



We are all part of  
**Team Cherrriots!**

Learn how you can make a difference.

*¡Todos somos parte de Team Cherrriots!  
Aprende cómo puedes hacer una diferencia.*



**It takes teamwork  
to be on time**

*Se necesita trabajo en equipo para llegar a tiempo*



**It takes teamwork  
to stay safe**

*Se necesita trabajo en equipo para mantenerse a salvo*



**It takes teamwork  
to enjoy the ride**

*Se necesita trabajo en equipo para disfrutar del viaje*



**ATTENTION**  
Customer Service  
will re-open  
June 28, 2021.  
Fare collection and front-  
door boarding will resume  
July 6, 2021.  
El servicio al Cliente se re-abrirá el  
28 de junio de 2021.  
El cobro de tarifas y el embarque en  
puerta de embarque se reanuda el  
6 de julio de 2021.  
800-888-0877

# L RTP PUBLIC ENGAGEMENT REPORT WINTER 2021-22

FEBRUARY 2022

# Introduction

The Stakeholder Engagement Summary report provides an overview of the public engagement activities conducted in December 2021 and January 2022. The report includes:

- What we did
- Groups and Stakeholders we heard from
- Survey summary
- Key themes

Public involvement for this phase of the Cherriots LRTP included a wide variety of online and in-person engagement efforts, that included committee presentations, interviews, surveys, and tabling events. COVID-19 pandemic rules were followed, and precautions taken whenever the project team engaged with the public in person.

## Groups and stakeholders

The goal for the first phase of outreach was to talk to a diverse group of stakeholders, including rural and underserved populations. The project team identified leaders within organizations that represented the following communities:

- Seniors
- People with physical/intellectual/developmental disabilities and visual impairments
- Refugees
- People of Color: Pacific Islanders, Latinx, Black people
- Low income
- Students in elementary, middle, and high school, as well as local college students

Although the team did not conduct any interviews with a focused group of rural stakeholders, many of the groups the team interviewed spoke to their rural constituents. In addition, the team indirectly reached rural residents through the Polk County Service Integration Team newsletter and the Santiam Service Integration Team email that were sent to multiple agencies and shared with the individuals and families that the agencies serve.

The team reached the Latinx community by talking to people in Spanish through two tabling efforts at the Mega Foods in Salem and Woodburn, respectively; tabling efforts at the Downtown Transit Center; hanging flyers in English/Spanish in the windows of a

couple of Mexican markets; Spanish radio; bilingual postcards sent to over 10,000 households; asking Mano a Mano to share survey information with the people they serve, such as through a paper flyer placed in food boxes at the food pantry; asking the Latino Business Alliance to share survey information with their constituents.

## **Engagement strategies**

Engagement activities occurred online and in-person, through the online survey, online open house, virtual workshop, stakeholder interviews, community presentations, USPS mailings, flyers posted on buses and bus stops, and tabling events.

The project team offered \$20 gift cards to a limited number of survey participants to encourage engagement. The gift cards were offered to the first 50 survey respondents, people submitting paper surveys, and 30 people randomly selected from the entire respondent pool.

## **Promotional materials**

Promotional materials included postcards, flyers, social media posts, radio interviews, and website updates. These were used to inform people about the project and invite them to visit the online open house and complete the survey about regional transit needs and opportunities.

## **Online open house and Survey**

The project team's winter online open house provided in English and Spanish and was accessible from the Cherriots project website. The online open house provided project information using infographics, maps, and an existing conditions report. The open house linked to an online survey with multiple choice questions and comment boxes. The survey asked respondents about their current transit usage, what elements of transit are most important to them, how transit could improve, and a series of demographic questions (age, ethnicity, etc.). The survey was promoted using postcards mailed to over 10,000 recipients in Marion and Polk Counties and via flyers developed to share at events around the region. Participants also had the option to receive a print survey and postage-paid envelope.

The online open house and survey was open from December 20, 2021 through January 28, 2022. The survey received over 400 responses, including print and electronic versions.

## Pop-up In-Person Tabling Events

To reach people in person to share information about the project, and to reach some people without access to the online open house, the survey was shared at three tabling events, including:

- Mega Foods in Salem (in English and Spanish)
- Mega Foods in Woodburn (in English and Spanish)
- Downtown Transit Center (in English)

The pop-up events included two display boards with information about Cherriots transit services, flyers about the project with QR code links to the online open house, and paper surveys and envelopes to share for people requesting them. Staff at the events talked to people about the project, answered questions, and directed people to resources for more information.

## Interviews and Community Presentations

The project team conducted stakeholder interviews and facilitated presentations at community organization meetings. The discussions were conducted virtually, facilitated by both Cherriots staff and consultant team members from Jeanne Lawson Associates (JLA). The questions and topics focused on current mobility choices, how transit is used by constituents, how Cherriots can best serve communities, and how Cherriots can improve transit across the region.

Stakeholder interviews were conducted with:

- Marion County Intellectual and Developmental Disabilities Services
- Salem Health
- Mano a Mano
- Kaiser Permanente
- Micronesian Islander Community
- Chemeketa Community College
- Linn Benton Community College
- BlindSkills
- Northwest Human Services
- Oregon Commission for the Blind

Community presentations were given to the following organizations and included an opportunity for group discussion:

- Cherriots CAC
- Keizer United
- Salem Keizer Area Transportation Study TAC
- Salem for Refugees

- Edgewater Community Partnership Team
- Community and Partners of East Salem - McKay Community Partnership Team

## Survey Summary

The survey was open, as part of the online open house, from December 20, 2021 to January 28, 2022. The intent of the survey was to collect input from participants about their mobility needs, how they use transit, and what would help them use transit or shared mobility services in the future. The survey received 406 responses from people across the Salem-Keizer region. The survey was distributed in the mail, provided to people at tabling events, and accessed online through the project website.

## Survey Demographics

The demographic breakdown of survey respondents included in city of residence, respondents lived, age range and ethnicity. Of the cities located in the Cherriots service area, most respondents lived in either Salem or Keizer. While not every survey respondent listed their city of residence, Figure 1 shows a breakdown of cities where two or more respondents live.

*Figure 1 Survey Respondents by City*

City	Count	Percent
Salem	239	73.8%
Keizer	40	12.3%
Woodburn	8	2.5%
Aumsville	7	2.2%
Stayton	5	1.5%
Monmouth	5	1.5%
Dallas	2	0.6%
Jefferson	2	0.6%

Survey respondents' ages were distributed broadly across age ranges. Among those who answered, 78 respondents fell within the 35-44 age range, and 72 respondents fell within the 65 and older age category. Only four respondents were younger than 17 years old. Figure 2 provides the total counts for each age range.

Figure 2 Survey Respondent by Age Group

Age Range	Count	Percent
0 – 17	4	1.1%
18 – 24	28	8.0%
25 – 34	60	17.1%
35 – 44	78	22.2%
45 – 54	61	17.4%
55 – 64	48	13.7%
65 +	72	20.5%

The demographic section of the survey asked respondents how they described their race/ethnicity. Among those who answered, Caucasian/White, Hispanic/Latino, and Asian were the three highest ethnicity categories. Figure 3 shows a count of all categories.

Figure 3 Survey Respondents by Race/Ethnicity

How do you describe your race/ethnicity?	Count	Percent
Caucasian/White	244	72%
Hispanic/Latinx	36	11%
Two or more race/ethnicity	23	7%
Asian	9	3%
Indigenous Peoples of the Americas/Alaska Native	7	2%
Other Race	6	2%
African American/Black	5	1%
Native Hawaiian/ Pacific Islander	2	<1%
<i>Total Number of Respondents</i>	337	

## Needs and Opportunities

The survey included 21 questions about how people use transit and mobility improvements they would like to see in the future. This section includes highlights, while the full survey response report can be found in Appendix A.

The survey asked people's top two priorities for improving Cherrits, assuming there is additional funding. The responses, summarized in Figure 4, indicated over one-third of respondents would like more frequent, more reliable and faster bus service. Nearly one-fifth would like to have more low- or zero-emissions buses, and one-sixth would like new routes or new service areas.

Figure 4 Priority Investment Issues

Response	Count	Percent
More frequent bus service	175	22%
Low or no-emissions buses	140	18%
New transit routes and service areas	118	15%
Faster or more reliable bus trips	94	12%
Reduced fares	84	11%
Safe and comfortable bus stops	68	9%
No answer	62	8%
Better or faster ways to get to my bus stops	29	4%
Other	22	3%

Figure 5 is a cross tabulation of the top priority investment choices by respondents' race or ethnicity. The number of total responses provide context about the statistical significance for category response. The race/ethnicity categories with the highest number of responses generally showed shared priority for more frequent bus service, low- or no-emission buses, and new transit routes and service areas. Hispanic/Latinx respondents and people choosing more than two race/ethnicity categories indicated higher support for safe and comfortable bus stops and reduced fares.

Figure 6 is a cross tabulation of the top priority investment choices by respondents' home city. Salem residents were generally aligned with the top three choices overall, among all respondents: prioritizing more frequent bus service, low or no-emissions buses and new routes. Keizer residents prioritized more frequent bus service, safe and comfortable bus stops, and evenly ranked on faster trips, low- or no-emissions buses, and new service areas.

Figure 5 Top 2 Investment Priority Responses by Race/Ethnicity

Top 2 Transit Investments	Race/Ethnicity								
	African American/ Black	Asian	Caucasian/ White	Hispanic/ Latino	Indigenous Peoples of the Americas/ Alaska Native	Native Hawaiian/ Pacific Islander	More Than 2 Selected	Other	None
No answer	20%	6%	5%	8%	7%	0%	0%	25%	20%
Better ways to get to my bus stops	0%	6%	3%	4%	7%	0%	2%	0%	6%
Faster or more reliable bus trips	10%	6%	13%	13%	14%	0%	6%	8%	12%
Low or no-emissions buses	50%	6%	18%	19%	0%	25%	17%	17%	17%
More frequent bus service	0%	39%	24%	14%	29%	25%	33%	17%	13%
New transit routes and service areas	10%	33%	14%	13%	14%	50%	17%	8%	15%
Reduced fares	10%	6%	12%	13%	21%	0%	10%	8%	5%
Safe, comfortable bus stops	0%	0%	8%	15%	7%	0%	15%	17%	8%
Other	0%	0%	3%	1%	0%	0%	0%	0%	6%
<b>Total Count</b>	10	18	488	72	14	4	48	12	126

Figure 6 Top 2 Investment Priority Responses by City

Top 2 Transit Investments	Salem	Keizer	Woodburn	Aumsville	Monmouth	Stayton	Other	None
No answer	6%	4%	7%	0%	0%	0%	3%	19%
Better or faster ways to get to my bus stops	3%	7%	14%	14%	0%	10%	3%	3%
Faster or more reliable bus trips	11%	13%	21%	21%	20%	10%	15%	12%
Low or no-emissions buses	18%	13%	29%	7%	10%	20%	20%	18%
More frequent bus service	22%	24%	0%	29%	20%	50%	23%	20%
New transit routes and service areas	15%	13%	7%	14%	20%	10%	18%	14%
Reduced fares	13%	5%	7%	14%	30%	0%	5%	6%
Safe and comfortable bus stops	8%	14%	14%	0%	0%	0%	13%	6%
Other	3%	7%	0%	0%	0%	0%	3%	1%
<b>Total Count</b>	474	76	14	14	10	10	40	154



## Cherriots Surveys Comparison

Around the time of this LRTP survey, Cherriots completed their regularly scheduled needs assessment survey. The needs assessment survey is distributed to transit riders on buses or at bus stops. The survey therefore reaches a different group of people than a general public survey would. Figure 7 below compares survey responses related to demographics and transportation use for each survey in 2021. The responses show that respondents to the needs assessment survey are much more likely to identify as non-white, do not have a personal vehicle available to them, and expect to use transit more often than the general public.

*Figure 7 Survey respondent comparison*

Measure	Needs Assessment (on board)	Long Range Transit Plan (online)
Race: White	53%	72%
No vehicle available	84%	25%
No driver's license	72%	34%
Start trips in Salem or Keizer	97%	85%
Use transit for non-work trips	82%	80%
Would ride less than 1 time per week	11%	47%
Would ride the bus more than 1 time per week	89%	53%

The needs identified through the two surveys show shared needs and some notable differences. Figure 8 compares the top five needs identified in the surveys. Respondents were able to select more than one priority need. Adding more buses to routes is the number one choice in both surveys. Affordable fares and service area coverage (more stops) are ranked in the top five in both surveys. These responses indicate that these services are top priority for both riders and the general public. The differences highlight the different customer markets that Cherriots serves. While the general public is interested in low or no-emissions buses and faster trips, current riders instead prioritized later service and operator friendliness (customer service).

*Figure 8 Survey needs comparison*

	Needs Assessment (on board)	Percent	Long Range Transit Plan (online)	Percent
1	Increase bus frequency	33%	Increase bus frequency	22%
2	Affordable fares	16%	Low or no-emissions buses	18%
3	Extend service later at night	15%	More stops and area coverage	15%
4	Operator friendliness	9%	Faster or more reliable trips	12%
5	More stops and area coverage	6%	Affordable Fares	11%

# What we heard

Below are themes that were identified through the project team's interviews, presentations and conversations with the public.

- **Having affordable fares is important**, including reduced fare for college students and caregivers.
- **Technology is important** for young people especially, but many older people have become more tech savvy since the pandemic began.
  - Better accessibility of bus schedules
  - Realtime bus info
  - Simple apps that provide quick and clear information
  - Online/ app-based fare helpful to disabled customers and caregivers
  - Digital kiosk screens with real time bus schedules at popular bus stops
- **There is interest in vanpools**, especially if they serve communities of people who know each other and feel comfortable riding together.
- **Flexible transit** such as a bus service that is "on-demand" and serves a zone was the top choice for options Cherris should explore further.
- **Same day service** is desired for paratransit riders and people with more urgent doctors' appointments. This is very compelling for blind and disabled people, especially.
- **Reliable transit in rural areas is important**, since many people live outside Salem where housing is more affordable, but they need a way to and from Salem.
- Improve the **education campaign** about how to find and use bus schedules (at the high school level too).
- Other elements to increase the **accessibility of bus stops** are needed, such as street lighting and sidewalks--bus riders are pedestrians too.
- **First and last mile service** is needed for those who cannot reach a bus route that is a little too far to walk to.
- The best way to reach the Latinx community is through **Spanish radio and TV**, and a good way to reach Pacific Islanders and the Asian community is via **flyers posted in Asian Markets** (in English with a sentence translated into these languages: Chuukese, Marshallese, Pohnpeian, Palauan).

Other issues brought up during project discussions include the topics described below.

- Salem Health requested a closer partnership with Cherriots in transportation planning. They are a community and employment leader and see themselves as a transportation leader, as well.
- Clackamas County has the “Transportation Reaching People” program that could be replicated in Marion or Polk County. It’s a volunteer-based program that connects volunteer drivers to riders in need.
- The older and disabled populations will continue to grow over time, and this growing demographic (who could be transit dependent) is important to factor into a 20-year plan.
- People of Color might not feel as safe riding public transit because of their fear of poor treatment from drivers or other riders.
- In cities in Latin American countries, buses come more frequently to more bus stops, even if they are less clean and safe. That is the experience that immigrants from those countries are familiar with, and they might find the Cherriots system rather limited, albeit safer, by comparison.
- Better connections for residents of mobile home parks, low-income apartments/housing.

## Next steps

As this phase of engagement concludes, the immediate next steps in the project include Tasks 4 and 5.

- **Task 4** is considered the Create and Evaluate phase, by which the project team will begin developing an evaluation plan and list of strategies that blend and incorporate what we have heard so far with the key project goals.
- **Task 5** is the second engagement phase of the project and will refine the strategies and alternatives developed in Task 4. Task 5 will include virtual and in-person events, community meetings, and other efforts to gain public feedback on project strategies.

# Appendices

## A. Stakeholder List

Table A-1 Stakeholder groups and participants

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<p><b>Salem Health</b> When: January 6, 2022 Participants:</p> <ul style="list-style-type: none"><li>• Hannah Bauer (Salem Health)</li><li>• Tracie Heidt, Camille Pearce (JLA)</li></ul>	<p><b>Mano a Mano</b> When: January 10, 2022 Participants:</p> <ul style="list-style-type: none"><li>• Levy Herrera-Lopez (Mano a Mano)</li><li>• Tracie Heidt, Camille Pearce (JLA)</li><li>• Ted Stonecliffe (Cherriots)</li></ul>
<p><b>Marion County Intellectual and Developmental Disabilities Services</b> When: January 14, 2022 Participants:</p> <ul style="list-style-type: none"><li>• Corissa Nevfeldt (Marion County Intellectual and Developmental Disabilities Services)</li><li>• Tracie Heidt, Camille Pearce (JLA)</li></ul>	<p><b>Micronesian Islander Community</b> When: January 19, 2022 Participants:</p> <ul style="list-style-type: none"><li>• Kapiolani, Jackie Leung, Ong Boribal, Mark Perry, Mike, Tehani (MIC, Micronesian Islander Community)</li><li>• Tracie Heidt, Andrea Maldonado (JLA)</li><li>• Ted Stonecliffe (Cherriots)</li></ul>
<p><b>Kaiser Permanente</b> When: January 20, 2022 Participants:</p> <ul style="list-style-type: none"><li>• Erik J. Lutz (Kaiser Permanente)</li><li>• Jessica Soltesz (Kaiser Permanente)</li><li>• Susan Ott (Kaiser Permanente)</li><li>• Tracie Heidt, Camille Pearce (JLA)</li><li>• Ted Stonecliffe (Cherriots)</li></ul>	<p><b>Salem-Keizer NAACP</b> When: January 31, 2022 Participants:</p> <ul style="list-style-type: none"><li>• Reginald Richardson (NAACP, President)</li><li>• Don Negri (NAACP, Legal redress chair)</li><li>• Christine Speak (NAACP)</li><li>• Casey Kopcho (NAACP)</li><li>• Dr. Brown (NAACP, Education Chair)</li><li>• Shelly Ehenger (NAACP, Treasurer)</li><li>• RJ Hampton (NAACP, VP)</li><li>• Helen Richardson (NAACP, Membership Chair)</li><li>• Tracie Heidt, Camille Pearce (JLA)</li></ul>
<p><b>Linn Benton Community College</b> When: January 14, 2022</p>	<p><b>Blindskills</b> When: January 13, 2022</p>

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**Northwest Human Services**

When: January 7, 2022

**Keizer United**

When: January 10, 2022

**Salem for Refugees**

When: January 3, 2022

**Public Virtual Workshop**

When: January 26, 2022

**Oregon Commission for the Blind**

When: January 13, 2022

**McKay Community Partnership Team**

When: January 20, 2022

**Edgewater Community Partnership Team**

When: January 27, 2022

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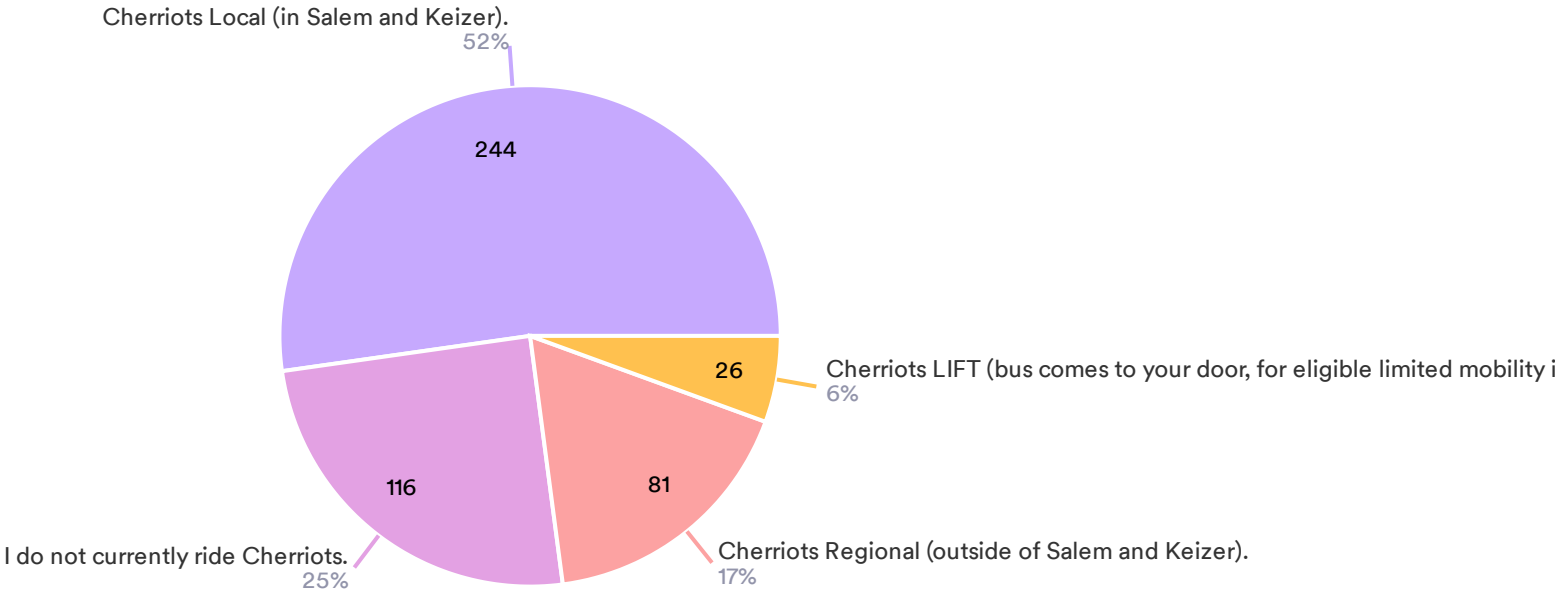
## **B. Survey**

This section includes the summary for each question from the online open house platform.

# Cherriots Long Range Transit Plan

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

467 Responses- 18 Empty

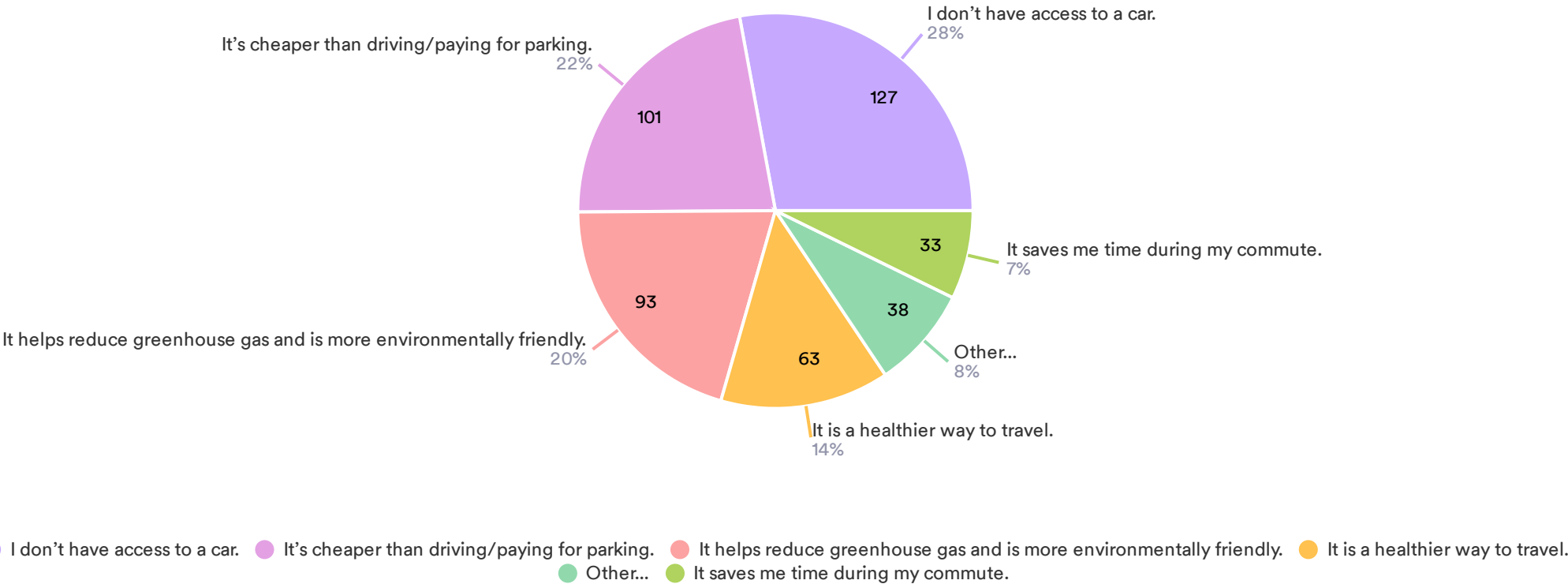


- Cherriots Local (in Salem and Keizer).
- I do not currently ride Cherriots.
- Cherriots Regional (outside of Salem and Keizer).
- Cherriots LIFT (bus comes to your door, for eligible limited mobility individuals).

# Cherriots Long Range Transit Plan

Why do you currently ride the bus (including Cherriots LIFT and Shop and Ride? (Select all that apply.)

455 Responses- 159 Empty





# Cherriots Long Range Transit Plan

Please explain why you ride the bus:

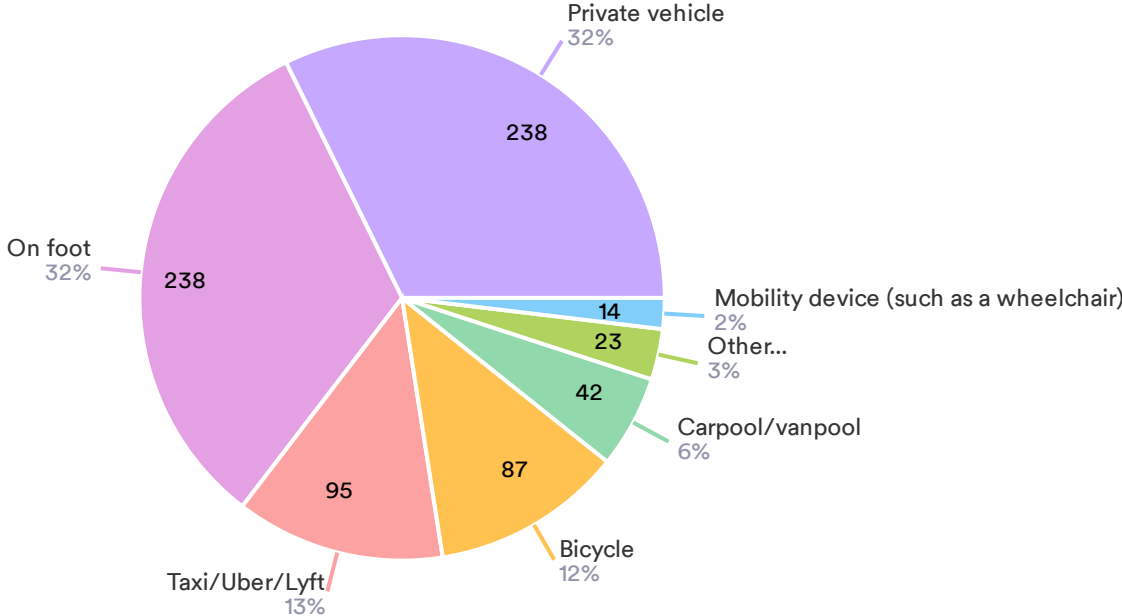
37 Responses- 359 Empty

Data	Responses
There have been times in my life where I have had no vehicle, or vehicle issues.	2
My kids love to ride	1
I ride Cherriots when driving conditions are unsafe	1
less stressful than driving	1
Convenient and less stressful	1
I do not drive but my spouse does. I don't want to depend on him all the time.	1
I don't always have gas money to get to Salem and taking the bus works	1
I don't like to drive	1
To get to doctor and store to pick up medication	1

# Cherriots Long Range Transit Plan

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

737 Responses- 19 Empty



● Private vehicle ● On foot ● Taxi/Uber/Lyft ● Bicycle ● Carpool/vanpool ● Other... ● Mobility device (such as a wheelchair)

# Cherriots Long Range Transit Plan

Please explain how else you get around:

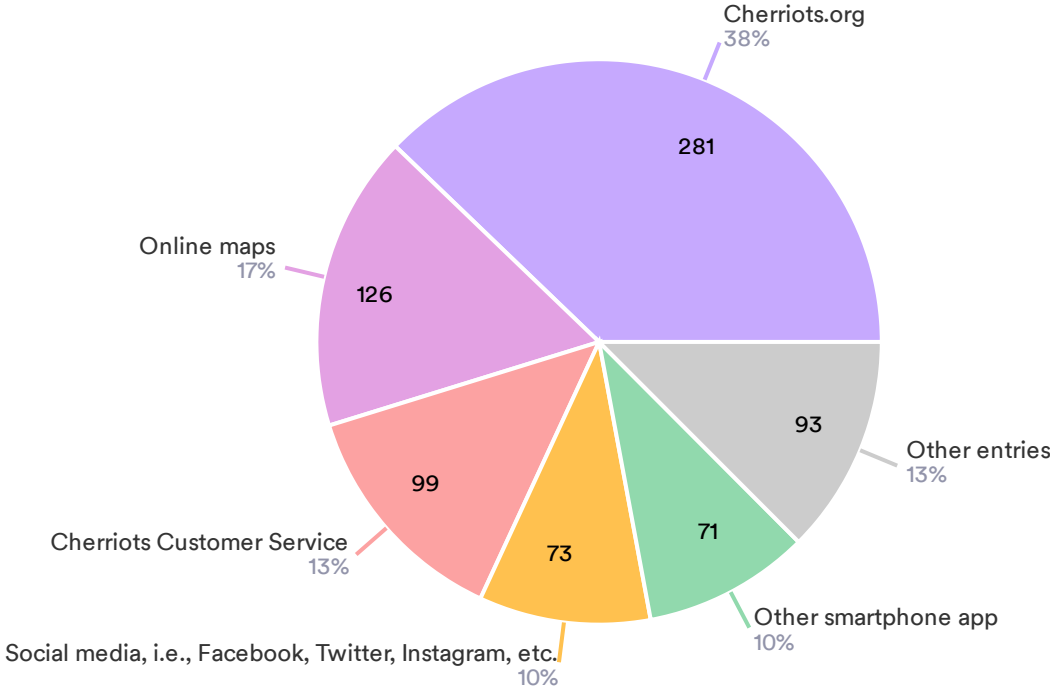
20 Responses- 376 Empty

Data	Responses
My husband has a car I use with him, but I do not drive	1
medical transport, gets rides from family	1
family & friends	1
Rides from roommates or friends.	1
Occasionally my neighbor drives me to close places	1
I do not own a vehicle at this time.	1
Logisticare Medical Transport	1
pay for rides	1
A ride from a friend or family member	1

# Cherriots Long Range Transit Plan

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

743 Responses- 20 Empty



# Cherriots Long Range Transit Plan

Please explain how else you get information:

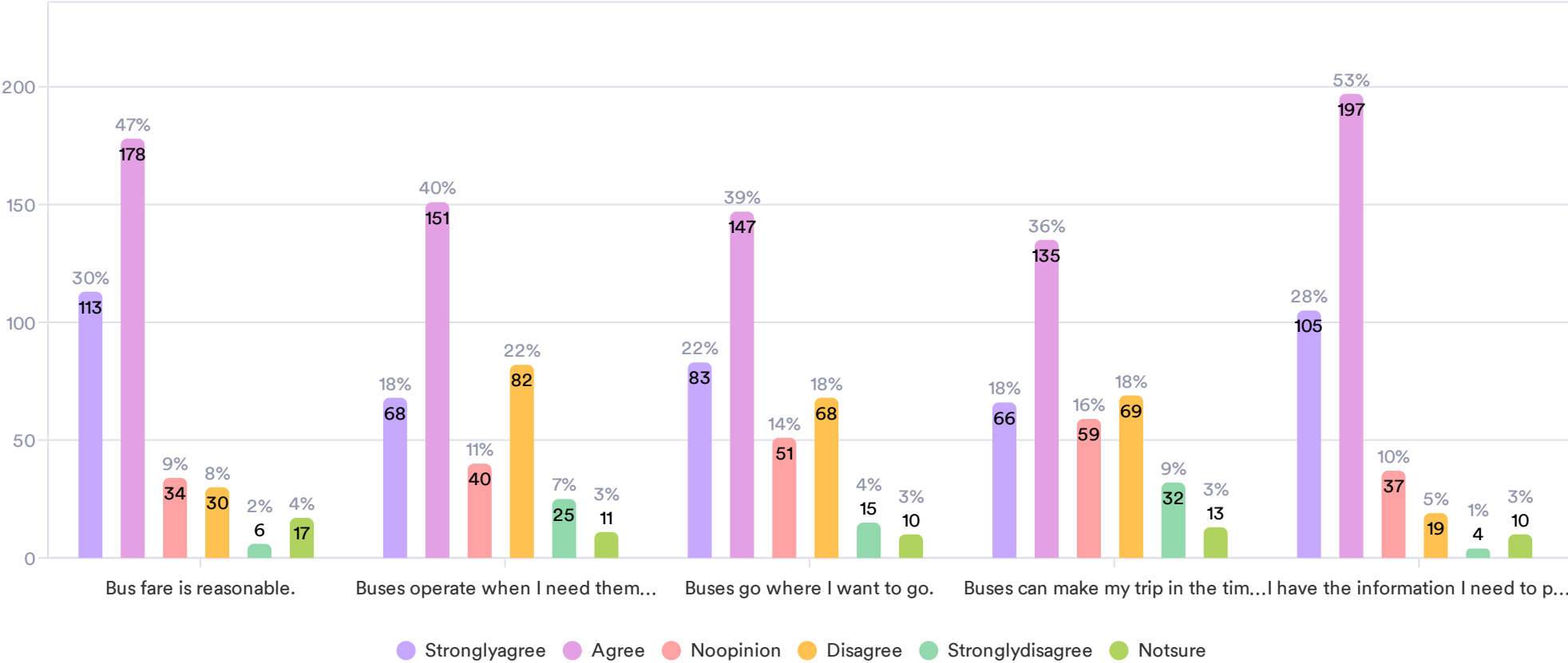
26 Responses- 370 Empty

Data	Responses
The pamphlets at the bus station	1
Word of mouth/friends who also ride	1
Public Library	1
my neighbor uses this service	1
Asked- A person who works - where the bus are - That looks they should know - By there named+tag - Please be nice - on the phone - The cab can be hard.	1
Statesman Journal print edition	1
I don't.	1
Mail Box	1
Drivers	1

# Cherriots Long Range Transit Plan

## When considering whether to use public transit...

380 Responses- 16 Empty



# Cherriots Long Range Transit Plan

## When traveling to or from bus stops...

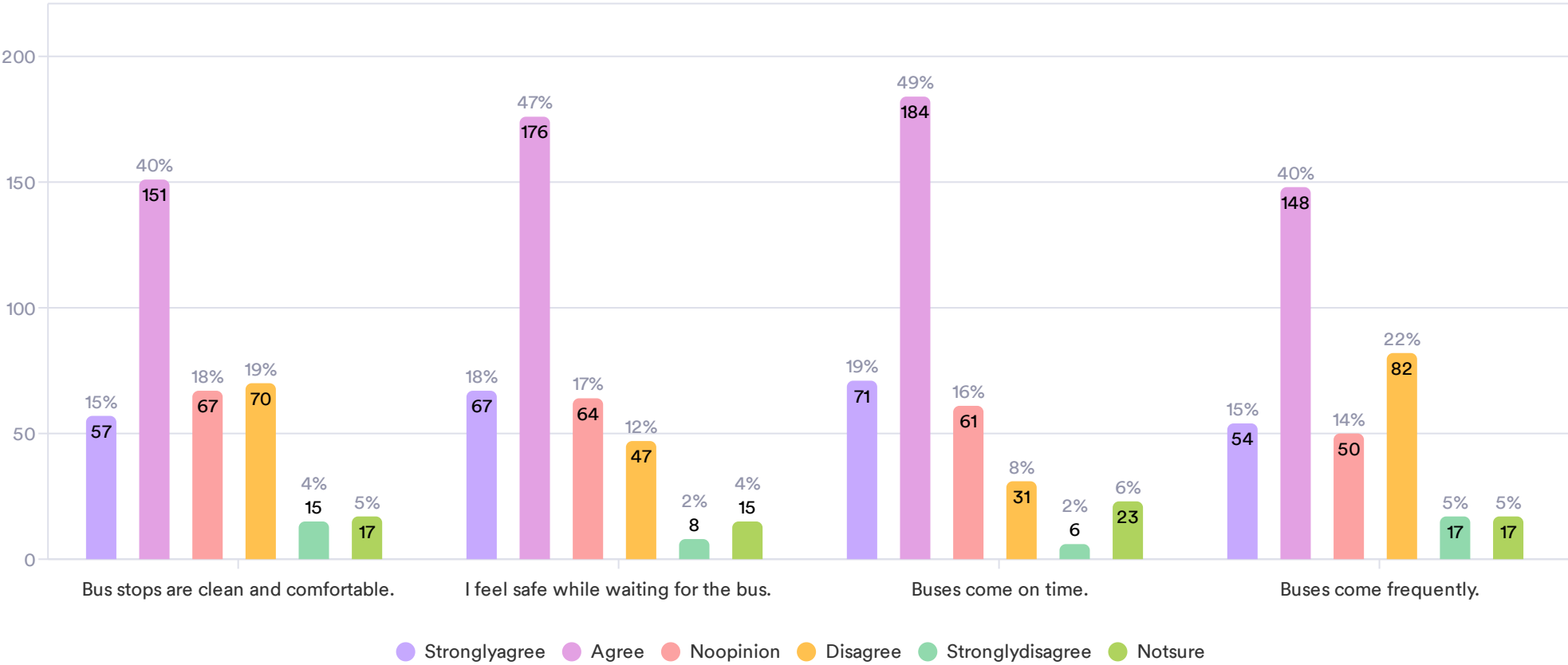
378 Responses- 18 Empty



# Cherriots Long Range Transit Plan

## When waiting for the bus...

379 Responses- 17 Empty

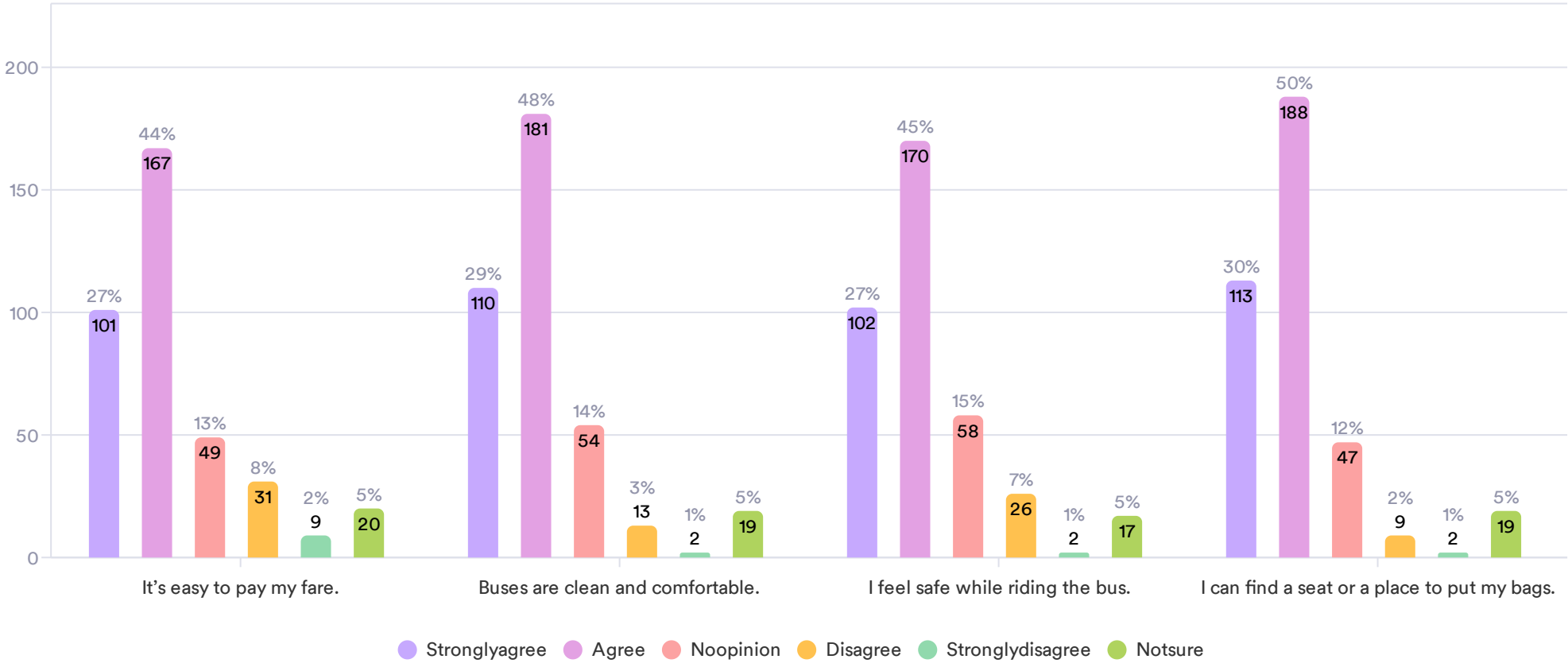




# Cherriots Long Range Transit Plan

## On the bus...

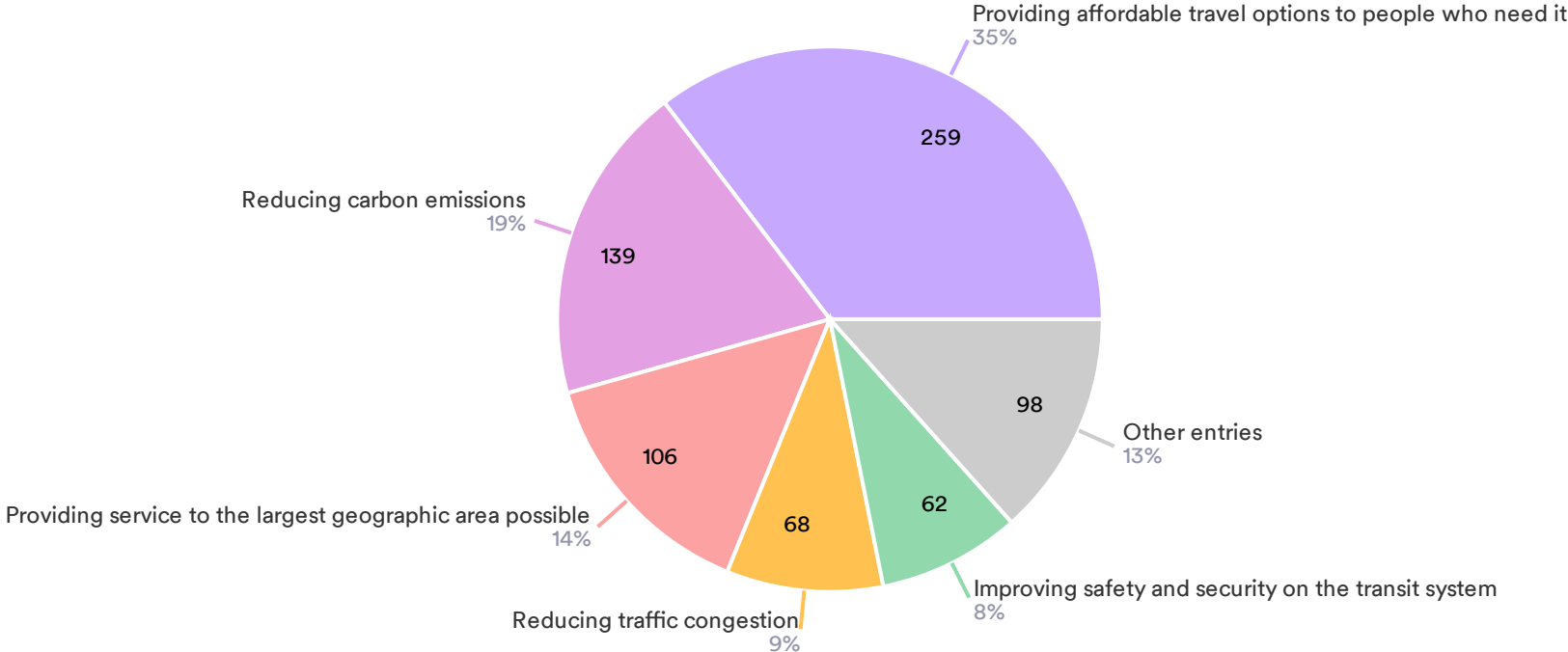
379 Responses- 17 Empty



# Cherriots Long Range Transit Plan

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

732 Responses- 16 Empty



## What other issue(s) are important?

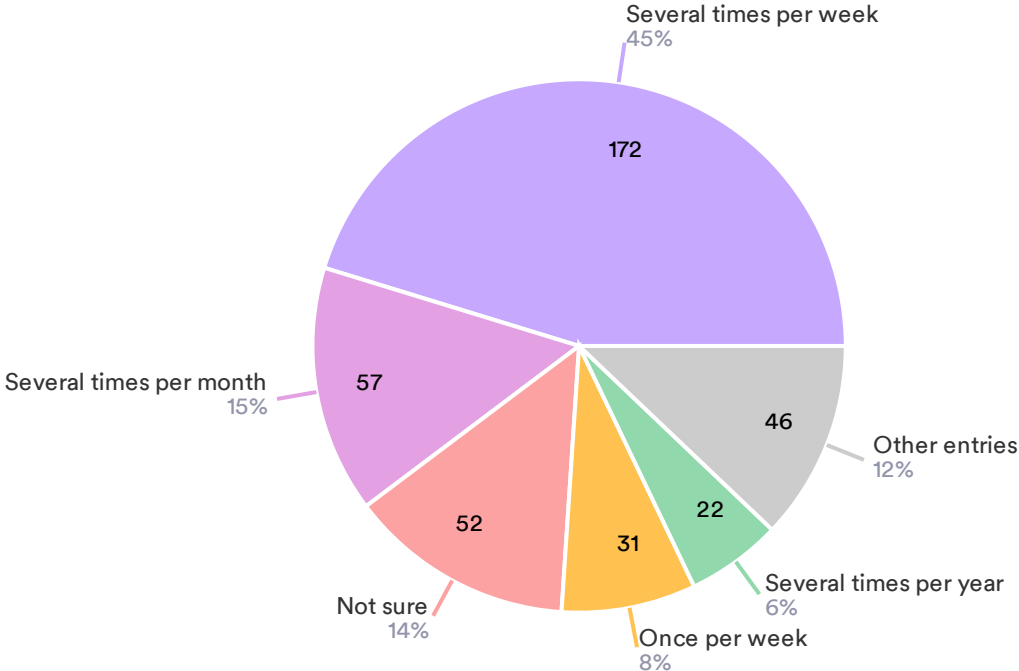
17 Responses- 379 Empty

Data	Responses
I moved to West Salem recently and I have not been able to ride the bus hardly at all because it takes so long to get anywhere. A quicker way to get to at least the down town transit center from West Salem or any other place that takes a long time would be good to consider.	1
Convenient schedules and departure times.	1
Commuter train from Eugene to Portland	1
The #4 takes too long, buses don't run early enough	1
Make sure everyone is prepared so the driver is not stressed or unsure of where they are going.	1
Cheerriots service would greatly be improved by accepting card vs taking cash only	1
Frequency, please look at Corvallis systems	1
Keeping costs minimal to tax payers. We should not be providing a huge subsidy to the limited number of transit riders. This is a huge waste of public resources in our area.	1
Restore bus stop shelters to show you care about the comfort of your riders. If you had adequate ridership they would dominate shelters and homeless people in the shelters would be a non-issue	1

# Cherriots Long Range Transit Plan

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

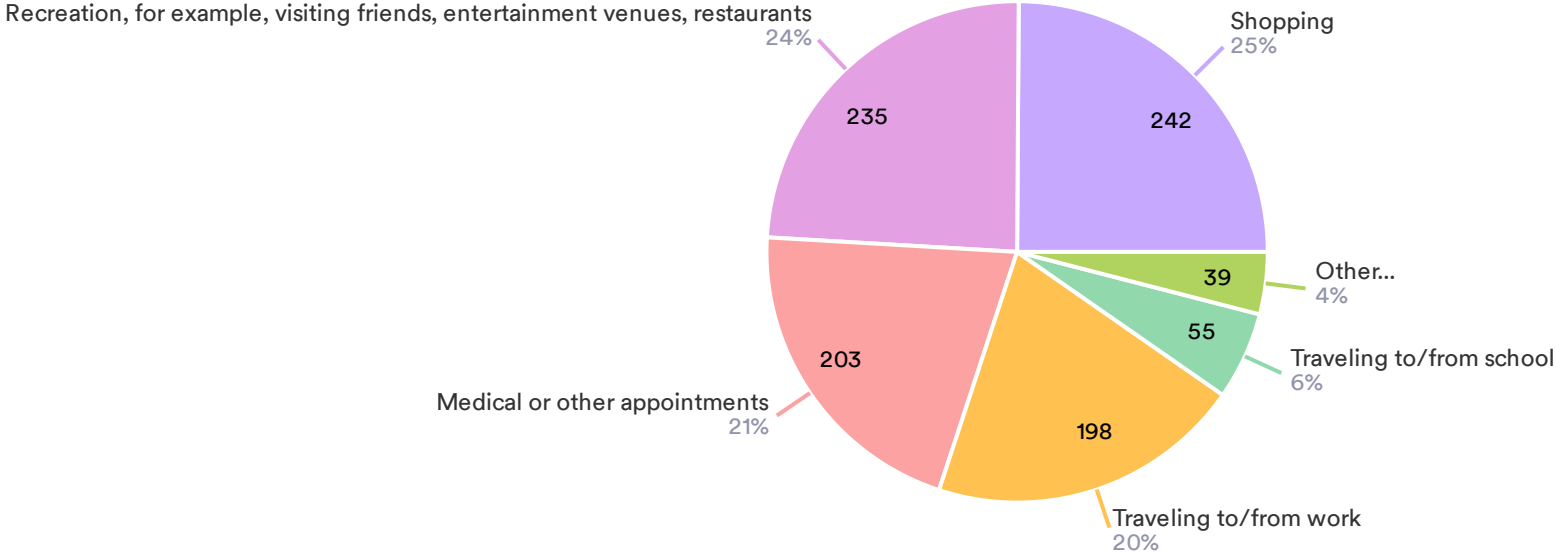
380 Responses- 16 Empty



# Cherriots Long Range Transit Plan

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

972 Responses- 21 Empty



- Shopping
- Recreation, for example, visiting friends, entertainment venues, restaurants
- Medical or other appointments
- Traveling to/from work
- Traveling to/from school
- Other...

# Cherriots Long Range Transit Plan

## What other types of trips do you use transit for?

37 Responses- 359 Empty

Data	Responses
Disneyland	2
Normally I use the bus to do most everything. And I even normally do extra days I call bus days that my kids and I go to places for fun that are easy to get to by bus.	1
To get to Amtrak station, car dealer for service	1
Looking for new things, all kinds. Looking for brand new - all kinds things. It drives me up the wall to call one person- said one thing. One said something else- even on the computer- But it is your fault	1
Look/see expeditions:browsing bookstores/thrift shops; banking; price comparison in general	1
Never.	1
Airport	1
Cherilift for my mother (doctor's appts)	1
sight seeing!	1

# Cherriots Long Range Transit Plan

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

258 Responses- 138 Empty

Data	Responses
N/A	7
Not sure	4
Walmart	3
n/a	3
Portland	2
Eugene	2
NA	2
Portland	2
I don't know	2

# Cherriots Long Range Transit Plan

1.

330 Responses- 66 Empty

Data	Responses
Affordable rates	4
Affordable transportation	3
affordable transportation	2
Security	2
Getting people to work	2
Safe	2
New transit routes	2
More stops in areas where new homes have been built	2
Free bus fair	2



# Cherriots Long Range Transit Plan

2.

303 Responses- 93 Empty

Data	Responses
clean comfortable buses	2
Affordable prices	2
Getting people to stores	2
Frequent transportation within all routes	2
Safe and comfortable bus stops	2
A way to pay using your account phone	2
Cheaper bus fair	2
More stops	2
Increasing frequency of bus times including weekend service	2

# Cherriots Long Range Transit Plan

### 3.

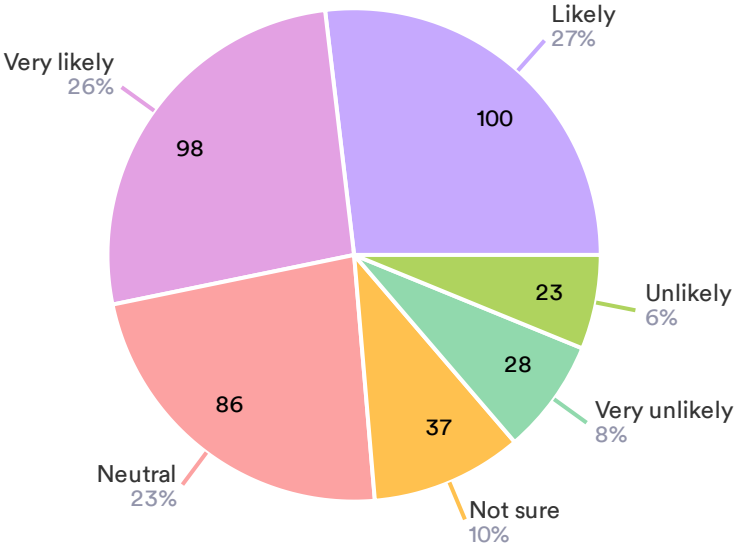
258 Responses- 138 Empty

Data	Responses
respectful drivers	2
Comfortable	2
More bus stops in rural areas	2
Safe rides and bus stops	2
Reduced emissions	2
More regional trips	2
Offering alternate transportation to underserved communities	2
Being available later at night and earlier in the morning. I prefer later at night but I know that for work that is really early in the morning having a bus really helps.	1
Functional intercommunity routes	1

# Cherriots Long Range Transit Plan

If parking were limited or unavailable at your destination, how likely is it that you would ride the bus more often than you do today? (Rate using the scale below.)

372 Responses- 24 Empty

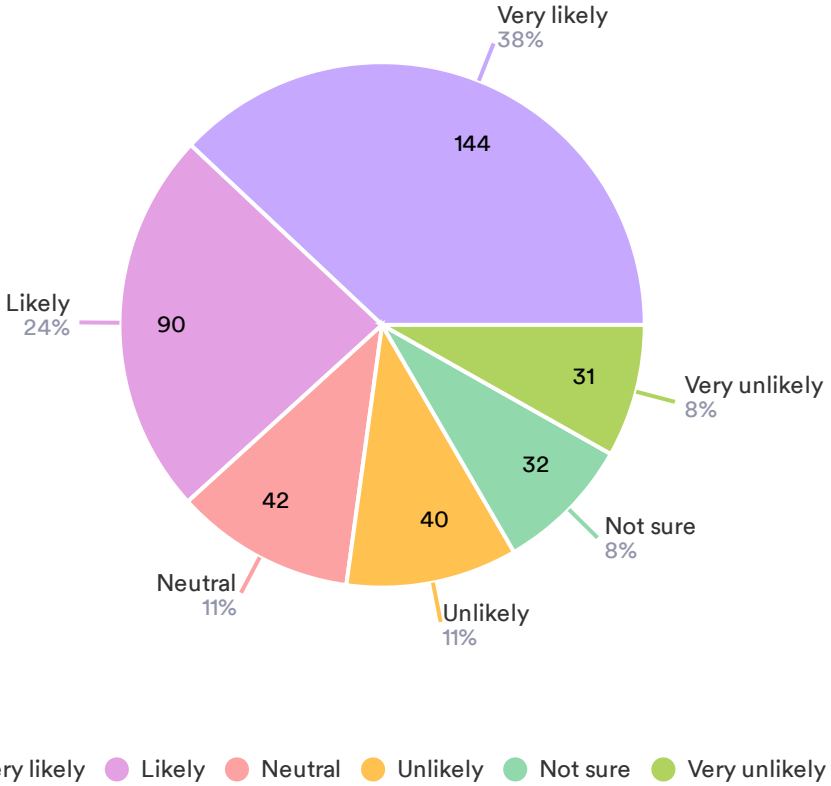


● Likely ● Very likely ● Neutral ● Not sure ● Very unlikely ● Unlikely

# Cherriots Long Range Transit Plan

In the future, how likely are you to live outside of downtown Salem, but travel regularly to/from downtown? (Rate using the scale below.)

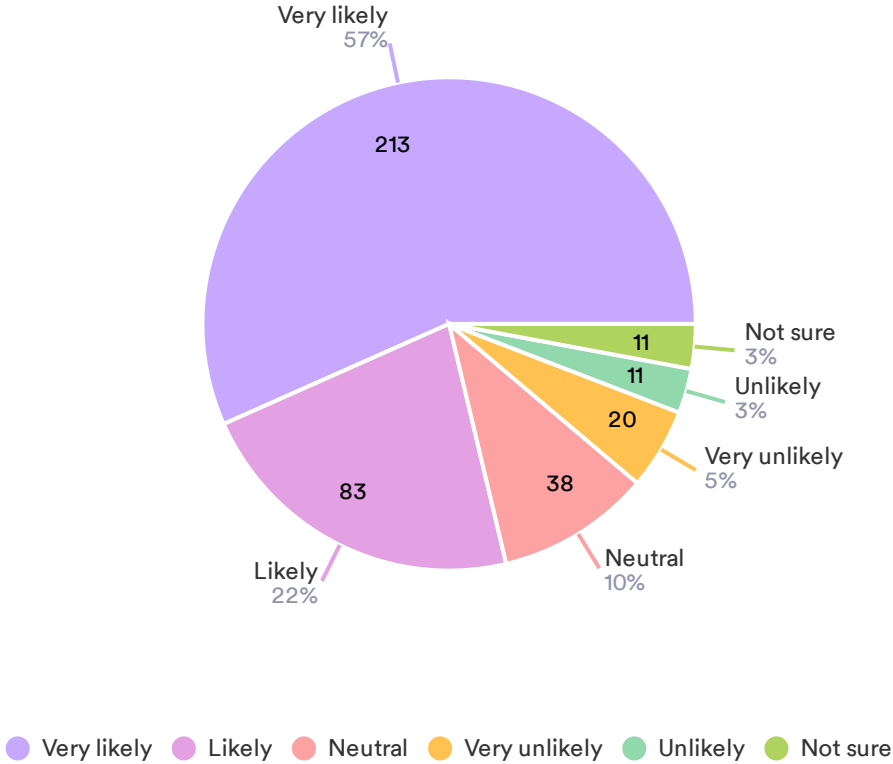
379 Responses- 17 Empty



# Cherriots Long Range Transit Plan

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

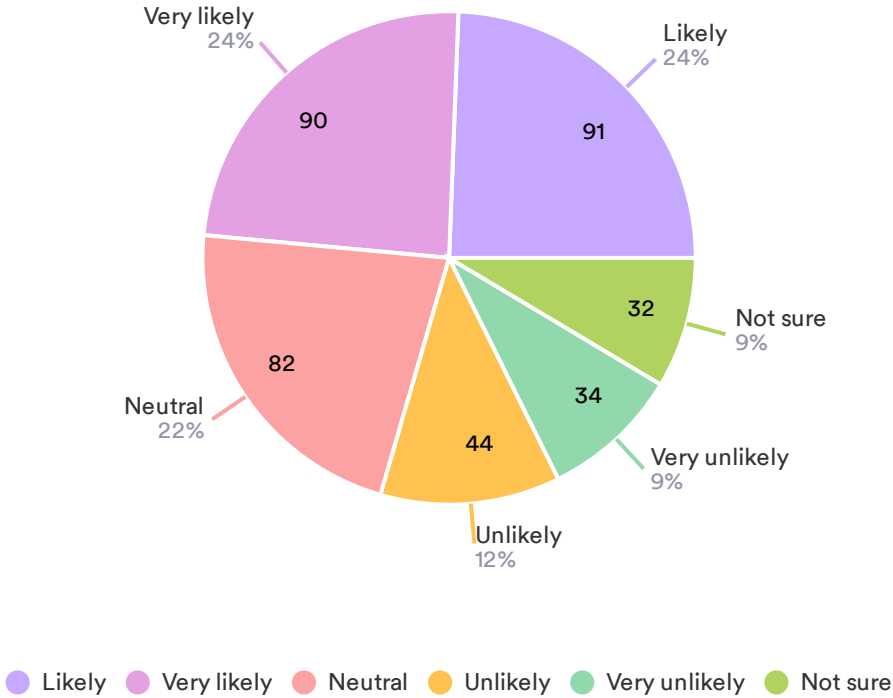
376 Responses- 20 Empty



# Cherriots Long Range Transit Plan

If there was a vanpool or other shared ride option that could get you to and from work quickly and reliably, how likely would you be to use it?  
(Rate using the scale below.)

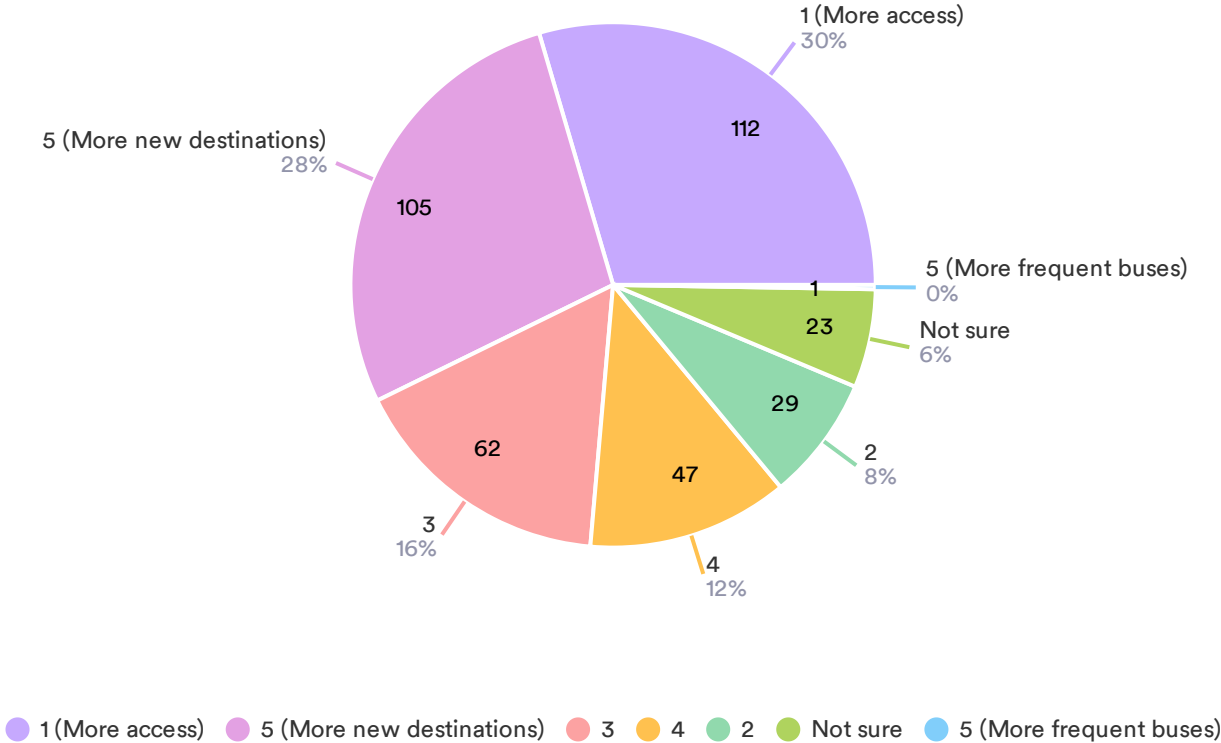
373 Responses- 23 Empty



# Cherriots Long Range Transit Plan

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

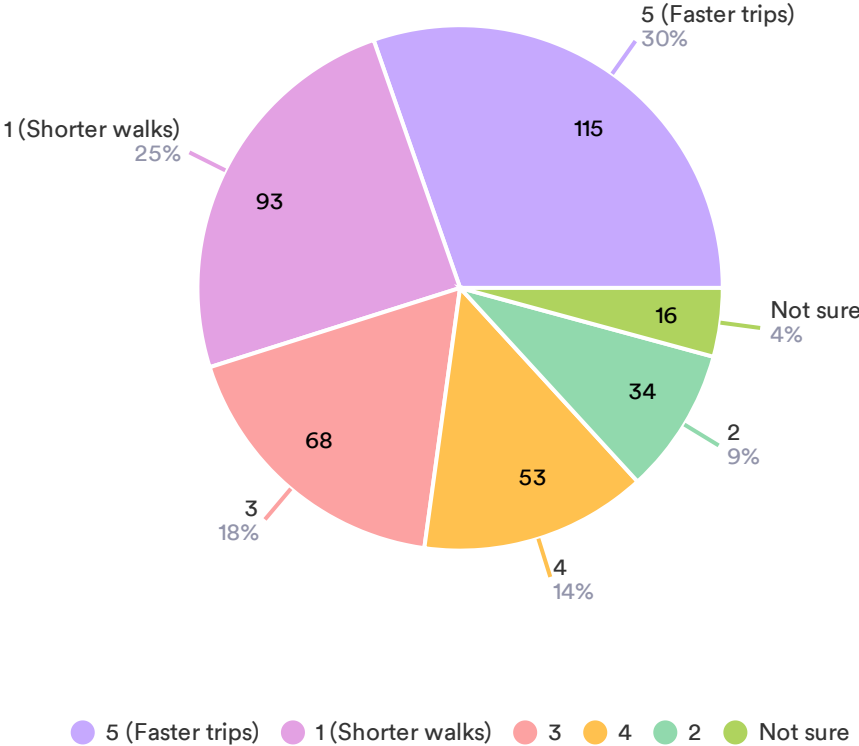
379 Responses- 17 Empty



# Cherriots Long Range Transit Plan

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

379 Responses- 17 Empty

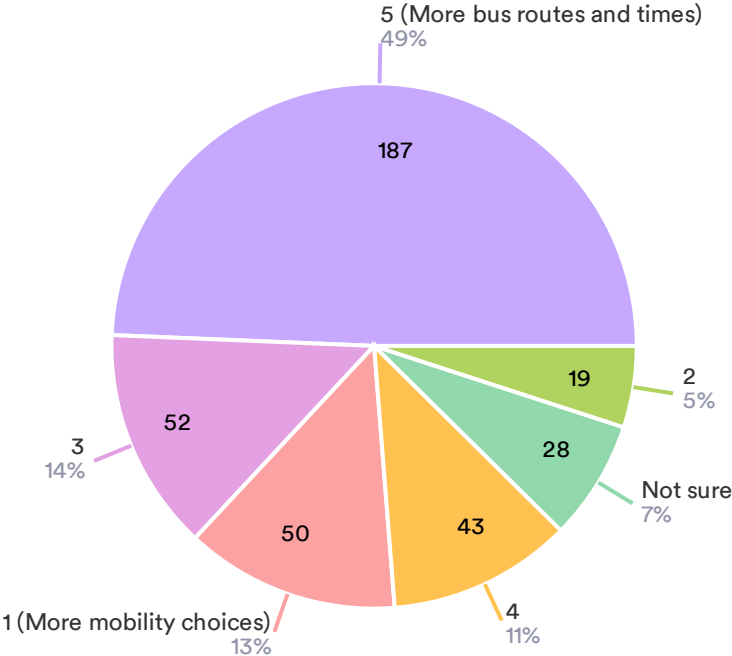




# Cherriots Long Range Transit Plan

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

379 Responses- 17 Empty

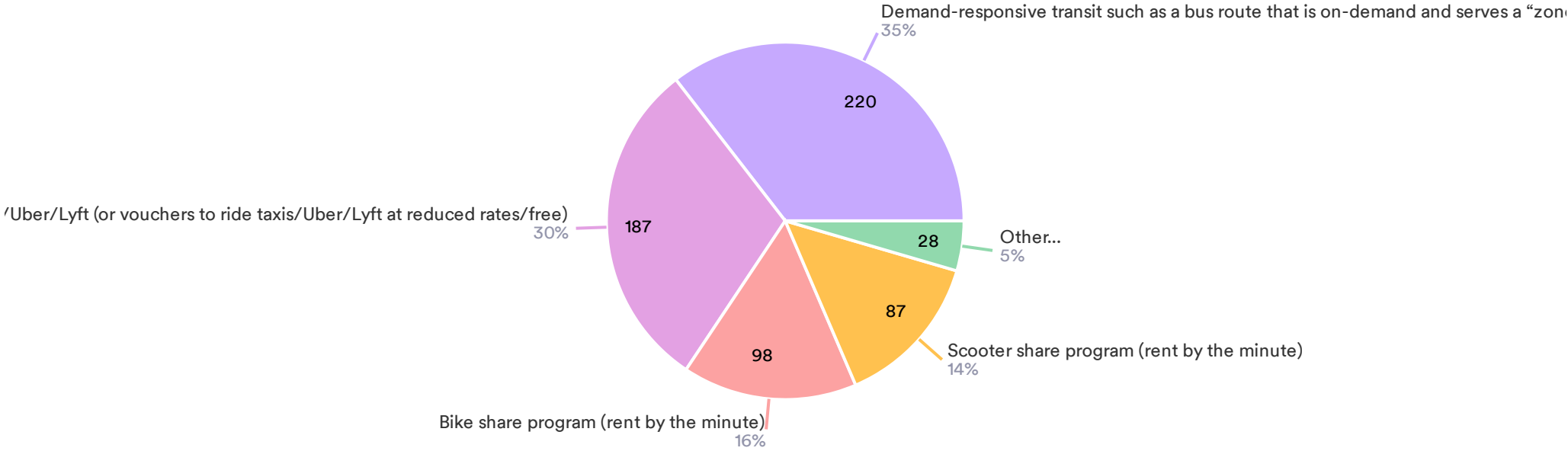


● 5 (More bus routes and times) ● 3 ● 1 (More mobility choices) ● 4 ● Not sure ● 2

# Cherriots Long Range Transit Plan

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

620 Responses- 46 Empty



- Demand-responsive transit such as a bus route that is on-demand and serves a "zone" instead of regular bus stops
- Taxis/Uber/Lyft (or vouchers to ride taxis/Uber/Lyft at reduced rates/free)
- Bike share program (rent by the minute)
- Scooter share program (rent by the minute)
- Other...

# Cherriots Long Range Transit Plan

## What other types of services or options should we explore?

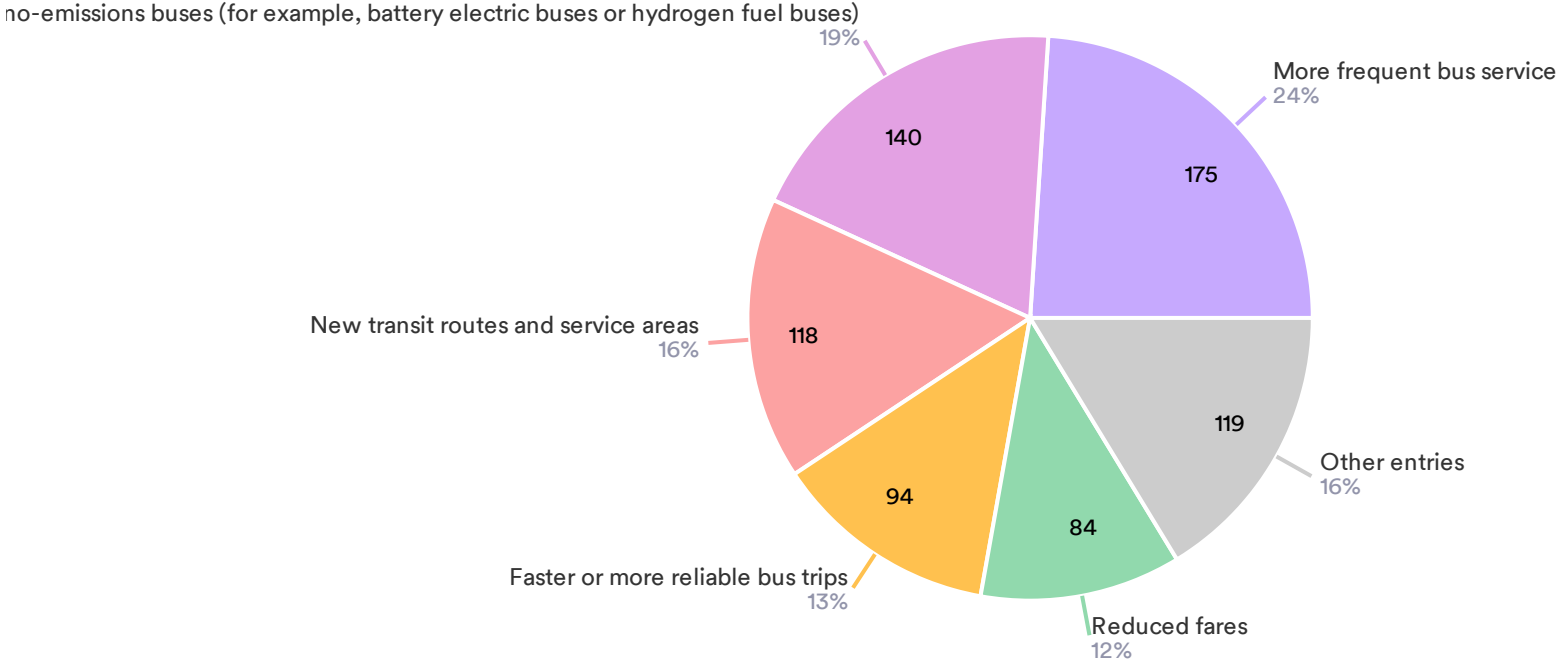
26 Responses- 370 Empty

Data	Responses
Some express routes to opposite ends of town.	1
Do not understand	1
I like it the way it is	1
Train	1
More shop-n-ride and dial a ride	1
Streetcar/trolley system, extend WES to Salem or have an easier way to get to/from Salem.	1
Shelters, Hospitals	1
Demand-responsive routes that are variable, like school bus routes.	1
Limited hours on weekend.	1

# Cherriots Long Range Transit Plan

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

730 Responses- 17 Empty



# Cherriots Long Range Transit Plan

## What other types of services or options should we explore?

19 Responses- 377 Empty

Data	Responses
Light rail	2
Same day service for people with disabilities	1
Let all know- not here and there. Whatever comes up will happed- Let all people know- Soon all of it	1
more bus shelters at more of the stops, with panels extending all the way down to block winter winds; next time shelter outside IGA on Lancaster is replaced, open side facing IGA, not south. Winter weather in that area nasty. No point being windblown/rained on/frozen/courting illness while waiting for the bus anywhere on Lancaster.	1
free zones downtown	1
Restore downtown free zone. 13th to Salem Public Library. More bus shelters!	1
Better receptionists, better customer attitude and appreciation	1
later bus service	1
Transit station in south part of town with parking.	1

## What is your ZIP code?

382 Responses- 14 Empty

Data	Responses
97301	92
97302	54
97304	51
97303	42
97306	36
97305	29
97317	17
97071	9
97325	7

# Cherriots Long Range Transit Plan

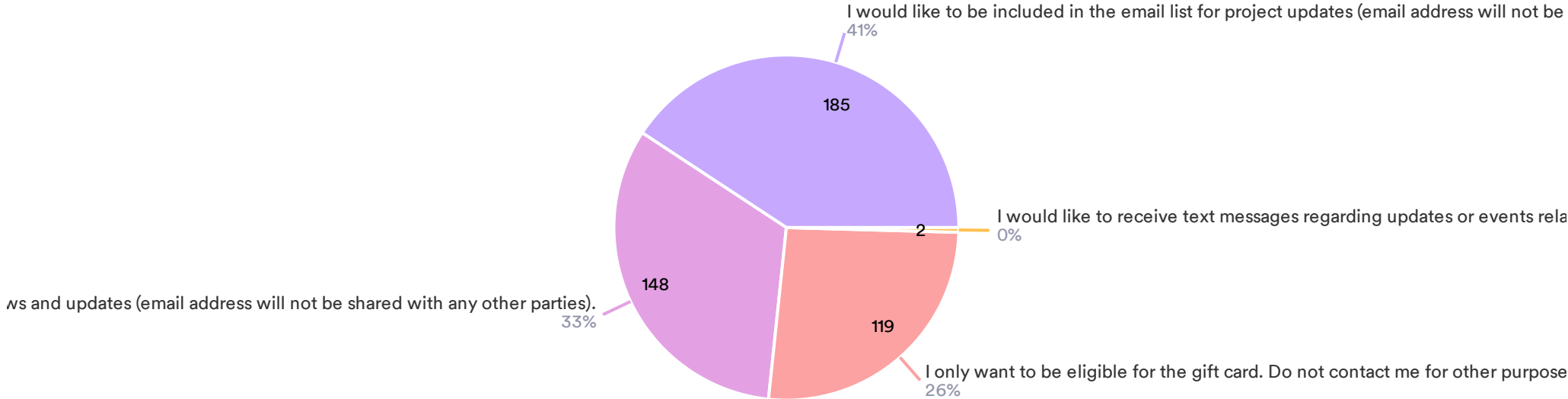
## Additional feedback

132 Responses- 264 Empty

Data	Responses
None other than more frequent bus service on weekends would be nice	2
I have been riding Cherriots for many years and have had few negative experiences. I look forward to continuing to ride the bus and even with the difficulties of time with my location I am still trying to make it work out. Thank you for taking the time to go through my survey and others as well.	1
I'm retired so questions about work do not apply. Fares, routes and schedules that I find adequate might not work for others. I think there should be free transit passes for children and youth.	1
Thank you for providing the communities of Marion and Polk counties with a convenient, safe and clean public transport system. Thank you, too, for orienting the Cherriots bus drivers to be responsive to the needs of the commuters.	1
Sometimes I have to wait a long time for the bus, which makes me unable to plan my schedule properly	1
Provide better service	1
no	1
I would LOVE it if there was an Express bus that went from Edgewater directly downtown using the onramp on Edgewater and Rosemont instead of returning to the West Salem Transit Station.	1
I would ride the bus more often if the route schedules coincided better with my work schedule	1

## How would you like to stay informed?

454 Responses- 73 Empty

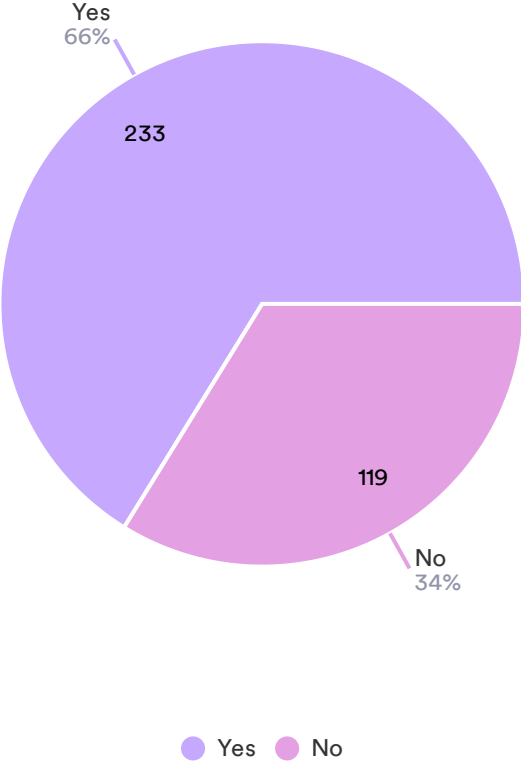


- I would like to be included in the email list for project updates (email address will not be shared with any other parties).
- I would like to be included in the email list for other Cherriots news and updates (email address will not be shared with any other parties).
- I only want to be eligible for the gift card. Do not contact me for other purposes.
- I would like to receive text messages regarding updates or events related to the Long Range Transit Plan.



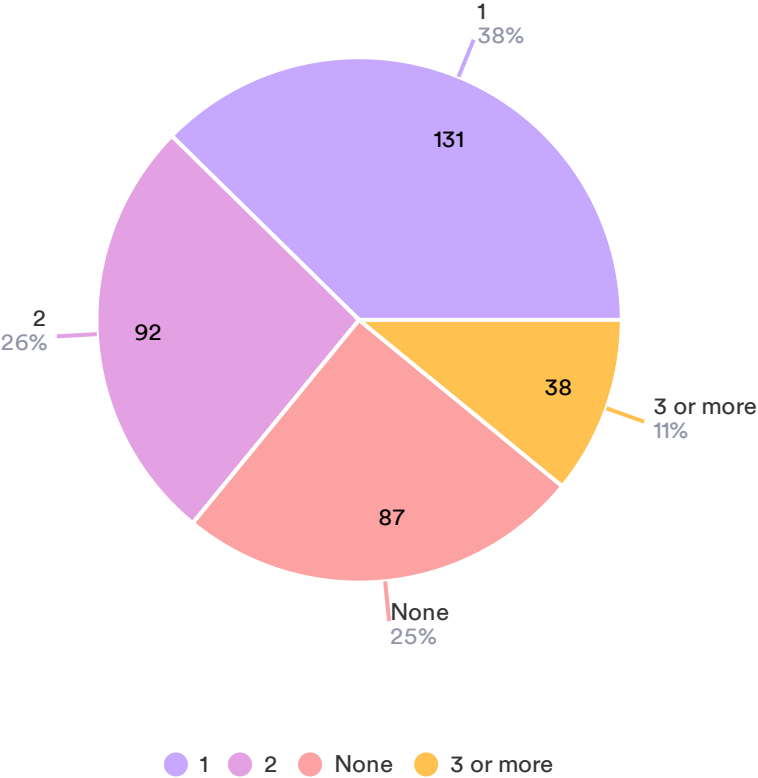
Do you have a valid driver's license? (Select one.)

352 Responses- 44 Empty



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

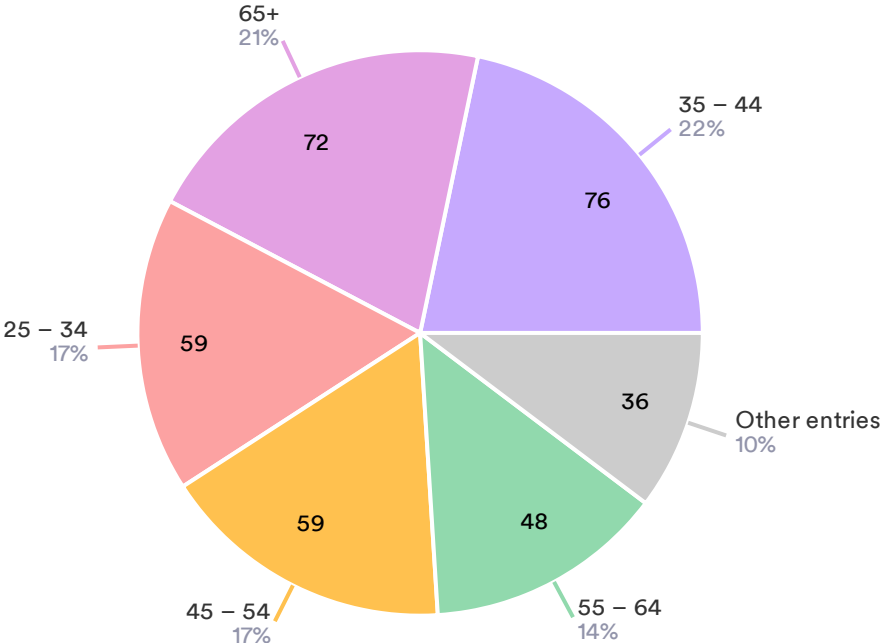
348 Responses- 48 Empty



# Cherriots Long Range Transit Plan

What is your age? (Select one.)

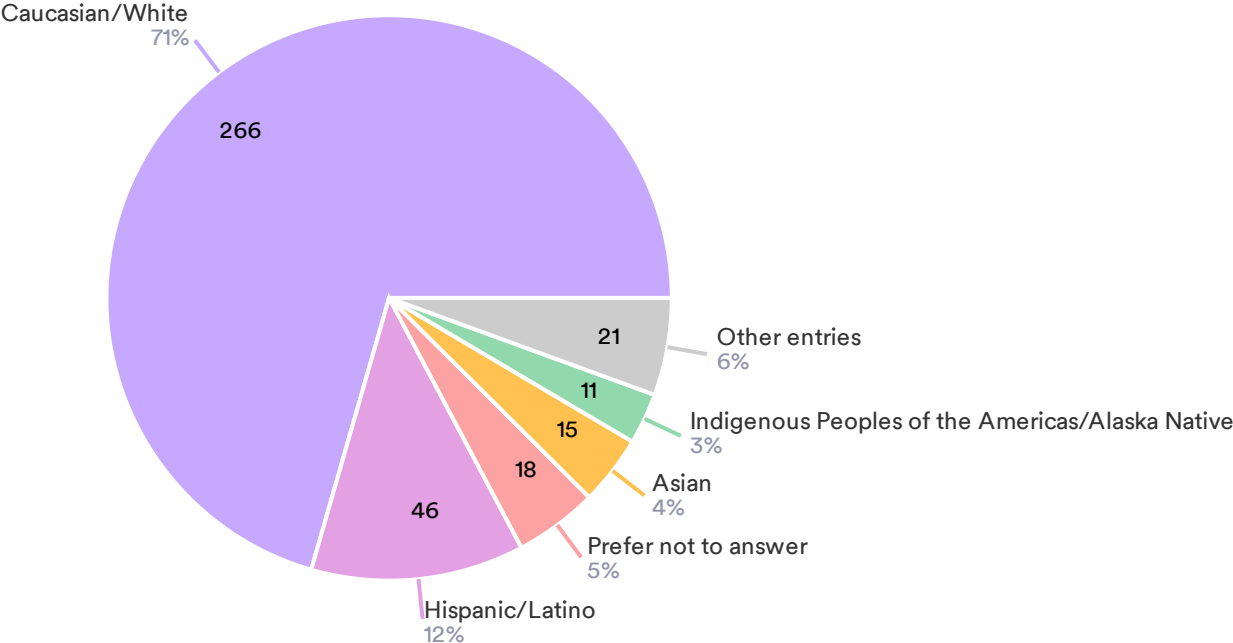
350 Responses- 46 Empty



# Cherriots Long Range Transit Plan

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

377 Responses- 46 Empty



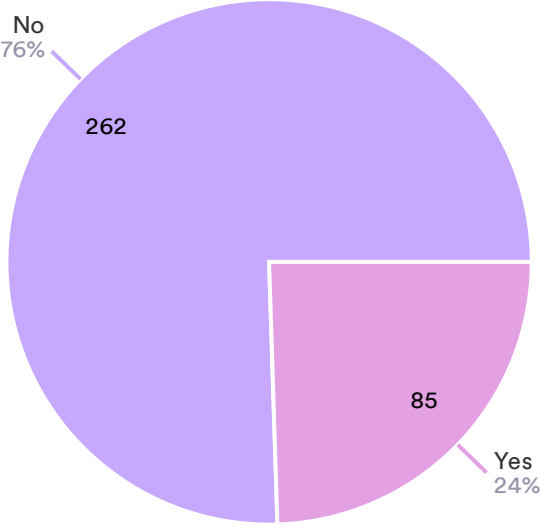
### Please explain...

6 Responses- 390 Empty

Data	Responses
Mixed race	1
Italian, Spaniard	1
None	1
American	1
Mix Japanese-Mexican	1
Do not know my lineage.	1

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

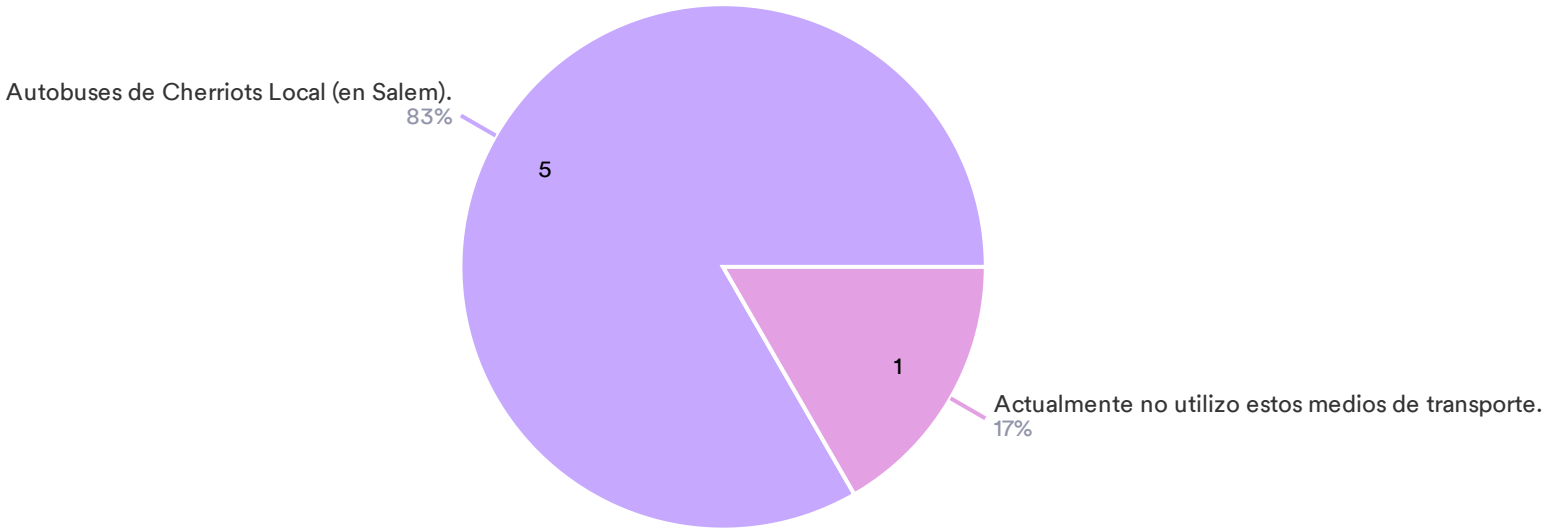
347 Responses- 49 Empty



● No ● Yes

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

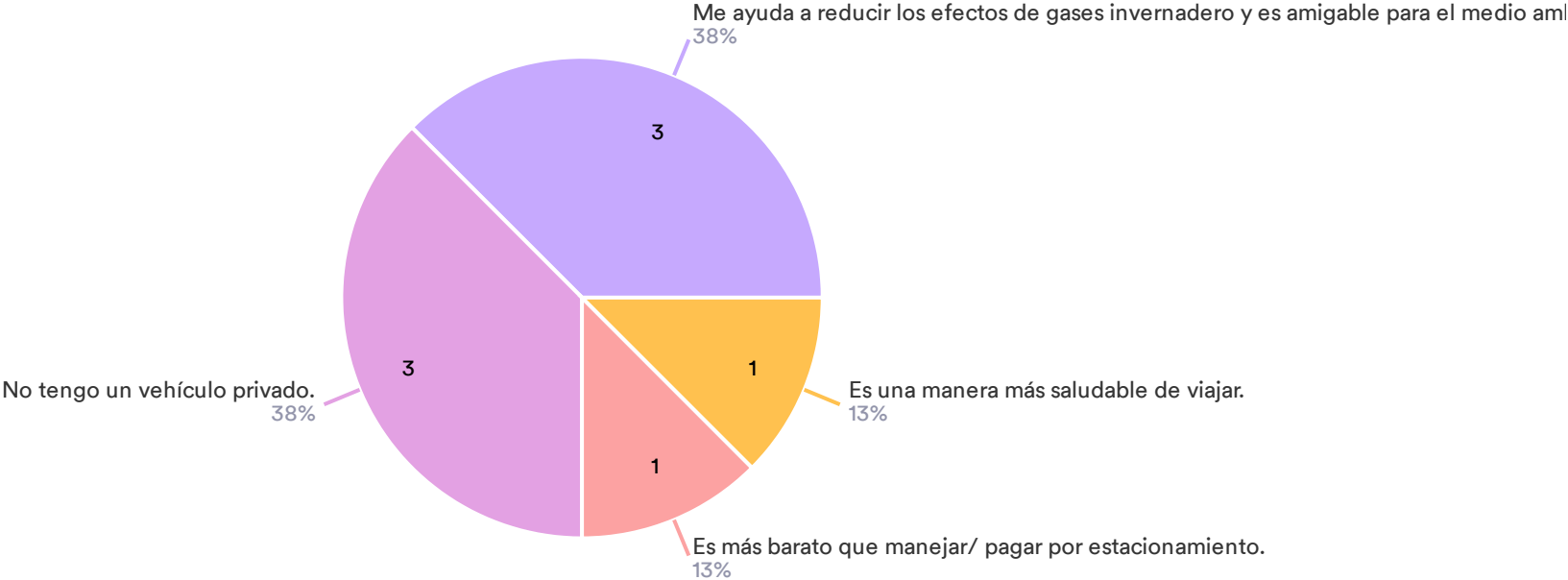
6 Responses- 4 Empty



● Autobuses de Cherriots Local (en Salem). ● Actualmente no utilizo estos medios de transporte.

¿Por qué usted utiliza el autobús (incluyendo el servicio Cherriots LIFT y Móntese y Compre)? (Seleccione todas las que apliquen.)

8 Responses- 6 Empty

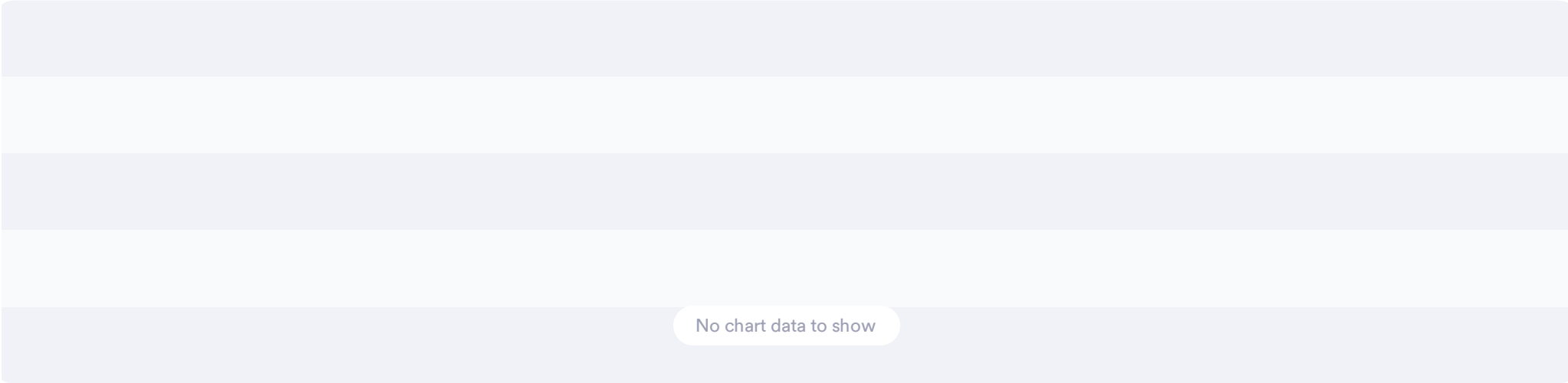


- Me ayuda a reducir los efectos de gases invernadero y es amigable para el medio ambiente.
- No tengo un vehículo privado.
- Es más barato que manejar/ pagar por estacionamiento.
- Es una manera más saludable de viajar.



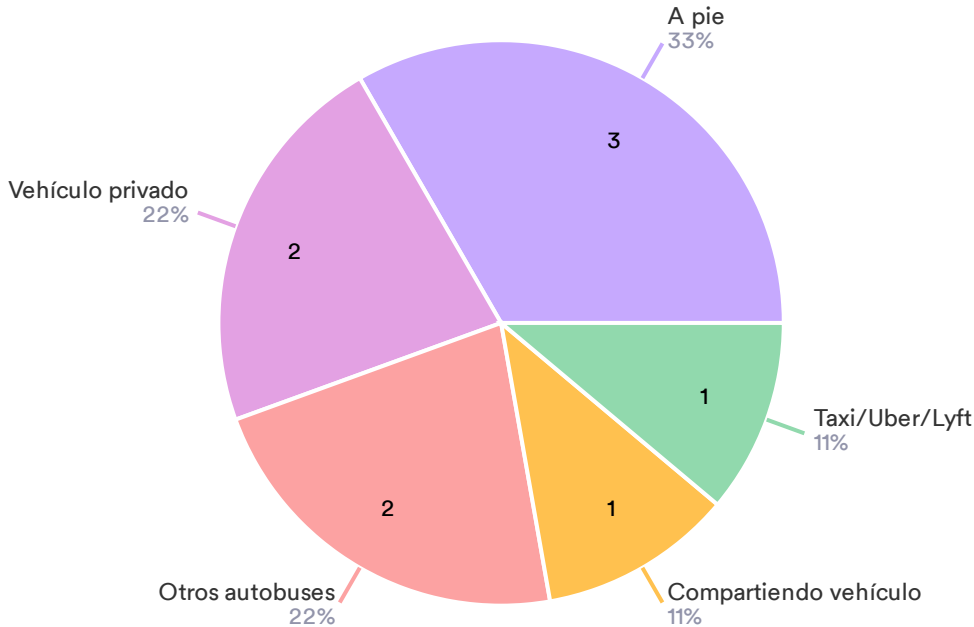
Otro. Por favor explique:

0 Response



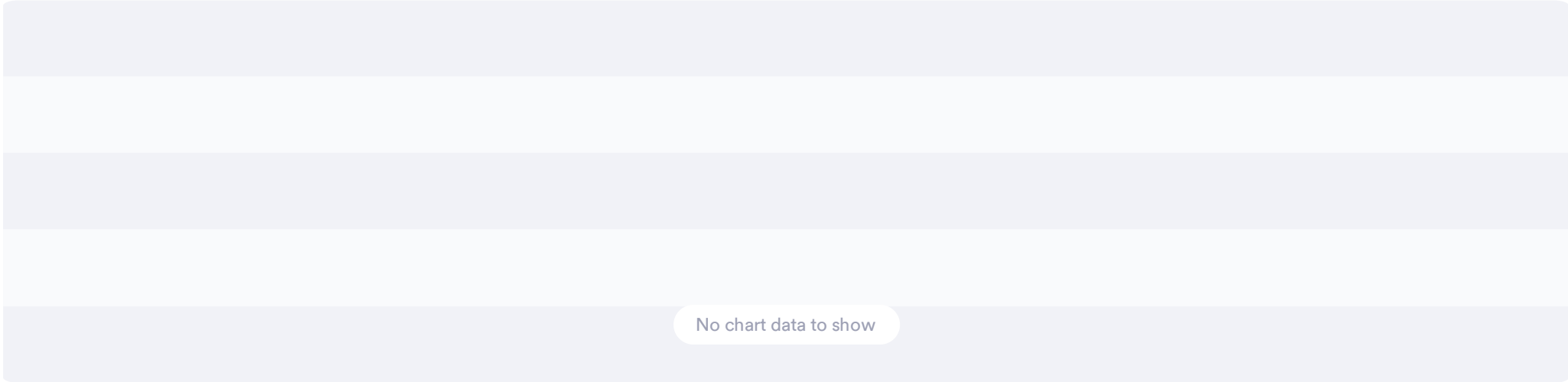
¿Como usted se moviliza actualmente? (Seleccione todos los que apliquen.)

9 Responses- 4 Empty



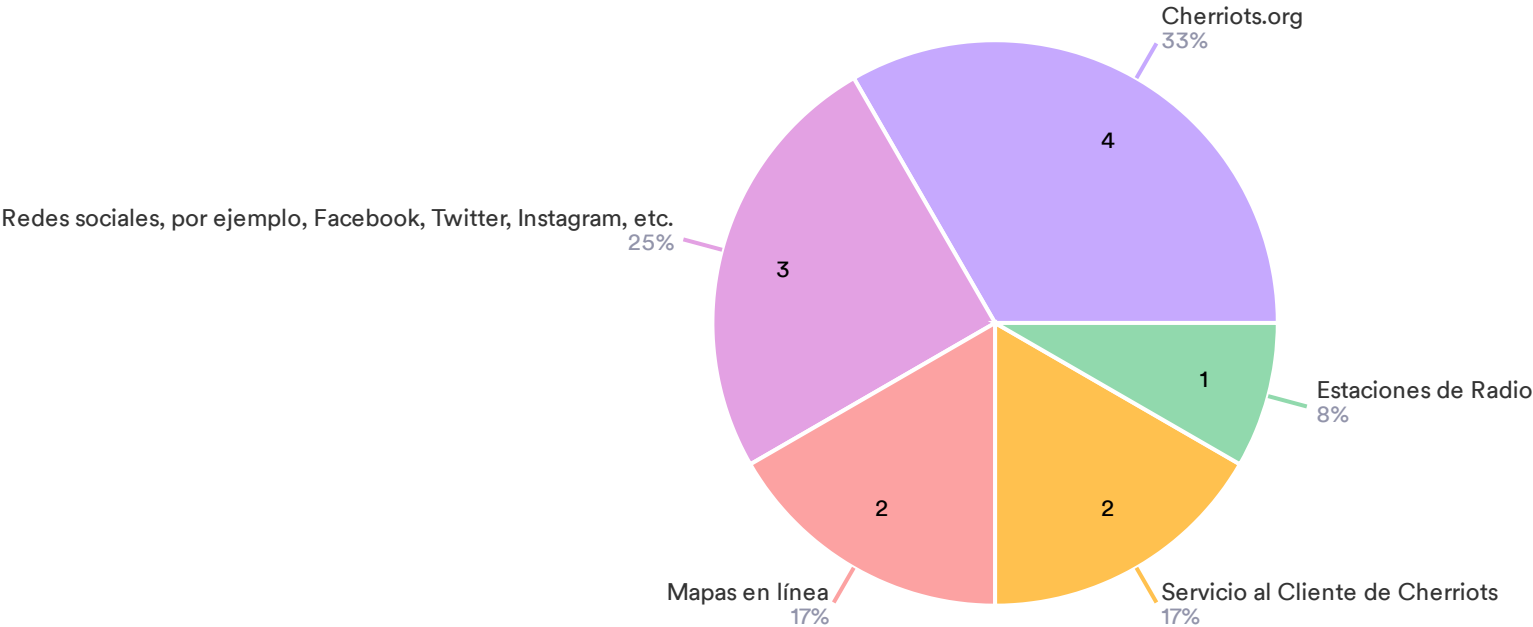
Por favor explique:

0 Response



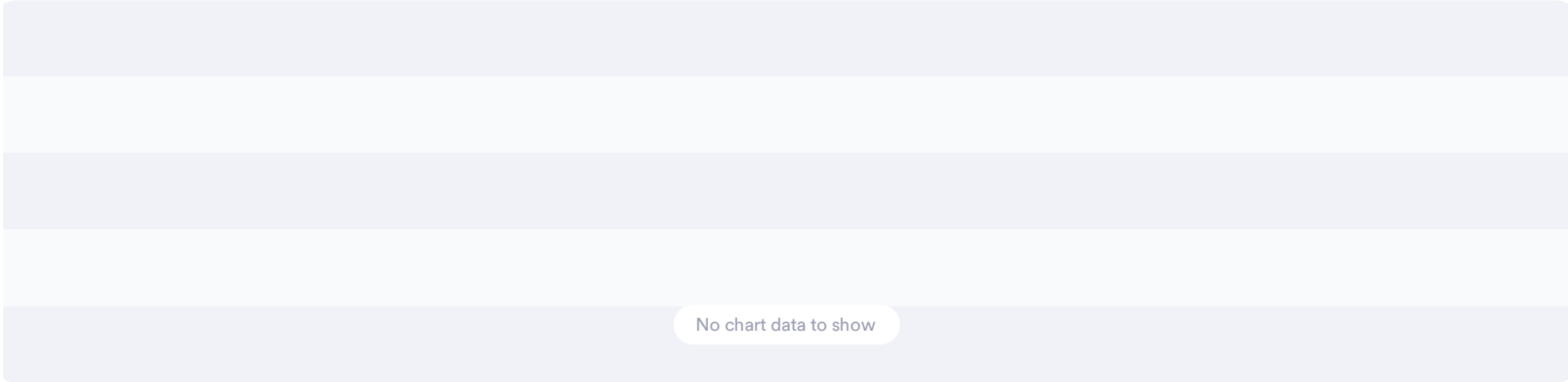
¿Como usted consigue la información de itinerarios de autobuses, trafico, o de atiende preguntas de movilidad?

12 Responses- 4 Empty



Por favor explique:

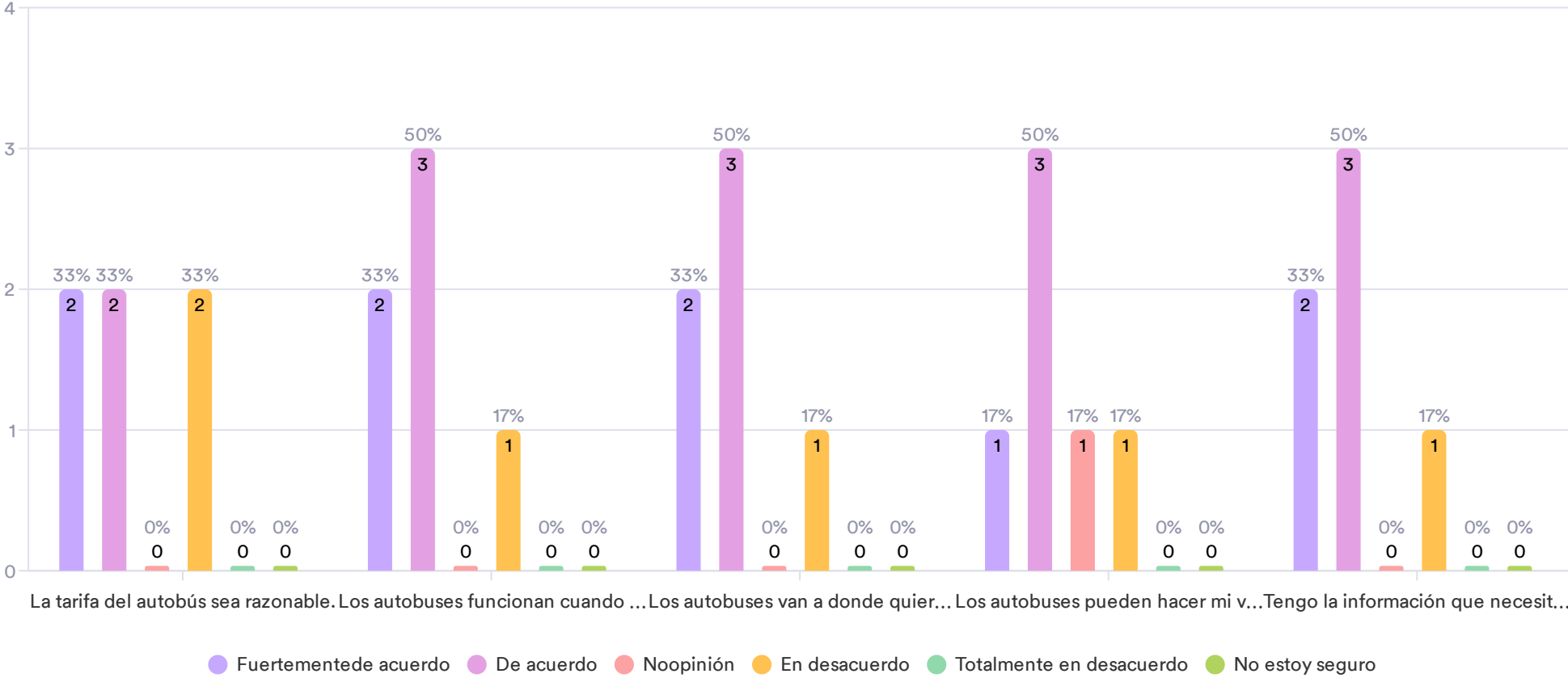
0 Response



# ESP- Cherriots Long Range Transit Plan

## Al considerar si usar el transporte público ...

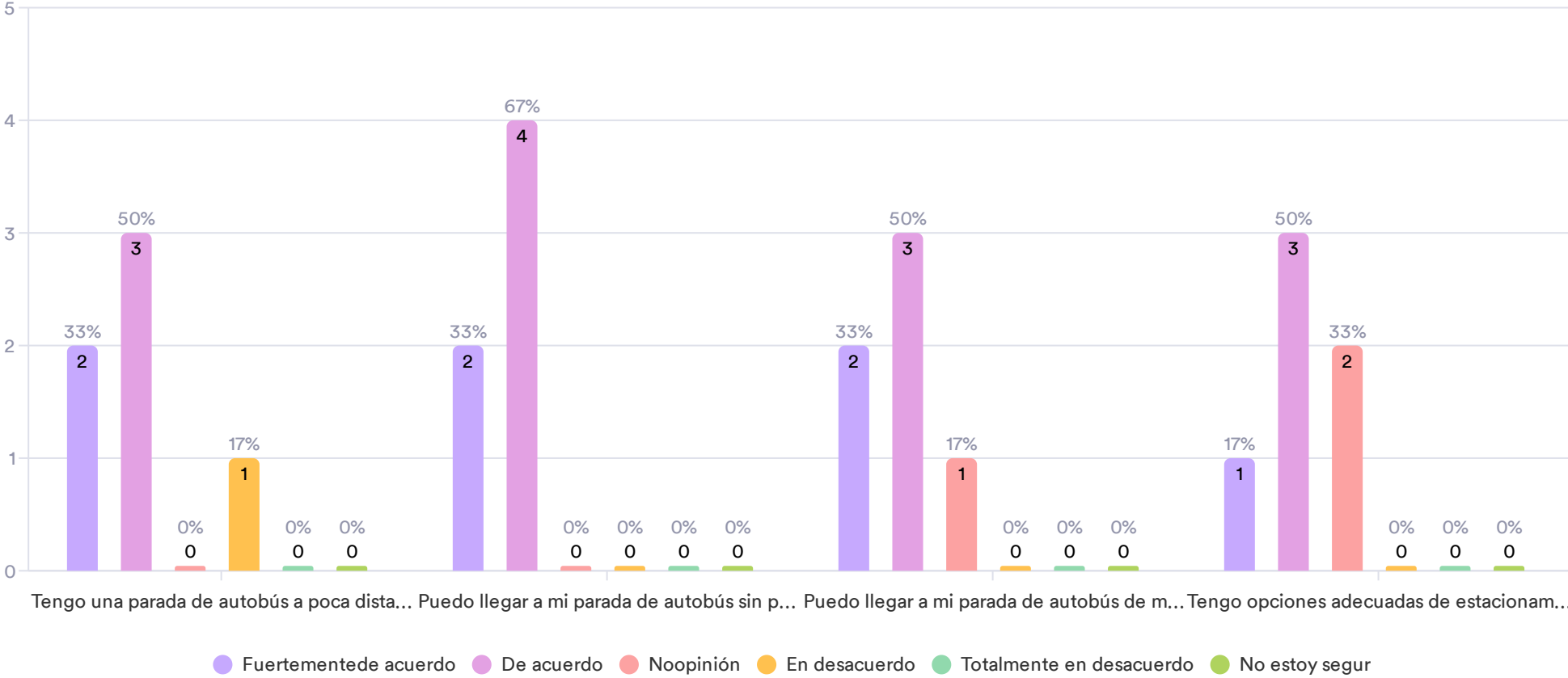
6 Responses- 4 Empty



# ESP- Cherriots Long Range Transit Plan

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

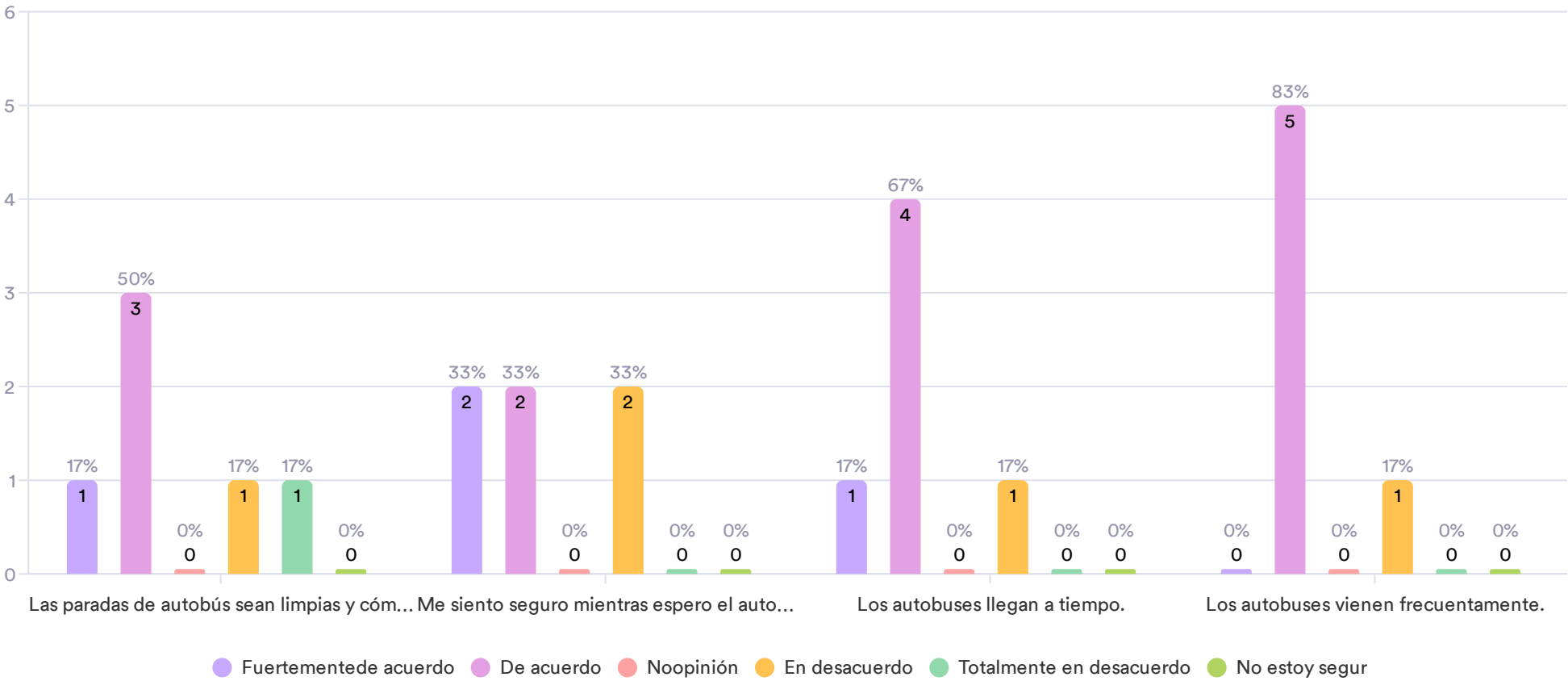
6 Responses- 4 Empty



# ESP- Cherriots Long Range Transit Plan

## Mientras espero el autobús ...

6 Responses- 4 Empty



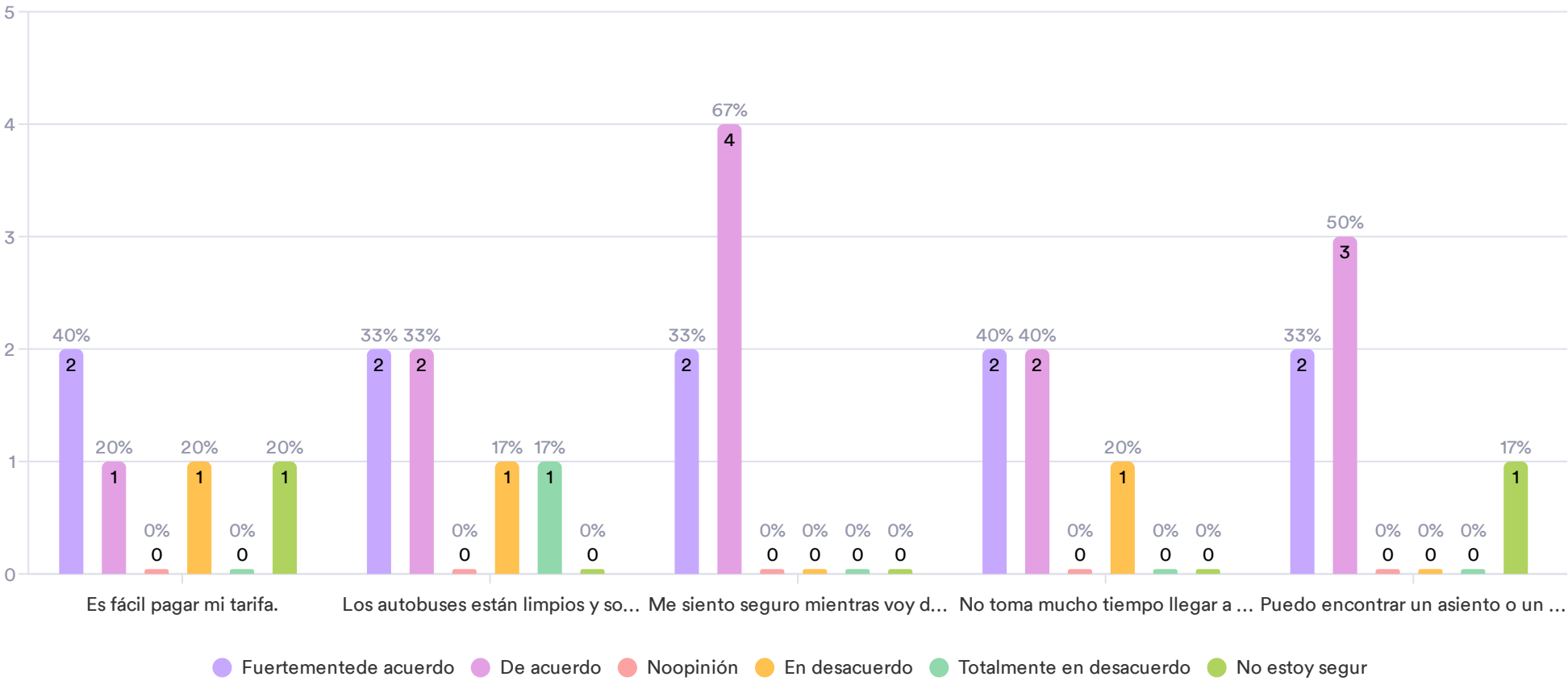
● Fuertemente de acuerdo 
 ● De acuerdo 
 ● No opinión 
 ● En desacuerdo 
 ● Totalmente en desacuerdo 
 ● No estoy seguro



# ESP- Cherriots Long Range Transit Plan

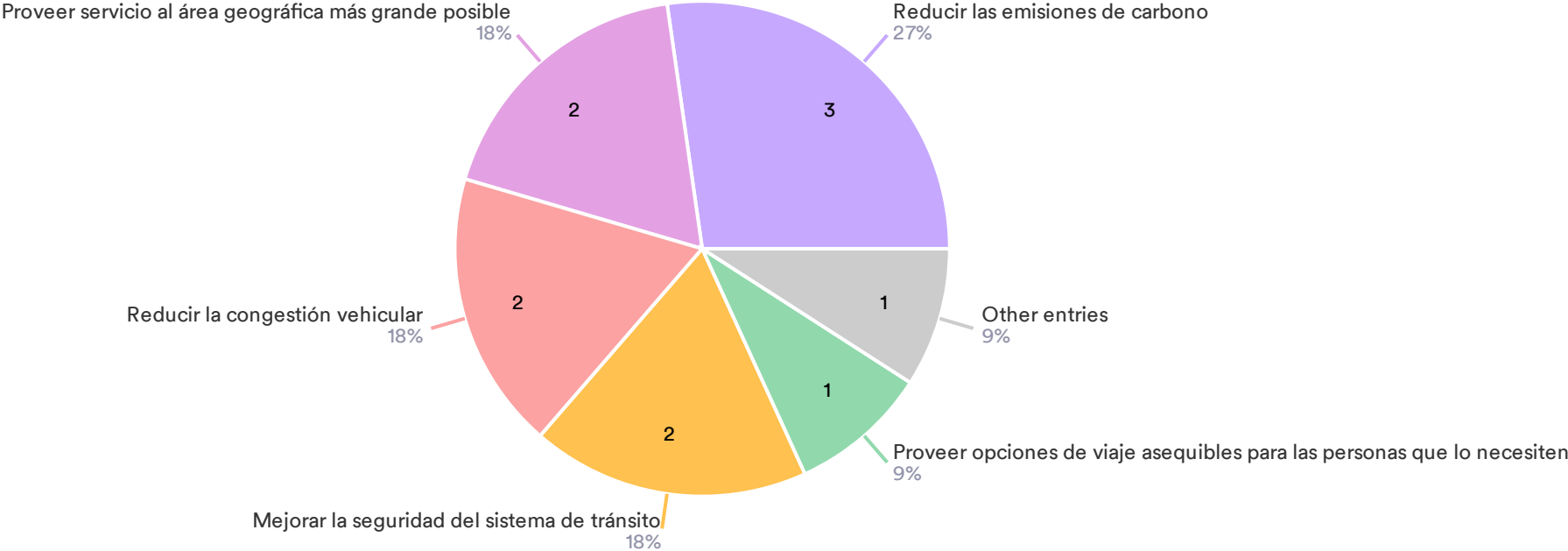
## En el autobús:

6 Responses- 4 Empty



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

11 Responses- 4 Empty



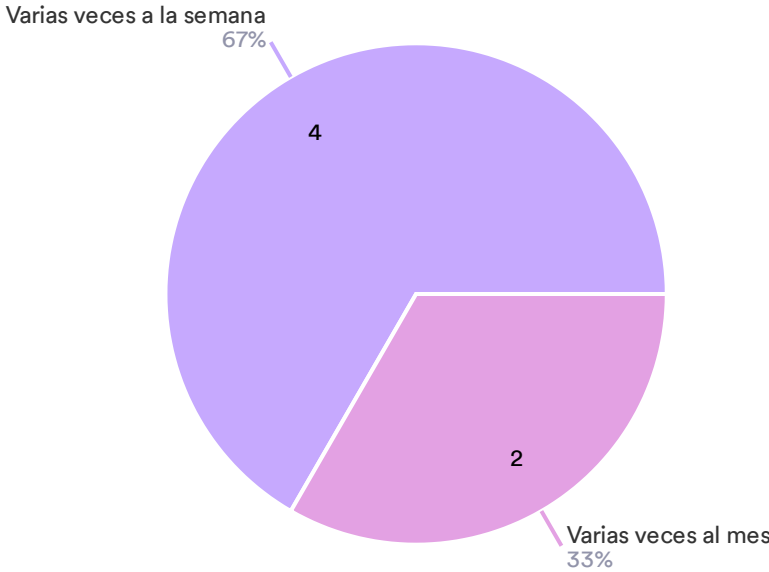
¿Qué otros temas son importantes?

0 Response

No chart data to show

¿Cuán frecuente usted espera utilizar el Sistema de transporte público (incluyendo todos los servicios de Cherriots y las opciones de movilidad compartida) luego de que se levanten las restricciones relacionadas al COVID-19 y la vida vuelva a una “nueva normalidad”?  
(Seleccione una)

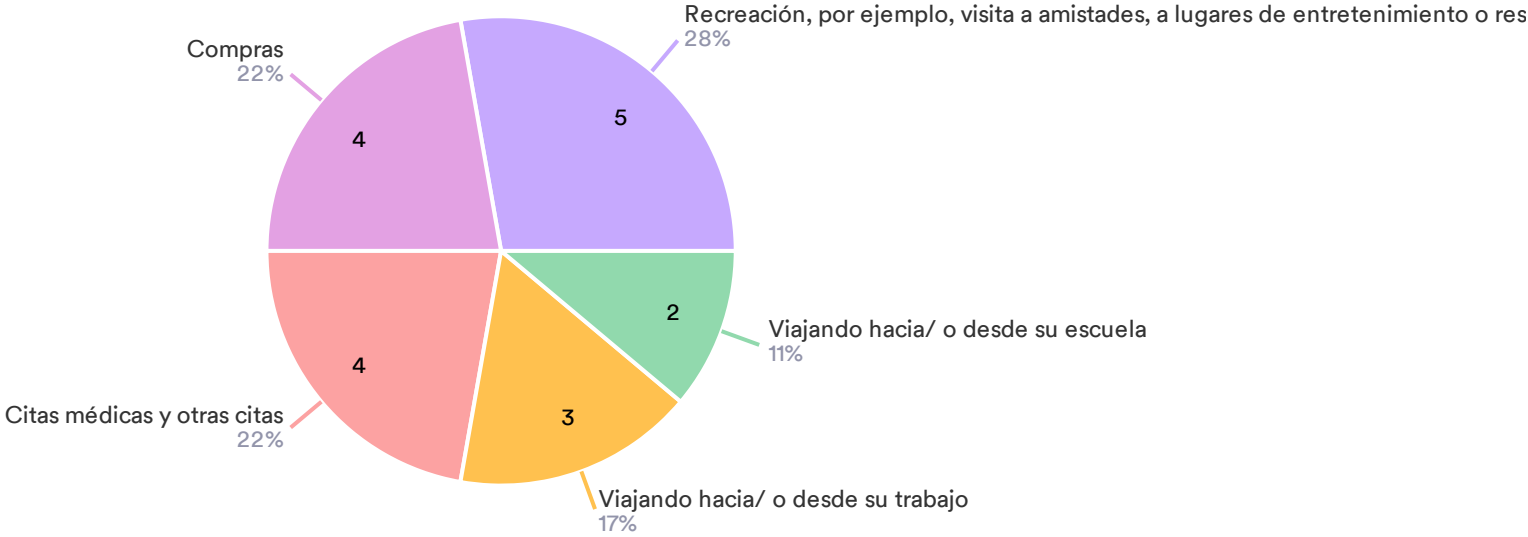
6 Responses- 4 Empty



# ESP- Cherrriots Long Range Transit Plan

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

18 Responses- 4 Empty



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

¿Para qué otro tipo de viajes utiliza el tránsito?

0 Response

No chart data to show

# ESP- Cherriots Long Range Transit Plan

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

4 Responses- 6 Empty

Data	Responses
A salem	1
A la parque	1
Me gustaría a Lincoln city	1
Woodburn outlet stores	1

# ESP- Cherriots Long Range Transit Plan

1.

4 Responses- 6 Empty

Data	Responses
Más buses	1
Viajes según	1
Más servicio	1
Mi compras de comida	1



2.

4 Responses- 6 Empty

Data	Responses
No aumentar mucho la tarifa	1
Yegar atiando alas sitas	1
Más asequible	1
Las citas de doctor t dentista para mi y mis hijos	1

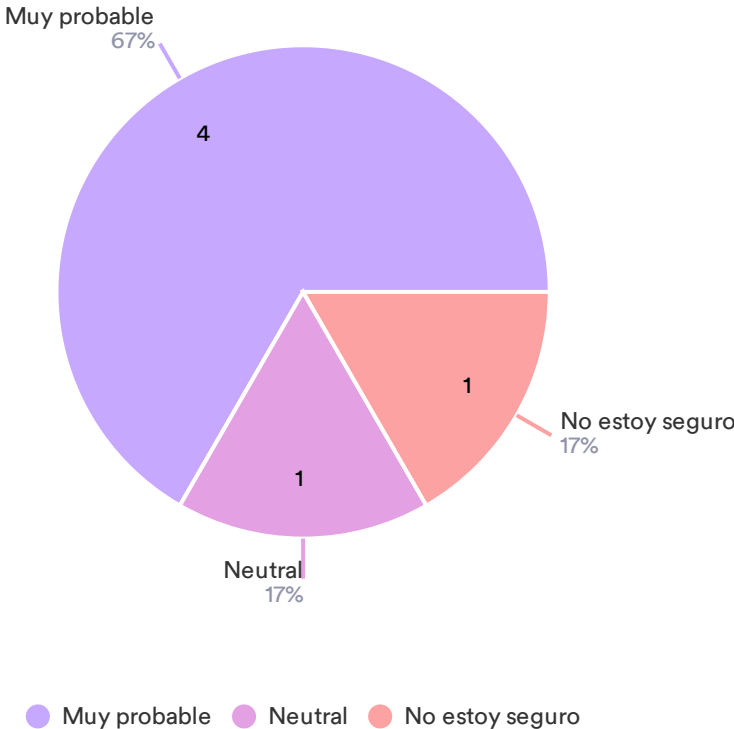
### 3.

4 Responses- 6 Empty

Data	Responses
Más bonos	1
Ir de paseo con la familia	1
Que trabaja con un app en mi teléfono	1
Para ir a mi trabajo	1

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

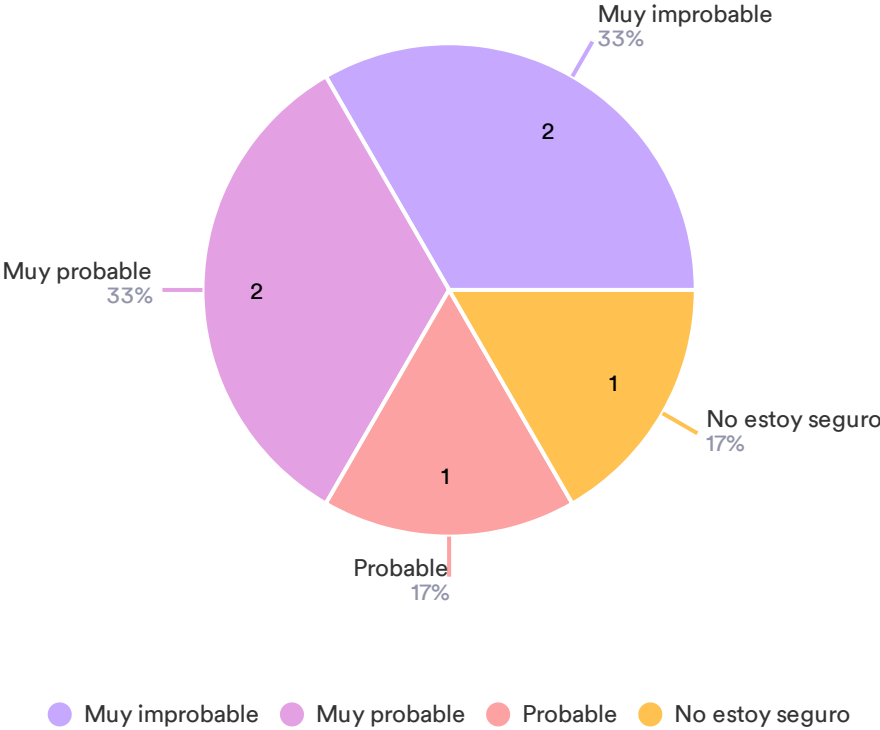
6 Responses- 4 Empty



# ESP- Cherriots Long Range Transit Plan

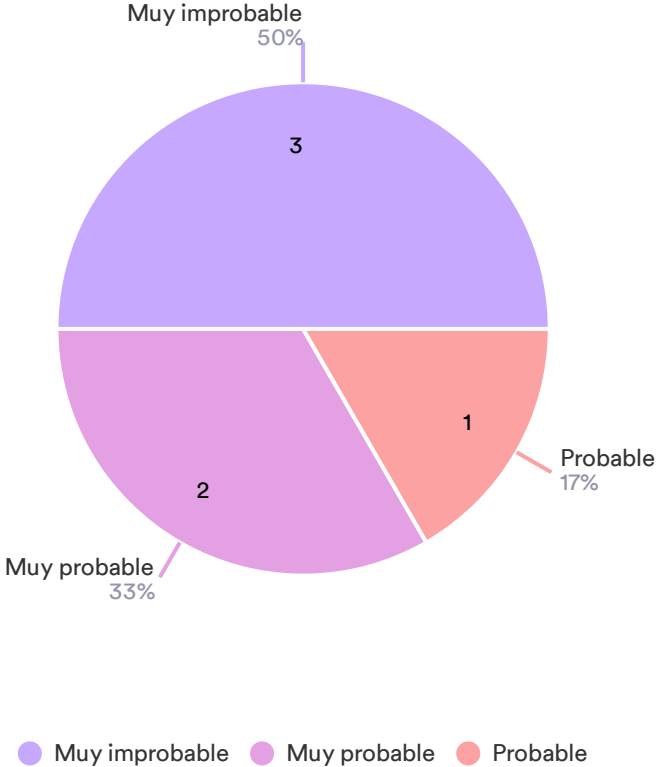
En el futuro, ¿qué probabilidades hay de que viva fuera del centro de Salem, pero viaje con regularidad hacia o desde el centro de la ciudad?  
(Utilice la escala debajo.)

6 Responses- 4 Empty



¿De existir opciones más tecnológicas (tales como información en tiempo real de la ruta del autobús o una manera de pagar su tarifa con el teléfono) cuan probable usted usaría estas opciones? (Utilice la escala debajo.)

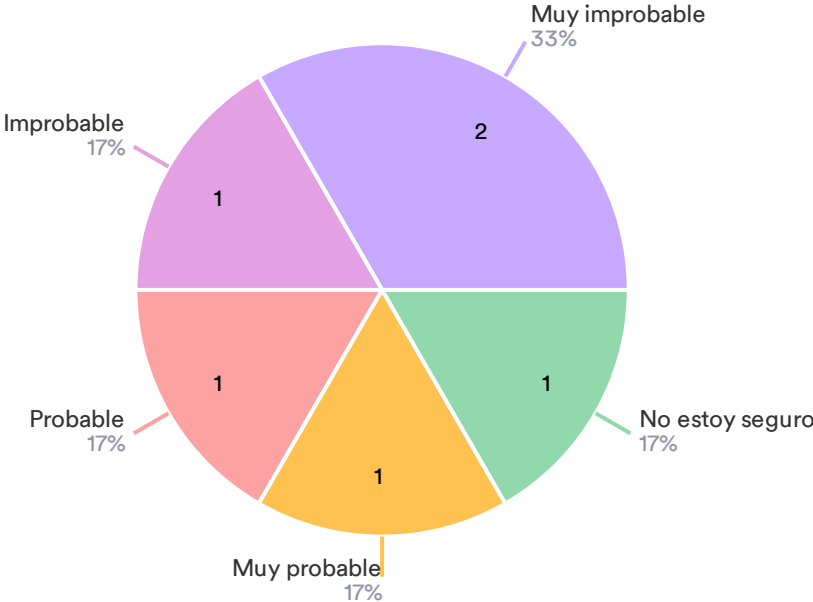
6 Responses- 4 Empty



# ESP- Cherriots Long Range Transit Plan

¿De existir una van en donde se comparta el viaje u otra opción de compartir viajes que lo puedan llevar rápida y confiablemente desde su hogar hacia y desde el trabajo, cuan probable es que usted utilice este servicio? (Utilice la escala debajo.)

6 Responses- 4 Empty

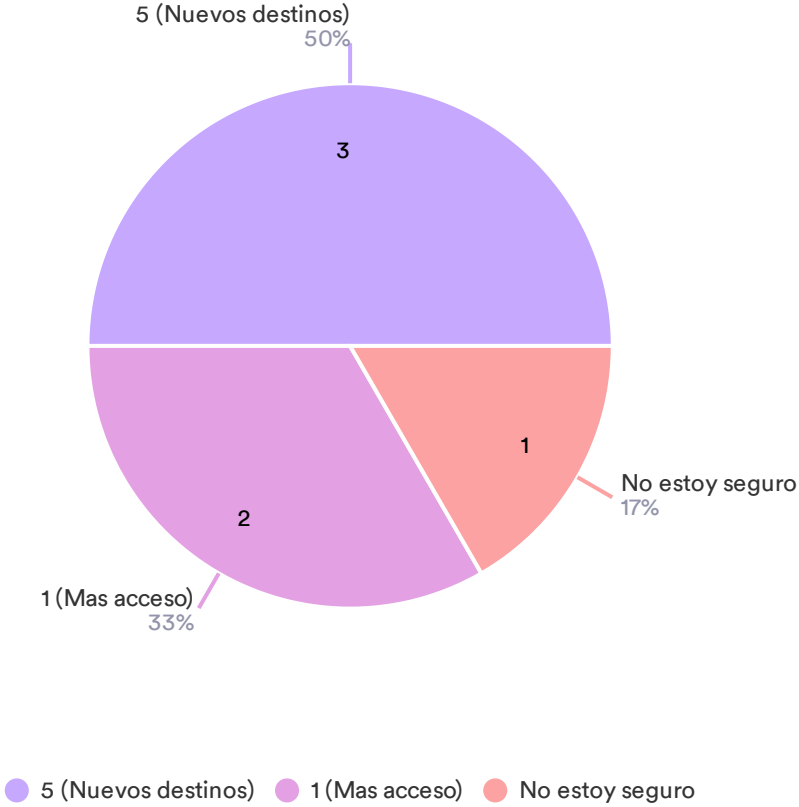


● Muy improbable ● Improbable ● Probable ● Muy probable ● No estoy seguro

# ESP- Cherriots Long Range Transit Plan

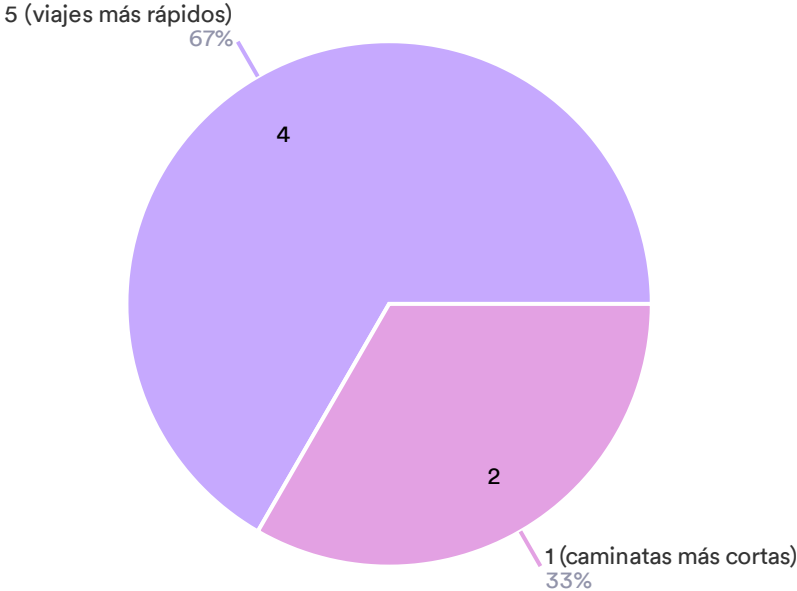
Que es más importante: ¿tener más paradas de autobús en más lugares (acceso) o tener más paradas de autobús en más nuevos destinos?

6 Responses- 4 Empty



Cual es más importante: ¿caminar menos distancia al transporte público o un viaje más rápido?

6 Responses- 4 Empty



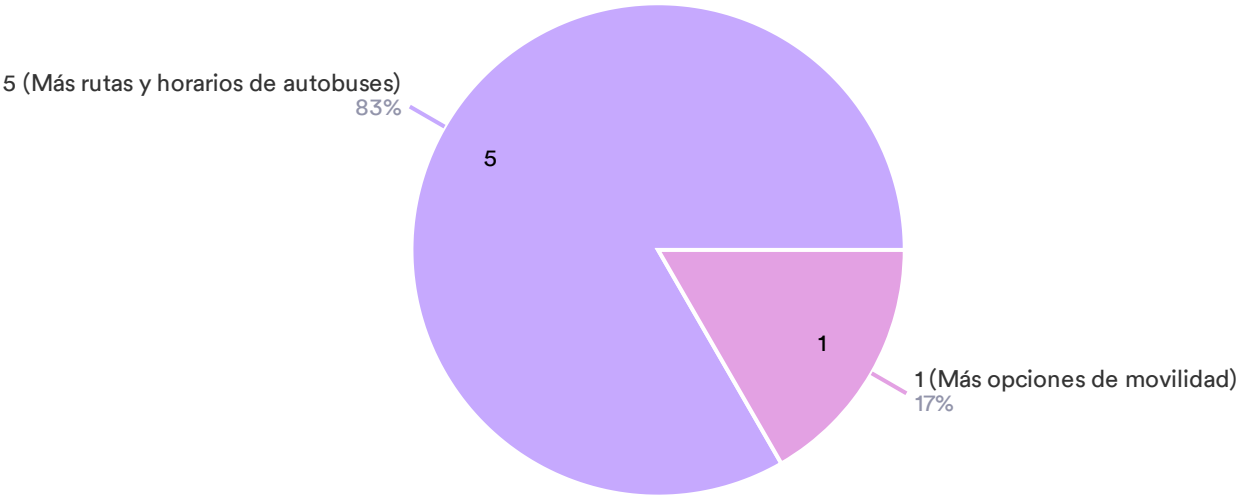
● 5 (viajes más rápidos) ● 1 (caminatas más cortas)



# ESP- Cherriots Long Range Transit Plan

Cual es más importante: ¿una red de autobuses expandida, o mayor cantidad de opciones de movilidad (ej. bicicletas eléctricas, viajes compartidos, conexiones con aplicaciones de solicitar vehículos, etc.)?

6 Responses- 4 Empty

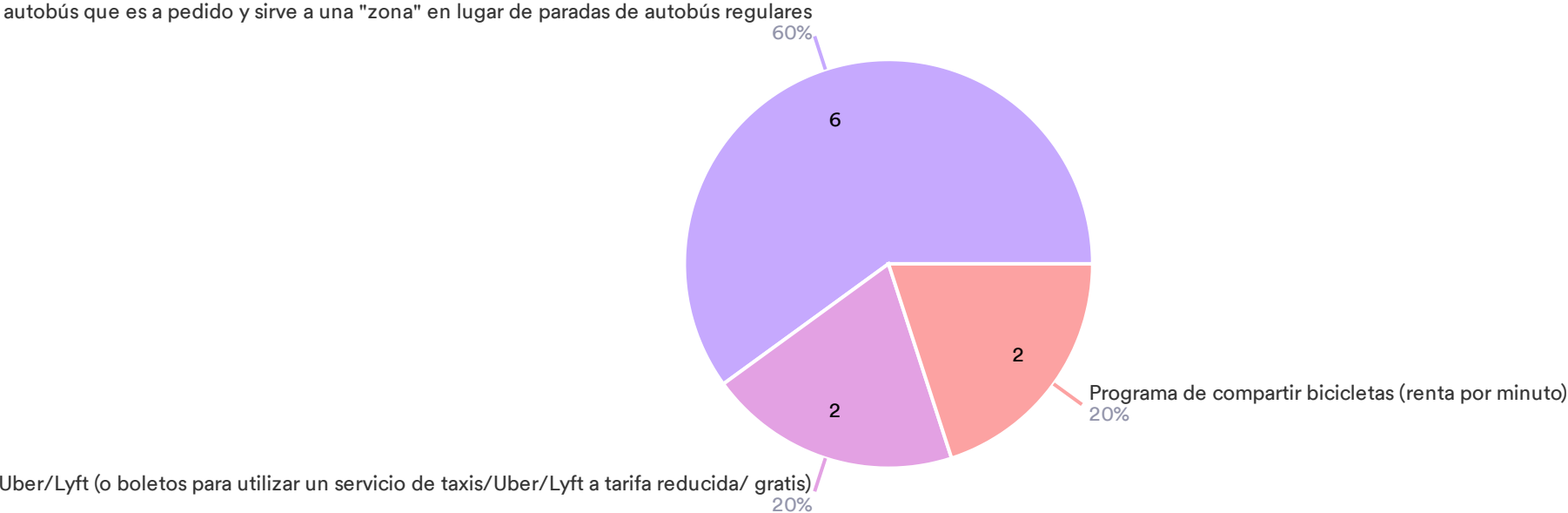


● 5 (Más rutas y horarios de autobuses) ● 1 (Más opciones de movilidad)

# ESP- Cherrriots Long Range Transit Plan

Existen muchas otras maneras en que Cherrriots puede ayudar a mover a personas. ¿Cuáles son los tipos de servicios u opciones que deberíamos explorar? (Seleccione todas las que apliquen)

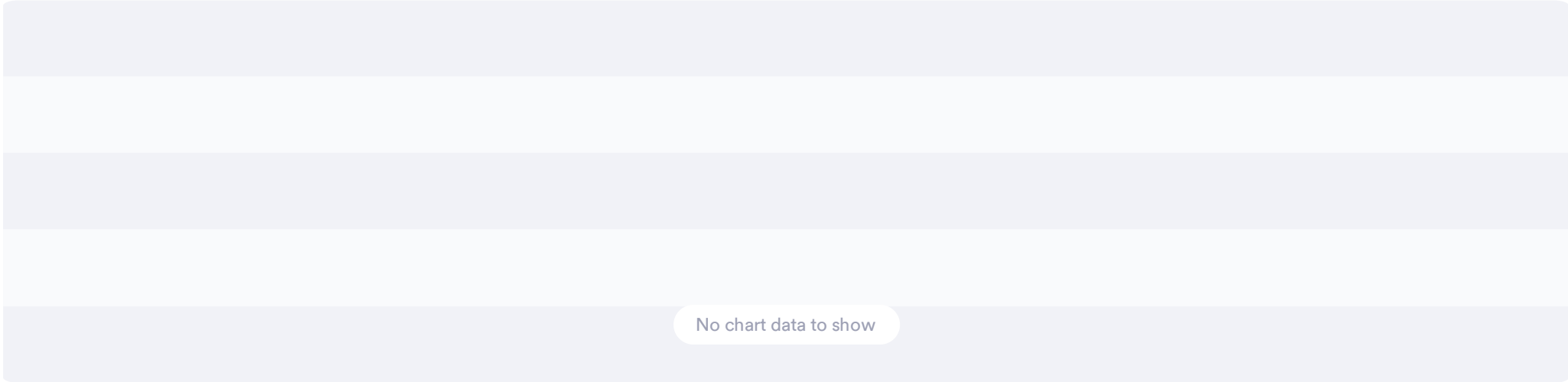
10 Responses- 4 Empty



- Tránsito que responde a la demanda, como una ruta de autobús que es a pedido y sirve a una "zona" en lugar de paradas de autobús regulares
- Taxis/Uber/Lyft (o boletos para utilizar un servicio de taxis/Uber/Lyft a tarifa reducida/ gratis)
- Programa de compartir bicicletas (renta por minuto)

¿Qué otros tipos de servicios u opciones deberíamos explorar?

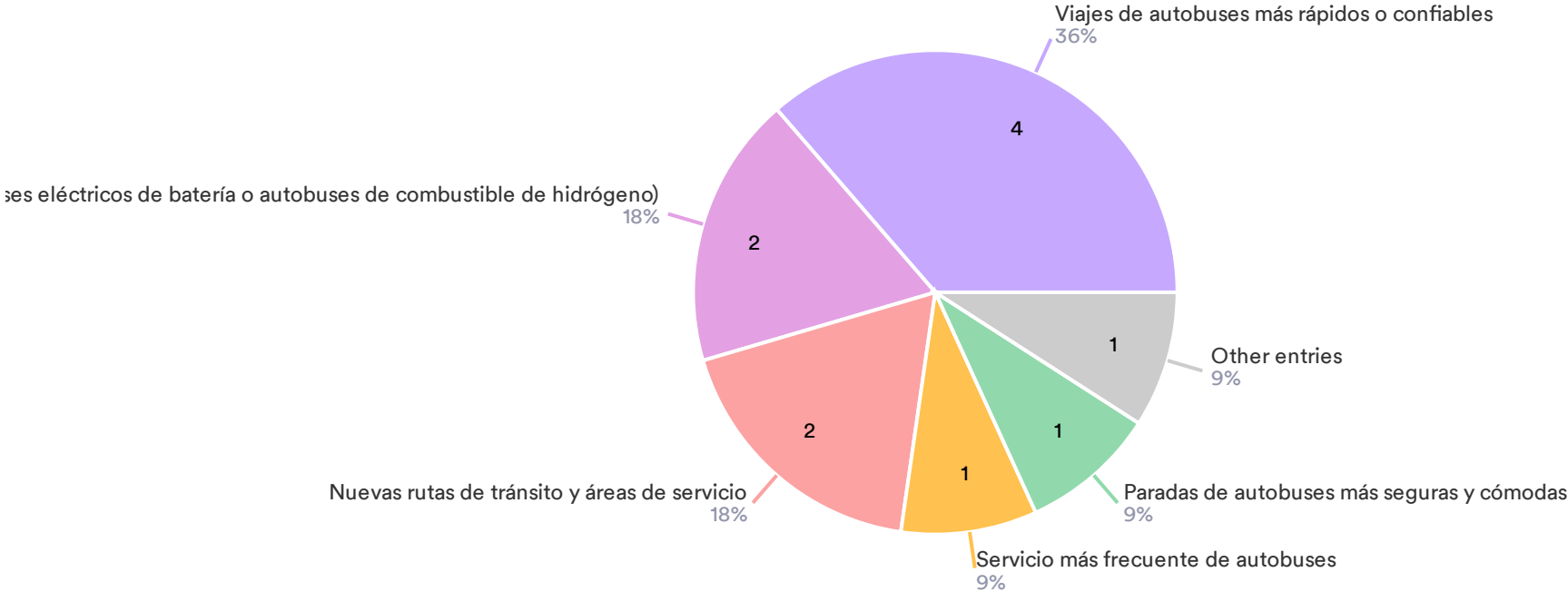
0 Response



# ESP- Cherriots Long Range Transit Plan

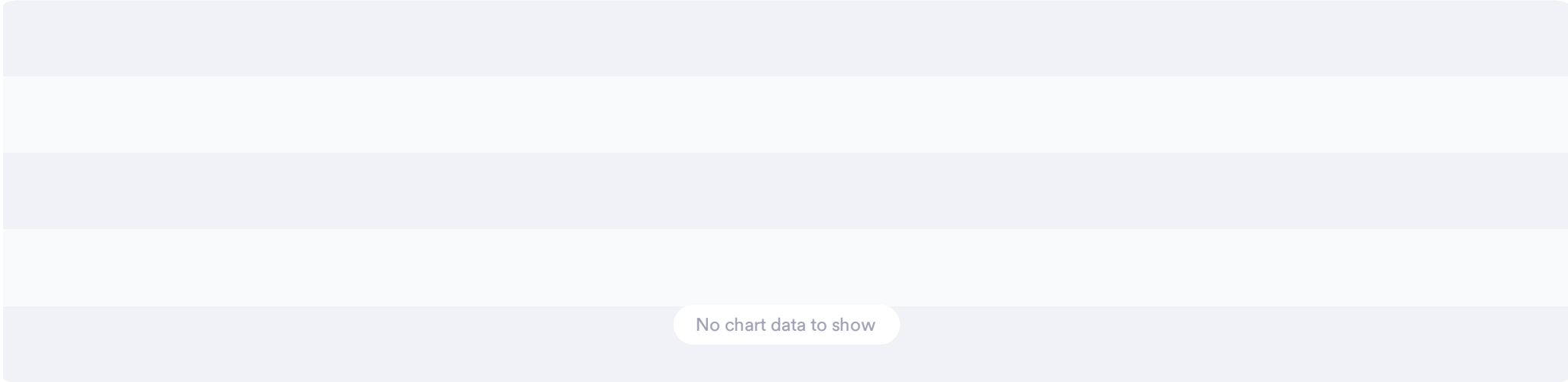
¿De existir fondos disponibles, cuál serían sus dos primeras prioridades de áreas donde ese puede incrementar el presupuesto? (Seleccione dos.)

11 Responses- 4 Empty



¿Qué otros tipos de servicios u opciones deberíamos explorar?

0 Response



## ¿Cuál es su código postal?

6 Responses- 4 Empty

Data	Responses
97301	2
97303	2
97302	1
97071	1

## Comentarios adicionales

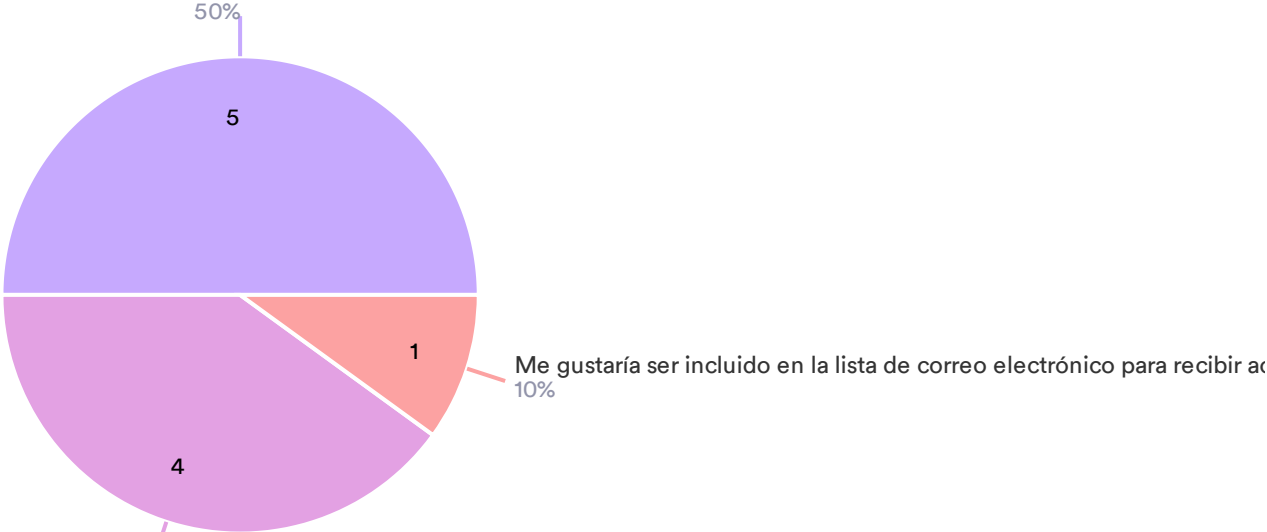
4 Responses- 6 Empty

Data	Responses
que hay mas paradas, Que ellos corren por horas extendidas (prefers to be called if he wins a card)	1
Que pasen más seguido el bus	1
Agradezco a los conductores de las bases por ser buenas personas con nosotros	1
WE ♥ CHERRIOTS!!	1

## ¿Cómo le gustaría mantenerse informado?

10 Responses- 4 Empty

actualizaciones de Cherriots (la dirección de correo electrónico no se compartirá con otras partes).

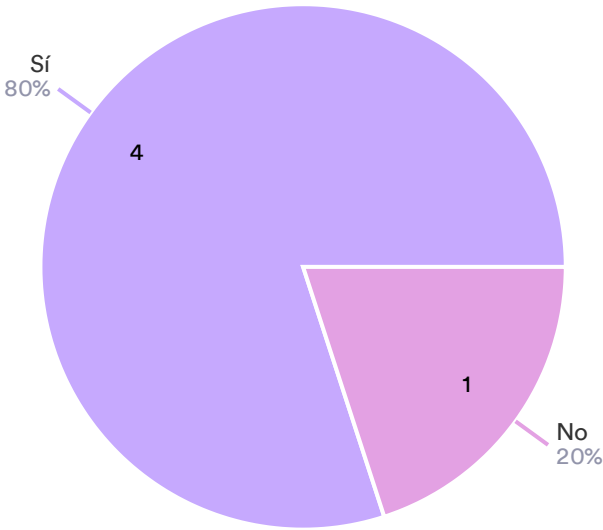


- Me gustaría ser incluido en la lista de correo electrónico para otras noticias y actualizaciones de Cherriots (la dirección de correo electrónico no se compartirá con otras partes).
- Solo quiero ser elegible para la tarjeta de regalo. No me contactes para otros fines.
- Me gustaría ser incluido en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



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

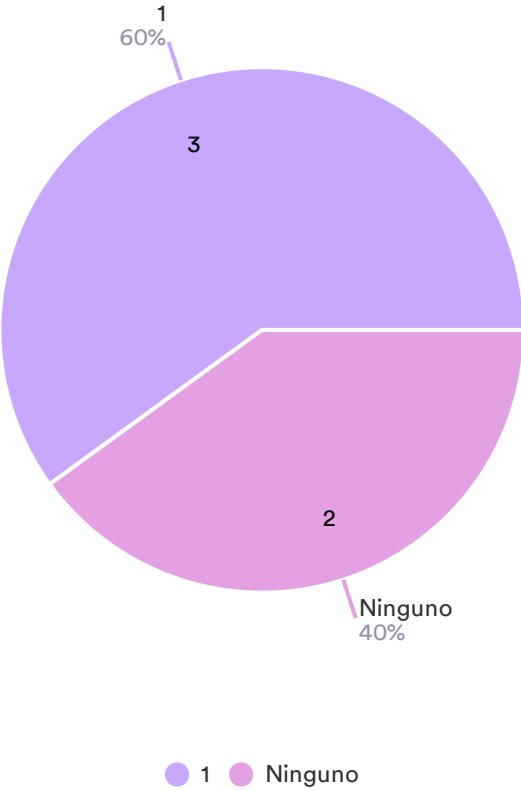
5 Responses- 5 Empty



● Sí ● No

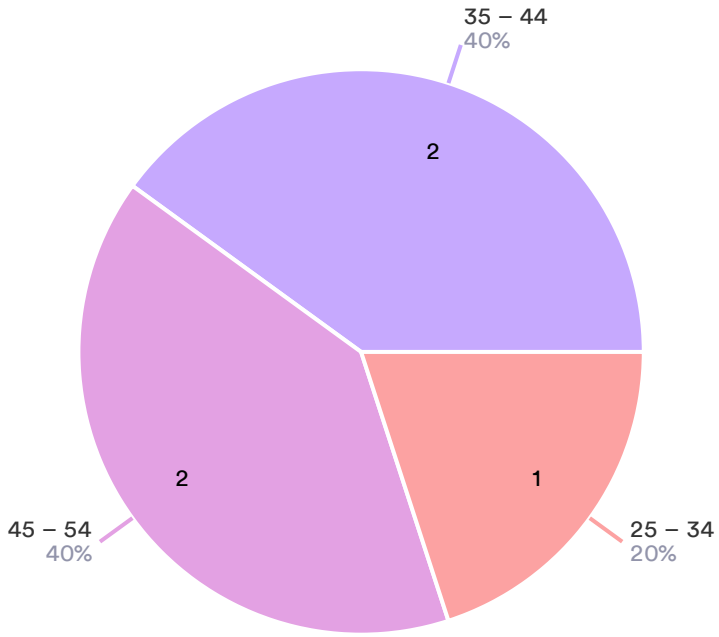
¿Cuántos vehículos de motor en funcionamiento adecuado usted tiene disponible en su hogar? (Seleccione una.)

5 Responses- 5 Empty



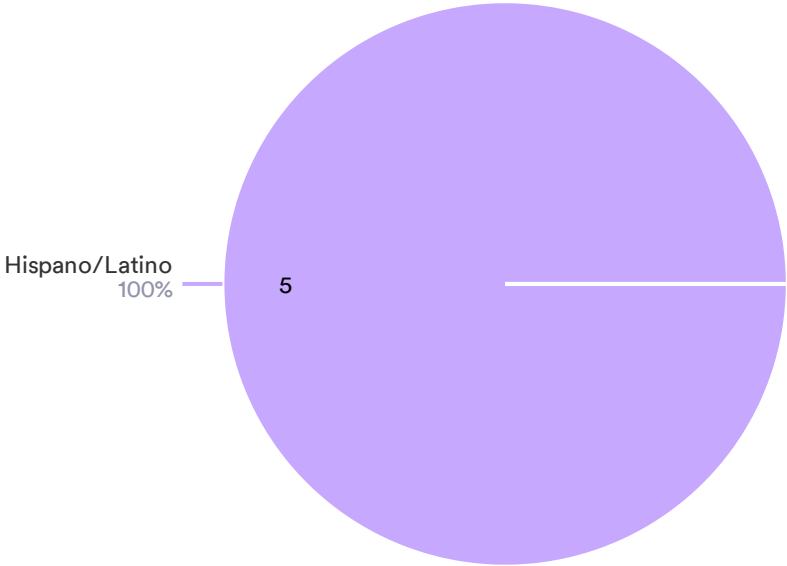
¿Cuál es su edad? (Seleccione una.)

5 Responses- 5 Empty



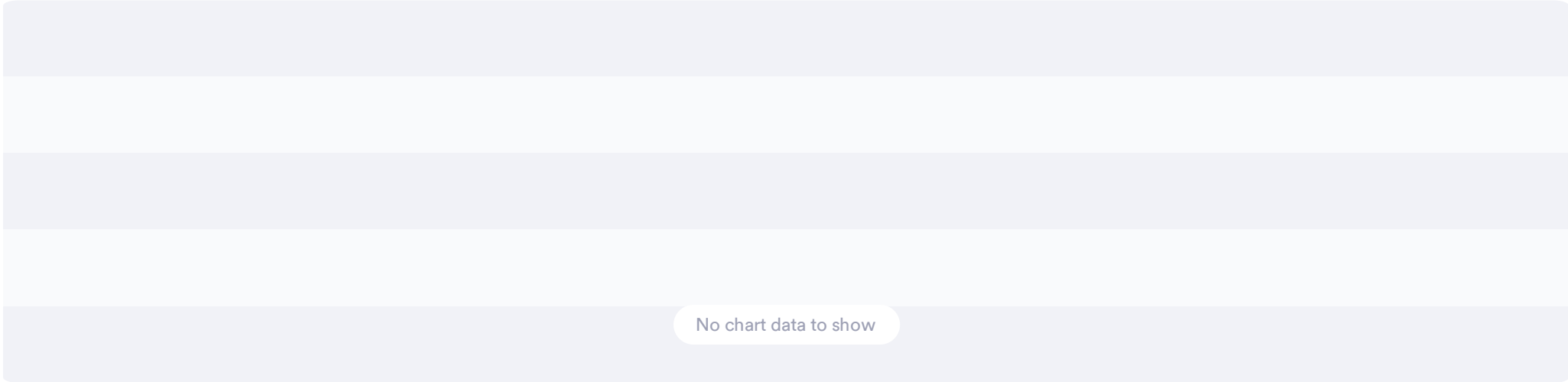
¿Cuál es su raza o etnicidad? (Seleccione todos los que apliquen.)

5 Responses- 5 Empty



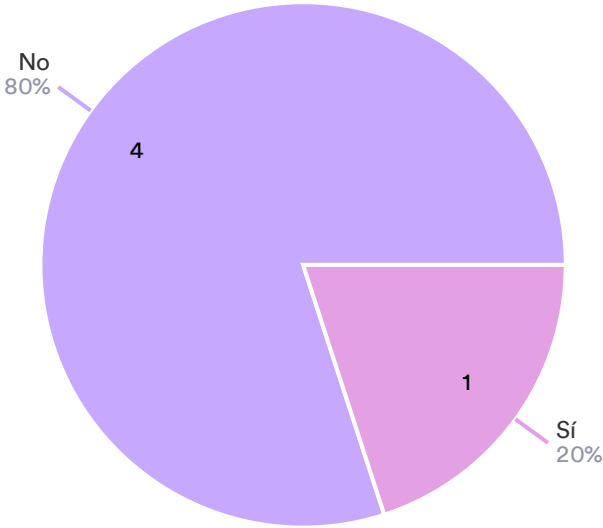
Por favor explique...

0 Response



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

5 Responses- 5 Empty



● No ● Sí

