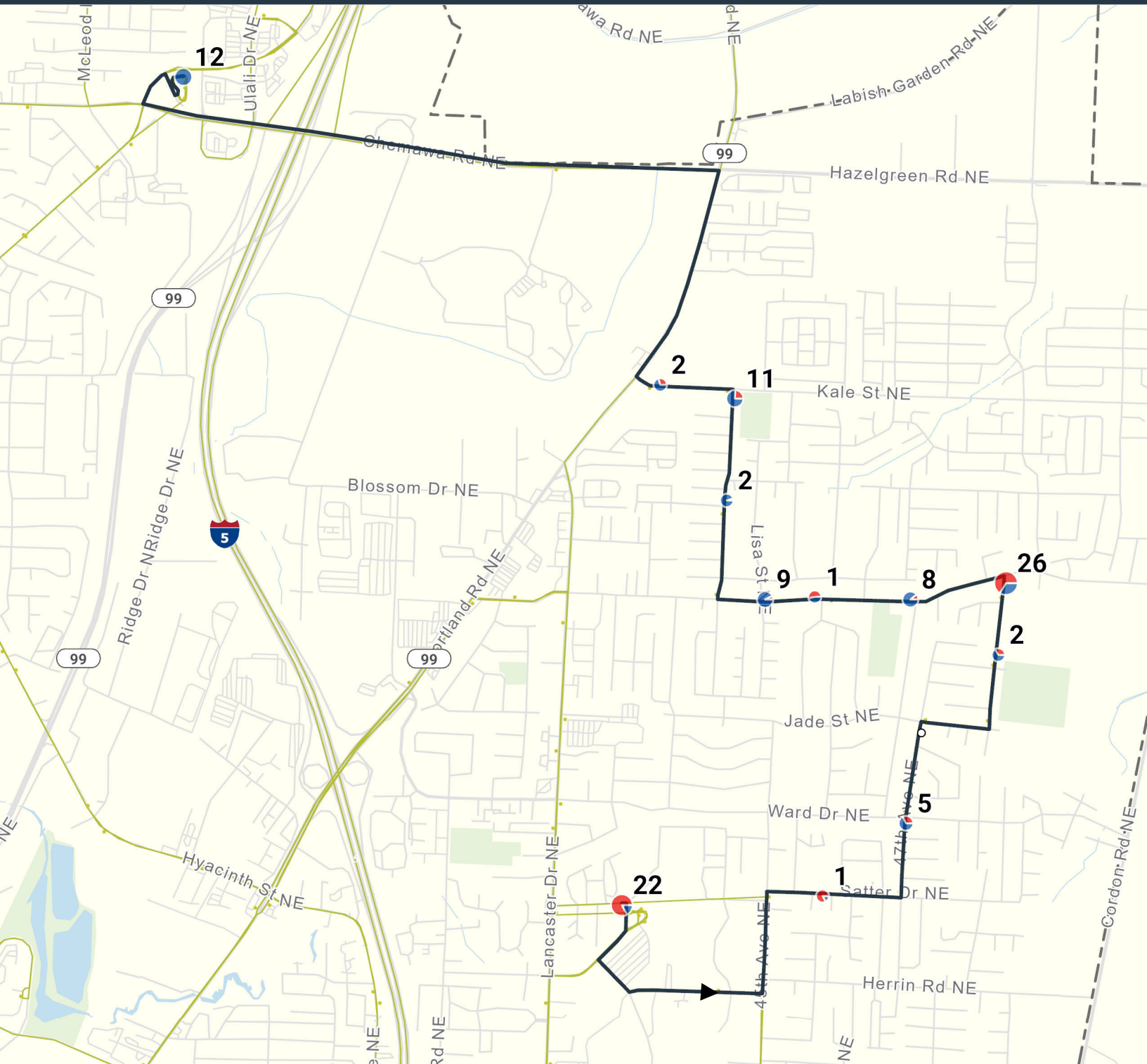


Characteristics



Day	Headways (min.)	Peak Vehicles	Service Span
Weekday	60	1	6:30 AM–9:17 PM
Saturday	No service		
Sunday	No service		

Top Boarding Locations
Keizer Transit Center - Bay C
Chemeketa College - Bldg 2 - Bay E
Fuhrer @ Hayesville
Kale @ Happy
Fuhrer @ Bohannon





To Keizer TC

 Daily Boardings
 Daily Alightings

○ Ridership < 1

0 0.35 Miles



Average Weekday Activity

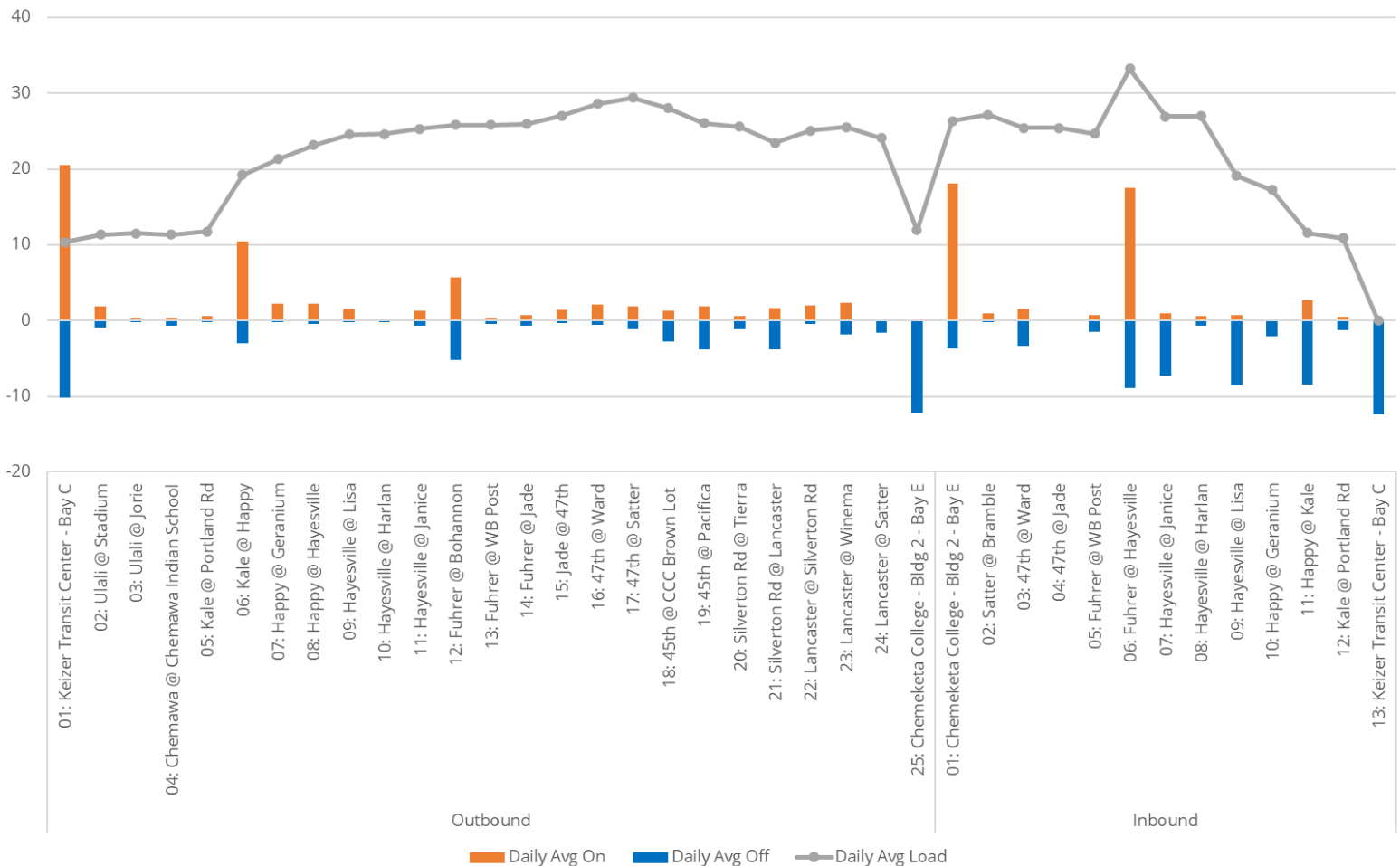
Strengths

- Route 12 meets on-time performance standards, with 94% of buses departing on time.
- The highest ridership stops are located at Adam Stephens Middle School and Chemeketa Community College.

Opportunities

- With 9.6 riders per revenue hour, Route 12 is close the meeting its productivity target (10 riders/revenue hour).
- Ridership at Chemeketa Community College is low compared to other routes serving the college.
- Service may be justified to the new high-density development between Kale Street NE and Hazelgreen Road NE along Lunar Street NE.

Weekday Passenger Loads

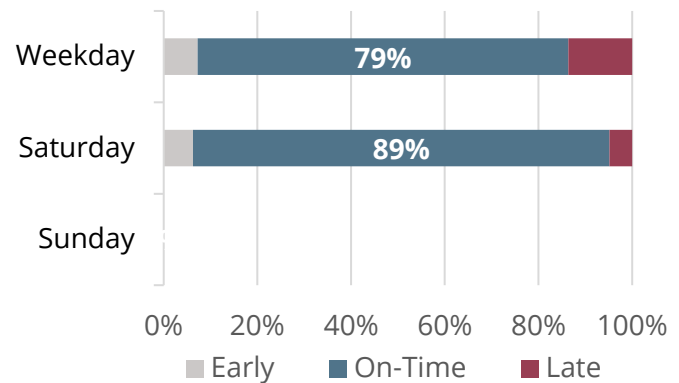


Route 16 departs from the Downtown Transit Center and serves the northern part of West Salem. It operates along Wallace Road NW and then a terminal loop via Doaks Ferry Road NW and Orchard Heights Road NW. It operates hourly service Monday through Saturday. Route 16 is interlined with Route 6.

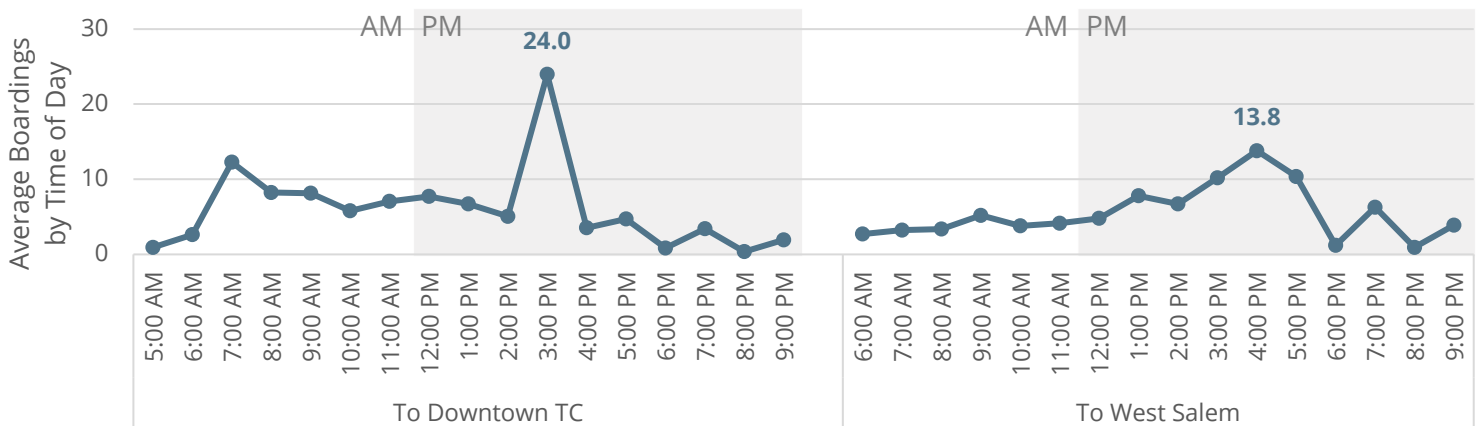
Ridership

Average Daily Boardings		Average Boardings per Revenue Hour	
Day	Count	Day	Count
Weekday	202	Weekday	21
Saturday	145	Saturday	17
Sunday	No Service	Sunday	No Service

On-Time Performance



Weekday Ridership by Time of Day



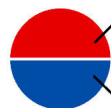
Characteristics

Day	Headways (min.)	Peak Vehicles	Service Span
Weekday	60	2	5:30 AM–9:54 PM
Saturday	60	2	6:31 AM–8:54 PM
Sunday	No service		

Top Boarding Locations
Downtown Transit Center - Bay E
Orchard Heights @ Doaks Ferry
Brush College @ Wintergreen
Wallace @ Glen Creek
Wallace @ Harritt



To Downtown TC



Daily Boardings

Daily Alightings

○ Ridership < 1





0 0.35 Miles

Average Weekday Activity



To West Salem

 Daily Boardings
 Daily Alightings

○ Ridership < 1

0 0.15 Miles



Average Weekday Activity

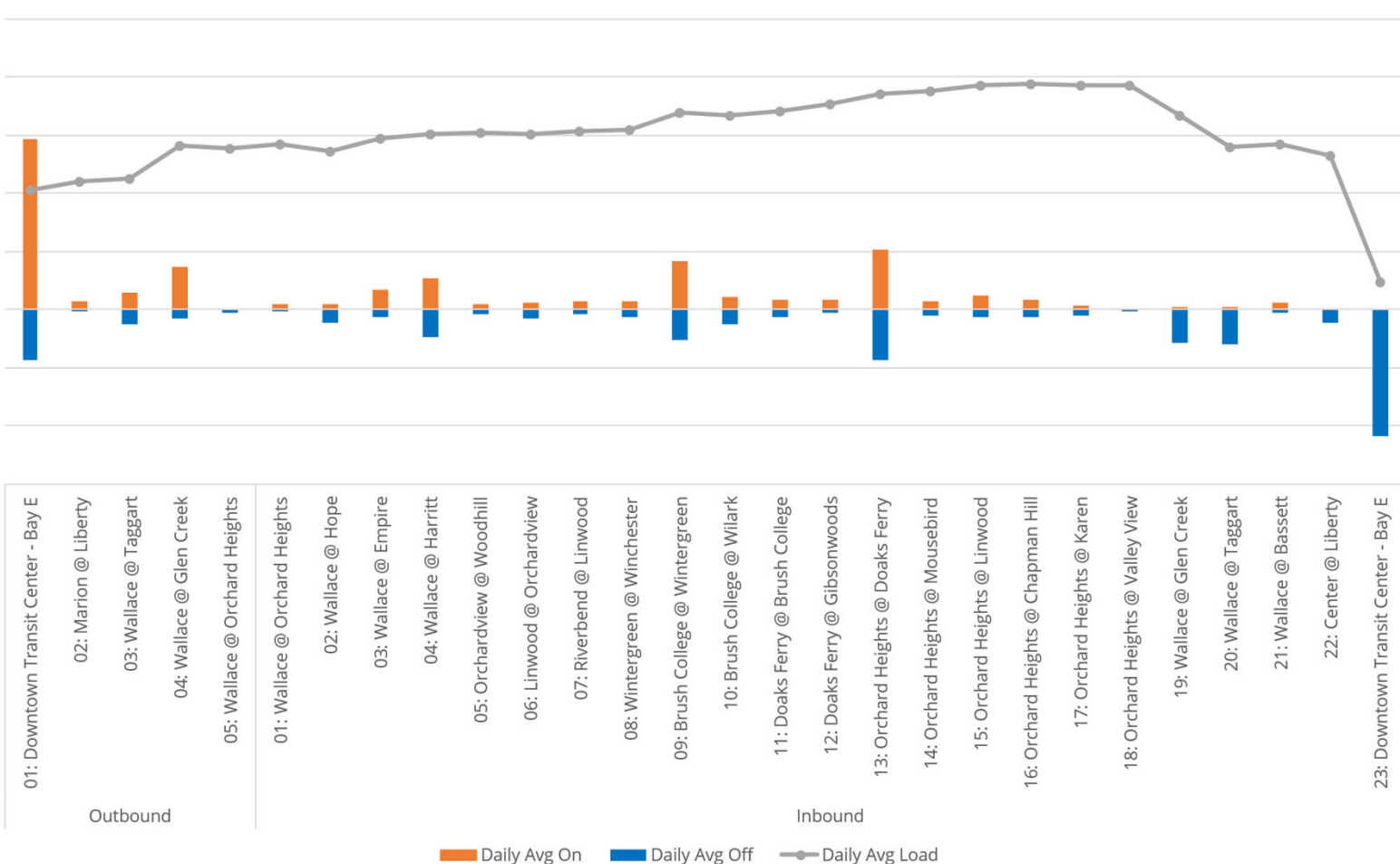
Strengths

- With 20.5 boardings per revenue hour on weekdays, Route 16 far exceeds the coverage route productivity target of 10 boardings per revenue hour. Route 16 is the only hourly route to exceed 20 boardings per revenue hour. Ridership from Straub Middle School and/or West Salem High school contributes to the high ridership.

Opportunities

- The high boardings per revenue hour suggests there may be demand for increased frequency and Sunday service.
- Route 16 does not meet on-time performance targets on weekdays: 79% of buses depart on time, 7% depart early, and 14% depart late. On Saturdays, on-time performance is substantially higher, with 89% of buses departing on time. In 2026, a multi-year project to seismically upgrade the Center Street Bridge will begin, which will include periodic lane closures for eastbound traffic across the Willamette River, including Route 16. There may be an opportunity to operate Route 16 only in West Salem to improve service reliability and also provide more frequent service on this route.
- The one-way terminal loop in West Salem is circuitous but also has good ridership at the schools and apartment complexes.

Average Weekday Passenger Loads

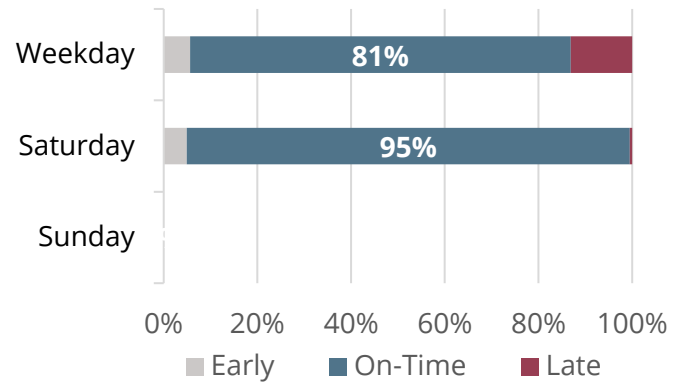


Route 18 connects the Downtown Transit Center with South Salem via 12th Street SE, Madrona Avenue SE, and Liberty Street S. It operates Monday through Saturday with hourly headways. Route 8 and 18 are interlined on weekdays and Saturdays.

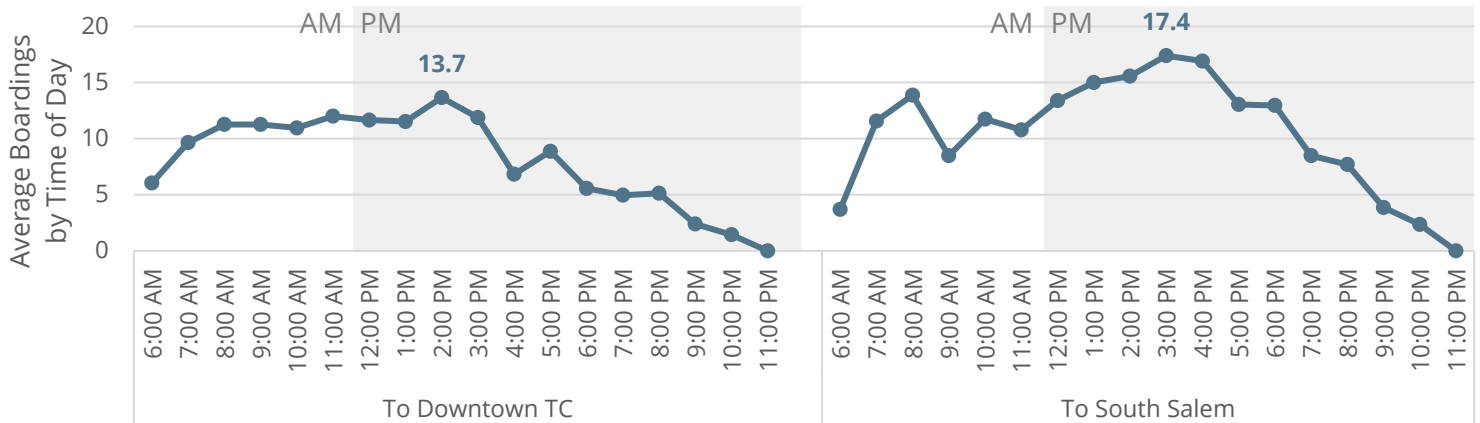
Ridership

Average Daily Boardings		Average Boardings per Revenue Hour	
Day	Count	Day	Count
Weekday	338	Weekday	13
Saturday	184	Saturday	8
Sunday	No Service	Sunday	No Service

On-Time Performance



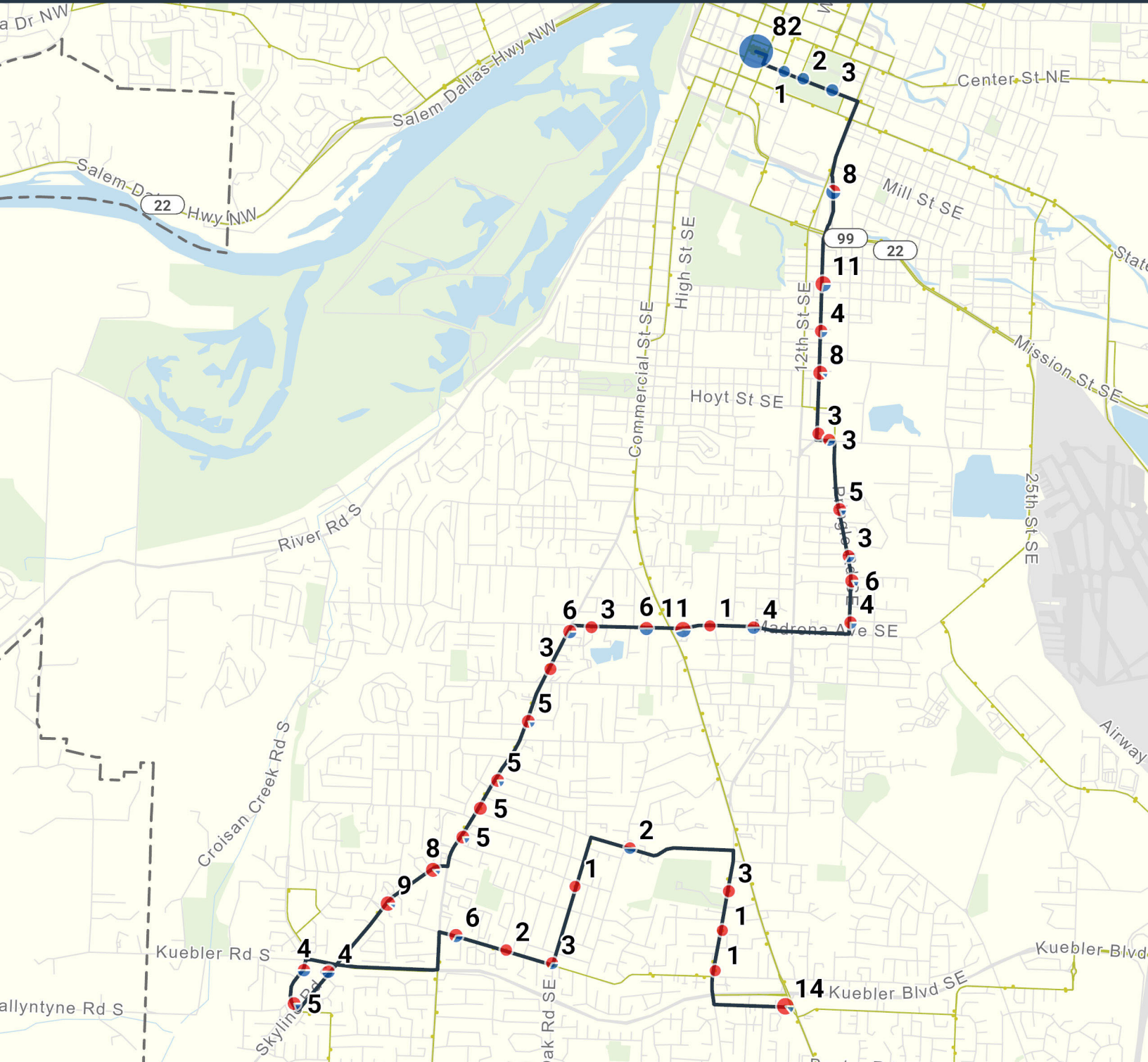
Weekday Ridership by Time of Day



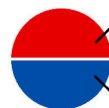
Characteristics

Day	Headways (min.)	Peak Vehicles	Service Span
Weekday	60	1	6:10 AM–11:06 PM
Saturday	60	1	6:10 AM–9:06 PM
Sunday	No service		

Top Boarding Locations
Downtown Transit Center - Bay I
Barnes @ Commercial
State @ Capitol Bldg
Skyline @ Joseph
13th @ Hines



To Downtown TC



Daily Boardings

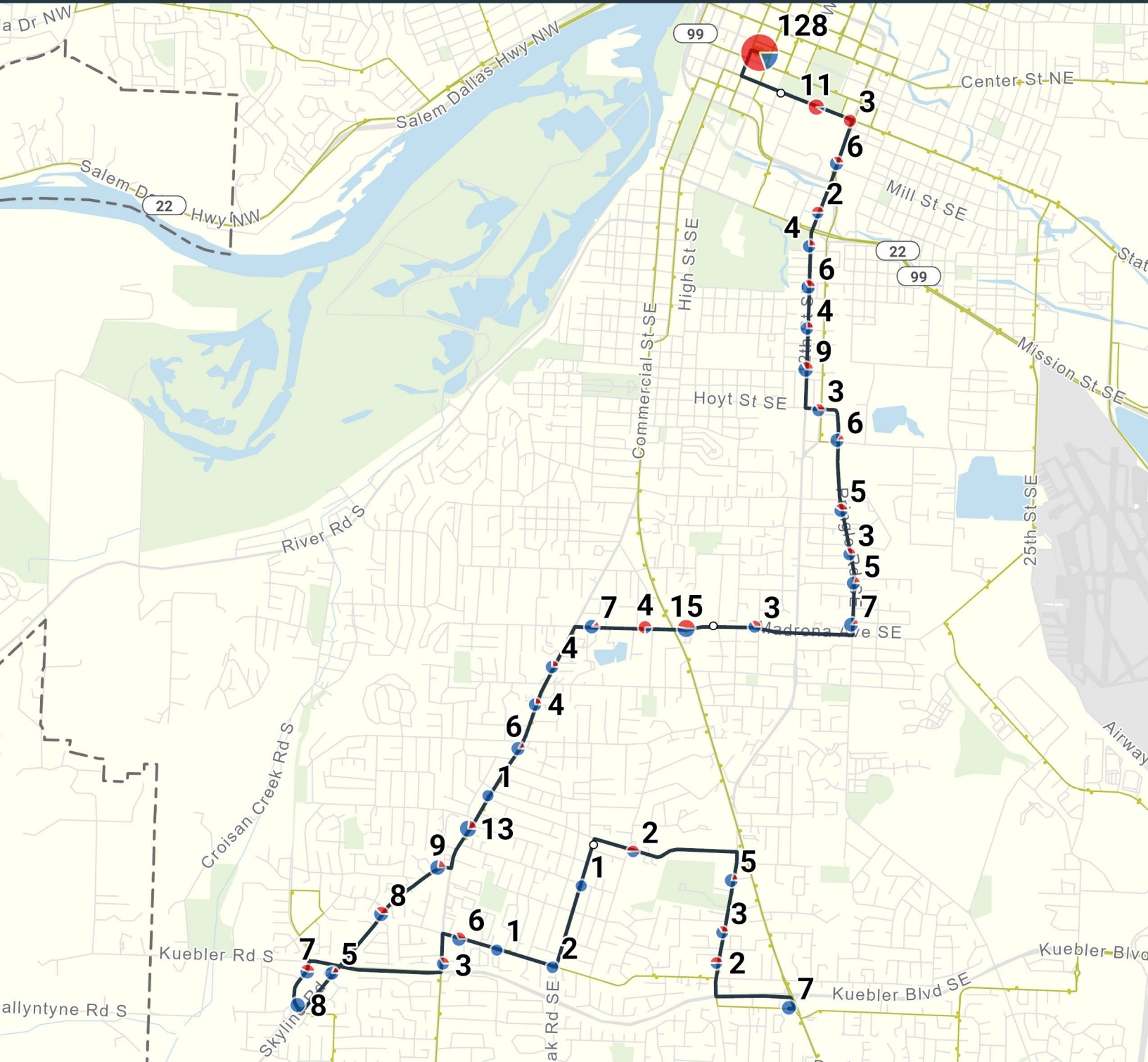
Daily Alightings

○ Ridership < 1

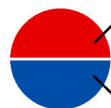
0 0.65 Miles



Average Weekday Activity



To South Salem



Daily Boardings

Daily Alightings

○ Ridership < 1



0

0.65 Miles

Average Weekday Activity

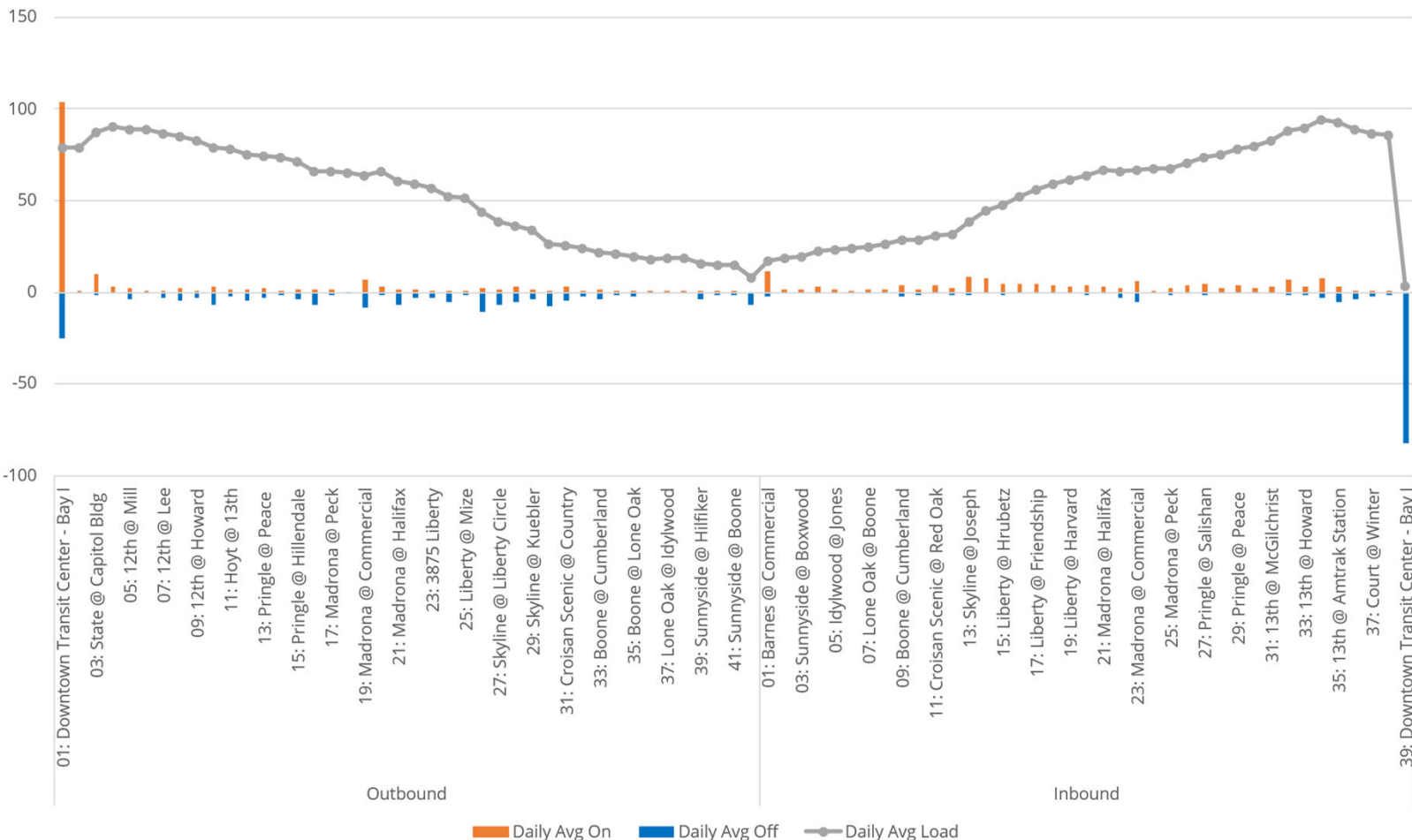
Strengths

- Routes 18 and 8 serve the same alignment for much of the route, with schedules offset to create half-hourly service on the shared segment. Of the two routes, Route 8 has higher ridership and productivity.

Opportunities

- Route 18 has the second lowest productivity of any corridor route (13.3 boardings per revenue hour).
- It does not meet on-time performance targets on weekdays; 81% of buses depart on time, 6% depart early, and 13% depart late. On Saturdays, 95% of buses depart on time.
- Route 18 makes a large deviation from Boone Road SE to serve Judson Middle School and Woodmansee Park. Daily boardings and lightings are low along this deviation (7 in one direction and 13 in the other).
- Route 18 and 8 serve the same alignment for much of the route, with schedules offset to create half-hourly service. Of the two routes, Route 18 has lower productivity and ridership.
- Route 18 does not have any stops with more than 15 combined daily boardings and alightings.

Average Weekday Passenger Loads

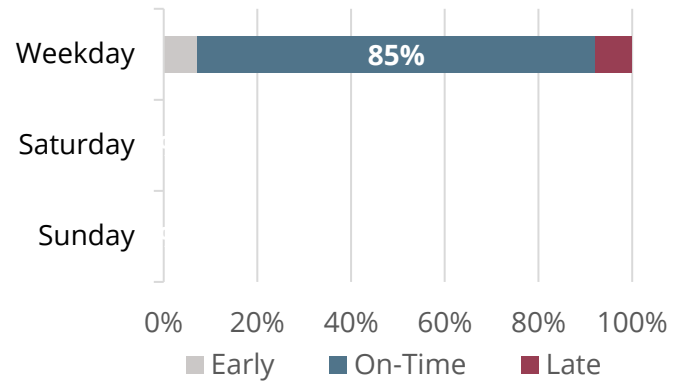


Route 23 connects the Downtown Transit Center with the Kroc Center serving the Northeast Neighbors neighborhood. It operates Monday through Friday with hourly headways.

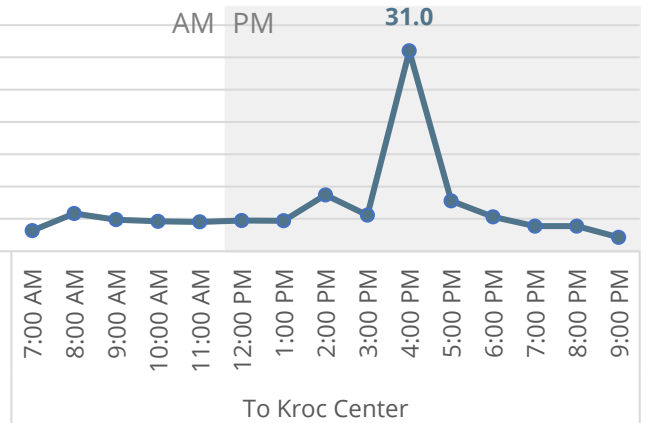
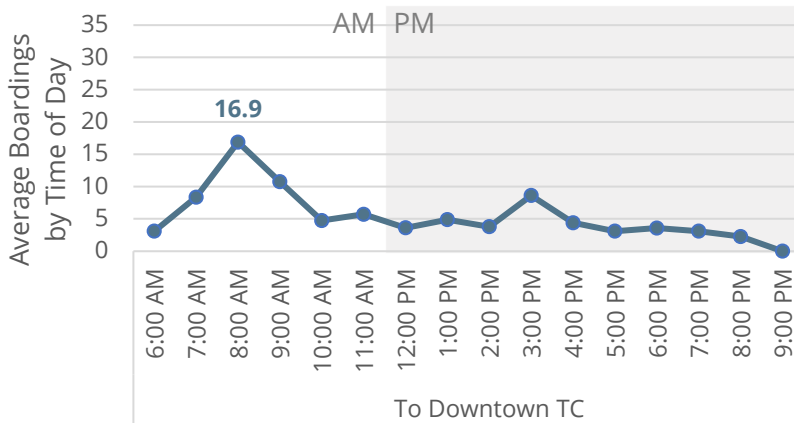
Ridership

Average Daily Boardings		Average Boardings per Revenue Hour	
Day	Count	Day	Count
Weekday	241	Weekday	16
Saturday	No Service	Saturday	No Service
Sunday	No Service	Sunday	No Service

On-Time Performance



Weekday Ridership by Time of Day





Characteristics

Day	Headways (min.)	Peak Vehicles	Service Span
Weekday	60	1	6:25 AM–9:20 PM
Saturday	No service		
Sunday	No service		


Top Boarding Locations
Downtown Transit Center - Bay N
D St @ 14th
Hawthorne @ Felina
Hawthorne @ Northgate Park
D St @ 14th



To Kroc Center

 Daily Boardings
 Daily Alightings

 Ridership < 1

0 0.4 Miles 

Average Weekday Activity



To Downtown TC

Average Weekday Activity

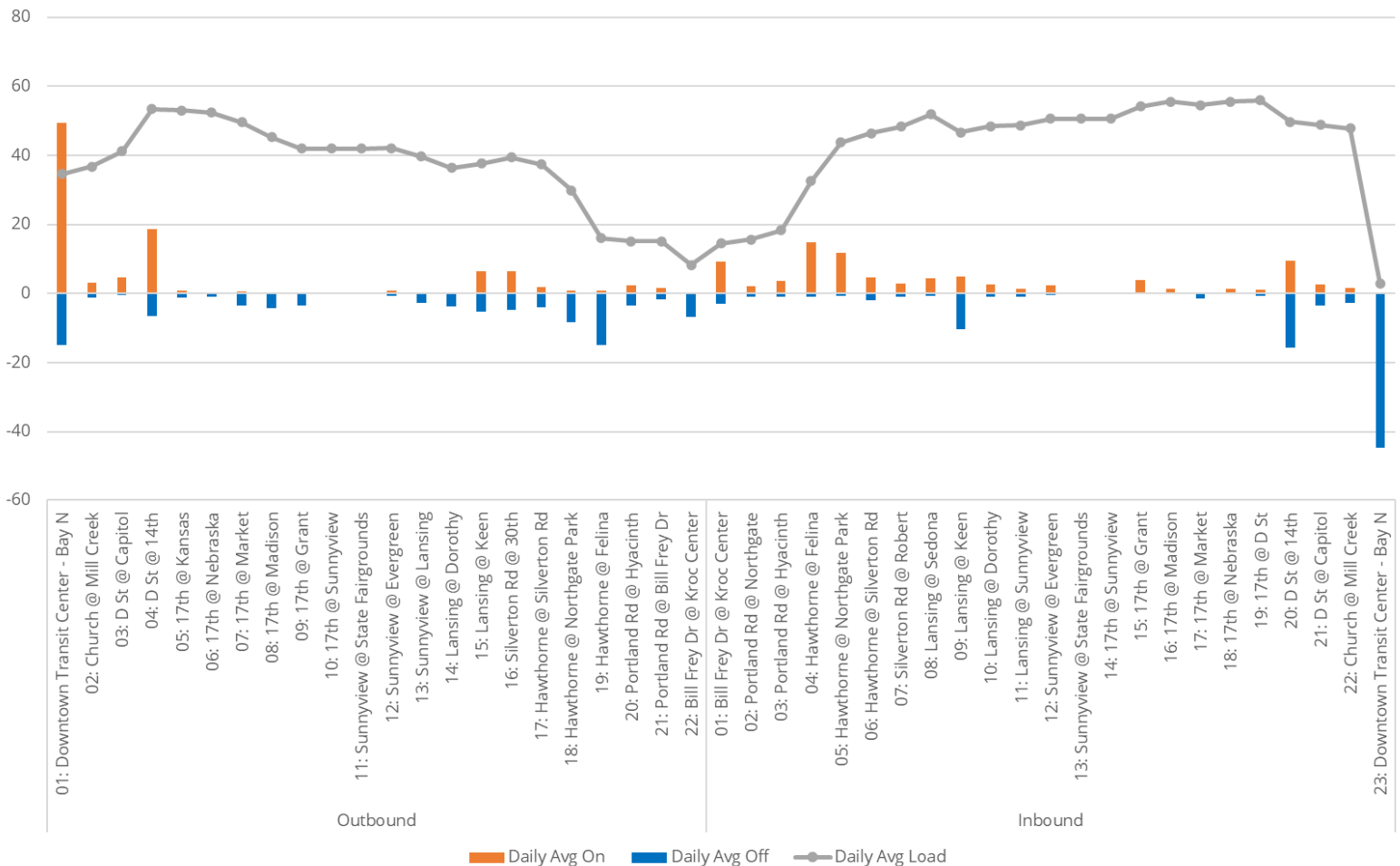
Strengths

- With 16.2 boardings per revenue hour on weekdays, Route 23 exceeds the coverage route weekday productivity target of 10 boardings per revenue hour.
- Route 23 provides coverage to residential neighborhoods and employment destinations that are just outside of easy walks from established higher frequency routes.
- North Salem High School is the highest ridership destination on the route.

Opportunities

- Route 23 does not operate on weekends, when demand to reach the State Fairgrounds and Kroc Center may be higher.

Weekday Passenger Loads

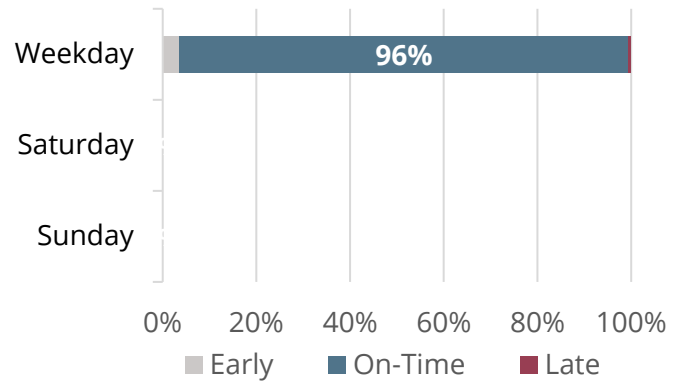


Route 26 forms a clockwise loop from the West Salem Transit Center through West Salem via Glen Creek Road NW, Titan Drive NW, and Orchard Heights Road NW. It operates Monday through Friday with hourly headways. Route 26 is interlined with Route 27.

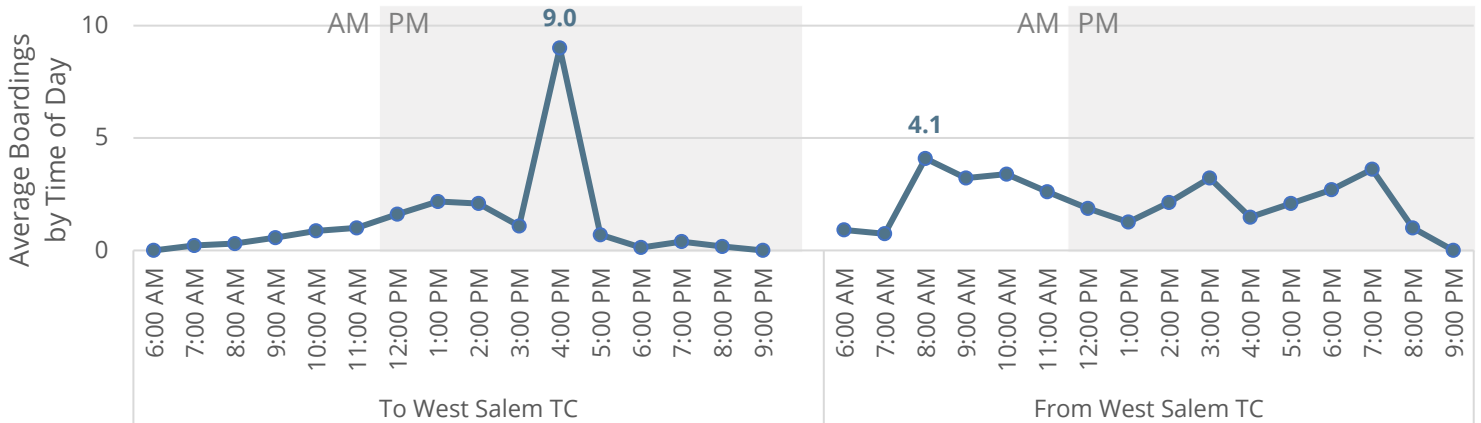
Ridership

Average Daily Boardings		Average Boardings per Revenue Hour	
Day	Count	Day	Count
Weekday	44	Weekday	6
Saturday	No Service	Saturday	No Service
Sunday	No Service	Sunday	No Service

On-Time Performance



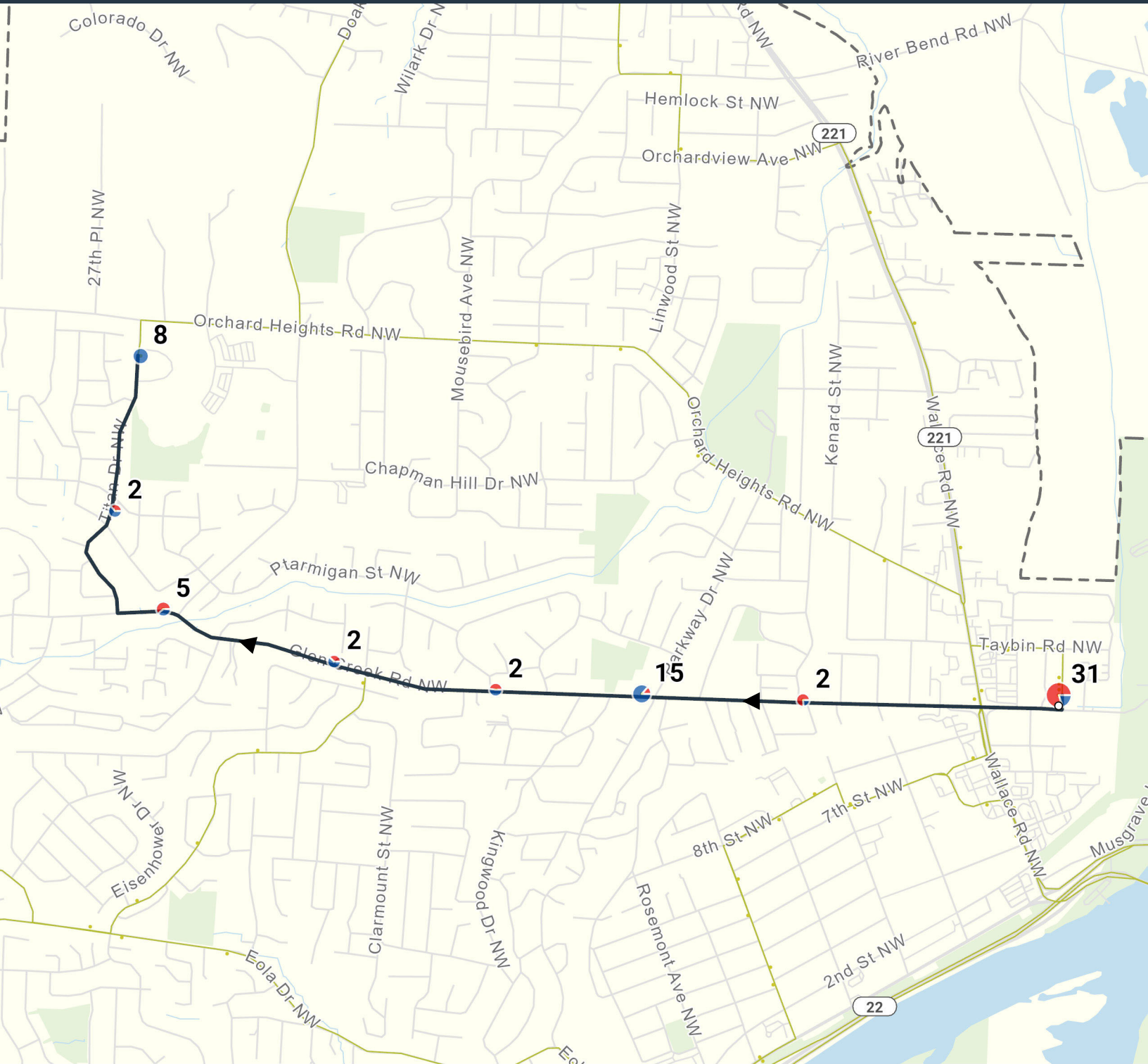
Weekday Ridership by Time of Day





Characteristics

Day	Headways (min.)	Peak Vehicles	Service Span
Weekday	60	1	6:00 AM–9:03 PM
Saturday	No service		
Sunday	No service		


Top Boarding Locations
West Salem Transit Center - Bay G
Titan @ Orchard Heights
Orchard Heights @ Doaks Ferry
Orchard Heights @ Mousebird
Glen Creek @ Doaks Ferry



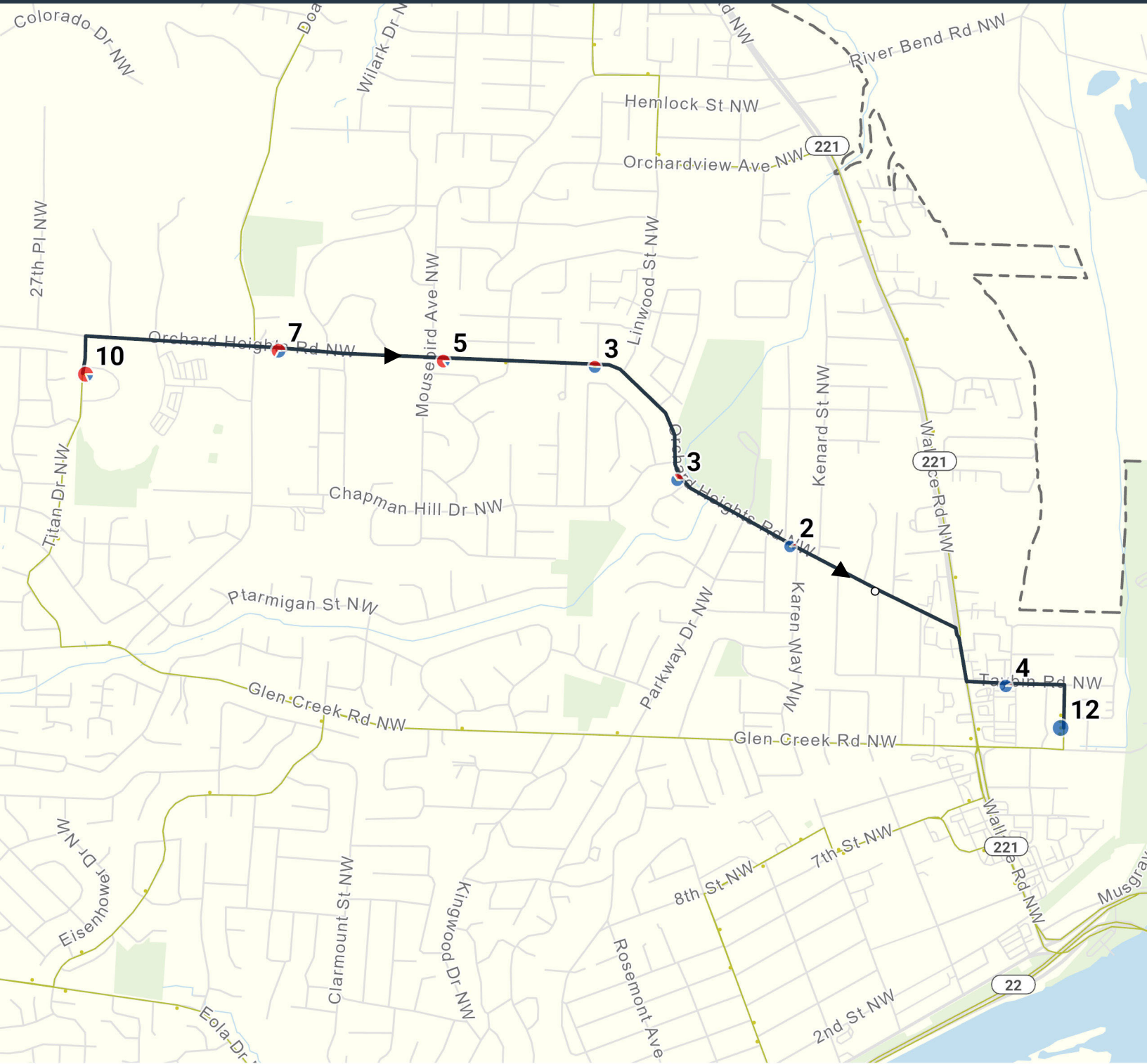
To West Salem TC

 Daily Boardings
 Daily Alightings

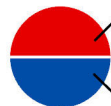
 Ridership < 1

0 0.3 Miles 

Average Weekday Activity



To West Salem TC



Daily Boardings

Daily Alightings

○ Ridership < 1



0 0.25 Miles

Average Weekday Activity

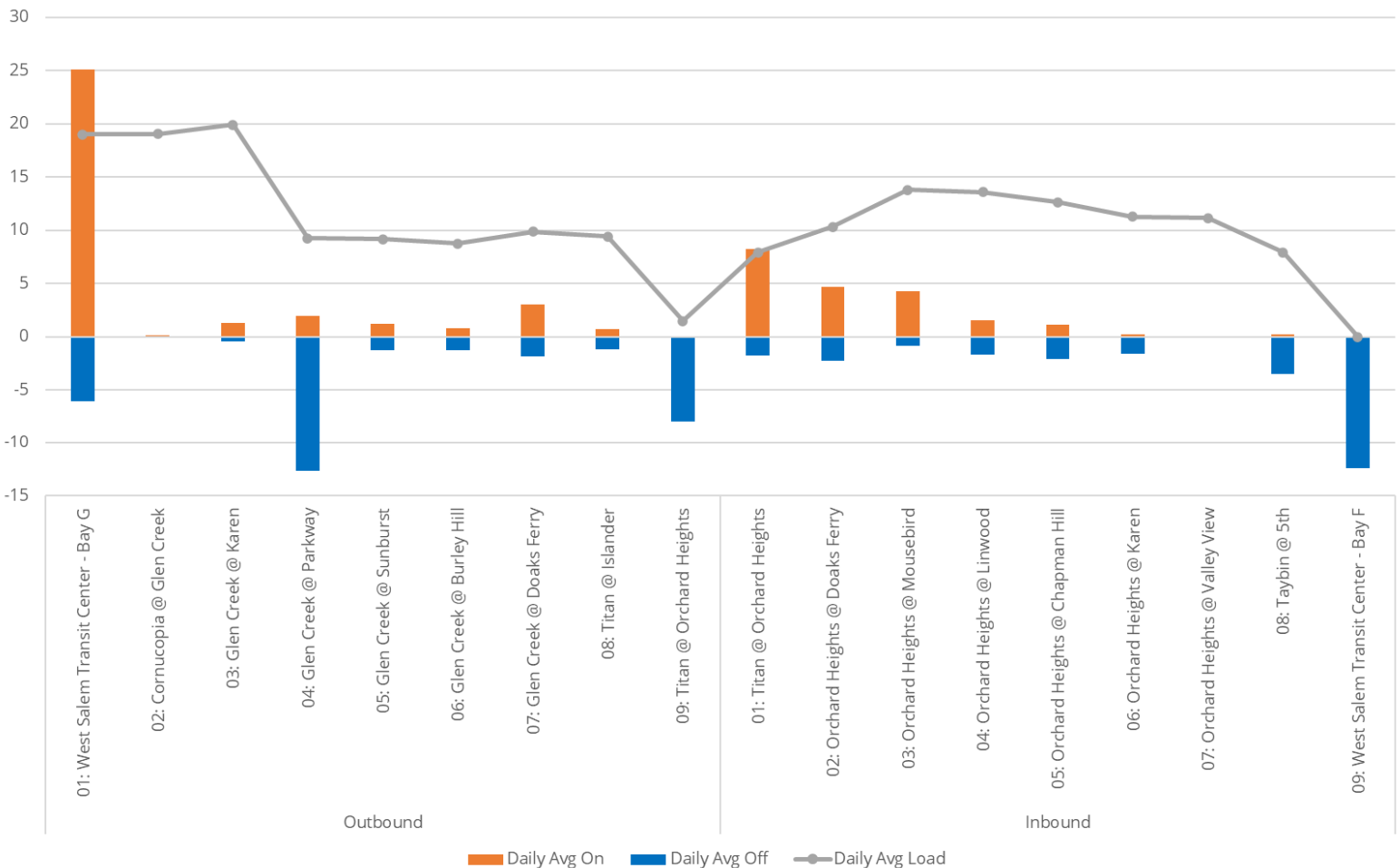
Strengths

- Route 26 has strong on-time performance, with 96% of buses leaving on time.

Opportunities

- With just 44 riders on average each weekday, Route 26 has the lowest ridership of any local route. Route 26 carries 5.7 riders per revenue hour on weekdays, which falls well short of the 10 riders/revenue hour target for coverage routes.
- Route 26 is a large, one-way loop with significant overlap with other routes. The southern portion of the loop shares an alignment with Route 27, and the northern portion of the loop shares an alignment with Route 16. While duplicative, the schedules are offset to provide a combined 30-minute frequency on the portion of the alignment shared between Routes 16 and 26 and between 26 and 27.
- Traveling between the part of West Salem served by Route 26 and destinations east of the river requires two transfers: one from Route 26 to Route 17 or Route 16 to travel to the Downtown Transit Center and another to reach their final destinations.
- There are only three stops with significant ridership, two of which directly serve the middle and high schools.

Weekday Passenger Loads

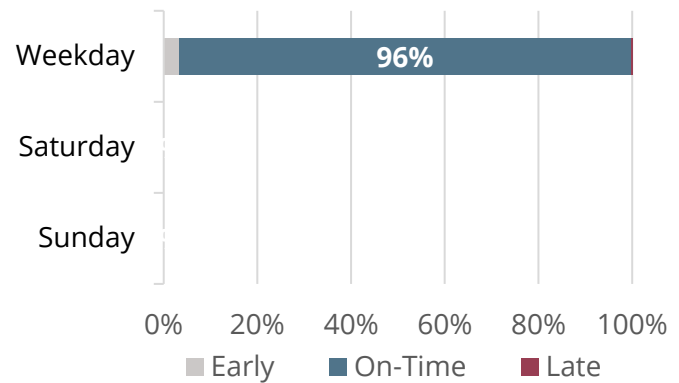


Route 27 operates as a one-way loop from the West Salem Transit Center through the southern portion of West Salem via Eola Drive NW and Glen Creek Road NW. It operates Monday through Friday with hourly headways. Route 27 is interlined with Route 26.

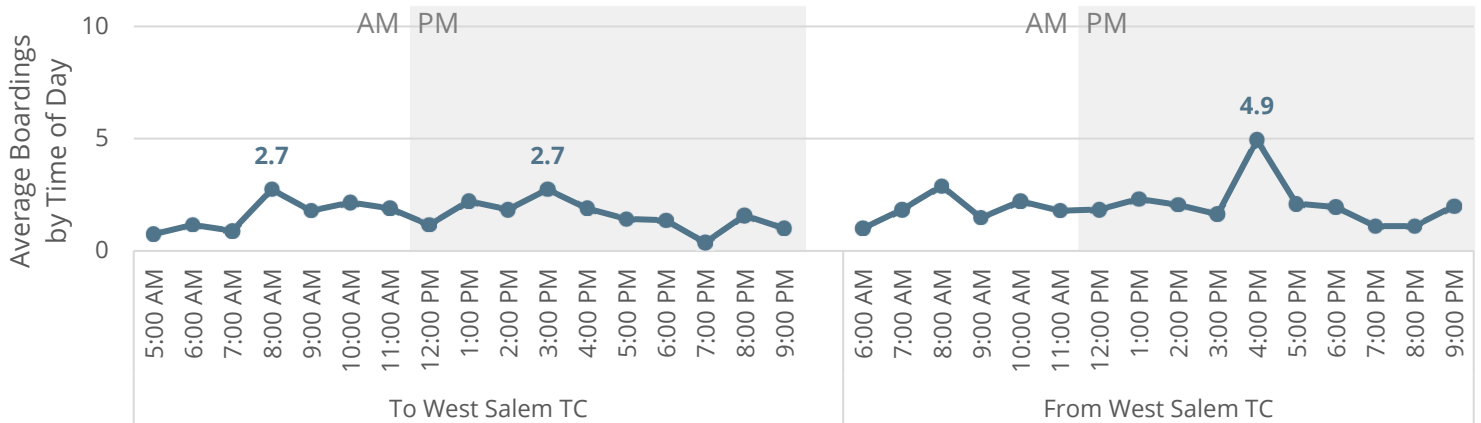
Ridership

Average Daily Boardings		Average Boardings per Revenue Hour	
Day	Count	Day	Count
Weekday	67	Weekday	8
Saturday	No Service	Saturday	No Service
Sunday	No Service	Sunday	No Service

On-Time Performance



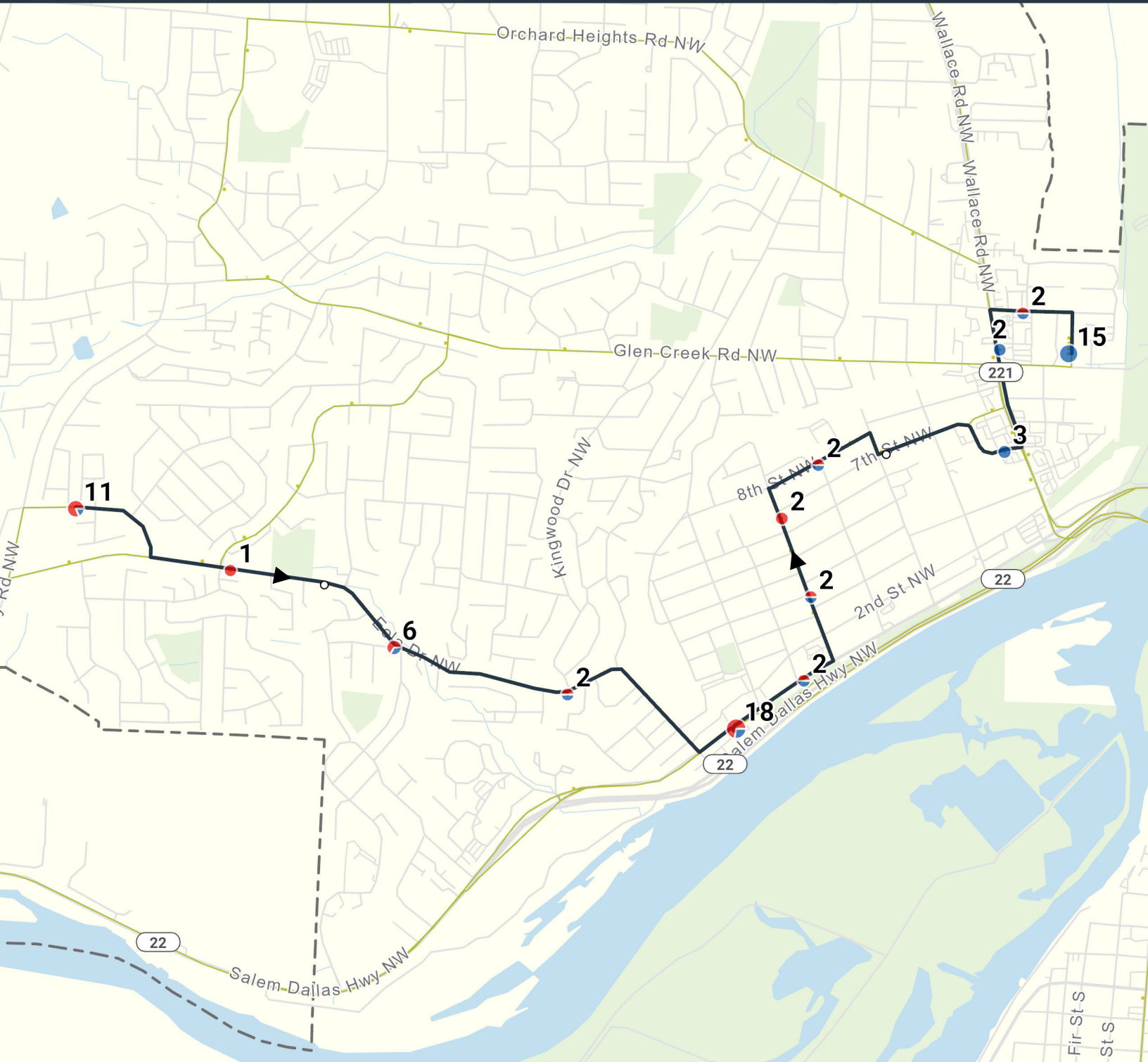
Weekday Ridership by Time of Day



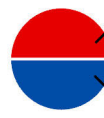

Characteristics

Day	Headways (min.)	Peak Vehicles	Service Span
Weekday	60	1	5:30 AM–9:37 PM
Saturday	No service		
Sunday	No service		


Top Boarding Locations
West Salem Transit Center - Bay F
Edgewater @ Rosemont
Gehlar @ Crouchen
Eola @ Turnage
Burley Hill @ Deerwind



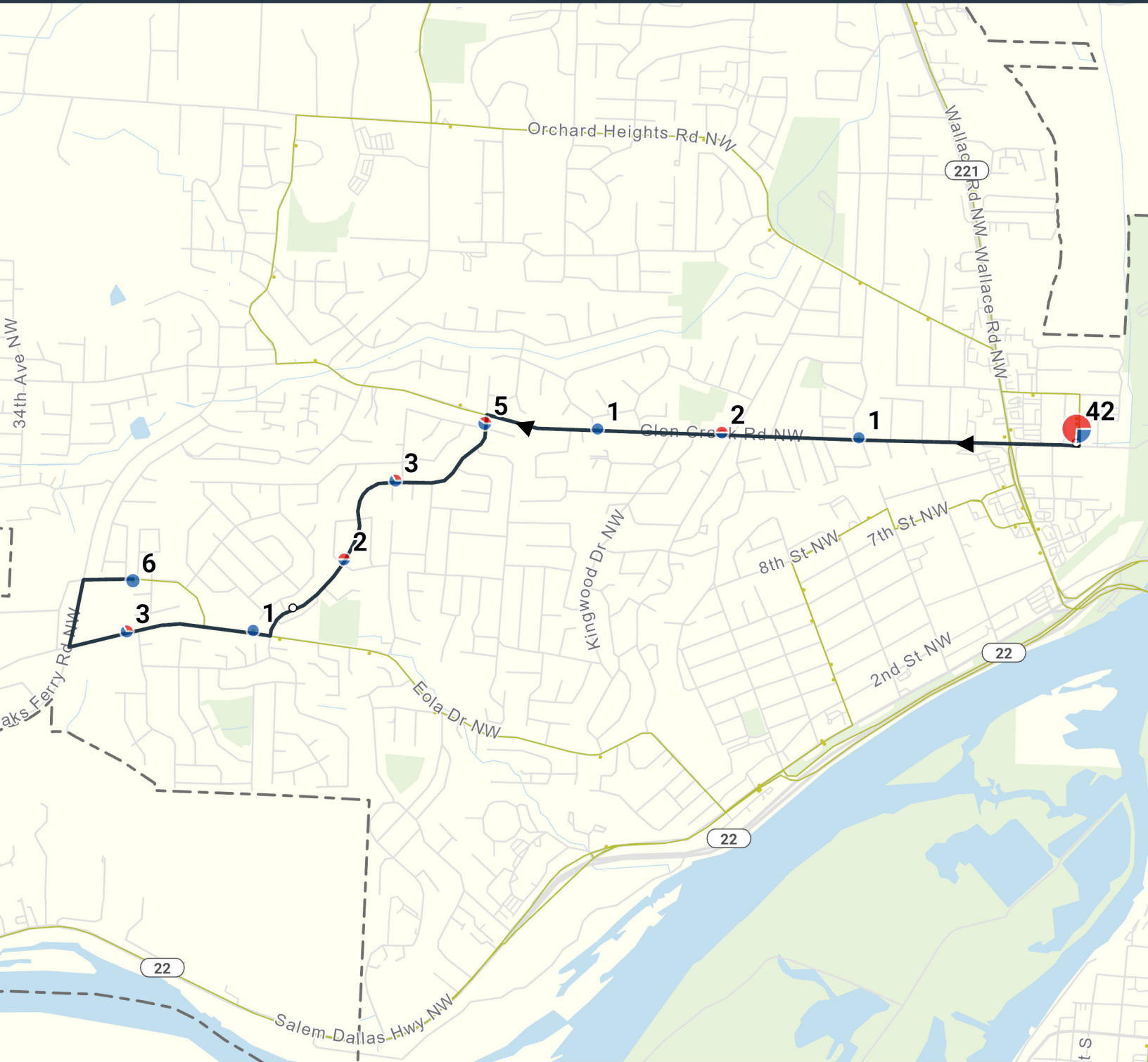
To West Salem TC

 Daily Boardings
 Daily Alightings

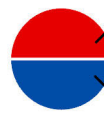
 Ridership < 1

0 0.35 Miles 

Average Weekday Activity



To West Salem TC

 Daily Boardings
 Daily Alightings

○ Ridership < 1

0 0.35 Miles



Average Weekday Activity

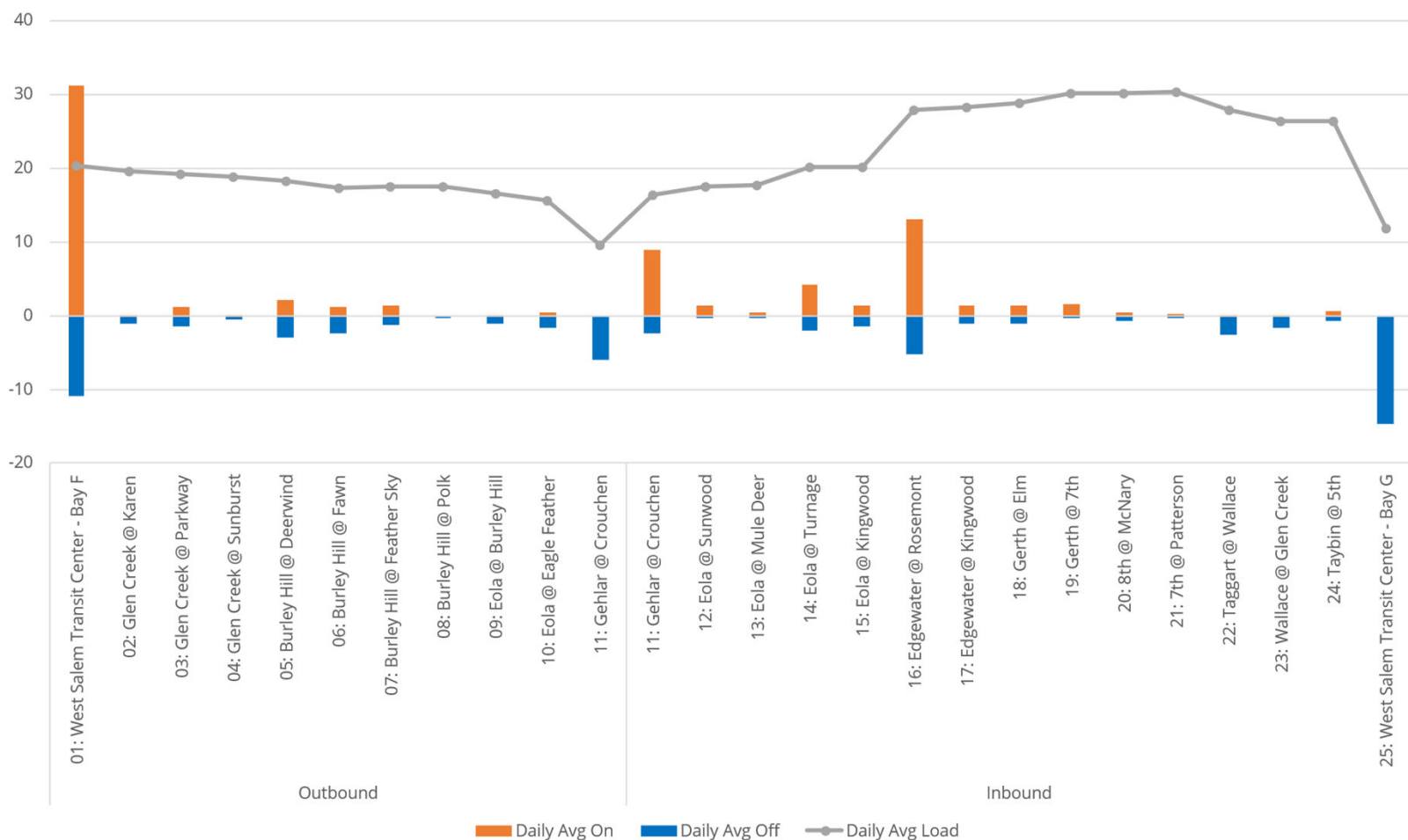
Strengths

- Route 27 is tied for the strongest on-time performance of all routes, with 96% of buses leaving on time.

Opportunities

- Route 27 has the second lowest ridership of the local routes, with an average of 67 riders per weekday. Productivity is also below target, with 8.1 riders per hour on weekdays.
- Route 27 is a large one-way loop. In the main commercial area of West Salem, service is duplicative of Route 17, a frequent service route. On the northern portion of the loop on Glen Creek Road NW, service is duplicative of Route 26, another low-ridership hourly loop. While duplicative, the schedules are offset to provide a combined 30-minute frequency on the portion of the alignment shared between Routes 26 and 27.
- Like Route 26, trips from West Salem to destinations east of the river require three routes and two transfers. Route 26 arrives at the West Salem Transit Center just after Route 17 departs for the Downtown Transit Center, creating a ten-minute wait for passengers.

Average Weekday Passenger Loads

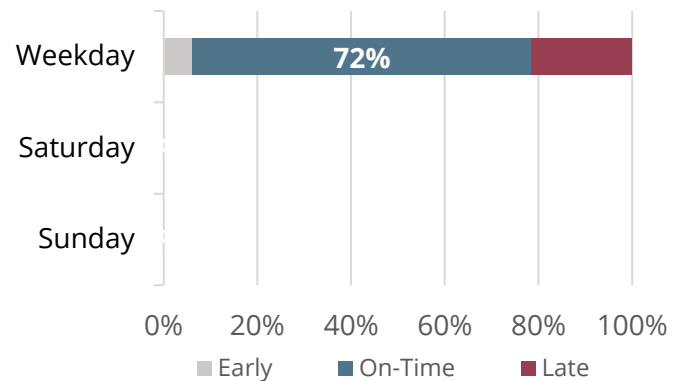


Route 1X is a regional route connecting the Downtown Transit Center and the Wilsonville Transit Center, where riders can transfer to Wilsonville's SMART system or TriMet's Westside Express Service (WES) commuter rail. Route 1X travels on I-5 between Salem and Wilsonville with limited stops. It operates on weekdays only with headways ranging from 25 minutes to 2 hours. This route is jointly operated by Cherriots and SMART. **Data is for Cherriots only unless otherwise specified.**

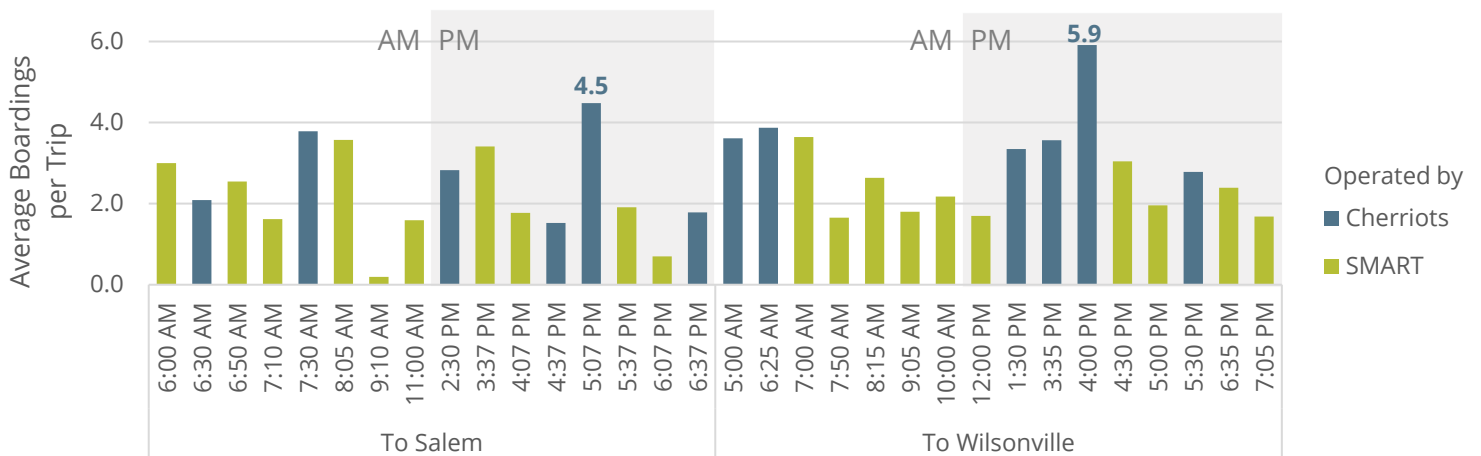
Ridership

Average Daily Boardings		Average Boardings per Revenue Hour	
Day	Count	Day	Count
Weekday	44	Weekday	4
Saturday	No Service	Saturday	No Service
Sunday	No Service	Sunday	No Service

On-Time Performance



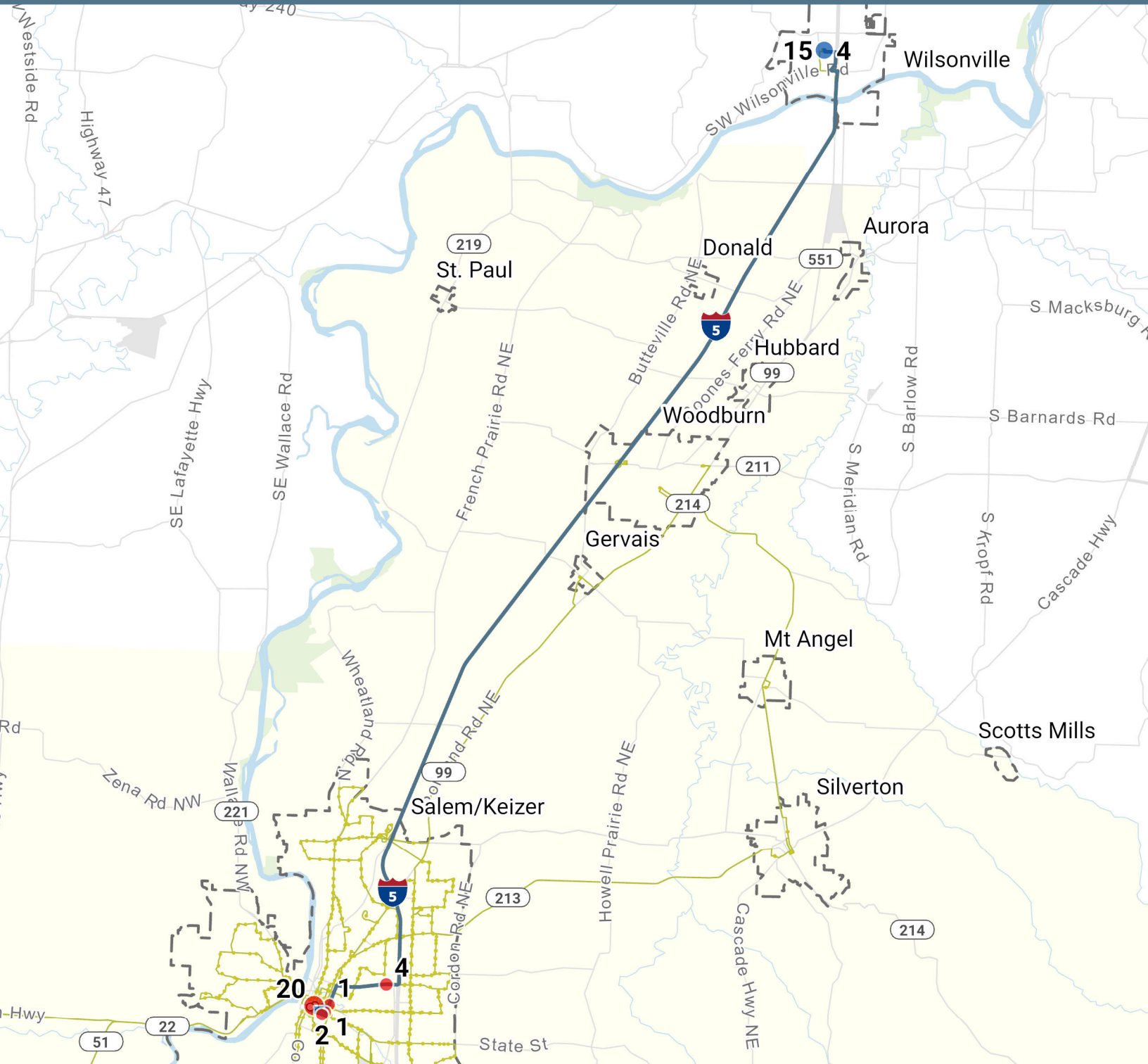
Weekday Ridership by Time of Day





Characteristics

Day	Headways (min.)	Peak Vehicles	Service Span
Weekday	Variable	2	5:00 AM–7:52 PM
Saturday	No service		
Sunday	No service		

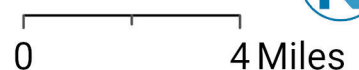
Top Boarding Locations
Wilsonville Transit Center - 1X
Downtown Transit Center - Bay R
Market @ Savage
State @ Capitol Bldg
Capitol @ Marion



To Wilsonville

 Daily Boardings
 Daily Alightings

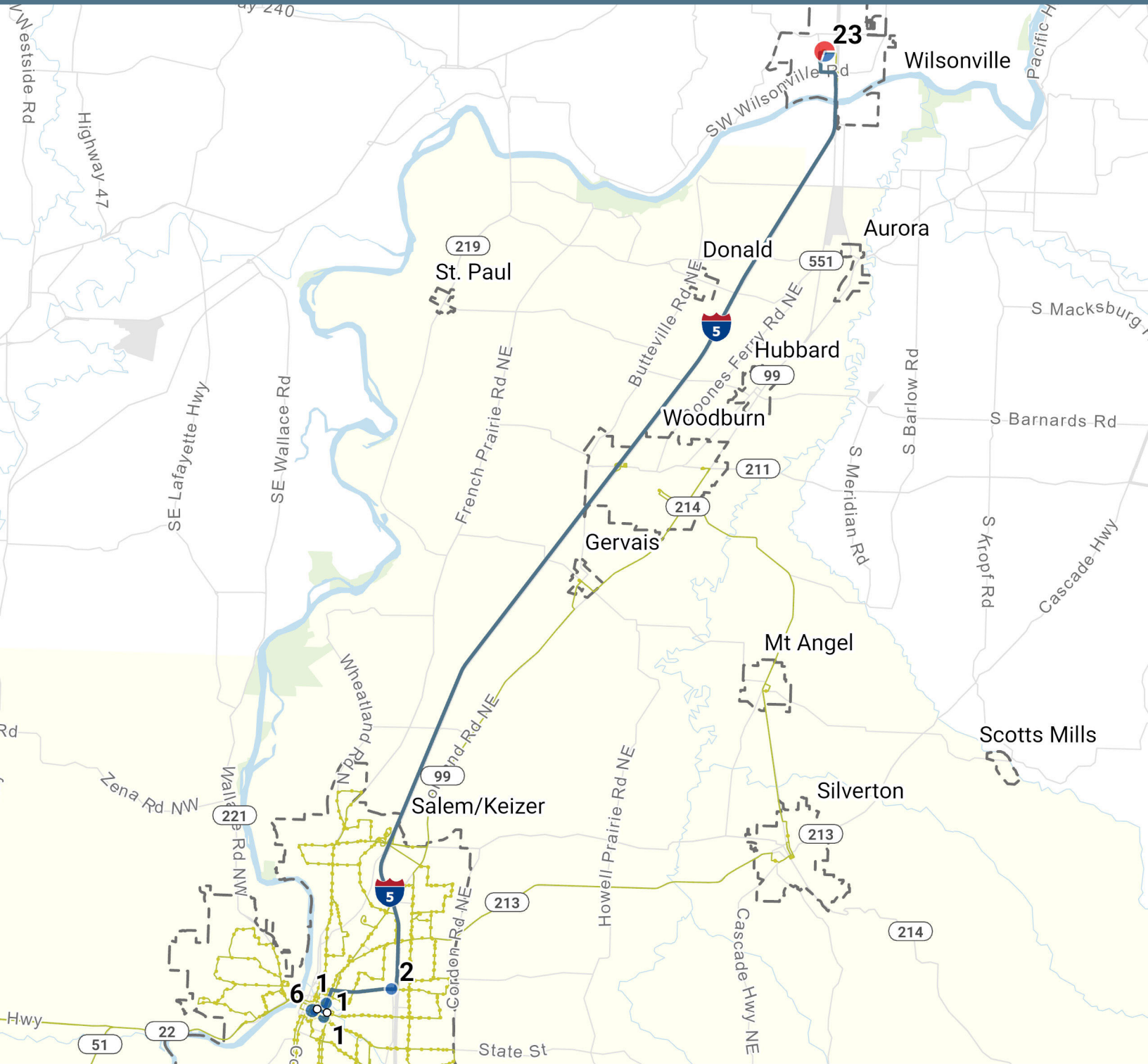
 Ridership < 1

 0 4 Miles

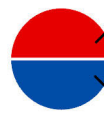



Average Weekday Activity


Route 1X stop-level ridership reflects trips operated by Cherriotics only.



To Salem

 Daily Boardings
 Daily Alightings

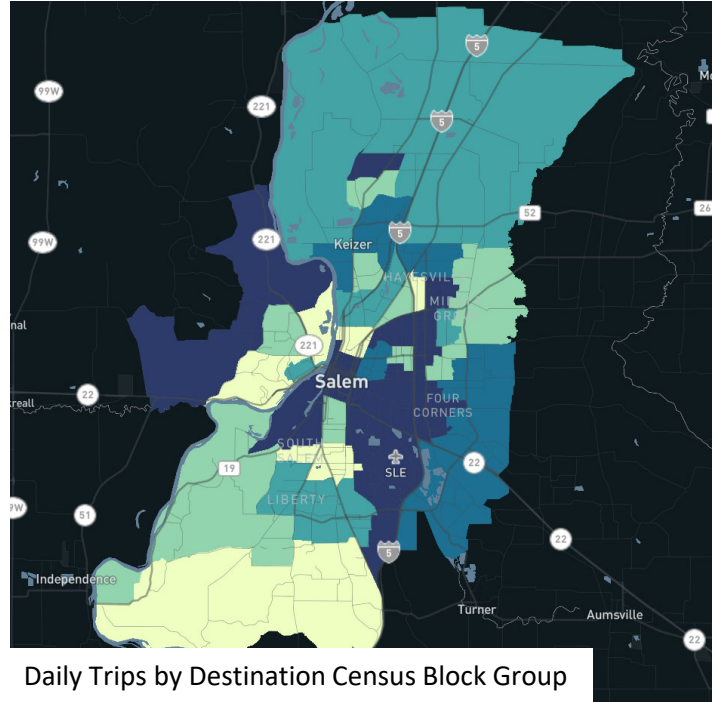
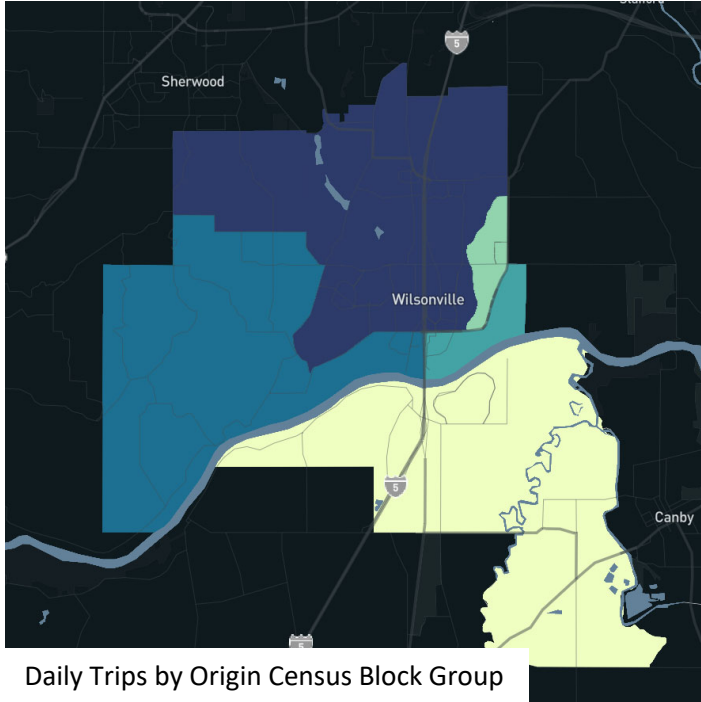
 Ridership < 1

0 4 Miles 

Average Weekday Activity

Route 1X stop-level ridership reflects trips operated by Cherriotics only.

Overall Market in Salem-Keizer



Key Takeaways

- Trips originating from Wilsonville are mostly local to the area.
 - 7,800 weekday trips to Tualatin.
 - 6,200 weekday trips to Portland.
- Limited market for travel to Salem
 - Total of 3,300 weekday trips destined for greater Salem-Keizer region.
 - 200 weekday trips to Downtown Salem.
 - 100 weekday trips to the Oak Park neighborhood along Lancaster.
 - 100 weekday trips to the tract that includes Oregon State Fair and Exposition Center.

Strengths

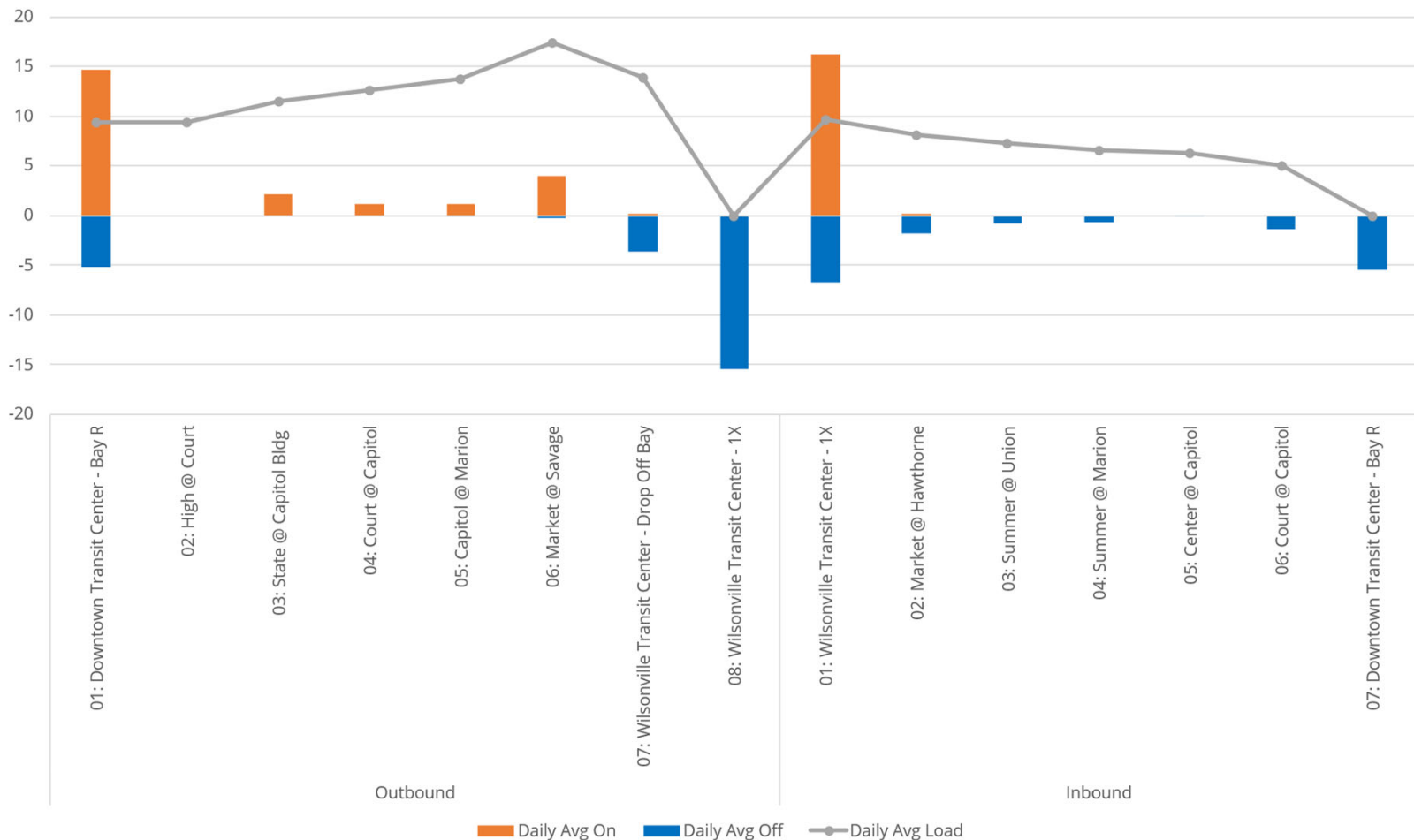
- Route 1X is co-operated by Cherriotics and SMART, which allows for higher frequencies connecting Salem to Wilsonville. Six weekday trips are operated by Cherriotics, and nine are operated by SMART. Cherriotics has outfitted SMART's 1X buses with Umo payment validators to allow for fare integration between the systems.

Opportunities

- Route 1X has the lowest on-time performance of any route (regional or local), with only 72% departing on time, 6% departing early, and 21% leaving late.
- Many of Route 1X's trips carry less than 3 passengers per trip. There may be an opportunity to consolidate some of the morning trips.

Average Weekday Passenger Loads

Route 1X stop-level ridership reflects trips operated by Cherriotics only.

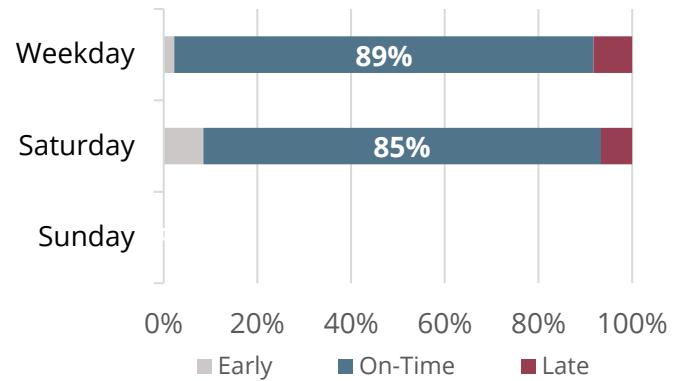


Route 10X is a regional express route connecting the Downtown Transit Center with Woodburn, also serving Brooks and Gervais. The route has limited stops and travels primarily along Highway 99E. It operates Monday through Saturday with eight trips on weekdays and three trips on Saturdays.

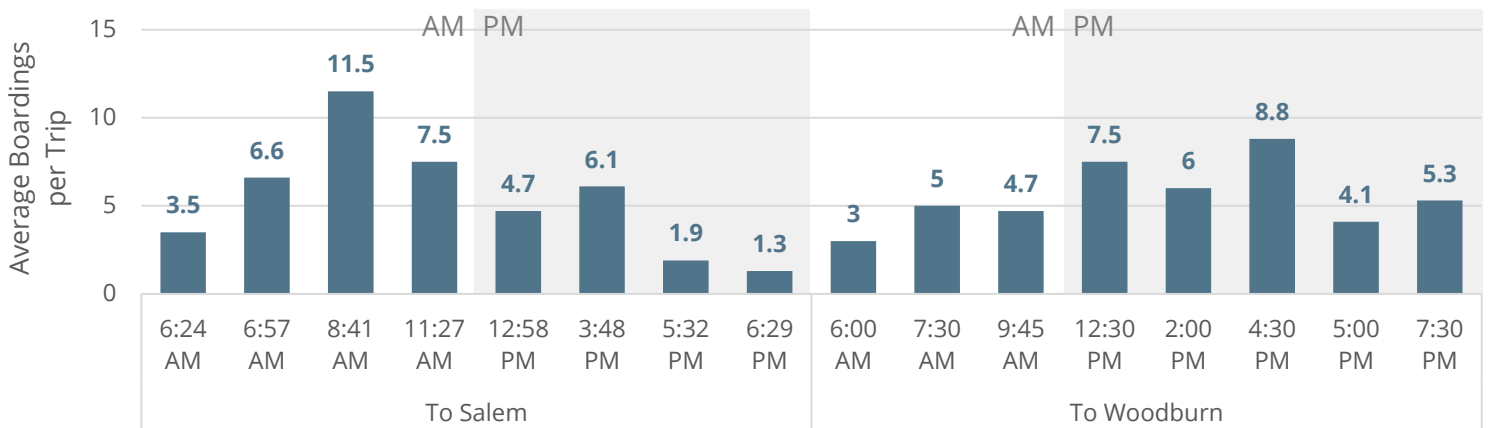
Ridership

Average Daily Boardings		Average Boardings per Revenue Hour	
Day	Count	Day	Count
Weekday	90	Weekday	5
Saturday	22	Saturday	3
Sunday	No Service	Sunday	No Service

On-Time Performance



Weekday Ridership by Trip



Characteristics

Day	Headways (min.)	Peak Vehicles	Service Span
Weekday	Variable	2	6:00 AM–8:17 PM
Saturday	Variable	1	7:26 AM–6:25 PM
Sunday	No service		

Top Boarding Locations
Chemeketa College - Bldg 2 - Bay D
Downtown Transit Center - Bay L
Woodburn Transit Center - 1st @ Arthur
Woodburn Bi-Mart - 1700 Mt Hood Ave
Gervais - 4th @ Douglas



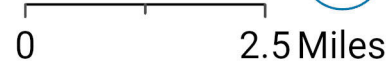
To Woodburn



Daily Boardings

Daily Alightings



○ Ridership < 1




Average Weekday Activity



To Salem

 Daily Boardings
 Daily Alightings

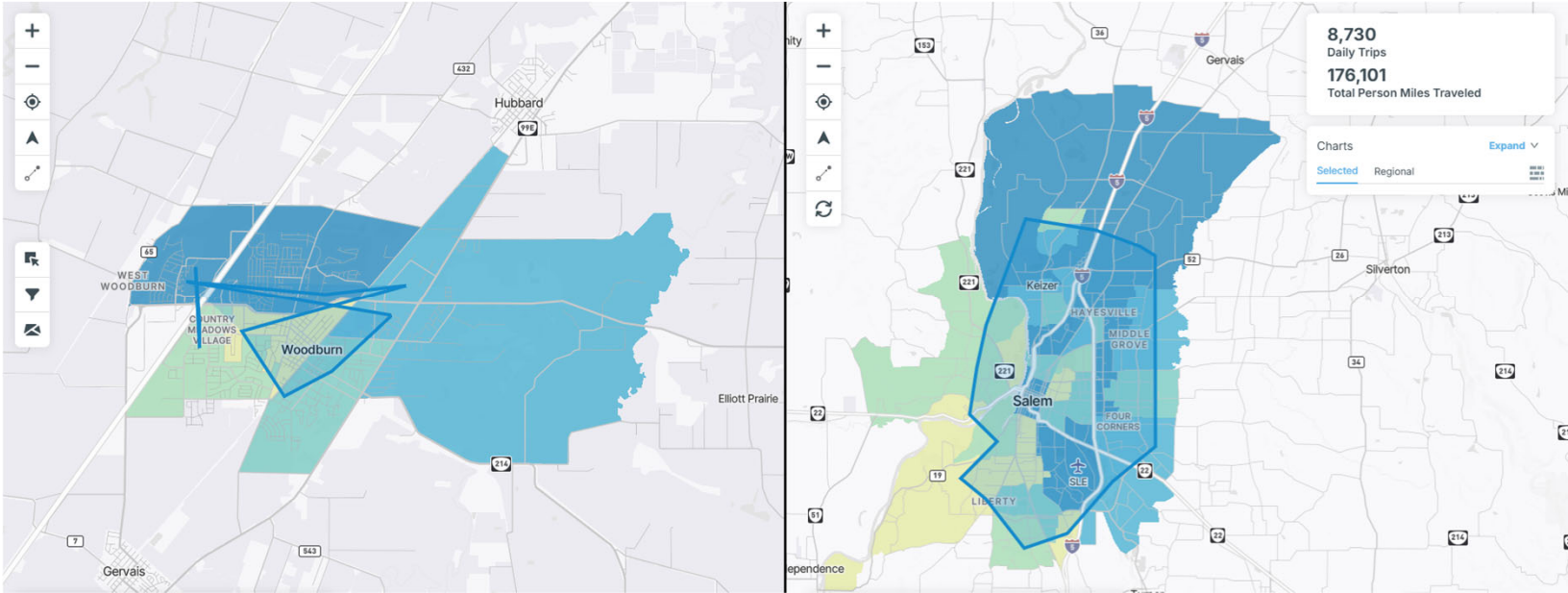
 Ridership < 1

0 2.5 Miles

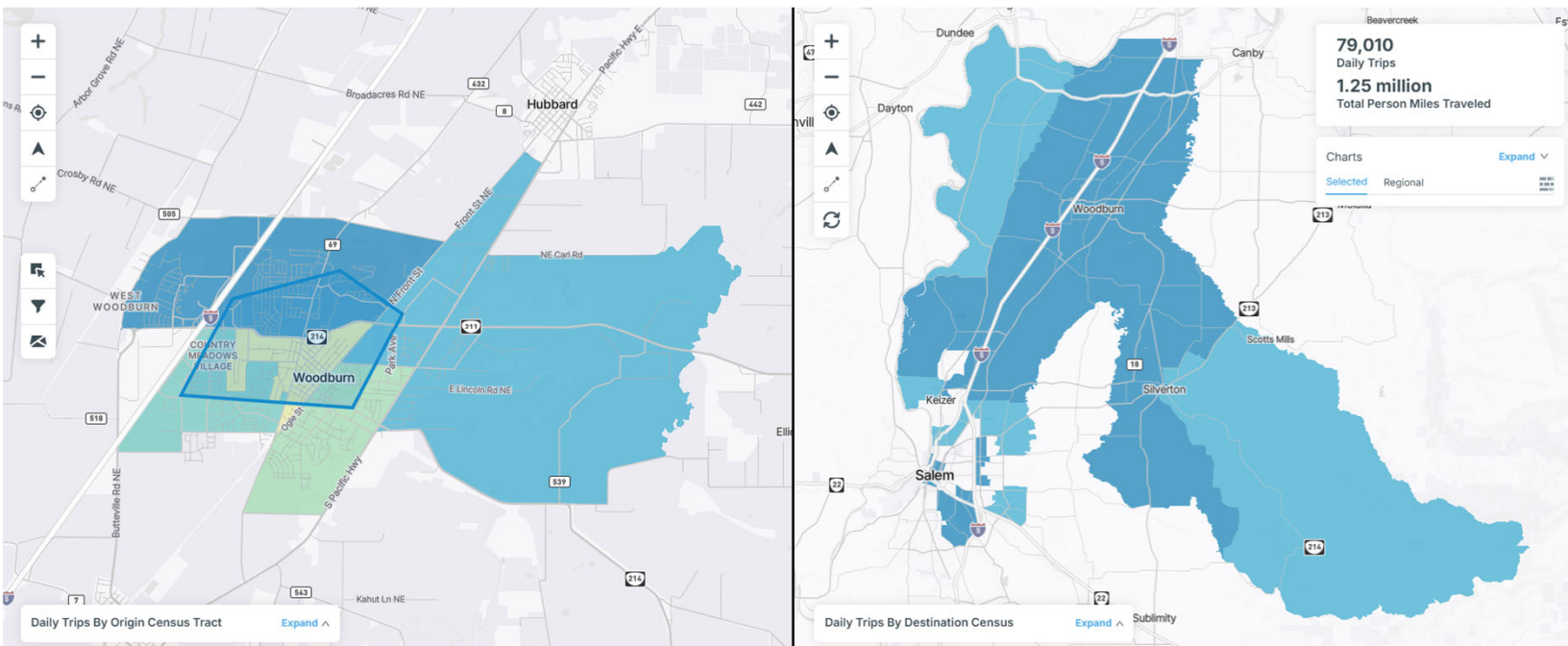


Average Weekday Activity

Overall Market in Salem-Keizer



Tracts with More than 200 Daily Trips



Key Takeaways

- Trips originating in Route 10X service area in Woodburn are mostly local to the area.
- Limited market for travel to Salem
 - Total of 4,300 weekday trips destined for greater Salem-Keizer region.
 - 600 weekday trips along Lancaster Drive between Silverton Road and Monroe Avenue.
 - 300 weekday trips to Downtown Salem.
 - 200 weekday trips to the tract that includes McNary Field and the industrial area.
 - 100 weekday trips to the tract with Chemeketa Community College.
- Potential opportunity to change alignment between Downtown Transit Center and Chemeketa Community College to use Lancaster Drive to connect to more jobs.

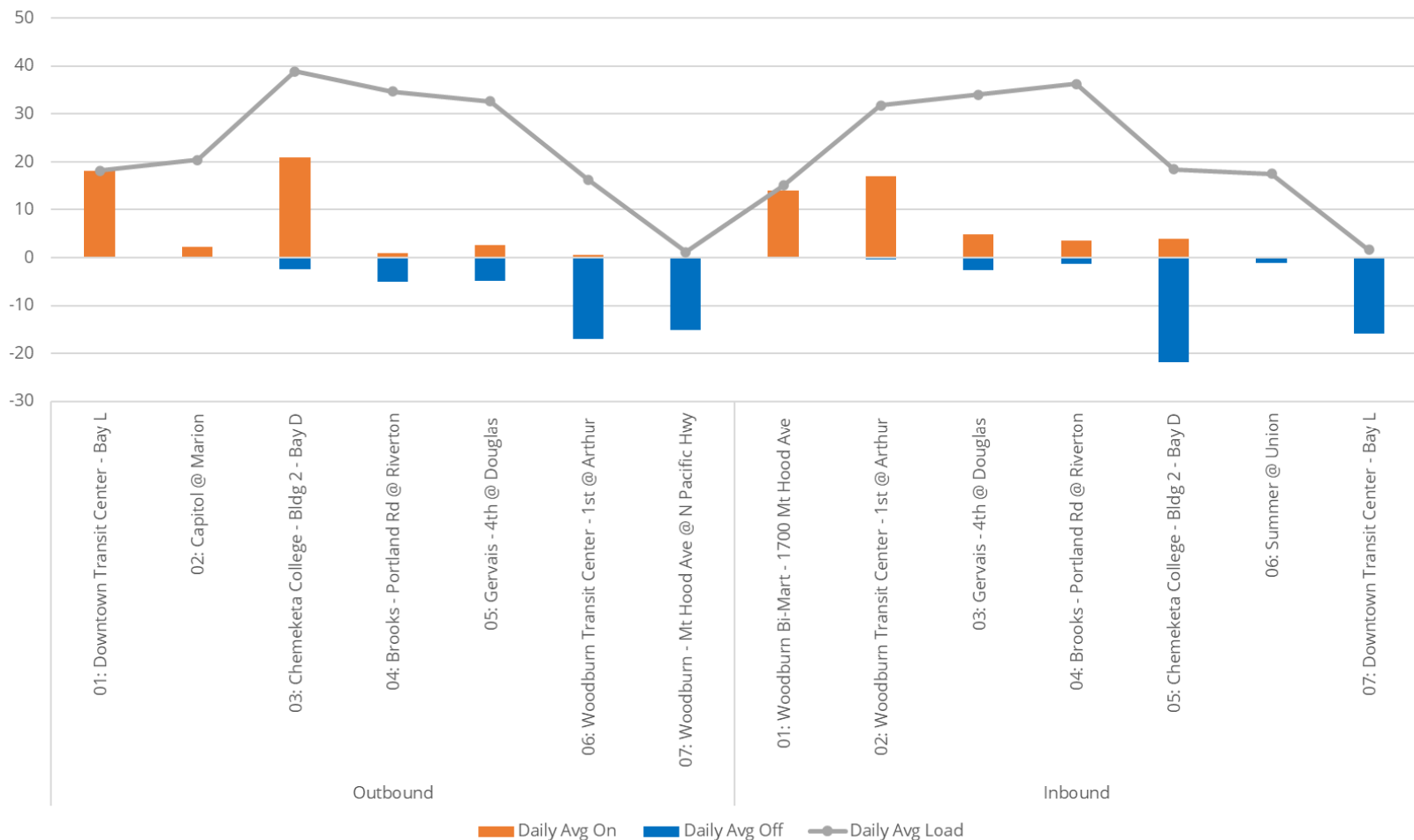
Strengths

- Route 10X meets on-time performance standards.
- Route 10X serves Chemeketa Community College, which is the highest ridership stop on the route.
- Route 10X connects the Chemeketa Community College campuses in Salem and Woodburn.

Opportunities

- Early departures make up 8% of buses on Saturdays, indicating that there is excess time in the schedule on weekends when traffic is lower.
- Route 10X carries an average of 5.5 riders/trip on weekdays. Ridership is highest to Salem in the morning and to Woodburn in the afternoon.
- The route passes by commercial/retail destinations on Highway 99E between the Downtown Woodburn Transit Center and the Bi-Mart/Mega Foods terminus. There may be an opportunity to add stops on Highway 99E to improve access to this route.

Average Weekday Passenger Loads

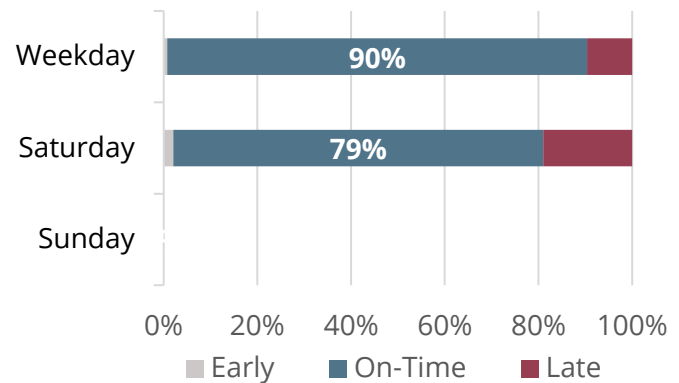


Route 20X is a regional express route connecting the Downtown Transit Center, Chemeketa College, Silverton, Mount Angel, and the Woodburn Bi-Mart. It travels on Silverton Road NE and Highway 214. It operates Monday through Saturday with five trips on weekdays and three trips on Saturdays.

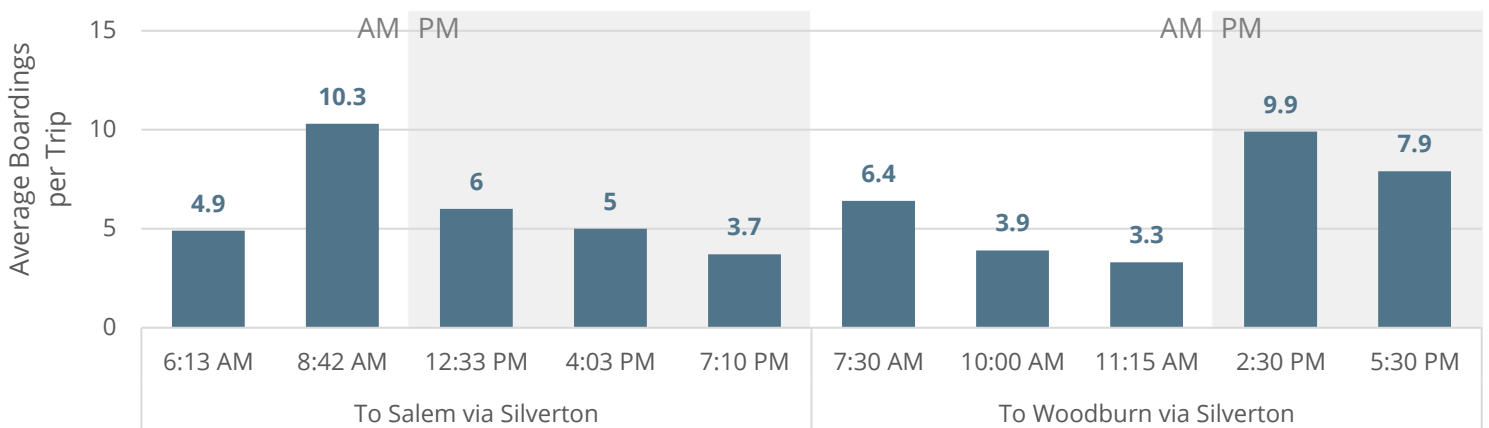
Ridership

Average Daily Boardings		Average Boardings per Revenue Hour	
Day	Count	Day	Count
Weekday	63	Weekday	5
Saturday	35	Saturday	4
Sunday	No Service	Sunday	No Service

On-Time Performance



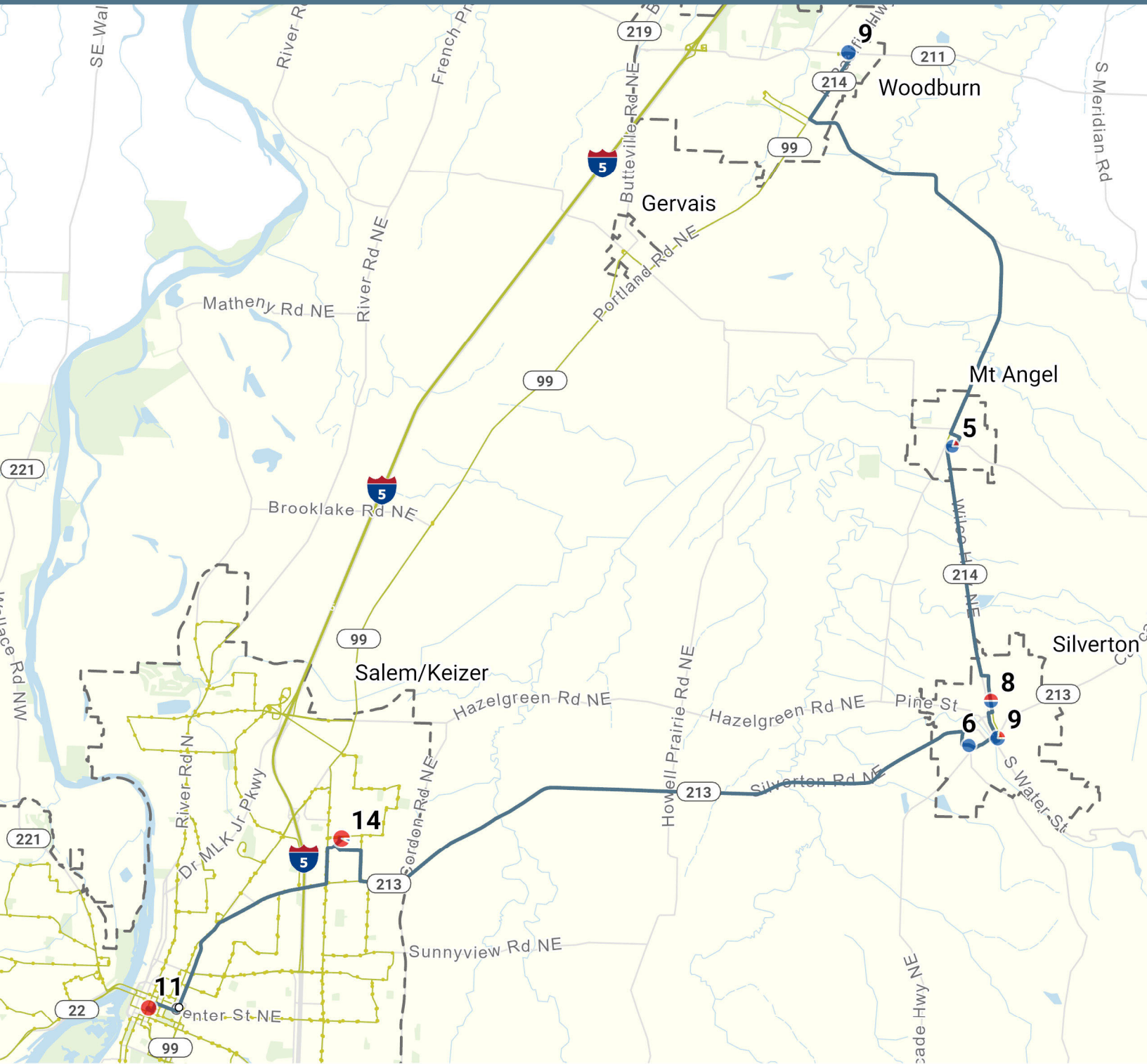
Weekday Ridership by Trip



Characteristics

Day	Headways (min.)	Peak Vehicles	Service Span
Weekday	Variable	1	6:13 AM–8:20 PM
Saturday	Variable	1	8:11 AM–6:08 PM
Sunday	No service		

Top Boarding Locations
Chemeketa College - Bldg 2 - Bay D
Downtown Transit Center - Bay V
Silverton Downtown - 1st @ Lewis
Woodburn Bi-Mart - 1700 Mt Hood Ave
Silverton Roth's - 2nd @ Bowtie



To Woodburn



Daily Boardings

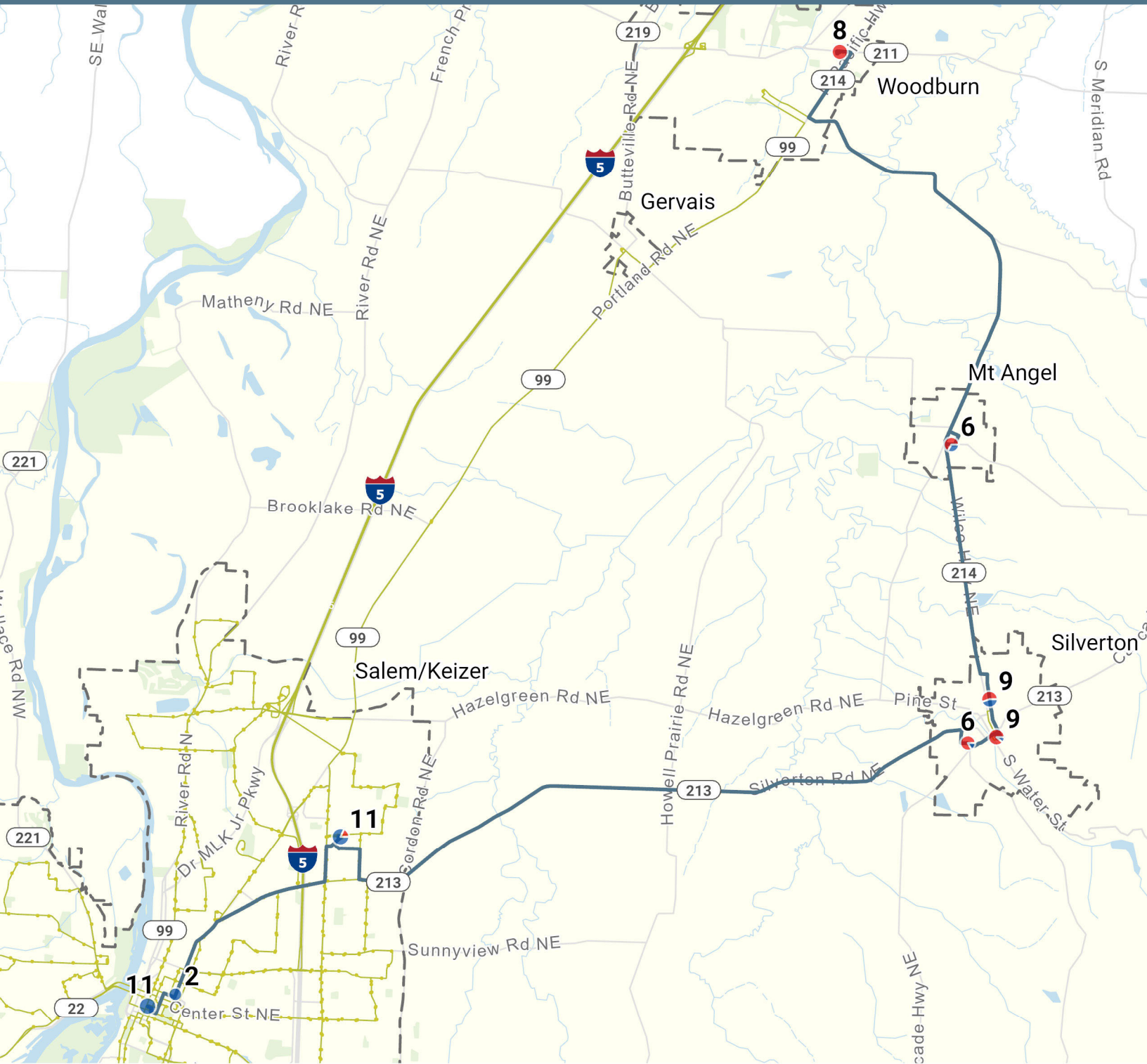
Daily Alightings

○ Ridership < 1

0 2.5 Miles



Average Weekday Activity



To Salem



Daily Boardings

Daily Alightings

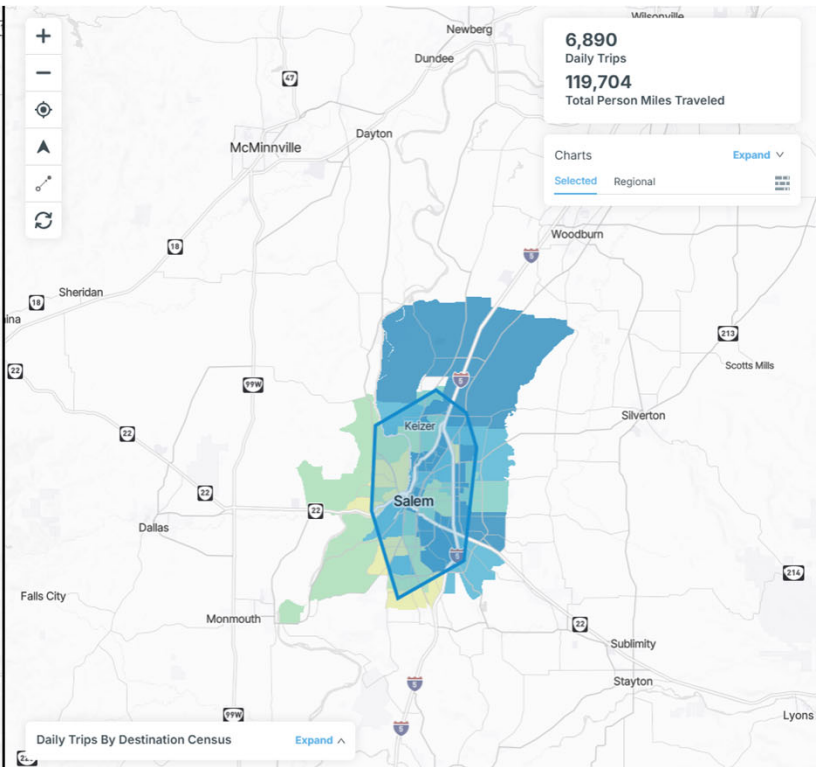
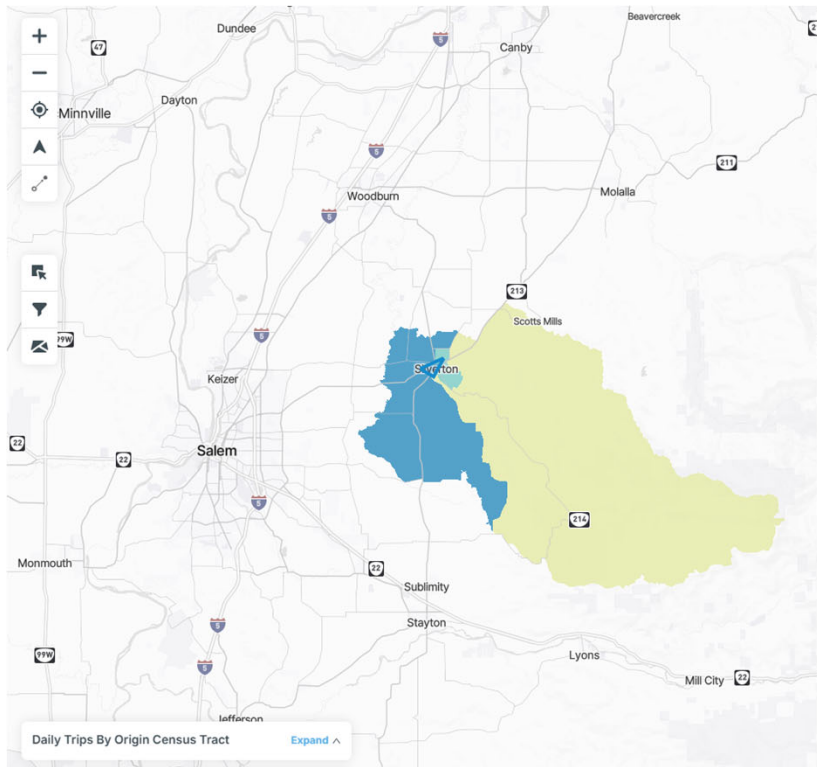
○ Ridership < 1

0 2.5 Miles

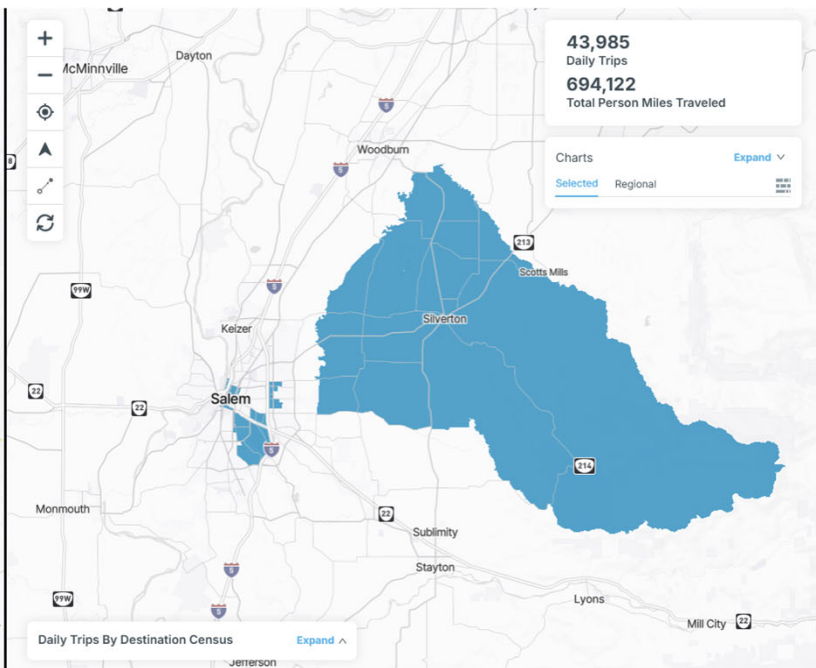
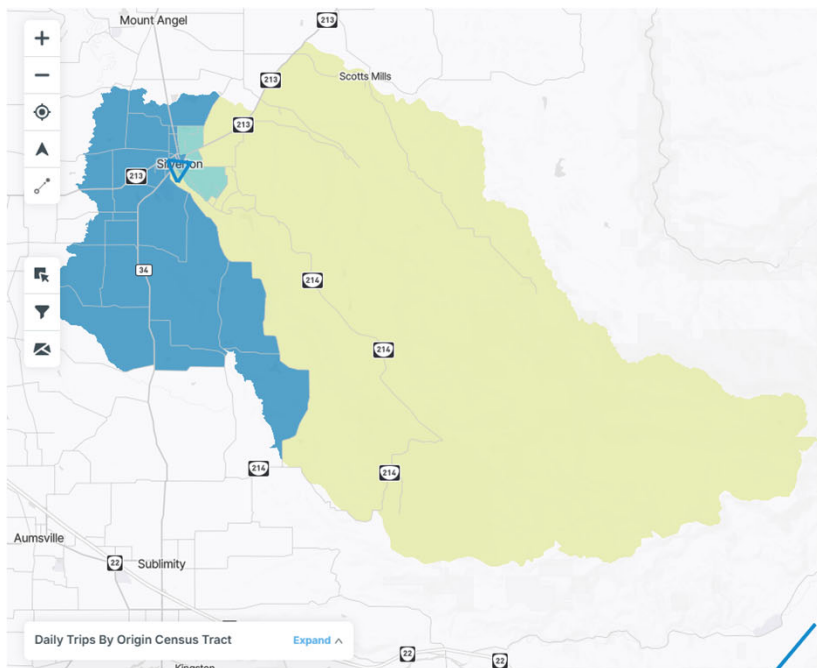


Average Weekday Activity

Overall Market in Salem-Keizer



Tracts with More than 500 Daily Trips



Key Takeaways

- Trips originating in Route 20X service area in Silverton are mostly local to the area.
- Limited market for travel to Salem
 - Total of 7,000 weekday trips destined for greater Salem-Keizer region.
 - 600 weekday trips to the tract that includes McNary Field and the industrial area.
 - 500 weekday trips to Downtown Salem.
 - 500 weekday trips to tract on Lancaster Drive between Sunnyview Road and Monroe Avenue.
 - 200 weekday trips to the tract with Chemeketa Community College.
- Potential opportunity to change alignment of Route 20X to serve part of Lancaster Drive on the way to Downtown Salem to connect to more jobs.

Strengths

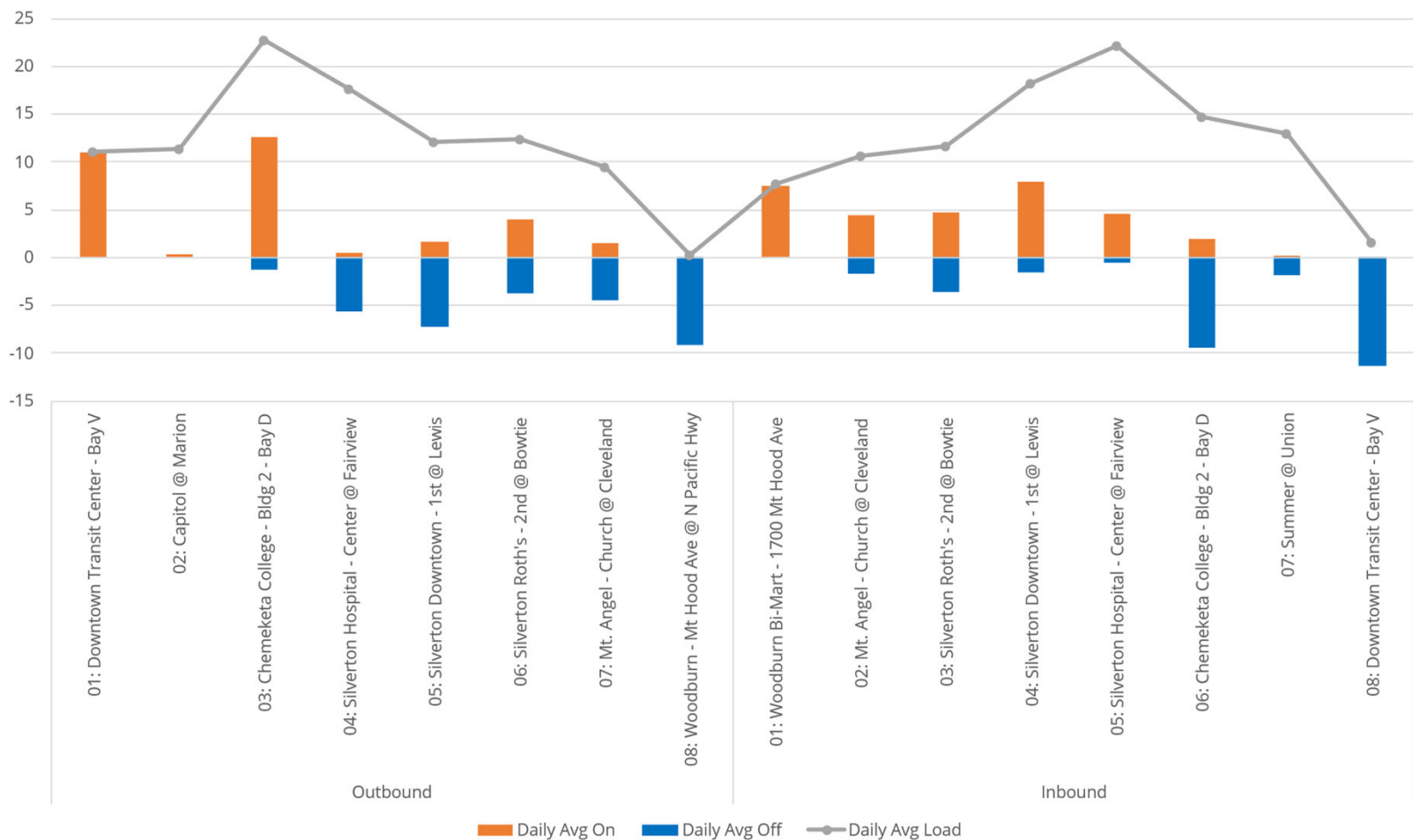
- Route 20X provides an important connection to Silverton, Mt. Angel and Woodburn.

Opportunities

- Route 20X carries an average of 4.7 riders/hour and 6.1 riders per trip on weekdays. Ridership is highest to Salem in the morning at to Woodburn in the afternoon.

ET1

Average Weekday Passenger Loads

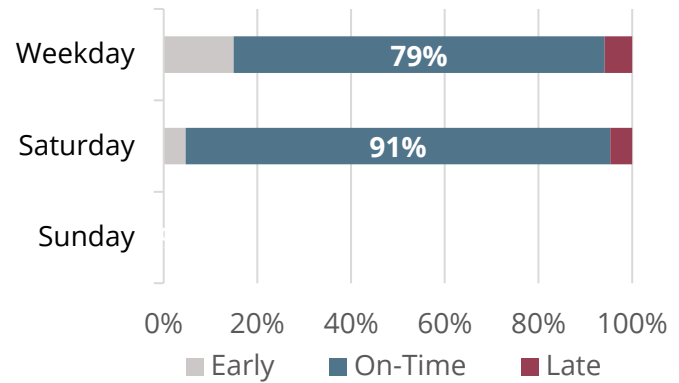


Route 30X is a regional express route connecting the Downtown Salem Transit Center to the cities of Turner, Aumsville, Stayton, Mehama, Lyons, Mill City, and Gates. It operates Monday through Saturday with four weekday round trips and two round trips on Saturday.

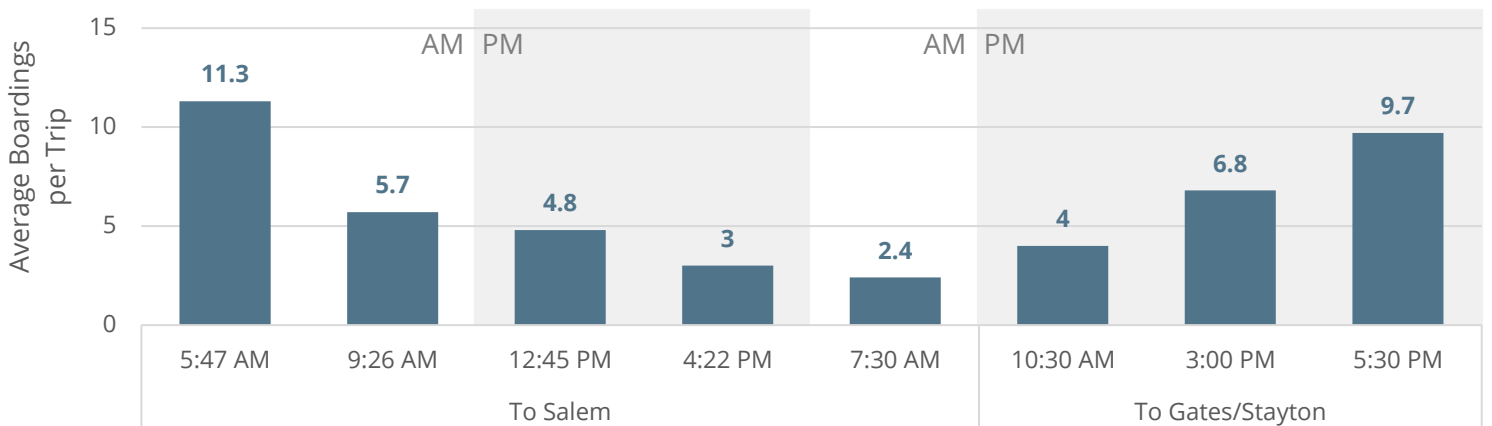
Ridership

Average Daily Boardings		Average Boardings per Revenue Hour	
Day	Count	Day	Count
Weekday	49	Weekday	4
Saturday	17	Saturday	2
Sunday	No Service	Sunday	No Service

On-Time Performance



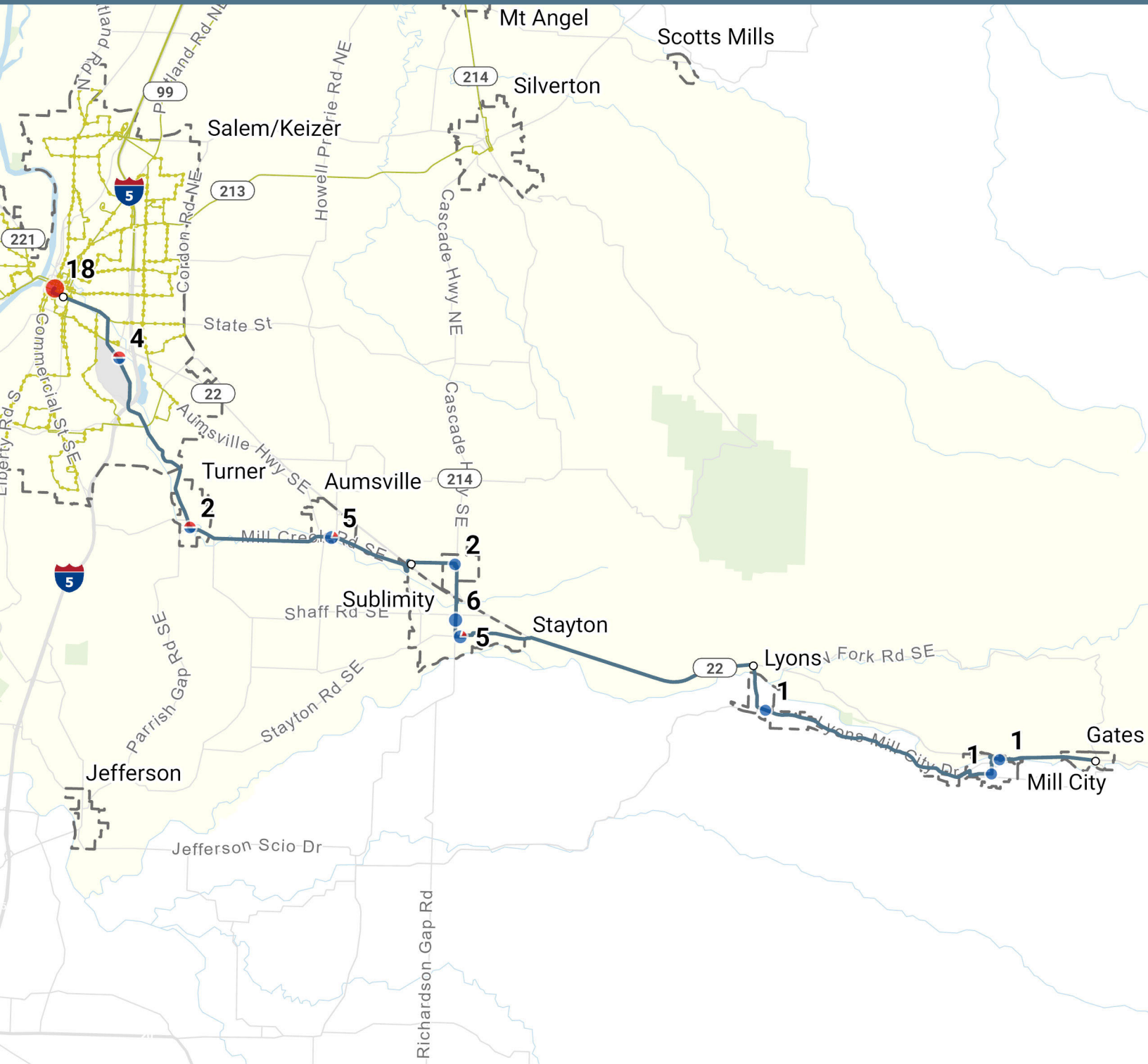
Weekday Ridership by Trip





Characteristics

Day	Headways (min.)	Peak Vehicles	Service Span
Weekday	Variable	1	5:47 AM–7:11 PM
Saturday	Variable	1	8:00 AM–7:35 PM
Sunday	No service		

Top Boarding Locations
Downtown Transit Center - Bay U
Stayton Downtown - Washington @ 4th
Aumsville - Main @ 5th
Stayton - 1st @ Regis
Sublimity - Johnson @ Starr



To Gates

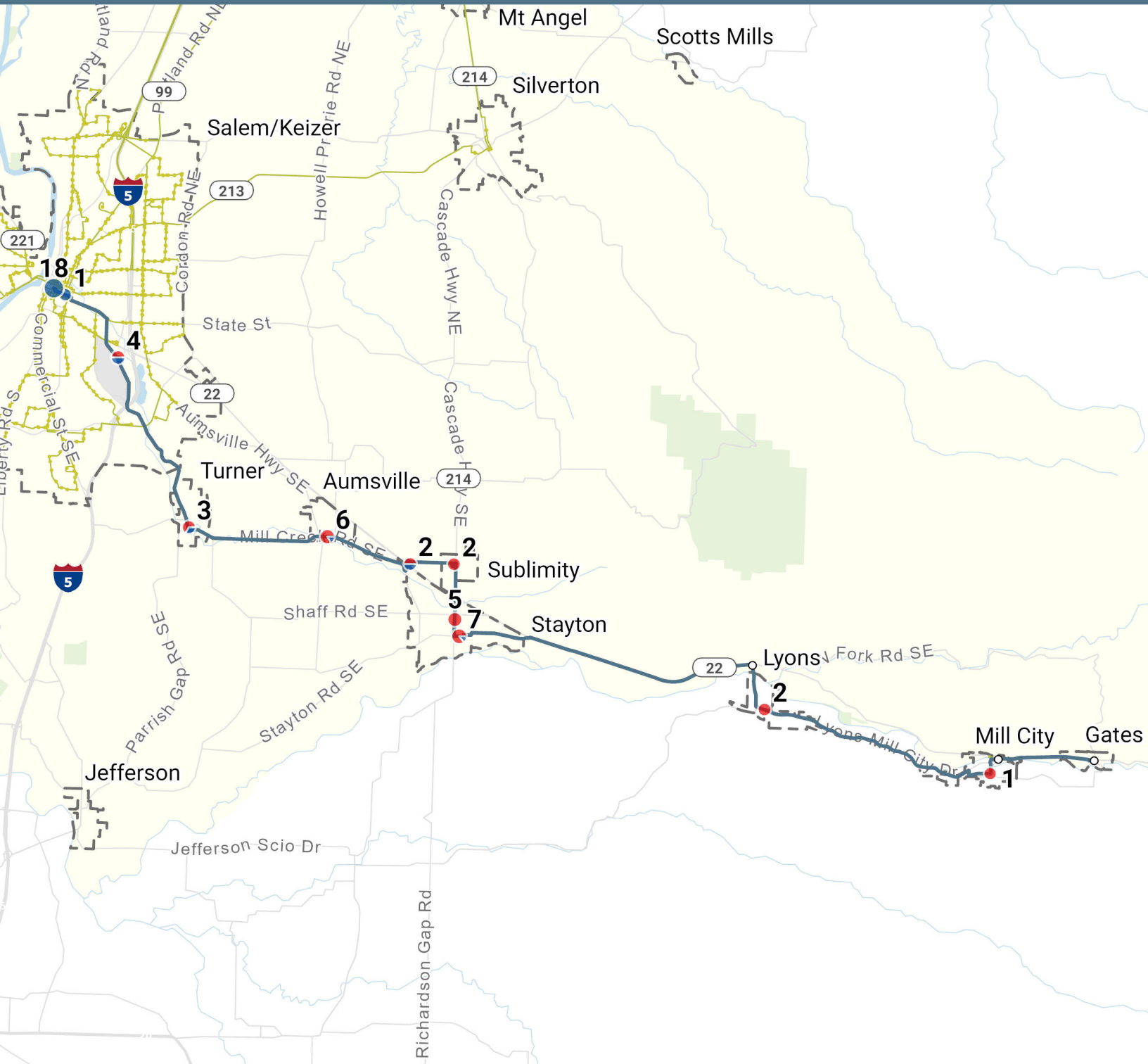
 Daily Boardings
 Daily Alightings

○ Ridership < 1

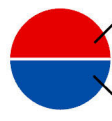

0 4.5 Miles




Average Weekday Activity



To Salem

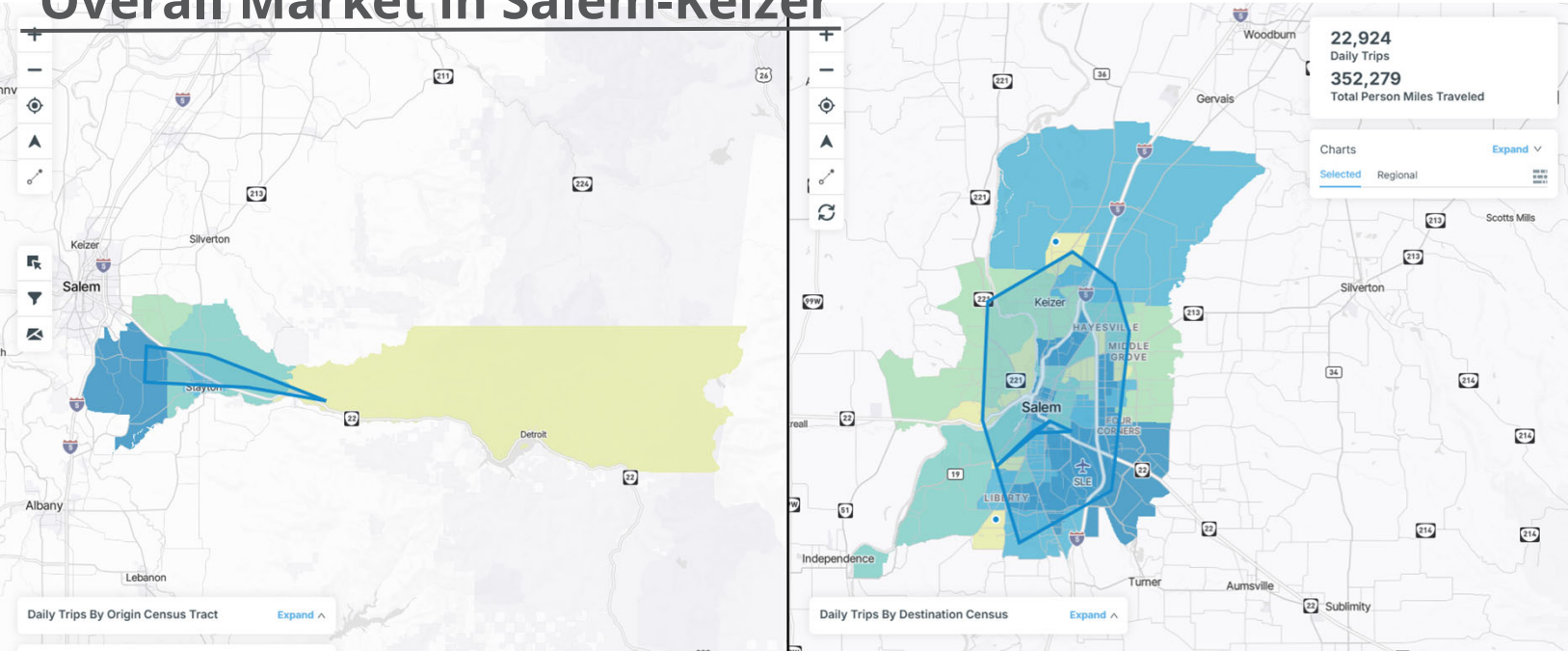
 Daily Boardings
 Daily Alightings

 Ridership < 1

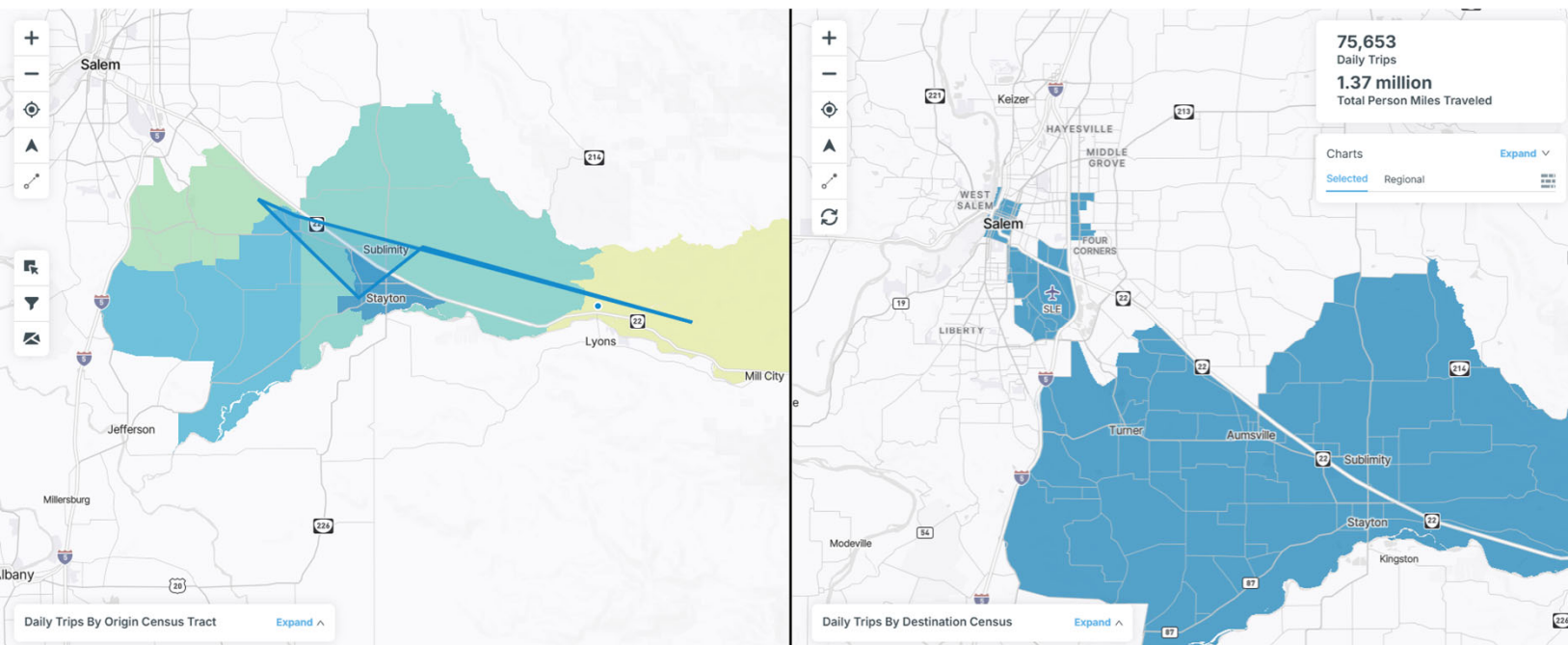
0 4.5 Miles 

Average Weekday Activity

Overall Market in Salem-Keizer



Tracts with More than 1,000 Daily Trips



Key Takeaways

- 23,000 trips destined for greater Salem-Keizer region served by Cherriots.
- Trips originating in Route 30X service area have strong connection with South Salem.
 - 2,400 weekday trips to the tract that includes McNary Field and the industrial area.
 - 2,000 weekday trips to Downtown Salem.
 - 1,300 weekday trips to tract on Lancaster Drive between Sunnyview Road and Monroe Avenue.
- Potential opportunity to change alignment of Route 30X to serve more jobs in the industrial area using Fairview Industrial Drive or serve Lancaster Drive.

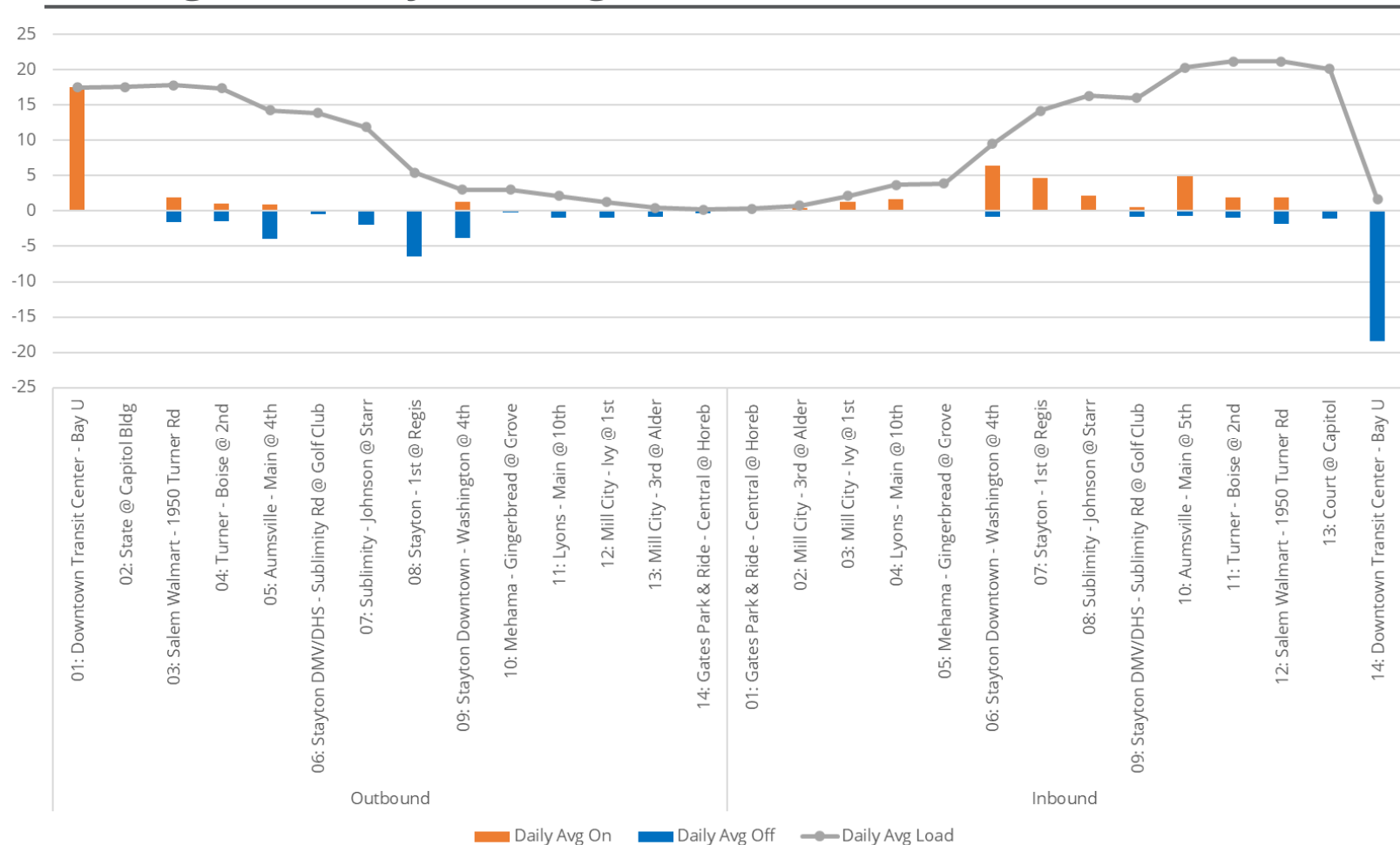
Strengths

- Route 30X provides an important connection to Salem/Keizer for the communities along the Highway 22 corridor.

Opportunities

- Route 30X does not meet on-time performance standards on weekdays and has the highest percentage of early trips of any local or regional route (15% early and 79% on time). On-time performance is substantially higher on Saturdays, with 91% of trips departing on time. This indicates that there may be excess time in the schedule on weekdays.
- Route 30X carries 4.3 riders/hour and 6.0 riders/trip on weekdays. Ridership is highest on early morning trips to Salem and afternoon trips to Gates/Stayton. High ridership on the first and last trip of the day can indicate demand for earlier and later service.
- On weekdays, half of the daily trips are short trips ending in downtown Stayton, which can be confusing for riders. Ridership is low beyond Stayton to the communities of Lyons, Mill City and Gates, with 3 daily boardings and 3 daily alightings.
- Potential to better serve destinations in Stayton, such as the hospital or destinations on the west side of town.

Average Weekday Passenger Loads

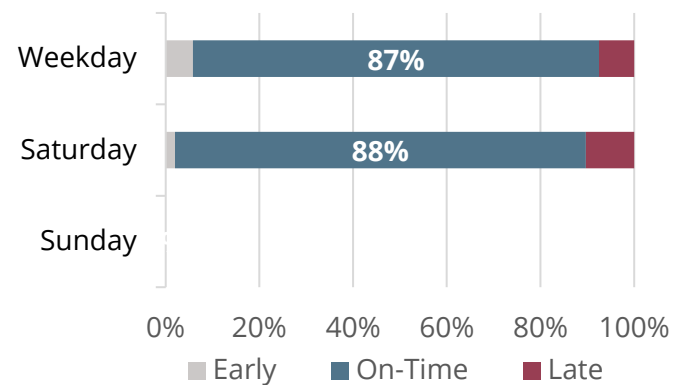


Route 40X is a regional express route connecting the Downtown Transit Center with the cities of Independence, Monmouth, and Dallas. It operates Monday through Saturday with service every hour and a half on weekdays and service every 150 minutes on Saturdays.

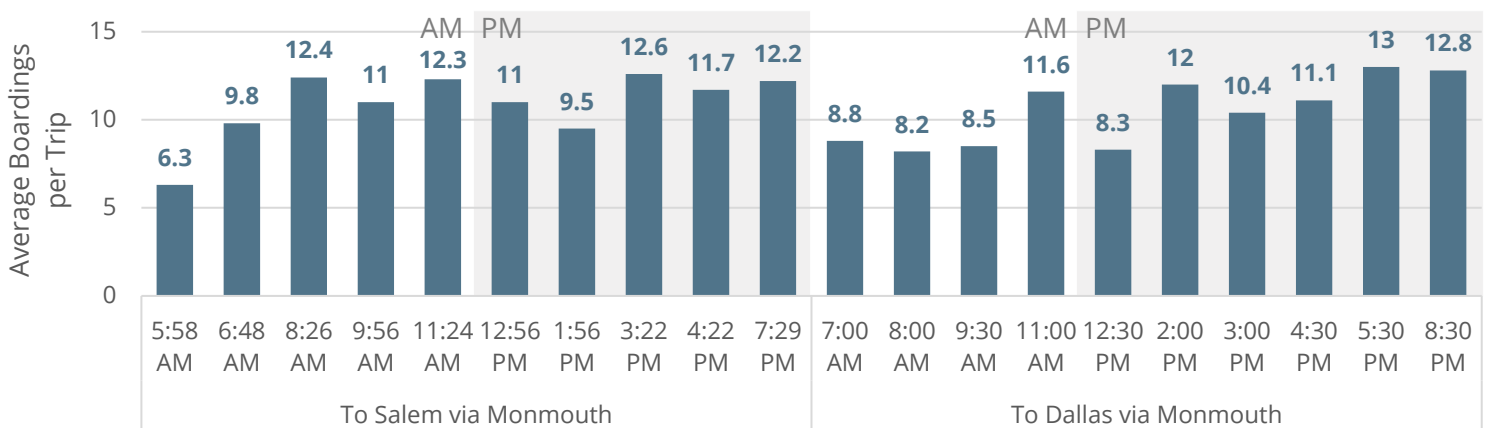
Ridership

Average Daily Boardings		Average Boardings per Revenue Hour	
Day	Count	Day	Count
Weekday	215	Weekday	10
Saturday	120	Saturday	8
Sunday	No Service	Sunday	No Service

On-Time Performance



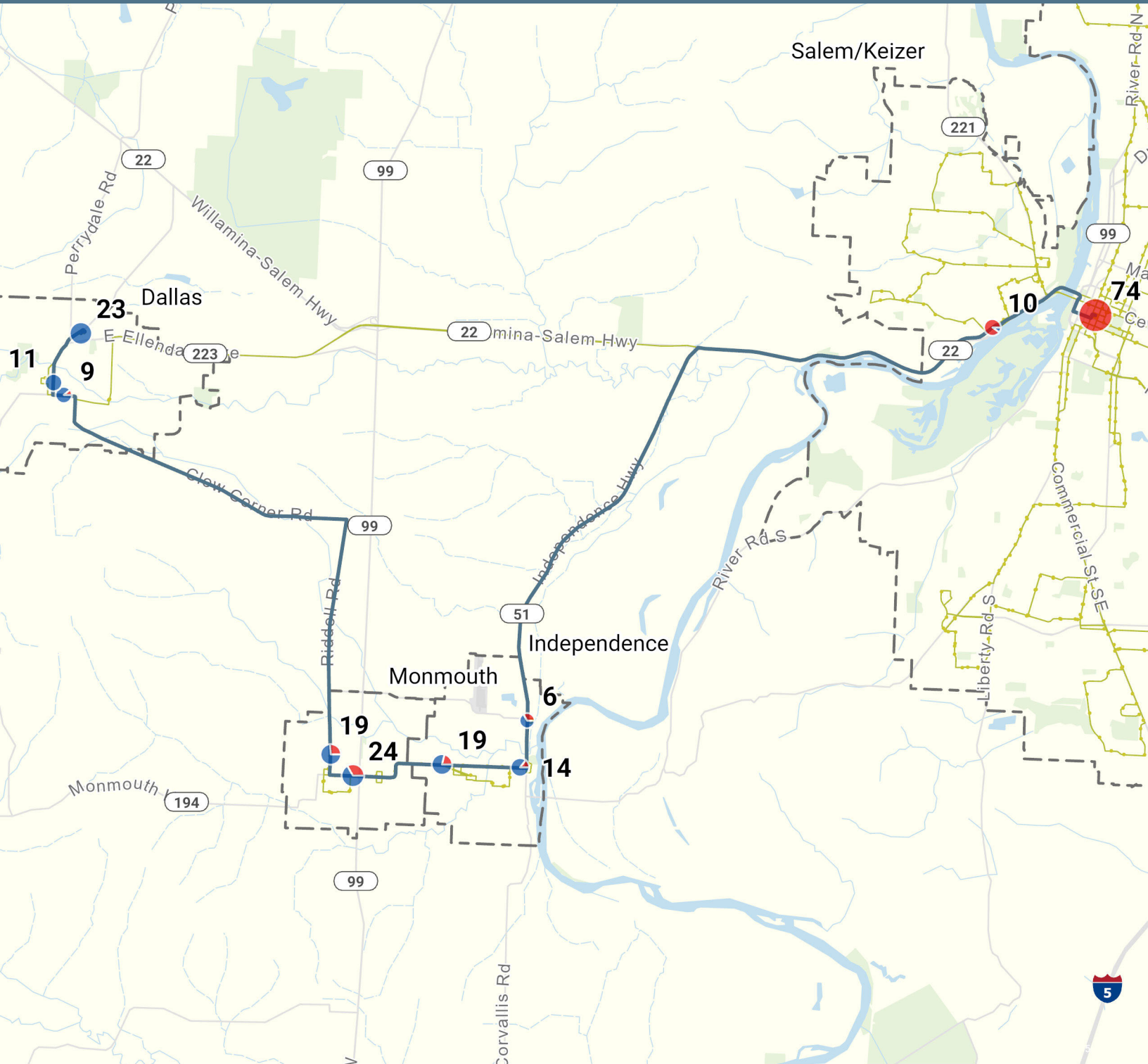
Weekday Ridership by Trip





Characteristics

Day	Headways (min.)	Peak Vehicles	Service Span
Weekday	60-90	2	5:58 AM-9:23 PM
Saturday	150	1	7:25 AM-8:57 PM
Sunday	No service		

Top Boarding Locations
Downtown Transit Center - Bay T
Dallas Walmart - 321 NE Kings Valley Hwy
Monmouth - Main @ Ecols
Independence - Monmouth St @ Gun Club
Western Oregon U - Monmouth Ave @ Church



To Dallas

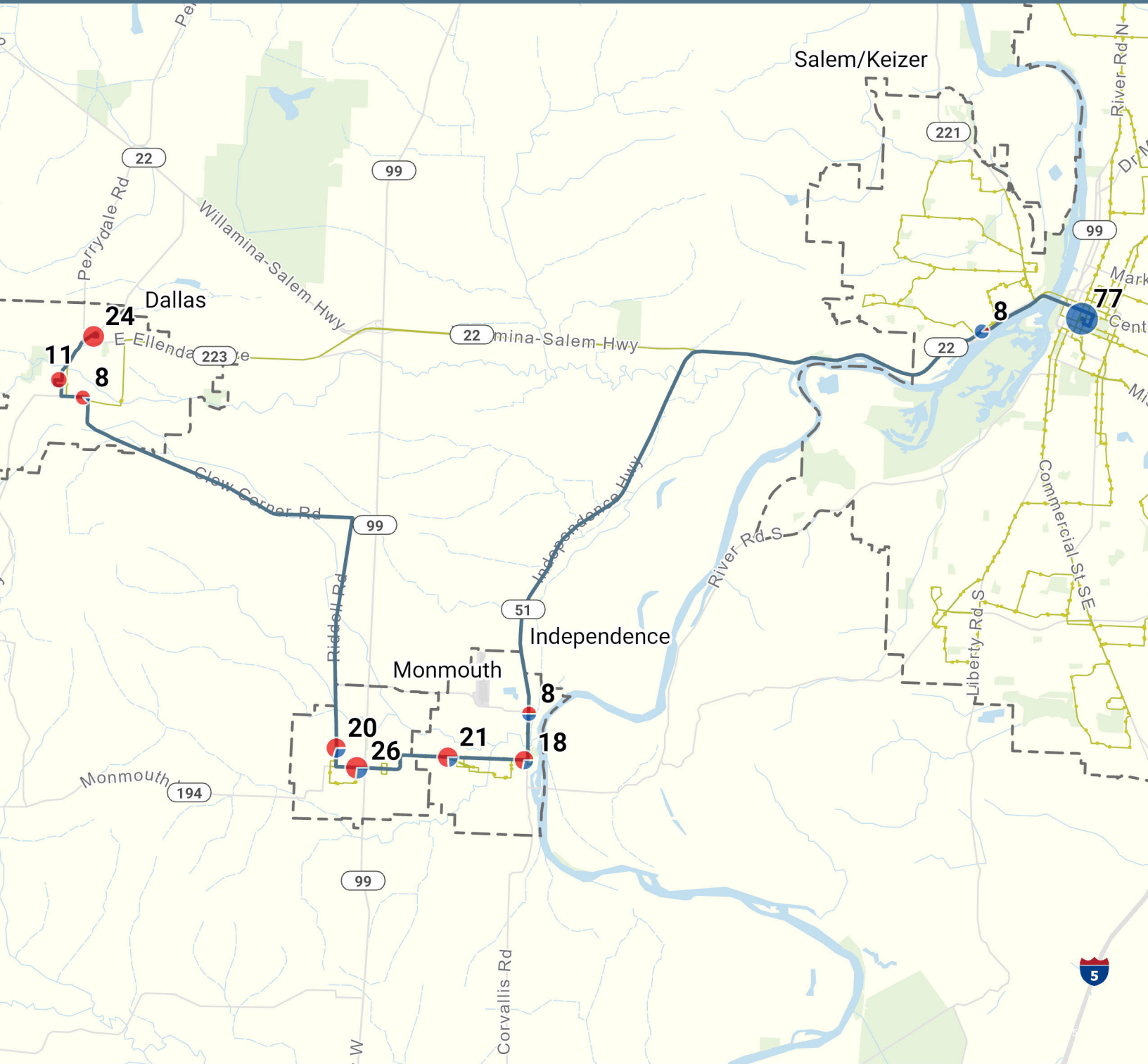
 Daily Boardings
 Daily Alightings

○ Ridership < 1



0 2 Miles



Average Weekday Activity



To Salem

 Daily Boardings
 Daily Alightings

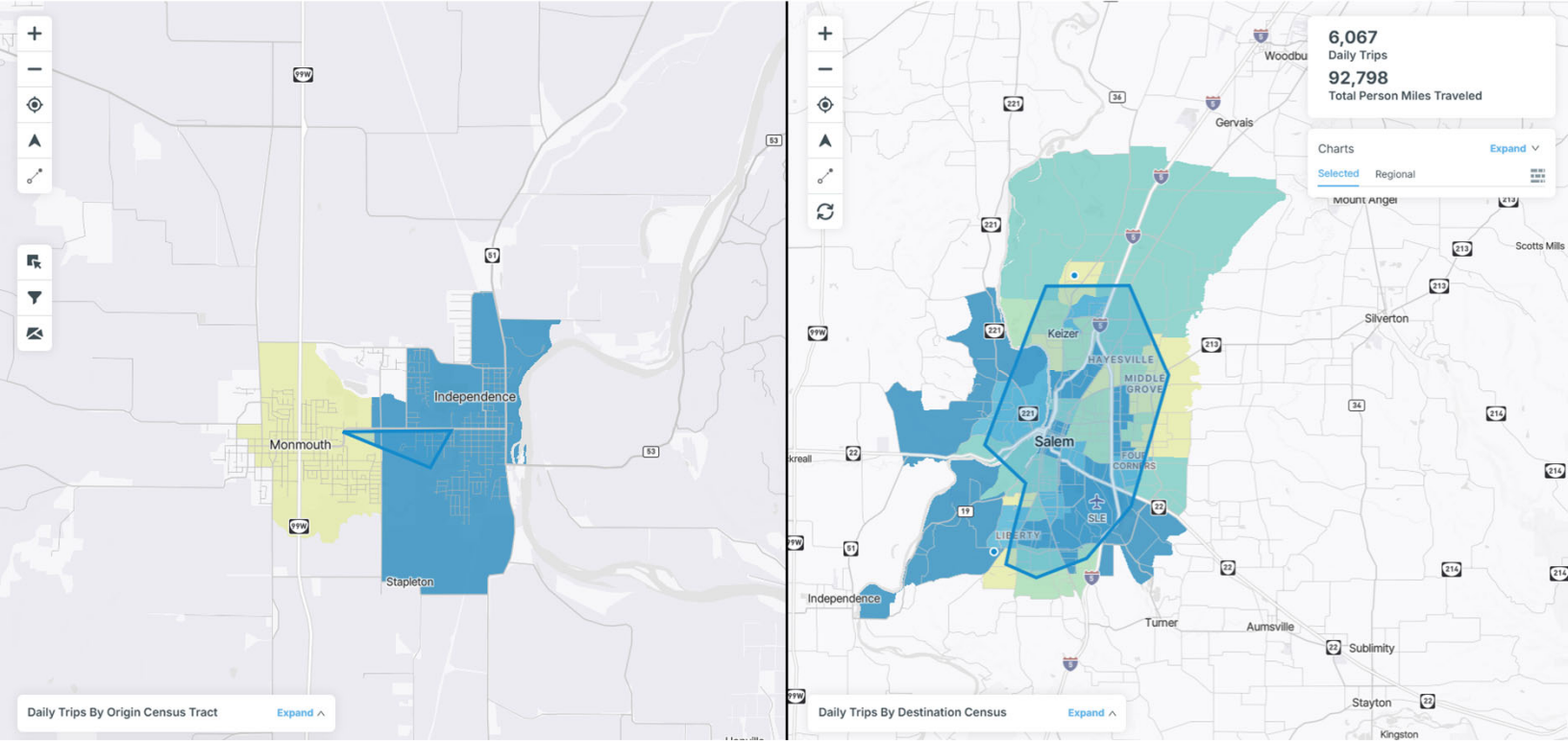
○ Ridership < 1

0 2 Miles

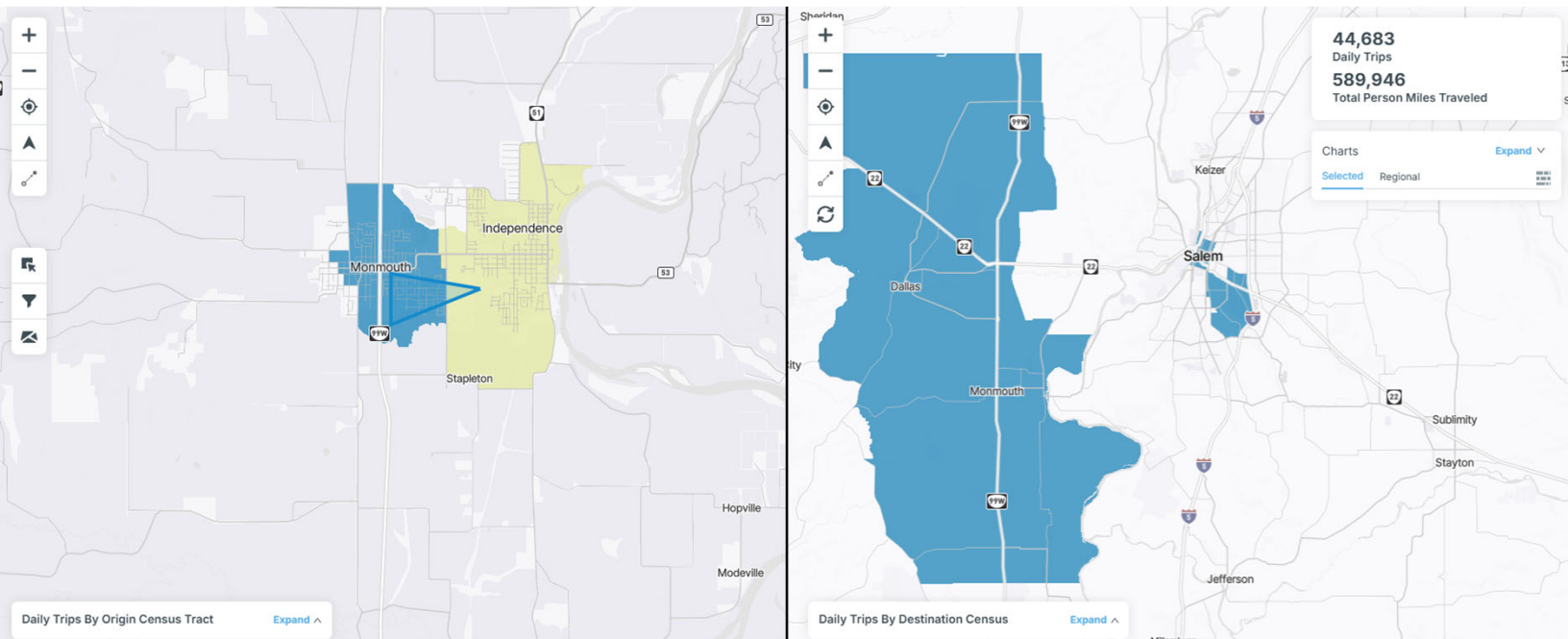


Average Weekday Activity

Overall Market in Salem-Keizer



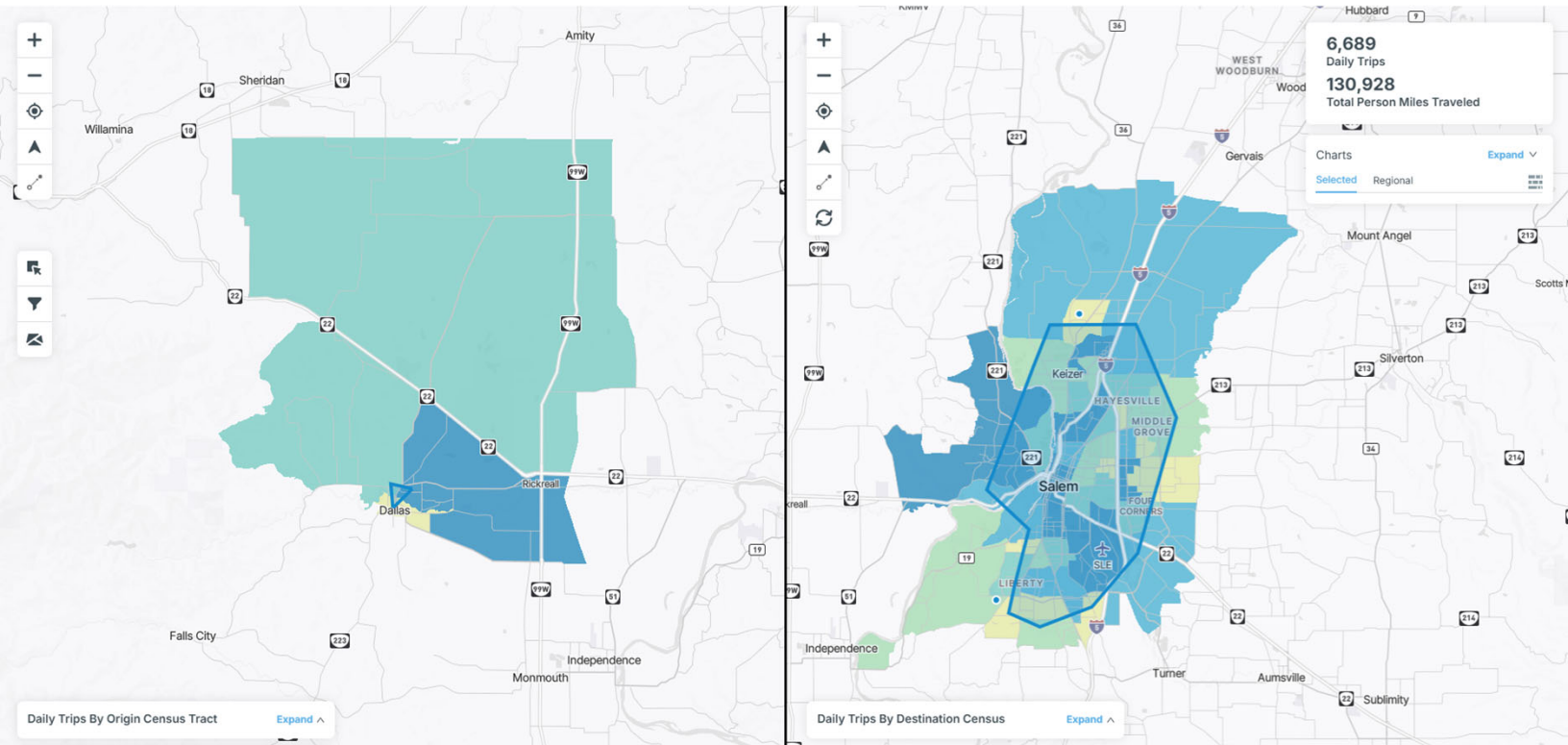
Tracts with More than 500 Daily Trips



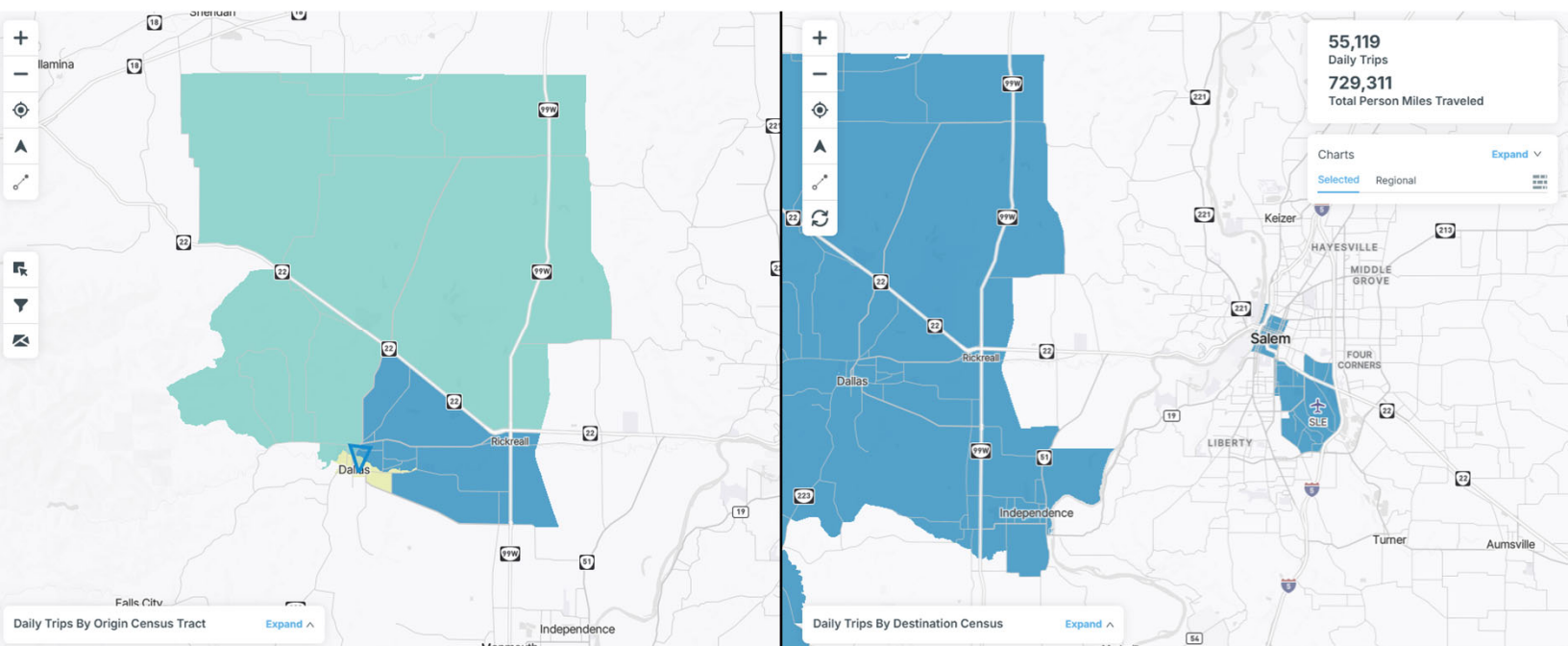
Key Takeaways

- Trips originating from Monmouth and Independence are mostly local to the area.
 - 3,200 weekday trips to Dallas.
- Limited market for travel to Salem
 - Total of 6,100 weekday trips destined for greater Salem-Keizer region.
 - 900 weekday trips to Downtown Salem.
 - 600 weekday trips to the tract that includes McNary Field and the industrial area.

Overall Market in Salem-Keizer



Tracts with More than 500 Daily Trips



Key Takeaways

- Trips originating from Dallas are mostly local to the area.
 - 1,500 weekday trips to Monmouth.
 - 1,200 weekday trips to Independence.
- Limited market for travel to Salem
 - Total of 7,000 weekday trips destined for greater Salem-Keizer region.
 - 1,100 weekday trips to Downtown Salem.
 - 700 weekday trips to the tract that includes McNary Field and the industrial area.

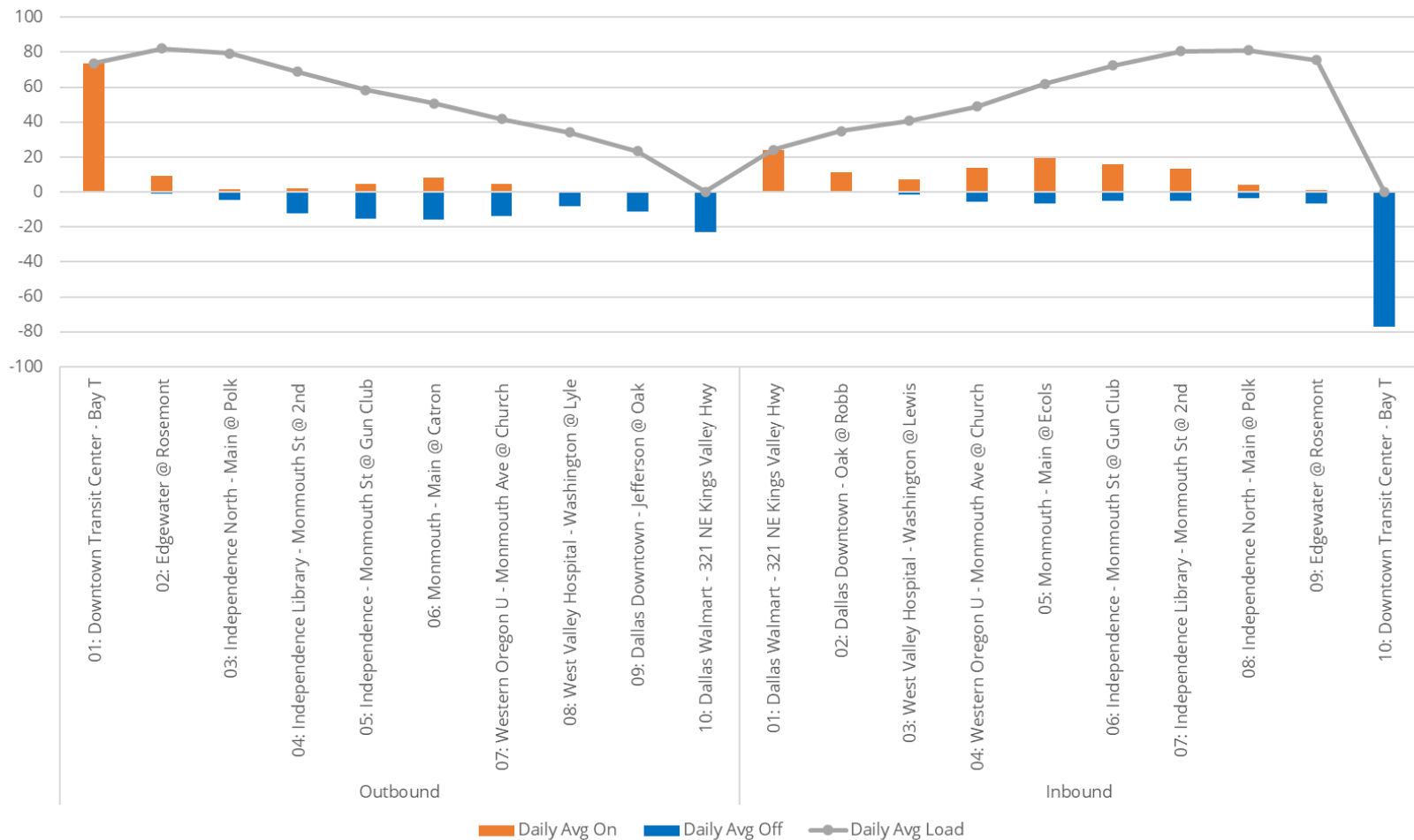
Strengths

- Route 40X has the highest ridership of any regional route, with an average of 215 riders per day on weekdays and between 8 and 13 boardings per trip.
- Route 40X has the highest productivity of any regional route, falling just short of the 10 riders/hour target with 9.5 riders/hour. At a trip level, Route 40X has an average of 10.7 riders per trip on weekdays.

Opportunities

- High ridership on the last few trips of the day indicate there may be demand for longer service hours.

Average Weekday Passenger Loads

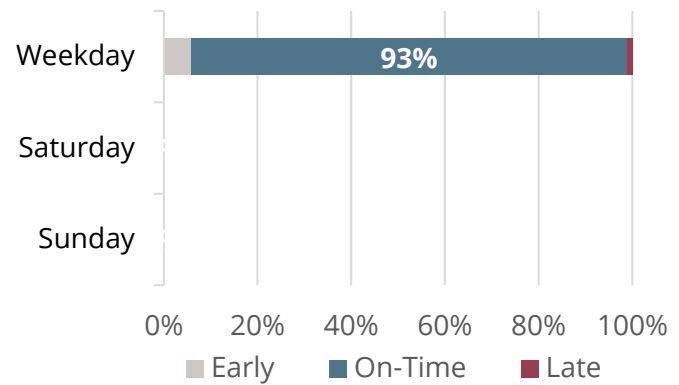


Route 50X is a regional express route connecting Dallas and Salem via Highway 22. It operates four trips a day on weekdays only.

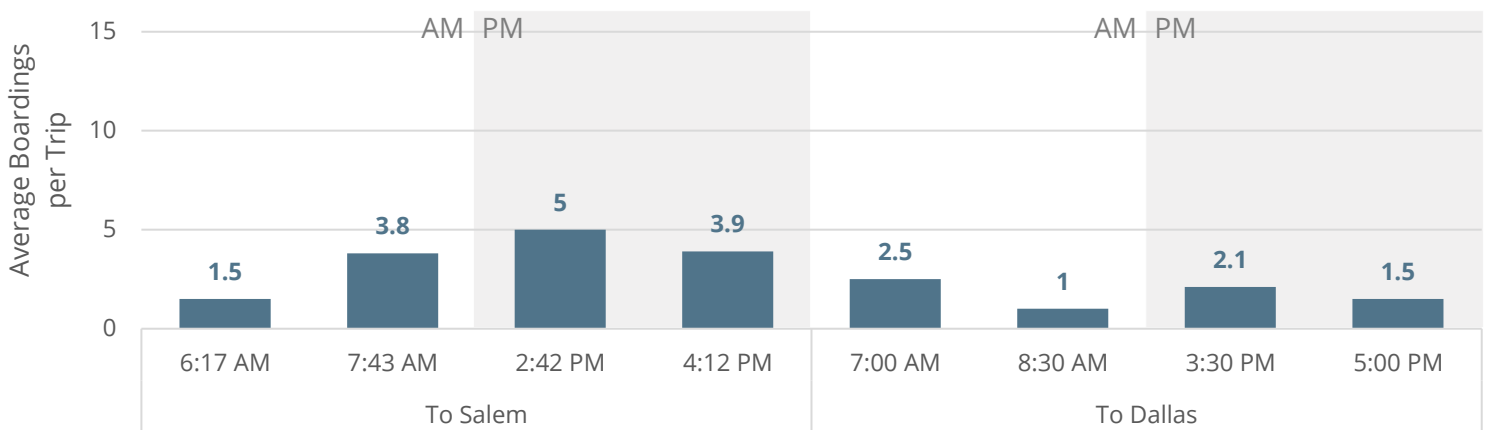
Ridership

Average Daily Boardings		Average Boardings per Revenue Hour	
Day	Count	Day	Count
Weekday	19	Weekday	3
Saturday	No Service	Saturday	No Service
Sunday	No Service	Sunday	No Service

On-Time Performance



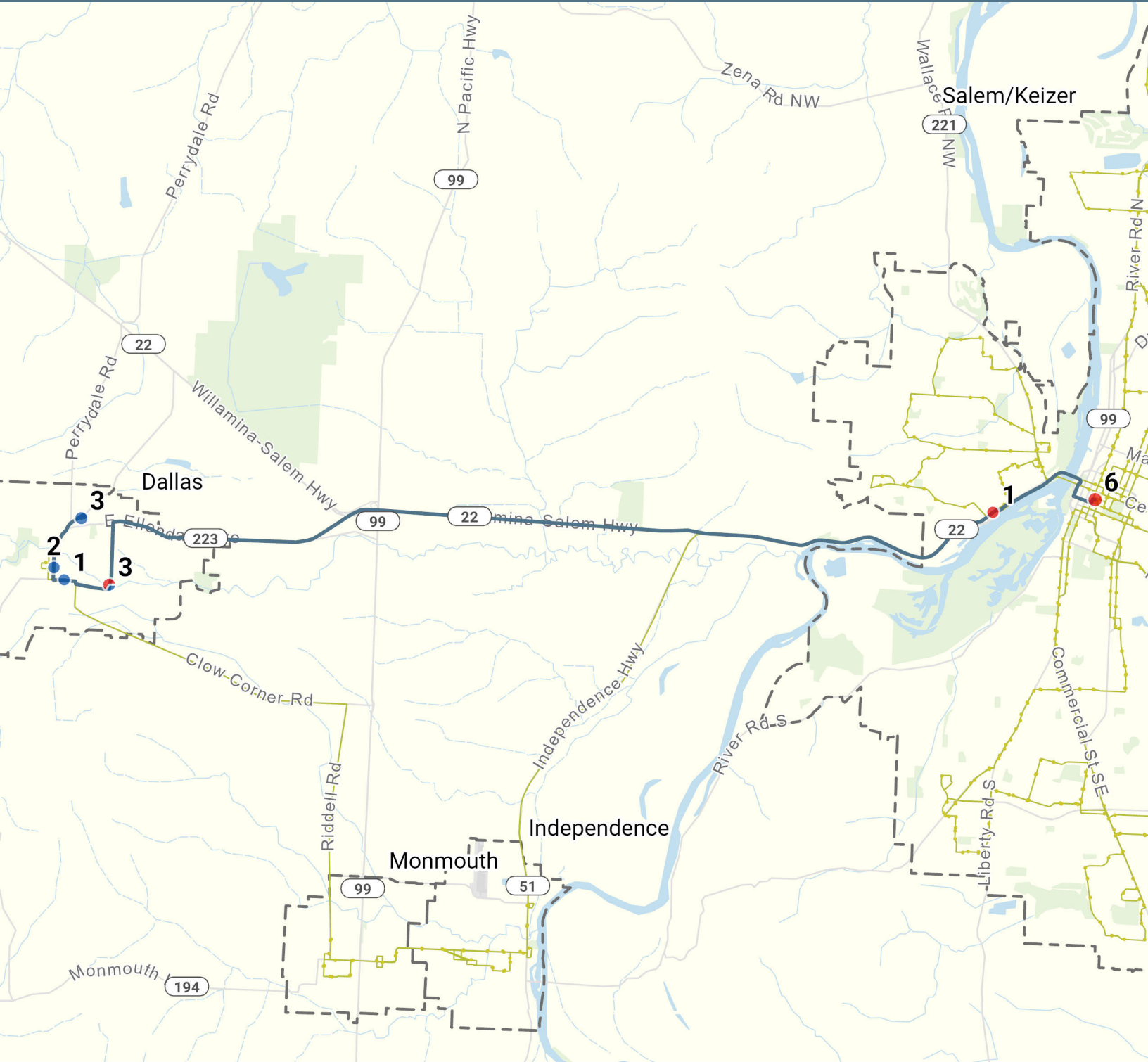
Weekday Ridership by Trip





Characteristics

Day	Headways (min.)	Peak Vehicles	Service Span
Weekday	90	1	6:17 AM–5:37 PM
Saturday	No service		
Sunday	No service		

Top Boarding Locations
Downtown Transit Center - Bay U
West Valley Hospital - Washington @ Lewis
Dallas Downtown - Oak @ Robb
Dallas Walmart - 321 NE Kings Valley Hwy
Dallas Aquatic Ctr - Lacreole @ Barberry



To Dallas

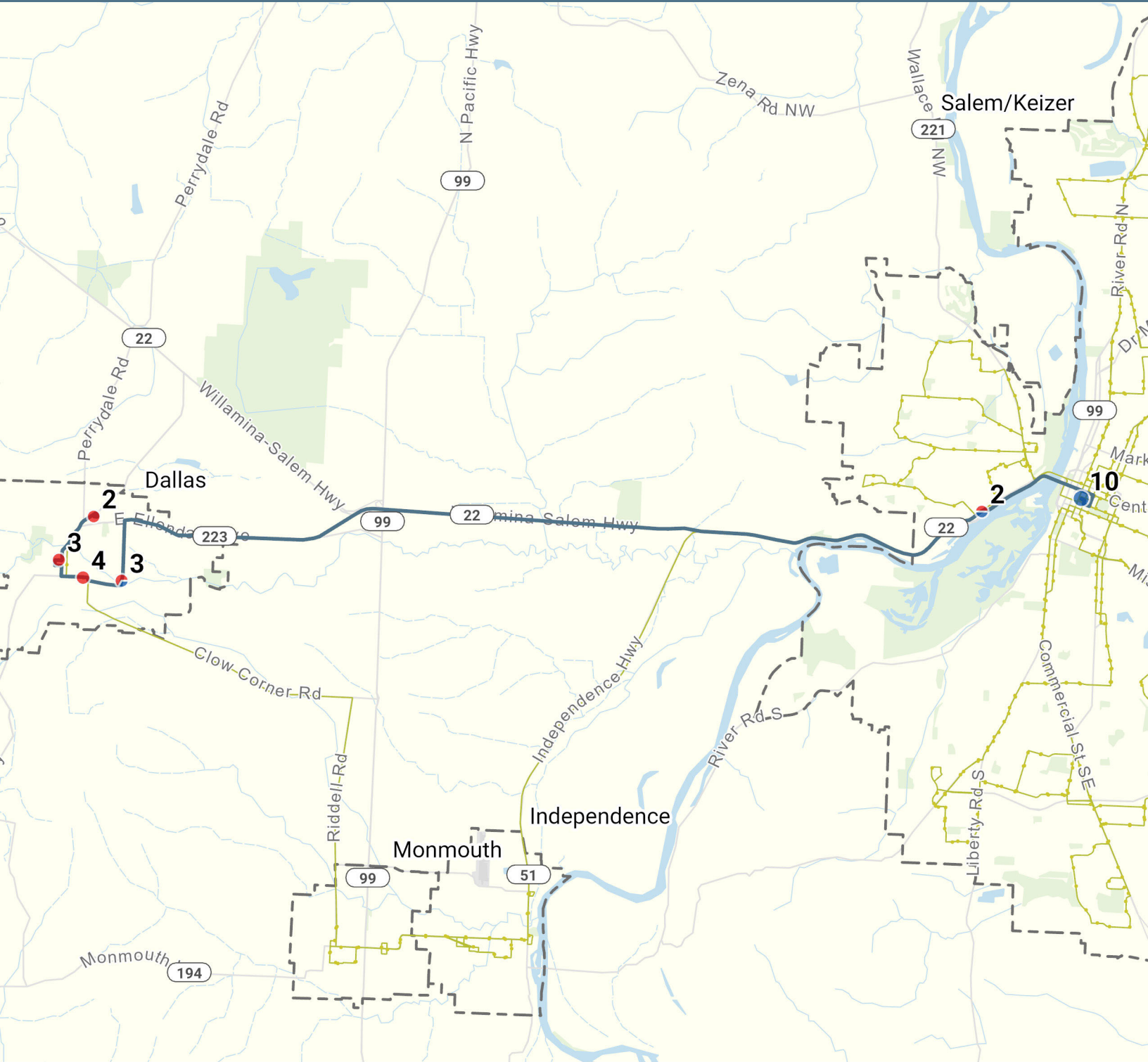
 Daily Boardings
 Daily Alightings

○ Ridership < 1



0 2 Miles



Average Weekday Activity



To Salem

 Daily Boardings
 Daily Alightings

○ Ridership < 1

0 2 Miles



Average Weekday Activity

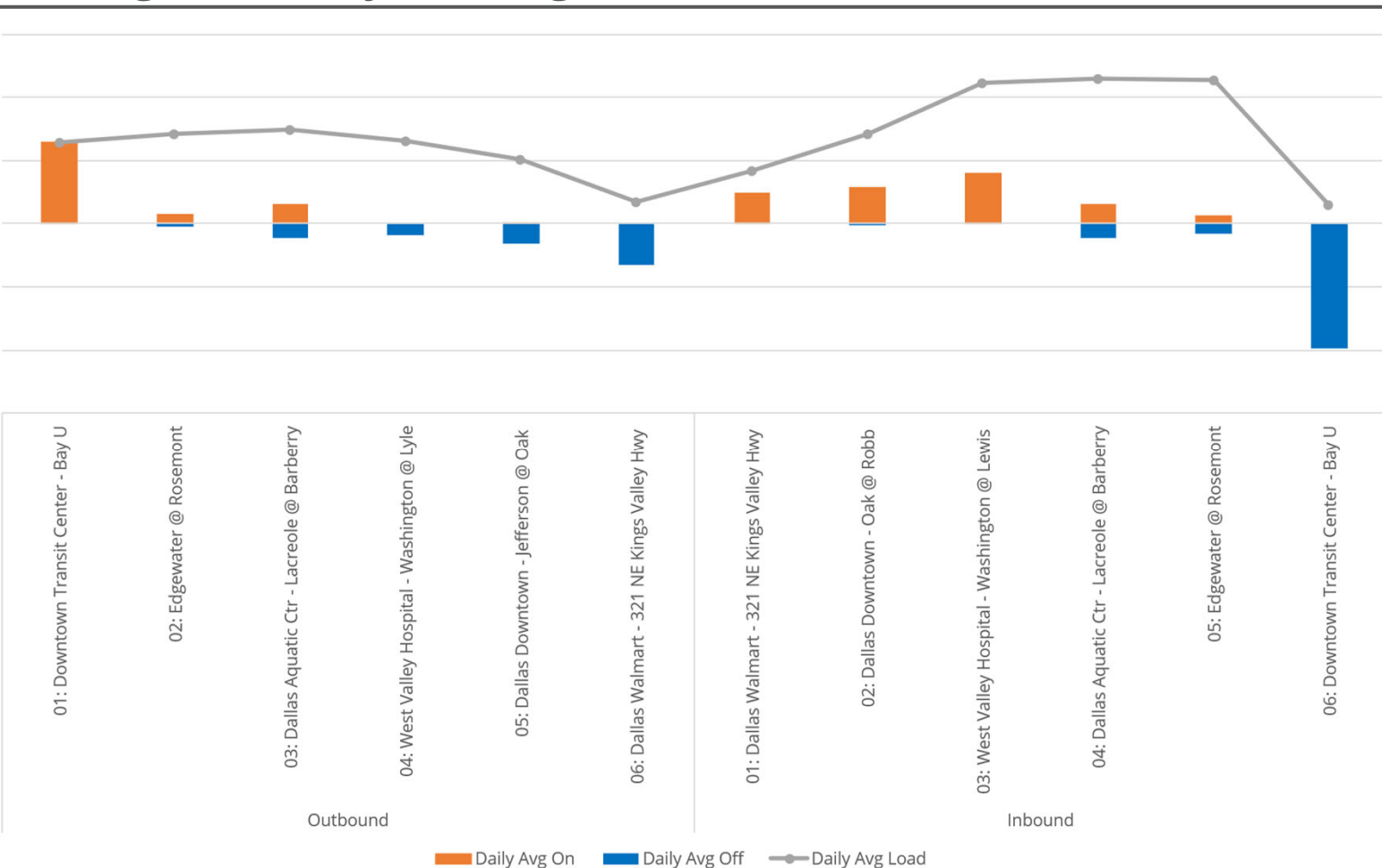
Strengths

- Route 50X has strong on-time performance, with 93% of all buses leaving on time.

Opportunities

- Route 50X has low productivity, with an average of 3.2 riders/hour and 2.7 riders/trip.
- Over half of the daily ridership is located in Dallas, which is also served by Route 45, a deviated fixed-route service, and Route 40X, which travels between Dallas, Monmouth, Independence, and Salem’s Downtown Transit Center.
- There is an opportunity to consolidate services in the Dallas, Monmouth, and Independence area. Route 50X could be eliminated (or service reduced) and reinvested to operate Route 40X more often. If service were eliminated, trips between Dallas and Salem would be approximately 30 minutes longer in each direction on Route 40X.

Average Weekday Passenger Loads

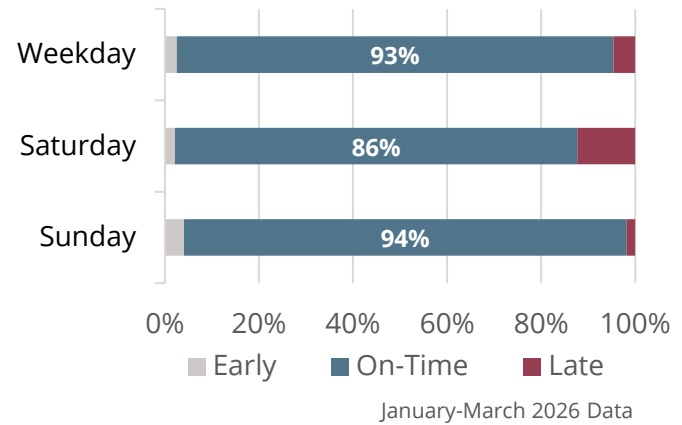


Route 80X is a regional express route connecting the Keizer Transit Center, the Woodburn Premium Outlets, and the Woodburn Transit Center, where riders can transfer to SMART to travel to Wilsonville and WTS to travel within Woodburn. Prior to 2026, the route operated on weekdays only and ended in Wilsonville. It now operates every day of the week and ends in Woodburn.

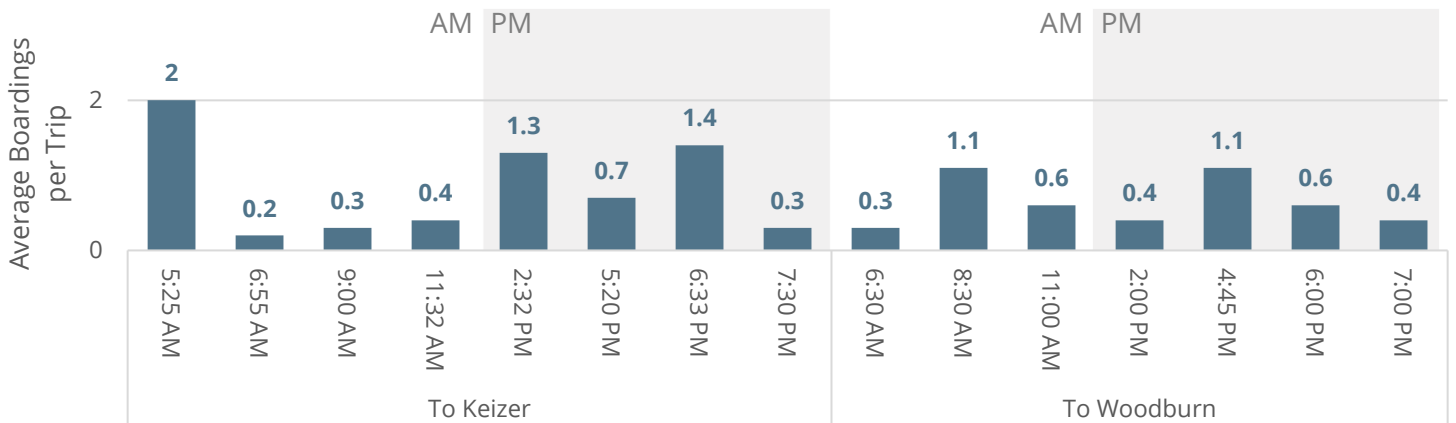
Ridership

Average Daily Boardings		Average Boardings per Revenue Hour	
Day	Count	Day	Count
Weekday	12	Weekday	2
Saturday	10	Saturday	1
Sunday	4	Sunday	1

On-Time Performance



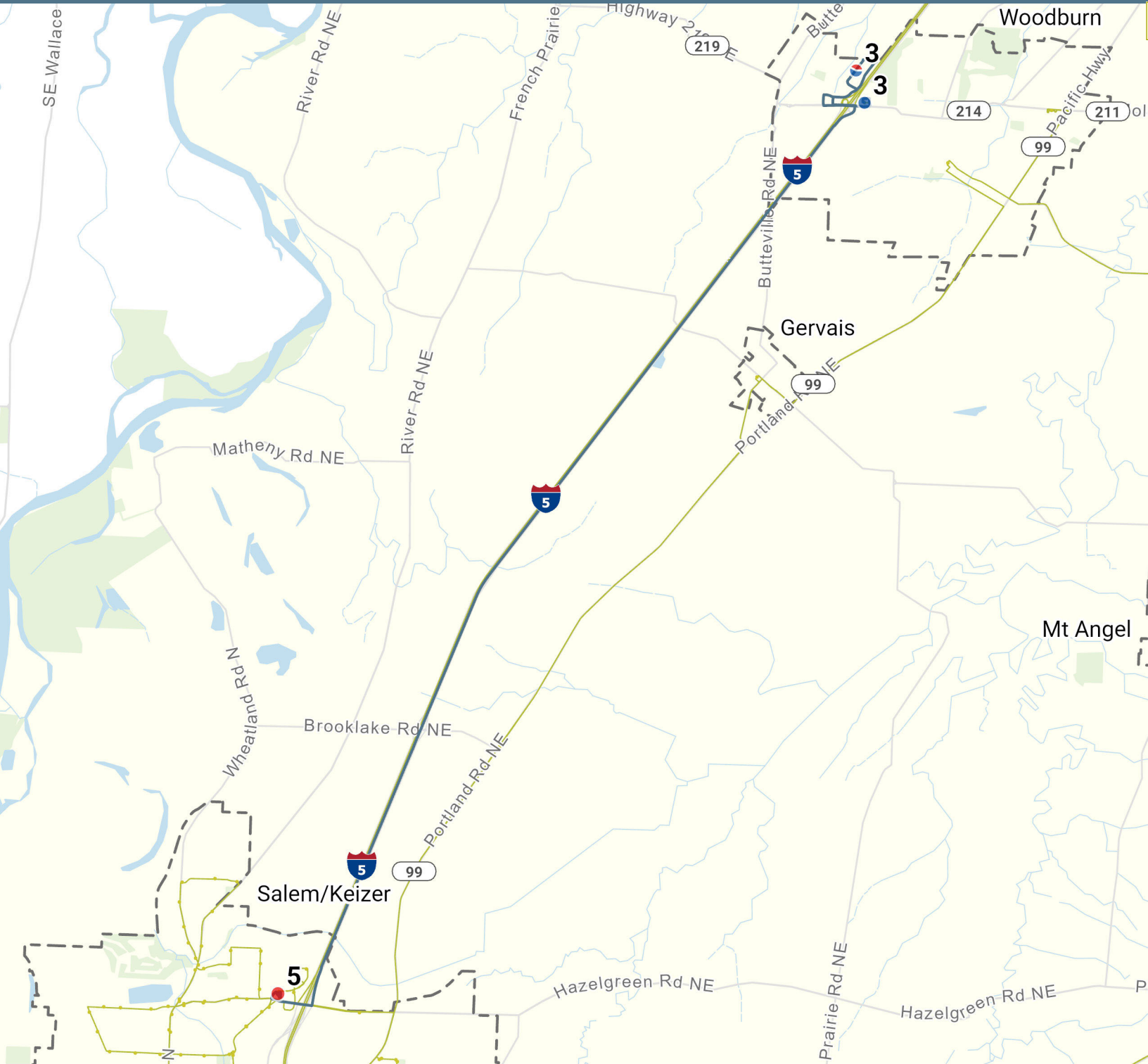
Weekday Ridership by Trip





Characteristics

Day	Headways (min.)	Peak Vehicles	Service Span
Weekday	60 - 165	1	6:30 AM–7:50 PM
Saturday	60 - 180	1	8:30 AM–8:50 PM
Sunday	60 - 165	1	8:30 AM–7:50 PM

Top Boarding Locations
Keizer Transit Center - Bay A
Woodburn Memorial Transit Center
Woodburn Premium Outlets
-
-



To Woodburn

 Daily Boardings
 Daily Alightings

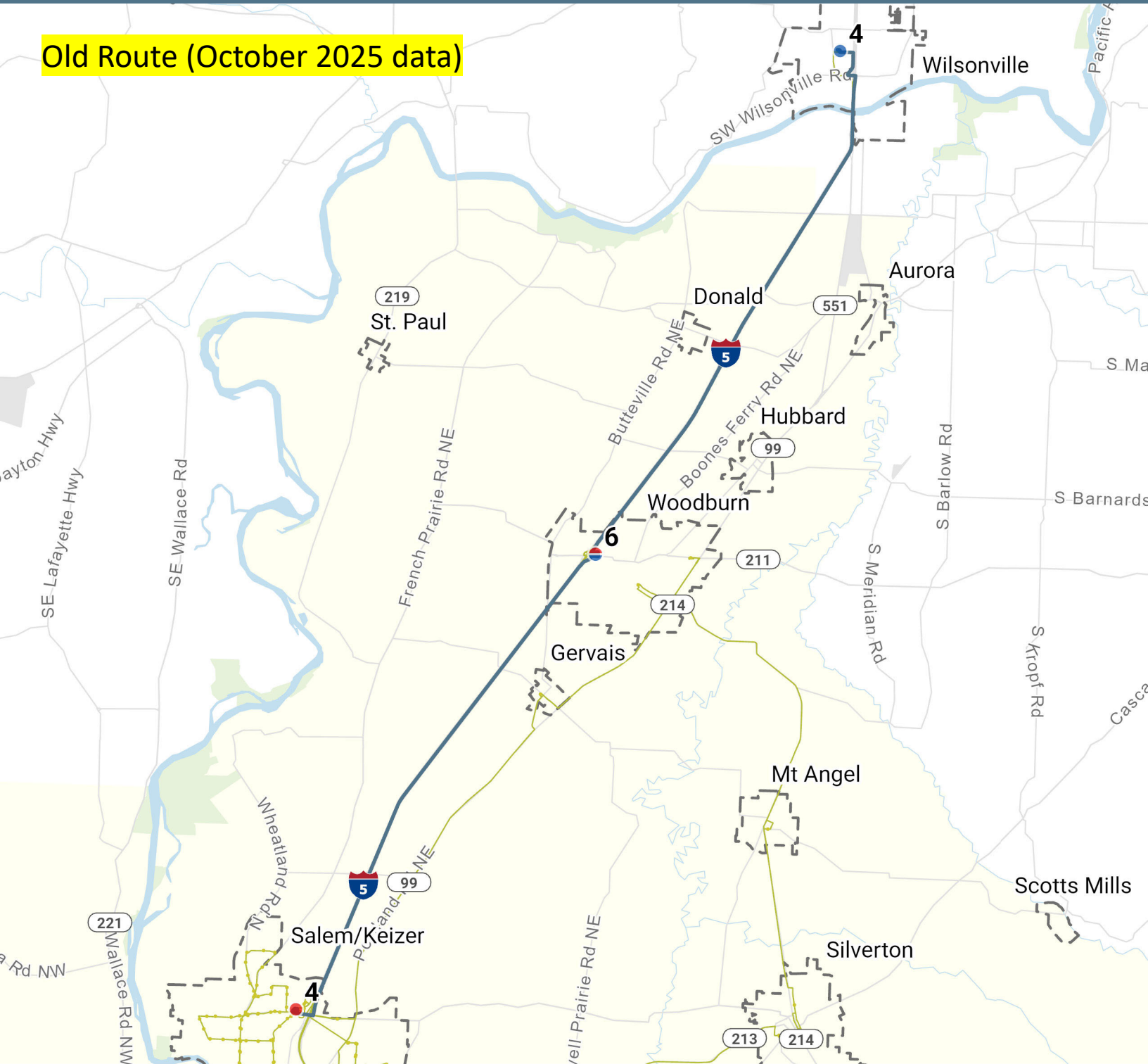
○ Ridership < 1

0 1.5 Miles

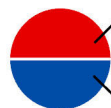


Average Weekday Activity

Old Route (October 2025 data)



To Wilsonville



Daily Boardings

Daily Alightings

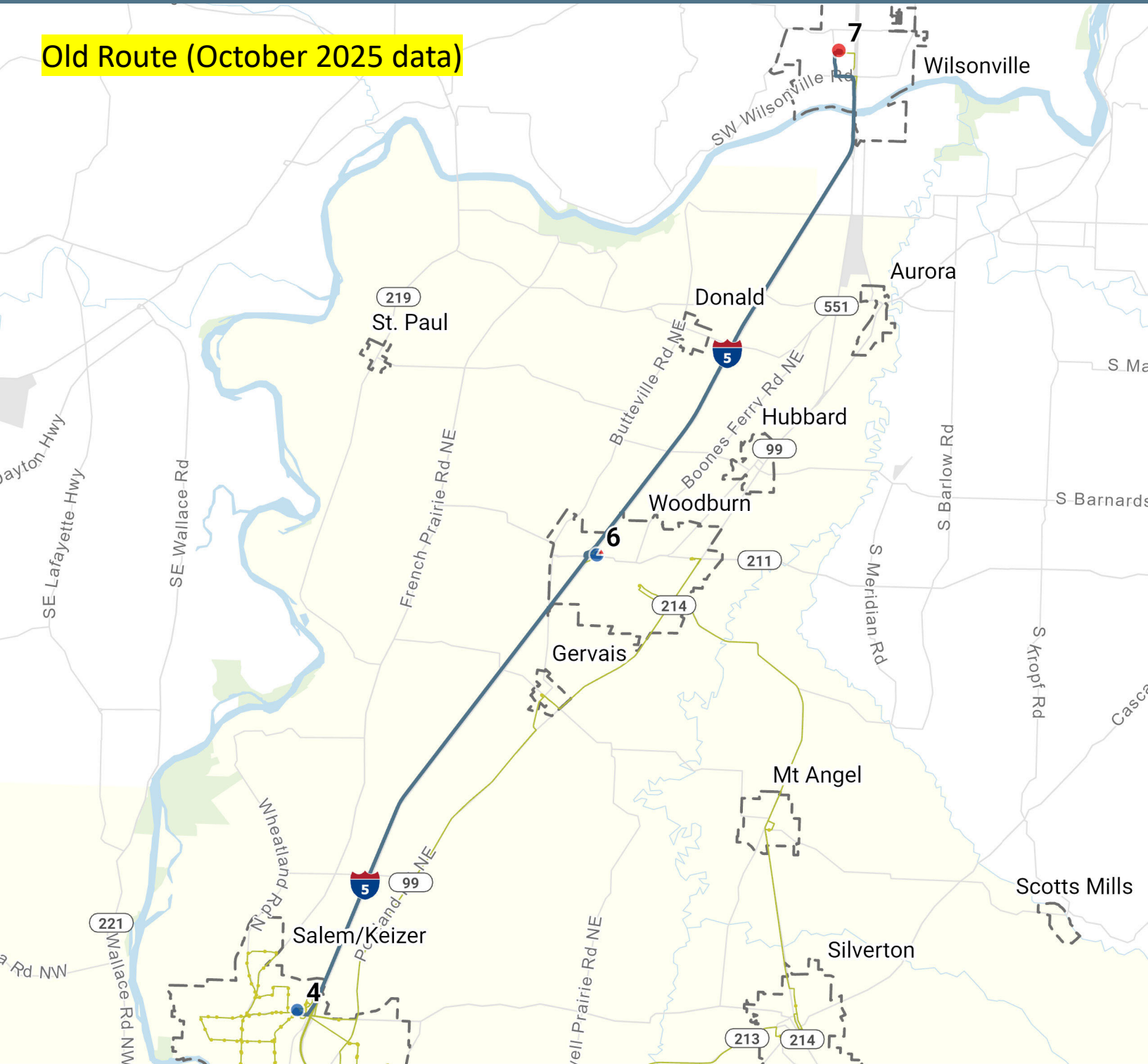
○ Ridership < 1

0 3 Miles

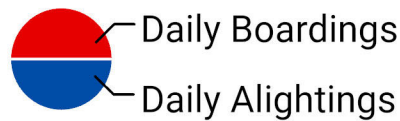


Average Weekday Activity

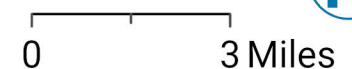
Old Route (October 2025 data)



To Keizer

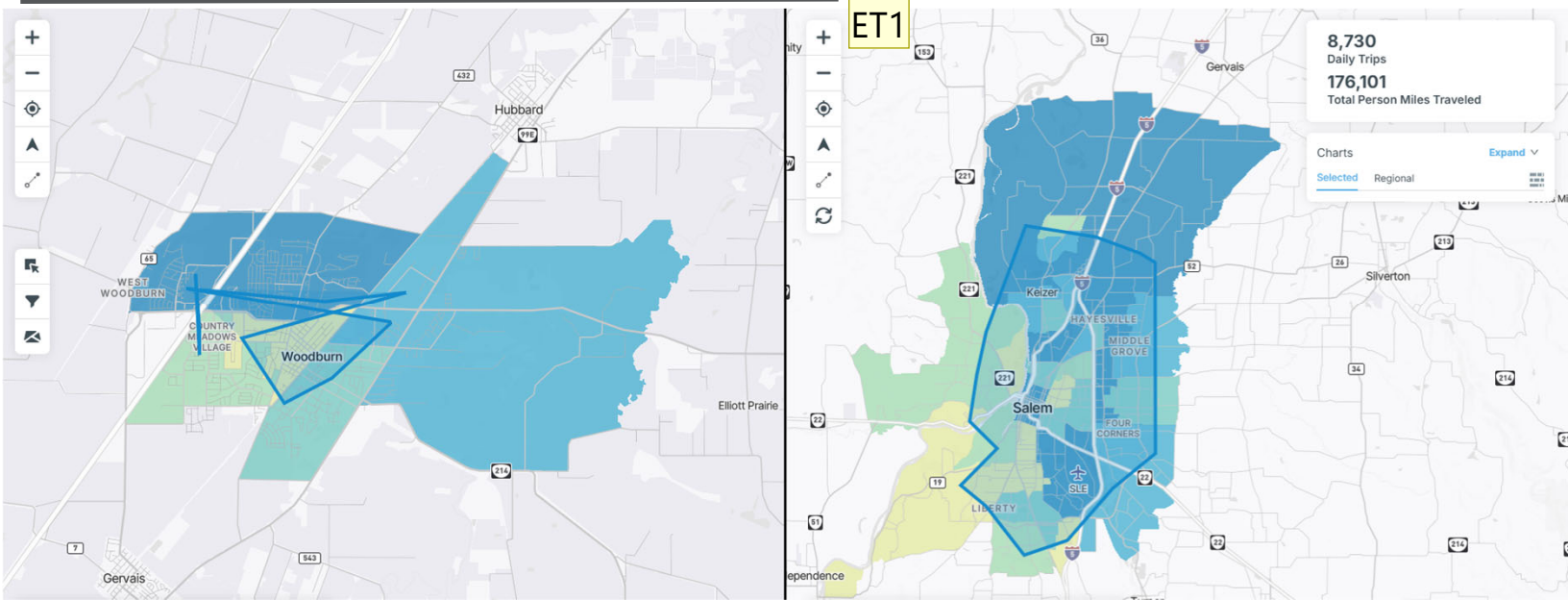


○ Ridership < 1

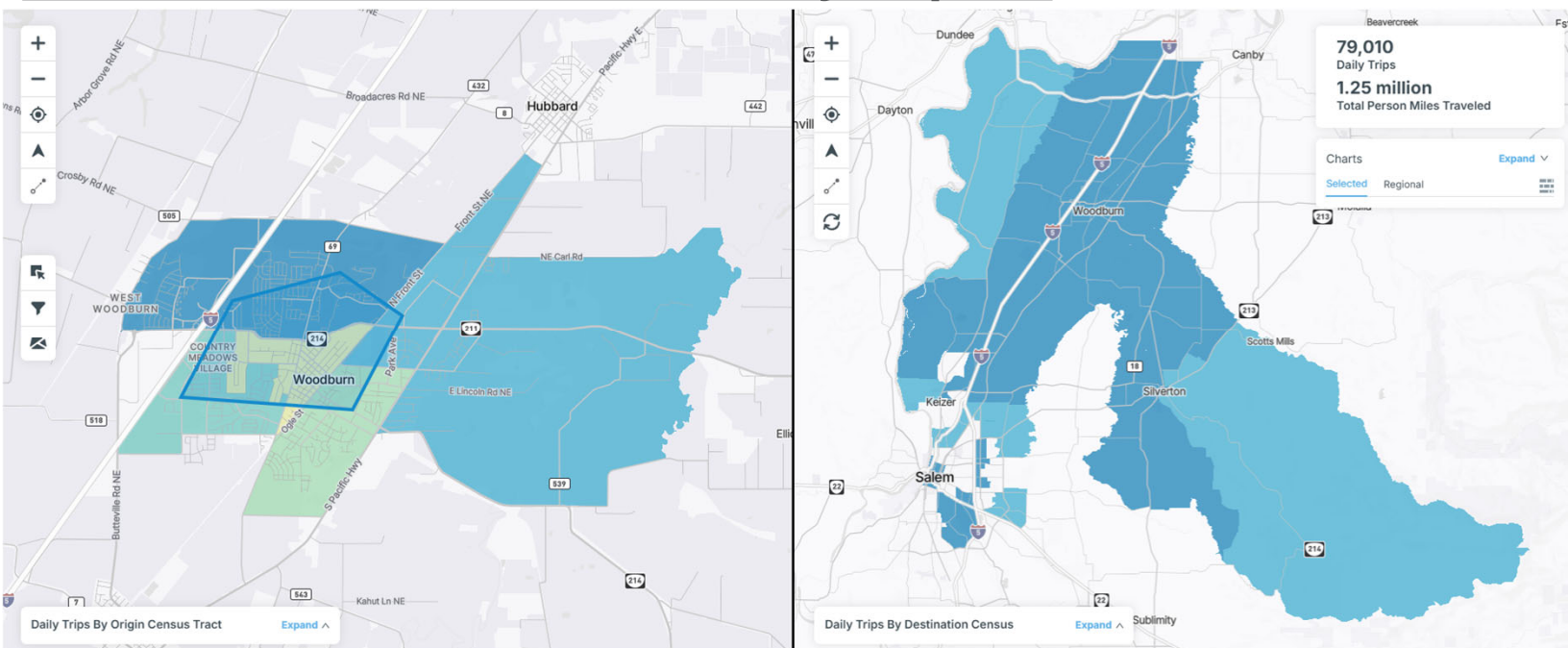


Average Weekday Activity

Overall Market in Salem-Keizer



Tracts with More than 200 Daily Trips



Key Takeaways

- Trips originating from Woodburn are mostly local to the area.
- Limited market for travel to Salem
 - Total of 3,300 weekday trips destined for greater Salem-Keizer region.
 - 400 weekday trips to tract that includes Keizer Station.
 - 200 weekday trips to the tract that includes Lancaster Drive between Sunnyview Road and Monroe Avenue.
 - 200 weekday trips to Downtown Salem.

Strengths

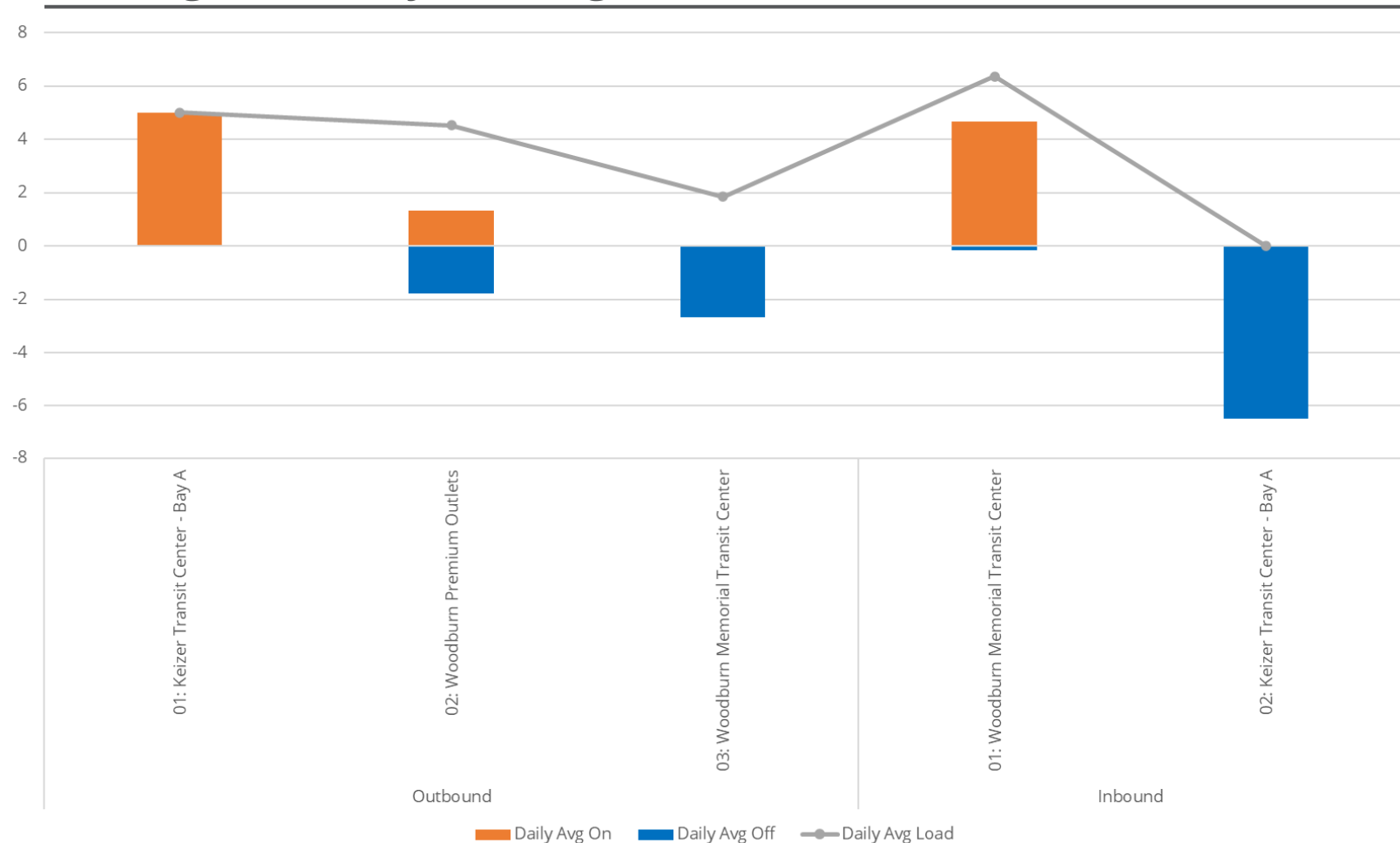
- Route 80X provides an important connection from the Salem/Keizer area to the west side of Woodburn, which is not served by Route 1X.

Opportunities

- Prior to route changes, Route 80X has the lowest productivity of any regional express route, with an average of 2.3 riders/hour and 2.0 riders/trip.
- After the route change implementation in January 2026, the productivity of Route 80X has declined to 1.7 riders/hour and 0.7 riders/trip (February 2026).
- Data collected 12–18 months after the route change will indicate whether the route changes to serve the outlet mall and shorten the route have increased ridership and productivity. Additional opportunities can be identified at that time.

ET2

Average Weekday Passenger Loads

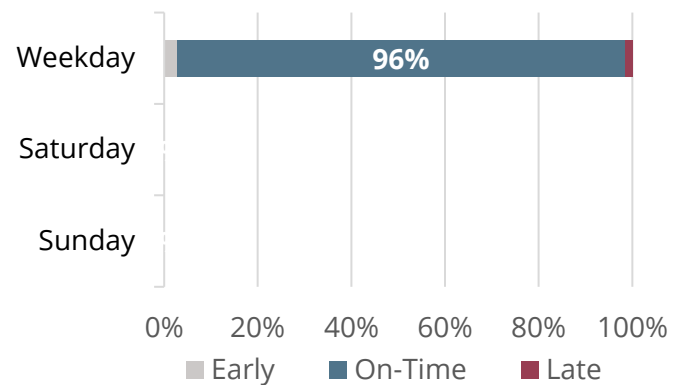


Route 45 is a regional flex route connecting Dallas and Independence. Within the designated Dallas zone and the Independence zone, riders can call to reserve off-route trips (up to ¾ of a mile from the route). It operates Monday through Friday with service every hour and fifty minutes.

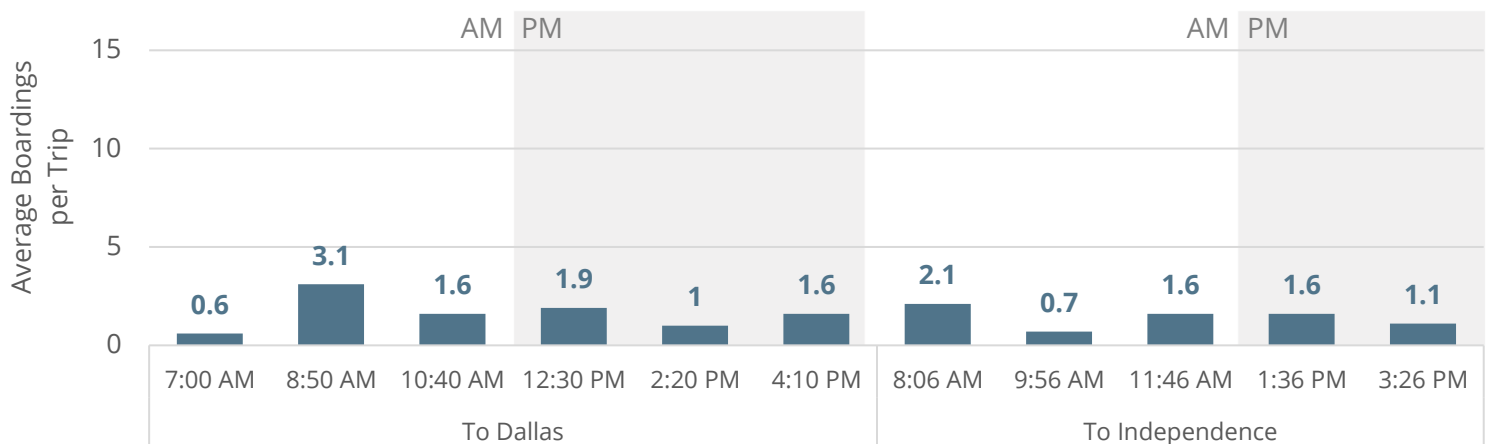
Ridership

Average Daily Boardings		Average Boardings per Revenue Hour	
Day	Count	Day	Count
Weekday	17	Weekday	2
Saturday	No Service	Saturday	No Service
Sunday	No Service	Sunday	No Service

On-Time Performance



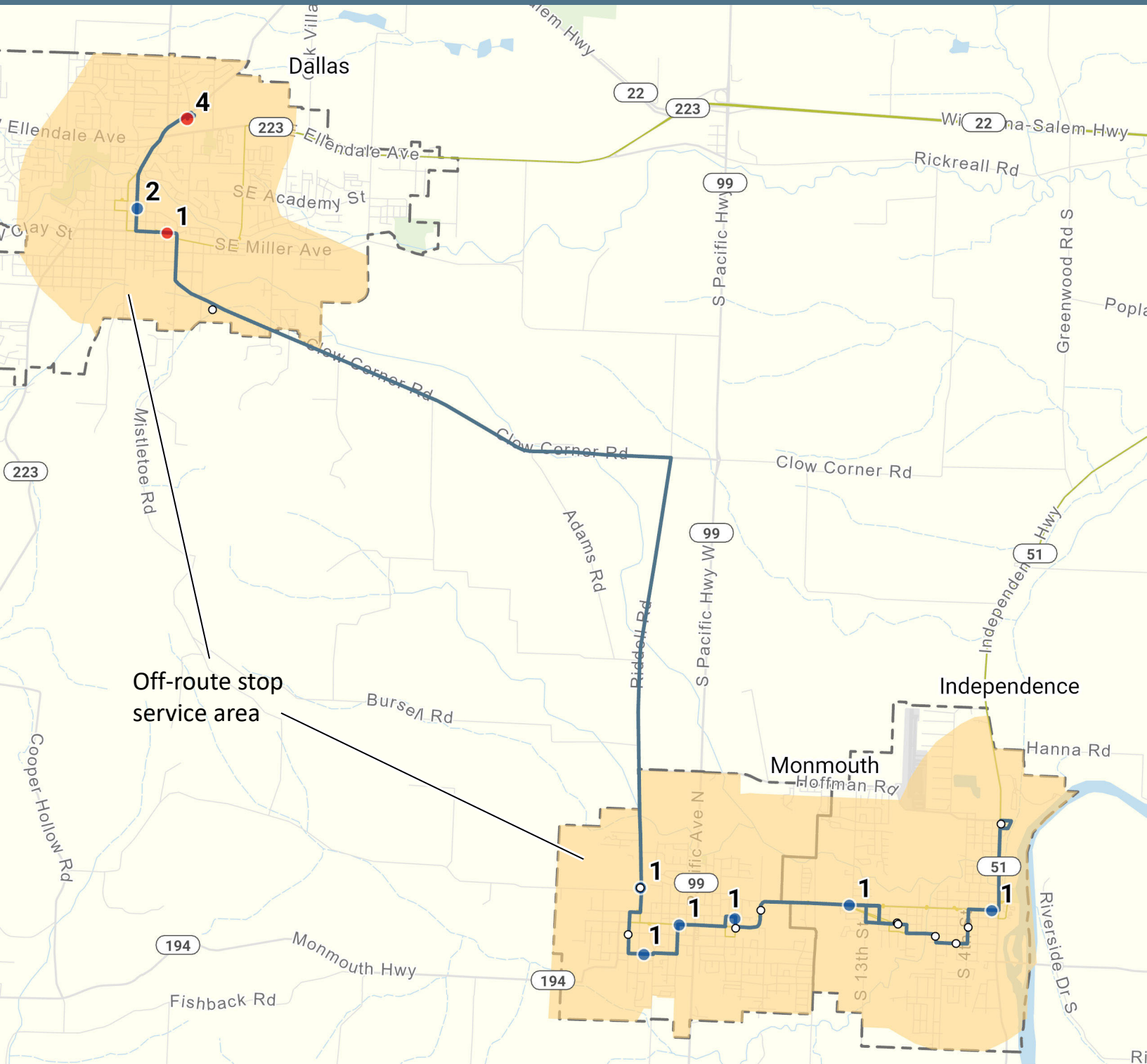
Weekday Ridership by Trip



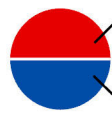

Characteristics

Day	Headways (min.)	Peak Vehicles	Service Span
Weekday	110	1	7:00 AM–4:55 PM
Saturday	No service		
Sunday	No service		

Top Boarding Locations
Dallas Walmart - 321 NE Kings Valley Hwy
Monmouth - Main @ Catron
Western Oregon U - Monmouth Ave @ Church
Dallas Downtown - Oak @ Robb
College St @ Clay



To Independence

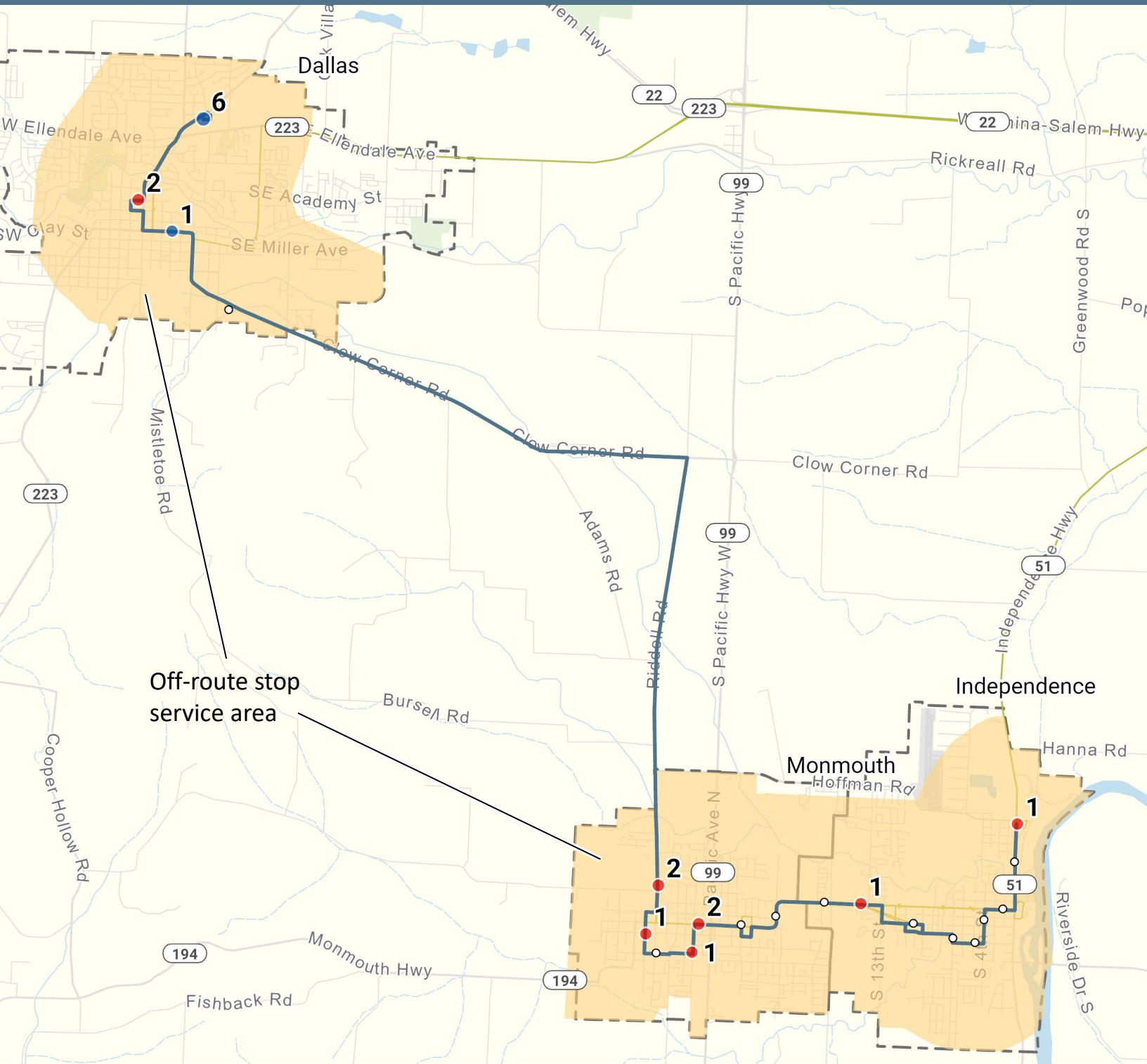
 Daily Boardings
 Daily Alightings

 Ridership < 1

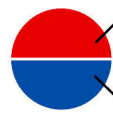

0 1 Miles



Average Weekday Activity



To Dallas

 Daily Boardings
 Daily Alightings

○ Ridership < 1

0 1 Miles



Average Weekday Activity

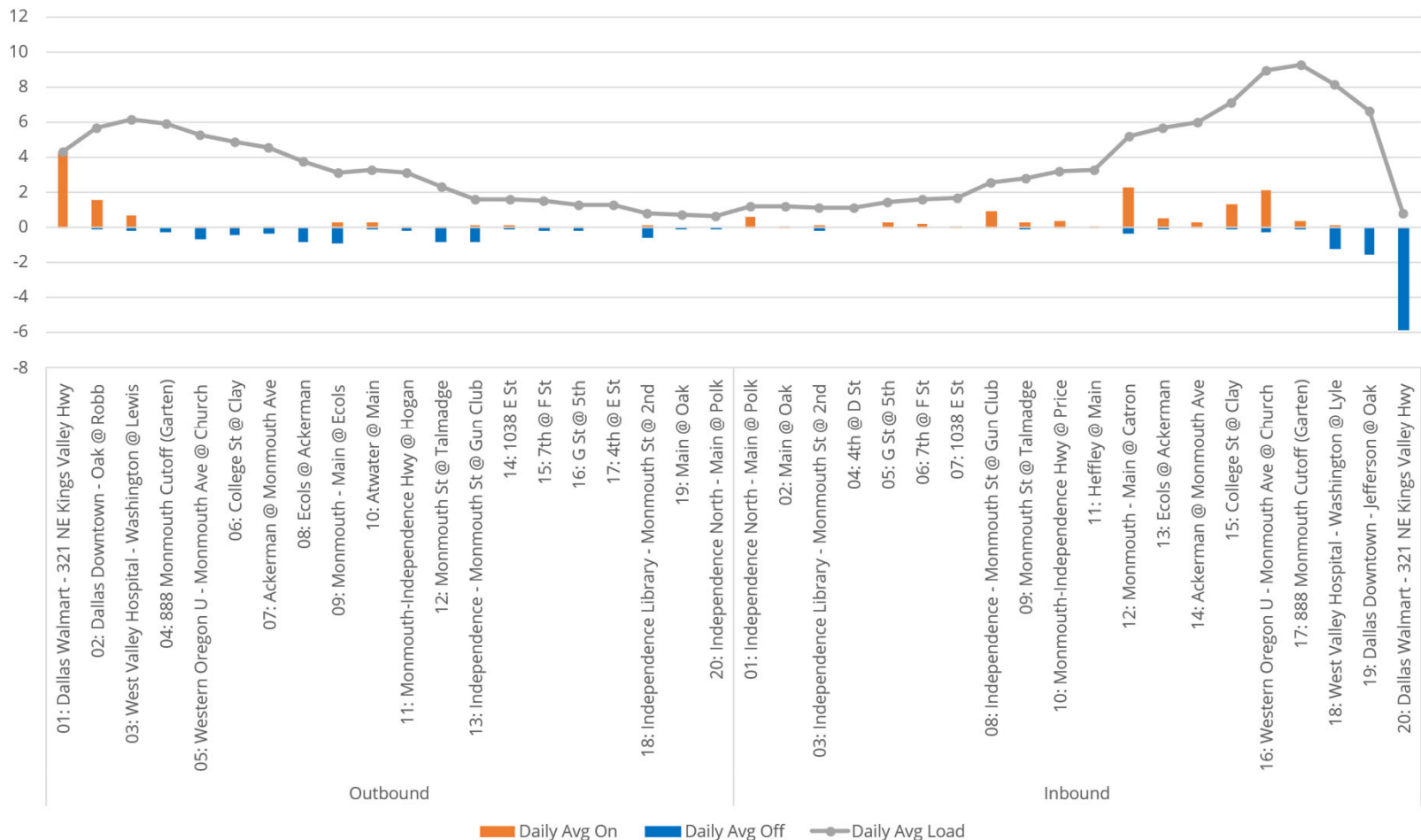
Strengths

- Route 45 has strong on-time performance, with 96% of all buses departing on time.

Opportunities

- Route 45 has the lowest productivity of any regional route and is tied with Route 22 for the lowest productivity overall. It carries 1.8 riders/hour and 1.5 riders/trip.
- In Monmouth, the route makes several turns to serve stops with fewer than one rider on average per weekday.
- Route 45's alignment within and between Monmouth and Independence overlaps with the Monmouth-Independence Trolley, which operates every 20–30 minutes every day of the week and does not charge a fare. Like Route 45, the trolley also deviates to serve off-route stops. Route 45 has substantially lower ridership and productivity than the trolley (17 average daily boardings and 2 riders per revenue hour on Route 45 compared to 359 average daily boardings and 16.8 riders per revenue hour on the trolley). The only unique market Route 45 serves is Dallas, which is already served by Routes 40X and 50X.

Average Weekday Passenger Loads



The Monmouth-Independence Trolley is a free service connecting the towns of Monmouth and Independence. Major destinations on the route include Western Oregon University and Central High School. Off-route pickups and drop-offs up to 0.75 miles from the main route can be scheduled at least 24 hours in advance. The trolley is a service of the cities of Monmouth and Independence and is operated by Cherriots. It was reinstated in 2022 with funding from the American Rescue Plan Act (ARPA).

Ridership and Productivity

The Monmouth-Independence Trolley served an average of 359 daily passengers in October 2025. The trolley has strong productivity, with 16.8 riders per revenue hour.

Characteristics

Day	Headways (min.)	Service Span
Weekday	20	7:00 AM–9:09 PM
Saturday	20	8:00 AM–10:09 PM
Sunday	Variable	8:00 AM–6:24 PM