

# Salem-Keizer Transit

## Long-Range Regional Transit Plan

### October 2013



**PREPARED BY:**

Salem-Keizer Transit

**WITH ASSISTANCE FROM:**

Oregon Department of Transportation  
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# List of Abbreviations

ATS	Albany Transit System:
CARTS	Chemeketa Area Regional Transportation System
CAT	Canby Area Transit
CBD	Central Business District
CSA	Comprehensive Systems Analysis
DLCD	Oregon Department of Land Conservation and Development
IGA	Intergovernmental Agreement
LBL	Linn Benton Loop (operated by ATS)
LCT	Lincoln County Transit
LR RTP	Long-Range Regional Transit Plan
ODOT	Oregon Department of Transportation
OSU	Oregon State University
RTSP	<i>Regional Transportation Systems Plan</i>
SAFETEA-LU	Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users
SKATS	Salem-Keizer Area Transportation Study
SKT	Salem-Keizer Transit
SMART	South Metro Area Regional Transit
SWIM	Statewide Integrated Model
TGM	Transportation and Growth Management Program
TMA	Travel Market Assessment
TPAU	Transportation Planning Analysis Unit
TriMet	Tri-County Metropolitan Transportation District
TSP	Transportation System Plan
UGB	Urban Growth Boundary
WES	Westside Express Service
WOU	Western Oregon University
WTS	Woodburn Transit System
YCTA	Yamhill County Transit Area

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# Executive Summary

The Salem-Keizer Transit Long-Range Regional Transit Plan (LR RTP) provides long-term strategic guidance for Salem-Keizer Transit service over the next 20 years. It provides the basis and justification for seeking transit funding for service investments. The plan also addresses coordination with other transit agencies in the region to integrate service and create efficient transit connections. This Plan will help other communities plan for transit service when developing their own transportation system plans (TSPs).

## Implementation Strategy

The LR RTP provides a blueprint for Salem-Keizer Transit operations for the next 20 years and prioritizes future transit service investments amid limited resources. It identifies transit service changes for short-term implementation through an inclusive planning process, which Salem-Keizer Transit will further refine in a future operational plan, anticipated to be developed in 2014.

The full list of recommendations is included below by implementation timeframe. The project team established timeframes based on cost, ease of implementation, and need.

Implementation timeframes are:

- No change: recommendation does not differ from current (2013) service
- Short term: within 1-5 years after LR RTP adoption
- Medium term: within 5-10 years after LR RTP adoption
- Long term: within 10-20 years after LR RTP adoption

Within these categories, the recommended implementation action items are grouped by corridor. There is also a list of recommendations for general enhancements for system wide implementation. The low, medium, and

Figure ES-1. Project Study Area



high designations in the tables below are relative to the other recommendations; priority levels are discussed in further detail in Section 2.

## SHORT-TERM RECOMMENDATIONS

**Table ES-1.**

Corridor	Implementation Actions
<b>Wilsonville – Salem</b> <i>(Priority 1)</i>	Continually adjust timing for convenient transfers to Westside Express Service (WES)  Increase service frequency during peak hours (6-9 AM and 3-6 PM) on weekdays to 20 minutes  Modify one of four hourly routes to stop at the new Woodburn Transit Center
<b>Stayton – Salem</b> <i>(Priority 1)</i>	Advertise the park-and-ride location more visibly in Stayton for commuters coming from the east.
<b>Woodburn – Salem</b> <i>(Priority 1)</i>	Modify one of four hourly routes on the Salem – Wilsonville corridor to stop at the Woodburn Transit Center  Eliminate Chemeketa Area Regional Transportation System (CARTS) Route 10 circulator service within Woodburn in coordination with Woodburn Transit  Add a stop at the Chemeketa Community College Brooks Campus  Add a stop at the Keizer Transit Center  Adjust CARTS Route 10 schedule to leave Salem earlier and later than current route to accommodate transfers onto Canby Area Transit (CAT) Orange-99E line
<b>Dallas – Salem</b> <i>(Priority 1)</i>	Remove some existing stops in Dallas to improve trip time  Add a regularly scheduled stop in Rickreall
<b>Independence/Monmouth – Salem</b> <i>(Priority 1)</i>	Adjust route to travel north along OR-99W with a scheduled stop in Rickreall
<b>Silverton – Salem</b> <i>(Priority 2)</i>	Adjust the morning peak route leaving Silverton so it arrives in downtown Salem early enough to transfer to a Cherriots bus and arrive at work before 8 AM
<b>Grand Ronde – Salem</b> <i>(Priority 2)</i>	Continue operating Cherriots 2X with similar frequencies as existing service  Regularly evaluate trip times to coordinate with the Spirit Mountain Casino shifts  Coordinate a timed transfer with future service from Lincoln City to Grand Ronde
<b>McMinnville – Salem</b> <i>(Priority 3)</i>	Extend Yamhill County Transit fixed-route service into the downtown Salem transit mall
<b>General Enhancements</b>	Hold regular regional transit coordination meetings  Enhance CARTS marketing materials  Support vanpools for seasonal employees

## MEDIUM-TERM RECOMMENDATIONS

**Table ES-2.**

Corridor	Implementation Actions
<b>Wilsonville – Salem</b> <i>(Priority 1)</i>	<p>Use a higher capacity vehicle during peak hours (6-9 AM and 3-6 PM)</p> <p>Provide hourly, mid-day service using a smaller transit vehicle</p> <p>Provide evening service after 6 PM</p>
<b>Stayton – Salem</b> <i>(Priority 1)</i>	<p>Modify fixed-route service between Stayton – Gates, provide dial-a-ride service only</p> <p>Increase current frequency to hourly, with at least two route cycles (a route cycle is one loop of the entire fixed route) during the morning and evening peak hours (6-9 AM and 3-6 PM); focus on serving commuters from Stayton to arrive by 8 AM in downtown Salem</p> <p>When there are four or more route cycles during the morning and evening peak (6-9 AM and 3-6 PM), create two express routes that eliminate stops in Aumsville and Turner, prioritizing service for commuters between Salem and Stayton</p> <p>Expand service to accommodate shifts at industrial plants with around the clock operations, focusing on the 7 AM to 3 PM shift at first</p> <p>Provide three trip cycles on weekends between Salem and Stayton (one in the morning, one in midday, and one in the afternoon/evening)</p>
<b>Dallas – Salem</b> <i>(Priority 1)</i>	<p>Increase frequencies during the peak (6-9 AM and 3-6 PM) to 30 minutes</p> <p>Increase frequencies between 9 AM and 3 PM and 6 PM to 9 PM to 60 minutes</p>
<b>Independence/Monmouth – Salem</b> <i>(Priority 1)</i>	<p>Provide direct, express service at 30 minute frequencies between 12 PM and 10 PM on weekdays</p> <p>Provide 60 minute frequencies between 6 AM and 12 PM on weekdays</p> <p>Provide service on weekends with 60 minutes between 8 AM - 10 PM</p>
<b>Silverton – Salem</b> <i>(Priority 2)</i>	<p>Provide hourly service during peak hours (6-9 AM and 3-6 PM) on weekdays</p>
<b>Dallas – Independence/Monmouth</b> <i>(Priority 2)</i>	<p>Create new fixed-route circulator service connecting Dallas, Monmouth, and Independence with 60 minutes</p>
<b>McMinnville – Salem</b> <i>(Priority 3)</i>	<p>Increase frequencies during the peak (6-9 AM and 3-6 PM) to 30 minutes</p> <p>Increase frequencies between 9 AM and 3 PM and 6 PM to 9 PM to 60 minutes</p>
<b>Corvallis – Independence/Monmouth</b> <i>(Priority 4)</i>	<p>Develop vanpools to serve students/faculty or commuters between Oregon State University (OSU) and Western Oregon University (WOU)</p>

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Corridor	Implementation Actions
General Enhancements	Improve stop amenities
	Purchase low-floor transit vehicles
	Coordinate fare policies and payment options

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## LONG-TERM RECOMMENDATIONS

**Table ES-3.**

Corridor	Implementation Actions
Wilsonville – Salem <i>(Priority 1)</i>	Extend service to Portland
	Provide weekend service
Albany/Millersburg – Salem <i>(Priority 2)</i>	Create new fixed-route service focused on commuters with a stop in Millersburg.
Silverton – Salem <i>(Priority 2)</i>	Provide three trip cycles on weekends (one in the morning, one in midday, and one in the afternoon/evening)
Corvallis – Salem <i>(Priority 4)</i>	Provide service through a connection in Albany. Develop timed transfer that connects in Albany with the Linn-Benton Loop Bus.
General Enhancements	Provide real-time traveler information
	Add Saturday and Sunday service

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# 1 Introduction

**Salem-Keizer Transit (SKT) provides local and regional transit service in Marion and Polk Counties. This document provides a strategic plan to guide regional transit service improvements and system investment for the next 20 years.**

## 1.1 About Salem-Keizer Transit

SKT is a public agency that has provided transit service in Salem, Keizer, rural Marion, and Polk Counties since 1979. The agency provides several types of service: 1) “Cherriots,” a fixed-route service within the Salem-Keizer Urban Growth Boundary (UGB), 2) “CherryLift,” a curb-to-curb Americans with Disability Act (ADA) paratransit program, 3) Chemeketa Area Regional Transportation System (CARTS) the fixed and flexible route program that serves rural areas in Marion and Polk Counties, and 4) “Cherriots Rideshare,” a vanpool and rideshare program.

SKT completed a *Strategic Business Plan* in October 2004 while faced with major funding challenges and service restructuring. The agency is now planning for the long-term future of transit service in Salem, Keizer, and the greater mid-Willamette Valley. This Long-Range Regional Transit Plan (LRRTP) is one component of SKT’s mission to provide safe, friendly, and reliable public transportation.

## 1.2 Purpose of this Plan

The LRRTP provides long-term strategic guidance for SKT service over the next 20 years. It provides the basis and justification for seeking funding for transit service investments, addresses coordination with other transit agencies in the region, and promotes greater integration between services and efficient connections for transit riders. This Plan will serve as a basis for communities in the study area to plan for transit service when developing their transportation system plans (TSPs).

### HOW WILL THIS PLAN BE USED?

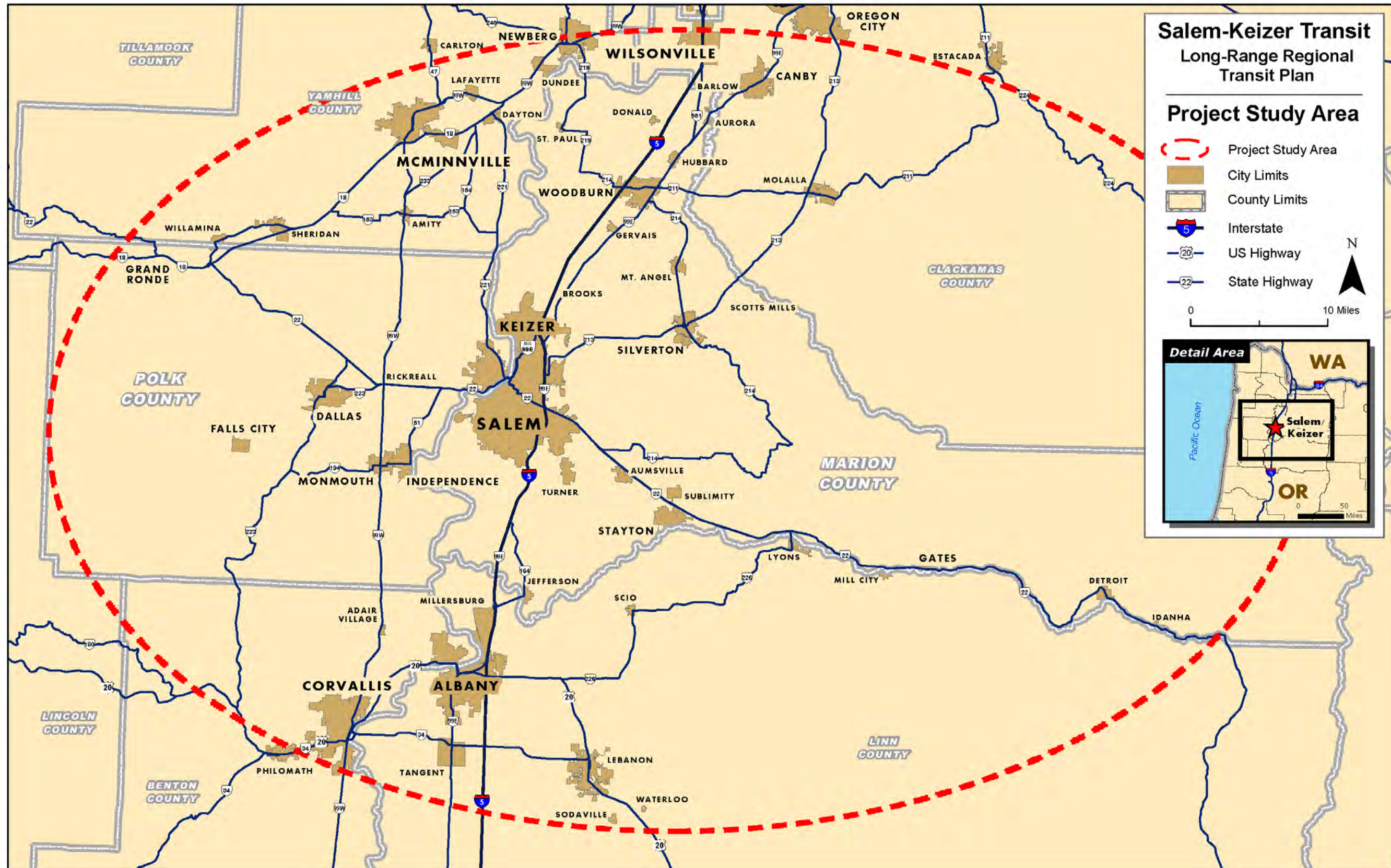
- ✓ *To prioritize service improvements for communities in the Salem-Keizer Transit service area in the next 20 years*
- ✓ *To encourage coordination between Salem-Keizer Transit and other transit agencies in specific areas*
- ✓ *To guide operational planning for transit routes for both Cherriots and CARTS*
- ✓ *To inform transit planning elements in Transportation System Plans in cities and counties*

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## 1.2.1 Project Study Area

SKT's existing service area is Marion and Polk Counties, focused on urbanized areas, and includes a connection to Wilsonville in Clackamas County to the north. The project study area includes SKT's current service area, as well communities in Yamhill, Clackamas, Benton, and Linn Counties (Figure 1-1). The LRRTP assesses transit service demand between and among these communities to develop SKT's *regional* role in the mid-Willamette Valley transit network.

Figure 1-1. Project Study Area



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## 1.2.2 Relationship to the Strategic Plan

SKT's 2004 *Strategic Business Plan* includes goals, objectives, and guiding principles that inform how SKT provides service through operational and capital plans. The LRRTP will help implement the following *Strategic Business Plan* guiding principles:

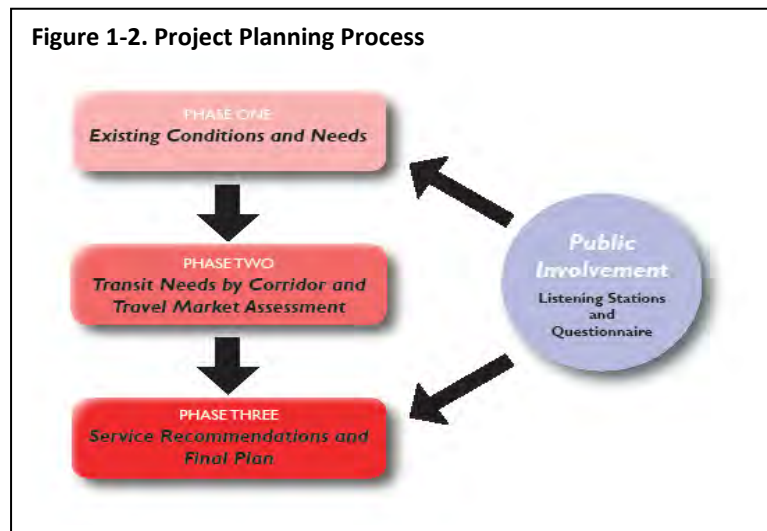
1. Grow service levels significantly but reasonably.
2. Balance the goal of highly productive transit service against demands for broad geographic coverage, long operating hours and seven day a week service.
3. Facilitate development of regional public transit services.

The LRRTP presents actions that expand service coverage throughout the region, increase service frequencies, and improve service quality on the entire SKT system to implement these guiding principles.

## 1.3 Planning Process

The LRRTP process was inclusive, inviting local and regional stakeholders and the general public to participate. Figure 1-2 shows the three project phases, and the bullets below describe the phases in detail.

- **Phase 1: Existing Conditions and Needs (January - June 2012):** The project team defined the scope and scale of the Plan and developed an outreach and involvement strategy. An Advisory Committee provided feedback at key project milestones and included representatives from state, regional, and local government staff, regional stakeholders, transit advocates and citizens, and the project management team. The project team conducted a thorough evaluation of current transit service, including other agencies' service, and reviewed existing plans and policies that affect SKT. The results of this evaluation are included in Appendix A. Route analysis, ridership information, a ridership survey, and an inventory of SKT's assets defined a baseline from which to plan future service. To better understand transit service needs, LRRTP administered a questionnaire, both online and on paper, conducted listening stations at popular events, and held small group meetings with stakeholders to receive a qualitative assessment of existing conditions. In addition, the project team conducted phone interviews of study area city and transit agencies staff to understand transit service needs.
- **Phase 2: Transit Needs by Corridor and Travel Market Assessment (July 2012 - January 2013):** The project team conducted a travel



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market assessment to better understand where the need and demand for public transportation exists in the region by corridor. The travel market assessment used demographic information, employment data, and qualitative information from stakeholder interviews and other community members to establish the relative demand for transit by corridor. This information helped prioritize each corridor for service improvements. The LR RTP is organized by the transit corridors established in this phase. The travel market assessment is included in this plan as part of Appendix A.

- **Phase 3: Service Recommendations and Final Plan (February 2013 - August 2013):** Once the project team prioritized corridors, the team developed strategic service recommendations that met the specific needs of each corridor. The service recommendations included new routes, increased (or decreased) service frequencies, and facility enhancements. The Advisory Committee then vetted the recommendations. During this phase, the project team also prepared recommendations for updated goals and policies in other planning documents that would help to implement LR RTP recommendations. The team then presented the draft plan recommendations and implementation plan to the community in August 2013. The community had the opportunity to provide feedback through an online and paper questionnaire and listening stations.

## 1.4 Public Involvement

While ridership information, demographic data, and employment data informed plan development, qualitative information – from government and transit agency staff, employers, elected officials, and the community at large – helped establish a more complete picture of public transportation needs in the mid-Willamette Valley. The project team engaged the larger community through the project website, the Advisory Committee, a questionnaire, and small group work sessions. The paragraphs below provide a summary of stakeholder outreach efforts and the feedback received. Appendix B includes details of each outreach effort, including questionnaire results and meeting summaries.

**Figure 1-3. Listening Station at Polk County Bounty Market**



- **Project Website:** The project website (<http://cherriots.org/en/regional-plan>) was one of the principal methods of distributing project information and providing notice of upcoming advisory committee meetings and other public events to the community. The project team updated the website at each project phase.
- **Advisory Committee:** The Advisory Committee included community members and regional stakeholders who helped guide plan development. The committee met at key milestones throughout the plan process to provide feedback on work products, provide information to the project team, and review findings and recommendations. Representatives from local, county, regional, and tribal governments within the project study area participated, along with other community members representing groups like the League of Women Voters.
- **Questionnaire:** The project team developed two online questionnaires to gauge public opinion at two points in the project: when collecting information on existing transit service within the study area, and another after the draft plan was released. Approximately 900 individuals completed the first survey, which asked respondents how often they use public transit, why they ride, and barriers to riding more often. The large sample size allowed the project team to draw broad conclusions about what kinds of service improvements or modifications might encourage increased transit use. Ninety-five individuals took the second survey, which asked respondents if they agreed with plan recommendations, priority levels, and provided the opportunity to add suggestions not currently included in the plan.
- **Small Group Feedback:** Meetings with key transit rider groups: transit-dependent riders (elderly, youth, and low-income populations), commuters, senior/disabled persons, and students – helped further describe transit rider needs in communities throughout the study area. The project team held four sessions, one each in Salem, Stayton/Sublimity, Woodburn, and Dallas attended by representatives from each community. These meetings allowed for in-depth discussion on the issues, and further contributed to the project team’s understanding of how to improve transit service.
- **Listening Stations:** Project staff arranged five two-hour “listening stations” at events in Salem, Woodburn, Silverton, Aumsville, Dallas, and Independence over a period of two days in February and April 2012, and two days in July 2013. As part of the project’s outreach, the listening stations informed the general public about the LRRTP process and collected comments. The project team selected these locations specifically to reach out to population groups more likely to use transit, such as



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students, the elderly, people with disabilities, and low-income residents. Each event included a display board showing the existing bus routes and asking for public feedback in English and Spanish. Listening station staff distributed postcards in English and Spanish at each location that directed the public to the online survey.

## GENERAL FEEDBACK

The public involvement process revealed several common themes regarding existing transit service in the study area:

- **No Weekend Service:** The lack of weekend service throughout the system is a major issue that reduces mobility, especially for transit-dependent populations that do not have viable alternatives to transit when service is not running.
- **Need for Improved Marketing:** Many respondents were unaware of the availability of existing transit service, suggesting a need to more aggressively market CARTS as a viable mode of transportation, particularly for commuters who work in Salem.
- **Infrequent Service:** There are no CARTS routes with more than five roundtrips per day, and a large number of respondents felt that the schedule was too inflexible for midday or evening travel. Most trips are scheduled to coincide with the morning and afternoon peak periods (6-9 AM and 3-6 PM).
- **Increase Travel Opportunities to Portland:** Transit-dependent people in all communities seek more reliable, frequent, and direct service to both Salem and Portland. Currently, a person traveling to downtown Portland can either take occasional and expensive intercity services or use local transit routes available only during the weekday morning and afternoon peak periods (6-9 AM and 3-6 PM) and which require multiple connections in Salem, Wilsonville, and within the Portland metro area.



## 2 Existing Conditions and Needs

**This section describes existing transit service within the Salem-Keizer metropolitan area and urbanized areas of Marion and Polk Counties. The project team reviewed existing service and facilities operated by Salem-Keizer Transit as well as services provided by other agencies. This section reviews the relative strengths and limitations of each service, and opportunities for coordination. Existing conditions provide a baseline to evaluate future transit needs, and inform the future service improvements in Section 3.**

### THIS SECTION PROVIDES:

- ✓ *A summary of existing transit service*
- ✓ *A description of existing and future transit needs, determined through a Travel Market Assessment and through stakeholder feedback*

## 2.1 Existing Transit Service and Amenities

### 2.1.1 Salem Keizer Transit

Transit in Salem and Keizer is provided by SKT: “Cherriots” within Salem and Keizer, and CARTS in urbanized areas of Marion and Polk Counties. Cherriots operates 25 bus routes in Salem and Keizer, one express bus to Wilsonville, and one express bus to Grand Ronde. CARTS operates five fixed-routes and two flex routes.

Ridership on Cherriots routes decreased between fiscal year 2008-2009 and fiscal year 2010-2011. Ridership reductions were likely due to service changes in 2009 that eliminated Saturday service, reduced service hours, and redesigned the route network. SKT implemented these changes due to revenue not keeping pace with operating expenses. Other potential reasons for ridership reductions include high unemployment, which translates into fewer commuting trips; the State of Oregon Capitol Mall, city of Salem, and Willamette University eliminated employer pass programs; elimination of state funding for the student bus pass program; and the temporary removal of the downtown transit mall due to structural problems at the Courthouse Square building. Table 2-1 shows Cherriots historical ridership information.

**Table 2-1. Cherriots Historical Ridership**

Fiscal Year	Total Riders	Daily Revenue Miles <sup>1</sup>	Daily Revenue Hours <sup>2</sup>	Average Passengers Per Mile	Average Passengers Per Hour
Fiscal year* 2008-2009	4,746,944	7,910	630	2.4	29.7
Fiscal year 2009-2010	4,272,534	7,951	620	2.1	27.1
Fiscal year 2010-2011	4,203,930	7,806	617	2.1	26.8

\*The fiscal year is from July – June.

<sup>1</sup> Daily Revenue Miles refers to the daily miles traveled when there are paying riders on board

<sup>2</sup> Daily Revenue Hours refers to the daily hours traveled when there are paying riders on board

## FIXED-ROUTES

Cherriots routes operate within one of three frequency categories:

- “Frequent” service is every 15 or 30 minutes all day between 6 AM and 9 PM.
- “Peak Hour” service is every 30 or 60 minutes from 6 AM to 9 AM and 3 PM to 6 PM.
- “Standard” service is every 30 or 60 minutes between 6 AM and 9 PM.

Cherriots buses do not currently operate on Saturdays, Sundays, or holidays.

The five existing CARTS routes serve communities in Marion and Polk Counties with connections to Salem. Table 2-2 shows CARTS Route 40 from Salem to Polk County, which serves Independence, Monmouth, and Dallas, provided the most service and had approximately twice as many riders as any of the other four CARTS routes in 2011.

**Figure 2-1. Cherriots Bus at Downtown Transit Mall, Salem**



**Table 2-2. CARTS Routes**

Route	Frequency	Neighborhood/Destinations	Annual Ridership (2011)
<b>10: Woodburn/Salem</b>	<ul style="list-style-type: none"> <li>• 4 outbound trips/day</li> <li>• 4 inbound trips/day</li> </ul>	<ul style="list-style-type: none"> <li>• Salem Downtown Transit Mall</li> <li>• Chemeketa Community College</li> <li>• Woodburn</li> <li>• Gervais</li> </ul>	14,349
<b>20: Silverton/Salem</b>	<ul style="list-style-type: none"> <li>• 4 outbound trips/day</li> <li>• 4 inbound trips/day</li> </ul>	<ul style="list-style-type: none"> <li>• Salem Downtown Transit Mall</li> <li>• Chemeketa Community College</li> <li>• Mt. Angel City Hall</li> <li>• Silverton</li> </ul>	13,974
<b>30: Canyon Connector</b>	<ul style="list-style-type: none"> <li>• 3 outbound trips/day</li> <li>• 3 inbound trips/day</li> </ul>	<ul style="list-style-type: none"> <li>• Salem Downtown Transit Mall</li> <li>• Aumsville</li> <li>• Sublimity</li> <li>• Stayton</li> <li>• Mehama</li> <li>• Lyons</li> <li>• Mill City</li> <li>• Gates</li> </ul>	15,531
<b>40: Polk County</b>	<ul style="list-style-type: none"> <li>• 6 outbound trips/day</li> <li>• 5 inbound trips/day</li> </ul>	<ul style="list-style-type: none"> <li>• Salem Downtown Transit Mall</li> <li>• Independence</li> <li>• Monmouth</li> <li>• Dallas</li> </ul>	31,884
<b>50: Dallas/Salem Express</b>	<ul style="list-style-type: none"> <li>• 2 outbound trips/day</li> <li>• 2 inbound trips/day</li> </ul>	<ul style="list-style-type: none"> <li>• Salem</li> <li>• Rickreall</li> <li>• Dallas</li> </ul>	15,363

**OTHER TRANSIT SERVICES**

- **Cherriots Rideshare** offers referrals and information about carpooling, vanpooling, telecommuting, transit, walking, and bicycling.
- **CherryLift** is the Americans with Disabilities Act (ADA)-mandated accessible paratransit service for riders whose disabilities prevent them from riding fixed-route bus services within the Salem-Keizer UGB.
- **CARTS Flex Routes** are demand-response bus lines that provide shared ride trips for riders that stay within a particular area. There are two Flex Routes currently offered by SKT: #25 North Marion – Woodburn, Mt Angel and Silverton, and #45 Polk Connector – Independence, Monmouth and Dallas.

**PARK-AND-RIDES**

Riders access SKT services at 13 park-and-ride facilities within the service area. Some lots are owned and operated by SKT (such as the Keizer Transit Center Park-and-Ride), some are operated by the State of Oregon (such as the Airport Road and Wallace Road Park-and-Rides), and others are owned by local businesses and organizations such as churches or retail facilities as park-and-rides through agreements between SKT and the owners. Park-and-rides vary in capacity between 15 and 220 spaces, but there is no information on utilization rates. Table 2-3 describes the park-and-rides, including the routes that serve each facility.

**Table 2-3. Park-and-Rides**

Name	Location	Spaces	Routes
Rickreall Park-and-Ride	Polk County Fairgrounds	40	<ul style="list-style-type: none"> <li>• Cherriots Route 2X</li> <li>• CARTS Route 50</li> </ul>
Wallace Road Park and Ride	Northwest corner of Wallace Road and Brush College Road intersection	70	<ul style="list-style-type: none"> <li>• Cherriots Routes 10, 25CX</li> </ul>
Keizer Safeway Park and Ride	SE corner of Chemawa and River Road	25	<ul style="list-style-type: none"> <li>• Cherriots Routes 9, 18, 19</li> </ul>
Fred Meyer North Salem Park and Ride	Broadway and Salem Parkway intersection	20	<ul style="list-style-type: none"> <li>• Cherriots Routes 9, 19</li> </ul>
Wal-Mart North Park and Ride	Intersection of Lancaster Drive and Devonshire Ave.	30	<ul style="list-style-type: none"> <li>• Cherriots Routes 11, 20</li> </ul>
Market Street Park and Ride	Intersection of Market St and Hawthorn	150	<ul style="list-style-type: none"> <li>• Cherriots Routes 1X, 17, 20</li> <li>• Cherriots/SMART Route 1X</li> </ul>
Grace Baptist Church Park and Ride	North side of State St. in East Salem	20	<ul style="list-style-type: none"> <li>• Cherriots Route 16</li> </ul>
Christ the Good Shepherd Lutheran Church Park and Ride	South side of State St. in East Salem	15	<ul style="list-style-type: none"> <li>• Cherriots Route 16</li> </ul>
Airport Road Park and Ride	East Salem by the State Motor Pool on Airport Road	220	<ul style="list-style-type: none"> <li>• Cherriots Route 16</li> </ul>
Fred Meyer South Salem Park and Ride	East side of SE Commercial	30	<ul style="list-style-type: none"> <li>• Cherriots Routes 1, 6, 8</li> </ul>
Rite Aid Park and Ride	East side of Commercial St SE south of Hilfiker Lane	50	<ul style="list-style-type: none"> <li>• Cherriots Routes 1, 6</li> </ul>
Wal-Mart South Park and Ride	NE Corner of Commercial Street SE at Baxter Road	50	<ul style="list-style-type: none"> <li>• Cherriots Routes 6, 21</li> </ul>
Hwy 22 and Cascade Highway Park and Ride	South of Hwy 22 at the Stayton/Sublimity exit	95	<ul style="list-style-type: none"> <li>• CARTS Route 30</li> </ul>

### TRANSIT STOPS

Cherriots and CARTS transit stops range from a standard sign post with route identification signage to more elaborate infrastructure. Some stops include amenities such as a waiting pad with full ADA access, shelters, trash cans, benches, and lighting. However, many stops do not include adequate paved areas for disabled persons to safely access and wait at the stop. At these locations, drivers pull up to the closest driveway so mobility devices can load and unload.

**Figure 2-2. CARTS Bus Stop Signage**



## 2.1.2 Other Agencies

In addition to SKT, the project study area includes additional intercity and intracity services. Intercity service is provided by Amtrak, Greyhound, and the Valley Retriever. Intracity service is provided by Woodburn Transit System (WTS), the Silver Trolley (in Silverton), and SMART (in Wilsonville).

- **Amtrak** provides intercity rail and bus services throughout the Willamette Valley. The Cascades and Coast Starlight train services stop at Salem Station near downtown. The Cascades service provides multiple trips daily connecting Vancouver, BC to Eugene. In Oregon, Amtrak Cascades stops in Portland, Oregon City, Salem, Albany, and Eugene. Thruway bus service provides supplemental service between Portland and Eugene along the Cascades route. The Coast Starlight provides daily service between Seattle and Los Angeles, stopping at intermediate stations in Portland, Salem, Albany, and Eugene/Springfield.
- **Greyhound Lines, Inc.** operates intercity bus routes to over 50 locations throughout Oregon and provides connecting service to adjacent states. As of June 2013, the Salem Greyhound station is co-located at the Amtrak Station. Greyhound operates direct connections from Salem to Corvallis and from Salem to Portland. The Corvallis service continues south along I-5 and connects Eugene, Roseburg, Grants Pass, and Medford.
- **Valley Retriever Buslines** connect Newport to Portland and Bend, serving several communities along the way including Corvallis, Salem, McMinnville, and Tigard. Valley Retriever stops in the major cities at Greyhound bus stations or Amtrak train stations, and operates one service in each direction for each of the two routes daily.
- **Valley Vanpool** is a service coordinated between the Cascades West Council of Governments, Cherriots RideShare and Point2Point operated by Lane Transit District. Valley Vanpool coordinates vanpools throughout the Willamette Valley. As of February 2012, vanpools operate to Salem from Albany, Beaverton, Corvallis, Eugene, Portland, and Sheridan.
- **Canby Area Transit (CAT)** is operated by the city of Canby, and is a fixed-route commuter line between Woodburn and Oregon City along OR 99E and a general public dial-a-ride service within the Canby UGB. There is also a premium dial-a-ride service available for eligible individuals who are unable to access the Orange Line fixed-route. CAT connects the Woodburn Transit System and TriMet in Oregon City.
- **Woodburn Transit System (WTS)** is operated by the city of Woodburn, and has both a fixed-route bus and ADA-mandated paratransit service. The fixed-route bus service within Woodburn operates once per hour, Monday through Friday, from 7 AM to 7 PM. WTS connects to CARTS and CAT. WTS also offers demand-response service for seniors and people with disabilities.
- **Silver Trolley** is an on-demand transit service provided by the city of Silverton and operates within Silverton city limits. Rides on the Silver Trolley are free, but users are encouraged to provide a donation. Riders must reserve Silver Trolley 24 hours in advance. The service is available to anyone, regardless of age or disability status.
- **South Metro Area Regional Transit (SMART)** serves Wilsonville with connecting services to Canby, Salem, and SW Portland. SMART operates seven fixed-route bus lines and dial-a-ride service that

is open to anyone regardless of age or disability status. Route 1X is a shared service with Cherriots; half of the trips between Wilsonville and Salem are operated by SMART and half are operated by SKT.

- **Yamhill County Transit Area (YCTA)** is a countywide system based in McMinnville with additional local service in Newberg. Link Routes provide connecting service to several additional Yamhill County communities en route to Tigard, West Salem, Grand Ronde, and Hillsboro. YCTA operates ten fixed-route bus lines as well as a dial-a-ride- service that is open to anyone regardless of age or disability status.

## 2.2 Transit Needs by Corridor

The project team divided the study area into transit corridors that represent major travel sheds for communities within the project study area. The project team developed the corridors through the development of a Travel Market Assessment (TMA). The TMA results were refined through the public outreach process.

The majority of the transit corridors either begin or end in Salem-Keizer. As the center of population and employment in the SKT district, Salem-Keizer is either an origin or destination for many of the regional transit corridors. The regional corridors in this plan are designed to feed into local services at transit centers in downtown Salem and near Keizer Station.

Salem and Keizer are home to most of the employment in the region. Moreover, Salem holds special regional and statewide significance as the Marion County seat and the capital of Oregon. Most of the region's employment is in Salem's central business district, including many state government offices. Additionally, many residents and employees use transit to access major destinations in the area.

The TMA provides insight into travel patterns and overall demand through three separate analyses:

1 – A travel demand analysis showing the relative levels of travel between cities in the project study area. The travel demand analysis considered travel by all modes, not just transit. The data for the travel demand analysis was provided by the ODOT Transportation Planning Analysis Unit's (TPAU) Statewide Integrated Model (SWIM).

2 – A transit inclination index, showing the relative likelihood of persons within communities in the project study area to use transit. The transit inclination index is comprised of demographic information from the U.S. Census and American Community Survey. Demographic factors analyzed include total population, population density, age, household access to vehicles, and percentage of the population in poverty.

**Figure 2-3. Keizer Transit Center**



3- The relative concentrations of employment by industry within each community in the project study area. The TMA looked at employment both in total and in specific sectors: Industrial, Leisure and Hospitality, Retail and Education. The employment data was provided by SWIM.

Figures 2-4 through 2-6 show the results of the three TMA analyses. Figure 2-7 provides the final list of prioritized corridors. Appendix A describes the purpose and results of the TMA in more detail.

Project prioritization (from 1, “high” to 4, “low”) is based on professional judgment with regard to ease of implementation, relative need based on the TMA, cost, and input from the project advisory committee and management team.



Figure 2-4: Travel Demand

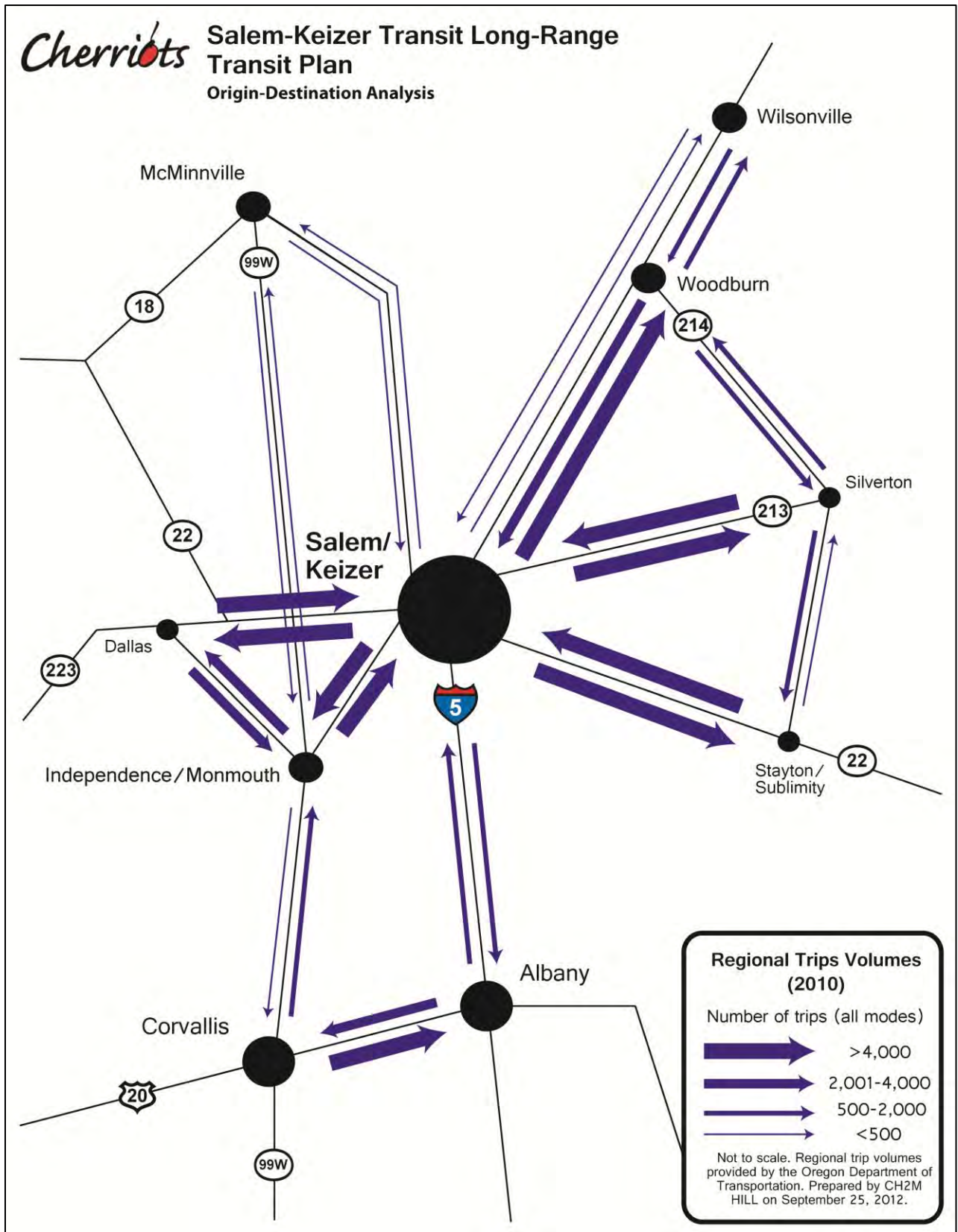




Figure 2-5: Transit Inclination Index

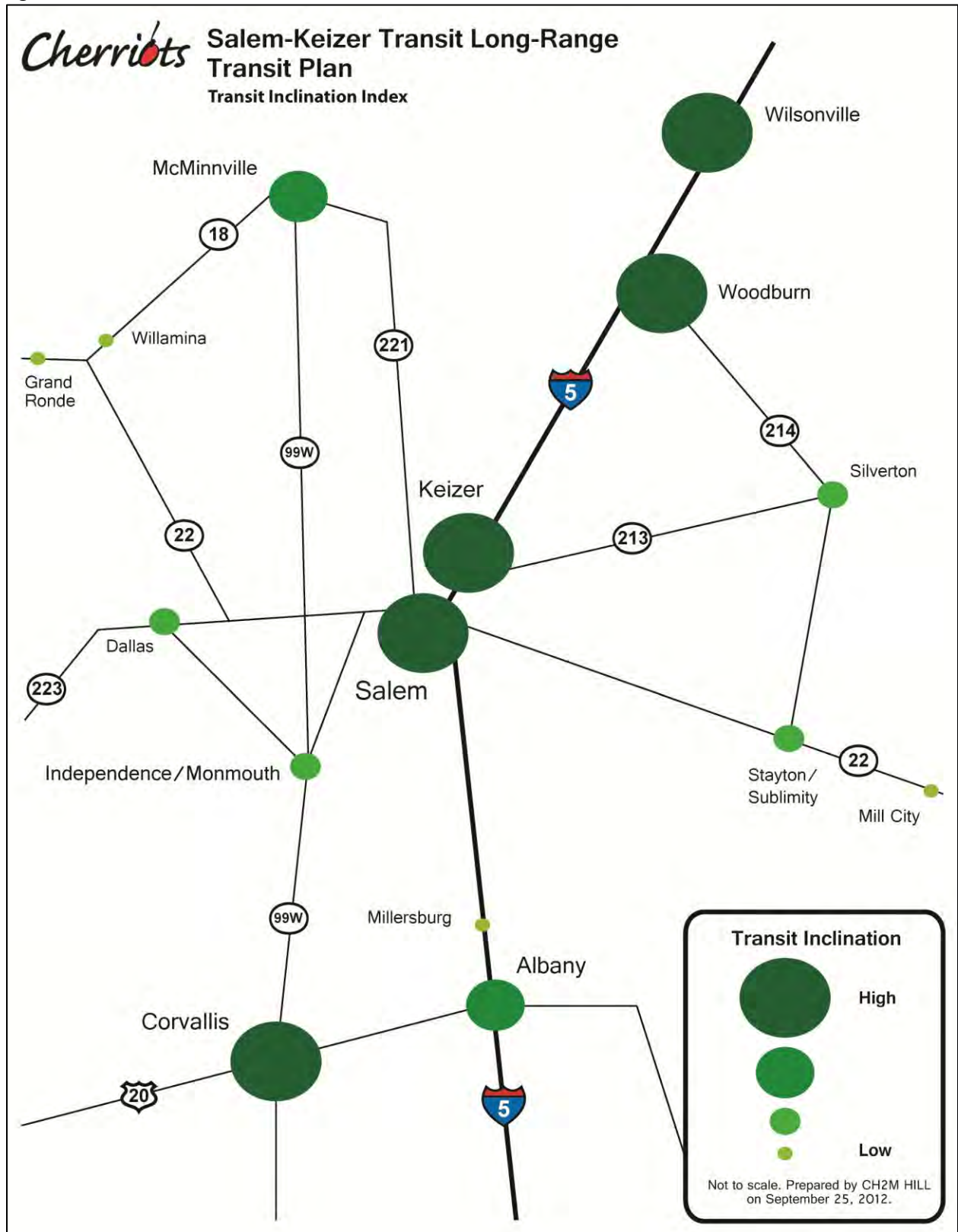


Figure 2-6: Total Employment

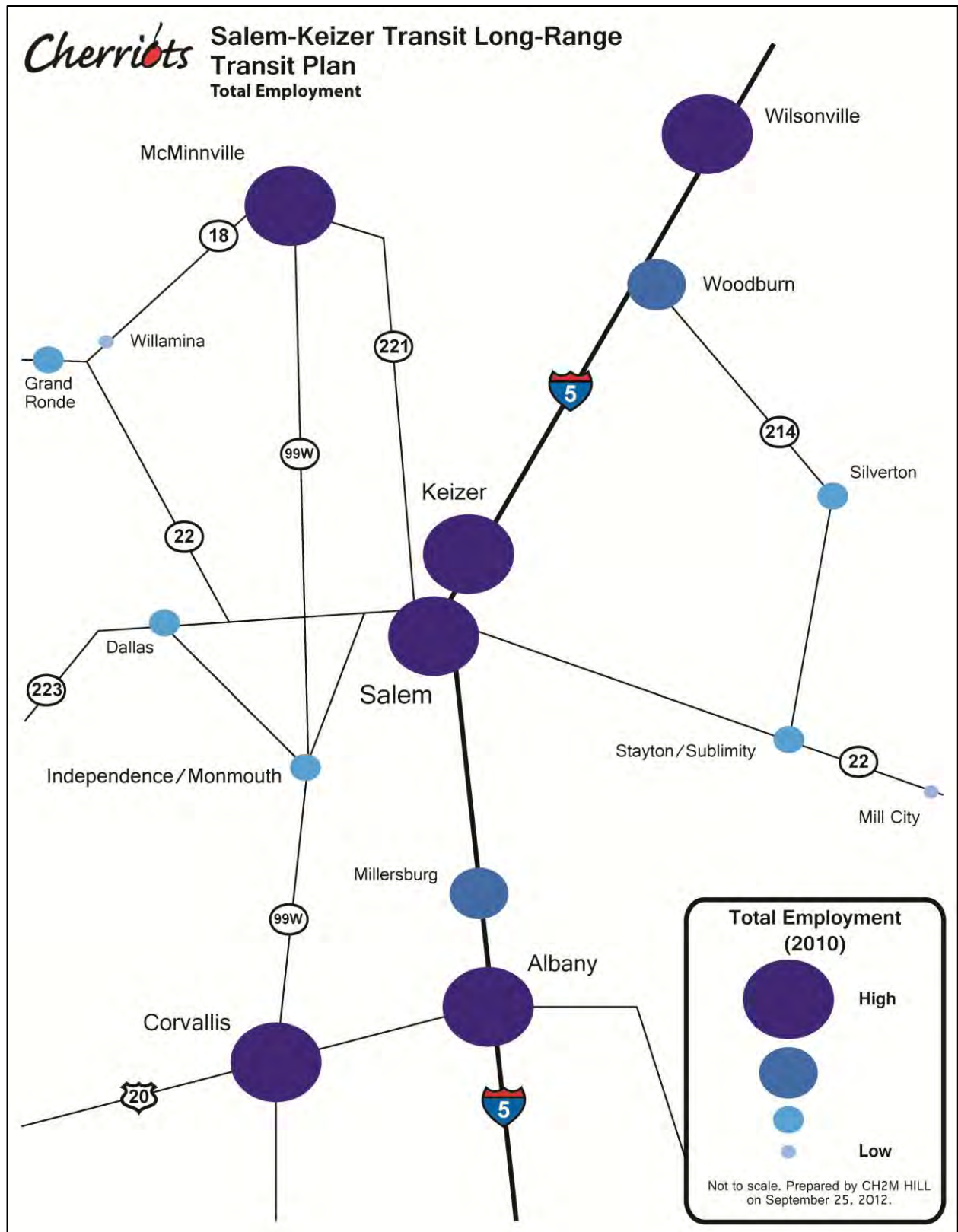
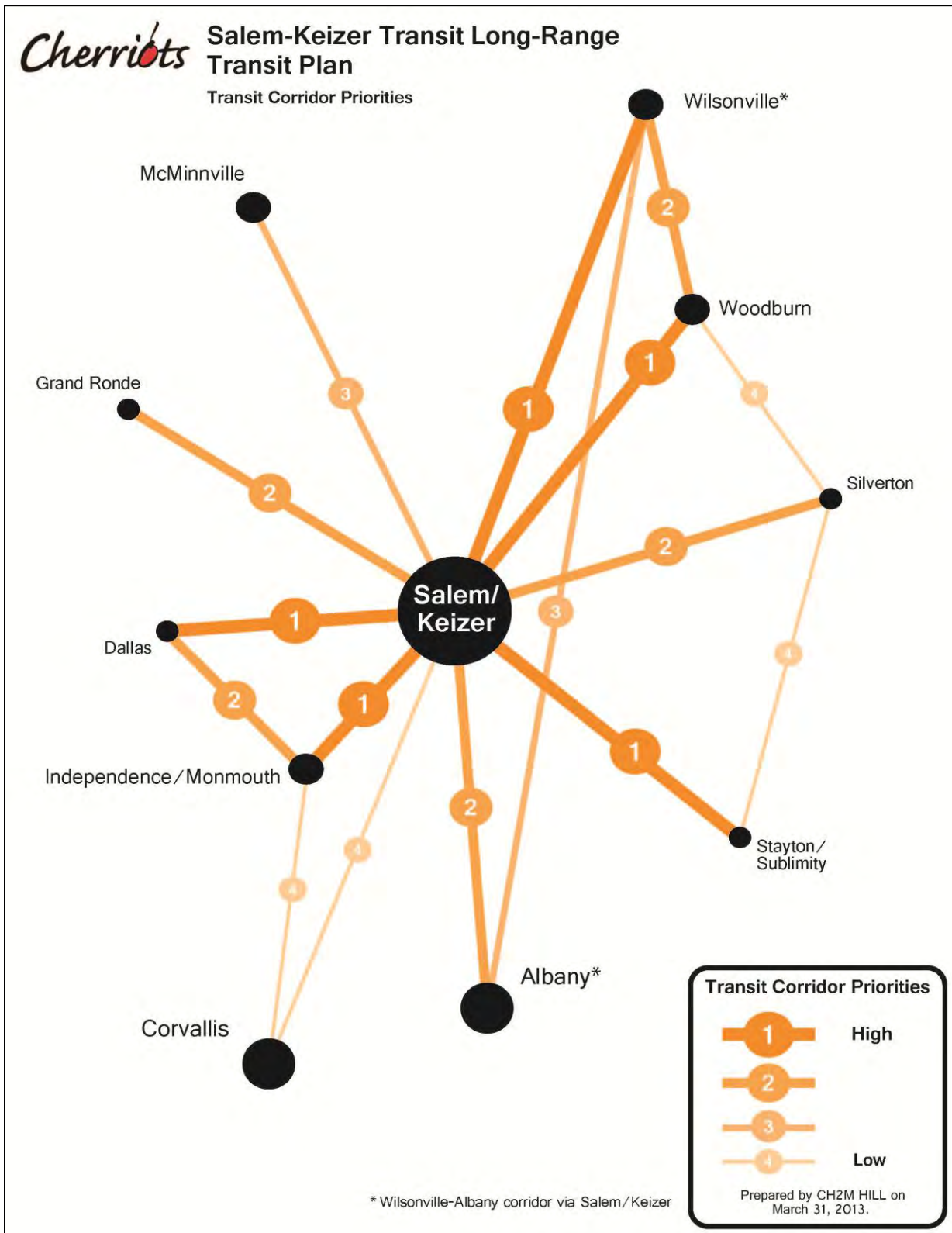


Figure 2-7: Corridor Prioritization



## 2.2.1 I-5 Corridor: Wilsonville – Salem

### TRAVEL MARKET ASSESSMENT

Based on existing transit ridership and stakeholder interviews, this corridor currently experiences high daily travel demand. Cherrriots Route 1X express service, co-operated by SMART, serves the Wilsonville – Salem corridor, with estimated annual ridership around 44,000, more than any of the CARTS routes.<sup>1</sup> Table 2-4 provides a summary of this corridor’s TMA.

Wilsonville has relatively high employment, particularly in the retail and industrial sectors. The daytime population of Wilsonville increases by 45 percent with employees coming into the City to work, the most among cities in the study area. Both Wilsonville and Salem are cities with large economic bases, resulting in two-way commute traffic during the morning and afternoon peaks (6-9 AM and 3-6 PM).

Wilsonville has a high demand for transit service due to population and moderate design standards for higher population density. The City has a relatively high number of youth, elderly, a wide income range, and an increasing level of traffic congestion.

### STAKEHOLDER FEEDBACK

Transit agencies and local jurisdictions provided the following information on the Wilsonville – Salem corridor:

- Transit service should take advantage of the new Woodburn Transit Center at the I-5/OR 214/OR 219 interchange when it is completed.
- Add an intermediate stop on the existing Cherrriots Route 1X to serve the Woodburn transit center, though there is a continued focus on minimizing travel time delay and coordinating the Route 1X schedule with WES arrivals and departures in Wilsonville
- Use higher-capacity buses and improve frequencies during the morning peak (6-9 AM) and midday to meet transit demand

**Figure 2-8. SMART Transit Center, Wilsonville**



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<sup>1</sup> Estimated Annual Ridership, as calculated by Salem Area Mass Transit District, 2011.



## 2.2.2 I-5 Corridor: Albany/Millersburg – Salem

### TRAVEL MARKET ASSESSMENT

There is significant travel demand between Salem and Albany. Albany and Millersburg have moderate transit inclination based on population demographics and have several large industrial and manufacturing employers. Albany also has a concentrated retail center near the US 20/I-5 interchange, and employment in education, retail, and leisure and hospitality sectors. Table 2-4 provides a summary of this corridor's TMA.

Albany exhibits moderately high transit inclination due to its large population and relatively dense population center. Albany also has a high number of households without access to a vehicle and low-income households. Central Albany, just west of I-5 on both sides of US 20, has the highest total transit inclination in the City. Millersburg does not show a potentially significant market for transit riders, primarily due to its small population, large number of private vehicles available and relatively few elderly, youth, and low-income populations.

Valley Retriever and Amtrak currently provide transit service between the train stations in Salem and Albany. Valley Retriever runs four routes between Salem and Albany on weekdays and two routes on Saturday. Amtrak runs a combination of bus and train routes between the two Cities; eight trips northbound and eight trips southbound every day but Saturday. On Saturdays there are seven Amtrak trips in both directions. Neither of these services accommodates regular business hour commuters (arriving too late for an 8 AM start, or leaving too early for those who finish work around 5 PM), and both are fairly expensive for daily rides (Valley Retriever is \$6 - \$8 per ride, and Amtrak tickets run between \$11 and \$14 one-way).

### STAKEHOLDER FEEDBACK

Transit agencies and local jurisdictions provided the following information on the Albany/Millersburg – Salem corridor:

- The corridor is a future service opportunity, and there is limited transit service for regular commuters.
- There is interest in a new Albany park-and-ride facility near I-5, although the future route could also serve the Albany Transit Center with connections to local and regional bus service.

## 2.2.3 I-5 Corridor: Albany/Millersburg – Salem – Wilsonville

### TRAVEL MARKET ASSESSMENT

This corridor has relatively low travel demand. While Salem and Wilsonville have high transit inclination and all three cities are employment centers, the majority of ridership demand within the corridor originates or ends in Salem, and is better served by the Wilsonville – Salem and Albany/Millersburg – Salem corridors. Table 2-4 provides a summary of this corridor's TMA.

### STAKEHOLDER FEEDBACK

The stakeholder feedback relevant to this corridor is the same as the feedback heard for the Wilsonville – Salem and Albany/Millersburg – Salem corridors, listed above.

**Table 2-4. I-5 Corridors Travel Market Assessment**

Corridor	Priority	O-D Analysis	Transit Inclination (TI) and Employment	Other
Wilsonville—Salem	1	Daily travel demand is high	TI - High Employment – High	
Albany/Millersburg—Salem	2	Daily travel demand is high	TI – Moderate Employment—High - industrial employment in Millersburg	Connection opportunity to Corvallis
Wilsonville – Salem – Albany	3	Daily travel demand is low	TI – High in Wilsonville and Moderately high in Albany Employment – High	Limited Albany – Salem transit routes offered by local agencies

## 2.2.4 Eastside Corridor: Stayton – Salem

### TRAVEL MARKET ASSESSMENT

The Stayton – Salem corridor has high travel demand, with some morning commuter traffic originating further east along OR 22 in Mill City or Gates. However, commuter traffic on CARTS route 30 is substantially lower east of Stayton. The Stayton area exhibits moderate transit inclination and has moderate employment, including a large industrial employment area. Given the high concentration of industrial jobs that tend to operate on shifts, Stayton could be well served by transit. Table 2-5 on page 2-18 provides a summary of this corridor’s TMA.

Despite its relatively high population density for a small-sized city, the transit inclination for Stayton is moderate, due to demographic factors. The existing elderly and youth population is moderate, while there are a below average number of households that are low-income and/or lacking access to an automobile.

### STAKEHOLDER FEEDBACK

Transit agencies and local jurisdictions provided the following information on the Stayton – Salem corridor:

- Ridership has increased steadily over the last few years, and the largest market for local transit is commuter travel between Stayton and Salem.
- More frequent service and greater CARTS publicity (including more signage) would likely increase ridership further, and may help employees access jobs in Stayton from other communities.



**Figure 2-9. Aumsville Transit Stop**

- Adding express service between Stayton and Salem with fewer intermediate stops would help make transit more time competitive with driving.
- Interest in developing demand-response service between Stayton, Aumsville, and Turner to supplement Route 30 service
- Support modifying the portion of CARTS Route 30 between Stayton and Gates, corresponding to existing travel demand.

## 2.2.5 Eastside Corridor: Woodburn– Salem

### TRAVEL MARKET ASSESSMENT

Woodburn has relatively high employment and also has high transit inclination.

Total employment in Woodburn is high, especially in the retail sector due in part to the Woodburn Company Stores and other retail in the area. Woodburn also has a relatively large number of education-related jobs, and a high number of industrial jobs in areas just north of the City’s UGB.

The overall transit inclination for Woodburn is high, partly because of the large population within the project study area. In addition, the City is denser than other cities in the region and has large elderly and youth populations. There are also a substantial number of low-income households that may not have access to a vehicle. Woodburn is also unique - it has the greatest ratio of workers to vehicles (0.80 - 1.17 workers to each vehicle), meaning local employees have less access to vehicles compared to other places within the study area. Transit demand may grow when the proposed Transit Center opens at the I-5/OR 214/OR 219 interchange. Table 2-5 provides a summary of this corridor’s TMA.



**Figure 2-10. Downtown Transit Center, Woodburn**

### STAKEHOLDER FEEDBACK

Transit agencies and local jurisdictions provided the following information on the Woodburn – Salem corridor:

- There are challenges coordinating the schedules of the Woodburn Transit Service (WTS) route to Salem and CARTS Route 10
- Continued peak period demand (6-9 AM and 3-6 PM) in both directions is anticipated, as both Salem and Woodburn are significant employment centers.
- There is interest in moving the northern terminus of CARTS Route 10 south from Woodburn BiMart at the OR 99E/OR 211 intersection to the existing Woodburn Transit Center in downtown with connections available to WTS buses.

## 2.2.6 Eastside Corridor: Silverton– Salem

### TRAVEL MARKET ASSESSMENT

This corridor experiences overall high travel demand, but is a lower priority than the Stayton or Woodburn routes due to Silverton’s low to moderate transit inclination and level of employment.

**Figure 2-11. CARTS at Glockenspiel Restaurant, Mt. Angel**



Total employment in Silverton is moderately low, with no sectors that are especially strong except industrial employment. The higher presence of industrial jobs in Silverton means that commuters are likely to travel throughout the day to work around the clock shifts. Employees in the industrial sector tend to commute midday and in the evenings. However, most rush-hour traffic along the corridor travels in the peak direction – towards Salem in the mornings and from Salem in the evenings.

The overall transit inclination based on demographic data for Silverton is moderately low. Among the smaller cities analyzed, Silverton ranks relatively high based on population density for a city its size. However, there is a below average number of population groups that are most likely to be transit-dependent (elderly, youth, and low-income populations). Table 2-5 provides a summary of this corridor’s TMA.

### STAKEHOLDER FEEDBACK

Transit agencies and local jurisdictions provided the following information on the Silverton – Salem corridor:

- CARTS Route 20 provides adequate service to Silverton and Mt. Angel.
- Silverton is a jurisdiction that embraces transit, and the Silver Trolley provides access to local destinations.
- Low employment in Silverton means that most travel demand is outbound towards other communities in the morning peak (6-9 AM). Silverton Hospital is the major employer in the community.

## 2.2.7 Eastside Corridor: Silverton – Stayton

### TRAVEL MARKET ASSESSMENT

There are challenges to implementing the Silverton to Stayton service, as both communities have fewer employment opportunities and low transit inclination. Overall travel demand along this corridor is low; making this corridor the lowest priority on the Eastside. Table 2-5 provides a summary of this corridor’s TMA.



Total employment is below average in both communities relative to other areas within the study area. However, Stayton area has a moderately high amount of industrial jobs that may be well served by increased transit service.

Transit inclination is moderately low in both Stayton and Silverton, which are both smaller communities. Each city has moderate population density for their size, and a low to moderate number of elderly, youth, and low-income residents. Silverton also has a relatively moderate ratio of workers to vehicles (0.66 - 0.71 workers to each vehicle), meaning that in some cases workers have relatively lower access to vehicles.

#### STAKEHOLDER FEEDBACK

Stakeholders indicated a moderate desire for service connecting the two communities, but local agency representatives in Stayton expressed doubt that such service would be used.

## 2.2.8 Eastside Corridor: Silverton – Woodburn

#### TRAVEL MARKET ASSESSMENT

Overall travel demand along this corridor is low, as is the relative transit inclination in Silverton; making this corridor among the lowest priority Eastside routes. Woodburn is better suited for transit service than Silverton because of strong transit demand and an above average employment base. Table 2-5 provides a summary of this corridor's TMA.

Because of Woodburn's large number of retail jobs, and Silverton's below average employment, most demand in this corridor would be toward Woodburn in the morning rush and from Woodburn in the evening.

Woodburn has a dense population and above average elderly, youth, and low-income populations. Meanwhile, Silverton has less population; both in total numbers and key demographic groups that would have higher transit demand.

#### STAKEHOLDER FEEDBACK

Transit agencies and local jurisdictions indicated that the existing dial-a-ride service between Silverton and Woodburn accommodates existing travel demand.

**Table 2-5. Eastside Corridors Travel Market Assessment**

Corridor	Priority	O-D Analysis	Transit Inclination (TI) and Employment	Other
Stayton – Salem	1	Daily travel demand is high	TI - Moderate Employment – Moderate	Existing CARTS ridership is relatively high
Woodburn – Salem	1	Daily travel demand is high	TI - High Employment – High	Existing CARTS ridership is high
Silverton – Salem	2	Daily travel demand is high	TI – Moderately low Employment – Moderately low	Existing CARTS ridership is moderate
Woodburn – Wilsonville	2	Daily travel demand is moderate	TI – High Employment – Moderately high in Woodburn and High in Wilsonville	No current transit route offered by local agencies
Silverton – Stayton/Sublimity	4	Daily travel demand is low	TI and Employment are Moderately low	No current transit route offered by local agencies
Silverton – Woodburn	4	Daily travel demand is low	TI – Moderately low in Silverton and High in Woodburn Employment – Moderately low in Silverton and Moderately high in Woodburn	No current transit route offered by local agencies

## 2.2.9 Westside Corridor: Dallas – Salem

### TRAVEL MARKET ASSESSMENT

While Dallas has moderately low transit inclination and lacks significant employment, existing transit ridership and overall travel demand is high along this corridor because of a 40-space park-and-ride facility in Rickreall at the Polk County Fairgrounds. Table 2-6 provides a summary of this corridor’s TMA.

Total employment in Dallas is moderately low and the City has no significant employment sectors. However, in surrounding areas south and west of Dallas outside of the UGB, there are a number of industrial jobs. Industrial jobs in surrounding area attract commuters throughout the day when operations are around the clock, increasing demand for commuting midday and in the evenings. However, most peak traffic is likely to travel towards Salem in the mornings (6-9 AM) and from Salem in the evenings (3-6 PM).

The overall transit inclination for Dallas is moderately low. For a smaller-sized city, Dallas has moderately high population density, with a relatively high elderly population. However, youth and low-income populations are below average compared to other cities within the study area.

## STAKEHOLDER FEEDBACK

Transit agencies and local jurisdictions provided the following information on the Dallas - Salem corridor:

- Dallas residents commuting to jobs in Salem comprise the primary travel demand.
- Make the Rickreall Park and Ride a regular stop along the corridor, as the CARTS Route 50 bus currently only stops there on request.
- Connect all Westside transit routes to the Rickreall Park and Ride. This would emphasize Rickreall as a local transit hub and improve mobility for Polk County residents who are traveling by CARTS to other Westside destinations.
- Increasing the frequency of the Salem – Dallas express service to accommodate commuters who begin work shifts later in the morning peak (6-9 AM).
- Consolidate transit stops in Dallas to reduce travel times, as there is little transit demand for intracity trips within Dallas.
- CARTS services need to be better publicized, with more pronounced signage necessary at local stops.

**Figure 2-12. CARTS at Dallas Aquatic Center**



## 2.2.10 Westside Corridor: Independence/Monmouth – Salem

### TRAVEL MARKET ASSESSMENT

Travel demand and existing transit ridership within the Independence and Monmouth – Salem corridor is relatively high, while transit inclination and employment for the Independence/Monmouth area is moderately low. Table 2-6 provides a summary of this corridor’s TMA.

Independence and Monmouth have moderately low employment, but Western Oregon University (WOU) in Monmouth employs a number of education workers. While the university may attract transit ridership from elsewhere in the region, most travel demand is during the peak towards Salem in the morning (6-9 AM) and from Salem in the evening (3-6 PM).

Overall transit inclination is moderately low due to the relatively small size of both communities. The presence of WOU (6,200 students), and college students who typically have lower car ownership rates, indicates a potential for transit use, though there is a relatively low transit-dependent population in the area.

### STAKEHOLDER FEEDBACK

Transit agencies and local jurisdictions provided the following information on the Independence/Monmouth – Salem corridor:

- There is support for an express route from Independence and Monmouth to Salem, with a stop at the Rickreall Park and Ride to connect to other Westside routes.
- Interest in adding more evening (6 PM – 10 PM) and weekend service to Salem for students and faculty at WOU. The university attracts out-of-state and international students who are less likely to own cars and are more reliant on transit.
- Many students walk or bike around campus and the Wolf Ride flexible route operated by WOU provides service within Monmouth and Independence.

## 2.2.11 Westside Corridor: Grand Ronde – Salem

### TRAVEL MARKET ASSESSMENT

Despite the size of Grand Ronde (an unincorporated community with 1,660<sup>2</sup> residents) and moderately low transit inclination, daily travel demand along this corridor is moderate because of the Spirit Mountain Casino. The casino is a major destination within the region and a large employer. Routed bus service in this corridor may also provide a connection opportunity to Lincoln City and other cities along the Oregon Coast via Lincoln County Transit (LCT). Table 2-6 provides a summary of this corridor’s TMA.

There are few employers in Grand Ronde, but the Tribal government campus (including a large health center) has 370 employees and the casino east of Grand Ronde has over 1,400 employees.<sup>3</sup> The number of employees commuting to one destination makes Grand Ronde easy to serve by transit.

Grand Ronde and its surrounding region are not densely populated, with a moderate number of low-income households and moderate number of individuals over age 65 and under age 18.

LCT is currently analyzing the feasibility of service from Lincoln City to Grand Ronde, which could serve as a transfer point between LCT and SKT. Currently, there are no transfer points between LCT and CARTS. Adding this service would provide a connection from Lincoln City to Salem, although providing service from Lincoln City to Grand Ronde is also one of LCT’s objectives.

### STAKEHOLDER FEEDBACK

Transit agencies and local jurisdictions provided the following information on the Grand Ronde – Salem corridor:

- Add an intermediate stop at the Rickreall Park and Ride, improving access to Grand Ronde for Westside CARTS riders without having to travel to Salem.
- Desire for SKT to work with the casino to reevaluate the transit schedule’s coordination with the shift schedules every 6 months to minimize rider confusion.
- Existing service (Cherriots Route 2X) is sufficient to meet current demand.
- Support a more substantial bus stop at Spirit Mountain Casino that could serve as a transfer point for all connecting transit services, including SKT, LCT, and YCTA.

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<sup>2</sup> CDPs, or Census Designated Places, are populated areas that do not have municipal government or are otherwise incorporated, but resemble incorporated places based on population, infrastructure, residences, services, etc.

<sup>3</sup> Spirit Mountain Casino. Personal Interview. September 24, 2012.

- It is difficult to develop schedules with timed transfers to the YCTA Routes 22 and 24S between Grand Ronde and McMinnville.
- The Grand Ronde Tribe is investigating how to provide local circulation throughout the tribal community. When it was offered, the portion of Route 2X between Spirit Mountain Casino and the community had low ridership.
- LCT is assessing the viability of transit service between Grand Ronde and Lincoln City with the possibility to time a connection at Spirit Mountain Casino with Cherriots Route 2X, but it would not serve Grand Ronde.
- Consolidate fares, as Cherriots fares are more expensive than CARTS. If the Westside corridors are restructured to serve the Rickreall Park and Ride, this is especially important so all Rickreall – Salem transit routes have the same fare.

## 2.2.12 Westside Corridor: Dallas – Independence/Monmouth

The Dallas – Independence and Monmouth corridor would be similar to the western portion of the existing CARTS Route 40 between the two communities. However, the route would use OR 223 and OR 99W, with a stop at the Rickreall Park and Ride where riders could transfer to other Westside routes.

### TRAVEL MARKET ASSESSMENT

This corridor is lower priority than the Salem – Dallas and Salem – Independence/Monmouth corridors due to lower travel demand. Both Dallas and Independence/Monmouth have moderately low transit inclination and employment. Existing transit ridership is moderate, and surveys indicate a significant number of Route 40 riders travel between Polk County destinations without entering Salem.<sup>4</sup> These communities receive additional service from the demand-responsive Flex Route 45. Table 2-6 provides a summary of this corridor’s TMA.

**Figure 2-13: CARTS at Western Oregon University, Monmouth**



Independence and Monmouth have a moderately low level of employment, but WOU in Monmouth attracts education jobs. Total employment in Dallas is moderately low, with no significant employment sectors, though industrial areas create jobs nearby.

Demographic data and the small size of the cities indicate that transit inclination Independence/Monmouth and Dallas is moderately low. Overall, there is a relatively low transit-dependent population in the area. However WOU could increase transit ridership.

<sup>4</sup> One-Day Ridership Survey (Boardings and Alightings), Salem Area Mass Transit District, Fall 2012.

## STAKEHOLDER FEEDBACK

Transit agencies and local jurisdictions provided the following information on the Dallas – Independence/Monmouth corridor:

- Existing CARTS Flex Route 45 service is sufficient to meet most travel demand. Students and residents, including disabled riders, in Monmouth and Independence travel to Dallas to access services and major retail/grocery destinations.
- Support for rerouting CARTS Route 40 to the Rickreall Park and Ride, to connect with other Westside destinations.
- Recommend consolidating transit stops in Dallas to reduce travel times, as there is little transit demand for intracity trips within Dallas.
- Interest in adding midday and evening service (6 PM – 10 PM) to accommodate Monmouth/Independence residents and WOU students traveling to Dallas.

### 2.2.13 Westside Corridor: McMinnville – Salem

#### TRAVEL MARKET ASSESSMENT

Based on stakeholder interviews and regional trip data, travel demand is likely to be low along this corridor. Table 2-6 provides a summary of this corridor’s TMA.

McMinnville is an employment center with a large number of industrial employers near downtown and the city also attracts education-related jobs. Overall, McMinnville is a significant employment destination for transit users.

McMinnville has moderately high demand for transit, based on demographic data. The City is relatively dense, has significant elderly populations, and a large number of households without access to a vehicle. Additionally, there are a moderate number of low-income households. The high transit inclination for McMinnville is due in part to the presence of Linfield College (2,300 students).

#### STAKEHOLDER FEEDBACK

Transit agencies and local jurisdictions provided the following information on the McMinnville – Salem corridor:

- Support rerouting to the Rickreall Park and Ride, to connect with other Westside destinations

### 2.2.14 Westside Corridor: Corvallis – Salem

There is currently no transit service between Corvallis and Salem. The best opportunity to provide service is through coordination with local transit operators in both cities, including ATS which runs the Linn Benton Loop service between Albany and Corvallis, a high travel demand corridor.

#### TRAVEL MARKET ASSESSMENT

The Corvallis – Salem corridor is a long-distance route, and is not a viable option for direct service due to low travel demand, despite high transit inclination and employment in Corvallis. Table 2-6 provides a summary of this corridor’s TMA.

Corvallis has a lot of employment as it is among the more urbanized cities within the study area. Oregon State University (OSU) and other companies create a large number of education and industrial jobs.

Demographic analysis shows that Corvallis is likely to have strong demand for transit, due to the significant student population (25,000 at OSU) in and around Corvallis.

#### STAKEHOLDER FEEDBACK

There was no stakeholder feedback in response to this corridor.

### 2.2.15 Westside Corridor: Corvallis – Independence/Monmouth

There is currently no transit service along this corridor. Given existing travel demand, the best opportunity to connect Corvallis and Independence/Monmouth is through future demand-response transit or vanpool service.

#### TRAVEL MARKET ASSESSMENT

The Corvallis – Independence/Monmouth corridor is among the lowest priority corridors due to low estimated travel demand and moderately low employment and transit inclination in Independence/Monmouth. Table 2-6 provides a summary of this corridor’s TMA.

Independence and Monmouth have low employment, but WOU in Monmouth supports a relatively high number of jobs. Corvallis has strong employment as discussed above. Overall transit inclination based on demographics for Independence/Monmouth is moderately low while Corvallis is high. College students increase the potential for transit ridership.

#### STAKEHOLDER FEEDBACK

Transit agencies and local jurisdictions provided the following information on the Corvallis – Independence/Monmouth corridor:

- There is interest in future transit service, such as vanpools or carpools, to meet travel demand that includes commuters traveling to WOU and OSU for work or school.



**Table 2-6. Westside Corridors Travel Market Assessment**

Corridor	Priority	O-D Analysis	Transit Inclination (TI) and Employment	Other
Dallas—Salem	1	Daily travel demand is high	TI - Moderately low Employment – Moderately low	Third highest ridership of CARTS routes; Rickreall park-and-ride along route
Independence/ Monmouth – Salem	1	Daily travel demand is high	TI - Moderately low Employment – Moderately low	Existing CARTS ridership is relatively high
Grand Ronde – Salem	2	Daily travel demand is moderate	TI – Moderately low Employment—High due to Spirit Mountain Casino	Connection opportunity to Lincoln City
Dallas – Independence/ Monmouth	2	Daily travel demand is low	TI - Moderately low Employment – Moderately low	Existing ridership is moderate
McMinnville – Salem	3	Daily travel demand is low	TI – High Employment – High	Yamhill County Transit operates one bus route between McMinnville and Salem, indicating existing demand for transit service.
Corvallis – Salem	4	Daily travel demand is low	TI – High Employment – High	Best opportunity for service is a connection via Albany
Corvallis – Independence/ Monmouth	4	Daily travel demand is low	TI – High in Corvallis and Moderately low in Independence/ Monmouth Employment – High in Corvallis and Moderately low in Independence/ Monmouth	Best opportunity for service is a connection via Albany

### 2.2.16 Transit Needs in Other Corridors

During stakeholder and public outreach, the project team considered requests to provide fixed-route or demand-response transit service to very rural areas of Marion and Polk Counties outside of the previously mentioned corridors. Example communities are Jefferson, Falls City, and Scio. State and County data indicate that these communities are projected to stay steady (low in population and employment) or decline. While the project team acknowledged the need for these lifeline routes, implementing transit service is not realistic within the LRTP’s 20-year planning horizon.



## 2.3 General Needs

In addition to corridor needs, the project team identified several system wide deficiencies that should be addressed by SKT and partner agencies to improve the overall customer experience.

### INCREASED MARKETING

In general, there is a perceived lack of awareness or knowledge of the services that SKT provides within the study area. Based on survey results, many residents and employees are not aware of the existing transit options in the area. This is especially the case for commute trips, when several express routes operate. Currently there are no detailed maps with schedule information available for each route.

### COORDINATION WITH PARTNER AGENCIES

Currently there are six local transit providers within the study area with direct connection to SKT services. In addition, Albany Transit System (ATS) and Corvallis Transit System (CTS) also provide service within the study area. Currently, these agencies set routes, schedules and service changes independent of each other except in certain special cases. For example, the YCTA Route 11 only offers service between McMinnville and West Salem, requiring an extra transfer for riders traveling to or from the Downtown Transit Mall. In addition, all of the providers have their own fare systems (or offer free services). Coordinating these services, such as offering a unified fare system, will make it easier for passengers to seamlessly connect between different providers along their journey.

### LACK OF TRANSIT AMENITIES AND ADA ACCESS

Many SKT facilities, especially CARTS bus stops in less urban environments, lack adequate signage and amenities, including schedule information, shelters, and concrete pads. Upgrading stops and purchasing low-floor buses would improve access for the elderly and disabled, while making the experience of waiting for the bus more pleasant. Supplying a number to call or text for real-time arrival information (and installing displays at major stops) would provide additional reassurance for waiting passengers.

### LACK OF WEEKEND SERVICE

The lack of weekend service is detrimental to transit-dependent riders who rely on SKT for their daily needs. Reinstating Saturday and Sunday service would allow residents to conduct errands by transit and allow workers with unconventional schedules to access employment.

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# 3 Transit Corridors & Service Recommendations

Section 2 identified and prioritized corridors for future service improvements. This section includes specific actions for each corridor. Figures 3-1, 3-2, and 3-3 summarize all corridors, their improvement priority, and recommended transit service frequencies.

All actions in this section are subject to further refinement during development of SKT's Comprehensive System Analysis. These recommended actions are intended as a starting point for developing service improvements in the region.

## THIS SECTION PROVIDES:

- ✓ A description of transit service recommendations by corridor
- ✓ A description of general enhancements for infrastructure and operations of CARTS service

## 3.1 Interstate 5 Corridors

North - south transit service along the I-5 corridor is important to both the mid-Willamette Valley and the Portland and Eugene regions. The highway is the major artery through the most populous areas in the state, and there is high demand for transit service. The recommendations below focus on the two major destinations north and south along the I-5 corridor from Salem – Wilsonville and Albany.

Actions for each corridor are below.

### 3.1.1 Wilsonville – Salem

Salem and Wilsonville have robust populations and strong transit service markets due to employment concentrations. Many riders travel from Salem to Portland; the Salem to Wilsonville service on Route 1X Express is regularly over crowded during the peak (6-9 AM and 3-6 PM), indicating the current level of service is not meeting demand. The 1X route is timed for easy transfers onto the WES commuter rail line as many riders' final destinations are north of Wilsonville. Currently, SKT and SMART operate 11 round trips a day between Salem and Wilsonville on weekdays.

#### INCREASE SERVICE FREQUENCY

The highest priority recommendation is to increase service frequency on Route 1X to 20-minutes for four route cycles an hour (a route cycle is one loop of the entire fixed route). WES stops in Wilsonville three times an hour during the peak (6-9 AM and 3-6 PM), and it is recommended that one out of four 1X route cycles stop at Woodburn's future transit center at the I-5 interchange. Only one of the four route cycles on Route 1X would be able to stop at the future Woodburn Transit Center due to timing transfers with the WES schedule.

#### ADD HIGHER-CAPACITY VEHICLES

The vehicles currently have a 45 person capacity, but with the introduction of more low-floor buses capacity will be reduced to 38 passengers. The LRRTP recommends adding higher capacity vehicles during weekday peak hours (6-9 AM and 3-6 PM). Higher capacity vehicles could include an over-the-road coach bus (55 passengers) or an articulated bus (66 passengers seated, 100 standing). Increasing vehicle capacity does not increase labor costs.

The LRRTP recommends hourly, midday service for weekdays between 11 AM and 2 PM to serve riders who work part-time and commute during the off peak including riders who access shopping, recreation, entertainment, and other services within the corridor. The service could be provided with a lower capacity vehicle, such as a cutaway.

### CONSIDER CONNECTIONS TO PORTLAND

After implementing the service improvements listed above, the LRRTP recommends coordinating with TriMet to extend service into Portland and downtown, providing weekend service with one hour frequencies. This Plan also recommends continuing to monitor service requests from riders and overcrowding conditions to refine and prioritize service improvements. Portland service providers should coordinate with future plans for Oregon Passenger Rail.

### 3.1.2 Albany/Millersburg – Salem

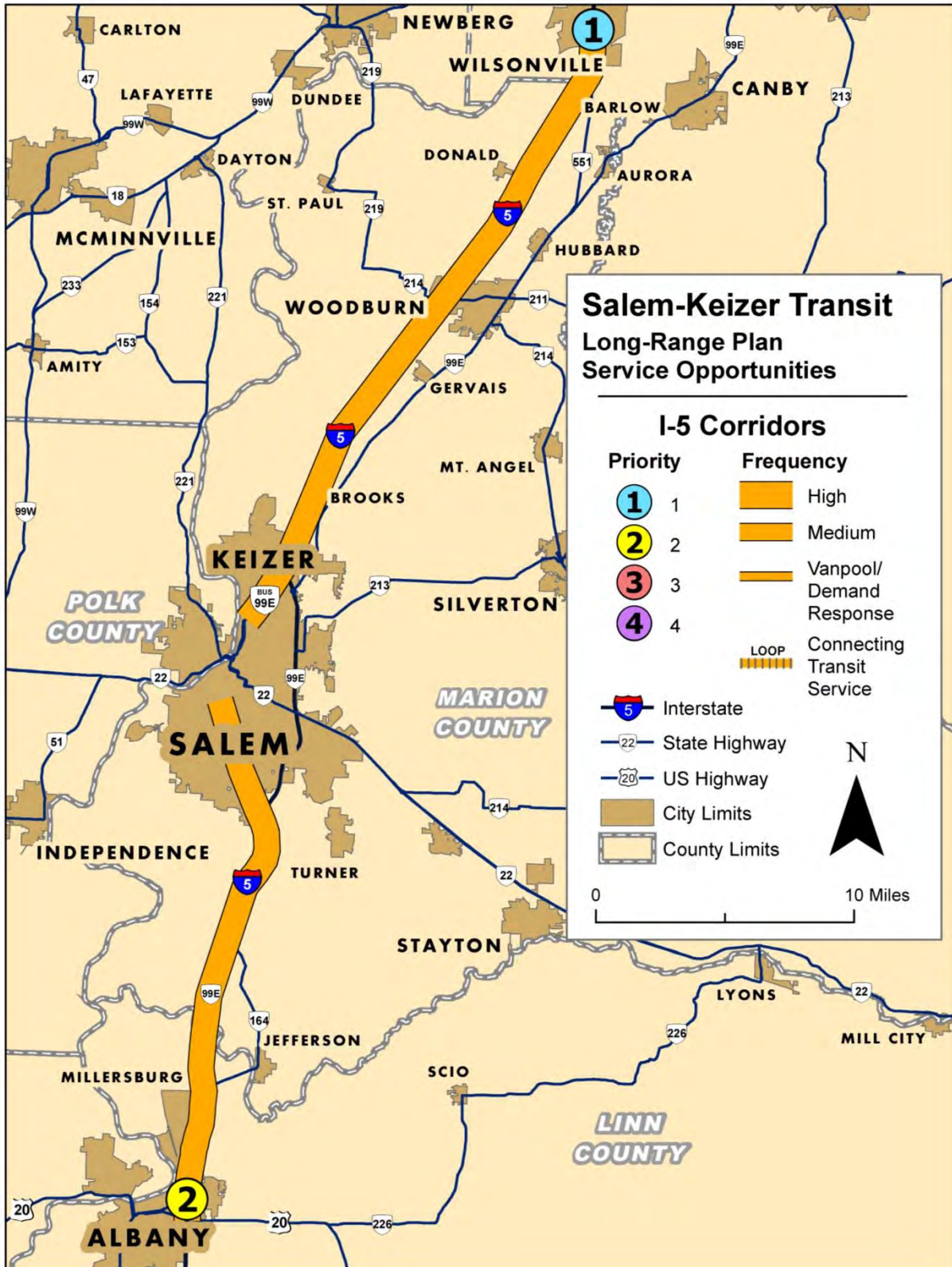
Travel demand between Albany and Salem is high, resulting from Albany residents commuting to jobs in Salem and points north and from transit-dependent populations in Albany accessing services in Salem. There is also a large concentration of industrial employees in Millersburg who work non-standard shifts.

#### IMPLEMENT NEW FIXED-ROUTE SERVICE

The LRRTP recommends new fixed-route service for regular commuters between Albany and Salem, with a stop in Millersburg to meet travel demand. The service should have 30 minute frequencies during the peak hours (6-9 AM and 3-6 PM) on weekdays. If future resources are available, SKT should investigate cost sharing with Albany Transit System (ATS) for service between Albany and Salem. ATS currently has an intergovernmental agreement to provide demand-response service to Millersburg, and is interested in coordinating with SKT on routing and cost-sharing to provide fixed-route transit service to Albany via Millersburg.

Figure 3-1 shows the I-5 corridors and their priority.

Figure 3-1: I-5 Corridor Priorities



## 3.2 Eastside Corridors

Major Marion County communities include Silverton, Stayton/Sublimity, and Woodburn which vary in size and demographics. Many of the commuters from these communities travel to Salem or the Portland metro area, and current transit demand reflects these needs. These communities are within the SKT service area and are served by three CARTS routes. In addition, the LRRTP evaluated the Stayton to Silverton corridor which currently does not have service.

Actions for each corridor are listed below.

### 3.2.1 Silverton – Salem

Travel demand between these two cities is high – the services and employment in Salem attract a large number of trips from Silverton. Currently, CARTS Route 20 provides four daily roundtrips on weekdays, running during the morning and afternoon peaks (6-9 AM and 3-6 PM), with service every two hours outside peak travel time. CARTS also operates Flex Route 25, a demand-response peak circulator that stops in Silverton, Mt. Angel, and Woodburn. Travel times are longer on the Flex Route and the schedule is better suited to serve non-commute trips.

#### OPTIMIZE SCHEDULES TO BETTER SERVE AM COMMUTERS AND INCREASE FREQUENCIES

CARTS Route 20 arrives in Salem at the Downtown Transit Mall (Court and Church Streets) at 7:25 AM and 9:10 AM. This service gap is inconvenient for commuters who have shifts that start between 8 and 9 AM, especially if they have inflexible schedules. The LRRTP recommends rescheduling CARTS Route 20 in the morning peak (6-9 AM) to accommodate these commuters. A secondary priority is to increase frequency during the morning and afternoon peak hours (6-9 AM and 3-6 PM) to at least hourly service.

### 3.2.2 Stayton – Salem

Salem attracts many trips from the surrounding area, including Stayton, creating high travel demand between these two communities. Stayton has several large, industrial employers including Jen-Weld, Mastercraft, and Red Built that have around the clock operations and run three shifts a day (7 AM to 3 PM, 3 PM to 11 PM, and 11 PM to 7 AM). CARTS Route 30 makes three daily roundtrips on weekdays only between Salem and Gates on OR 22, however most of the ridership is between Stayton and Salem. East of Stayton, ridership drops substantially.

#### CONSIDER DEMAND-RESPONSE SERVICE EAST OF STAYTON TO GATES AND POINTS EAST

The LRRTP recommends modifying the fixed-route service between Stayton and Gates due to low ridership on that segment of CARTS Route 30, replacing it with demand-response Flex service. The recommendation includes further evaluating and refining of demand-response service to Gates and points east as part of a transit operations plan and future long range planning efforts. Modification to the existing CARTS Route 30 would include additional public outreach.

### 3.2.3 Woodburn – Salem

Travel demand between Salem and the Woodburn Company Stores is high, and transit demand along Highway 99E is expected to increase due to expansion of the Chemeketa Community College Brooks Campus. This corridor is served by CARTS Route 10, with four daily roundtrips on weekdays and no service on weekends. There is other transit service along the I-5 corridor that serves a different travel market

(Wilsonville – Salem discussed in section 3.1.1), however these two routes provide distinct services, and while could be combined, the project team recommends keeping service on both OR 99E and I-5.

#### COORDINATE SERVICE WITH CANBY AREA TRANSIT

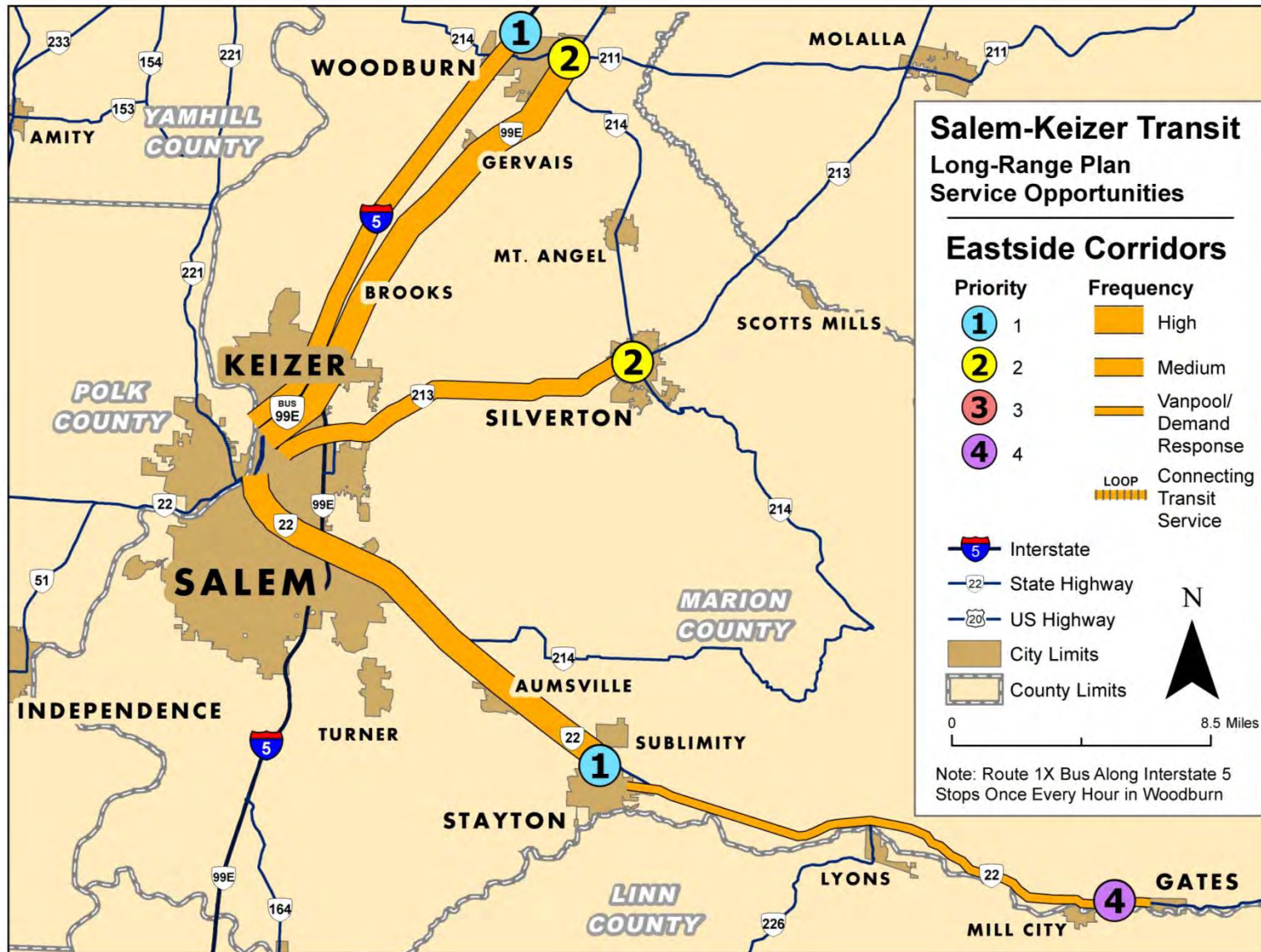
The LRRTP recommends coordinating service between CARTS Route 10 line and the Canby Area Transit (CAT) Orange Line on Highway 99E. CAT currently coordinates route cycles to make transfers with TriMet routes in Oregon City, but would like to also coordinate with CARTS Route 10.

### 3.2.4 Silverton – Stayton

The LRRTP does not recommend adding transit service between Silverton and Stayton due to the size of the cities and the moderately low transit inclination and employment. In the future, SKT or other transit providers could explore route deviation or dial-a-ride service if there is sufficient demand.



Figure 3-2: Eastside Corridor Priorities





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## 3.3 Westside Corridors

Major communities in Polk County include Dallas, Monmouth, Independence, and West Salem and are currently within the SKT service area and served by three CARTS routes. Through the LRRTP process, the project team identified two additional destinations for future transit service: Corvallis and McMinnville, located outside the SKT service area in Benton and Yamhill Counties, respectively. YCTA currently operates Route 11 between McMinnville and Salem that provides five inbound and five outbound trips per day on weekdays only. There is no current transit service between Corvallis and Salem. The LRRTP recommends restructuring Westside service for convenient transfers at Rickreall Park and Ride to allow riders traveling within Polk and Yamhill Counties to avoid connecting in Salem.

Actions for each corridor are provided below.

### 3.3.1 Dallas – Salem

The primary transit market demand in this corridor is commuters traveling from Dallas into Salem. Currently there are two transit routes serving Dallas commuters: CARTS Route 40 via Independence and Monmouth, with five daily eastbound trips and six daily westbound trips on weekdays, and CARTS Route 50 Express with two daily round trips via Rickreall. The LRRTP recommends two types of transit serviced changes in the Dallas – Salem corridor: route changes and increased frequency.

#### CHANGES IN ROUTE ALIGNMENT

Consolidate the CARTS Route 50 stops in Dallas to improve travel time in the corridor and add a stop in Rickreall at the Rickreall Park and Ride to increase connections to other Westside routes and destinations including Independence/Monmouth and McMinnville. In addition, separate CARTS Route 40 service into two distinct routes: Dallas – Independence/Monmouth and Independence/Monmouth – Salem. These routes would also serve the Rickreall Park and Ride. These changes will increase options for trips between Dallas and Salem and will serve both commuter and transit-dependent non-commute trip needs.

#### INCREASES IN SERVICE FREQUENCY

The LRRTP recommends increasing frequencies along the Dallas – Salem corridor, increasing the two roundtrips per day for convenient commuting or non-commute transit trips. Increased frequency would also facilitate transfers at the Rickreall Park and Ride for riders to other Polk County destinations or to McMinnville. This recommendation would increase weekday peak hour frequencies to 30 minutes between 6 AM - 9 AM and 3 PM - 6 PM, increasing midday and evening frequencies to 60 minutes between 9 AM - 3 PM and 6 PM - 10 PM, and running five round trips throughout the day on weekends.

### 3.3.2 Independence/Monmouth – Salem

The demand for transit in this corridor is mostly students and faculty traveling to and from WOU into Salem. CARTS Route 40 runs five eastbound and six westbound trips on weekdays. An express service that runs frequently on weekdays and on weekends would accommodate travel demand between Independence/Monmouth and Salem. Similar to the Dallas – Salem corridor, there are two categories of recommended changes for transit service in the Monmouth/Independence – Salem corridor.

## CHANGES IN ROUTE ALIGNMENT

The LRRTP recommends modifying CARTS Route 40 from OR 51 between Salem and Independence to OR 22 and OR 99W to reach Monmouth directly, and provide a connection in Rickreall to other Westside destinations. The corridor would terminate in Independence/Monmouth rather than continue west to Dallas (the transit demand would be accommodated by separate Dallas – Salem and Dallas – Independence/Monmouth service). The route changes will make transit an attractive transportation option for trips between Independence/Monmouth and Salem and will serve the needs of commuters and transit-dependent persons making non-commute trips because of increased access to other services at Rickreall.

## INCREASES IN SERVICE FREQUENCY

The LRRTP recommends increased frequencies along the Monmouth/Independence – Salem corridor. This would expand existing service, increasing convenience for commuting or non-commute transit trips. Midday and evening (6 PM – 10 PM) service would serve the needs of WOU students and faculty, including 30 minute frequencies during the midday and evening on weekdays (between 12 PM - 10 PM), 60 minute frequencies during weekday mornings (between 9 AM - 12 PM), and five round trips throughout the day on weekends.

### 3.3.3 Dallas – Independence/Monmouth

Dallas, Monmouth, and Independence are small communities with moderately low employment and transit inclination. The demand for transit in this corridor is mainly transit-dependent persons accessing local services. There is demand from WOU students to access retail and shopping in Dallas. The recommendations would change existing CARTS service. CARTS Route 40 connects both destinations and Flex Route 45 provides demand-response service. Transit to smaller communities in the area such as Falls City would be better served by vanpools to connect to services in these three communities.

## CHANGES IN ROUTE ALIGNMENT

This recommendation includes a circulator route between the three communities and would not travel into Salem. The route would connect Monmouth and Dallas via OR 99W and OR 22, serving Rickreall and connecting routes serving Salem or Westside destinations such as McMinnville or Grand Ronde. This route would serve the three communities, particularly those no longer served by Dallas to Salem express route.

## INCREASE IN SERVICE FREQUENCY

The LRRTP recommends increasing midday service frequencies along the corridor, with three round trips throughout the day on weekends.

### 3.3.4 McMinnville – Salem

McMinnville is the Yamhill County seat and has high employment and moderately high transit inclination. It is also the hub of the YCTA transit system, which operates Route 11 service between McMinnville and Salem with five round trips a day on weekdays. The current bus line accommodates existing transit demand, though model data shows low travel demand between the two communities; detailed travel demand data can be found in Appendix A. However, the project Advisory Committee and stakeholders indicated that service improvements between Salem and McMinnville were important for commuters.

### CHANGES IN ROUTE ALIGNMENT AND EXTENSION TO DOWNTOWN TRANSIT MALL

YCTA Route 11 ends in West Salem from OR 99W, OR 153, and OR 221. SKT should work with YCTA to modify YCTA Route 11; the recommended route would remain on OR 99W south from McMinnville towards Rickreall before turning east on OR 22 towards Salem. This recommendation includes a stop in Rickreall to provide connections to Westside destinations via SKT service such as Dallas, Monmouth, and Independence. Extending this route to the transit mall in downtown Salem would attract more commuters, particularly state government workers.

### INCREASES IN SERVICE FREQUENCY

The LRRTP recommends SKT coordinate with YCTA to increase service frequency on Route 11 to provide more trips between Salem and McMinnville using the 1X Express service to Wilsonville as a model. The Plan recommends 30 minute frequencies during peak weekday hours (6-9 AM and 3-6 PM), 60 minute frequencies during the midday and evenings on weekdays (9 AM – 3 PM and 6 PM – 10 PM), and five round trips throughout the day on weekends

### 3.3.5 Grand Ronde – Salem

The Grand Ronde area is a small, unincorporated community with moderately low transit inclination and a concentrated employment center at the Spirit Mountain Casino. Cherriots 2X service (eight roundtrips per day on weekdays only) accommodates existing demand. Recommendations in this area focus on improving connections to other transit service in Grand Ronde.

### COORDINATE WITH FUTURE LINCOLN COUNTY TRANSIT SERVICE

LCT is interested in transit service between Lincoln City and Grand Ronde. SKT would like to coordinate a timed transfer between the Cherriots 2X route and the future LCT service to Lincoln City to allow connections between the Salem-Keizer metro area and coastal communities. This recommendation is consistent with the *Salmon River Highway Corridor Travel Options Plan*.

### COORDINATE WITH YAMHILL COUNTY TRANSIT AREA SERVICE

The LRRTP recommends coordinating a timed transfer between Route 2X and YCTA's Route 22 and 24S service between Grand Ronde and McMinnville. The YCTA routes serve both Spirit Mountain Casino and the Grand Ronde community including the Tribal offices on Grand Ronde Road. Timing transfers between the 2X and the 22 and 24S would provide easier access to Salem for Grand Ronde residents.

### CONTINUOUS EVALUATION OF SCHEDULES WITH SPIRIT MOUNTAIN CASINO

Spirit Mountain Casino adjusts workers' schedules according to the activity level at the casino. This recommendation would evaluate Cherriots Route 2X schedules on a semi-annual basis to ensure that they are optimally timed with employee shifts.

### 3.3.6 Corvallis – Independence/Monmouth

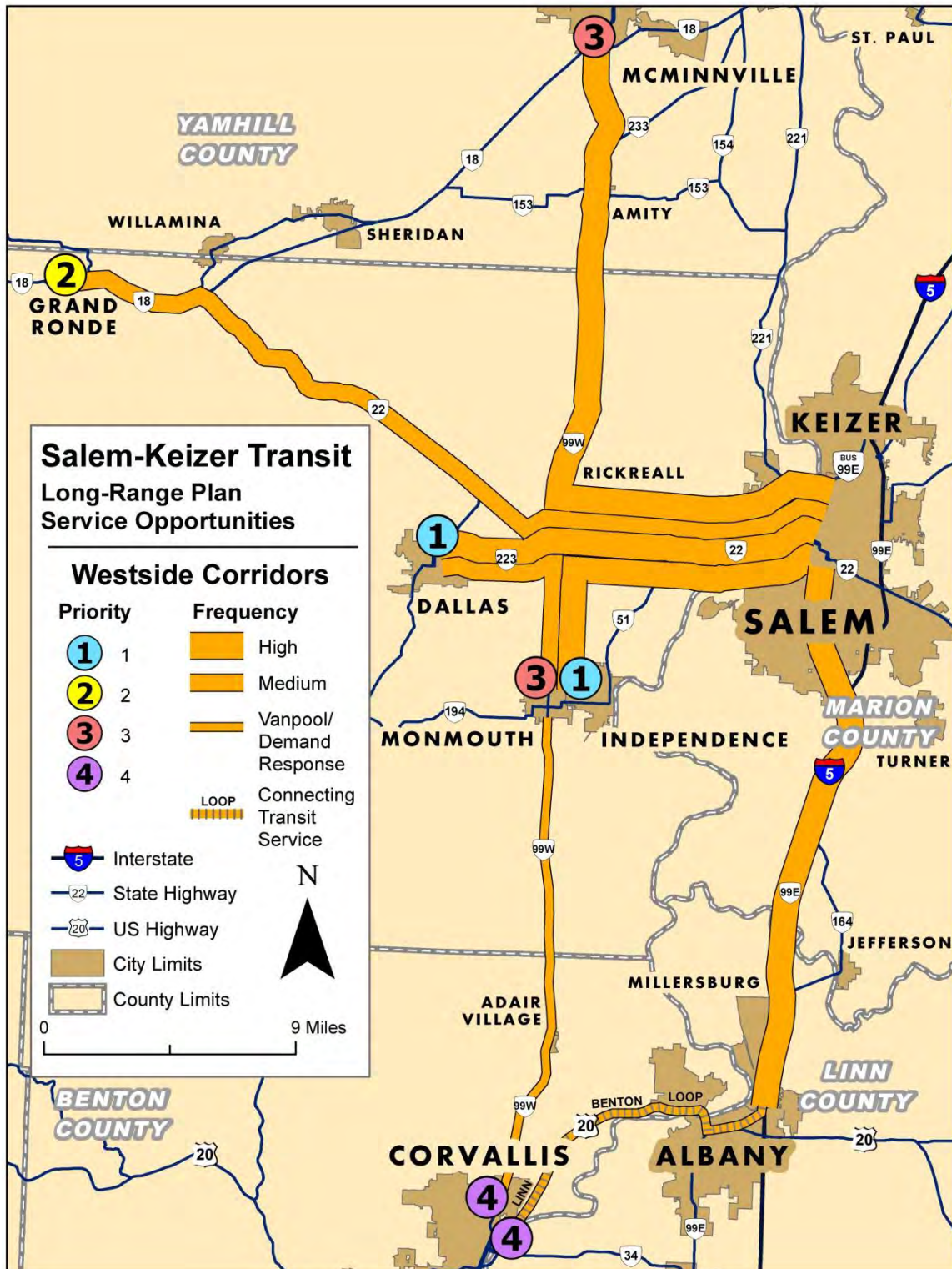
According to stakeholders and the Project Advisory Committee, there is transit demand from Monmouth and Independence to Corvallis to access services, employment, and OSU and WOU, though the model shows low demand. The LRRTP recommends SKT investigate vanpool service between the two communities and does not recommend fixed-route transit service.

### 3.3.7 Corvallis – Salem

The LRRTP does not recommend a fixed-route transit service between Salem and Corvallis. Both cities are county seats with significant population, employment, and high transit inclination, though the distance between the cities reduces the demand. However, the Plan recommends coordinating a timed transfer between the new Salem – Albany service and the existing ATS Linn-Benton Loop bus to allow transit riders in Corvallis to connect with service to Salem.

Figure 3-3 describes actions on the Westside corridors. Figure 3-4 provides a summary of all corridor actions.

Figure 3-3: Westside Corridor Priorities



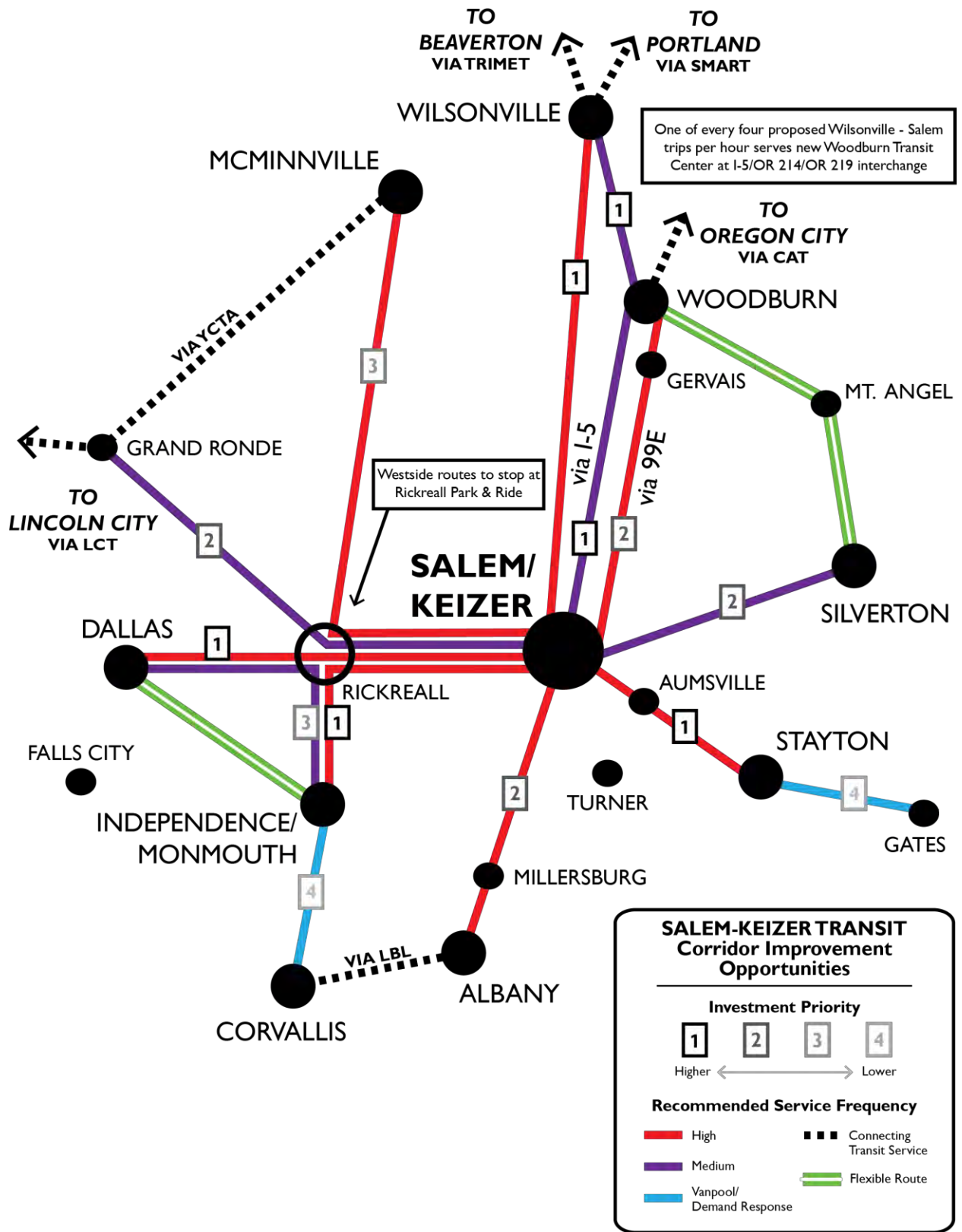


Figure 3-4. Summary of Long Range Plan Service Opportunities



## 3.4 General Enhancements

In addition to corridor specific recommendations, the LRRTP recommends general programmatic or system wide enhancements, based on input from the management team, stakeholders and the public. Recommended actions below are generally ordered from least to most costly, based on the professional judgment of the project team.

### 3.4.1 Regional Transit Coordination Meetings

Coordinating and leveraging the resources and routes of regional transit agencies would benefit riders within the Willamette Valley. Currently, transit agencies develop schedules and service enhancements independently and reach out to adjacent providers in specific cases. An annual regional transit coordination meeting would provide a forum for transit agencies to explore opportunities for coordination in advance of service planning. SKT would take the lead and champion an annual meeting for transit agencies and relevant jurisdictions.

The following transit agencies would be included in coordination meetings:

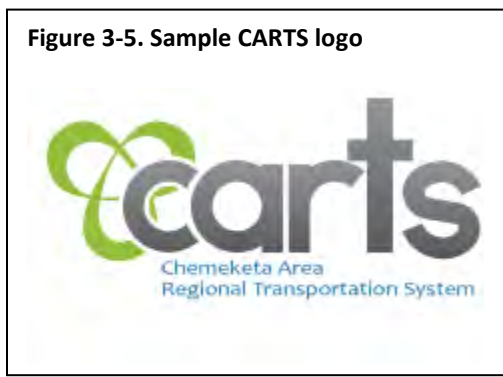
- Salem-Keizer Transit,
- TriMet,
- Canby Area Transit (CAT),
- Woodburn Transit System (WTS),
- South Metro Area Regional Transit (SMART),
- Clackamas County Transportation Department,
- South Clackamas Transportation District,
- City of Silverton Silver Trolley,
- Yamhill County Transit Area (YCTA),
- The Confederated Tribes of Grand Ronde (provide financial support to Cherriots Route 2X),
- Lincoln County Transit (LCT),
- Western Oregon University (WOU, operates Wolf Ride)
- Albany Transit System (ATS), and
- Tillamook County Transportation District

In addition, planning staff from affected Cities and Counties could also be included. The annual meeting could encourage regular regional check-ins or corridor specific meetings as needed.

### 3.4.2 Enhance CARTS Marketing Materials

Marketing tactics are a cost-effective means of achieving greater visibility within the region. The revised branding should emphasize that CARTS service is regional, reliable, safe, inexpensive, and environmentally sustainable. A memorable logo, similar to Figure 3-5, could help build the CARTS brand.

New marketing materials should include detailed transit maps with area streets to provide readers with enough information to navigate to stops and park-and-ride locations. The transit maps should include schedules and general information on CherryLift service, other dial-a-ride service, and regional connections. A more general CARTS brochure could also include fare information, procedures, and policies. These marketing materials could be distributed on CARTS buses and popular destinations, such as Chemeketa Community College, WOU, State government offices, churches, non-profit organizations, and other places with potential riders. Distributing materials during community events like the Salem Saturday Market would also be a way to reach potential riders.



This recommendation includes improving CARTS bus stop visibility. CARTS transit stops signs are sometimes located above pedestrian eye level, on light poles in parking lots. The signs are relatively small and difficult to spot – placing pedestrian-oriented signs with a bold logo could increase CARTS’ visibility.

### 3.4.3 Improve Stop Amenities

Safe and comfortable bus stops are important to a successful transit system. At minimum, all CARTS transit facilities should include pedestrian-oriented signage, a concrete waiting pad, and a bench for riders. Consider adding shelters to stops that have more than ten boardings per day to provide a comfortable place for riders to wait. The LRRTP recommends working with City and County planning staff to complete sidewalks and bicycle facilities near transit stops.

The LRRTP recommends providing secure and enclosed bicycle parking at park-and-ride locations to accommodate bicycle access and continuing to provide bike racks on buses for those that access transit with their bicycles.

Park and ride locations should provide reserved parking spots close to the bus stop for vanpools or carpools to encourage those modes.

### 3.4.4 Coordinate Fare Policies and Media

Cherriots and CARTS patrons are now able to use a single pass and fare for both services, simplifying transfers between systems. This collaboration should be expanded region wide to include all local transit agencies to allow patrons to transfer between operators with a single fare. Currently, a rider who travels from Salem to Oregon City pays both a Route 10 CARTS fare and an Orange Line CAT fare. Coordinating fare policies to create a unified fare may require revenue sharing between agencies, though the revenue sharing agreement between SKT and SMART for the operation of the 1X route between Wilsonville and Salem is a good model.

A unified stored-value smart card could be used among multiple transit agencies to allow patrons to purchase or reload transit fare using one media. TriMet is currently developing an e-fare system, which other transit agencies could eventually use.

### 3.4.5 Provide Real-Time Traveler Information

SKT posts schedules for all routes on their website, but providing real-time bus arrival information would greatly improve the user experience of transit patrons. This information could be posted online and accessible by mobile phones via text message, a mobile browser, and a dedicated smartphone application. Screens with arrival data could be posted at key stations, such as park-and-ride locations and the Downtown Transit Mall in Salem. Providing arrival information at most transit stops would allow riders to time their travel to reduce wait time at the bus stop. Real-time arrival systems keep travelers informed when buses are not running on schedule and allow patrons to adjust their schedules accordingly.

### 3.4.6 New Low-Floor Transit Vehicles

The LRRTP recommends purchasing low-floor transit vehicles for fixed CARTS routes, as existing vehicles have reached the end of their useful lifespan and are in need of replacement. Low-floor buses allow for faster boarding and alighting, especially for elderly riders and people with mobility devices, reducing the dwell time for all riders. Low-floor buses also ease boarding for children, people with large loads, luggage, and strollers. Low-floor vehicles may make it more difficult for stops on uneven surfaces and stops with no curb. Low-floor buses are likely to have higher maintenance costs and reduced passenger capacity compared to high-floor vehicles of comparable length.

### 3.4.7 Add Saturday and Sunday Service

The LRRTP recommends adding Saturday and Sunday service to Cherriots and CARTS routes in response to stakeholder identified needs. Saturday service, in particular would allow transit-dependent riders to access goods and services or attend social events. Weekend service to certain destinations with leisure attractions, such as Grande Ronde, may be viable due to strong weekend travel demand. Weekend service may also be viable between Monmouth and Salem, due to WOU, and on routes to Wilsonville with connecting service to Portland.

### 3.4.8 Support Vanpools for Seasonal Employees

The LRRTP recommends supporting vanpools for seasonal employee demand. The study area has a number of farms, wineries, and other seasonal employment opportunities, which employ large amounts of workers for a discrete time period. Picking grapes, harvesting crops, and the associated processing and packaging require seasonal employees. While the need is not year-round, employees in these sectors are likely to be transit-dependent, working generally lower-wage jobs, and may not have access to a car. Vanpools require fewer capital costs to implement, and with support, employees can organize and drive themselves.

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# 4 Implementation

The LRRTP provides a blueprint for the next 20 years of SKT operations and prioritizes future transit service investments that compete for limited resources.

This section evaluates the transit corridor recommendations listed in Section 3 and identifies the most appropriate actions, based on time frame for implementation. These will be further refined in a future operational plan, which will serve as a basis for communities that plan future transit service when updating their TSP.

## THIS SECTION PROVIDES:

- ✓ *Timeframes for implementation of each service recommendation*
- ✓ *Other implementation actions*

The recommendations are grouped by corridor into three areas; I-5, Westside, and Eastside with short term recommendations outlined. There is also a list of recommendations for general system wide enhancements. The recommended timeframes are based on cost, the difficulty of implementation, and need. The assumed timeframes are as follows:

- **No change:** recommendation does not differ from current (2013) service
- **Short term:** within 1-5 years after LRRTP adoption
- **Medium term:** within 5-10 years after LRRTP adoption
- **Long term:** within 10-20 years after LRRTP adoption

## 4.1 Interstate 5 Corridors

There are two I-5 corridors within the LRRTP's planning horizon: the Wilsonville – Salem and Albany/Millersburg – Salem corridors. Wilsonville – Salem is a Priority 1 corridor while Albany/Millersburg – Salem is a Priority 2 corridor. Table 4-1 provides a suggested timeframe for implementing each service recommendation for these corridors. Cost, ease of implementation, and need were the primary factors considered in prioritization of each service recommendation.

**Table 4-1. Implementation Plan for I-5 Corridors**

Actions	Cost	Difficulty	Timeframe
<b>Wilsonville – Salem Corridor (Priority 1)</b>			
Continually adjust timing for convenient transfers onto WES	Low	Low	Short term
Increase frequency during peak hours (6-9 AM and 3-6 PM) on weekdays to 20 minutes	Medium	Medium	Short term
Modify one of four hourly routes to stop at the new Woodburn Transit Center	Medium	Medium	Short term
Use a higher capacity vehicle during peak hours (6-9 AM and 3-6 PM)	Medium	Medium	Medium term
Provide hourly, midday service using a smaller transit vehicle	Medium	Medium	Medium term
Provide evening service after 6 PM	Medium	Medium	Medium term
Extend service to Portland	High	High	Long term
Provide weekend service	Medium	Medium	Long term
<b>Albany/Millersburg – Salem Corridor (Priority 2)</b>			
Create new fixed-route service	High	High	Long term



## 4.2 Eastside Corridors

There are three Eastside corridors recommended within the LRRTP’s planning horizon: the Stayton – Salem, Silverton – Salem, and Woodburn – Salem corridors. Stayton– Salem is a Priority 1 corridor while Silverton – Salem and Woodburn - Salem are Priority 2 corridors. Table 4-2 provides a suggested timeframe for implementing each service recommendation for these corridors.

**Table 4-2. Implementation Plan for Eastside Corridors**

Actions	Cost	Difficulty	Timeframe
<b>Stayton – Salem Corridor (Priority 1)</b>			
Advertise the park-and-ride location more visibly in Stayton for commuters coming from the east.	Low	Low	Short term
Modify fixed-route service between Stayton – Gates, provide dial-a-ride service only	Medium	Medium	Medium term
Increase current frequency to hourly, with at least two route cycles (a route cycle is one loop of the entire fixed route) during the AM and PM peak hours (6-9 AM and 3-6 PM); focus on serving commuters from Stayton to arrive in time for an 8 AM start time in downtown Salem	Medium	Low	Medium term
When there are four or more route cycles during the morning and evening peak (6-9 AM and 3-6 PM), create two express routes that eliminate stops in Aumsville and Turner, prioritizing service for commuters between Salem and Stayton	Medium	Low	Medium term
Expand service to accommodate shifts at industrial plants with around the clock operations, focusing on the 7 AM to 3 PM shift at first	Medium	Low	Medium term
Provide three trip cycles on weekends between Salem and Stayton (one in the morning, one in midday, and one in the afternoon/evening)	Medium	Medium	Medium term
<b>Woodburn – Salem Corridor (Priority 1)</b>			
Modify one of four hourly routes on the Salem-Wilsonville corridor to stop at the Woodburn Transit Center	Medium	Medium	Short term
Eliminate CARTS Route 10 circulator service within Woodburn in coordination with Woodburn Transit	Low	Low	Short term
Add a stop at the Chemeketa Community College Brooks Campus	Low	Low	Short term
Consider adding a stop at the Keizer Transit Center	Low	Low	Short term
Adjust CARTS Route 10 schedule to leave Salem earlier and later than current route to accommodate transfers onto Canby Area Transit (CAT) Orange-99E line	Low	Low	Short term

Actions	Cost	Difficulty	Timeframe
<b>Silverton – Salem Corridor (Priority 2)</b>			
Adjust the morning peak route leaving Silverton so it arrives in downtown Salem just before 8 AM	Low	Low	Short term
Provide hourly service during peak hours (6-9 AM and 3-6 PM) on weekdays	Medium	Medium	Medium term
Provide three trip cycles on weekends (one in the morning, one in midday, and one in the afternoon/evening)	Medium	Medium	Long term

## 4.3 Westside Corridors

There are seven Westside corridors recommended within the LRRTP’s planning horizon:

- Dallas – Salem (Priority 1)
- Independence/Monmouth – Salem (Priority 1)
- Dallas – Independence/Monmouth (Priority 2)
- Grand Ronde – Salem (Priority 2)
- McMinnville – Salem (Priority 3)
- Corvallis – Independence/Monmouth (Priority 4)
- Corvallis – Salem corridors (Priority 4)

Table 4-3 provides a suggested timeframe for implementing each service recommendation for these corridors.

**Table 4-3. Implementation Plan for Westside Corridors**

Actions	Cost	Difficulty	Timeframe
<b>Dallas – Salem Corridor (Priority 1)</b>			
Remove targeted stops in Dallas to improve trip time	Low	Low	Short term
Add a regularly scheduled stop in Rickreall	Low	Low	Short term
Increase frequencies during the peak hours (6-9 AM and 3-6 PM) to 30 minutes	Medium	Low	Medium term
Increase frequencies between 9 AM and 3 PM and 6 PM to 9 PM to 60 minutes	Medium	Low	Medium term
<b>Independence/Monmouth – Salem (Priority 1)</b>			
Adjust route to travel north along OR-99W with a scheduled stop in Rickreall	Low	Low	Short term
Provide direct, express service at 30 minute frequencies between 12 PM and 10 PM on weekdays	Medium	Low	Medium term
Provide 60 minute frequencies between 6 AM and 12 PM on weekdays	Medium	Low	Medium term
Provide service on weekends with 60 minutes between 8 AM – 10 PM	Medium	Low	Medium term
<b>Dallas –Independence/Monmouth (Priority 2)</b>			
Create new fixed-route circulator service connecting Dallas, Monmouth, and Independence that operates at 60 minutes	Medium	Medium	Medium term
<b>Grand Ronde – Salem (Priority 2)</b>			
Continue operating Cherriots 2X with approximately the same frequencies as existing service	Low	Low	No change
Regularly evaluate trip times to coordinate with the Spirit Mountain Casino shifts	Low	Low	Short term
Coordinate a timed transfer with future service from Lincoln City to Grand Ronde	Medium	Medium	Short term
<b>McMinnville – Salem (Priority 3)</b>			
Extend Yamhill County Transit fixed-route service into the downtown Salem transit mall	Low	Low	Short term
Increase frequencies during the peak hours of 6-9 AM and 3-6 PM to 30 minutes	Medium	Medium	Medium term
Increase frequencies between 9 AM and 3 PM and 6 PM to 9 PM to 60 minutes	Medium	Medium	Medium term

Actions	Cost	Difficulty	Timeframe
<b>Corvallis –Independence/Monmouth (Priority 4)</b>			
Develop vanpools to serve students/faculty or commuters between OSU and WOU	Medium	Medium	Medium term
<b>Corvallis – Salem (Priority 4)</b>			
Provide service through a connection in Albany. Develop timed transfer that connects in Albany with the Linn-Benton Loop Bus.	High	High	Long term

## 4.4 Other Transit Corridor Needs

During stakeholder and public outreach, the project team received requests to provide fixed-route or demand-response transit service to very rural areas of Marion and Polk Counties outside of the previously mentioned corridors. The project team acknowledged the need for these lifeline routes, but considered this lifeline service to not be cost-effective and outside of the 20-year LRRTTP horizon. Therefore, this section does not include implementation actions addressing those aspirational needs.

## 4.5 General Enhancements

In addition, there are several improvements recommended for CARTS system wide. Table 4-4 provides a suggested timeframe for implementing each service recommendation.

**Table 4-4. Implementation Plan for General Enhancements**

Actions	Cost	Difficulty	Timeframe
<b>General Enhancements</b>			
Hold regular regional transit coordination meetings	Low	Low	Short term
Enhance CARTS marketing materials	Low	Low	Short term
Support vanpools for seasonal employees	Low	Low	Short term
Improve stop amenities	Medium	Low	Medium term
Low-floor transit vehicles	Medium	Low	Medium term
Coordinate fare policies and media	Low	High	Medium term
Add Saturday and Sunday service	High	High	Long term
Provide real-time traveler information	Medium	High	Long term

## 4.6 Corridor Cost Estimates

The project team developed planning-level operating cost estimates for the LRRTTP corridors. These cost estimates are based on 2012 operating costs per revenue mile for CARTS services and are meant to be used only for comparison among the corridors. The costs are not attached to specific sources of funding. The cost estimates in Table 4.4 do not include capital costs associated with corridor recommendations

and do not include costs associated with additional ADA paratransit service that may be triggered by implementing the corridor recommendations. The estimates also assume that SKT will directly operate the service. Costs may differ if SKT chooses to contract, rather than directly operate, the service.

Cost estimates will be further refined during SKT’s upcoming Comprehensive System Analysis (CSA) planning process. The CSA will also identify possible local, state, and federal funding sources for the implementation actions in this plan.

Table 4-5 provides an estimate of operating costs for each of the corridors that are recommended for fixed-route transit service. The formula for developing operating cost estimates is as follows:

$$\text{Annualized operating cost} = \text{Roundtrip route length} * \text{Roundtrips per day} * \text{operating cost/revenue mile}$$

**Table 4-5 Planning-Level Operating Costs by Corridor**

Corridor	Estimated Roundtrip Length (Revenue Miles)	Roundtrips		Estimated Annualized Operating Costs (2013 \$)
		Weekdays	Sat + Sun	
Salem – Albany	52	23	5	\$338,000
Salem – Wilsonville	60	28	17	\$558,480
Salem – Silverton	30	12	3	\$102,960
Salem – Stayton	33	12	3	\$113,256
Salem – Woodburn	36	12	3	\$123,552
Salem – Dallas	30	23	7	\$195,000
Salem – Monmouth/Independence	32	27	5	\$241,280
Dallas – Monmouth/Independence	21	17	3	\$99,372
Salem – McMinnville	52	23	6	\$338,000
Salem – Grand Ronde	65	8	5	\$169,000

## 4.7 Recommended Amendments to Other Planning Documents

The implementation of the LRRTP will require updating goals, policies, and planning documents owned by other jurisdictions. These documents include the Salem-Keizer Area Transportation Study (SKATS) 2011-2035 Regional Transportation Systems Plan (RTSP), the city of Salem’s Transportation System Plan (TSP), the city of Keizer’s TSP, Marion County’s TSP, and Polk County’s TSP. Appendix A provides the recommended amendments, and proposes transit benchmarks for the LRRTP and other plans, as appropriate.

Proposed policy and benchmark changes would need to be co-adopted as an amendment to the plans cited above, as appropriate. In addition, there are two planning documents owned by SKT discussed in this appendix: the *SKT Strategic Business Plan* and the *Coordinated Public Transit - Human Services Transportation Plan*.

## 4.8 Coordination with Other Plans and Projects

The LRRTP has been developed independently of several additional ongoing planning studies intended to improve transit mobility and access in the mid-Willamette Valley region. These studies include the ODOT Oregon Passenger Rail project, a possible southern extension of WES commuter rail to Salem, and proposed improvements to the SMART bus system, such as initiating direct bus service between Wilsonville and downtown Portland. The recommendations in this Plan will be adapted in the future if necessary to maintain consistency with the findings reached from these associated planning processes.

## 4.9 Next Steps: Comprehensive System Analysis

The recommendations presented in the LRRTP will guide the Comprehensive System Analysis (CSA) to be completed in 2014 that will include recommendations for improved efficiency and effectiveness on all of SKT's fixed-route services. The CSA is a 10-year study that will evaluate system operations, equipment, and facility requirements in the short-(1-3 years) and long-range (4-10 years) timeframe based on roadway, land use, and demographic changes that will impact public transit service. Service improvements will be recommended for each year of the plan horizon; possible short-term service improvements could include updating maps and schedules; adding or consolidating bus stops; improving bus stop access, signage and maintenance; and providing greater information to the public. The CSA will also provide short- and long-term direction in terms of service expansion, equipment requirements, and future facility needs.



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# Appendix A

## Appendix A: Technical Memoranda

- Existing System (June 7, 2012)
- Travel Market Assessment (October 26, 2012)
- Future Service Opportunities (April 26, 2013)
- Updated Goals, Policies, and Transit Benchmarks (June 10, 213)
- Short-Term Opportunities (June 10, 2013)
- Corridor Cost Estimates

# Appendix B

## **Appendix B: Public Involvement**

- Advisory Committee Meeting Summaries
  - Meeting 1: April 12, 2012
  - Meeting 2: June 27, 2013
  - Meeting 3: November 13, 2012
  - Meeting 4: May 6, 2013
  - Meeting 5: June 17, 2013
  - Meeting 6: August 7, 2013
- Listening Station and Small Group Meeting Summaries:
  - February and April 2012 listening stations
  - March 2012 small group meetings in Dallas and Salem
  - August 2013 listening stations
- Questionnaire Summaries
  - Questionnaire #1: Spring 2012
  - Questionnaire #2: Summer 2013

# Salem-Keizer Transit Long-Range Regional Transit Plan

## Memo #1: Existing System

PREPARED FOR: Steve Dickey, SAMTD  
Mona West, SAMTD

COPY TO: Sue Geniesse, ODOT

PREPARED BY: Sumi Malik, CH2M HILL  
Kate Lyman, CH2M HILL  
Kevin Murphy, CH2M HILL  
Cyndy Pollan, CH2M HILL

DATE: June 7, 2012

### 1. Introduction

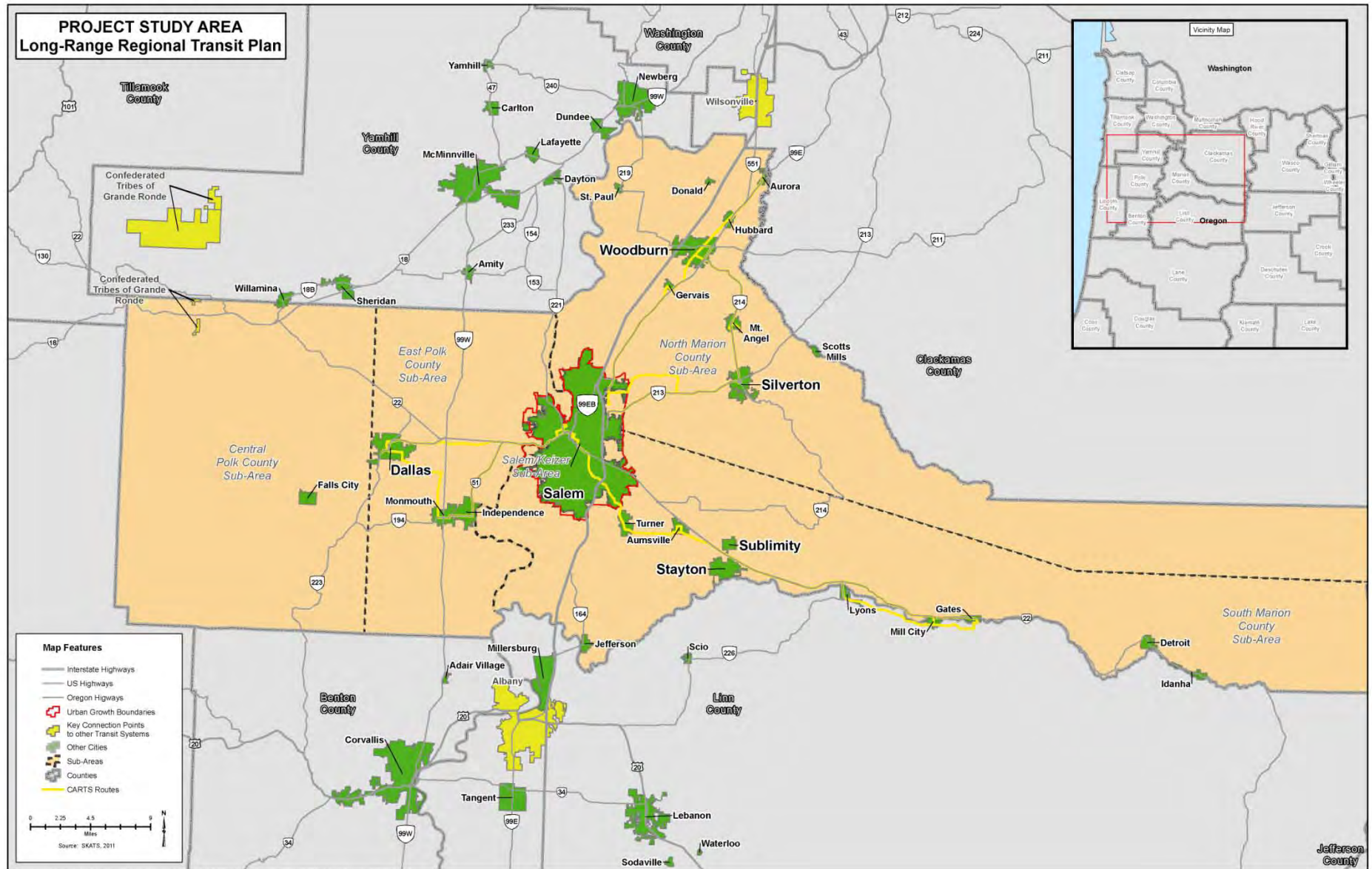
This memorandum describes existing transit service and future transit needs within the Salem-Keizer metropolitan area and greater Marion and Polk Counties. This memo is the first technical document prepared as part of the Salem-Keizer Transit (SKT) Long-Range Regional Transit Plan (LRRTP); it provides key information that will be used in subsequent phases of the project. The purpose of the LRRTP is to implement the goals and policies listed in the SKT 2011 Strategic Plan by providing specific recommendations for transit services for the next 20 years in Salem, Keizer, and greater Marion and Polk Counties.

This memo describes the type and level of transit services provided by SKT, other transit agencies within Marion and Polk Counties, and transit providers adjacent to Marion and Polk Counties; opportunities for coordination; and qualitatively describes strengths and limitations of the existing services. It then describes existing transit markets and anticipated future transit markets using projected population and employment growth.

#### 1.1. Project Study Area

The project study area is shown on Figure 1-1. It includes all of Marion and Polk Counties, including the major cities of Salem, Keizer, Stayton, Woodburn, Silverton, Dallas, Grand Ronde, and Wilsonville. Figure 1-1 depicts all communities within Marion and Polk Counties. As shown on the figure, there are five principal sub-regions within the project study area— North Marion County, South Marion County, East Polk County, Central Polk County, and Salem/Keizer. Sub-areas represent transit catchment areas and a grouping of smaller communities.

Figure 1-1: Project Study Area



## 2. Existing Transit Service

This section describes transit services that are provided today by SKT and by other transit agencies within and adjacent to the project study area.

### 2.1. Salem-Keizer Transit

Transit in Salem and Keizer is provided by Salem-Keizer Transit (SKT), operating under the name “Cherriots” within the cities of Salem and Keizer, and under the name “Chemeketa Area Regional Transportation System” (CARTS) in greater Marion and Polk Counties. Cherriots operates 22 bus routes in Salem and Keizer, one express bus to Wilsonville, and one express bus to Grand Ronde. CARTS operates 5 deviated fixed routes, two flex routes, and one dial-a-ride to points around Marion and Polk Counties.

Ridership on Cherriots routes has decreased over the past three years between fiscal year 2008-2009 and fiscal year 2010-2011. Ridership reductions are likely due to service changes implemented in 2009 that eliminated Saturday service, reduced service hours and redesigned the network of routes. These changes were implemented as a result of the reduction in operating funds available to SKT. Other potential reasons for ridership reductions include high unemployment, which translates into fewer commuting trips, the elimination of employer pass programs at the State of Oregon Capitol Mall, City of Salem, and Willamette University, the elimination of the student bus pass program, and the loss of a fully functional transit mall downtown. Table 2-1 provides historical ridership statistics for Cherriots service.

Table 2-1: Cherriots Historical Ridership Info

	Total number of riders	Daily revenue miles	Daily revenue hours	Average passengers per mile	Average passengers per hour
Fiscal year* 08-09	4,484,893	253	91,402	2.3	34.7
Fiscal year 09-10	4,235,364	254	95,292	2.1	33.1
Fiscal year 10-11	4,203,977	255	93,706	2.1	26.8

\*The SKT fiscal year is from July – June.

The following sections describe SKT’s fixed routes, other services, and dedicated transit infrastructure.

#### 2.1.1. Fixed Routes

Cherriots routes operate within one of three categories of frequency. “Frequent” service operates on 15 or 30 minute headways all day between 6:00 am and 9:00 pm. “Peak Hour” service operates on 30 or 60 minute headways from 6:00 am to 9:00 pm. “Standard” service operates on 30 or 60 minute headways between 6:00 am and 7:00 pm. Cherriots buses do not currently operate on Saturdays, Sundays, or holidays. Cherriots routes are depicted on Figure 1-2. Table 2-2 includes details about each Cherriots route.

Table 2-2: Cherriots Routes

Route	Frequency *	Neighborhoods and Major Destinations Served	Connections to other lines	Estimated Annual Ridership (2011)*	Load Factor (2009)**
<b>1: South Commercial</b>	Frequent	<ul style="list-style-type: none"> <li>- Downtown Salem</li> <li>- Neighborhoods in South Salem</li> <li>- South Salem High School</li> <li>- Several major retail businesses along Commercial St. SE</li> </ul>	Transfer to routes #6, #8, #21	260,022*	0.380
<b>2: D. St/Brown Rd.</b>	Standard	<ul style="list-style-type: none"> <li>- Downtown Salem</li> <li>- Neighborhoods in Northeast Salem</li> <li>- McKay and North Salem High Schools</li> <li>- Parrish Middle School</li> <li>- Several businesses along Lancaster Drive NE</li> </ul>	Transfer to routes #11, #13, #17, #20	105,789	0.532
<b>3: Portland Road/CCC</b>	Peak Hour	<ul style="list-style-type: none"> <li>- Downtown Salem</li> <li>- Neighborhoods in northeast Salem</li> <li>- KROC center</li> <li>- Businesses along Portland Road</li> <li>- Chemeketa Community College</li> <li>- Salem Clinic Main</li> </ul>	Transfer to routes #11, #13, #14, #15, #20, CARTS routes #10, #20	227,634*	0.567
<b>4: Keizer Station Express</b>	Standard	<ul style="list-style-type: none"> <li>- Downtown Salem</li> <li>- Keizer Station via Salem Parkway</li> <li>- Salem-Keizer transit garage</li> </ul>	Transfer to routes #13, #14, #15, #18, #19	55,449	0.160
<b>5: Center St.</b>	Frequent	<ul style="list-style-type: none"> <li>- Downtown Salem</li> <li>- East Salem</li> <li>- Salem Hospital East Campus</li> <li>- Marion County Health Dept.</li> <li>- Lancaster Mall</li> </ul>	Transfer to routes #11; continues as route #17	273,531*	0.287
<b>6: 12<sup>th</sup>/Battle Creek</b>	Peak Hour	<ul style="list-style-type: none"> <li>- Downtown Salem</li> <li>- South Salem</li> <li>- South Salem High School</li> <li>- Leslie Middle School</li> <li>- Willamette University</li> <li>- Businesses along Battle Creek Road, Baxter Road, Commercial Street</li> </ul>	Transfer to routes #1, #8, #21	145,023*	0.363
<b>7: Fairview Ind. Park</b>	Standard	<ul style="list-style-type: none"> <li>- Downtown Salem</li> <li>- Willamette University</li> <li>- Southeast Salem via Mission Street SE and 25<sup>th</sup> St, Madrona</li> </ul>	Transfer to routes #16, #20	67,815	0.341



Route	Frequency *	Neighborhoods and Major Destinations Served	Connections to other lines	Estimated Annual Ridership (2011)*	Load Factor (2009)**
		Av, and Fairview Industrial Drive			
<b>8: Liberty Rd. S</b>	Peak Hour	<ul style="list-style-type: none"> <li>- Downtown Salem</li> <li>- South Salem</li> <li>- South Salem High School</li> <li>- South Salem Fred Meyer</li> <li>- Crossler Middle School</li> <li>- Sunnyslope Center</li> <li>- Sprague High School</li> <li>- Salem Clinic Salem Heights Plaza</li> <li>- Kaiser Permanente South</li> </ul>	Transfer to routes #1, #6	130,056*	0.376
<b>9: River Rd. N/ Park-meadow</b>	Frequent	<ul style="list-style-type: none"> <li>- Downtown Salem</li> <li>- Keizer</li> <li>- North Salem Fred Meyer</li> <li>- McNary High School</li> <li>- Salem Clinic Inland Shores</li> <li>- Businesses along Broadway NE and River Rd. N</li> </ul>	Transfer to routes #13, #18, #19	185,727*	0.353
<b>10: Wallace Rd. Loop</b>	Standard	<ul style="list-style-type: none"> <li>- Downtown Salem</li> <li>- West Salem</li> <li>- West Salem High School</li> <li>- Wallace Road Park and Ride</li> <li>- Salem Clinic West</li> <li>- Glen Creek Transit Station</li> </ul>	Transfer to routes #12, #25	39,507	0.147
<b>11: Lancaster Dr.</b>	Frequent	<ul style="list-style-type: none"> <li>- Southeast Salem</li> <li>- Northeast Salem</li> <li>- Chemeketa Community College</li> <li>- McKay High School</li> <li>- Lancaster Mall</li> <li>- Kaiser Permanente East</li> <li>- Retail businesses along Lancaster Dr.</li> <li>- Marion County Corrections Facility</li> </ul>	Transfer to routes #2, #3, #5, #13, #16, #17, #20	459,897*	0.299
<b>12: Edgewater Loop</b>	Standard	<ul style="list-style-type: none"> <li>- Downtown Salem</li> <li>- West Salem</li> <li>- Walker Middle School</li> <li>- Glen Creek Transit Station</li> <li>- Salem Clinic West</li> <li>- Salem Electric</li> </ul>	Transfer to routes #10, #25	45,363	0.205
<b>13:</b>	Standard	<ul style="list-style-type: none"> <li>- Downtown Salem</li> </ul>	Transfer to	124,995	0.325

Route	Frequency *	Neighborhoods and Major Destinations Served	Connections to other lines	Estimated Annual Ridership (2011)*	Load Factor (2009)**
<b>Silverton/ Brown Rd.</b>		<ul style="list-style-type: none"> <li>- East Salem</li> <li>- Center 50+</li> <li>- Waldo Middle School</li> <li>- State Fairgrounds</li> <li>- Retail businesses along Silverton Rd.</li> </ul>	<ul style="list-style-type: none"> <li>routes #9, #19, #3, #20;</li> <li>continues as route #2</li> </ul>		
<b>14: Cherry Ave/Kroc Center</b>	Frequent	<ul style="list-style-type: none"> <li>- North Salem</li> <li>- Keizer</li> <li>- Kroc Center</li> <li>- Claggett Creek Middle School</li> <li>- Salem-Keizer transit garage</li> <li>- Dept. of Fish and Wildlife</li> <li>- Capital City Business Center</li> </ul>	<ul style="list-style-type: none"> <li>Transfer to routes #4, #15, #3</li> </ul>	37,569	0.078
<b>15: Keizer Station/CCC</b>	Peak Hour	<ul style="list-style-type: none"> <li>- Keizer</li> <li>- Northeast Salem</li> <li>- Keizer Station</li> <li>- Chemeketa Community College</li> <li>- Stephens Middle School</li> <li>- Claggett Creek Middle School</li> </ul>	<ul style="list-style-type: none"> <li>Transfer to routes #4, #14, #18, #19, #20, #3, #11</li> </ul>	73,281	0.144
<b>16: State St.</b>	Frequent	<ul style="list-style-type: none"> <li>- Downtown Salem</li> <li>- Southeast Salem</li> <li>- Houck Middle School</li> <li>- Willamette University</li> <li>- Airport Road Park and Ride</li> </ul>	<ul style="list-style-type: none"> <li>Transfer to routes #7, #11, #20</li> </ul>	208,686*	0.494
<b>17: Market St.</b>	Frequent	<ul style="list-style-type: none"> <li>- Downtown Salem</li> <li>- East Salem</li> <li>- East Salem Fred Meyer</li> <li>- Commercial businesses along Market St.</li> <li>- N.E. Park and Ride</li> </ul>	<ul style="list-style-type: none"> <li>Transfer to routes #11, #20; continues as route #5</li> </ul>	202,707*	0.258
<b>18: Windsor Is. Loop</b>	Peak Hour	<ul style="list-style-type: none"> <li>- Keizer</li> <li>- Keizer Station</li> <li>- Whiteaker Middle School</li> <li>- McNary High School</li> <li>- Keizer City Hall</li> </ul>	<ul style="list-style-type: none"> <li>Transfer to routes #4, #9, #15, #19</li> </ul>	25,248	0.053
<b>19: River Rd. N/Keizer Station</b>	Frequent	<ul style="list-style-type: none"> <li>- Downtown Salem</li> <li>- Keizer</li> <li>- Keizer Station</li> <li>- McNary High School</li> <li>- Businesses along Broadway and River Road N.</li> </ul>	<ul style="list-style-type: none"> <li>Transfer to routes #4, #13, #15, #18</li> </ul>	235,011*	0.374
<b>20: 17<sup>th</sup>/CCC</b>	Standard	<ul style="list-style-type: none"> <li>- Downtown Salem</li> </ul>	<ul style="list-style-type: none"> <li>Transfer to</li> </ul>	97,869	0.258

Route	Frequency *	Neighborhoods and Major Destinations Served	Connections to other lines	Estimated Annual Ridership (2011)*	Load Factor (2009)**
		- East Salem - Oregon State Fairgrounds - Chemeketa Community College	routes #2, #3, #5, #11, #13, #15, #17		
<b>21: Rees Hill Loop</b>	Peak Hour	- South Salem - Judson Middle School - South Salem Senior Center - Businesses along Commercial St. SE	Transfer to routes #1, #6	31,314	0.076
<b>25: West Salem/ Downtown</b>	Standard	- Downtown Salem - West Salem - Salem Clinic West - Glen Creek Transit Station	Transfer to routes #10, #12	121,728	0.336
<b>1X: To Wilsonville</b>		- Downtown Salem - Northeast Park and Ride - Wilsonville Station	Transfer to route #17, SMART	5,613	0.784
<b>2X: To Grand Ronde</b>		- Spirit Mountain Casino - Rickreall Fairgrounds Park and Ride	Transfer to route #12	7,350	0.107

\*Top 10 highest ridership routes

\*\*The load factor is the ratio of route level ridership to the total capacity of the vehicles traveling on each route. The closer the load factor is to 1, the closer buses on that route are to capacity loads.

The route with the highest annual ridership in 2011 was the #11: Lancaster Drive. Other routes with high ridership in 2011 included #1: South Commercial, #3: Portland Road/CCC, #5: Center Street, and #19: River Road North/Keizer Station.

The five routes with the highest load factors (in other words, the routes with the most crowding) are 1X: to Wilsonville, #3: Portland Road/CCC, #2: D Street/Brown Road, #16: State Street, and #1: South Commercial.

The five existing CARTS routes serve communities in Marion and Polk Counties with connections to Salem. Table 2-3 describes each CARTS route. As shown in Table 2-3, route #40 from Salem to Polk County, which serves Independence, Monmouth, and Dallas, provided the most service and had approximately twice as many riders as any of the other 4 CARTS routes in 2011.

Figure 1-2: Cherriots Routes

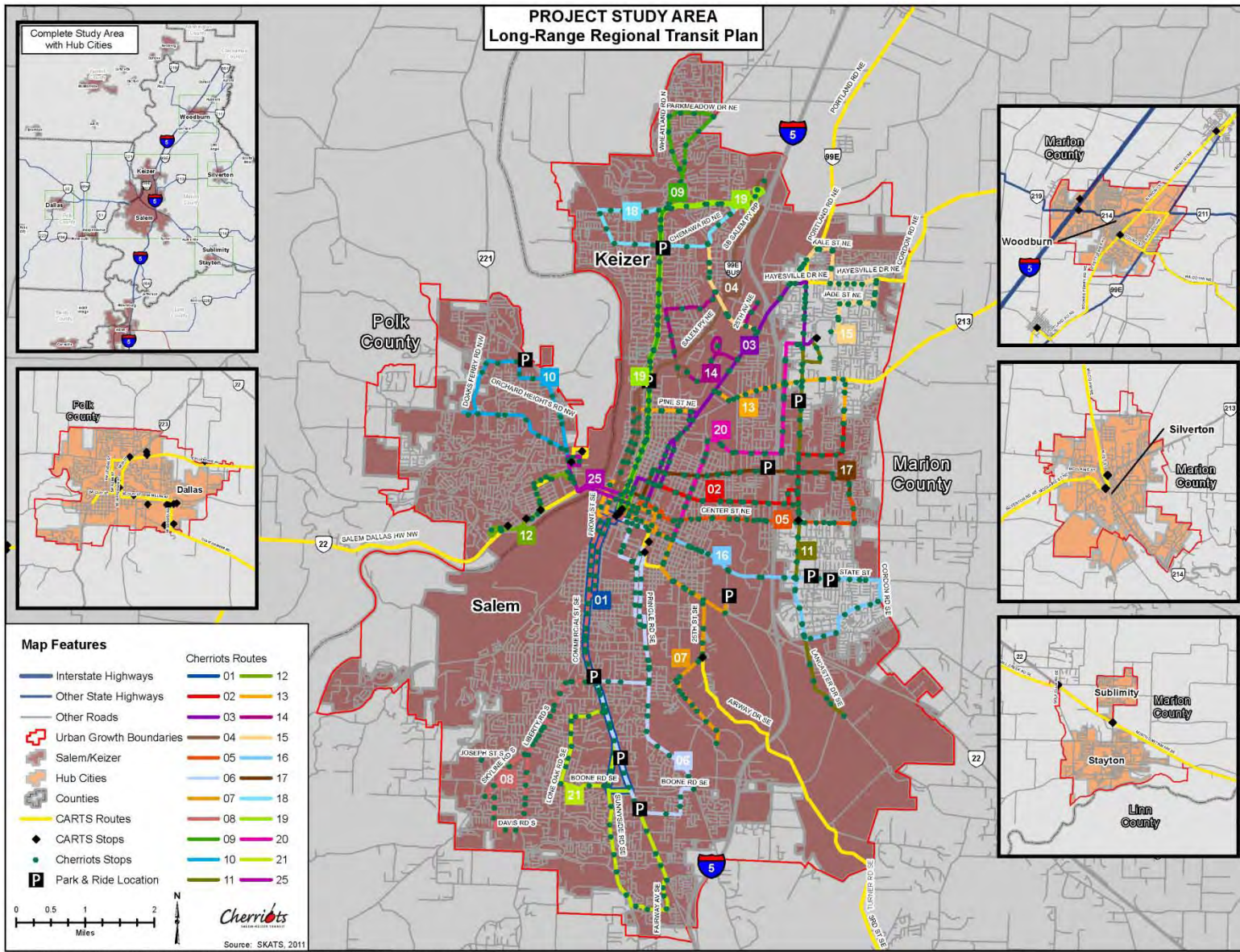


Table 2-3: CARTS Routes

Route	Frequency*	Major Destinations	Estimated Annual Ridership (2011)
<b>10: Woodburn/Salem</b>	- 4 outbound trips/day - 4 inbound trips/day	- Salem Transit Mall - Chemeketa Community College - Woodburn - Gervais	14,349
<b>20: Silverton/Salem</b>	- 4 outbound trips/day - 4 inbound trips/day	- Salem Transit Mall - Chemeketa Community College - Mt. Angel City Hall - Silverton	13,974
<b>30: Canyon Connector</b>	- 3 outbound trips/day - 3 inbound trips/day	- Salem Transit Mall - Aumsville - Sublimity - Stayton - Mehama - Lyons - Mill City - Gates	15,531
<b>40: Polk County</b>	- 6 outbound trips/day - 5 inbound trips/day	- Salem Transit Mall - Independence - Monmouth - Dallas	31,884
<b>50: Dallas/Salem Express</b>	- 2 outbound trips/day - 2 inbound trips/day	- Salem - Rickreall - Dallas	15,363

### 2.1.2. Other Services Provided by SKT

**Cherriots Rideshare** is a service offering referrals and information about carpooling, vanpooling, telecommuting, transit, walking, and bicycling. Potential carpool or vanpool partners can meet up through the website [www.drivelessconnect.org](http://www.drivelessconnect.org). This website is a database of commuters and travelers looking for others with whom to share rides to work or for other trip purposes. Cherriots Rideshare offers an Emergency Ride Home program available to any employee of a participating work site in Polk, Marion, or Yamhill counties. Table 2-4 provides details on vanpool ridership.

Table 2-4: Vanpool Ridership

Van ID Number	Route	Number of registered riders	Average daily ridership
VSKT01	Corvallis to Sheridan	10	5
VSKT02	Corvallis to Salem	13	8
VSKT03	Corvallis to Salem	11	6
VSKT04	Corvallis to Salem	14	8
VSKT06	Oregon City to Salem	15	8
VSKT07	Corvallis to Salem	11	7
VSKT08	Lebanon to Sheridan	8	4
VSKT09	Lafayette to Sheridan	7	5
VSKT15	Lake Oswego to Salem	6	4
VSKT16	Salem to Sheridan	11	5
VSKT17	McMinnville to Sheridan	6	5
VSKT24	Troutdale to Salem	9	6
VSKT25	Dayton to Salem	5	4
VSKT18	Beaverton to Salem	6	5
VSKT22	Tualatin to Salem	11	6
VSKT11	Portland to Salem	15	9
VSKT05	Portland to Salem	14	8
VSKT10	Portland to Salem	18	10
VSKT23	Portland to Salem	13	4
VSKT21	Portland to Salem	8	5

As shown in Table 2-4, the vanpools connecting Portland and Salem have some of the highest ridership of any vanpools. In addition, it is important to note that there are five vanpools between Portland and Salem, making it the highest-capacity vanpool route. The next highest capacity vanpool route is Salem to Corvallis, with three vanpools and similarly high average daily ridership.

**CherryLift** is the Americans with Disabilities Act (ADA)-mandated accessible paratransit service for riders whose disabilities prevent them from riding fixed route bus services within the Salem/Keizer urban growth boundary. Users must apply to Cherriots and be certified eligible to use CherryLift. CherryLift operates from Monday through Friday from 5:45 am to 10 pm. Riders must make reservations on CherryLift between one day and two weeks in advance.



**CARTS Flex Routes** provide shared ride trips for riders that stay within a region. They can be used to transfer to regular CARTS routes traveling to and from Salem. Passengers must make reservations 24 hours in advance to schedule a pick-up.

### 2.1.3. Infrastructure

SKT operates and maintains a fleet of buses, bicycle racks on buses, park and ride lots, and bus stops for Cherriots and CARTS routes. The following sections elaborate on this infrastructure.

#### 2.1.3.1. Vehicle Fleets

SKT's fleet consists of 64 Cherriots buses, 34 CherryLift buses, and 15 CARTS buses. Cherriots buses have a comfortable capacity of 30-40 passengers; CARTS buses have a capacity of 19-20 or 34-35 passengers; and CherryLift vehicles hold 14 passengers if no mobility devices are on-board. As shown in Table 2-5, many Cherriots, CARTS, and CherryLift vehicles are nearing the end of their service life. All Cherriots and CARTS buses are ADA accessible. Cherriots buses and some CARTS buses are equipped with bicycle racks. Cherriots buses can carry up to two bicycles; those CARTS buses that have bicycle racks can carry up to three bicycles.

Table 2-5: SKT Vehicle Fleet

Vehicle Type	Number of Vehicles	End of Service Life
<b>Cherriots Buses</b>		
Orion VII	24	2014
Orion VII – Com	2	2016
Orion VII	8	2017
Gillig	14	2020
Gillig	12	2023
Gillig	4	2024
<b>CARTS Buses</b>		
Goshen GCII / Ford E-450	2	2007
Starcraft / Ford E-450	3	2009
Freightliner Star Cruiser	2	2013
Champion FB-65	2	2015
Freightliner/CTS	3	2016
Champion Challenger	3	2016
Champion CTS RE	2	2020

Harlow bus sales	1	2020
<b>CherryLift Buses</b>		
Ford E-450	6	2012
Ford E-450	5	2013
Ford E-450	2	2014
Ford E-450	4	2015
Ford E-450	17	2016
Chevy Uplander	1	2013

### 2.1.3.1. Bicycle Facilities

Bicycles are allowed on all Cherriots and CARTS buses. Cherriots buses can accommodate up to two bicycles, and some CARTS buses can accommodate up to three bicycles. Neither Cherriots nor CARTS currently provide bicycle parking at most stops. According to the Bike and Walk Salem Plan,<sup>1</sup> There are only two major transit stops within Salem and Keizer that have bicycle parking. The Courthouse Square Transit Mall has bicycle parking, and the stop at Lancaster and Devonshire also has bicycle parking. The other major transit stops that do not have bicycle parking include the Glen Creek Transit Station, the Chemeketa Community College east and west stops, the Center and Lancaster stop, the Lancaster and State stops, and the Sunnyside and Hilfiker stop. Bicycle lockers are available at the Wallace Road and Market Street park and ride lots.

### 2.1.3.1. Park and Rides

SKT serves 15 Park and Ride facilities within its service area. Some lots are owned and operated by SKT (such as the Airport Road and Wallace Road park and rides), some are operated by the State of Oregon, and others are owned by local businesses and organizations such as churches or retail facilities and made available to SKT through agreements between SKT and the owners. Park and Rides vary in size and have between 15 and 220 spaces; no information is available on usage of park and ride lots.. Table 2-6 describes each Park and Ride. The Park and Rides are shown on Figure 1-2.

**Table 2-6: Existing SAMTD Park and Ride Facilities**

Name	Location	Number of Spaces	Routes Served
Rickreall Park and Ride	Polk County Fairgrounds	40	- Cherriots Route 2X - CARTS
Wallace Road Park and Ride	Northwest corner of Wallace Road and Brush College Road	70	- Cherriots Route 10

<sup>1</sup> Accessed May 2012 from [http://www.cityofsalem.net/Departments/PublicWorks/TransportationServices/tr\\_planning/Pages/Bicycle-PedestrianPlanUpdate.aspx](http://www.cityofsalem.net/Departments/PublicWorks/TransportationServices/tr_planning/Pages/Bicycle-PedestrianPlanUpdate.aspx)

<b>Name</b>	<b>Location</b>	<b>Number of Spaces</b>	<b>Routes Served</b>
	intersection		
Keizer Safeway Park and Ride	SE corner of Chemawa and River Road	25	- Cherriots Routes 9, 18, 19
Fred Meyer North Salem Park and Ride	Broadway and Salem Parkway intersection	20	- Cherriots Routes 9, 19
Wal-Mart North Park and Ride	Intersection of Lancaster Drive and Devonshire Ave.	30	- Cherriots Routes 11, 20
Market Street Park and Ride	Intersection of Market St and Hawthorn	150	- Cherriots Routes 1X, 17, 20 - SMART 1X
Grace Baptist Church Park and Ride	North side of State St. in East Salem	20	- Cherriots Route 16
Christ the Good Shepherd Lutheran Church Park and Ride	South side of State St. in East Salem	15	- Cherriots Route 16
Airport Road Park and Ride	East Salem by the State Motor Pool on Airport Road	220	- Cherriots Route 16
Fred Meyer South Salem Park and Ride	East side of SE Commercial	30	- Cherriots Routes 1, 6, 8
Rite Aid Park and Ride	East side of Commercial St SE south of Hilfiker Lane	50	- Cherriots Routes 1, 6
Wal-Mart South Park and Ride	NE Corner of Commercial Street SE at Baxter Road	50	- Cherriots Routes 6, 21
Sunnyside/Turner Interchange Park and Ride	SE corner of Delaney Road at Squirrel Hill Road	60	- None
Hwy 22 and Golf Club Road Park and Ride	Hwy 22 and Golf Club Road intersection	90	- None
Hwy 22 and Cascade Highway Park and Ride	South of Hwy 22 at the Stayton/Sublimity exit	95	- CARTS

### 2.1.3.2. Stops

The infrastructure provided at Cherriots and CARTS stops varies. All stops include a standard sign post with route identification. Some stops include amenities such as shelters, trash cans, benches, and lighting. Some stops include a bus pad. Many stops do not include adequate paved areas for disabled persons to access and wait at the stop safely, and in these cases, drivers pull up to the closest driveway so mobility devices can load and unload.

### 2.1.4. Fares and Fare Recovery

Cherriots and CARTS buses accept cash, pre-purchased tickets, punch cards, monthly passes, and annual passes. Discounts on the regular adult fare are provided for youth and special citizens (seniors 60 years of age and over, Medicare recipients, and disabled persons). Existing fares as of January 2012 are listed in Table 2-7.

**Table 2-7: Cherriots and CARTS Fares**

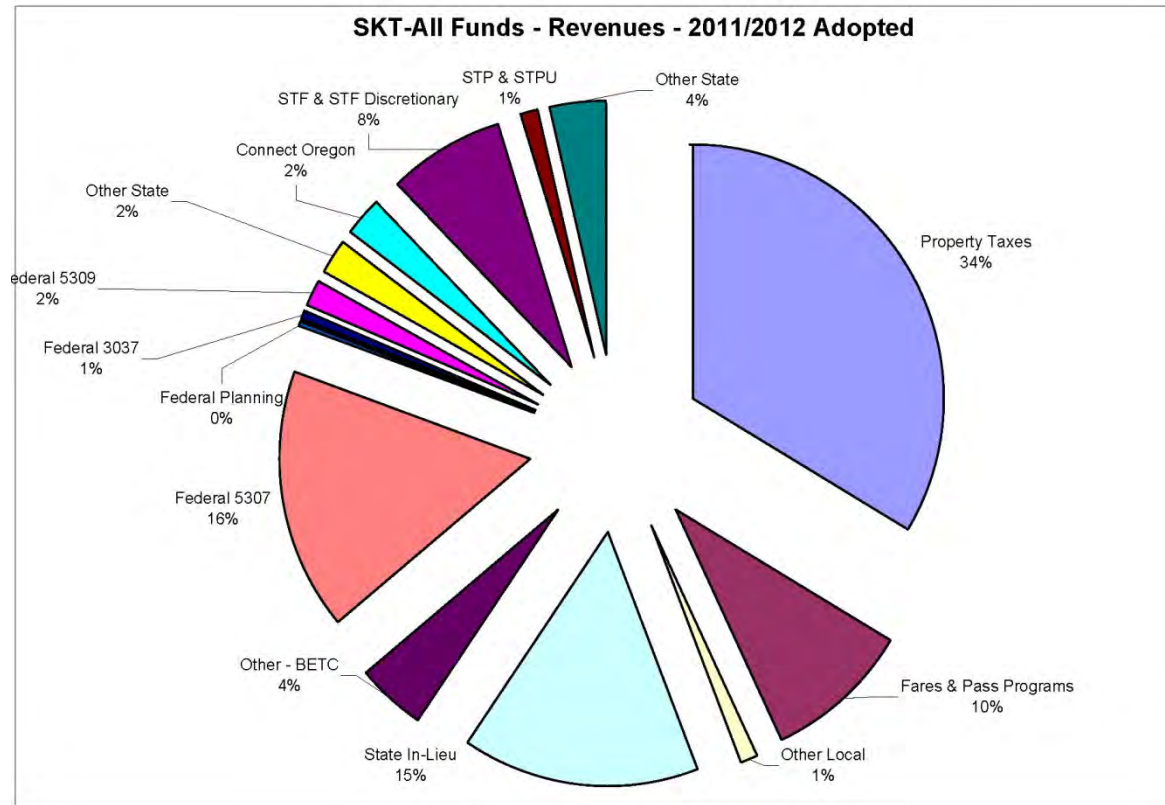
<b>Service</b>	<b>Fare</b>
Cherriots: Adult (one-way)	\$1.50
Cherriots: Youth (one-way) (5 years and under are free)	\$1.25
Cherriots: Special* (one-way)	\$0.75
CherryLift	\$3.00
CARTS: Adult (one-way)	\$2.00
CARTS: Youth (one-way)	\$1.25
CARTS: Special*	\$1.25

\*Special fares are available to persons with disabilities, persons 60 years of age and older, and Medicare recipients

Currently, transit fare revenues cover roughly 10 to 12 percent of overall transit operating costs, although the revenue recovery varies by route. Contributing to the recovery rate of 10 to 12 percent are the discounts that are offered to youth and special citizens, and the revenue dilution effects of monthly passes.

Cherriots is funded through several revenue sources, including property taxes, state and federal support, passenger fares, and other miscellaneous income, as shown in Figure 2-1 , which shows budgeted FY 2011-2012 revenue by source.

Figure 2-1: Cherriots Revenue by Funding Source



Source: April 7, 2011 Memo from Allan Pollock to SAMTD Budget Committee; "Budget Message for Proposed FY 2011-12 Budget," downloaded from [http://www.cherriots.org/downloads/11-12\\_Adopted\\_Budget.pdf](http://www.cherriots.org/downloads/11-12_Adopted_Budget.pdf)

## 2.2. Other Transit Providers within the Study Area

Other transit services within the project study area include both inter-city and intra-city service. Inter-city service is provided by Amtrak, Greyhound, and the Valley Retriever. Intra-city service is provided by Woodburn Transit Service, the Silver Trolley, and South Metro Area Regional Transit (SMART).

### 2.2.1. Amtrak

Amtrak provides inter-city rail and bus services. Amtrak serves Salem with its Cascades service, Coast Starlight services, and thruway bus service. The Amtrak station is located at 500 13<sup>th</sup> St SE near downtown Salem. The Cascades service provides multiple trips daily connecting Vancouver, BC to Eugene. In Oregon, Amtrak Cascades stops in Portland, Oregon City, Salem, Albany, and Eugene. The Coast Starlight provides daily service connecting Seattle to Los Angeles, with intermediate stops at Portland, Salem, and Eugene/Springfield. As of January 2012, Amtrak provides seven departures from Salem in the southbound direction between 12:30 pm and 10:15 pm,, and six departures from Salem in the northbound direction between 6:42 am and 4:15 pm. As of January 2012, one-way fares on Amtrak between Portland and Salem varies between \$11 and \$17 per ticket, and round trip fares between Portland and Salem varies between \$22 and \$34.

### 2.2.2. Greyhound Bus Services

Greyhound Bus Services operate inter-city service to over 50 locations throughout Oregon and provide connecting service to all adjacent states. The Greyhound station in Salem is located downtown at 450

Church Street NE. Greyhound operates direct connections from Salem to Corvallis and from Salem to Portland. The Corvallis service continues along I-5 south and serves Eugene, Roseburg, Grants Pass, and Medford. Ticket prices on Greyhound vary according to final destination. A one-way ticket from Salem to Portland ranges between \$12 and \$17.50 depending on the fare class selected.

### **2.2.3. Valley Retriever**

The Valley Retriever bus connects Newport to Portland and Newport to Bend, serving several communities along the way including Corvallis, Salem, McMinnville, and Tigard. Valley Retriever stops in the major cities at Greyhound Bus Stations. Valley Retriever operates one service in each direction for each of the two routes daily. A one-way ticket from Newport to Portland or Newport to Bend is \$44.

### **2.2.4. Valley Van Pool**

The Valley Van Pool is a service coordinated between the Cascades West Council of Governments, Cherriots RideShare and Point2Point operated by Lane Transit District. Valley Van Pool coordinates van pools throughout the Willamette Valley. As of February 2012, van pools operate to Salem from Albany, Beaverton, Corvallis, Eugene, Portland, and Sheridan.

### **2.2.5. Woodburn Transit Service**

The City of Woodburn operates the Woodburn Transit Service (WTS), which consists of both a fixed route bus and ADA-mandated paratransit service. The fixed route bus service operates once per hour, Monday through Friday, from 5:45 AM to 8:00 PM. There are 55 stops on the fixed route service. A one-way fare is \$1.00. As of January 2012, Woodburn Transit Service also provides mid-day service between Woodburn and Chemeketa Community College's main campus in Salem. The route stops in Gervais and Brooks along the way. There are three inbound and outbound trips per day on this service between 10:00 AM and 2:30 PM, and the fare structure is the same as CARTS.

WTS has recently installed upgrades to its bus infrastructure including bicycle racks on all buses, four new transit shelters with six more planned, and security cameras on all buses. WTS has recently improved on-time performance with all services operating within 10 minutes of schedule.

WTS also offers ADA paratransit service for seniors and people with disabilities from Monday through Friday from 5:45 AM to 8:00 PM. One-way fares are \$1.50. WTS connects to CARTS and the Canby Area Transit system (described in section 2.3.2 below).

### **2.2.6. City of Silverton Silver Trolley**

The Silver Trolley is an on-demand transit service provided by the City of Silverton and operates within the city limits. Rides on the Silver Trolley are free, but users are encouraged to provide a donation. Ride reservations on the Silver Trolley must be made 24 hours in advance and are available to anyone, regardless of age or disability status.

### **2.2.7. South Metro Area Regional Transit**

The South Metro Area Regional Transit (SMART) system serves the city of Wilsonville and has connecting services to Canby, Salem, and south Portland. SMART operates seven fixed route bus lines as well as a dial-a-ride service that is open to anyone regardless of age or disability status. Route 1X is a shared service with Cherriots; half of the trips between Wilsonville and Salem are operated by SMART and half are operated by SKT. Table 2-8 provides details on SMART fixed routes.



**Table 2-8: SMART Routes**

<b>Route</b>	<b>Frequency</b>	<b>Major destinations</b>	<b>Fare</b>
1X	Hourly during peak hours	- Wilsonville - Salem Capitol - Salem Transit Center	- General fare: \$2.50 - Senior/Youth: \$1.25
2X*	Half-hour service	- Wilsonville - Tualatin Park and Ride - Barbur Boulevard Transit Center	- General fare: \$1.25 - Senior/Youth: \$0.60
3	Hourly during peak hours	- Wilsonville Town Center - Charbonneau - Canby	- General fare: \$1.25 - Senior/Youth: \$0.60
4	Half-hour service during peak hours	- Wilsonville Road - SMART Station	- Free
5	Half-hour service during peak hours	- West side of Wilsonville - Commerce Circle	- Free
6	Half-hour service during peak hours	- Canyon Creek - SMART Station	- Free
V	One service in the morning; two in the evening	- SMART Station - Villebois	- Free

\*The SMART Route 2X is different from the Cherriots Route 2X, which provides service to Grand Ronde.

### 2.2.8. Confederated Tribes of Grand Ronde

The Confederated Tribes of Grand Ronde does not directly provide public transit service. However, the Tribe is a Special Transportation Formula (STF) agency and receives STF funding and other ODOT formula transit funding. With these funds, the Tribes augment transit services operated by Yamhill County Transit Area (YCTA) between Grand Ronde and Willamina (West Valley Route extension) and by SKT between Grand Ronde and Salem (Cherriots Route 2X) and continues to pay the majority of the cost of these services through the Tribe's state and federal funding. This is done through intergovernmental agreements with SAMTD and YCTA.

## 2.3. Other Transit Providers Adjacent to the Study Area

The following sections elaborate on transit that is provided outside of but adjacent to Marion or Polk counties.

### 2.3.1. City of Albany

The Albany Transit System provides public transportation for the City of Albany from Monday through Friday during the hours of 6:30 a.m. to 6:00 p.m. It includes four routes within the City of Albany and connects to Corvallis. Albany Transit System also includes a ADA paratransit service for qualified users. The general fare for a one-way fixed route trip is \$0.75; the fare for seniors, youth, and disabled riders is \$0.50. The ADA paratransit fare per trip is \$1.00. There currently is no fixed route transit connection between Albany and Salem and no transfer point between Albany Transit System and CARTS. Commuters from Albany to Salem either use the Valley Van Pool or use private vehicles.

### **2.3.2. Benton County**

Benton County Special Transportation Fund—Rural Transportation Services provides fixed-route service, Monday through Friday with four round trips daily between Adair Village and Corvallis. Service is designed to for morning and evening commutes and two mid-day routes. Service is provided to Corvallis Transit Mall. A two-way fare between Adair Village and Corvallis is \$0.75. Benton County also provides dial-a-ride service that is wheelchair accessible and curb-to-curb, ADA paratransit service. Benton County residents are eligible to use the service if they are either: 1) senior citizens 60 years of age and over, 2) people of all ages with disabilities who are unable to access fixed-route bus service within the area. Service is first-come, first-served, on a reservation, shared-ride basis, and rides are available Monday through Friday, 8AM to 7PM, Saturdays 8:30AM to 7PM, and Sundays 8:30AM to 3PM. Fares vary by zone between \$2.00 and \$4.50. Benton County also provides deviated, fixed route dial-a-ride service between Corvallis and Albany, with frequencies between one and two hours, operating Monday through Friday, 7:30AM to 5:15PM.

### **2.3.3. City of Canby**

Canby Area Transit (CAT) provides a general public dial-a-ride program within the city limits of Canby, a neighborhood shuttle service connecting neighborhood residents to the Canby Transit Center, and commuter bus services to Woodburn and Oregon City. Rides on CAT are free for all users. CAT riders can connect to CARTS and Woodburn Transit at the Woodburn Transit Center.

### **2.3.4. TriMet**

TriMet serves the Portland metropolitan area with bus, light rail, commuter rail, and ADA paratransit service. Riders on the Cherriots Route 1X can connect to TriMet at the Wilsonville Transit Center, where they have the option of traveling further north via bus or the Westside Express (WES) commuter rail.

### **2.3.5. South Clackamas Transportation District**

The South Clackamas Transportation District (SCTD) operates three transit routes centered in Molalla. These include:

- A fixed route service from Molalla to Clackamas Community College, which operates from Monday through Saturday. The operating hours from Monday to Friday are between 5:00 am and 7:00 pm, and services run approximately every 90 minutes. The operating hours on Saturday are between 7:00 am and 4:00 pm, and services run approximately every 90 minutes. The one-way fare is \$1.
- A fixed route service from Molalla to Canby, which operates from Monday to Friday from 7:30 am to 5:30 pm. Services are provided every 60 to 90 minutes. The one-way fare is \$1.
- A circulator service within the central city of Molalla.

SCTD provides route deviation service on all three routes, allowing passengers to request pick-ups or drop-offs within one-quarter mile of the regular route. Riders who wish to travel to Salem may ride the fixed route Molalla to Canby service, transfer to CAT and ride to the Woodburn Transit Center, then transfer to CARTS in Woodburn.

### **2.3.6. Yamhill County**

The Yamhill County Transit Area (YCTA) serves communities in Yamhill County including McMinnville and Newberg with fixed route and dial-a-ride services. YCTA operates a commuter bus service to West Salem from Monday to Friday; it operates five trips per day in each direction. A single one-way fare on YCTA is \$1.25, a day pass is \$2.50, 10-day passbooks are \$18, and unlimited monthly passes are \$35. YCTA also serves Grand Ronde. According to conversations with YCTA, ridership on their system has increased

180% in the past five years and political leadership in Yamhill County is supportive of continued improvements to transit services.

Table 2-9 provides details on YCTA routes.

**Table 2-9: YCTA Routes**

<b>Route</b>	<b>Trips/Day</b>	<b>Major destinations</b>
22: McMinnville to Grand Ronde- Weekdays	- 7 outbound - 7 inbound	- McMinnville courthouse - Sheridan - Spirit Mountain Casino - Grand Ronde Community Center
24S: McMinnville to Grand Ronde – Saturday	- 4 inbound - 4 outbound	- Grand Ronde Community Center - Spirit Mountain Casino - Sheridan - McMinnville courthouse
23X: Sheridan Express	- 2 trips (route is a loop that begins and ends at McMinnville courthouse)	- McMinnville courthouse - Sheridan
33: McMinnville to Hillsboro	- 5 inbound - 5 outbound	- McMinnville - Yamhill - Gaston - Forest Grove - Hillsboro
11: McMinnville to West Salem	- 5 inbound - 5 outbound	- McMinnville - Amity - West Salem
44: Tigard Transit Center to McMinnville – Weekdays	- 11 inbound (2 inbound trips terminate in Newberg) - 11 outbound	- Tigard - Sherwood - Newberg - Dundee - Dayton - Lafayette - McMinnville
44X: Tigard Transit Center to McMinnville Express – Weekdays	- 1 inbound - 1 outbound	- Tigard - Newberg - McMinnville
46S: Tigard Transit Center to McMinnville – Saturdays	- 4 inbound - 4 outbound	- Tigard - Sherwood - Newberg - Dundee - Dayton - Lafayette - McMinnville

### 2.3.7. Lincoln County

Lincoln County Transit provides fixed route and dial-a-ride services to communities in Lincoln County. Lincoln County Transit is currently analyzing the feasibility of service from Lincoln City to Grand Ronde. If service is provided, Grand Ronde would be a transfer point between Lincoln County Transit and SKT. Currently, there are no transfer points between Lincoln County Transit and CARTS. One of the main reasons for adding this service would be to provide a way for riders to connect from Lincoln City to Salem. In other words, although Grand Ronde is a destination from Lincoln City and one reason for providing the service, providing the opportunity to connect to Salem is an equally important reason for adding the service.

## 2.4. Summary of Transit Availability

Table 2-10 below summarizes the types of transit available within communities in Marion and Polk counties. The table demonstrates many smaller communities within the study area do not have transit service.

Table 2-10: Summary of Transit Availability Outside of Salem and Keizer

	Cherriots or CARTS	Local Fixed Route Transit Services	ADA paratransit		Cherriots or CARTS	Local Fixed Route Transit Services	ADA paratransit
<b>Marion County</b>				<b>Polk County</b>			
Aumsville	X			Airlie			
Breitenbush Hot Springs				Ballston			
Brooks	X			Buena Vista			
Butteville	X			Dallas	X		
Detroit				Eola			
Donald				Falls City			
Elkhorn				Grand Ronde	X		
Gates	X			Indepen- dence	X		
Gervais	X			Valley Junction			
Hopmere				McCoy			
Hubbard	X			Monmouth	X		
Idanha				Pedee			

	Cherriots or CARTS	Local Fixed Route Transit Services	ADA paratransit		Cherriots or CARTS	Local Fixed Route Transit Services	ADA paratransit
Jefferson				Perrydale			
Macleay				Rickreall	X		
Marion				Suver			
Mehama				Willamina			
Mill City	X			Winona	X		
Monitor							
Mount Angel	X						
Niagara							
Pratum							
Rosedale							
Scotts Mills							
Shaw							
Silverton	X	X					
Stayton	X						
St. Paul							
Sublimity	X						
Talbot							
Turner	X						
Woodburn	X	X	X				
Waconda							

## 2.5. Special populations

SKT completed the *Coordinated Public Transit-Human Services Transportation Plan for Marion and Polk Counties* in 2009. It included a full demographic profile of Marion and Polk Counties, focusing particularly on persons age 60 and older, persons with disabilities, persons in poverty, and households without vehicles. Table 2-7 provides excerpts of statistics from that report. As shown below, Salem is the most populous city in the two counties, followed by Keizer and Woodburn, respectively. Marion County is significantly more populated than Polk County. Compared to the state as a whole:

- Woodburn, Dallas, and Sublimity have a greater percentage of persons age 60 and older.
- Woodburn, Dallas, and Stayton have a greater percentage of persons with disabilities.

- Salem, Woodburn, Silverton, and Stayton have a greater percentage of persons in poverty.
- Salem, Woodburn, and Stayton have a greater percentage of households with no vehicle.

Appendix A contains maps of population groups, excerpted from the *Coordinated Public Transit-Human Services Transportation Plan for Marion and Polk Counties*.

**Table 2-7: Demographic Profile**

City	2000 population	% Age 60 or Older	% Persons w/Disabilities	% Persons in Poverty	% Households w/o Vehicle
Salem	136,694	15.6%	<b>20.1%</b>	<b>15.0%</b>	<b>9.2%</b>
Keizer	32,494	15.7%	17.0%	9.3%	5.6%
Woodburn	20,076	<b>21.3%</b>	<b>21.3%</b>	<b>17.3%</b>	<b>9.4%</b>
Dallas	12,427	<b>21.3%</b>	<b>22.4%</b>	9.8%	7.3%
Silverton	7,528	16.6%	18.4%	<b>13.0%</b>	7.1%
Stayton	6,877	15.5%	<b>25.4%</b>	<b>14.2%</b>	<b>7.8%</b>
Sublimity	2,152	<b>33.4%</b>	15.5%	7.5%	1.9%
Marion County	284,834	15.9%	<b>19.7%</b>	<b>13.5%</b>	7.2%
Polk County	62,380	<b>18.6%</b>	<b>19.0%</b>	11.5%	5.9%
State of Oregon	3,421,399	16.6%	18.8%	11.6%	7.5%

**Percentages in bold exceed the statewide percentages.**

Source: Census 2000, Summary File 3

Information from the SKATS March 2012 publication, "Geographic Profile of Transportation Disadvantaged Populations in the SKATS Area,"<sup>2</sup> reported the following statistics from the Census 2010:

- 16.2% of total persons living in the SKATS area had income below the poverty level
- 12.7% of residents in the SKATS area were aged 65 or older
- 7.6% of occupied housing units in the SKATS area had no available vehicle

<sup>2</sup> Accessed May 2012 from <http://www.mwvcog.org:8080/2/document-folder/skats/transportation-disadvantaged>

### 3. Strengths and Limitations of Existing Service

As demonstrated in the previous sections, there are a myriad of transit providers in the mid-Willamette Valley. Most communities have some kind of transit service, and many services connect to adjacent services. Using the information above along with information gathered through an online questionnaire, interviews with stakeholder agencies, and small group meetings, some strengths and limitations of existing transit services can be identified. In many cases, limitations represent opportunities for future service. Appendix B contains more details of the results of interviews with stakeholder agencies; they were conducted in February 2012. The purpose of the questionnaire was to gather information about existing conditions for transit use in Marion and Polk counties. Information was collected from January through March 2012 and over 1,000 responses were received. While questionnaire respondents chose to respond themselves, meaning they are self selected, this information is highly useful to the planning process because it represents the views of current and potential transit users. Information about the questionnaire was distributed via emails and direct outreach to major institutions in Marion and Polk Counties. Appendix C contains summarized results of the questionnaire. The small group meetings were conducted in March 2012 in Dallas and Salem. Summaries of those meetings are provided in Appendix D.

#### Strengths of existing transit service:

- **Strong connections to Wilsonville.** The Route 1X to Wilsonville, operated jointly with SMART, is highly successful and is competitive with vehicle trips, as evidenced by strong ridership and by feedback heard from SMART. This line is successful in large part due to its travel times, which are competitive with vehicle trips; a one-way trip between Wilsonville and Salem takes approximately 45-50 minutes, which is roughly the same as a driving trip.
- **Service to several universities.** There are connections to Chemeketa Community College from many communities. CARTS operates a service to Western Oregon University that shows high ridership. Cherriots also serves Willamette University through numerous bus lines that serve downtown Salem.
- **Service to major shopping centers in Salem and Keizer.** Major regional shopping destinations including Downtown Salem and Salem Center, Lancaster Mall, and Keizer Station are served by either Cherriots or CARTS.

#### Limitations of existing transit service:

- **Lack of weekend service.** Riders are limited in their ability to use Cherriots to meet weekend needs due to the lack of transit service on weekends. Respondents on the questionnaire and persons who attended the small group meetings indicated that restoring weekend service should be a top priority for SKT.
- **Low frequency and lengthy travel times of CARTS routes.** CARTS routes only operate between two and five trips per day to and from Salem. This makes using CARTS only feasible for commuters or people who want to spend several hours in Salem. Respondents to the questionnaire indicated that providing more frequent and faster service is one of the top items that would encourage them to use transit.
- **Lack of one seat rides.** During small group meetings, several riders noted that they must transfer at least once, and often they miss the transfer to another route because of delays. They expressed a desire for routes to be better coordinated to facilitate seamless transfers or for routes to serve major destinations more directly, requiring fewer transfers.



- **Lack of ADA paratransit in Polk County.** There are no ADA\_paratransit services in Dallas, Independence, or Monmouth. Although Polk County residents may use CherryLift when traveling within Salem and Keizer, there are no connections outside of the urbanized areas. Feedback heard at the stakeholder small group meeting in Dallas indicated that some disabled persons in Polk County are isolated due to lack of ADA paratransit.
- **Lack of a strong marketing presence.** Many representatives of stakeholder agencies reported a lack of awareness about existing Cherriots and CARTS services in their area. Both Cherriots and CARTS could benefit from improved presence in all communities, but especially in some of the more rural areas where transit infrastructure is harder to find. Improved presence in rural communities would include more detailed maps, signage at stops, wayfinding signs directing people to stops, park-and-ride locations, and greater outreach to community leaders and organizations about the service that is available.
- **Lack of direct service to the central city of Portland.** Currently, riders must ride Route 1X to Wilsonville, transfer to SMART, and then transfer to TriMet in order to reach downtown Portland. Downtown Portland is a major regional draw for many reasons – some people commute from Marion and Polk counties as far north as Portland, some people need to reach medical services or other businesses that are not available outside of Portland, and others may seek to take advantage of cultural opportunities available in Portland. Many stakeholder agencies reported that their citizens desire more direct connections to Portland that would be competitive on the basis of travel time with a private vehicle. This need represents an opportunity to coordinate with Woodburn Transit Service and SMART to provide a one-seat ride to reach downtown Portland.
- **Service from Albany to Salem and on to Portland.** There is currently no direct fixed route transit service from Albany to Salem, though feedback from the city of Albany indicated that many people commute in that corridor. Additionally, many Albany residents need to reach Portland in order to access medical facilities. The need represents an opportunity for fixed-route service to Salem, potentially Salem Capitol.
- **Travel times.** Results of the questionnaire (summarized in Appendix C) and the stakeholder interviews (summarized in Appendix B) indicate that a major reason people in Marion and Polk Counties do not ride transit is because “it takes too long.” Future phases of this project should examine ways to provide express routes within the Salem/Keizer UGB and Marion and Polk Counties as a way to decrease travel time and attract more riders. Feedback from the Confederated Tribes of Grand Ronde indicated that Cherriots Route 2X in particular is too slow to attract many riders. The feedback indicates a potential to attract more riders with express route service or routes with shorter travel times.
- **Lack of a single fare.** Riders who travel by CARTS and Cherriots into Salem pay separate fares for CARTS (\$2.00) and Cherriots (\$1.5), which is costly for a single trip (\$3.50). SKT is evaluating the potential for a zoned fare structure, but any fare proposal would need to recognize the different funding sources and operating costs of the two services.
- **Lack of certainty over future transit service.** The city of Salem has indicated difficulty in planning land uses that support transit service due to lack of certainty about future levels of transit service.
- **Need for additional park and rides.** The city of Silverton does not currently have a CARTS park and ride but there is interest on the part of residents in having one. Similarly, smaller

communities in Polk County such as Falls City may benefit from a park and ride with connections to CARTS.

- **Need for bicycle parking at transit stops.** As stated in section 2.1.3.1, few Cherriots or CARTS stops include bicycle parking. Providing additional bicycle parking would increase the utility of these services.
- **Need for better connections to the Woodburn Company Stores.** CARTS serves the city of Woodburn but not the Woodburn Company Stores. Feedback from a stakeholder interview with the Woodburn Company Stores indicates that many employees live in Marion and Polk Counties and would greatly benefit from transit service to the Company Stores. A CARTS connection to Woodburn Company Stores and a park-and-ride in Woodburn would depend on access provided by a new interchange, and how quickly a bus would be able to get on and off of I-5.
- **Need for circumferential routes.** Most CARTS and Cherriots routes are routed through downtown Salem, and riders make connections to other transit service in downtown Salem. Stakeholders expressed as desire for circumferential routes in Polk, Yamhill, and Marion County—Silverton to Wilsonville and Portland, and Dallas to McMinnville, with a connection at Grand Ronde.
- **Need for recreational transit.** During stakeholder interviews, one person suggested the opportunity to provide transit service to recreational locations, such as the Oregon Gardens, Silver Falls, and Detroit Lake. Recreational trips would be taken most often during the weekend, when Cherriots and CARTS do not operate, and Silver Falls and Detroit Lake are very far away, even for a rural route. To successfully operate a recreational route, SKT would need to provide space for gear-hauling and provide travel times that are competitive with car travel.

## 4. Opportunities for Coordination with Other Transit Agencies

There are several opportunities for increased coordination with other transit agencies adjacent to the study area. They are as follows:

- **Increased coordination with SMART to provide mid-day service between Salem and Wilsonville.** Feedback from SMART indicated that there is need for mid-day service between Wilsonville and Salem. In addition, the city of Wilsonville has plans to expand its urban growth boundary and develop further along the I-5 corridor.
- **Increased coordination with YCTA to provide service in Grand Ronde.** Currently, both SKT and YCTA are contracted by the Tribe to serve Grand Ronde. YCTA provides more localized service within the community of Grand Ronde while SKT only provides service to Spirit Mountain Casino. Coordination between SKT and YCTA to ensure that connections from the casino to the community of Grand Ronde happen easily would improve transit service within Grand Ronde generally.
- **Coordination with YCTA to provide service between McMinnville and the State Capitol.** YCTA currently provides service to West Salem. Continuing this service to connect to the State Capitol would help to increase the ability of residents of McMinnville to commute to Salem, and for residents of Salem to commute to McMinnville.
- **Coordination with Lincoln County Transit regarding new connection between Lincoln City and Grand Ronde.** Once the new service between Lincoln City and Grand Ronde is established, ensuring that transfer times to Cherriots Route 2X are reasonable will be essential to allowing riders to travel from the coast to Salem.

- **Coordination with Albany Transit Service to provide service between Salem and Albany.** The City of Albany has indicated that their residents have requested service to Salem. Although the availability of funding has not yet been explored, an agreement between ATS and SKT similar to the agreement between SKT and SMART could be explored to provide transit service between the two cities.
- **Coordination with Benton County Rural Transportation Service to provide service between Corvallis and Salem.** Benton County Rural Transportation Service provides fixed route service between Adair Village and Corvallis. SKT currently provides CARTS (Route 40) service to Monmouth, north of Adair Village. CARTS service could be extended to Adair Village, providing a fixed-route transit connection to Corvallis. Benton County Rural Transportation Service provides deviated fixed route, dial-a-ride service between Albany and Corvallis. CARTS service to Albany could provide a transit connection between Salem and Corvallis via Albany as well.

## 5. Existing Transit Markets

### 5.1. Transit Users

People currently ride Cherriots and CARTS for many different reasons. However, in order to better understand what services may be needed, it is helpful to define the potential markets for transit. Based on information gathered through an online questionnaire and interviews with stakeholder agencies, transit users in the project area include the following:

- **Commuters to Salem and Keizer.** The Salem/Keizer metropolitan area is by far the most concentrated location for jobs in either Marion or Polk Counties. The biggest employer in Salem is the state government. Other major employers include NorPac Foods, Roth's-Your Family's Market, and Wal-Mart.<sup>3</sup> Feedback from the cities of Silverton, Dallas, Stayton, and Albany all indicated that many of their citizens commute to Salem/Keizer. The "Regional Economic Opportunities Report" for Marion and Polk Counties indicates that only 41% of the total 144,465 workers in Salem and Keizer lived in Salem and Keizer. In total, 53% of the labor force in Salem in 2008 were residents of Marion County, 13% were residents of Polk County, 5% were residents of Clackamas County, 4% were residents of Multnomah County, 4% were residents of Linn County, 4% were residents of Washington County, 3% were residents of Yamhill County, 3% were residents of Lane County, 2% were residents of Benton County, and 8% came from other counties. This indicates a need for regional connections from points throughout the valley to Salem.
- **Residents of Salem/Keizer who commute elsewhere.** In 2008, there were 70,221 employed persons who lived in Salem or Keizer. Approximately one-third of them commuted outside of Salem, and 20% of those commuters worked in the Portland area. More specifically, 65% of those Salem and Keizer residents worked in Marion County, and 4% worked in Polk County. 7% of Salem residents worked in Multnomah County, 6% worked in Washington County, 2% worked in Linn County, 2% worked in Yamhill County, and 2% worked in Lane County. This indicates a need for regional transit that connects to several destinations in the Portland area, to Eugene, to Yamhill County, and to Linn County.
- **Students.** Chemeketa Community College, Willamette University and Western Oregon University all draw from several communities throughout Marion and Polk Counties. Corban University is a primarily residential undergraduate institution, but also offers graduate programs that draw

<sup>3</sup> Source: City of Salem Chamber of Commerce. <http://www.salemchamber.org/employment/employers.html>

students from off-campus. Students commuting to universities may require different schedules than commuters because they may not spend all day in class and may take classes during non-business hours. Although Cherriots and CARTS do serve most of these institutions currently (with the exception of Corban University; the nearest bus stop on the #11 bus is 1.5 miles away), feedback heard at the small group meetings indicated that service does not necessarily fit a typical student's schedule, as many students have classes that end after the last Cherriots trip.

- **Transit-dependent people.** The Federal Transit Administration defines transit dependent persons as those 1) without private transportation, 2) elderly (over age 65), 3) youths (under age 18), and 4) persons below poverty or median income levels defined by the U.S. Census Bureau. As discussed in section 2.6, several communities within the project study area have higher than average populations of persons over 60, persons with disabilities, and persons with no vehicles. This indicates that there are significant sections of the populations of Marion and Polk counties who may rely on transit to meet daily needs.

## 5.2. Existing Transit Corridors and Major Trip Generators

One indication of existing transit markets can be determined by examining existing ridership patterns. Figure 4-1 depicts existing ridership by stop within Salem and Keizer. As shown on this figure, there are several corridors that demonstrate high transit use. These corridors include:

- Commercial Street/Liberty Street couplet in downtown Salem and Salem Parkway north of downtown to Keizer
- Lancaster Drive
- Wallace Road NW in west Salem
- Commercial Street SE from downtown to south Salem
- Center Street NE from downtown to east Salem

The high levels of ridership on these corridors may indicate that improvements in the frequency or hours of operation of Cherriots service could successfully attract additional riders.

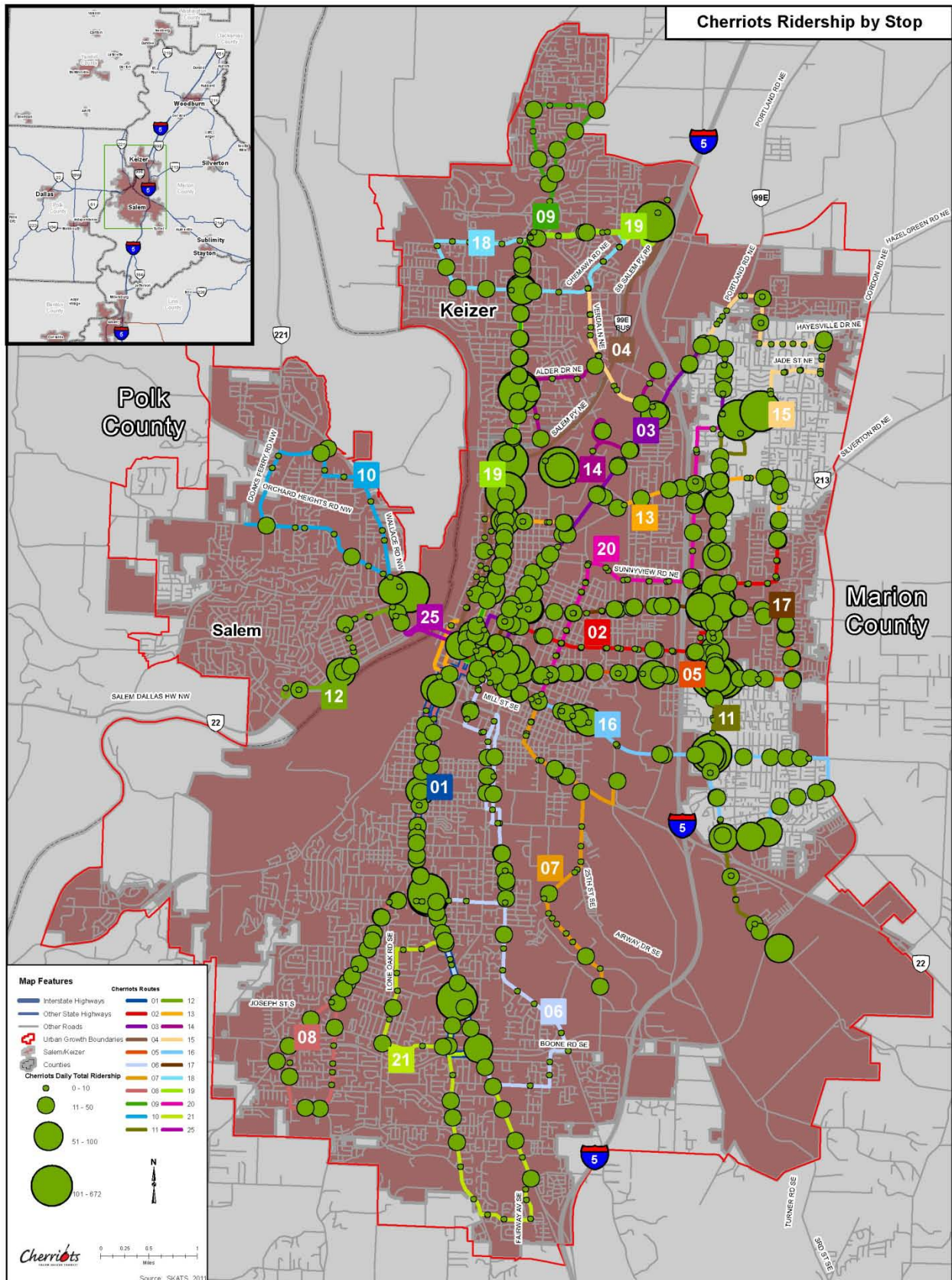
Analyzing overall traffic volumes in Marion and Polk counties can provide an indication of where there may be demand for transit within the greater counties. Figure 4-2 depicts average annual daily traffic (ADT) on state highways in 2009. (Traffic volumes on county roads are not readily available in GIS, so are not shown on the figure.) As shown on the figure, state highway corridors with overall high volumes of travel include:

- I-5 from Woodburn through Salem and points south
- Highway 22 in Salem and continuing southeast to Stayton
- Highway 22 east to Dallas

The figure shows that demand for trips between Salem and Woodburn may be less than for trips between Salem and Stayton and Salem and Dallas.

Information gathered from Marion County indicates that Silverton Road between Salem and Silverton has roughly 10,000-15,000 ADT. Cascade Highway NE between Sublimity and Silverton has approximately 3,000-5,000 ADT. Turner Road between Turner and Salem has approximately 4,000 to 5,000 ADT. These results indicate that within Marion County, there is an additional high-volume corridor between Salem and Silverton.

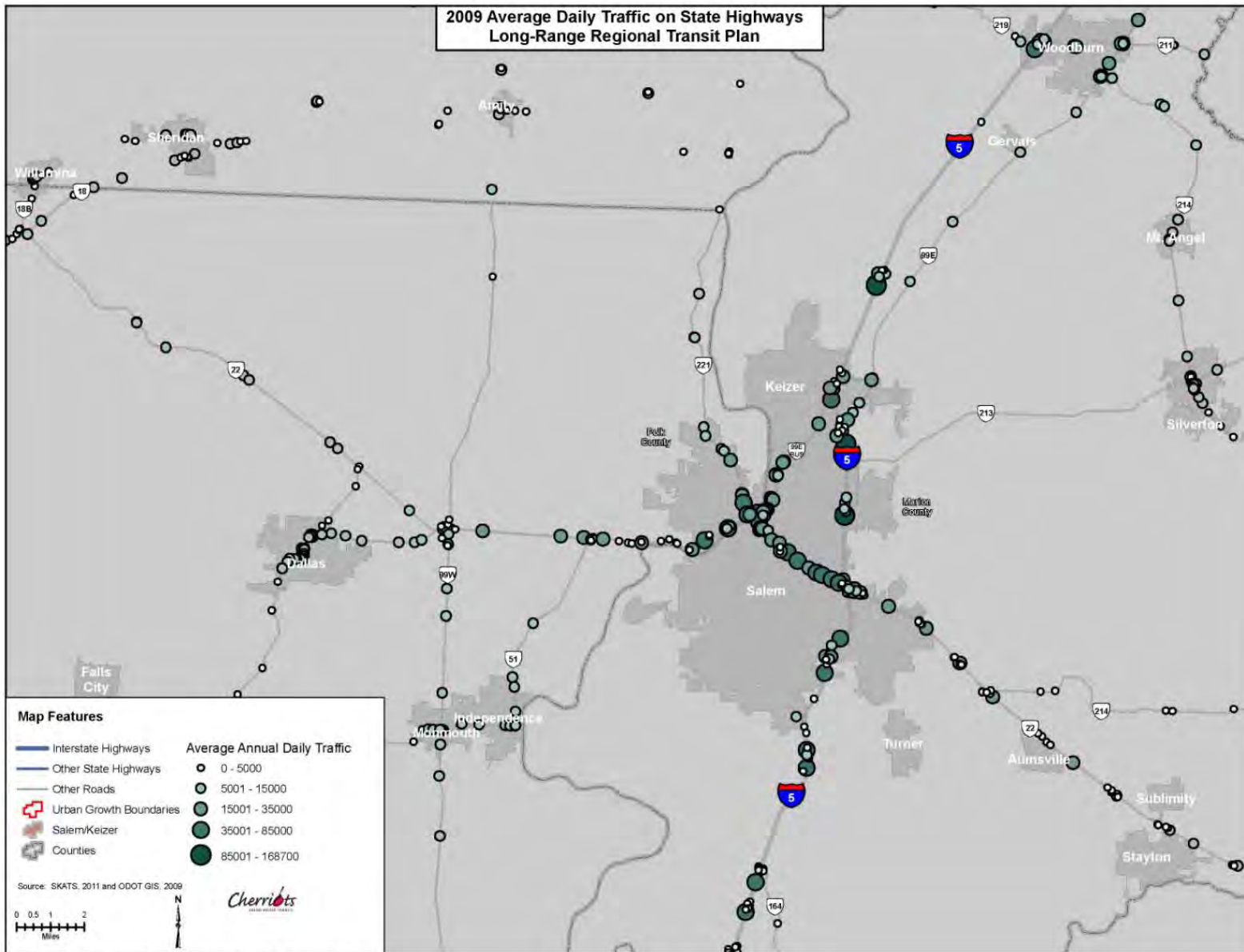
Figure 4-1: Cherriots Ridership by Stop



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Figure 4-2: 2009 Average Daily Traffic

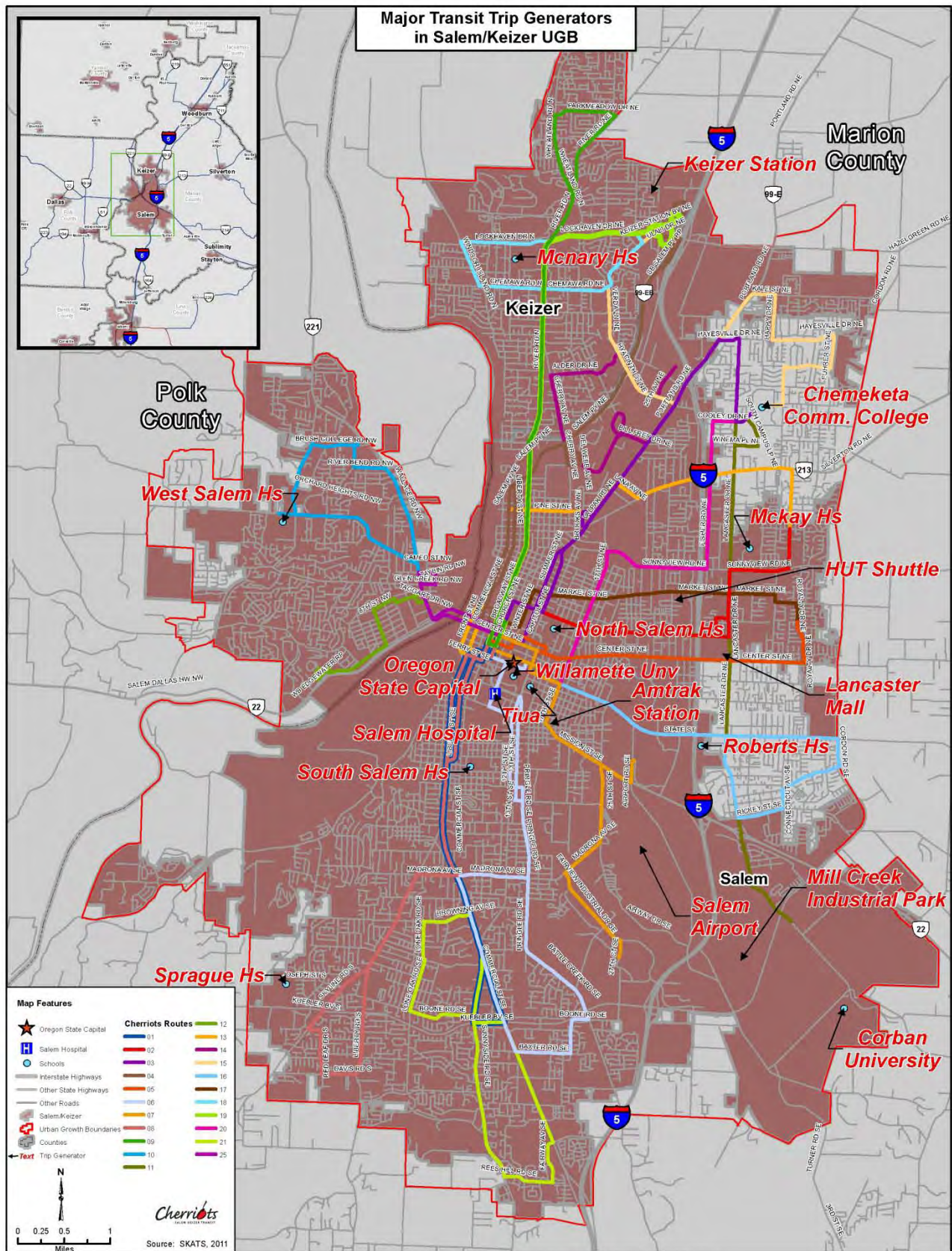


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Another indication of transit demand are the trips induced by major trip generators for transit. Major trip generators for transit typically include employers with large concentrations of employees in a centralized location and universities. Major employers in Marion and Polk Counties include the State of Oregon, the City of Salem, Marion County, Norpac Foods, Salem Hospital, Spirit Mountain Casino, T-Mobile, Roth's – Your Family Market, and Wal-Mart. Of those employers, the State of Oregon, the City of Salem, Norpac, Salem Hospital, and Spirit Mountain Casino are the ones with centralized locations. Universities and community colleges in Marion and Polk Counties include Willamette University, Chemeketa Community College, Western Oregon University, and Corban University. All of these locations will be considered when developing high-volume transit corridors in Memo 2 for this project. Transit trip generators within Salem and Keizer are shown on Figure 4-3. Transit trip generators within Marion County and Polk County are shown on Figure 4-4.



Figure 4-3: Transit Trip Generators in Salem and Keizer







## 6. Future Transit Markets

This section describes potential future transit markets using anticipated population and employment growth and information from the travel demand model in Salem and Keizer.

### 6.1. Within Salem/Keizer

Population and employment information within Salem and Keizer is provided by the Salem-Keizer Area Transportation Study (SKATS). As shown in Table 5-1, both population and employment are expected to increase between the present day and 2035. Figures 5-1 and 5-2 depict population by traffic analysis zone within the SKATS boundary.

**Table 5-1: Existing and Projected Population and Employment within the SKATS boundary**

	<b>2009</b>	<b>2035</b>	<b>Change from 2009-2035</b>
Population	238,585	331,191	92,606 (39%)
Employment	103,126	142,279	39,153 (38%)

Figure 5-1 shows that the most populous areas of Salem and Keizer are the inner neighborhoods of west Salem, south Salem, east Salem, and Keizer. Future growth is likely to be concentrated in south Salem, east Salem, and west Salem, which indicates that there may be more demand for transit service in those areas in the future.

Figures 5-3 and 5-4 depict employment within the SKATS boundary in 2009 and 2035, respectively. The largest numbers of jobs are in downtown Salem, in southeast Salem, and in north Salem near the border with Keizer. This distribution is anticipated to remain similar in 2035 with a greater number of jobs focused in southeast Salem.

Figure 5-1: 2009 Population within the SKATS Boundary

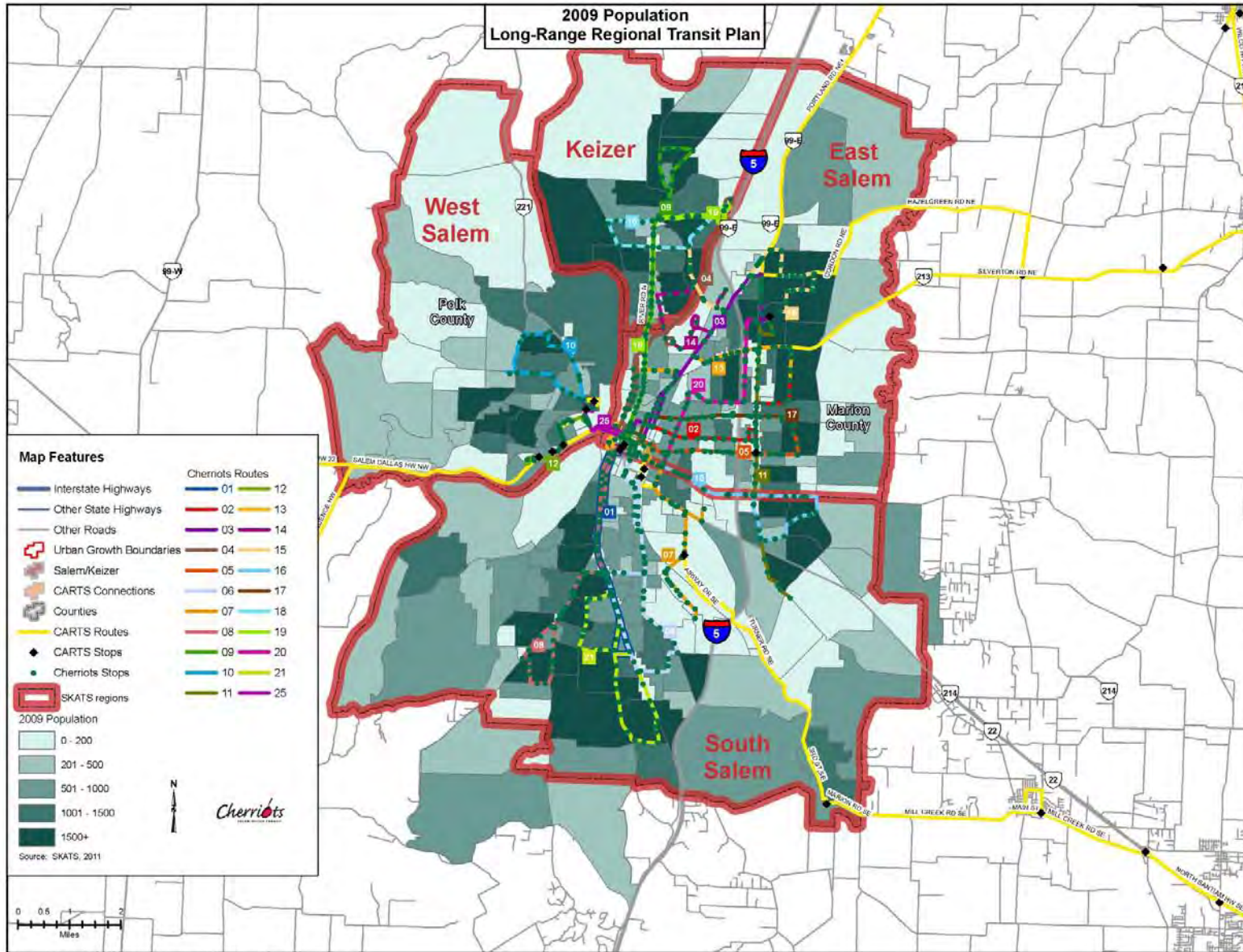
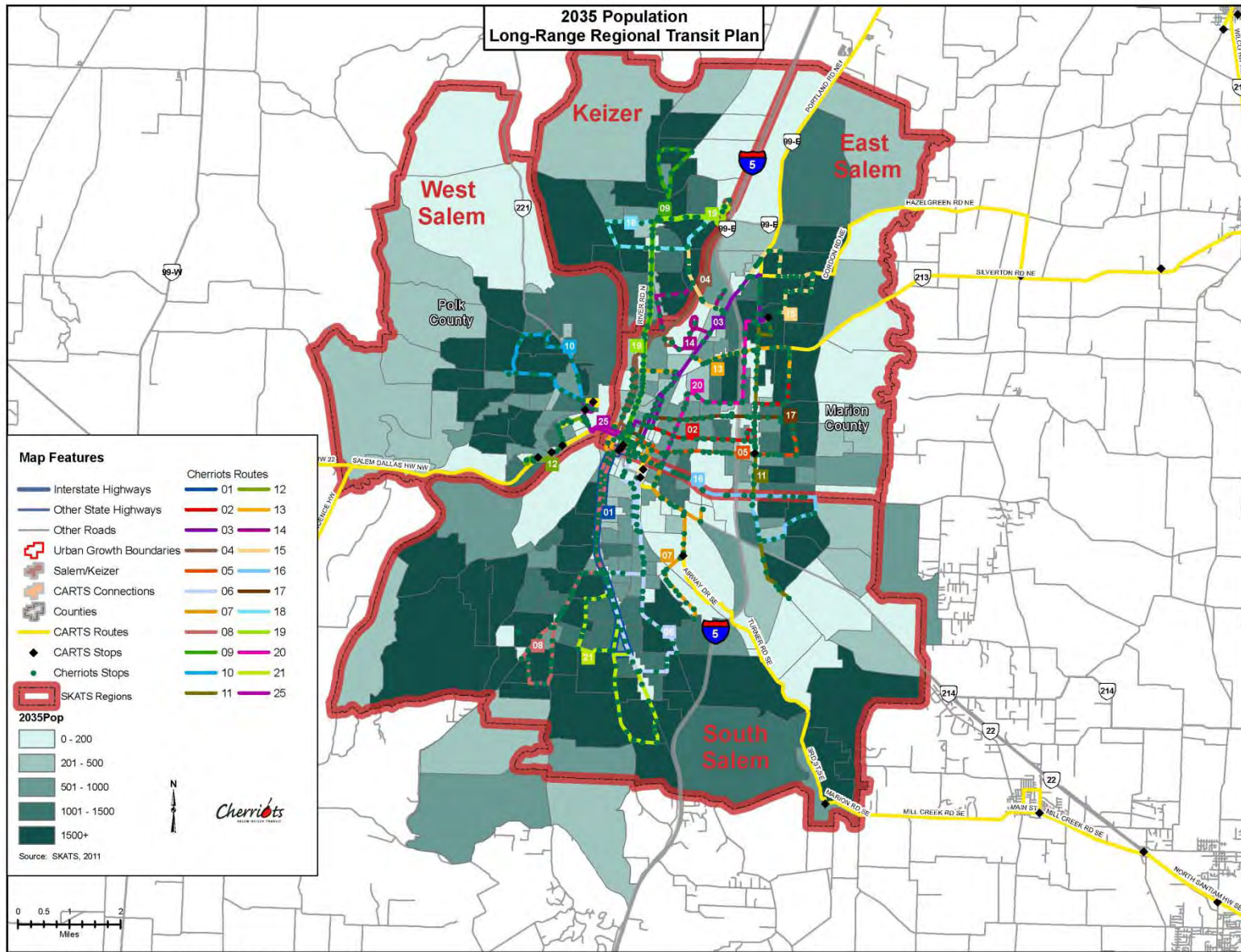


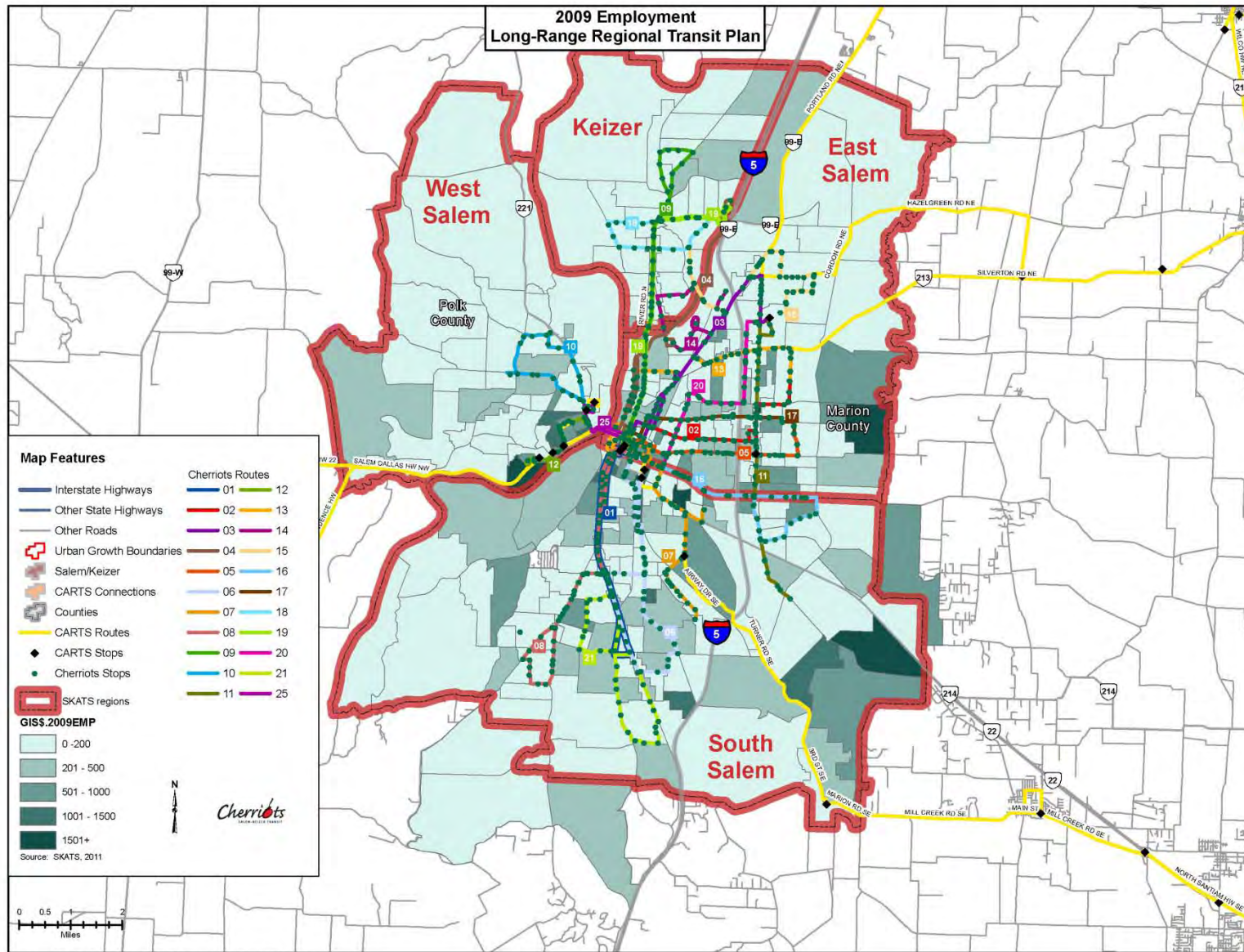


Figure 5-2: 2035 Population within the SKATS Boundary



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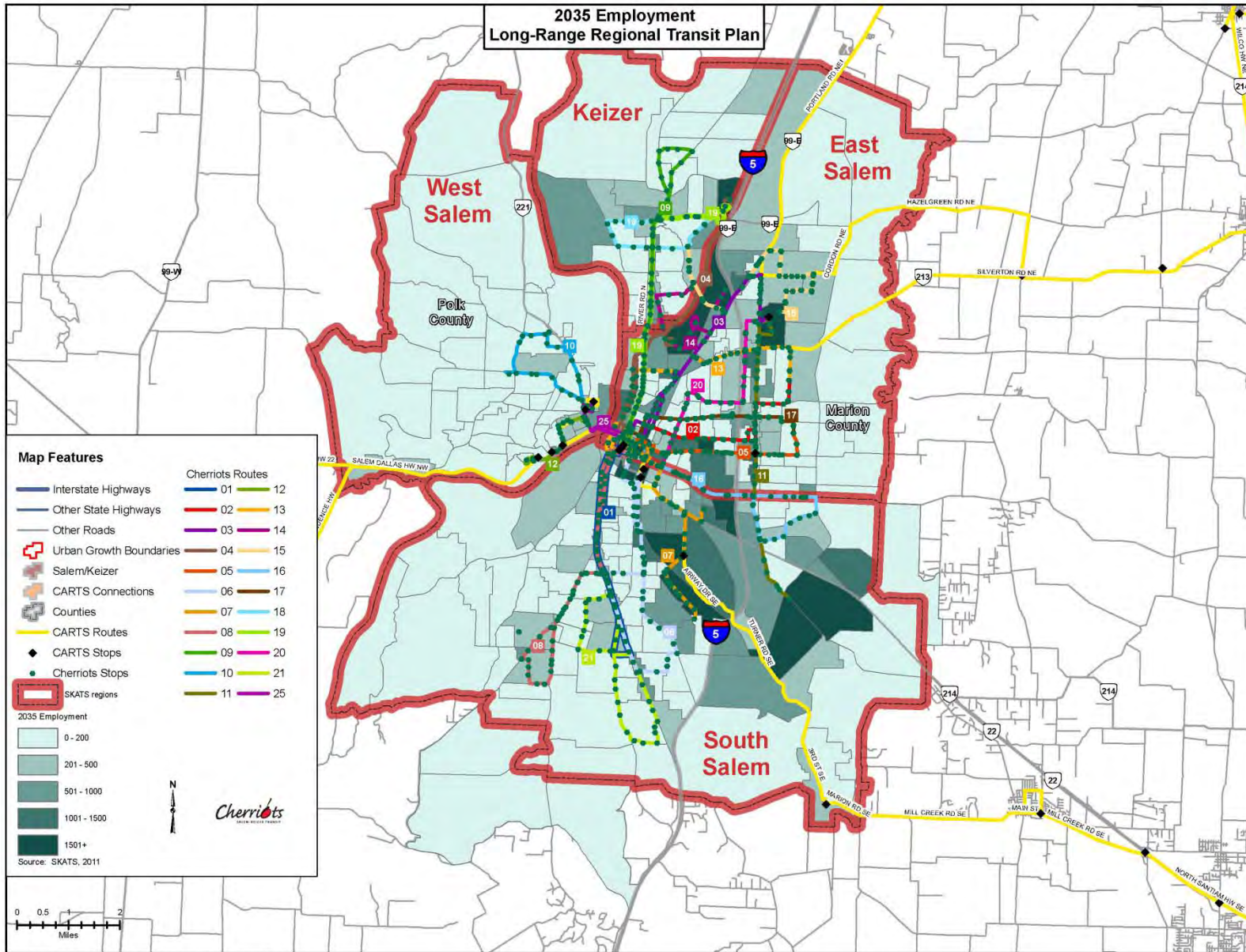
Figure 5-3: 2009 Employment within the SKATS Boundary



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Figure 5-4: 2035 Employment within the SKATS Boundary



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SKATS periodically administers a household travel survey asking about preferences for travel modes and travel patterns. The most recent survey was administered in 2011; some of the results that relate to transit use are shown below in Table 5-2. Key results from this survey include:

- East Salem and South Salem may have more transit users than West Salem or Keizer.
- More East Salem and South Salem respondents perceive that the distances from their homes to transit stops are less than a half mile than West Salem and Keizer respondents.
- The two most popular reasons given for not taking transit were “no free parking near the bus stop” and “bus service times don’t work for our schedule”

**Table 5-2: Results of SKATS Household Travel Survey Relating to Transit**

<b>Characteristic</b>	<b>Response</b>	<b>East Salem</b>	<b>South Salem</b>	<b>West Salem</b>	<b>Keizer</b>
Households that use transit at least once a week	Yes	107	93	32	62
	No	23	24	1	4
Distance from home to transit stop (self-reported)	Less than a quarter mile	96	62	17	33
	Quarter to half mile	26	40	12	27
	Half mile to mile	6	15	1	4
	One to two miles	0	0	3	0
	More than two miles	2	0	0	2
Reason for not using transit	Bus stop is too far away	4	0	0	0
	Transit takes too long	5	3	1	0
	No free parking near the bus stop	0	16	0	0
	Bus service times don't work for our schedule	7	12	0	4
	Bus service is not direct (requires transfers)	6	2	0	0
	It's not safe to get to or wait at the bus stop	7	3	0	0

## 6.2. Within Greater Marion and Polk Counties

Marion County is expected to grow from a population of 323,128 in 2010 to 448,671 in 2040, which represents a 38% increase. Polk County is expected to grow from 72,845 in 2010 to 135,937 in 2040, which represents an 85% increase. Although Polk County is expected to continue to be less populated than Marion County, its growth is expected to occur at a faster rate. Table 5-1 depicts population forecasts for both counties, as provided by the Oregon Office of Economic Analysis.

**Table 5-1: Population Forecasts by County**

Jurisdiction	2010	2015	2030	2040	Percent Change 2010-2040
Marion County	323,128	344,443	410,022	448,671	38%
Polk County	72,845	83,338	117,557	135,937	86%
State of Oregon	3,843,900	4,095,708	4,891,225	5,425,408	41%

Source: Oregon Office of Economic Analysis "Long-Term County Forecast;" accessed at <http://www.oregon.gov/DAS/OEA/demographic.shtml>

Because less data are available for the areas outside of Salem/Keizer than within the SKATS boundary, it is more difficult to make inferences about future transit markets outside Salem/Keizer. However, a few conclusions can be made:

- Because counties are expected to gain population, it is likely that transit service may be as necessary in the future as it is now.
- Polk County is expected to grow at a faster rate than Marion County, so there is likely to be more demand for transit in Polk County relative to the region as a whole in the future than there is today.

## 7. Summary of Conclusions and Next Steps

This memorandum presented existing conditions for transit service in Marion and Polk County, discussed strengths and limitations of existing service, and proposed future transit needs. Key conclusions from this memo include:

- Major limitations of existing service include low frequencies and constrained hours of operation; the reliance on downtown Salem as the sole major transfer point for the system; lack of a strong marketing presence; and lack of direct service to downtown Portland.
- Increases in population in south Salem, east Salem, and west Salem may indicate a need increased transit levels in these areas.
- Polk County is expected to grow at a faster rate than Marion County, perhaps indicating a need for more service there.

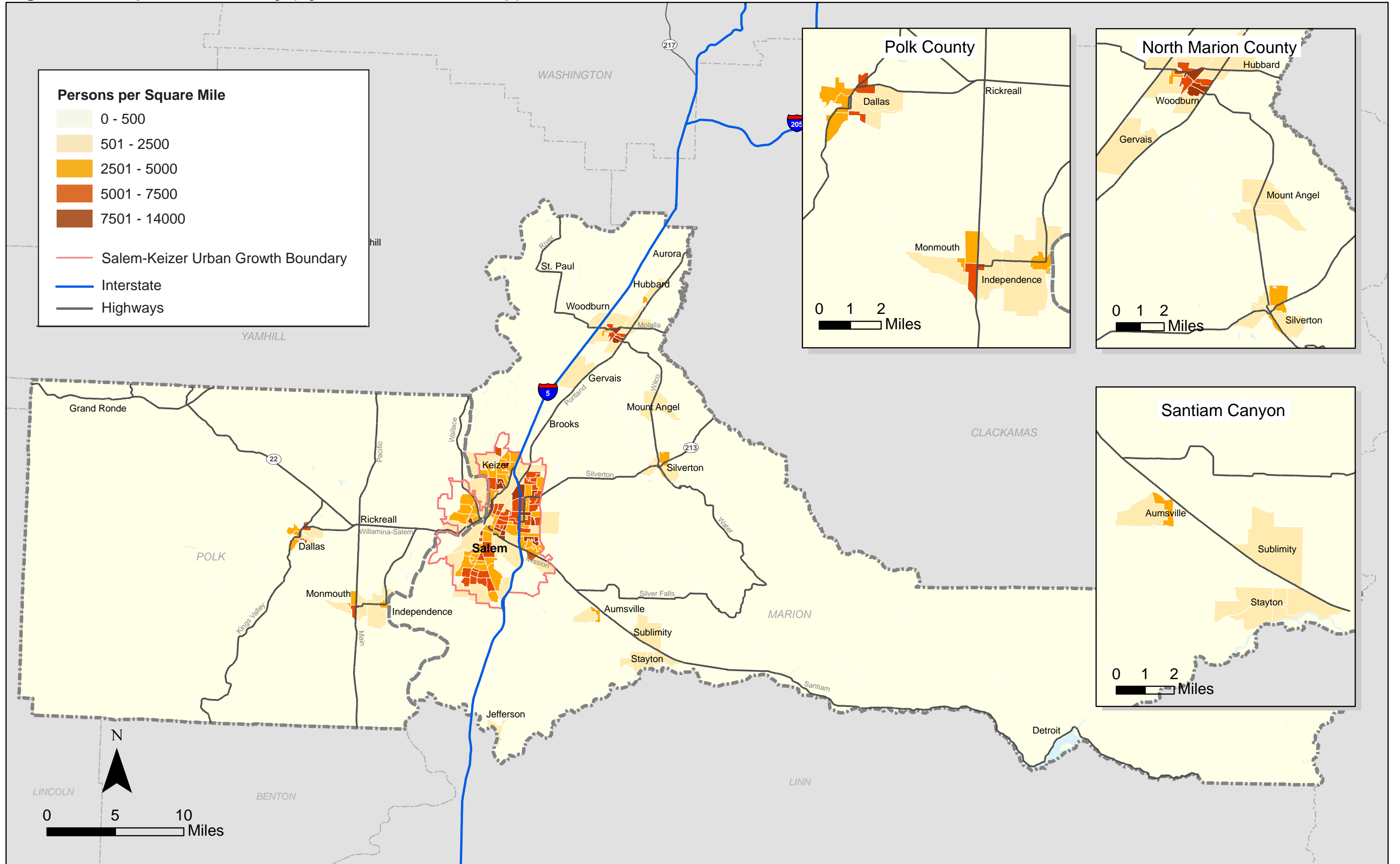
- Existing traffic volumes indicate that there are more trips between Salem and Stayton and Salem and Dallas than there are between Salem and Silverton or Salem and Woodburn. This could indicate a greater need for transit from Salem to Stayton and Dallas than in other places.

The information provided in this memorandum will be used to develop proposed high-volume transit corridors for Marion and Polk Counties; these will be documented in Memo #2. Those transit corridors will then be further refined into specific service opportunities in Memo #4.

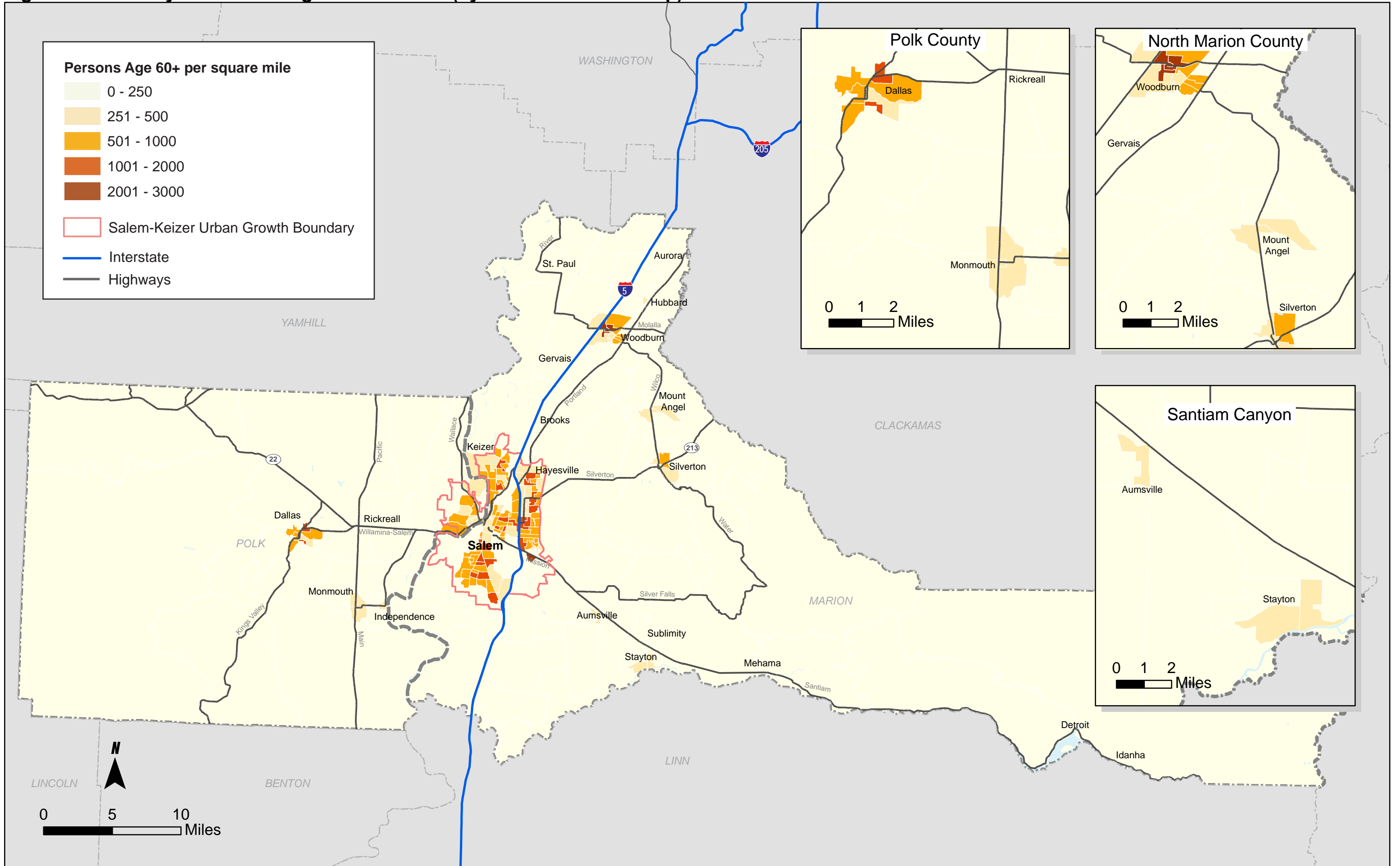
# Appendix A: Maps of Population Groups

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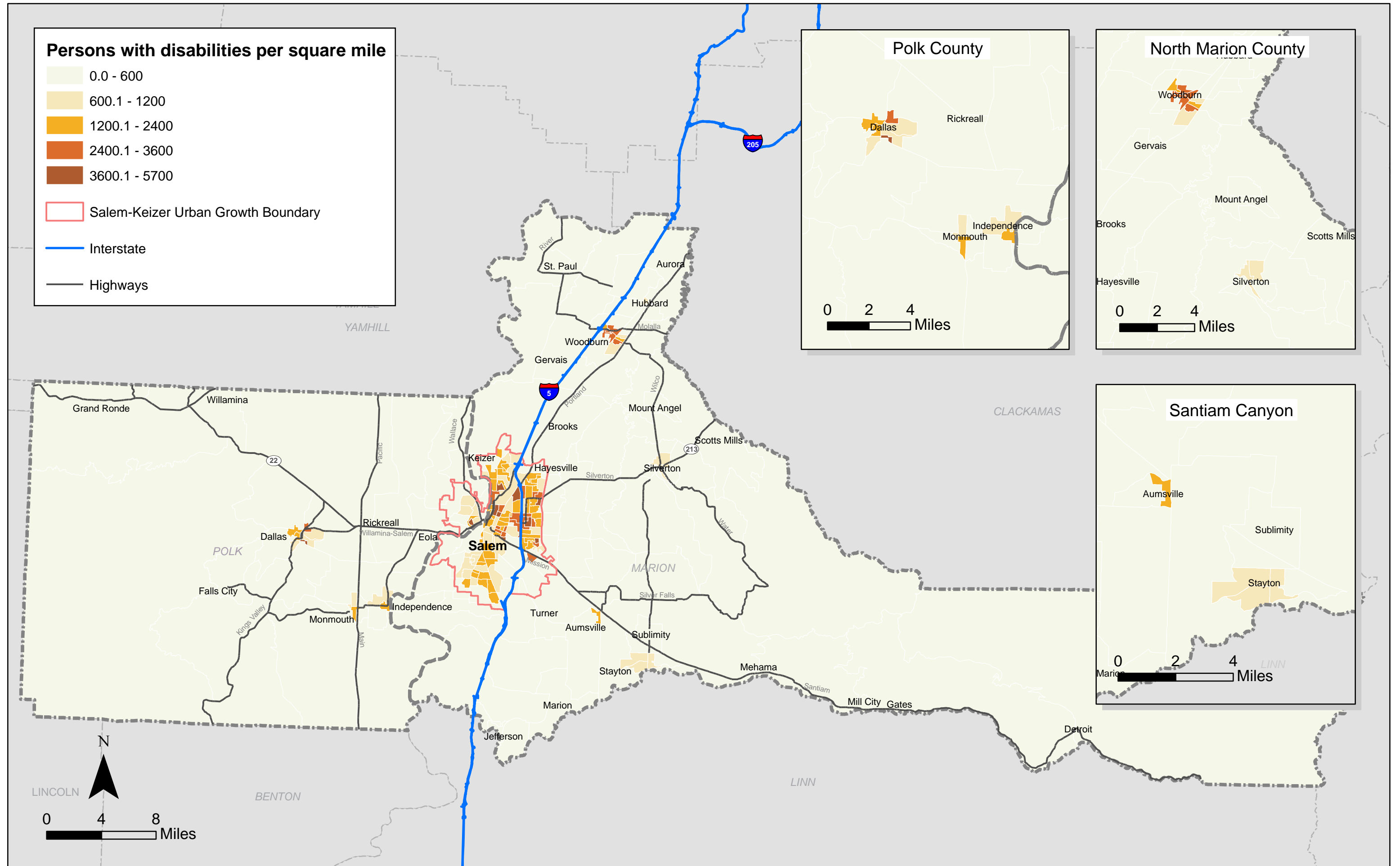
**Figure 3-3. Population Density (by Census Block Group)**



**Figure 3-7. Density of Persons Age 60 and Older (by Census Block Group).**

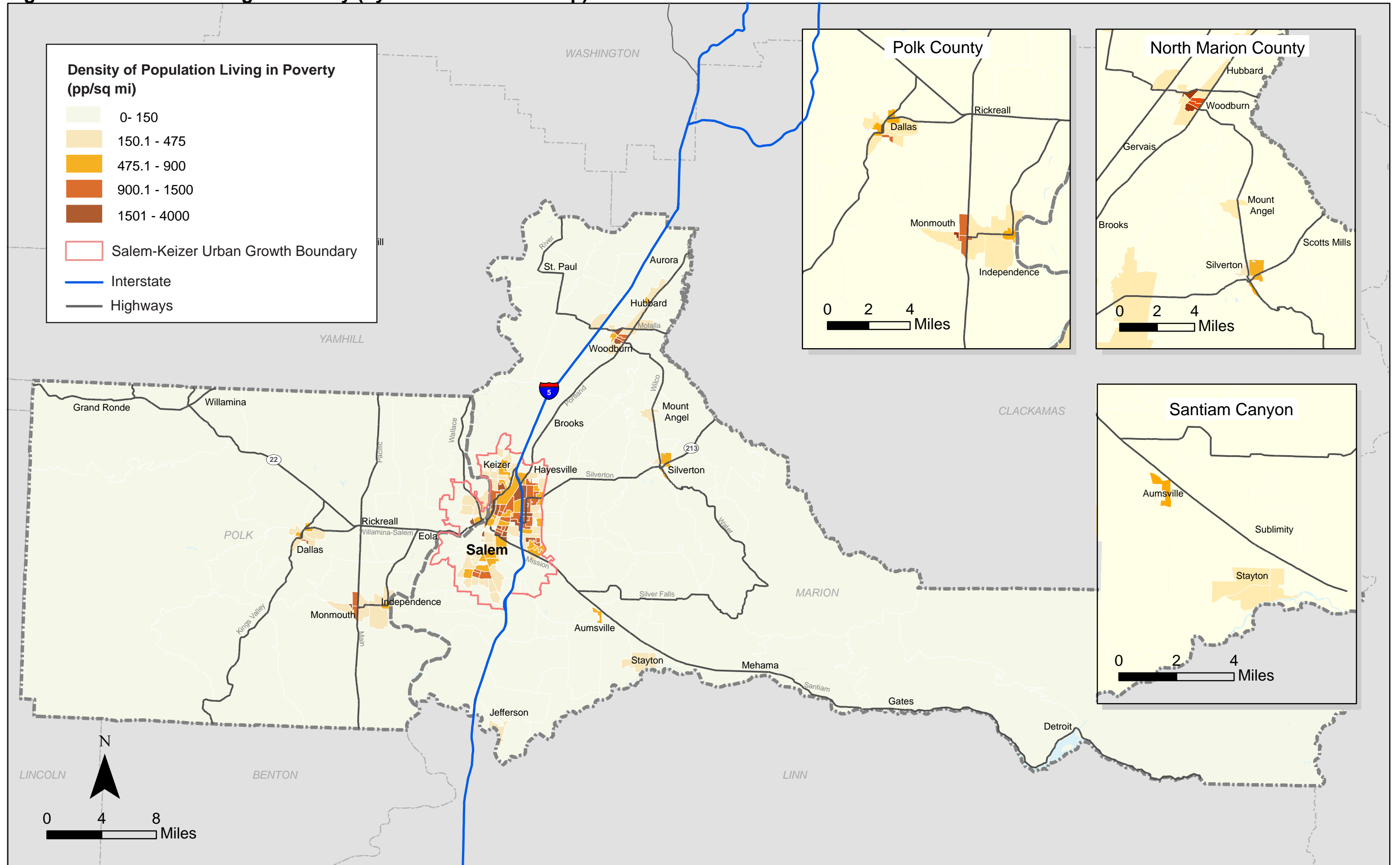


**Figure xxx Density of Persons with Disabilities (by Census Block Group)**





**Figure 2-9 Persons Living in Poverty (by Census Block Group)**



# Appendix B: Results of Stakeholder Interviews

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**SAMTD Long-Range Regional Transit Plan**  
**Notes from Coordination Conference Calls – Task 1**

**City of Salem (Glenn Gross, Urban Planning Administrator; Julie Warncke, Lisa Ashbaugh)– 2/8/12**

- Cherriot's service does not currently attract choice riders
- Difficult for the city to plan for increasing density in corridors or for transit-oriented development because service levels keep changing
- Plans that may have an effect on this one: North Broadway parking study, Central Salem Mobility Study, Morningside neighborhood plan update, redevelopment between Division St and Market St, North Downtown Housing Investments Study
- Probably more important to increase frequency before increasing coverage
- There is a benchmarking table in the back of the Salem area Comprehensive Plan that is intended to measure how well the city is doing at increasing transit ridership. A lot of the measures in that table are difficult to achieve given the existing low level of service.
- The question of how to provide transit circulation in downtown Salem has been brought up many times. Right now the League of Women Voters is doing a study on this.
- City looks to SKT to be the driver of the transit element of the TSP.
- The city's comp plan has a map showing where more intensive development is anticipated.
- The city has struggled with the definition of a "major transit stop."
- Want to have more certainty about transit LOS in the next 20 years
- Potential persons for stakeholder small group: Darren Brightman, DAS, Willamette U, Salem Hospital
- We should have a GIS layer of traffic counts from the Bike and Walk Salem plan – Julie authorized us to use that for this project.

**City of Keizer (Nate Brown, Community Development Director) – 2/7/12**

- The 2003 Salem-Keizer Area High Priority Transportation Corridor Prototype Plan proposed a high-priority transit corridor on River Rd, which would have been a very good route between Keizer and Salem. The plan called for dedicated lanes for the bus route, and the community opposed the idea because it would take roadway space away from vehicles. The idea went no further, but is worth reevaluating.
- Review the "Regional Economic Opportunities" report by SKATS to understand how many people live versus work within their jurisdiction and how many people commute in or out of any one jurisdiction within the study area.
- Demographics in Keizer have changed. For example, within the last ten years, there has been 400 percent growth within the Hispanic population.

- Nate's impression is that people would like transit service seven days a week, because a total absence of transit service is more difficult than lower frequency transit service.
- Nate thinks evaluating the potential to integrate school and Cherriots bus service would be useful since school bus traffic often adds to overall peak traffic demand.
- Major transit destinations for Keizer residents are Salem and Portland. Quicker service to downtown Salem would be a priority.
- The commuter route to Wilsonville will have a new stop at Keizer Station, which will have a park-and-ride. This will be helpful.
- Greater outreach and education about the benefits of public transit is needed, especially to secure funding. Often, people see it as a benefit they'd be paying for that helps others. This is not the case since transit provides congestion relief.

**City of Albany (Chris Bailey, Operations Manager; Barry Hoffman)**

- There definitely are users who would like (and have requested) service from Albany to Salem – some may be commuters but most of the people who are requesting it are transit-dependent
  - People would also like transit options to Salem because it would allow them to continue on to Portland
- Most people who ride transit in Albany are transit-dependent but there are some students commuting to Linn-Benton Community College and to OSU
- The current fare to get to Portland on the bus (\$6-10) is too much for many people
- Albany transit service does not have a dedicated funding source and is dependent on the city's general fund
- The vanpool service from Salem – Albany is run by the COG
- Benton County runs a 5-county transit service that may include Marion and Polk counties – Sharon Fitz from Benton Co is the contact person for that. 541-766-6916

**City of Silverton (Steve Kay, Community Development Director) – 1/30/12**

- There is demand for mid-day service to Salem. Many riders want to go to Salem for less than a full day.
- Silver Trolley is a dial-a-ride service. The Silverton Hospital also operates a caravan service for medical patients.
- Major destinations in Silverton include the group of medical offices surrounding the hospitals, and the shopping centers.
- People commute to and from Portland, Wilsonville, Salem, and Woodburn.
- The city tried to turn the Silver Trolley into a fixed route at one time, but that was not successful. They are not ready to try that again.
- It would be helpful to establish a formal park and ride in Silverton. There aren't any city-owned properties where it would make sense to do that. Some shopping centers have big lots.
- The Silverton senior center has a lunchtime activity every day. Transporting people to and from the center is a lot of why the Silver Trolley gets full.

**City of Dallas (Jason Locke, Community Development/Operations Director) – 2/10/12**

- CARTS is the only transit service in Dallas. No paratransit. The West Valley Hospital may provide transit.
- Have not heard any complaints about CARTS service. Not sure if people find it convenient or not.
- CARTS needs more marketing and outreach; a lot of people in Dallas probably don't know about it.
- If gas prices go up, there's likely to be an increase in transit demand.
- Dallas is different than Monmouth/Independence in that there are more commuters in Dallas, and likely more transit-dependent people in Monmouth/Independence.
- Don't think there's demand for transit service to anywhere besides Salem.
- Jason will send us a list of people to consider for a small group meeting.

**City of Stayton – Dave Kinney, Public Works Director – 2/8/12**

- Does CARTS provide service to the park and ride in Stayton? Hard to tell.
- CARTS is too slow; should consider developing express routes
- Need mid-day service
- Consider north-south routes, such as a route that connects Stayton to Silverton or Dallas to McMinnville.
- Want to know how we will consider north-south routes in both counties
- Perhaps could market transit trips for recreational purposes (LTD does this). Recreational destinations could include Detroit River, North Santiam River Canyon Campgrounds, Oregon Gardens, and Silver Falls.
- Consider NORPAC for a small group meeting, also Santiam Chamber of Commerce. The NORPAC plan operates year-round and has had bussing needs in the past.
- People within Stayton access professional services and shop in the hub cities we've identified. Having either flexible routes (essentially dial-a-ride type of service, but with specific pick-up points) and regular service mid-day to these destinations would be helpful.
- The formal park-and-ride is at OR 22 and Cascade Highway. Nate has observed the lot to be about 25 percent full on average. A better location for a park-and-ride would be OR 22 and Golf Club Road, which is close to Sublimity. It would provide a more direct connection.
- Nate suggested reaching out to east Marion County residents. They are working families that must maximize their incomes and transit may be an underutilized resource for them.

**Lincoln County Transit (Cynda Bruce) – 1/30/12**

- Are conducting a feasibility study to run service from Lincoln City to Grand Ronde (DKS doing the study)

- Many people want to get from the coast to Salem – for medical services, commuting, shopping
- Most people who would ride it would probably be transit-dependent but it may attract choice riders too
- Grant application has some info on the travel demand
- Newport is the hub of LCT's service

#### **SMART (Steve Allen, Operations Manager) – 2/8/12**

- 1X from Wilsonville to Salem is very successful
  - Perhaps should raise the fare
  - Competitive on a per-trip basis with the route to Portland
  - Much more crowded when the state legislature is in session
  - Could consider stopping at Keizer Station but this would increase travel time – not an attractive option
- Commuters and youth are the major user groups of SMART
- SMART paratransit is open to the general public
- Currently ridership is growing at a rate of 14% per month
- WES ridership has increased substantially
- Wilsonville has a lot of employment
- No current plans to increase service due to financial constraints
- Would be good to add mid-day service between Wilsonville and Salem
- There's a lot of land in the UGB near Wilsonville that may develop soon; this may highly increase the demand for transit

#### **Yamhill County Transit (Tonya Saunders, Transit Manager) – 2/7/12**

- They contract out their service; Tonya is the only transit employee
- McMinnville is the hub; they run service from McMinnville to Grand Ronde
  - Have 3 fixed routes within city of McMinnville, 4 within city of Newberg
- Good mix of users. In-city routes are mainly transit-dependent. Routes to Salem and Hillsboro serve commuters. Hillsboro riders are probably continuing on to Portland.
- Have a dial-a-ride system that operates on weekdays; it has as much ridership as fixed routes.
- Shopping, medical services, and Chemeketa Community College are major transit destinations
- Would restore weekend service given more funds
- YCTA runs a service from McMinnville to West Salem; could use more frequency. Need more mid-day service.
- Service to Grand Ronde is working well
- Transit ridership has increased 180% in the last five years; it is important and will continue to grow in Yamhill County. County commissioners are very supportive of YCTA.

#### **Marion County (Karen Odenthal, Civil Engineering Associate) – 2/1/12**

- Opportunity to provide better service from Stayton and from Silverton to Chemeketa Community College
- Officially the county commissioners are supportive of transit but not at the expense of roadway capacity for vehicles
- Most people in Marion Co don't use transit because it is too slow, too infrequent, and costs more than driving (assuming you already have a car), and if you're not going to downtown Salem it doesn't get you where you need to go
- Karen will get us in touch with her GIS person to get future traffic volumes in GIS (as shown in existing 2005 TSP)
- Marion Co is currently updating their TSP, it will include bike/ped facilities on all arterials

#### **Polk County (Austin McGuigan, Community Development) – 2/8/12**

- Most people in Marion Co don't use transit because it is too slow, too infrequent, and costs more than driving in terms of time and the incremental cost of the ride (assuming you already have a car)
- Dallas has a lot of commuting workers and higher gas prices affect their transit usage
- Monmouth and Independence have students that would need more mid-day service
- Anecdotally, a lot of Polk County employees carpool instead of using transit
- Austin advocated consideration of more express routes
- A park-and-ride in Rickreal may be helpful. Terry Dale Road is a potential location.
- Consider reaching out to Spirit Mountain Casino since they are a large employer. West Valley Hospital too.
- Independence has a lot of manufacturing and Joe Miduri farms may be a good fruit processing company to interview.

#### **Confederated Tribes of Grand Ronde (Kim Rodgers, Planning Development Manager) – 2/3/12**

- Currently contract out transit services to SKT and YCTA
- Do have some FTA "tribal transit" money to develop a local collector to and from better points in the community
- The 2X has too many stops; it is too slow, it needs to be express service
- Need to have service that continues on to the community (not just the casino) – right now YCTA provides that, but people have to transfer at the casino to pick it up
- A lot of people commute to the casino who live elsewhere
- Other routes needed (in order of priority): Dallas, Lincoln City, Tillamook

#### **Woodburn Transit – Marty Warner – 2/13/12**

- Told us to read their "transit plan update study" – completed last year



- 50-60% of the recommendations have been implemented already
- Plan talks about coordination with CARTS and CAT
- Told us to call back if we have questions about what's in their plan

## Salem-Keizer Transit Long-Range Transit Plan

### Notes from additional stakeholder outreach phone calls

#### SKT Travel Trainer, Lisa Carigan

- Trainers teach people around the region to use the fixed route bus, typically seniors and people with disabilities, as well as CARTS. They also help those who are eligible for paratransit.
- Most of the riders are developmentally disabled population going to work 5 days of the week and dialysis patients. Other riders include the very elderly (over 85 years) and people in rehab facilities getting to their appointments, since most rehab places don't provide transportation (typically short term usage). Typical locations that riders frequent are work, medical facilities, and grocery shopping, as well as hair appointments. Most assisted living facilities have their own vehicles, though many still rely on paratransit.
- There is a great need for more direct transportation to Portland-area medical centers (OHSU/ Keizer Permanente Sunnyside center). It is very hard for people to make the transit connections to Portland. The transit trainers will write out a trip plan, but they generally encourage riders to find someone to take them to Portland, since that is easier than taking bus/paratransit. Medicaid vehicles are very limited and the VA operates a shuttle to Portland, but it isn't lift equipped and leaves too early from Salem (before the hours of local transit service, which makes it difficult for transit connections).
- Most rides take place between 6:00 am and 7:00 pm. Early morning is very busy; there is a slight decline in rider levels between 2:00 and 4:00 pm, but not much.
- They hear complaints from paratransit riders about the variety of vehicles (some are bumpy, some can't access all drive ways, etc.). They would like Saturday and Sunday service, but the hours of service are sufficient. There are long waits when calling the paratransit phone line (time on hold).
- For fixed-route riders, there is a request to have more frequency on the routes (#3, on River Road and in West Salem). Riders would like to pay with credit cards. There is a general need to educate people in Salem (both disabled and other residents) about how easy it is to ride transit. A lot of service providers to these groups don't know how to ride the bus, so they refer clients to paratransit when they should refer them to fixed-route buses. Educating people about the use of Google Transit feature, to plan trips.
- The transit mall is not a friendly waiting area and they are going to do a lot of bus stop improvements in the coming months. The City is also going to address some connectivity issues, but Lisa felt this was out of her control to fix. No mention of wheelchair crowding since the elimination of the student passes (not as many people on the bus, which allows for two wheelchairs to be on the bus at the same time).
- Social service providers should know how to use transit and help their clients use transit; feel comfortable with transit. This is a big problem in Salem since few people ride the bus. Also, if the service providers could help pay for their client's transit that would aid in ridership levels and get people where they need to go. Want to avoid service providers who are uncomfortable

with transit, placing clients on paratransit when they should be on fixed-route buses. An educational component.

- Contacting people face-to-face is best, (reading is less effective, audio option is better) at the Senior Center, bigger agencies that assist people, big dialysis clinics (3 in the city), Marion County DD services, and the NW senior and disability service.
- It is challenging for people in this area, people with disabilities don't understand how accessible buses are and how it's not hard to ride the bus. People without disability are nervous, but there are people to help with that (Lisa). Most people won't even step foot on a bus. Need to advertise the bus services.
- She can be reached in the future for outreach activities or further questions at [carignanl@cherriots.org](mailto:carignanl@cherriots.org)

### **Teri Sunderland, General Manager, Woodburn Company Stores**

- Some people call WCS from Portland; many are business folks coming from Intel, and want to know how to get here from downtown Portland or the airport. Some people come from Salem, but more come from Portland.
- We know that we have a need for more transit.
- Many employees come from Marion County. Managers come from further away; some come from as far away as Vancouver, WA. It's probably safe to say 30% of our employees live somewhere in the vicinity of Salem.
- Woodburn Transit Service does not provide good weekend and nighttime service. A lot of times employees will work until 9 or 10 PM so it's difficult to find a way home on public transportation.
- We have well over 1,000 employees. We are adding 16 stores in the fall – that will be our maximum and we have nowhere else to grow. We are not adding any parking. The new stores will be opening this September/October; after they open there will be 114 stores total.
- Parking lots are full seasonally – Friday through Sundays are the hot days. We can definitely reach near capacity on many weekends throughout July and August, particularly 3 day holiday weekends. Employees park off-site.
  - We rent off-site locations that are as close as possible. We will sometimes use shuttle services if we need to.
- With gas prices the way they are, there are more people inclined to think of other options. We see a lot of carpoolers. Gas plays into a lot in terms of people's willingness to use public transportation.
- Lincoln City outlet stores are our nearest largest competitor. There's another smaller outlet center outside of Portland (20 minutes from airport). It's a competition factor but not to the degree. There's an outlet center north of Seattle.
- There are lots of people from Washington and Canada that visit us.
- More transit service definitely would be nice – especially on the weekends. Definitely more evening hours. Expect that more employees would use it than visitors.

## **NORPAC, Mark Kroeni, Vice President of Operations**

- Norpac has corporate offices and a production plant in Stayton. Year round there are 350 employees; during the summer season this goes up to 1,000.
- Norpac has 3 plants near the airport in Salem. Plant #6 and #8 are labeling and packaging plants, those don't have a seasonality, probably 600 full time people at those two plants. Across the street is plant #7, a processing plant, which has 30 full time employees and can go up to 300 people during the summer season.
- Brooks plant has around 200 full-time employees. This can go up to 1,000 during the summer.
- Employees work 24-7 during processing season. During the wintertime the majority of people work day and swing shifts. Shifts are equal in duration. Day shift goes from 7 AM-3 PM, swing shift goes from 3 PM-11 PM, graveyard shift goes from 11 PM-7 AM; may vary an hour either way.
- All plants have big parking lots on site. The only ones where people use some mass transit are the Salem plants. But the transit system is not a 24 hour system, so doesn't work for everything.
- Don't know if employees would appreciate more transit service. There is a big need at shift change times, but otherwise it's not needed at all.
- Fewer than 10% of the employees use transit. With the current bus system if you live anywhere very far away it would take you an hour or more to get to work. But as gasoline prices increase, more people will probably be looking at transit.
- There are always some plans for expansion but nothing concrete.
- Specific addresses of plants are on the Norpac website.
- Employees are working class people and a lot of students.
- We've talked about picking a spot where people load up and then the bus comes out here. Maybe it's at the central Cherriots depot – maybe that's where you meet your designated bus to go to an outlying area. That might be some way to get the seasonal people. There's a lot of carpooling going on with seasonal workers.
- The full season is June – Thanksgiving.
- Norpac does not have an employee transportation coordinator.
- The Stayton area lost a mobile home manufacturer, but there's another manufacturer coming back in here and they'll be working the same shifts as Norpac. Maybe a community of companies can go in together on vanpools or buses.
- More park and rides could help people ride transit. There are lots of cars parked on Portland Road where people carpool to the Brooks plant, so maybe that's one place for a park and ride. It's hard to say what would happen but as prices and costs increase, I'm sure people would be looking at ways to cut their costs.

## **John Tucker, Director Werner University Center at Western Oregon University**

- Most students are from the Willamette Valley. Currently, enrollment is around 6,200 students, which is an increase of 1/3 in last 6 years. About 1,400 live on campus and a large number live off campus in Monmouth. Though a good number of non-traditional students commute from Albany, Corvallis, and Salem (most non-traditional students live outside the Monmouth/Independence area). Looking at graduation rates and demographics, it appears that Oregon's graduation rates will remain flat or increase slightly in the next 9 years. That means

that the college will recruit many students from out of state or international students. There are currently about 200 international students, which is good for the size of the school, and many of these students use transit to get around. There is growth in the liberal arts, criminal justice, law, physics, and pre-nursing degree programs.

- Many students work on campus, typically for those who live nearby. Internships are typically located in Salem or Corvallis. For the teacher education program, students may be placed up to an hour away (Philomath, Lincoln City). A lot of students work in Salem, it is a common place to commute to.
- There is a good amount of knowledge of the CARTS system, the visibility of stops on campus helps. Don't know if students are aware that it goes into Salem (connection to other bus service) or if they think it is just a Monmouth bus (Polk County program).
- More information about CARTS and how that is an option for students would be beneficial. Purposeful marketing would help; students are not good about passive marketing (flyers or brochures laying on tables). Since students are inundated with information, it would be helpful to have tabling activities on campus, on Monmouth Avenue. Maybe give away a stress ball/schedule and learn about the CARTS system. Need to focus on active ways to promote and get the word out. The college is willing to help set up events on campus to enable information sharing, perhaps at the student information fairs.
- Students that ride the bus go to the Dallas area (for Walmart, Taco Bell). Many work and live in Dallas. The college offers a limited safe route service for free during the evenings (m-f, sometimes on weekend), as needed/call requested. It would be good to extend the hours of service, particularly for students. Some international students have been trapped in Salem without a bus returning to Monmouth, and have had to walk back. Evening and weekend hours would be good.
- The long range plan for the college, in 20 years, includes increasing enrollment to 8,000-10,000 students. As there is less state funding the college needs to increase enrollment to create stability. There have been discussions in the past about a Salem branch campus for nursing, but that hasn't been feasible/high priority. There hasn't been much connection with the college and the Salem institutions in the past. The college is always adding new buildings and may increase the residence halls. There is always a growth issue, particularly with the pre-nursing program which has been exceptionally well received.
- He would like to stay informed about this process, via email or phone.

### **Kelly Schrieber, Director of Stayton/Sublimity Chamber of Commerce**

- Don't hear much from businesses about the need for transit.
- The Chamber has a visitors' center though, so occasionally people will come in and ask for CARTS schedules. Usually those people are transit-dependent and don't have any other way to get to Salem. Often they are people needing to get to job interviews or high school kids.
- People most often mention the need for more trips during the day.
- No one has mentioned the need to get to anywhere else besides Salem on transit.

- Do not have a sense of how many people work in Stayton vs. commute elsewhere. There are many professional people in Stayton, some of them commute to Salem and some commute to Albany.
- MasterCraft Furniture is going to re-locate from Wilsonville to Stayton and open within a few weeks. Many of their employees are likely to commute from Wilsonville to Stayton.
- Most people who come into the visitor's center catch the bus near the Safeway, so no one has mentioned using the park and ride near the highway.

### **Pat Wronski, ODOE Employee Transportation Coordinator**

- Pat is an employee transit coordinator; her role includes attending quarterly meetings and finding out available options for commuting, then communicating that to her co-workers. She also has a lot of friends who don't have cars.
- State employees can buy transit passes pre-tax, but the state does not subsidize them anymore.
- Many employees commute from Portland. Others come from Corvallis or Polk County. At last count, ODOE had 20% of employees who lived outside Salem area.
- 5-10% of employees ride transit. Quite a few folks carpool, usually with other employees.
- Pat posts information on a bulletin board after every meeting.
- Parking is not free at ODOT. It costs \$45 a month to park, \$40 if you carpool.
- The biggest complaint from people who use transit is that people don't have their car here. That means they can't run errands during the day. This is a big limitation for people; they don't want to be "stranded at the office."
- Employees work staggered schedules; some work 7-4, others work 8-5.
- ODOT has some compliance officers that work out in the field, but most employees are in the office.
- People have mentioned the desire for a bus to Portland on Saturdays.
- Most people would find that if they could run errands during the day they would take transit. Although we have 4 vehicles people can use, they can't be used for private trips.

### **Debbie Turrell, Manager, Santiam Memorial Hospital (Stayton)**

- Patients come from Turner, Aumsville, Scio, Jefferson, Stayton, Sublimity. It's easier to get to Stayton Hospital than to go to Salem.
- Some patients come from Linn County. If they are low-income and relying on government-subsidized services, Santiam Hospital often has to turn them away and send them to a hospital in Albany (some services are only for county residents). It would be helpful to have transit service so that those people didn't have to drive all the way to Albany.
- Many patients need to use specialized medical services in Portland, and it is very difficult for them to get there on transit.
- Many employees live nearby and some are from west Salem. There are 250 employees (approximately) and most don't take transit because it's too difficult due to the travel time and lack of frequency. No one seems to have a problem with transportation.
- A lot of people use the city loop, but a lot of people don't know about it.

- Many Medicaid patients use transit. They are often people who don't have trip link and don't have money for transportation, so they rely on CARTS, Canyon Connector or city loop, but the frequency of these services becomes a problem.
- Possible benefit to employees, some live fairly close to the hospital but don't have transportation now carpooling and bad weather it makes it hard. Can all deal with rain but there might be some benefit for locals, but unsure about outside the Stayton.
- Limitations on parking have forced many people to park at the bottom of the hill and take shuttle service. Employees tend to dislike taking the shuttle, so transit service that could take them directly to the hospital would be useful.
- Most employees work during the day, so transit service between 6 AM and 6 PM would be most useful.
- Glad to be included. Would like to be included with future outreach.



# Appendix C: Questionnaire Summary

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# Salem-Keizer Transit Long-Range Regional Transit Plan: Summary of Questionnaire #1

An online questionnaire was available through Salem-Keizer Transit’s website between January 1, 2012 and March 16, 2012. The purpose of the questionnaire was to gather public opinion regarding transit service in Salem, Keizer, and greater Marion and Polk Counties, and in doing so to inform the Long-Range Regional Transit Plan. Within the time it was active, the questionnaire was advertised through public listening stations around Salem, at agency and public meetings, and through relevant email listserves. Of the respondents, 1,029 people started the questionnaire and 86% (889) completed the questionnaire. The questionnaire was also available in Spanish. Only one person took the questionnaire in Spanish.

While this questionnaire did not sample from the public to collect a random sampling of Salem residents, the large response rate provides a good sampling of public opinion. Moreover, those who took the survey may have been more inclined if they are a transit user or a potential transit user, which is helpful for understanding the market potential for transit within the study area.

Although 1,029 people total took the questionnaire, each respondent did not answer each question (in other words, the totals for each question will not equal 1,029). Percentages are based on the number of responses collected for that question. The number of respondents is provided in parentheses following the text description.

## Overall Use of Transit

Respondents were asked whether they ride transit, and they could select all that applied (Figure 1). Most did not ride transit (653), however, over 350 respondents indicated taking transit (either CARTS or Cherriots) The total number of transit riders who answered the questionnaire was 450.

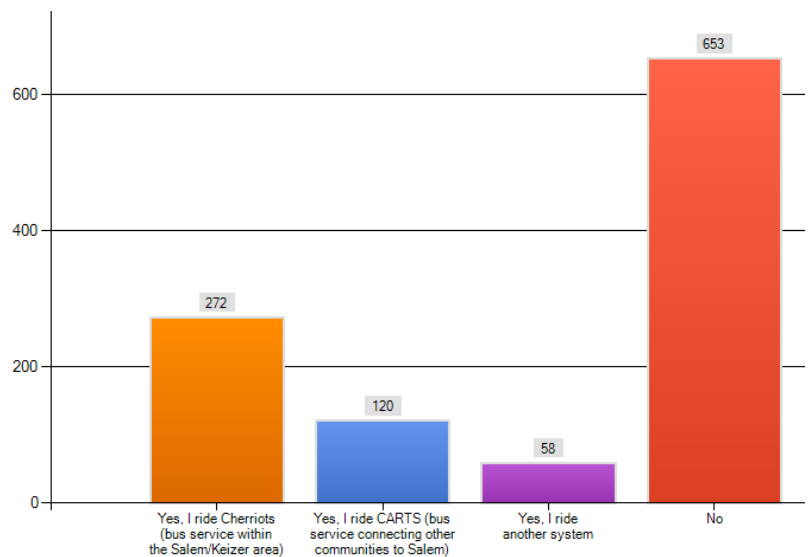


Figure 1: Do you ride transit?

Based on the answer to question 1, the questionnaire respondents were directed to one of two sets of questions those for transit riders and those for non-transit users.

Overall, both transit riders and non-transit riders expressed similar reasons for not riding transit, but there was some distinction between the reasoning. Perceived transit time is a deciding factor for non-transit riders, followed by a lack of service in their areas. While existing transit riders felt that length of trips was a concern, the biggest concern was lack of service during weekends or off-peak hours. For both sets of respondents station amenities were a much lower priority than service features and routes (Figures 2 and 3). Both groups were very concerned about later evening, more frequent, and weekend service, particularly within the city of Salem. Non-transit respondents indicated more interest in providing service to Keizer than transit respondents.

### Transit Rider Responses

#### Which other system do you ride?

Respondents indicated that the other systems that they used most were Amtrak, TriMet, Greyhound bus service, South Metro Area Rapid Transit (SMART in Wilsonville), or some other system (Figure 4).

#### On average, how often do you ride the bus?

This question was only asked to the respondents that indicated taking transit (Figure 5). Most of these respondents indicated riding the bus daily (108) or several times a week/weekly (126), followed by a few times a year (72) or monthly (53).

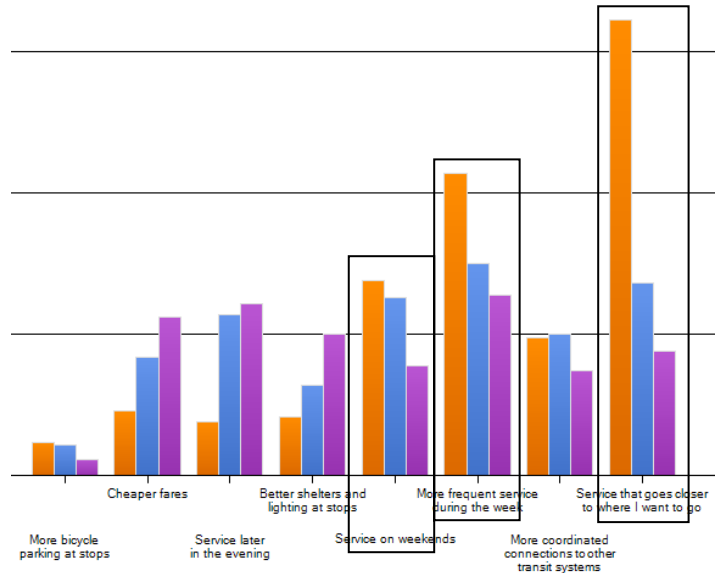


Figure 2: Non-transit respondents said that weekend service (#3), more frequent weekday service (#2), and service going where it needs to go (#1) were the most important issues (shown from left to right in graphic above).

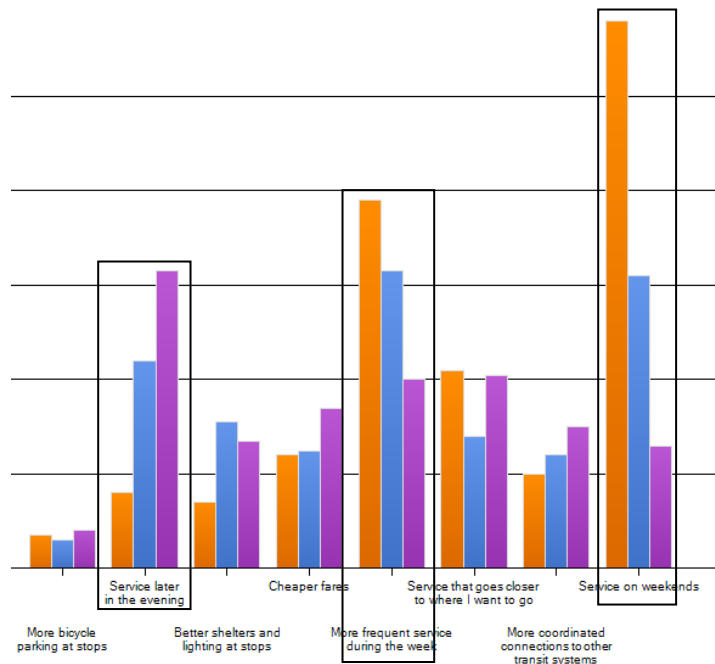


Figure 3: Transit respondents said that later evening (#3 priority), more weekday service (#2 priority), and weekend service (#1 priority) were the most important (shown from left to right in the graphic above).

### Why do you ride the bus?

Transit rider respondents indicated that they ride the bus mostly for commuting to work (219) and shopping/errands (141). Far fewer respondents indicated riding transit for recreational purposes (95).

### If you ride Cherriots or CARTS, which specific bus lines do you ride?

Respondents were asked to select bus lines that they ride (multiple lines could be selected). Three lines were selected the most (around 80 per transit line); 1: South Commercial; 11: Lancaster Drive; and CARTS Route 40: Polk County. There were a few natural breaks in the responses, in order of most responses (Figure 6):

- Bus lines 3, 8, 5, 17, 20, 6, 16, 19
- Bus lines 9, 1X, 4, 15, 25, 2
- Bus lines 7, 21, CARTS Route 50, 13, 14, 10
- Bus lines CARTS Route 10, 12, CARTS Route 30, 18, and 2X

### In which geographic areas do you ride the bus?

This information validates the previous question, showing that most riders are taking buses within the cities of Salem and Keizer (300), followed by Dallas (86), then Wilsonville (41).

### Non-Transit and Transit Rider Responses

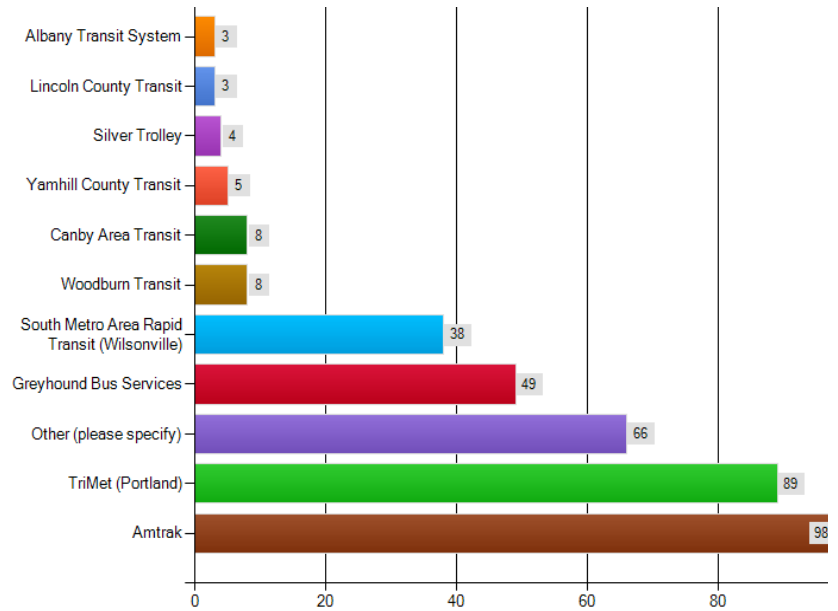


Figure 4: Other systems that respondents ride

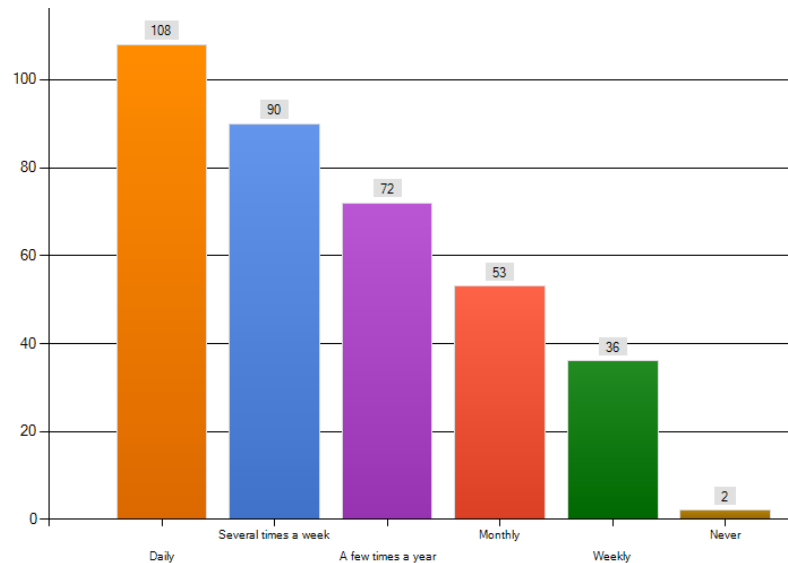


Figure 5: How often transit riders take transit

### If you do not ride transit, why not?

The most common reasons for non-transit riding respondents (Figure 7) indicated that transit took too long (250), buses didn't run at the times or days that were needed (220), and that transit doesn't serve the destinations needed (215). There was a bigger concern about being stranded at a location (possibly related to length of travel time), than expense or safety. Some of the other responses for reasons for not using transit included: "I live in Turner," "I have a car," "I work on temporary jobs in various locations – very unpredictable hours," "I have to drop a child off at daycare and have to be available to pick him up on a moments notice," "It would add another hour or so to my 12-hour work day," "Too far from home to bus pick-up station," "I live near downtown, so I walk to work and downtown," "Live in different city – no service," "I usually bicycle commute to and from work," "It does not save me money," "I have my own car."

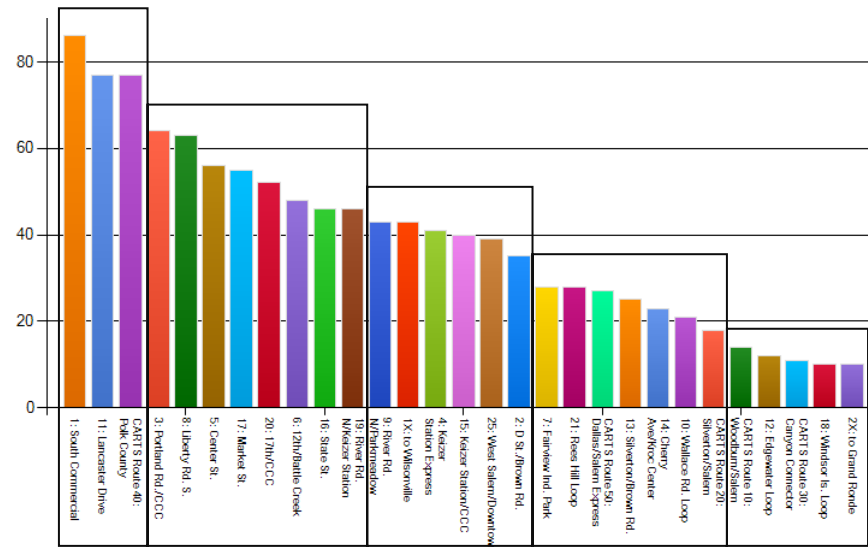


Figure 6: Most frequent used bus lines

About 150 transit riders also answered this question, though it was not required. Of those transit respondents, the top three reasons were the same as for those who do not ride transit. However, the biggest reason was that buses don't run on the times/days needed (84), that it takes too long (57), and doesn't serve the destinations needed (54).

### What other modes of transportation do you use?

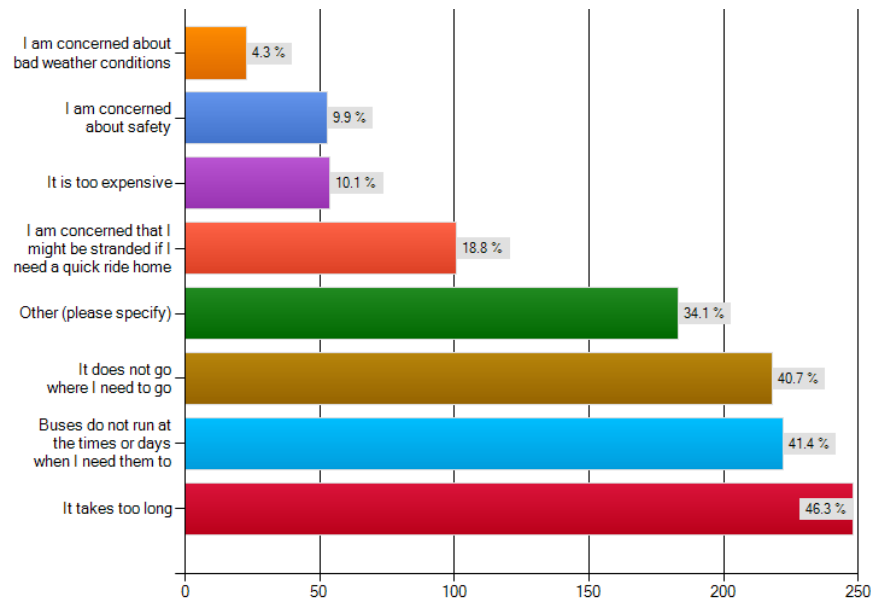
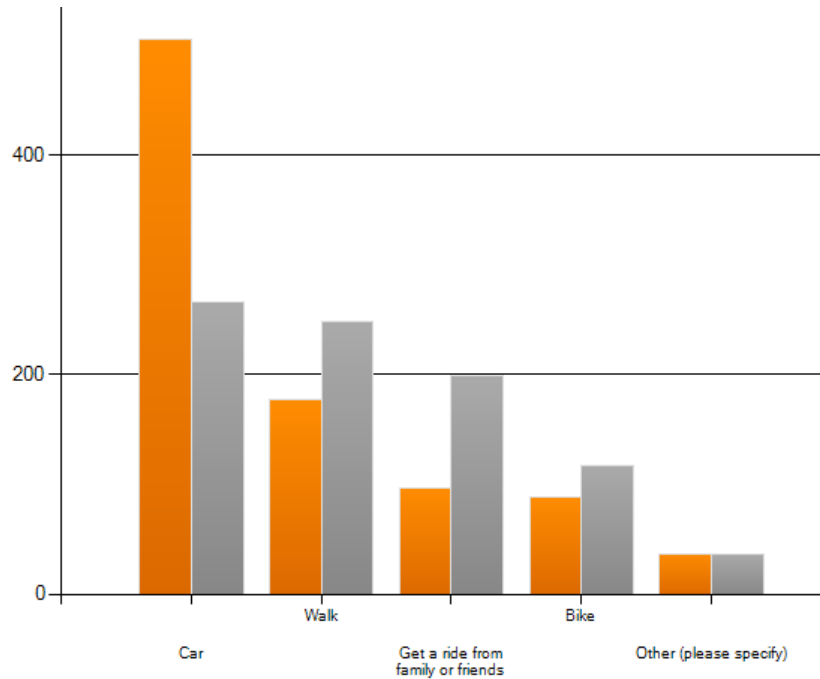


Figure 7: Non-transit users' reason for not riding transit

Non-transit riders and transit riders stated that the main other mode used was cars, followed by walking, carpooling, and bicycling. Though transit riders had a higher percentage of walking and bicycling use (58% and 27%), non-transit respondents (32% and 16%) still indicated relatively high use for these modes (Figures 8).



**What would most encourage you to ride the bus more than you currently do?**

Figure 8: Non-Transit (shown in orange) and Transit rider’s (shown in grey) other modes of transportation (in descending order for non-transit rider information)

Non-transit respondents (Figure 10) indicated that the top three items that would encourage them to ride transit were providing service closer to their destination, more frequent service

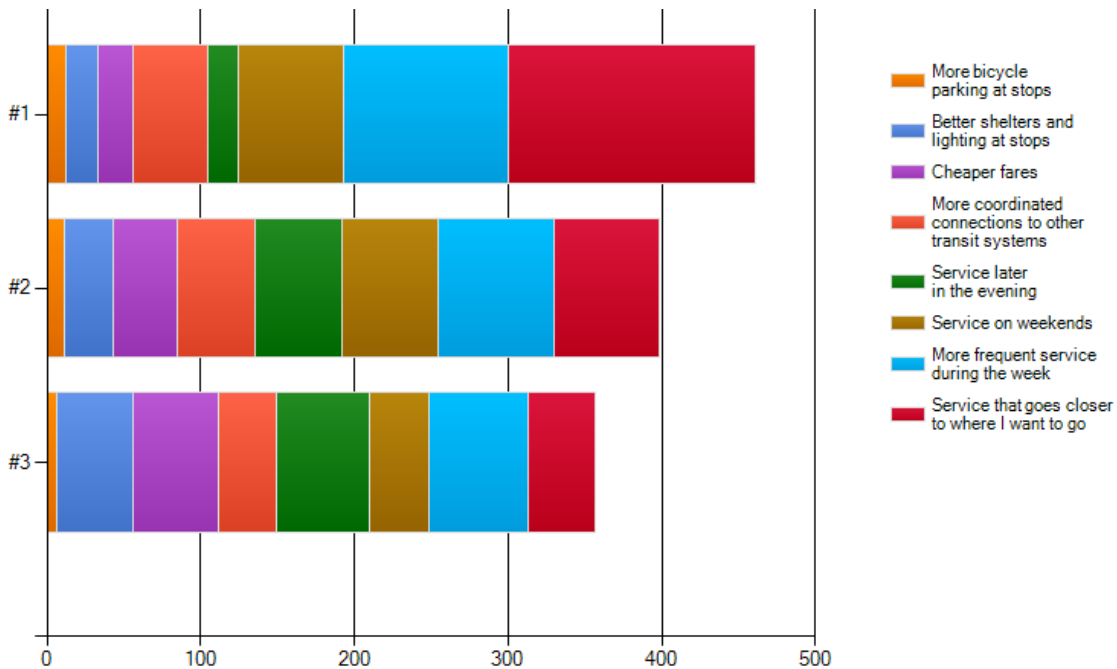


Figure 10: Non-transit respondents – what would encourage higher ridership?

during the week, and service on weekends. (Figure 10 shows the top three choices, with each category stacked horizontally).

For transit riders, the response to this question was a little different (colors in Figure 10 and 11 are not referencing the same category). The number one item to increase ridership was providing service on the weekends, followed by more frequent service during the week and later evening service; however, providing services closer to their destination was also an important item (Figure 11).

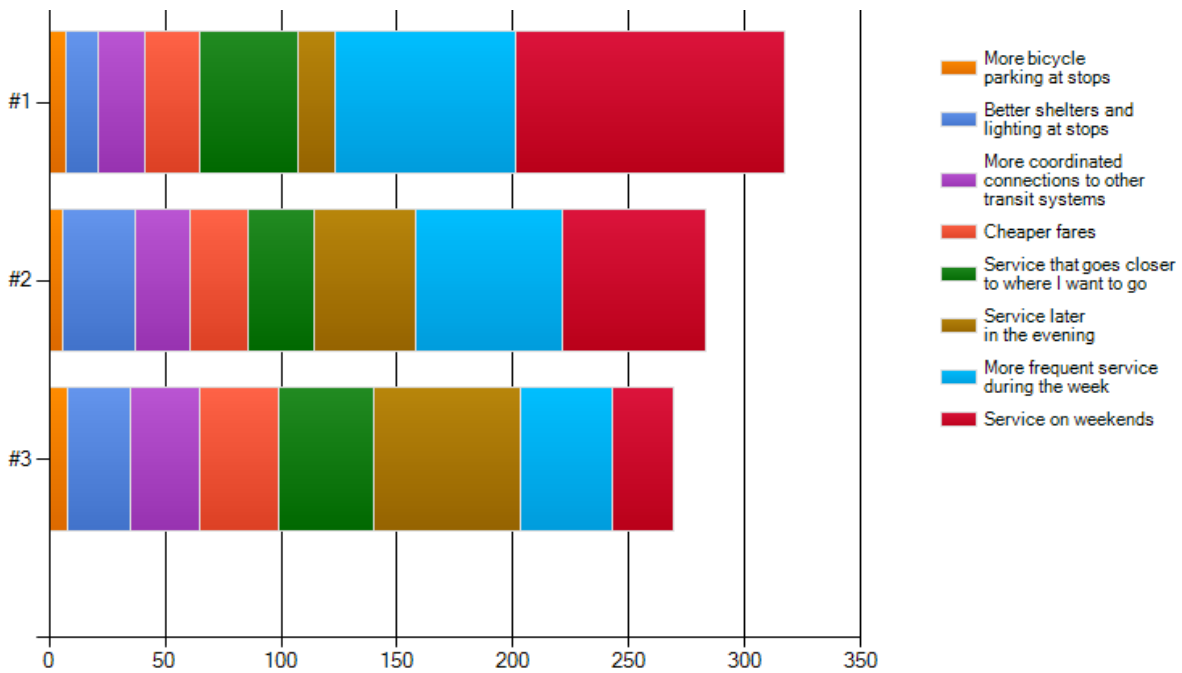


Figure 11: Transit respondents – what would encourage higher ridership?

### What would encourage you to ride the bus?

In a similar question to the one above, non-transit respondents indicated that the most important items to increase their ridership were increasing service in the city of Salem, to Marion and Polk Counties outside of Salem-Keizer, and then increasing service in the city of Keizer (Figure 12). Transit respondents also felt that increasing service within Salem was the most important item.

More non-transit respondents (about 52%) felt that increasing service in Keizer was important than the transit respondents (about 44%), which indicates that service in Keizer is not servicing all potential riders.



Feedback heard under the final open ended question about other feedback included many comments about needing weekend service, need for regional transit and better connections to Portland, frustration with travel times, and needs for connections to Eugene and Corvallis.

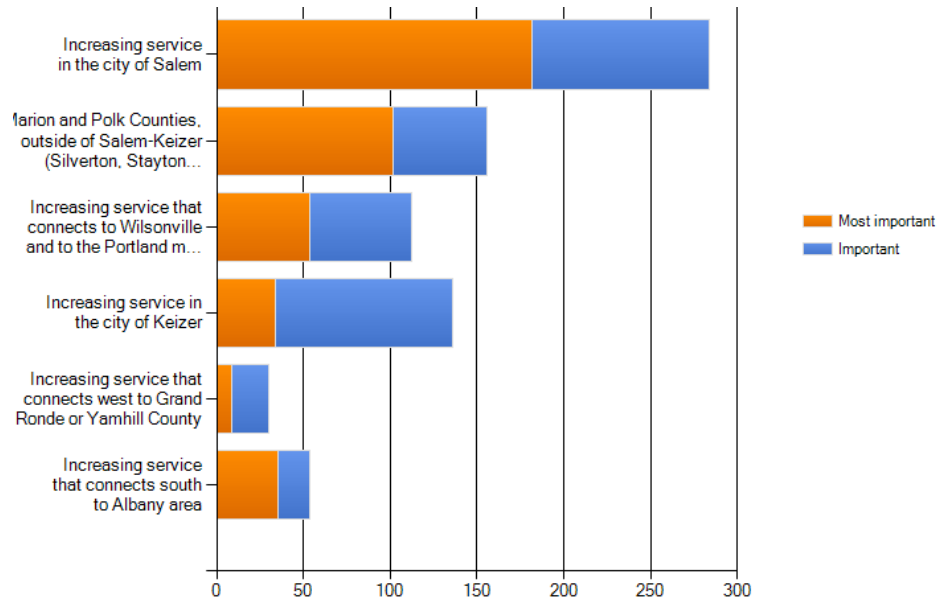


Figure 12: Non-Transit respondents - Most important items to ridership

### Questionnaire Questions

1. Do you currently ride transit in the mid-Willamette Valley?
2. Which other system do you ride?
3. On average, how often do you ride the bus?
4. Why do you ride the bus?
5. If you ride Cherriots or CARTS, which specific bus lines do you ride?
6. In which geographic areas do you ride the bus?
7. If you do not ride transit, why not?
8. What other modes of transportation do you use?
9. What would most encourage you to ride the bus more than you currently do?
10. What would most encourage you to ride the bus more than you currently do?
11. Please provide us with any other feedback about improvements to transit service in Salem and surrounding areas.

## Appendix D: Summaries of Small Group Meetings and Listening Stations

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# Salem-Keizer Transit Long Range Regional Transit Plan

## Small Group Meeting Summary

Tuesday, March 13, 2012

3:00 p.m. – 4:00 p.m.

Location: Mental Health Clinic, 1520 Plaza St NW, Suite 150

Conference Room B, West Salem

Attendees:

- Toma Drahosh (transit dependent)
  - Tom Ferrin (KROC Center)
  - Irma Guzman (commuter to Woodburn Chemeketa campus)
  - Yesica, (parent of students who use transit)
  - Enriq (student at Chemeketa Community College)
  - Jency Rosasco, SKT
  - Sumi Malik, CH2M HILL
  - Kate Lyman, CH2M HILL
- 

### Overall impressions from the meeting:

- Saturday service is very important and was the highest priority for all attendees.
- Attendees stated that they would be willing to walk farther to a stop for a service that had fewer transfers.
- It is difficult to get to the Chemeketa Community College main campus from Keizer; it used to be easier before the route restructuring.
- A universal fare between Cherriots and CARTS would be useful to users.

### Notes from the flip charts:

(\* = prioritized need)

- Bike lockers
- Hard to carry items, weather is a factor (shelter)
- Times:

- Saturday\*\*\*\*
  - Sunday Morning
- Unsafe waiting at isolated stops with transfer
- Woodburn 8 CARTS work together; market together universal
- Student pass – make it merit based on good grades or only a certain number per school
- Transit needs to be competitive with other modes (walking, driving, etc.)
- Lots of transfers and missed connections (due to congestion in downtown during peak hours)\*\*\*
- Shelters\*
- No real-time information
- No evening service
- Would be willing to walk further if fewer transfers
- Universal Fare
- Chemeketa – attendance low on holidays because no bus service
- Places:
  - Woodburn service more efficient\*
  - Downtown
  - Hospital
  - Woodburn Outlet Mall (Incentive-discount)
- 1 seat ride for students getting to school\*



# Salem-Keizer Transit Long Range Regional Transit Plan

## Small Group Meeting Summary

Wednesday, March 14, 2012

10:00 a.m. – 11:00 a.m.

Location: Academy Building, 182 SW Academy Street, Room 220, Dallas, OR

### Attendees:

- Jennifer Aker, Polk County HALO program
  - Sue Teal, Monmouth Senior Center
  - Nicole, Polk County Service Integration
  - Jency Rosasco, SKT
  - Sumi Malik, CH2M HILL
  - Kate Lyman, CH2M HILL
- 

### Overall impressions from the meeting:

- Mid-day service is important for seniors, students, and job hunters.
- Bringing a transit trainer out to Dallas, Monmouth, and Independence to teach seniors and students how to use transit would be helpful.
- There are some rural areas in Polk County (Pedee, Falls City) where there are many people who potentially would use transit. The project should consider some kind of park and ride systems or other ways to efficiently serve rural areas of Polk County.

### Notes from the flip charts:

(\* = prioritized need)

- Have a transit trainer go to schools (or transit advocates)
- Maybe work with visitors center
- Talk to WOU about needs
  - How many parking passes do they sell?
- Maybe work with visitors center
- Seniors – during the day service\*
- Job hunters – during the day service\*\*
- Youth - After school service
- Circulation within Monmouth /Independence
- People mostly stay within Polk County, Salem is farther
- Perhaps we need connections to Linn-Benton Community College in Albany/Corvallis
- Amenities – Lighting, big signs (more people around bike parking)
  - Work with local officials to sponsor rides on the bus

- Use SKT “Travel Trainers”
- Good places for Park & Rides? 2-3 trips per day
  - Falls City\*
    - Survey Falls City residents
  - Pedee
- More frequent stops/service
- Service to Buena Vista Pedee
- Service to McMinnville Chemeketa campus (medical program)
- Dial-a-ride doesn't work well in Monmouth
- Seniors need to get to senior center and medical appointments
- Transfers can seem unsafe
- Definite increase in need for transportation to get to work
- Transportation to/from Falls city is needed – a lot of need out there\*
- Bus & schedule doesn't work with jobs
- Bus is not flexible

# Salem-Keizer Area Transit - Long Range Plan

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## Listening Stations

Two project staff members attended the following locations to inform the public about the long range plan and collect comments through the online survey. Some verbal comments were also collected and are summarized below. Each event included a display board showing the existing bus routes and asking for public feedback in English and Spanish. Postcards were handed out to interested public at each location, in both English and Spanish, directing them to the online survey (*see picture to the right for the listening station format*).



### Salud Medical Center (Woodburn)

**Monday, February 27, 2012**

**8:00 to 9:45 am**

Approximately 20 postcards were handed out to a predominately Hispanic population visiting the medical center. Most of the visitors had young children and staff also handed out Safe Routes to Schools coloring books.

### Silverton Senior Center (Silverton)

**Monday, February 27, 2012**

**11:00 am to 1:00 pm**

Approximately 15 postcards were handed out to a predominately Caucasian population visiting the senior center. All visitors were over 60 years old and about one third utilized the Silver Trolley or the CARTS system. Those that do use transit ride it weekly or monthly, for social or medical reasons, and typically ride between Salem and Silverton or within Silverton, though a few mentioned traveling to Woodburn. Of those that did not use these systems, they mentioned that there were long waits for service or that they still drove and that they may use transit when they can no longer drive or if gas prices increase.

### Chemeketa Community College (Salem)

**Monday, February 27, 2012**

**2:00 to 4:00 pm**

Approximately 50 postcards were handed out at the college, to a diverse group of individuals (racially, economically, and age). The remaining postcards that were not handed out were left with the college community affairs group and with the Salem-Keizer Transit route information in the main entry way to Building 2 (*see picture*).





## Independence Farmers Market (Independence)

**Saturday, April 7, 2012**

**9:00 to 12:00 am**

Approximately 30 postcards were handed out at the farmers market. Most visitors expressed surprise that there was bus service to Independence or interest in encouraging more bus service into Salem. A few visitors explained their complicated transit commute patterns into Salem and beyond to Portland. Many expressed the desire to see expanded service in an effort to plan for future demand, though a few suggested that fixed bus routes were not feasible for the rural area. No negative opinions were expressed by visitors. While overall turn-out of the market was low, it was early in the season and the market managers indicated the turn-out was expected to be low.



## Salem Farmers Market (Salem)

**Saturday, April 7, 2012**

**12:30 to 2:30 pm**

Approximately 70 postcards were handed out at the farmers market. It was opening day for the market, so not all of the booth locations were occupied (1/3 filled) and visitor turn-out was moderate. However it was nice weather. Most visitors either said they don't ride transit because of recent service cuts or inconvenience of riding transit (long wait between buses, overly crowded buses, service ending early at night leaving people stranded, or that it takes too long to get to destinations). Many said they would love to take transit, but aren't able to because of the above reasons. Several expressed resentment toward the current system, saying that the state capital should have service equal to Eugene or another similarly sized city. A few people were adamantly opposed to riding transit or increasing transit service.

## Verbal Comments

Below are some of the comments that were collected verbally:

- The #3 line is busy most of the time.
- Return Saturday service (a few people added that they wanted Sunday service as well).
- Several comments that the routes are too slow so they had to find other modes.
- Several comments that services do not run late enough.
- Need service between Chemeketa campuses (Woodburn to Salem is not well connected for students).
- There used to be a Keizer to Chemeketa loop route that was more efficient than the current line (which goes into downtown Salem first).
- There was a request for a line running to the Salem Humane Society.
- Line needed at Ward Drive and Cordon Road.

- Would like to see service area extended further into northern West Salem and northern Keizer.
- Drivers don't stop to pick up passengers, even when busses are not full and there is good visibility to see the person waiting at the stop.
- Thought the buses in Monmouth/Independence were just for students; most people aren't aware of the service that is available.
- Interest in using CARTS as residents get older and can't drive.
- Those aware of bus service would like to see it extended in the evening or on weekends, especially helpful for students. Transit service is important because Independence is a "bedroom community" so most people in Independence work outside the city.
- There are lots of group homes and foster homes in independence. They must call in every 2 weeks for Cherrylift to stop at the same stops all year long. Would like to see some permanent stops.
- Interested in the carpool service and didn't know it existed through SKATS. Has been setting up carpool with co-workers on her own.
- Can see using transit more with gas prices increasing.
- One woman uses a vanpool from Independence to Salem at Market and Hawthorne but it does not stop near the CARTS stops in Salem. Would like to see a CARTS stop there.
- Wants Saturday service for family activities.
- Wants to bring back student passes as part of tuition charges.
- Want to see a Salem to Portland direct route.
- Need a stop at Eola and Turner as there is a foster home there.
- Wants to return stops to the old routes.
- Wants to see smaller cars, traffic patterns re-worked, more one-way streets, and streets closed off with streetcars on them.
- Likes that the Chemeketa stop locations were combined.
- Would like to see a stop at Lancaster and Cordon.
- Interested in using transit but not aware of the services or where to find out about them.
- Put service back on Keizer at Cruizen Dr. A lot of people used it as it is across from a Doctor's clinic (SW Salem).
- Bus #21 run opposite direction. Save time, more efficient.
- Drop property tax and employee tax (state and school hospital should pay) blackmail for new fire district facility. Tax need for transit to be solvent enough.

# Salem-Keizer Transit Long-Range Regional Transit Plan: Travel Market Assessment

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COPY TO: Theresa Carr, CH2M HILL

DATE: November 27, 2012

## I. Introduction

This is the second technical memorandum prepared for the Salem-Keizer Transit (SKT) Long-Range Regional Transit Plan (LRRTP). This memorandum presents a Travel Market Assessment (TMA) that explores travel and land use patterns within the project study area (greater Marion and Polk Counties; Figure 1), for existing and future conditions (year 2030) to draw conclusions about the propensity for transit use by corridor.

The TMA is conducted at a corridor level and draws on existing and planned land use patterns, a review of existing planning documents, demographic and employment data within the project study area, and stakeholder interviews—a combination of both quantitative and qualitative data. Demographic and employment data were provided by Oregon Department of Transportation's (ODOT) Transportation Planning Analysis Unit (TPAU).

This memo begins by explaining the methodology and data sources used for the TMA. It then describes each proposed transit corridor and its relative priority. The sections that follow describe land uses in Marion and Polk Counties in more detail and the Salem-Keizer region's progress towards meeting Transportation Planning Rule (TPR) benchmarks. The memo concludes with a series of cost estimates for the transit corridors and a description of next steps in the project.

### Purpose

An assessment of overall travel patterns has been developed because a transit-specific travel demand model does not exist for the full project area<sup>1</sup>. The TMA provides insights into travel patterns irrespective of mode; however, land use patterns and demographic and employment characteristics were reviewed and stakeholder interviews were conducted to gain an understanding of the inclination for travelers within a given corridor to use transit. The TMA:

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<sup>1</sup> The Salem-Keizer Area Transportation Study (SKATS), the Metropolitan Planning Organization (MPO), regional travel demand model does not forecast transit ridership reliably. Moreover, the coverage area for the SKATS model is smaller than the study area for this planning process. The transit component of the statewide model is also unreliable and is not recommended for use.

- 1) Provides insights into urban and rural areas and the inclination of both residents and employees to use transit between those areas at a corridor level.
- 2) Allows the project study area to be sub-divided into corridors, differentiating those corridors with greater need and/or which may be more conducive to transit ridership than others.
- 3) Supports analysis of deficiencies of existing transit service in serving travel demand within corridors.
- 4) Provides an evidence-based approach to the prioritization of corridors for transit and an opportunity for stakeholders and the general public to review the objective information and inform corridor prioritization.

This memo proposes four levels of prioritized transit corridors for service within the project study area, with 1 being the highest priority. It also highlights opportunities for connections with other transit services. This memo focuses on the geographic location of transit corridors but does not provide detail about proposed service characteristics, such as routes, specific stops or frequencies. Proposed service characteristics for the corridors identified in this memo will be explored in further detail in subsequent tasks within the LRTP.

## II. Methodology and Data Sources

### Characteristics Used to Select Transit Corridors

Demographic and employment characteristics are used to provide insights of travel demand at the corridor level and a rationale for their prioritization. Transit characteristics are based on a need for service, both existing and in the future. The characteristics listed below are based on rural ridership research, which provides findings on demographic and land use characteristics, and the Salem Keizer Transit (SKT) 2008 rider survey, which provides origin and destination information for current Chemeketa Area Regional Transportation System (CARTS) riders. Demographic characteristics are consistent with the Federal Transit Administration’s (FTA) definition of transit-dependent persons, as those who are 1) without private transportation, 2) elderly (over age 65), 3) youths (under age 18), or 4) persons below poverty or median income levels defined by the U.S. Census Bureau. Rationale and sources for characteristics are cited within Table 1 below.

Table 1: Key Regional Transit Corridor Selection Criteria

Criterion	Measure	Data Source	Rationale
Commuters	Number of employees	Transportation Planning Analysis Unit (TPAU) Statewide Integrated Model (SWIM), ODOT	The CARTS Rider Survey 2008 findings show that the greatest percentage of riders, 46%, were going to work.
Low-income	Number of households with an annual income of two times the 2010 poverty level or less <sup>1</sup> .	Transportation Planning Analysis Unit (TPAU) Statewide Integrated Model (SWIM), ODOT	The FTA definition of transit-dependent persons includes those who are below poverty or median income level. The greatest percentages of

Criterion	Measure	Data Source	Rationale
			respondents to the 2008 CARTS Rider Survey have incomes less than \$35,000. Under \$15,000 are 37% of respondents and \$15,000 to \$35,000 are 33%. Riders disproportionately have lower incomes.
Households without Access to a Personal Vehicle	Number of households without access to a personal vehicle or with a ratio of workers greater than the number of personal vehicles	Transportation Planning Analysis Unit (TPAU) Statewide Integrated Model (SWIM), ODOT	TCRP Report 116, Guidebook for Evaluating, Selecting, and Implementing Suburban Transit Service show that ridership of suburban and rural routes are correlated with employees who had no vehicle at home <sup>2</sup> . The FTA definition of transit-dependent includes those without private transportation.
Worker to Vehicle Ratio	Number of workers divided by the number personal vehicles. A ratio greater than 1 means there are more workers than employees indicating a greater propensity to use transit.	Transportation Planning Analysis Unit (TPAU) Statewide Integrated Model (SWIM), ODOT	The FTA definition of transit-dependent includes those without private transportation.
Population and Population Density	Population and Persons/acre	Transportation Planning Analysis Unit (TPAU) Statewide Integrated Model (SWIM), ODOT	TCRP Report 116, Guidebook for Evaluating, Selecting, and Implementing Suburban Transit Service show that ridership of routes are correlated strongly with population density.
Children	Number of persons under 18 years of age	Transportation Planning Analysis Unit (TPAU) Statewide Integrated Model (SWIM), ODOT	Victoria Transport Policy Institute, Transit Price Elasticities and Cross-Elasticities (May 2012), finds that some user groups, people with low incomes, non-drivers, people with disabilities, students, and the elderly tend to be more transit-dependent . The FTA definition of transit-dependent persons includes youth under 18 years of age.
Senior Citizens	Number of persons over age 65	Transportation Planning Analysis Unit (TPAU) Statewide Integrated	TCRP Report 119, Improving ADA Complementary Paratransit Demand

Criterion	Measure	Data Source	Rationale
		Model (SWIM), ODOT	Estimation finds travel demands (trips per person per day) are expected to increase, especially for senior citizens, and while much of this demand will be satisfied with private auto trips, an increase in paratransit is also expected. The FTA definition of transit-dependent persons includes seniors above age 65.
Employment	Concentration of jobs by industry	Transportation Planning Analysis Unit (TPAU) Statewide Integrated Model (SWIM), ODOT	The CARTS Rider Survey 2008 findings show that the greatest percentage of riders, 46%, was going to work. A concentration of jobs would be a key destination for riders. Sub-dividing by industry provides insights as to time-of-day of commuting.
<b>Characteristics Considered but not recommended</b>			
Disability	Number of disabled individuals	The best source of disability data is the US Census; however, reviewing the data and in speaking with Portland State University's Population Center, the question about disability is asked so broadly that the resulting numbers are over-reported. The question in the American Community Survey is being revised as a result.	
<sup>1</sup> 2010 Household Poverty Guidelines and Two-times the Poverty Guidelines (Department of Health and Human Services)			
Household (number of people)	2010 Poverty Guidelines (\$ 2010)	Two-times Poverty Guidelines (\$ 2010)	
1	10,830	21,660	
2	14,570	29,140	
3-4	22,050	44,100	
5+	25,790	51,580	
<sup>2</sup> Transit Cooperative Research Program (TCRP) Guidebook for Evaluating, Selecting, and Implementing Suburban Transit Service.			

Characteristics cited above were analyzed by Transportation Analysis Zones (TAZ) within the study area. Characteristics were differentiated into quintiles to show relative differences between cities and corridors. Quintiles divide the entire range of data into equal fifths, which is helpful to understand differences within the entire data range; however, sometimes, two similar data points can be put into different categories simply because of where they are relative to the one-fifth division. Analysis relies on quintiles, but specific data points for places were also reviewed.

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Characteristics analyzed were not divided by the area of the TAZs to create a per area number. Most of the data for the characteristics come from populated, urbanized areas, and the TAZs are very large in much of the study area. Dividing data by the large TAZ areas would dilute the significance of the data; therefore, data are presented by cities.

## Origin and Destination Pair Analysis

ODOT provided trip generation by Transportation Analysis Zone (TAZ) within the project study area (Figure 1). Trip data was generated from ODOT's Statewide Integrated Model (SWIM)<sup>2</sup>. SWIM provides an excellent picture of automobile trip origins and destinations within sub-areas statewide, but the model can underestimate the number of trips between distant locations in the state. It is likely that the model underestimated the number of trips between Salem and Wilsonville, Salem and McMinnville, Salem and Corvallis, and Salem and Albany, which are the most distant cities within the study area.

This trip generation data is useful for understanding general travel demand within the study area and relative differences between different cities. Analysis focused on travel demand between the following ten cities or regions (Figure 3):

- Salem-Keizer
- Wilsonville
- McMinnville
- Stayton-Sublimity
- Silverton
- Dallas-Falls City
- Albany-Tangent
- Corvallis-Philomath
- Independence-Monmouth
- Woodburn

Origin-Destination (O-D) analysis was not conducted for Grand Ronde because the large size of the TAZ encompassing Grand Ronde distorts trip generation data for the community. However, other data, such as number of employees, has been gathered from stakeholder interviews and used as a surrogate.

### III. Proposed Transit Corridors and Priority

Each corridor is described by order of priority based on an overall, relative assessment of travel demand and inclination for transit use in that corridor. Priority of each corridor is described using a scale of 1 through 4 (Figure 2) with 1 being the highest priority and 4 being the least priority.

A rationale for the corridor identification and prioritization is presented. The rationale includes:

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<sup>2</sup> The Oregon Statewide Model integrates the dynamic interaction between Oregon's economy, land use, and transportation systems into one unified modeling tool. To address the complexity and challenges associated with the dynamic interaction, the Statewide Model is made up of eight sub-models: economic model (determines the growth of the state's economy), population synthesizer, location model (allocates business productions and transactions), aggregate land development (identifies land availability), person travel, commercial goods transport, external goods transport, and transport model (allocates trips to routes).



- 1) An analysis of origins and destinations, which provides insights to general travel demand by corridors (Figure 3)
- 2) Transit inclination index based on residential demographics representing travel origins— or households where people begin their trips (Figure 4; Appendix A).
- 3) Transit inclination based on presence of jobs and the types of jobs by industry classification (Figures 5, 6, 7, 8 and 9; Appendix A).
- 4) Further evidence from land use plan reviews, stakeholder interviews, existing ridership if applicable and other sources that help provide an overall understanding of the propensity for transit use in a corridor.

While O-D analysis provides a view of overall demand within the corridor, a review of demographic and employment analysis provides a view of how inclined people who travel that corridor may be to use transit, including who may be inclined to use transit and when they may travel.

### **Salem-Keizer**

Salem-Keizer is either an origin or destination for many of the corridors and its land uses are described here. The Salem-Keizer Area Transportation Study (SKATS) describes the Salem-Keizer region in four districts: East Salem, Keizer, South Salem, and West Salem. The sections below elaborate on land use patterns and major activity centers within each district. Below is a map that illustrates the SKATS districts, and has major destinations within those districts.

# Appendix A – Travel Demand and Transit Inclination Index

## Transit Inclination Index

### Demographics

The Federal Transit Administration (FTA) defines the transit dependent population as (1) those without private transportation, (2) the elderly, over age 65, (3) youth, under 18, (4) and persons below poverty or median income levels defined by the US Census Bureau.<sup>1</sup> Our analysis focused on seven demographic characteristics that describe where concentrations of transit-dependent populations are likely to be within the study area, comprised of Marion and Polk counties and portions of four other counties: Benton, Linn, Clackamas and Yamhill. Disability and veteran status data were considered, but not used in determining the relative transit inclination because of data issues, discussed below. We used Transportation Analysis Zones (TAZ) provided by the Oregon Department of Transportation (ODOT) as the geographic unit of analysis. The characteristics assessed include:

- Total population and population density;
- Number of persons over age 65 and under 18;
- Low-income households, defined as those households at or below 200% of the 2010 poverty income level;
- Access to private vehicles.

All data came from the Oregon Department of Transportation, 2010 Census and 2006-2010 American Community Survey (ACS) five-year estimates. Data was classified by quintiles to determine which regions were “high,” “moderately high,” “moderately low” and “low” with respect to a specific demographic parameter. For example, a TAZ with “high” total population is in the upper quintile of all TAZs analyzed (80<sup>th</sup> percentile or above); a TAZ with “moderately high” or “moderately low” total population falls in the middle quintiles (40<sup>th</sup> to 80<sup>th</sup> percentile) with “low” corresponding to the two lowest quintiles (0 to 40<sup>th</sup> percentile).

### Total population and population density

Locations with high total population and high population densities can be served by transit most efficiently. Population is concentrated within the cities and associated Urban Growth Boundaries (UGB) in the study area. Population is concentrated in Salem-Keizer, Wilsonville, Woodburn, McMinnville, Corvallis-Philomath and the Albany-Tangent region. Population densities are relatively low in most TAZs within the study area, due to the relatively large size (in acres) of each TAZ outside the major population centers of Salem, Keizer, Albany, Corvallis and McMinnville. Highest densities are found in McMinnville, Woodburn, east and west Salem, Albany and Corvallis. The smaller cities of Stayton, Silverton, Monmouth and several others each have lower relative population densities and have lower total populations (approximately 7,000 to 10,000 persons).

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<sup>1</sup> Federal Transit Administration

## **Low-income**

Low-income individuals are less likely to have access to private transportation and are less able to pay for transportation of any kind. Transit service for these populations is essential for commuting to work and meeting everyday household needs. Low-income households, as defined above, are concentrated in Salem, east of Interstate 5, Keizer, Corvallis-Philomath, Albany-Tangent; moderately low or moderately high numbers of low-income households are present in Independence-Monmouth, McMinnville, Wilsonville and Woodburn south of Highway 214. Overall, low-income households are concentrated in urban regions of the study area.

## **Age**

The elderly (defined as those over age 65) are less likely to have access to or ability to drive a private vehicle and are more likely access to medical services, shopping, and social and recreation opportunities by transit. Youth (defined as those under age 18) are also less likely to have access to a private vehicle to meet their transportation needs. Elderly populations are concentrated in Salem east of Interstate 5 and in west Salem, in Keizer, McMinnville north of Highway 99, Woodburn north of Highway 214, Albany south of downtown and Corvallis north of downtown. Rural areas west of Salem also have a relatively high number of elderly residents. Youth populations are also concentrated in Salem and Keizer, with significant populations also located in Woodburn south of Highway 214, Albany-Tangent and Wilsonville. McMinnville and Corvallis-Philomath have moderately high youth populations.

## **Disability and veteran status**

Census data on disability was considered as an indicator of transit need, but ultimately removed from consideration based on data reliability issues. The most recent census tract-level disability data is from the 2000 census. Additionally, there are very large margins of error for each individual disability, due to the way in which the census questions were asked in that year.<sup>2</sup> We determined that census disability data was too dated and unreliable to be useful in our analysis. Veteran status was also considered, as the veteran population is likely to be disproportionately disabled compared to the civilian population<sup>3</sup> and have higher levels of unemployment.<sup>4</sup> However, census data shows veterans widely disbursed over rural regions of the study area with relatively uniform overall disbursement. As no clear pattern emerged, veteran status was not considered further in our analysis.

## **Presence of vehicles within households**

The availability of a private vehicle is a strong indicator of transit need. Two measures of access to private vehicles were used in our analysis. First, ACS data on the number of vehicles available by household was used to determine the number of households in each TAZ with no vehicle available. Large numbers of households with no vehicles available are concentrated in Salem east of Interstate 5, Keizer, downtown McMinnville and Albany, Wilsonville and downtown Corvallis. A moderately high number of households have no access to vehicles in Woodburn and Independence-Monmouth. As with low-income data, the presence of large college student populations in Independence-Monmouth, Corvallis and McMinnville likely strongly influence the large concentrations of individuals without access to vehicles in those cities.

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<sup>2</sup> Rynerson, Charles. Personal Interview. Portland State University Population Research Center. September 6, 2012.

<sup>3</sup> US Census Bureau (2010). 20<sup>th</sup> Anniversary of Americans with Disabilities Act. Retrieved from [https://www.census.gov/newsroom/releases/archives/facts\\_for\\_features\\_special\\_editions/cb10-ff13.html](https://www.census.gov/newsroom/releases/archives/facts_for_features_special_editions/cb10-ff13.html) on September 27th, 2012.

<sup>4</sup> Bureau of Labor Statistics (2012). Employment Situation of Veterans – 2011. Retrieved from <http://www.bls.gov/news.release/pdf/vet.pdf> on September 27, 2012.

The second measure of vehicle access was the ratio of the total number of workers to total number of vehicles in each TAZ. This measure indicates where there may be disproportionate numbers of workers without access to vehicles (a “worker” is defined as any individual in the workforce, whether employed or unemployed). A ratio of 1.0 indicates exactly one worker for every one vehicle and a ratio over 1.0 indicates more workers than vehicles available in that TAZ. Downtown Corvallis and the region immediately east, Woodburn south of Highway 214, McMinnville southwest of downtown along Highway 18, central Salem and Salem east of Interstate 5 all have relatively high ratios of workers to vehicles.

## **Students**

Education employment was used as a proxy for student population data. This data helps reinforce where youth and college student populations are concentrated; both groups are heavily transit dependent due to low income and lack of access to private transportation. Education employment (and therefore student populations) is concentrated in Corvallis, Independence-Monmouth and McMinnville, very likely due to the large college campuses in each. Education employment is also high in the Albany region (with Linn-Benton Community College) and in downtown Salem and Salem east of Interstate 5 (where Chemeketa Community College, Valley Medical School and large primary and secondary schools are located). There are also a large number of education jobs in Woodburn north of Highway 214 (location of Woodburn High School).

## **Composite Transit Inclination Index – transit market analysis**

In order to understand where the strongest transit markets are in the study area, we developed a composite “transit inclination index” that combines the seven factors below into one index score for each TAZ:

- Total population in each TAZ;
- The population density of each TAZ in persons per acre;
- Number of persons over age 65;
- Number of persons under age 18;
- Low-income households, defined as those households at or below 200% of the 2010 poverty income level;
- Number of households without a private automobile available;
- Ratio of workers to total number of vehicles per TAZ.

Each TAZ was assigned a score from 1 to 5 based on which quintile the TAZ fell in with respect to each of the seven factors above, for a total possible score of 35 per TAZ. A TAZ that was in the upper quintile (80<sup>th</sup> percentile or above) for every factor would score 35, while a TAZ in the lowest quintile (20<sup>th</sup> percentile or below) for every factor would score 7.

The lowest score was 7 with a high score of 34. The following regions have the highest scores (29 or above, in the 80<sup>th</sup> percentile or above):

- Salem, south of Mission Street (Highway 99E) along Commercial Street to approximately Kuebler Boulevard;
- Salem, east of Interstate 5, north of Highway 22 and south of Hazel Green Road;
- Salem, north of Silverton Road (Highway 213), west of Interstate 5 and southeast of Highway 99E;
- All of the city of Keizer;
- Woodburn, east of Interstate 5 and south of Highway 211;
- All of the city of Wilsonville;

- Albany, west of Interstate 5, south of the Willamette River and east of 99E (roughly corresponding to downtown Albany)
- Corvallis, west of 99W, north of Highway 20, south of Circle Boulevard (roughly corresponding to downtown Corvallis and the Oregon State University campus).

## **Travel Demand**

Salem-Keizer generates the majority of automobile trips in the study area (well over 600,000 daily auto trips), and the cities are major destinations for other nearby jurisdictions. 4,000 to 8,000 daily automobile trips originating in Salem/Keizer are made to each of the cities of Dallas, Independence/Monmouth, Stayton/Sublimity, Silverton, and Woodburn. Based on the SWIM model, few trips are made to McMinnville and Wilsonville; however the model is less reliable for cities at this distance apart. A moderate number of trips originating in Salem/Keizer are made to Albany. Overall, travel demand between Salem and its immediate neighbor cities is relatively high.

The smaller cities of Dallas, Independence-Monmouth, Stayton-Sublimity, and Silverton also generate significant demand for travel between each respective city and Salem. Travel demand between Woodburn and Salem is relatively high, but demand between Wilsonville (just to the north) and Salem is very low, according to ODOT trip generation data. A moderate number of daily vehicle trips are modeled between Wilsonville and Woodburn, with similar trip volumes generated between Woodburn and Silverton, and Silverton and Stayton-Sublimity. Trip data indicates very low travel demand between Salem and McMinnville and between McMinnville and every other city analyzed. Again, as ODOT's SWIM model is less reliable for cities that are distant from each other, travel demand between McMinnville and other cities may be underestimated.

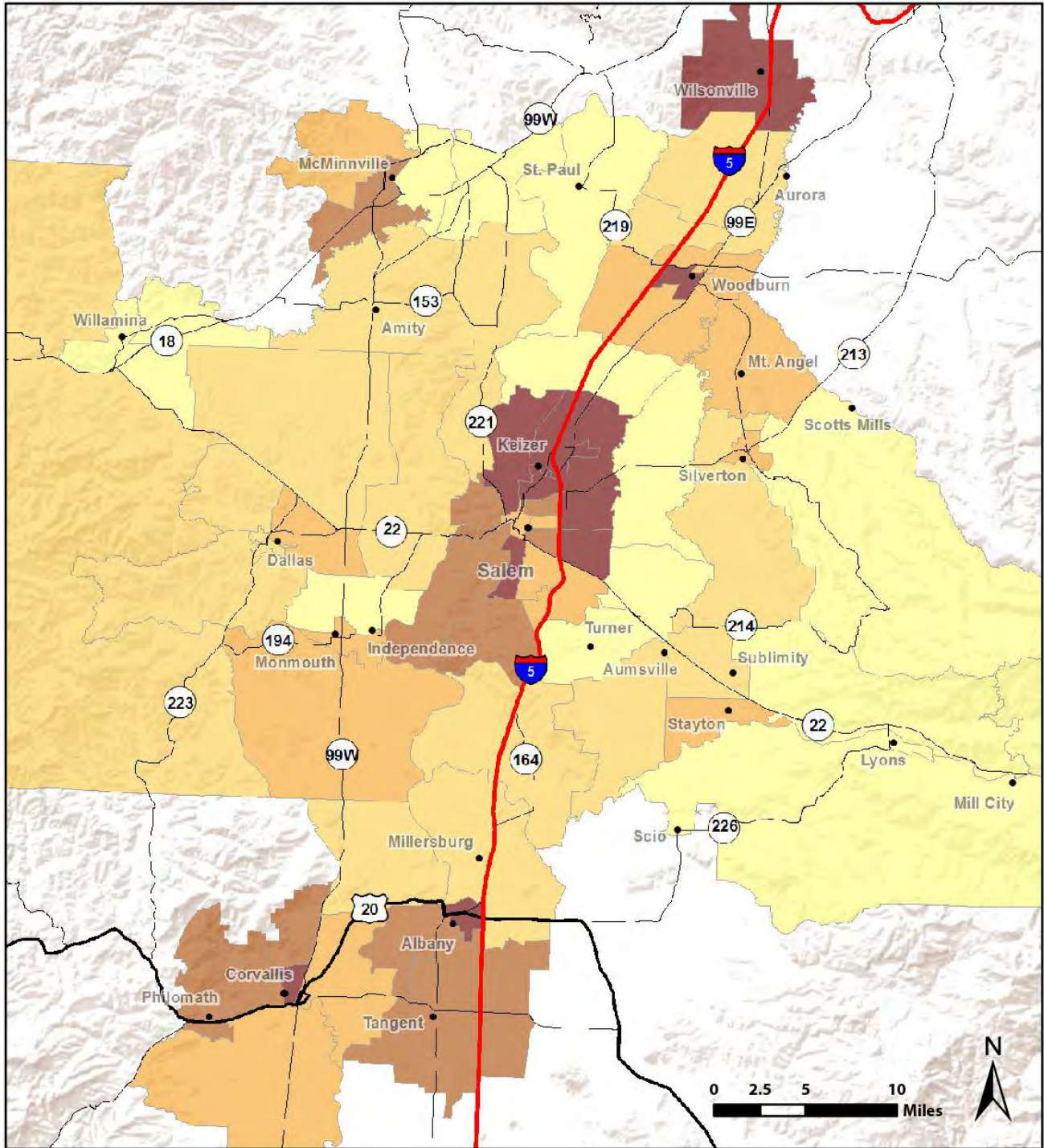
## **Transit Inclination, Demographic and Origin-Destination Maps**

The following section contains maps displaying the composite transit inclination score, all demographic variables and employment information. All data is displayed by Transportation Analysis Zone (TAZ). Another set of maps displaying demographic data by Urban Growth Boundaries (UGB) within the study area are included. These maps display the same data that is shown in the TAZ maps, but those portions of the TAZ outside a UGB have been removed, resulting in maps that only show demographic variables for urbanized areas.

Origin-Destination maps display trip generation information for ten cities or regions within the project study area. TAZs comprising each city or region were aggregated to yield the total number of trips originating in that city or region and correlating destinations. "Other trips" labeled on all maps indicates the number of trips originating in that city or region with destinations other than the other 9 cities shown (to disbursed locations throughout the project study area).

These maps were used to generate the figures in the first section of this memo.





### 2010 Composite Inclination Index

#### Legend

	7 - 12
	13 - 16
	17 - 24
	25 - 28
	29 - 34

Produced September, 2012 by CH2M HILL. Data from Oregon Department of Transportation, 2006-2010 American Community Survey and 2010 Census.

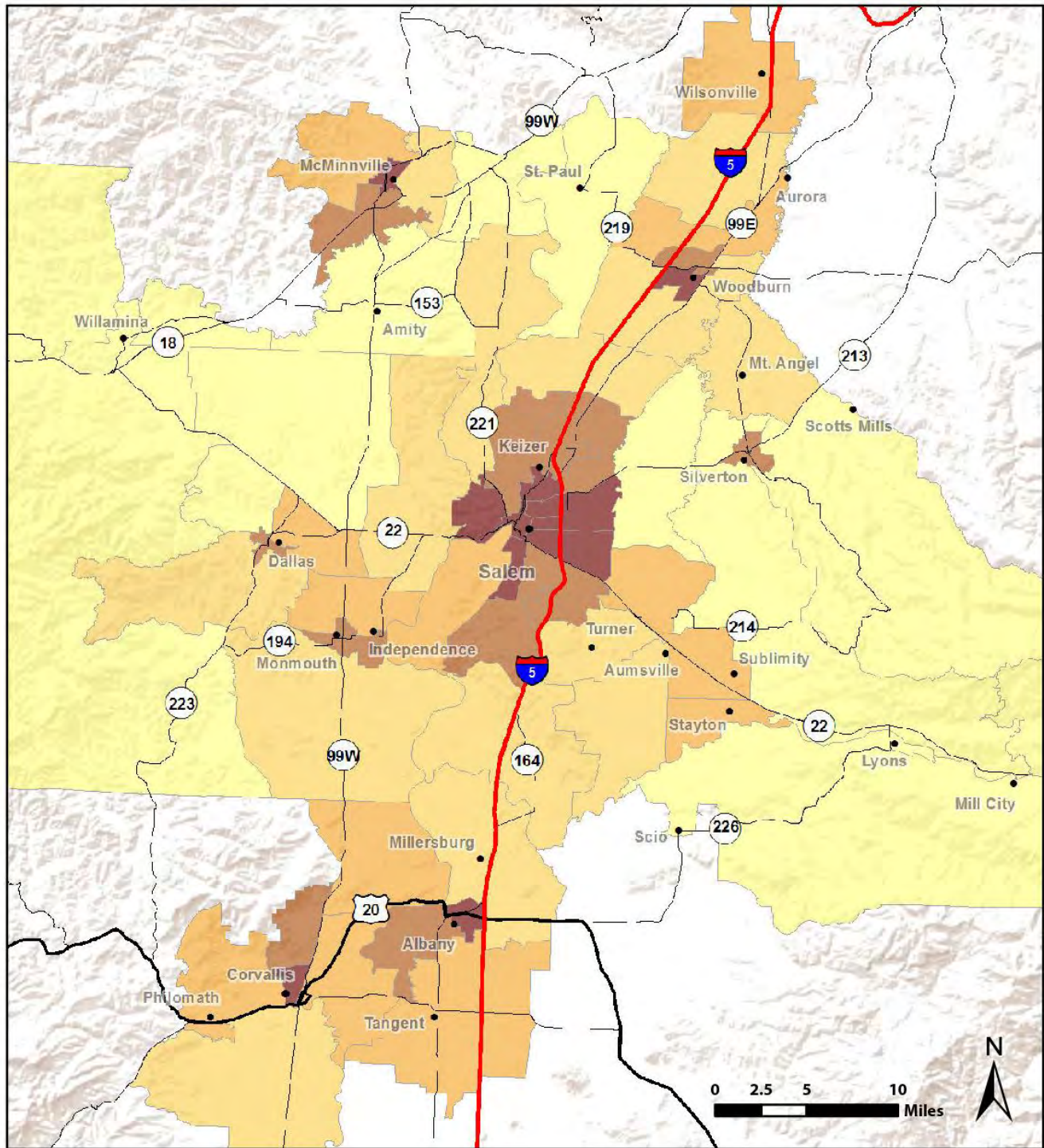


Study Area Vicinity Map









**2010 Population Density  
(persons/acre)**

**Legend**

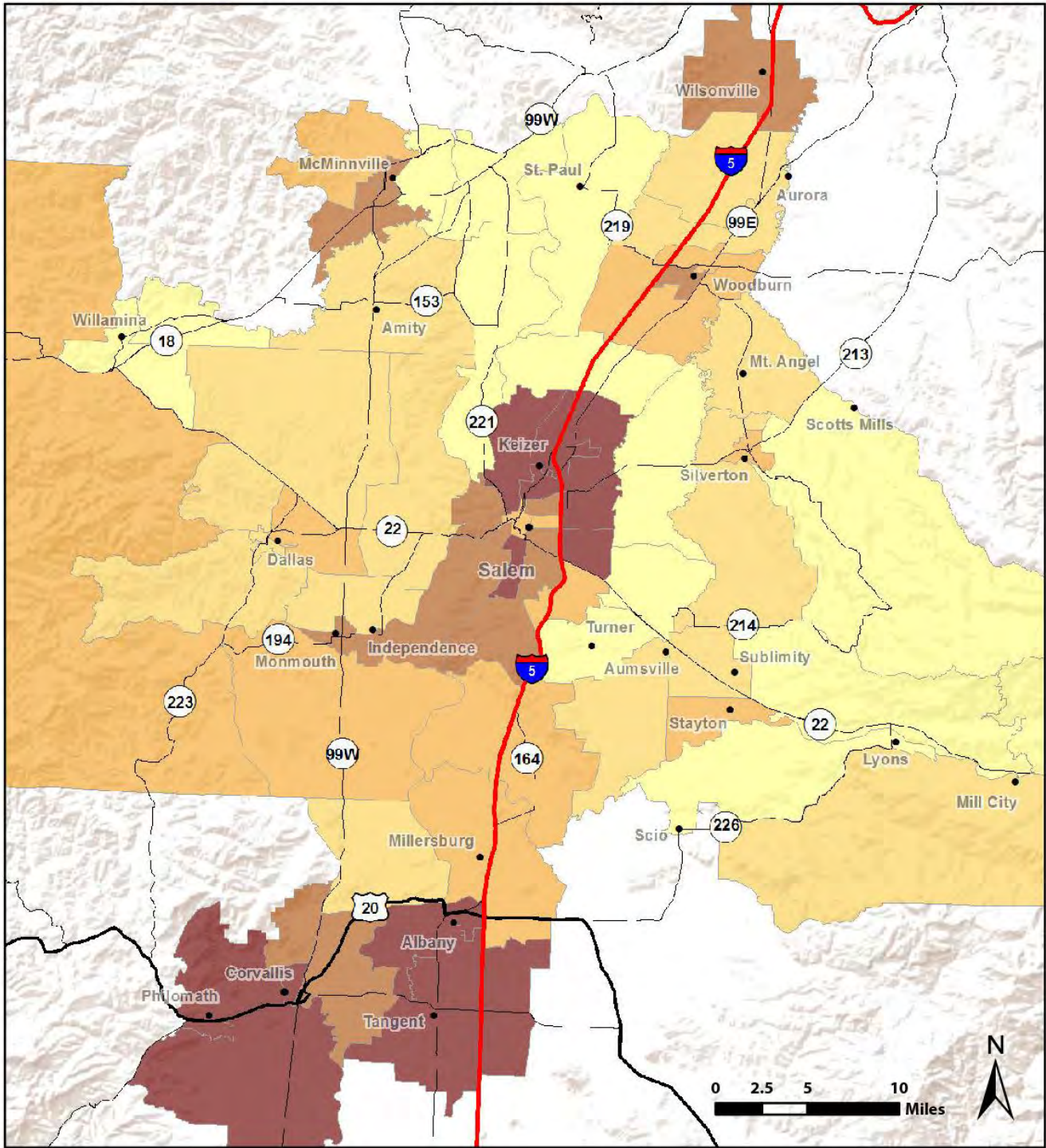
- 0.0 - 0.1
- 0.2 - 0.3
- 0.4 - 1.0
- 1.1 - 3.1
- 3.2 - 10.1

*Produced September, 2012 by CH2M HILL. Data from Oregon Department of Transportation, 2006-2010 American Community Survey and 2010 Census.*



Study Area Vicinity Map





### 2010 Households at or below 200% of Poverty Level

Based on household size. For example, the threshold for a one person household is approximately \$22,700 and \$44,100 for a four person household.

Produced September, 2012 by CH2M HILL. Data from Oregon Department of Transportation, 2006-2010 American Community Survey and 2010 Census.

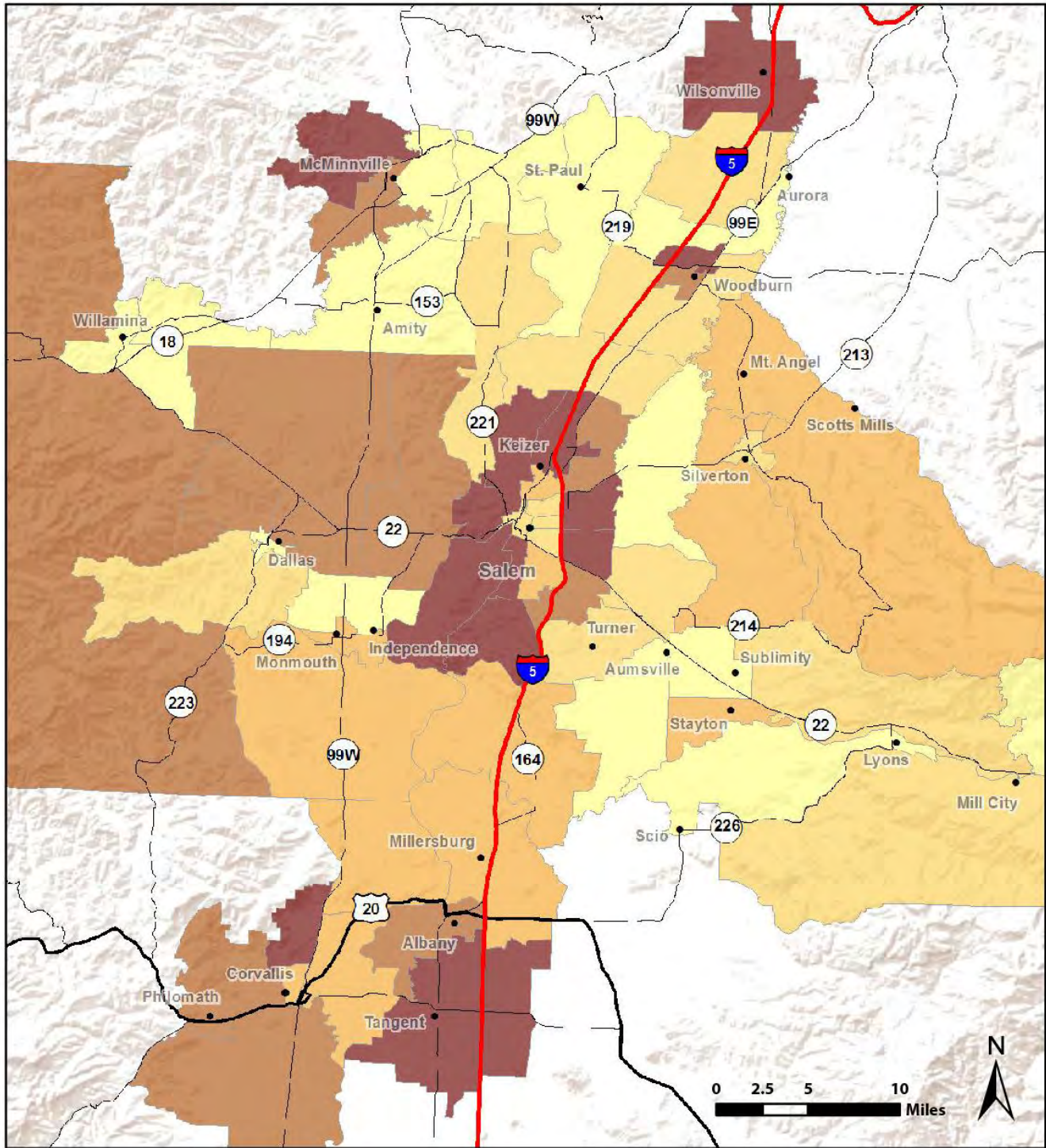
#### Legend

- 46 - 429
- 430 - 636
- 637 - 1,185
- 1,186 - 1,925
- 1,926 - 3,513



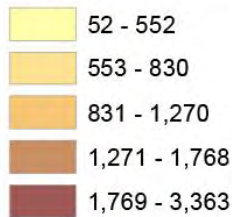
Study Area Vicinity Map





## 2010 Population Over Age 65

### Legend

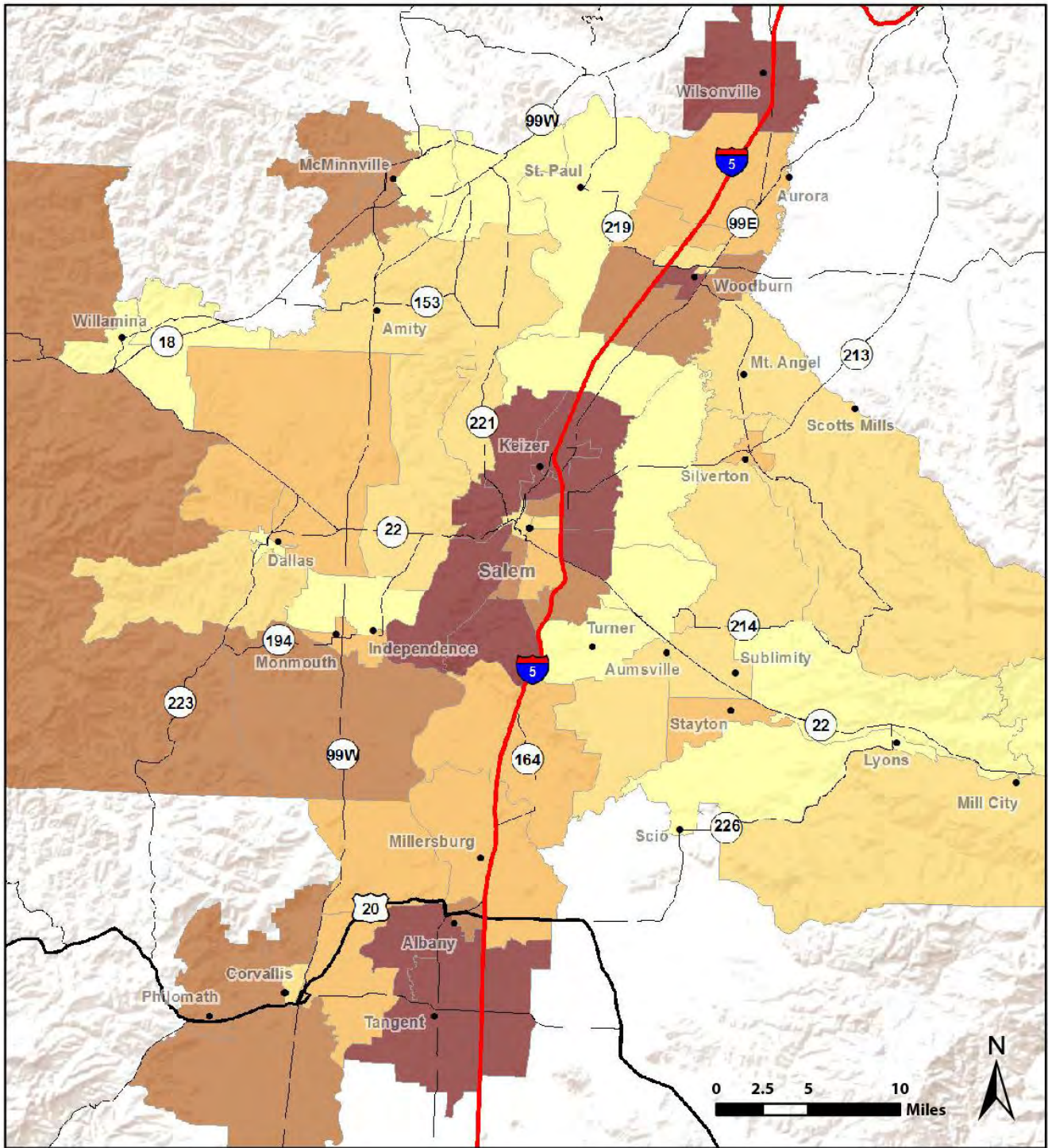


Produced September, 2012 by CH2M HILL. Data from Oregon Department of Transportation, 2006-2010 American Community Survey and 2010 Census.



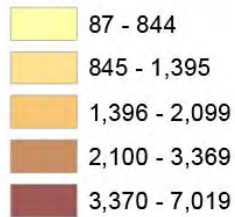
Study Area Vicinity Map





### 2010 Population Under Age 18

#### Legend

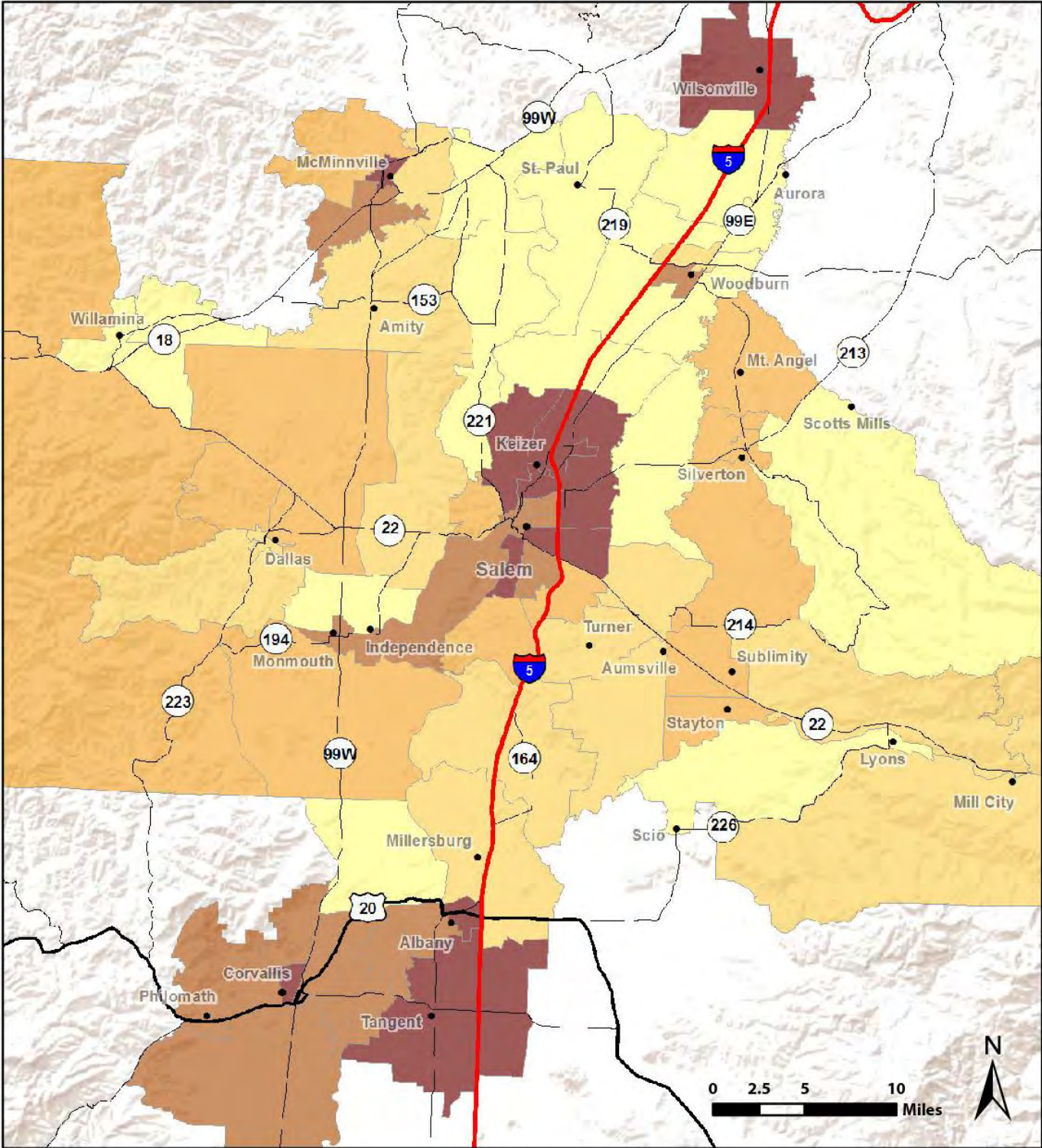


Produced September, 2012 by CH2M HILL. Data from Oregon Department of Transportation, 2006-2010 American Community Survey and 2010 Census.



Study Area Vicinity Map





**2010 Households with No Vehicle Available**

**Legend**

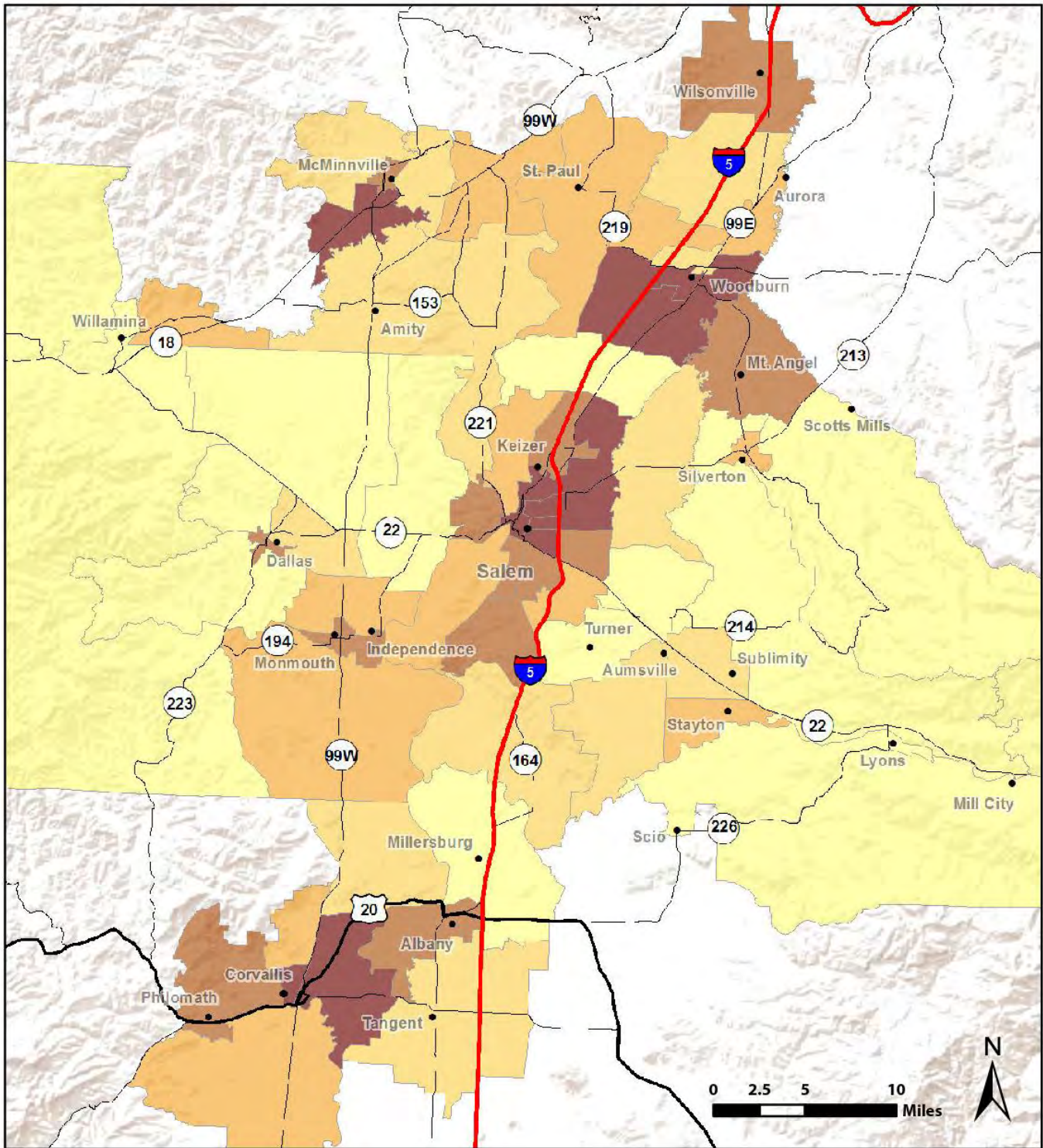
- 2 - 32
- 33 - 69
- 70 - 256
- 257 - 399
- 400 - 932

*Produced September, 2012 by CH2M HILL. Data from Oregon Department of Transportation, 2006-2010 American Community Survey and 2010 Census.*



Study Area Vicinity Map



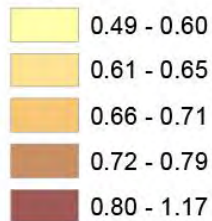


### 2010 Ratio of Workers to Vehicles

This ratio is the number of workers in each TAZ divided by the total number of vehicles in that TAZ. A ratio of 1.0 represents exactly one worker for every one vehicle in that TAZ.

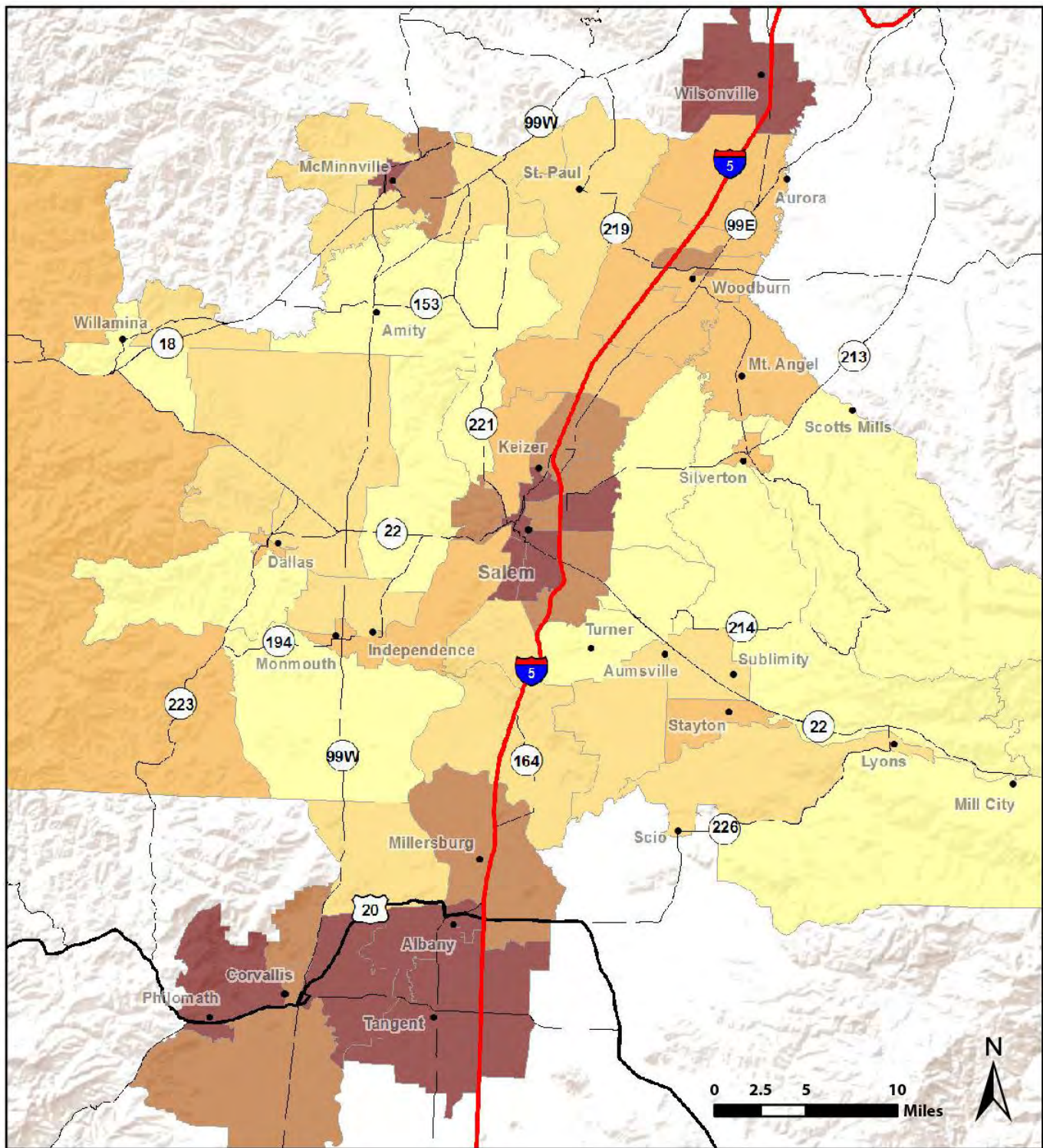
*Produced September, 2012 by CH2M HILL. Data from Oregon Department of Transportation, 2006-2010 American Community Survey and 2010 Census.*

### Legend



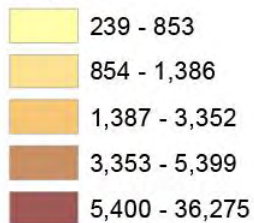
Study Area Vicinity Map





### 2010 Total Employment

#### Legend

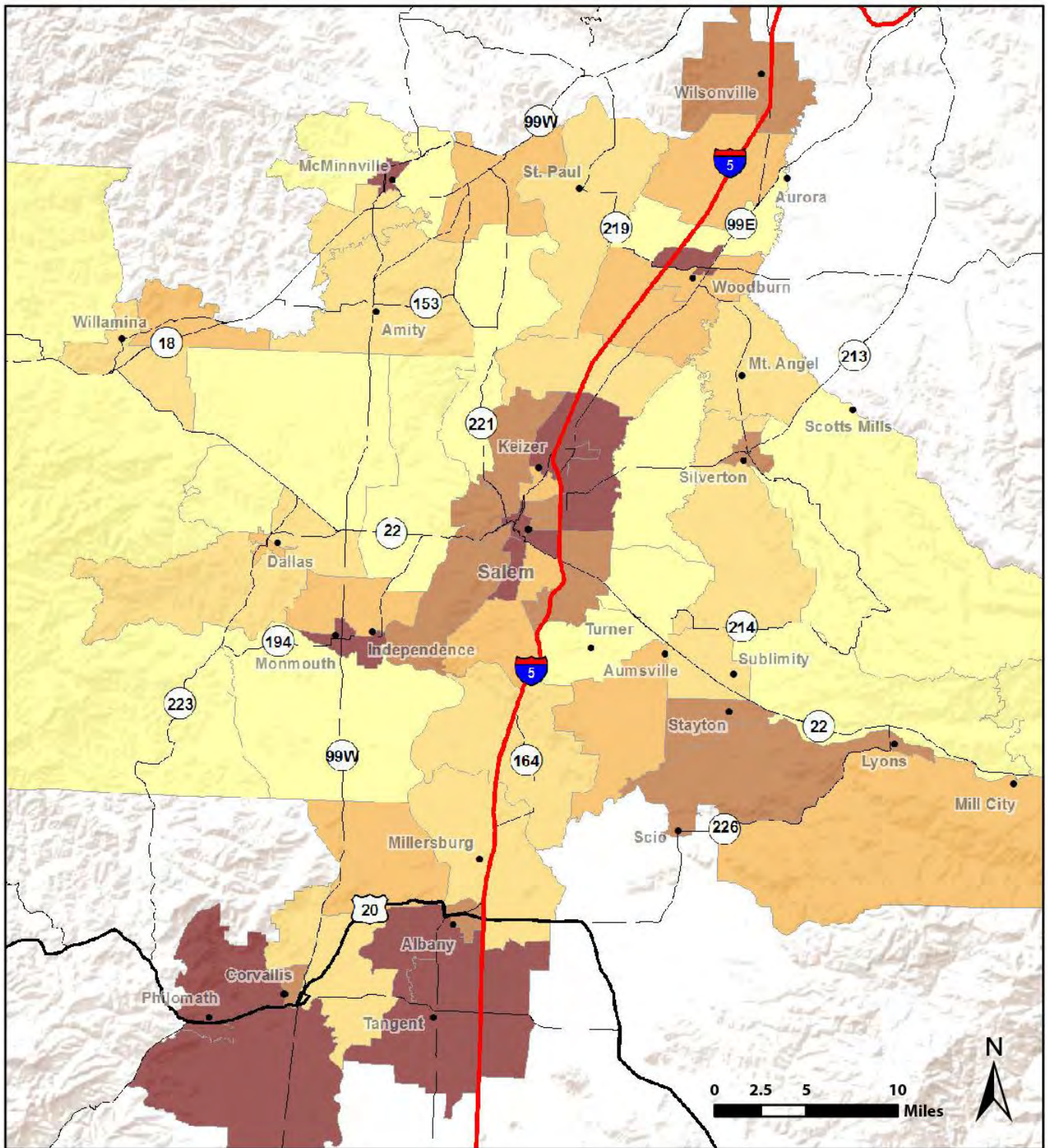


Produced September, 2012 by CH2M HILL. Data from Oregon Department of Transportation, 2006-2010 American Community Survey and 2010 Census.



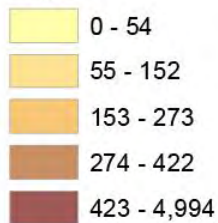
Study Area Vicinity Map





### 2010 Education Employment

#### Legend

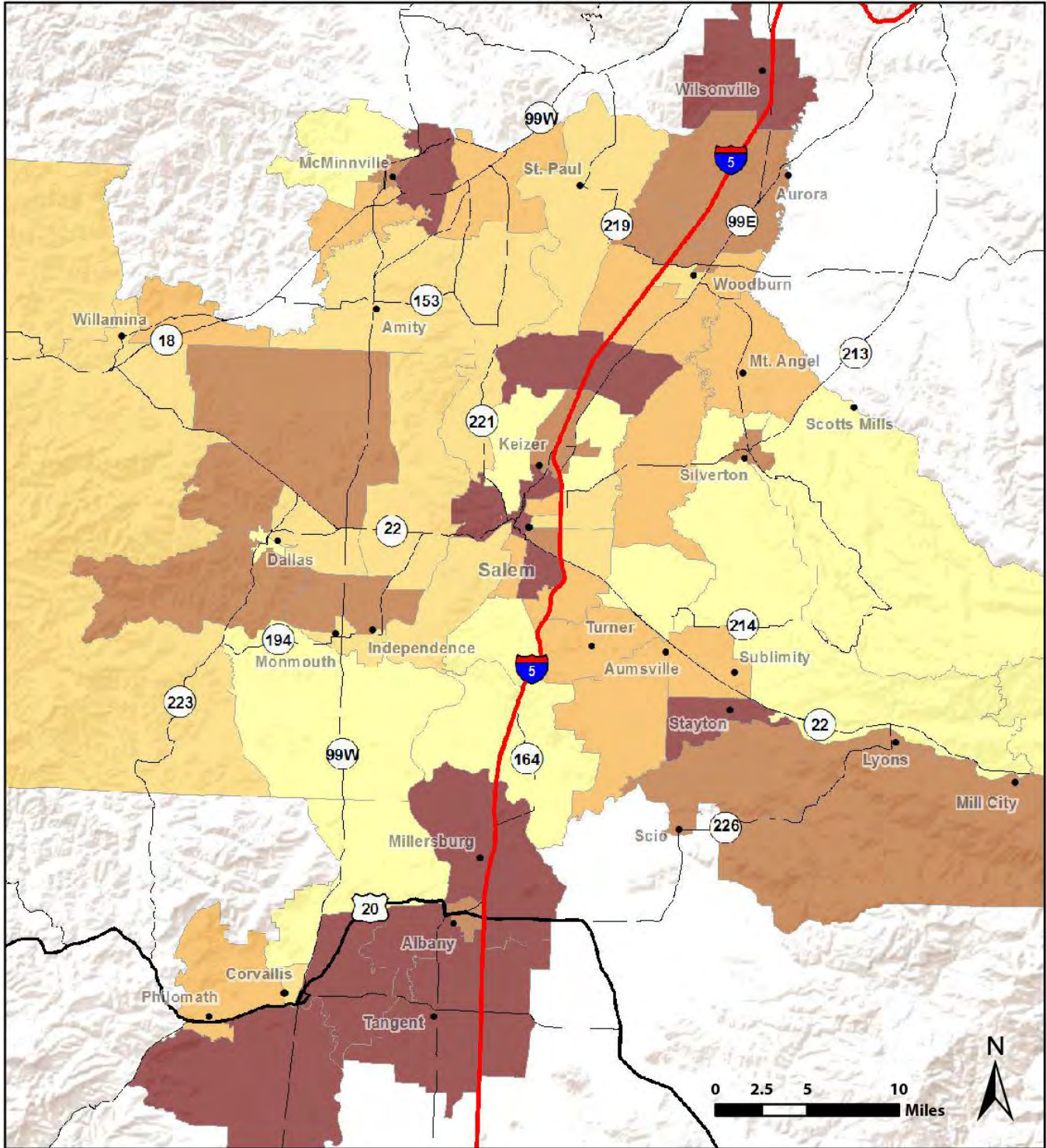


Produced September, 2012 by CH2M HILL. Data from Oregon Department of Transportation, 2006-2010 American Community Survey and 2010 Census.



Study Area Vicinity Map





**2010 Industrial Employment**

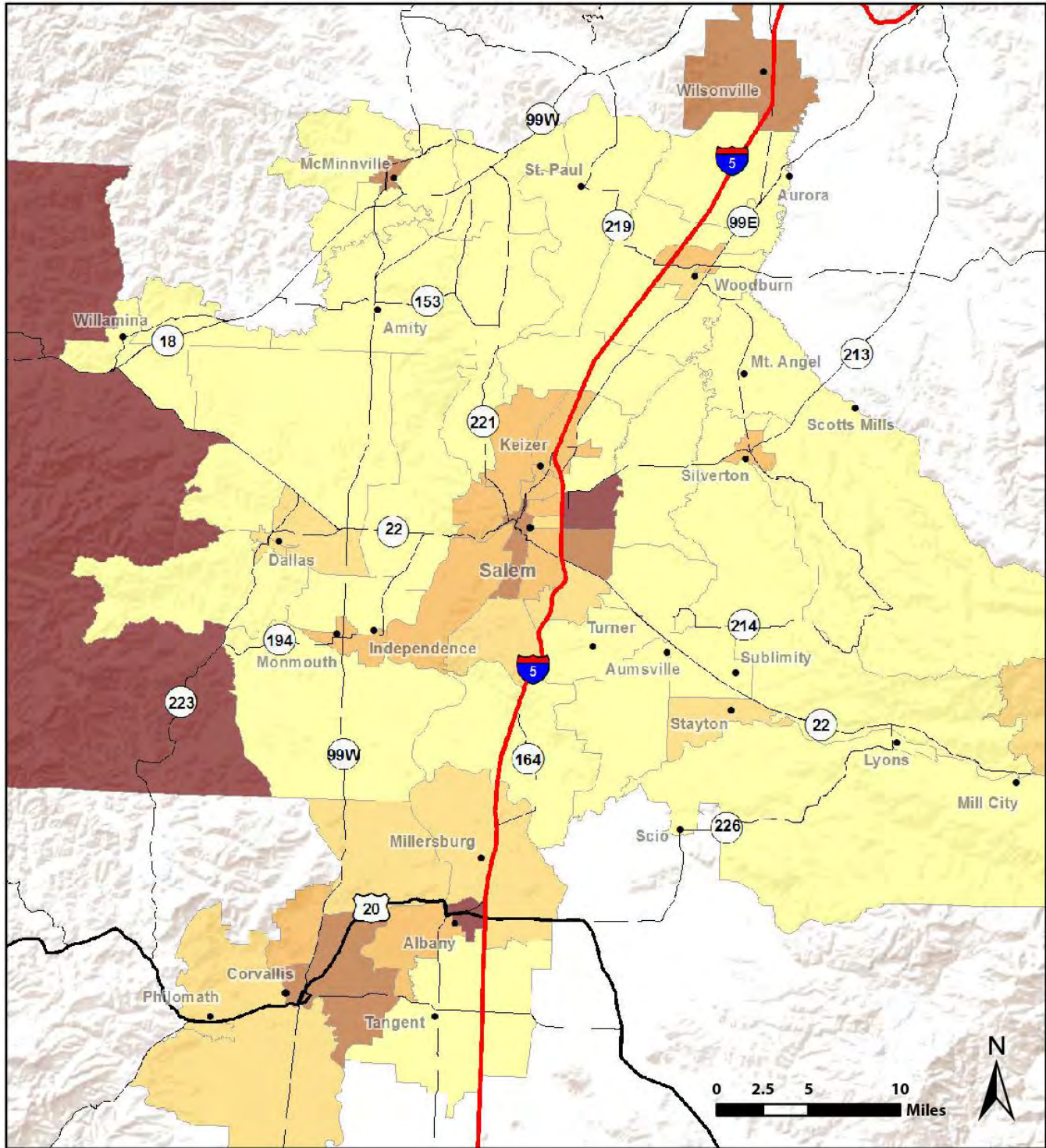
Legend	
<span style="display:inline-block; width:15px; height:15px; background-color:#ffffcc;"></span>	4 - 22
<span style="display:inline-block; width:15px; height:15px; background-color:#ffcc99;"></span>	23 - 92
<span style="display:inline-block; width:15px; height:15px; background-color:#ff9966;"></span>	93 - 238
<span style="display:inline-block; width:15px; height:15px; background-color:#cc6633;"></span>	239 - 497
<span style="display:inline-block; width:15px; height:15px; background-color:#993333;"></span>	498 - 2,914

*Produced September, 2012 by CH2M HILL. Data from Oregon Department of Transportation, 2006-2010 American Community Survey and 2010 Census.*



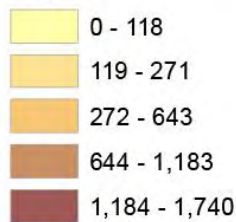
Study Area Vicinity Map





## 2010 Leisure & Hospitality Employment

### Legend

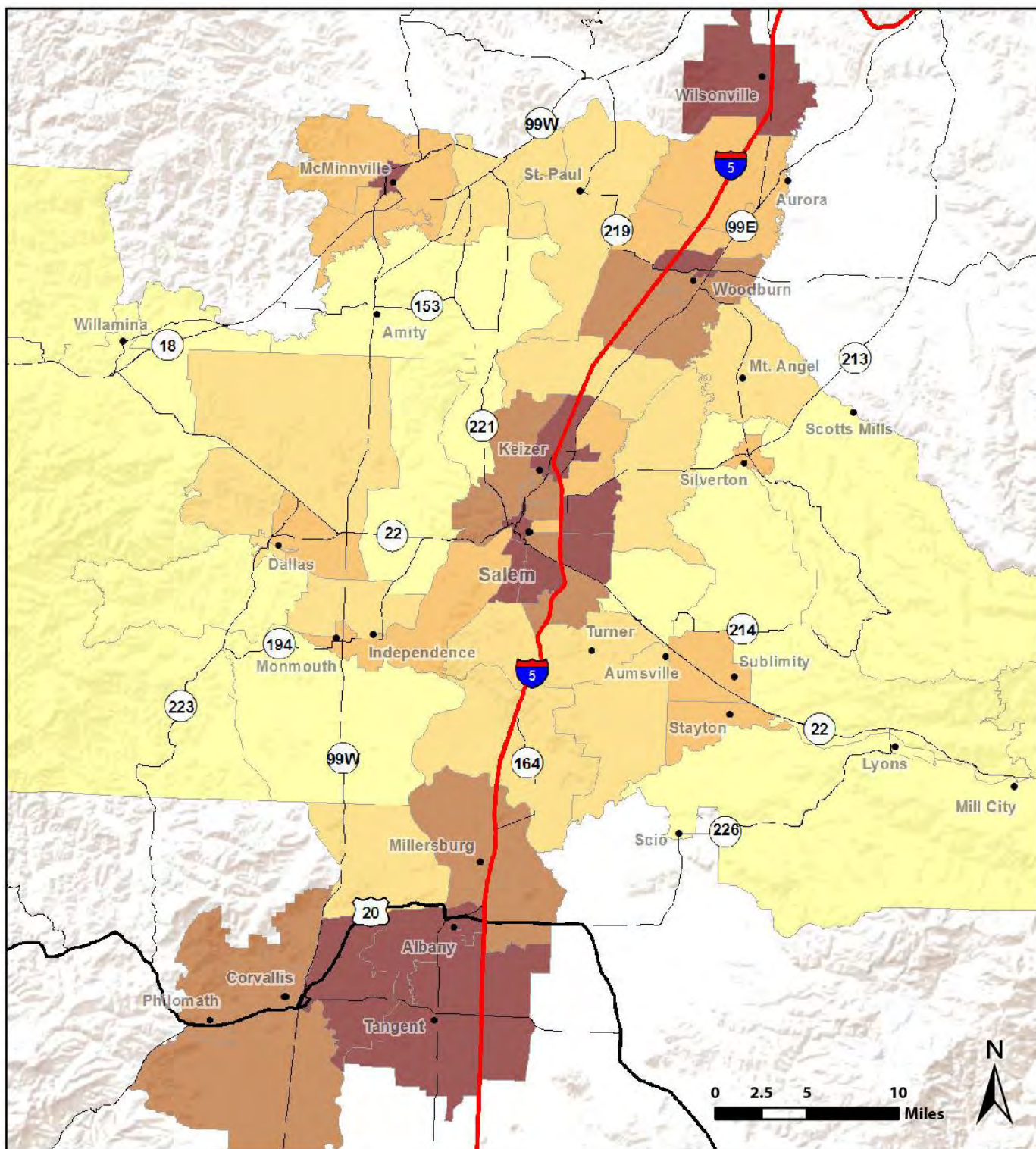


Produced September, 2012 by CH2M HILL. Data from Oregon Department of Transportation, 2006-2010 American Community Survey and 2010 Census.



Study Area Vicinity Map

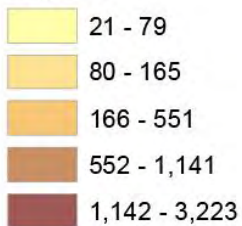




### 2010 Retail & Wholesale Trade, Other Services

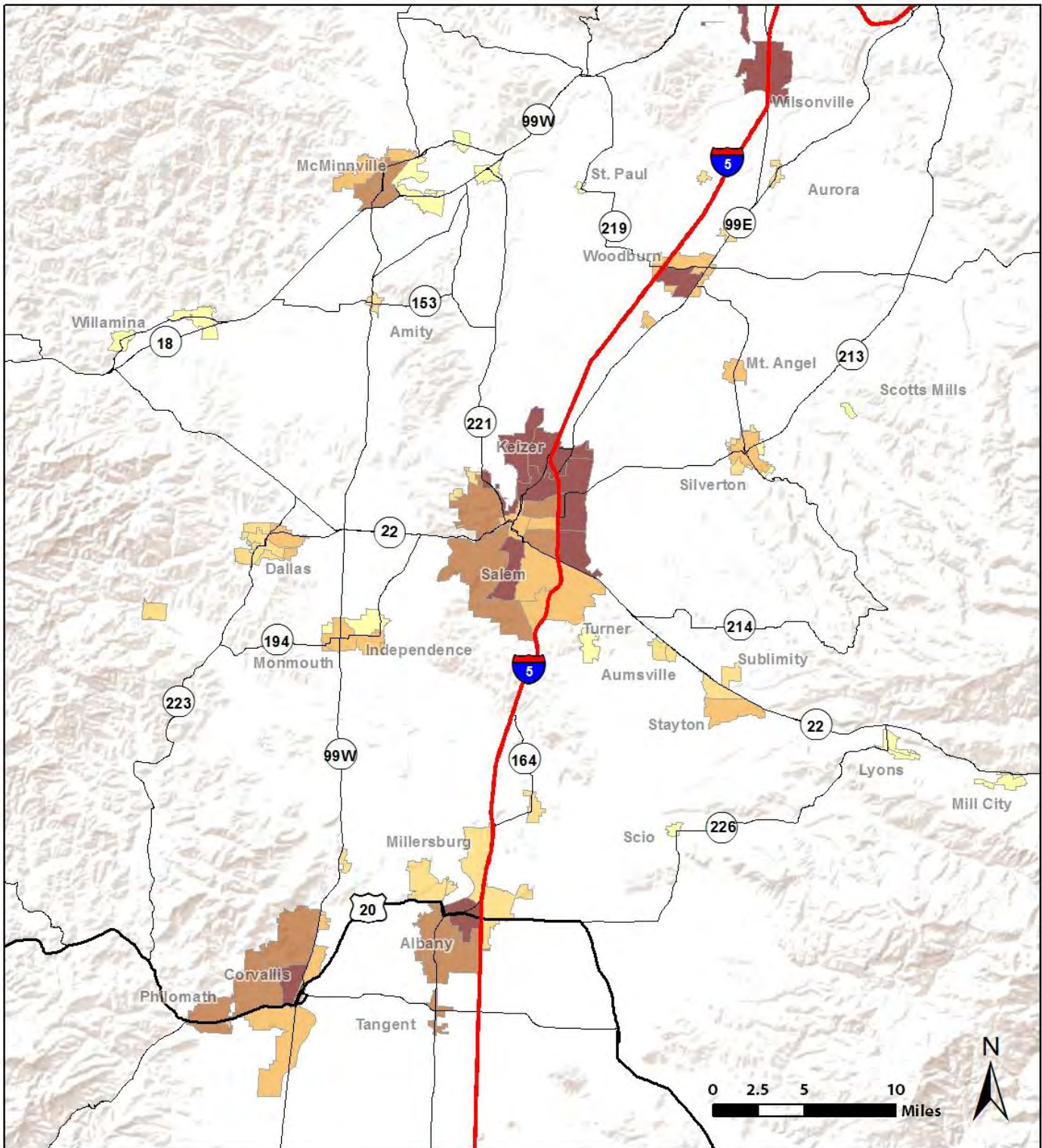
Produced September, 2012 by CH2M HILL. Data from Oregon Department of Transportation, 2006-2010 American Community Survey and 2010 Census.

#### Legend



Study Area Vicinity Map





**2010 Composite Inclination Index  
(Urban Growth Areas)**

**Legend**

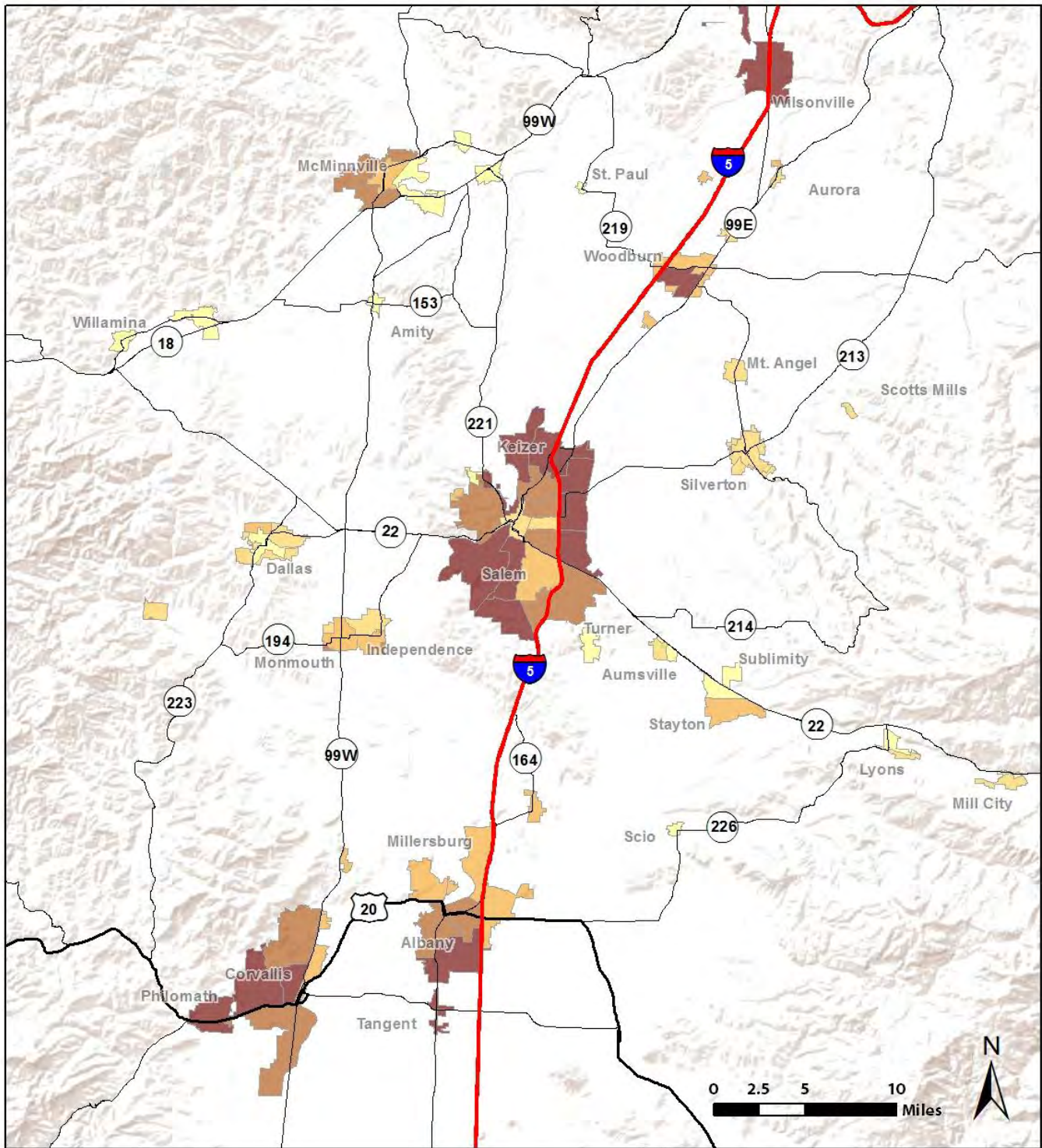
- 7 - 12
- 13 - 16
- 17 - 24
- 25 - 28
- 29 - 34

*Produced October, 2012 by CH2M HILL. Data from Oregon Department of Transportation, 2006-2010 American Community Survey and 2010 Census.*



Study Area Vicinity Map





**2010 Total Population  
(Urban Growth Boundaries)**

**Legend**

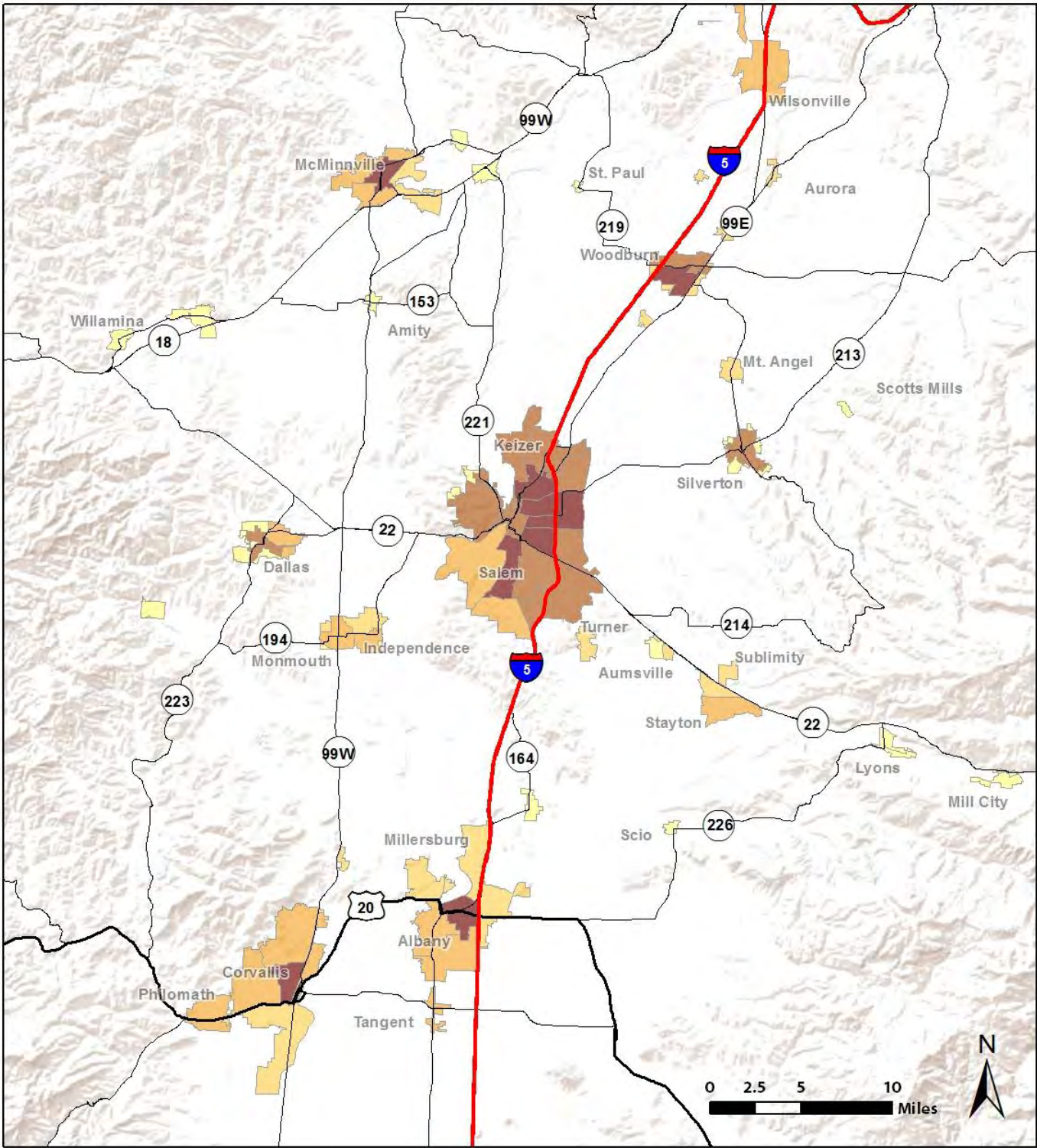
- 357 - 4,124
- 4,125 - 6,200
- 6,201 - 9,048
- 9,049 - 14,742
- 14,743 - 23,635

*Produced October, 2012 by CH2M HILL. Data from Oregon Department of Transportation, 2006-2010 American Community Survey and 2010 Census.*



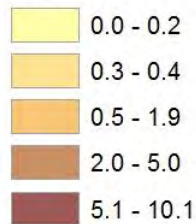
Study Area Vicinity Map





**2010 Population Density  
(Urban Growth Boundaries)**

**Legend**

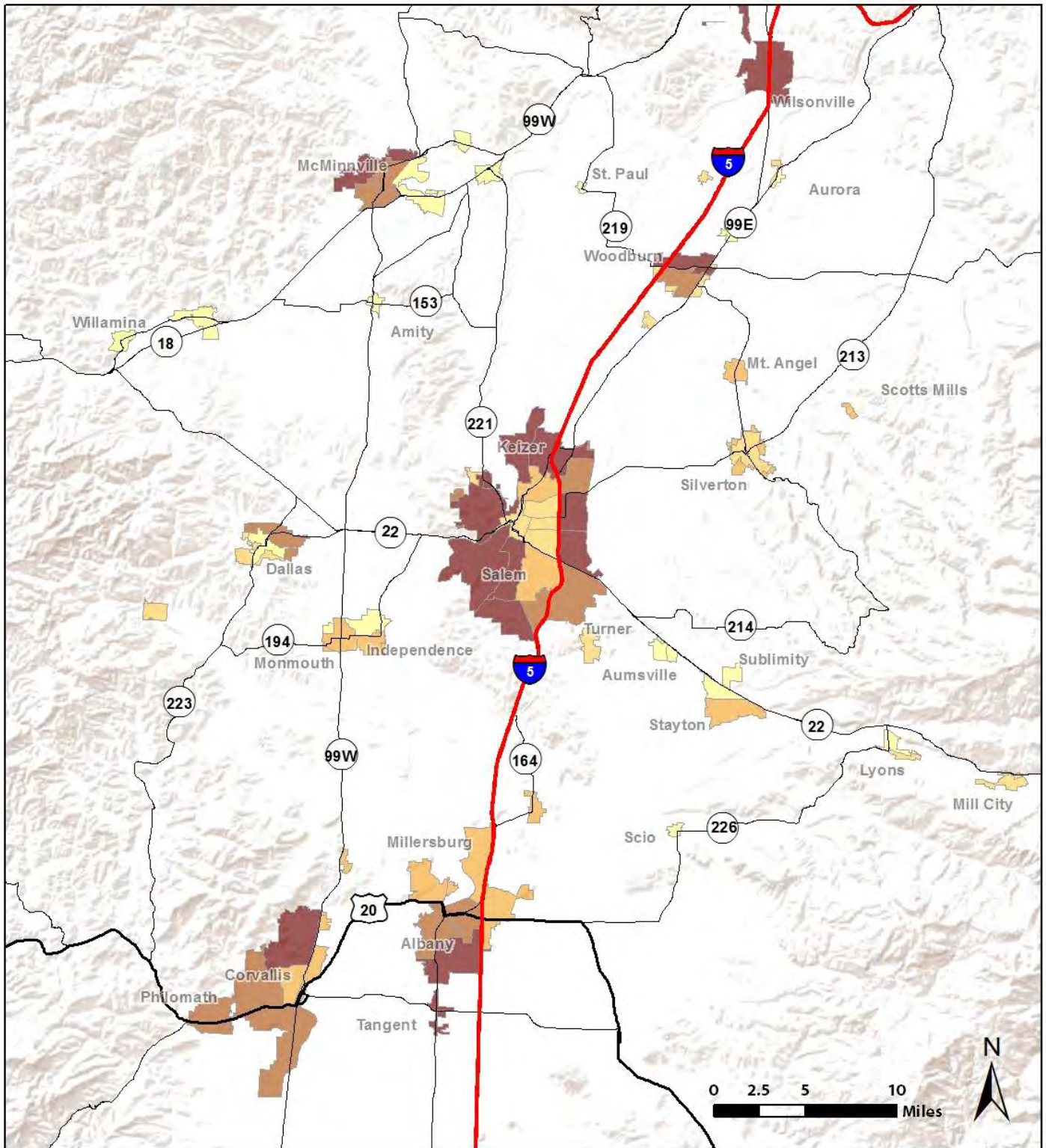


*Produced October, 2012 by CH2M HILL. Data from Oregon Department of Transportation, 2006-2010 American Community Survey and 2010 Census.*



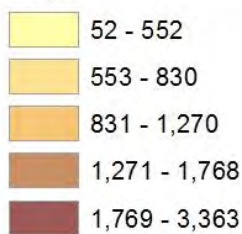
Study Area Vicinity Map





**2010 Population Over Age 65  
(Urban Growth Boundaries)**

**Legend**

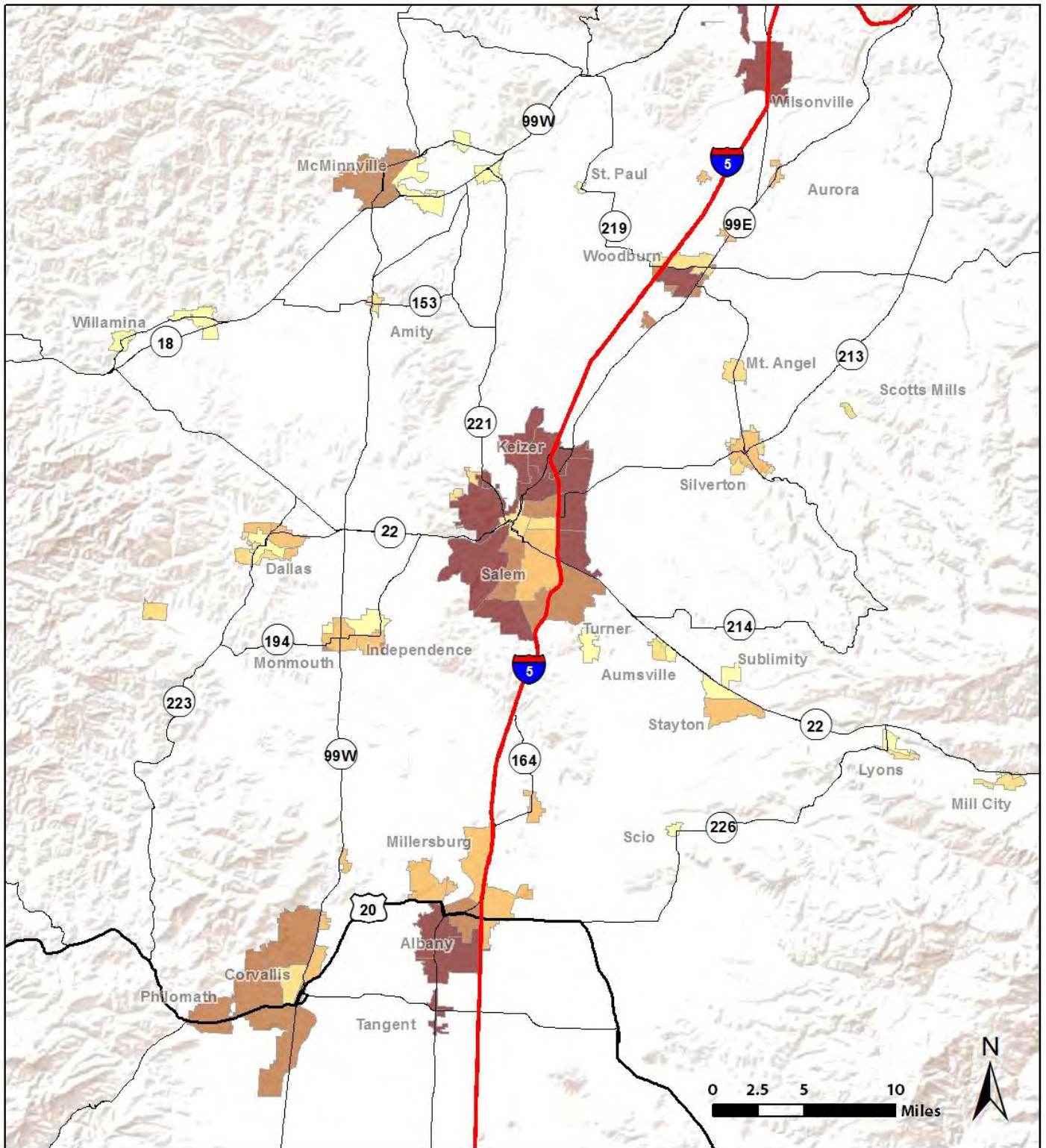


*Produced October, 2012 by CH2M HILL. Data from Oregon Department of Transportation, 2006-2010 American Community Survey and 2010 Census.*



Study Area Vicinity Map

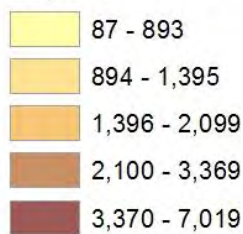




**2010 Population Under Age 18  
(Urban Growth Boundaries)**

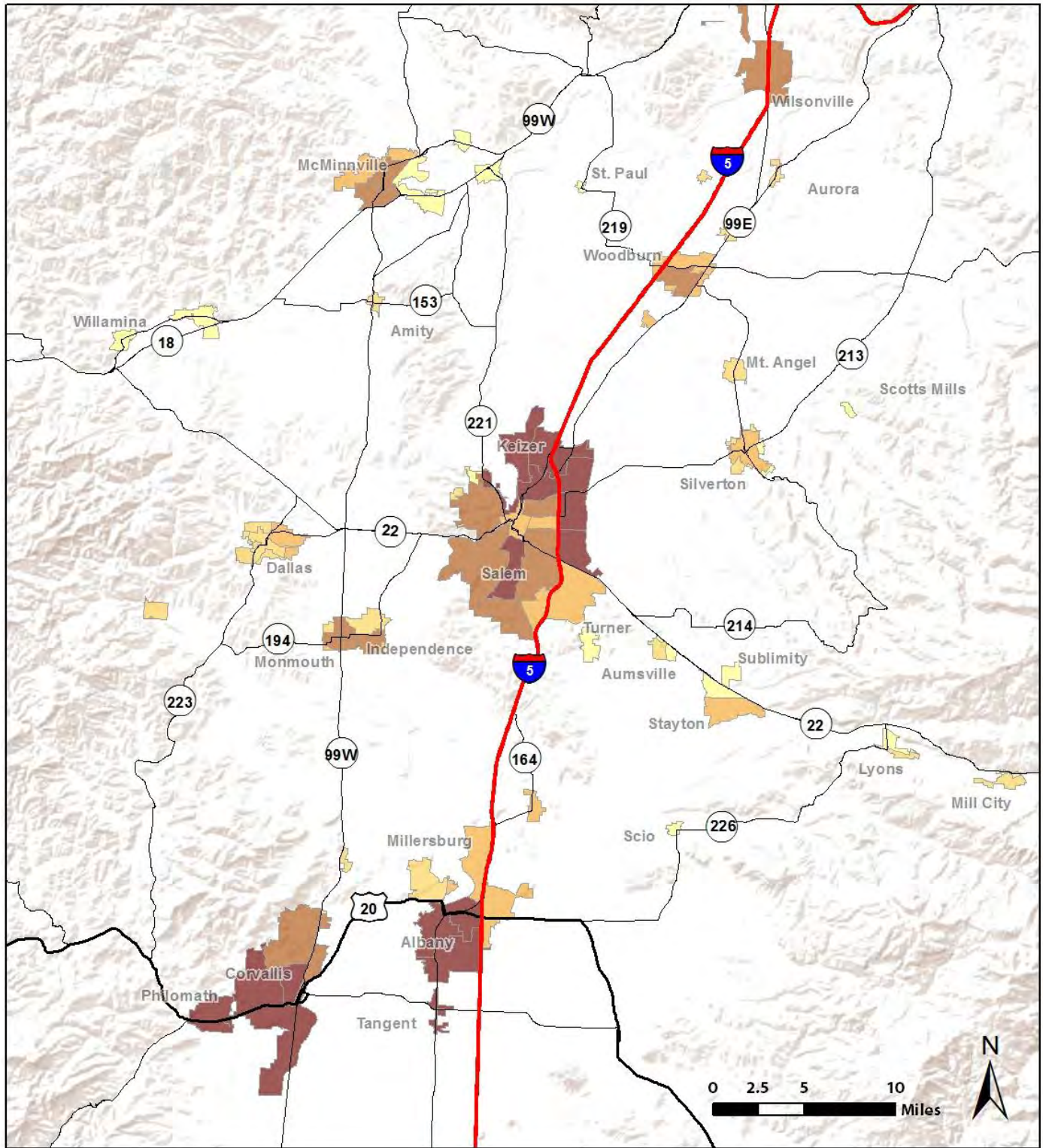
*Produced October, 2012 by CH2M HILL. Data from Oregon Department of Transportation, 2006-2010 American Community Survey and 2010 Census.*

**Legend**



Study Area Vicinity Map





**2010 Percentage of Total Households at or Below 200% of Poverty Level (Urban Growth Boundaries)**

**Legend**

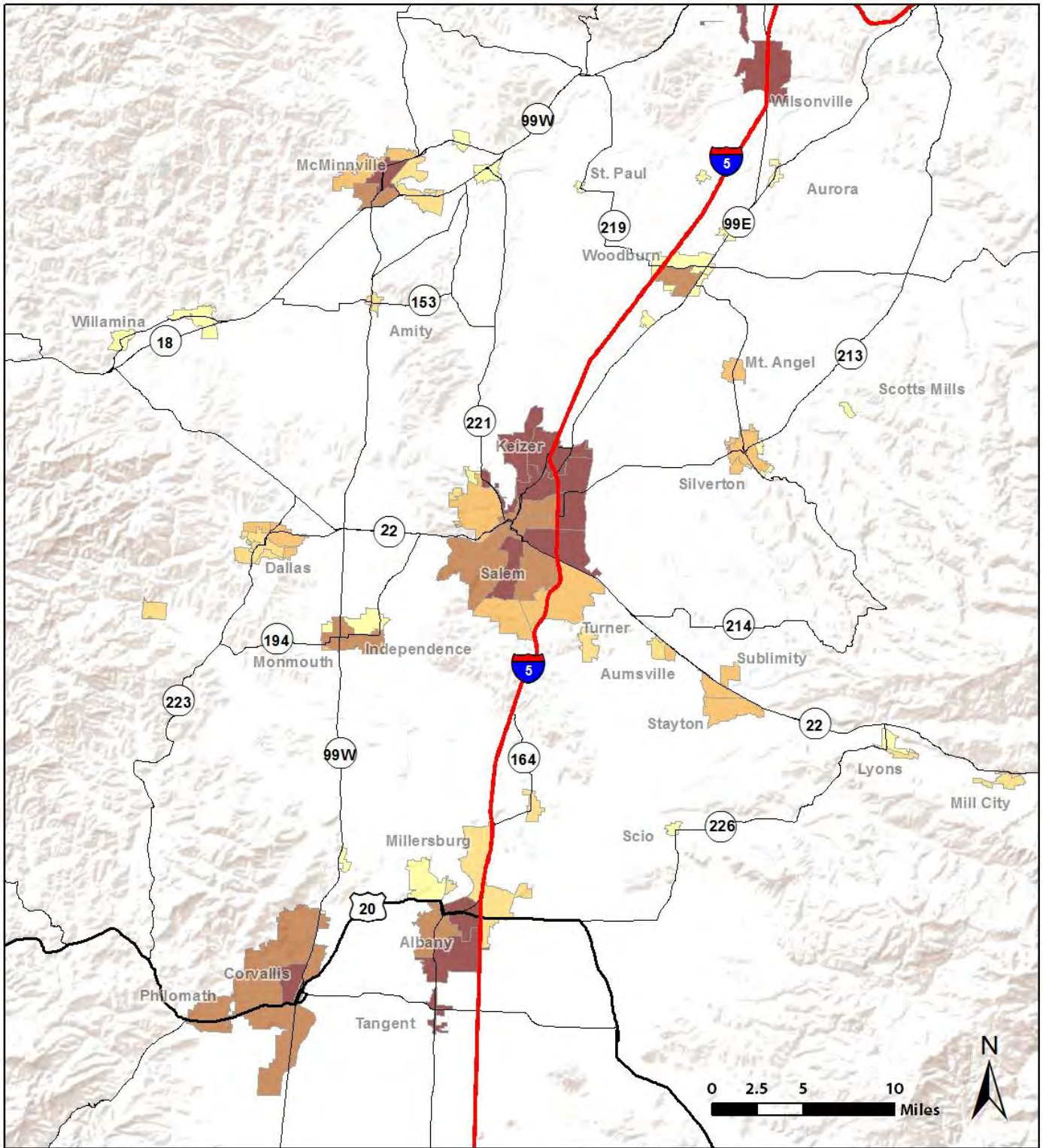
- 46 - 440
- 441 - 636
- 637 - 1185
- 1186 - 1925
- 1926 - 3513

*Produced October, 2012 by CH2M HILL. Data from Oregon Department of Transportation, 2006-2010 American Community Survey and 2010 Census.*



Study Area Vicinity Map

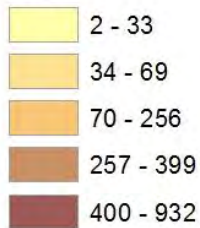




**2010 Households with No Vehicle Available (Urban Growth Boundaries)**

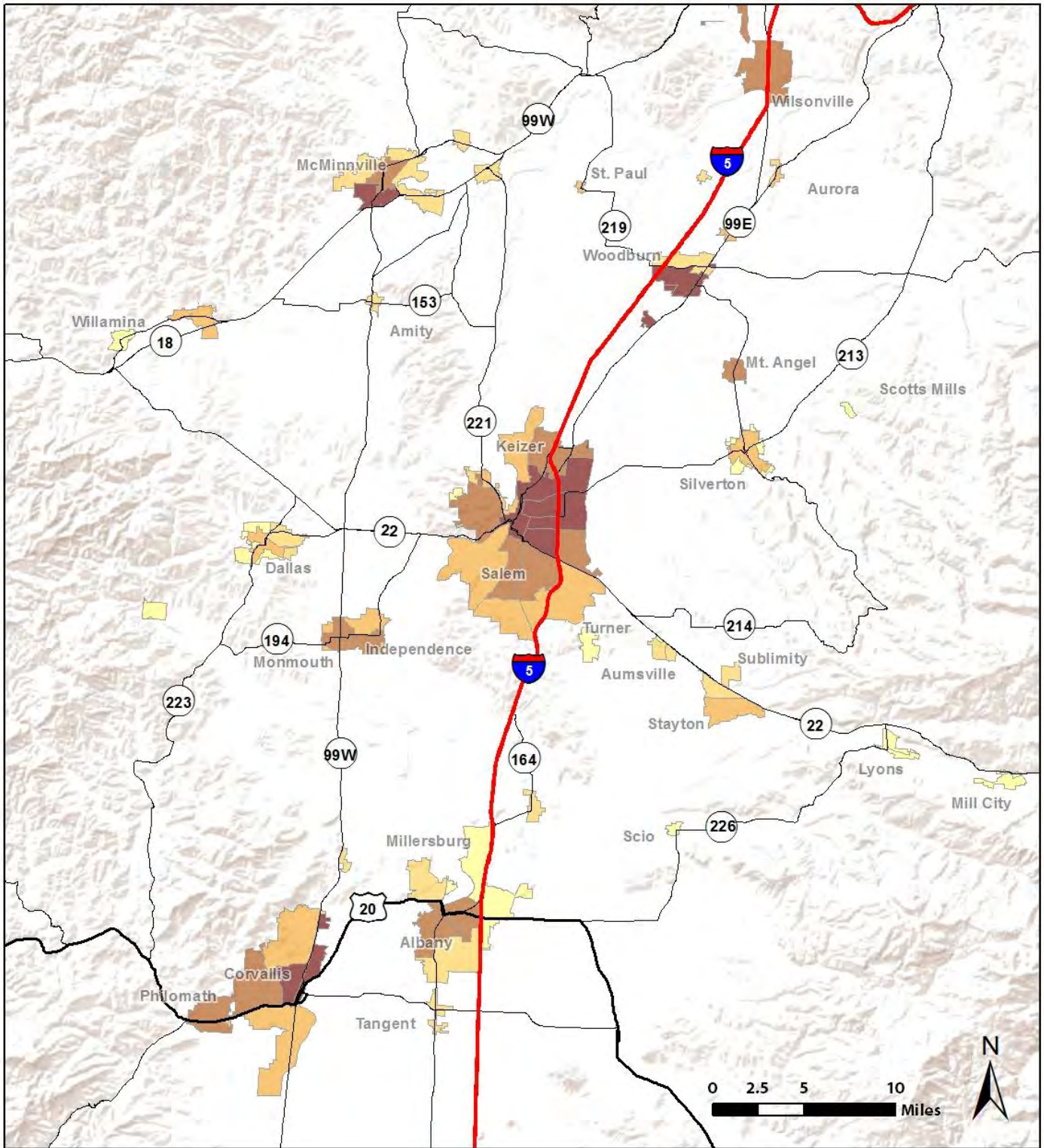
*Produced October, 2012 by CH2M HILL. Data from Oregon Department of Transportation, 2006-2010 American Community Survey and 2010 Census.*

**Legend**



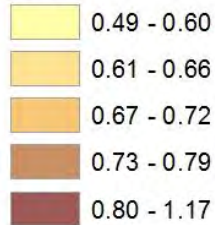
Study Area Vicinity Map





**2010 Ratio of Workers to Vehicles  
(Urban Growth Boundaries)**

**Legend**

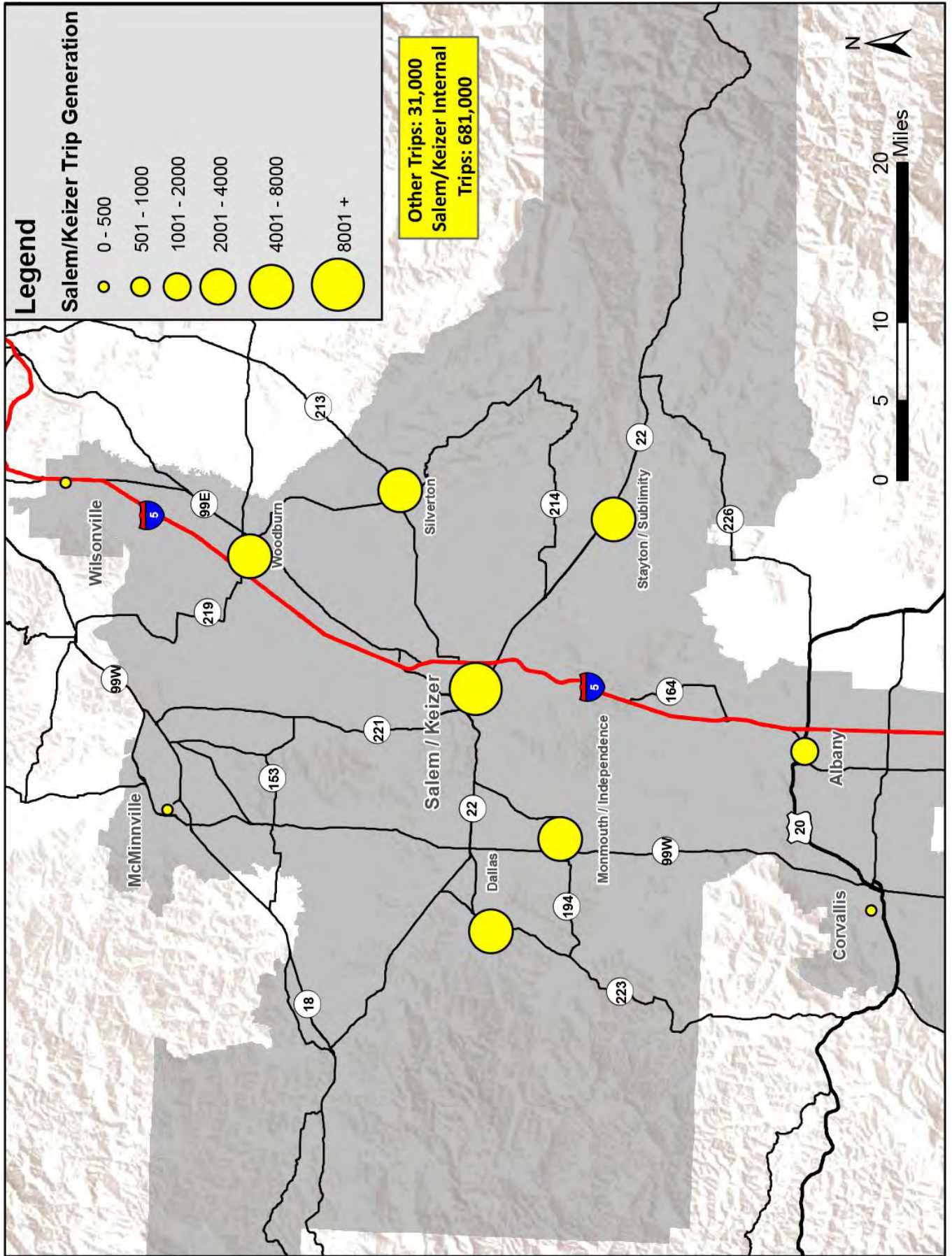


*Produced October, 2012 by CH2M HILL. Data from Oregon Department of Transportation, 2006-2010 American Community Survey and 2010 Census.*



Study Area Vicinity Map





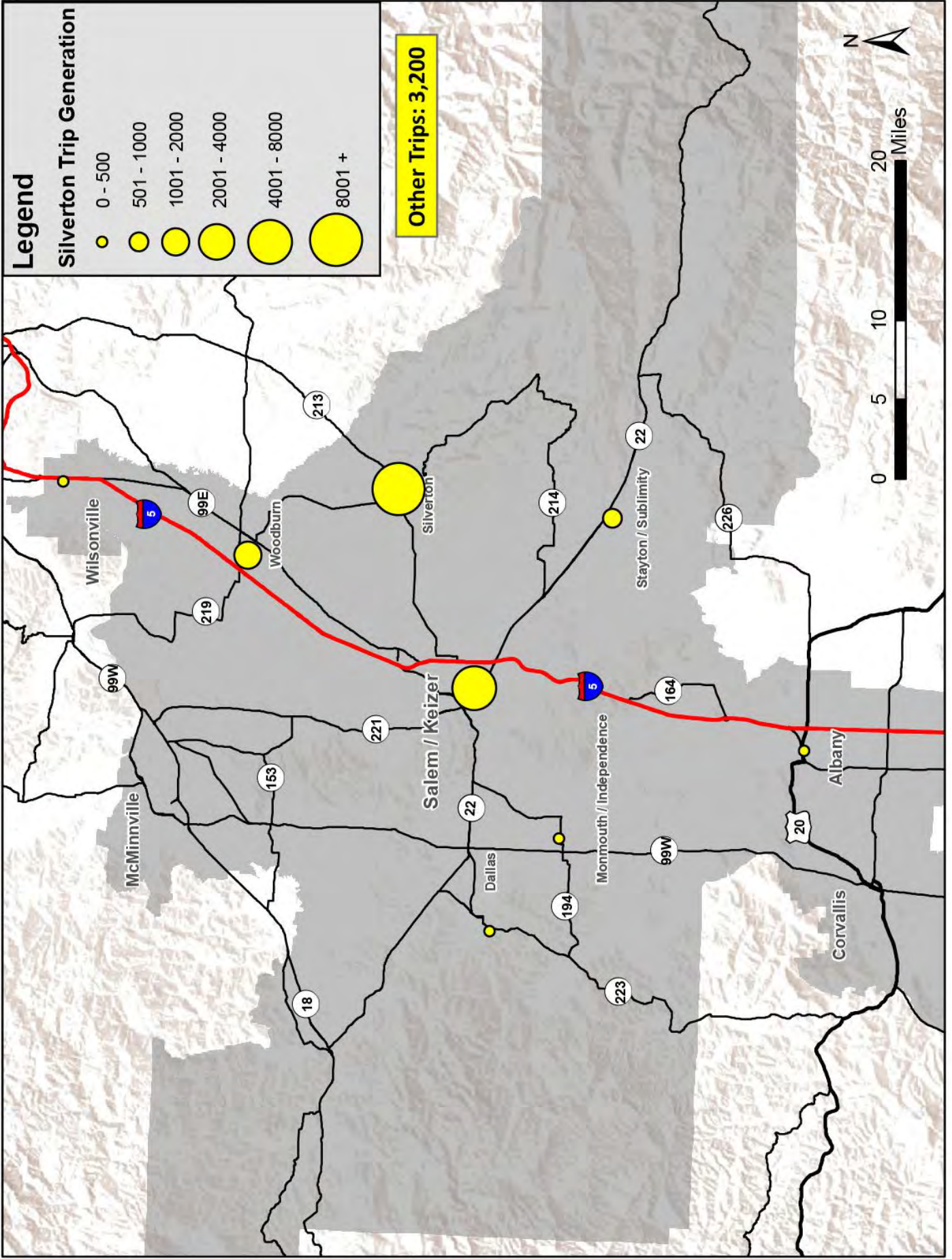


# Legend

## Silverton Trip Generation

- 0 - 500
- 501 - 1000
- 1001 - 2000
- 2001 - 4000
- 4001 - 8000
- 8001 +

Other Trips: 3,200



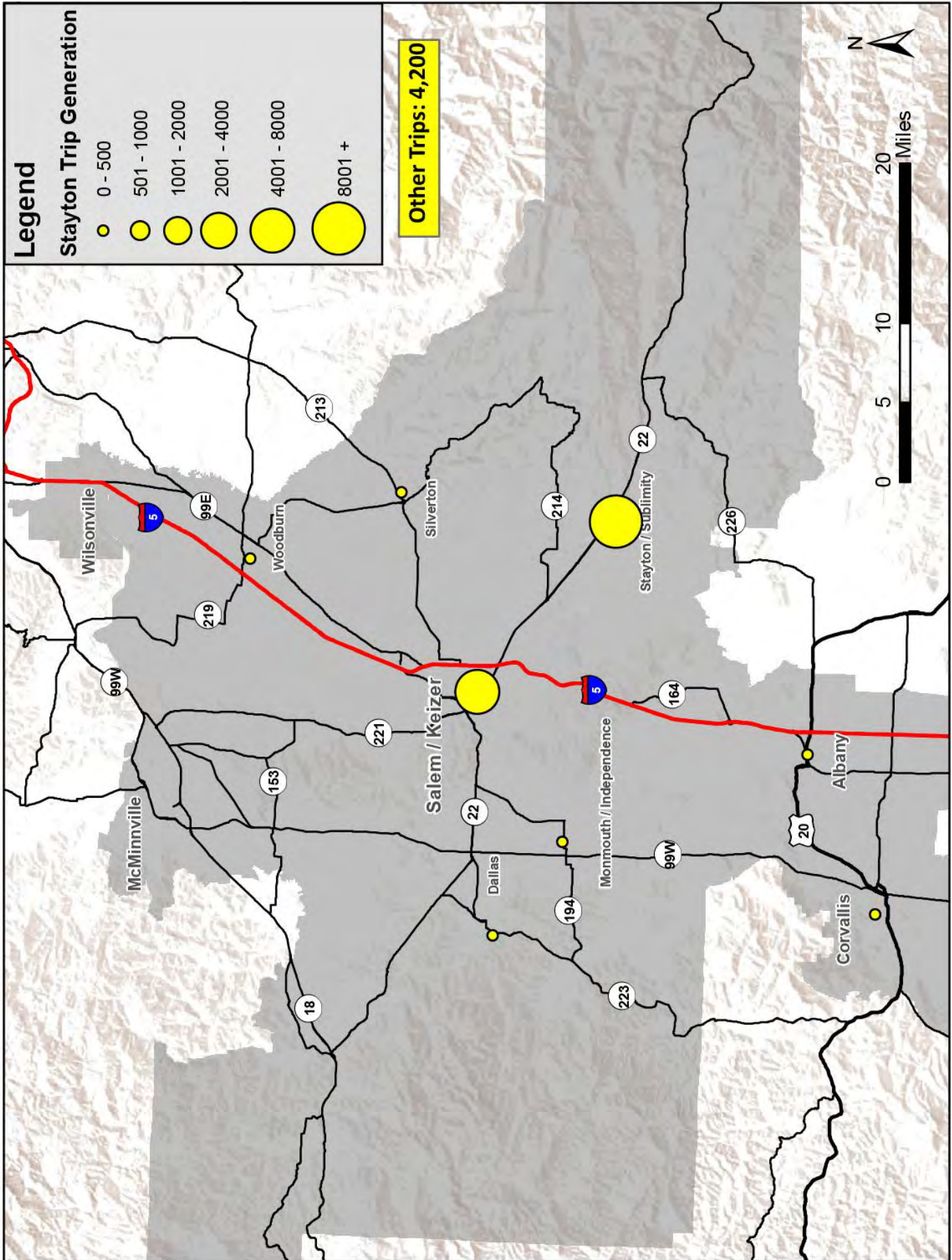


# Legend

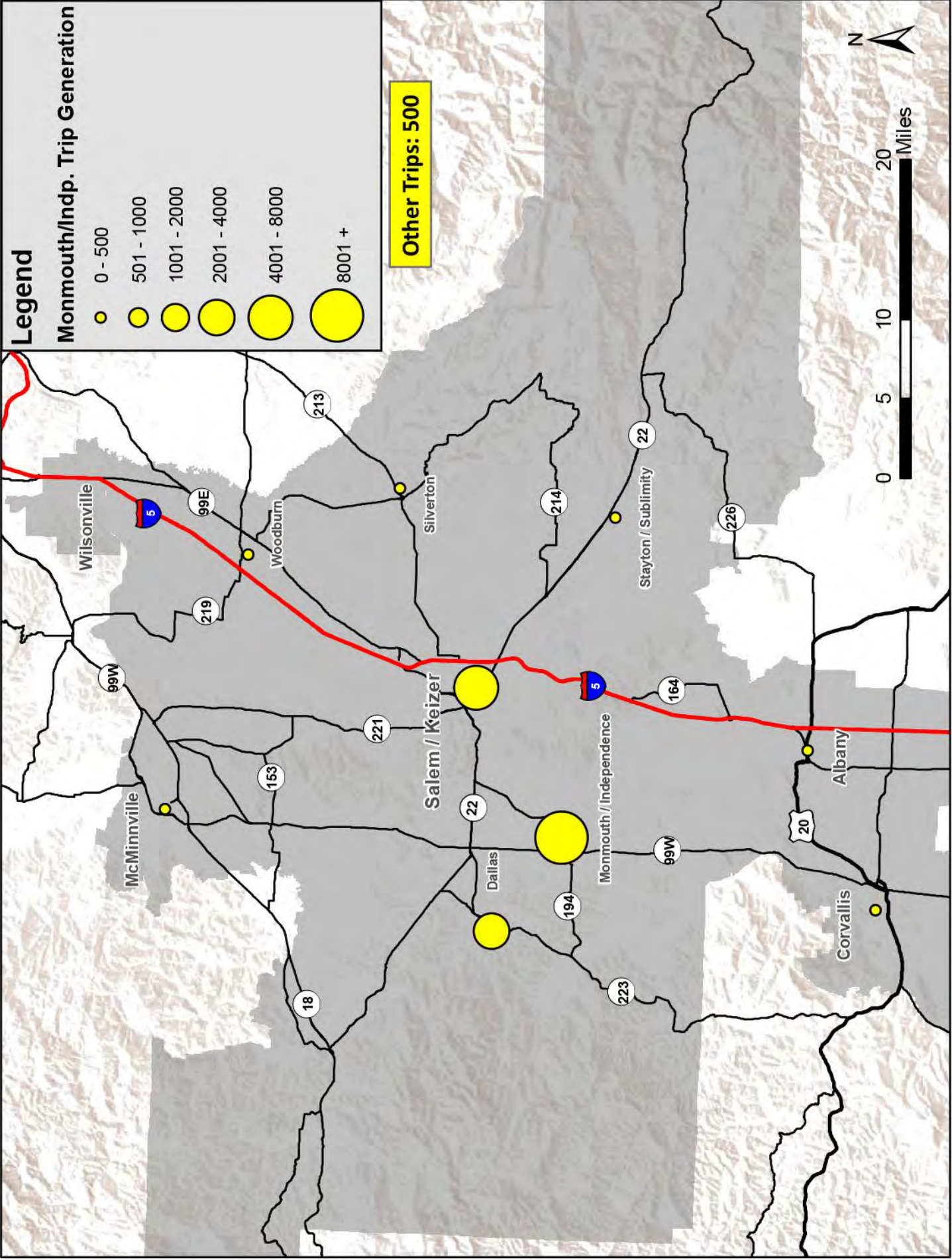
## Stayton Trip Generation

- 0 - 500
- 501 - 1000
- 1001 - 2000
- 2001 - 4000
- 4001 - 8000
- 8001 +

Other Trips: 4,200







**Legend**

**Monmouth/Indp. Trip Generation**

- 0 - 500
- 501 - 1000
- 1001 - 2000
- 2001 - 4000
- 4001 - 8000
- 8001 +

**Other Trips: 500**



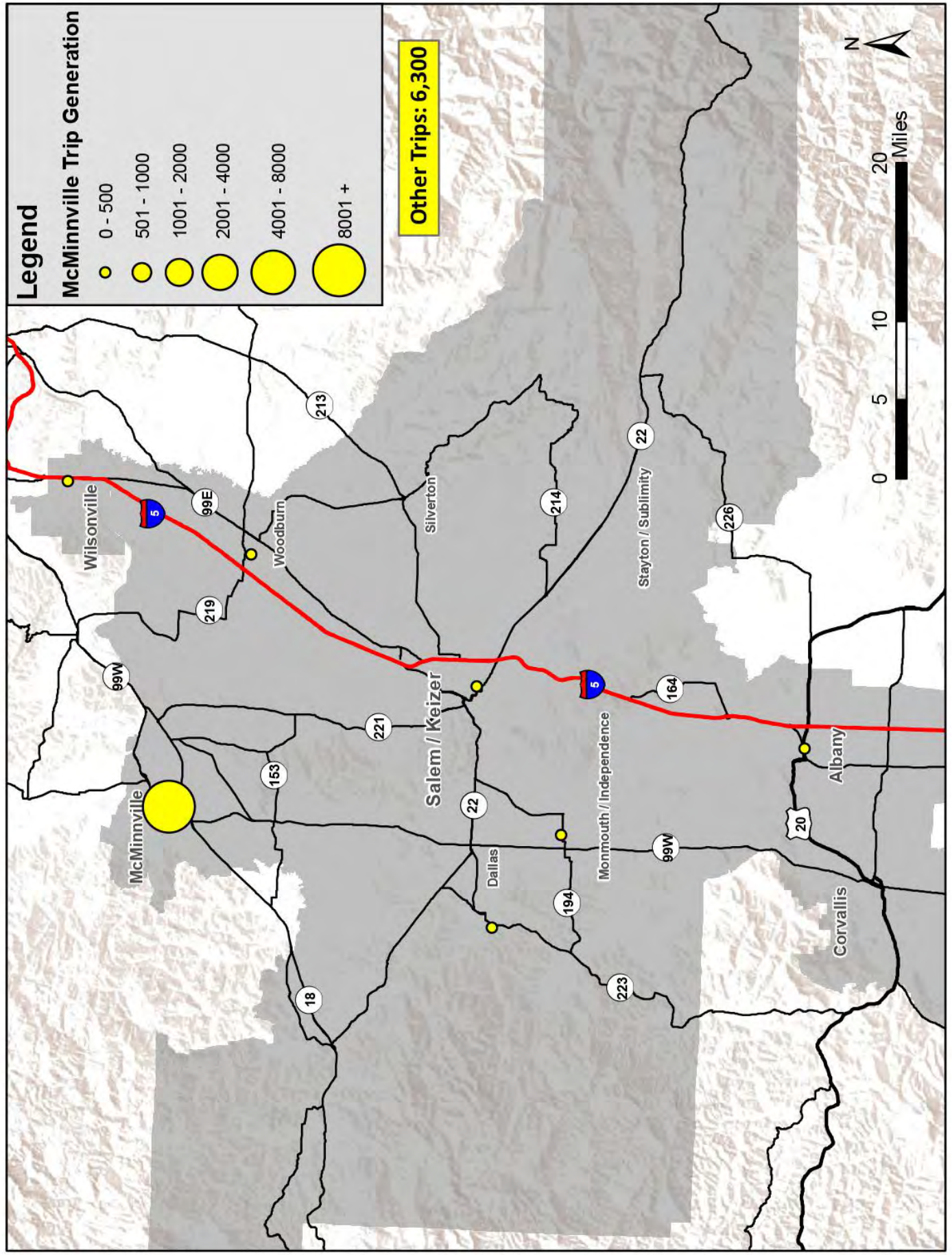


# Legend

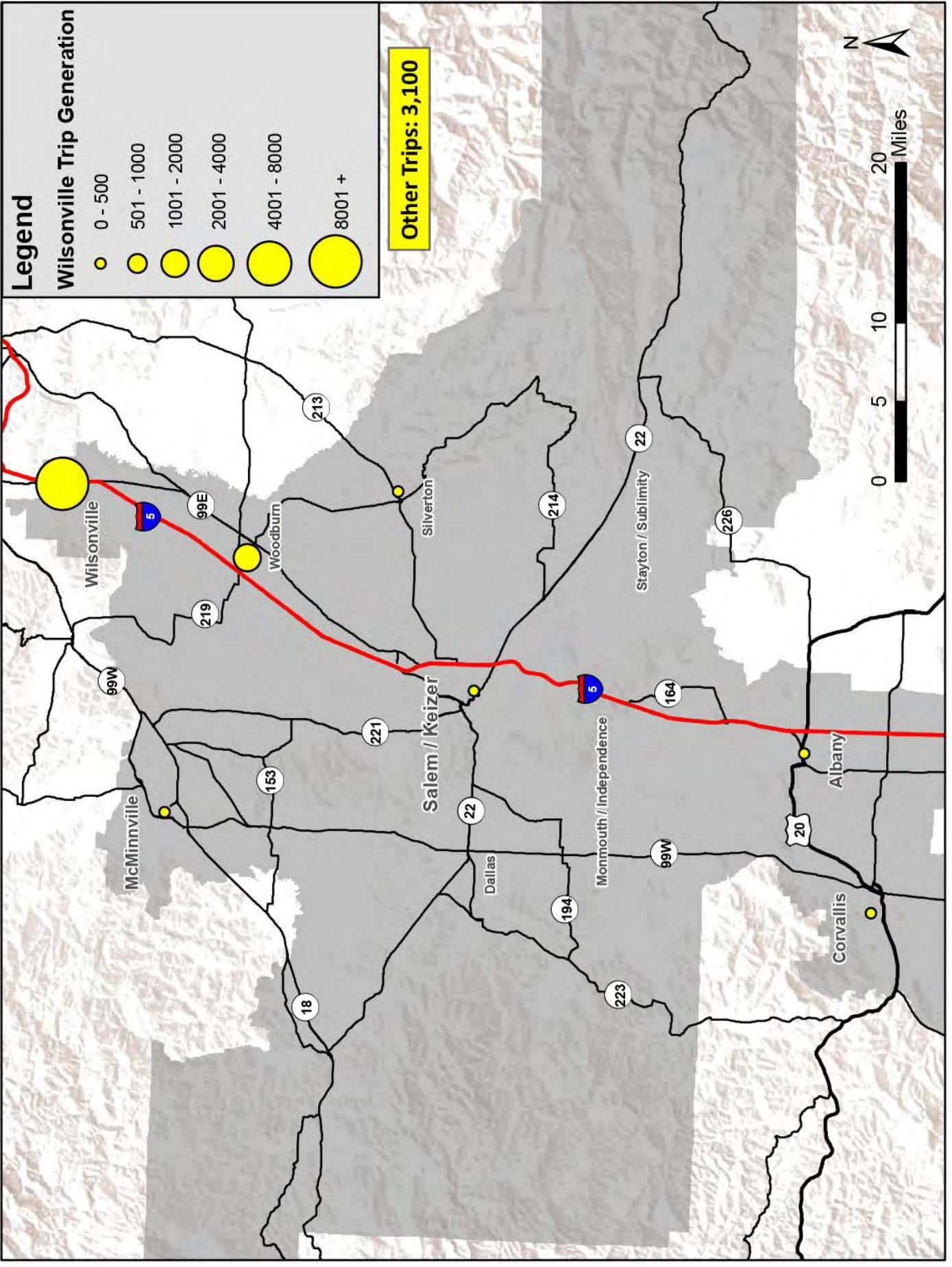
## McMinnville Trip Generation

- 0 - 500
- 501 - 1000
- 1001 - 2000
- 2001 - 4000
- 4001 - 8000
- 8001 +

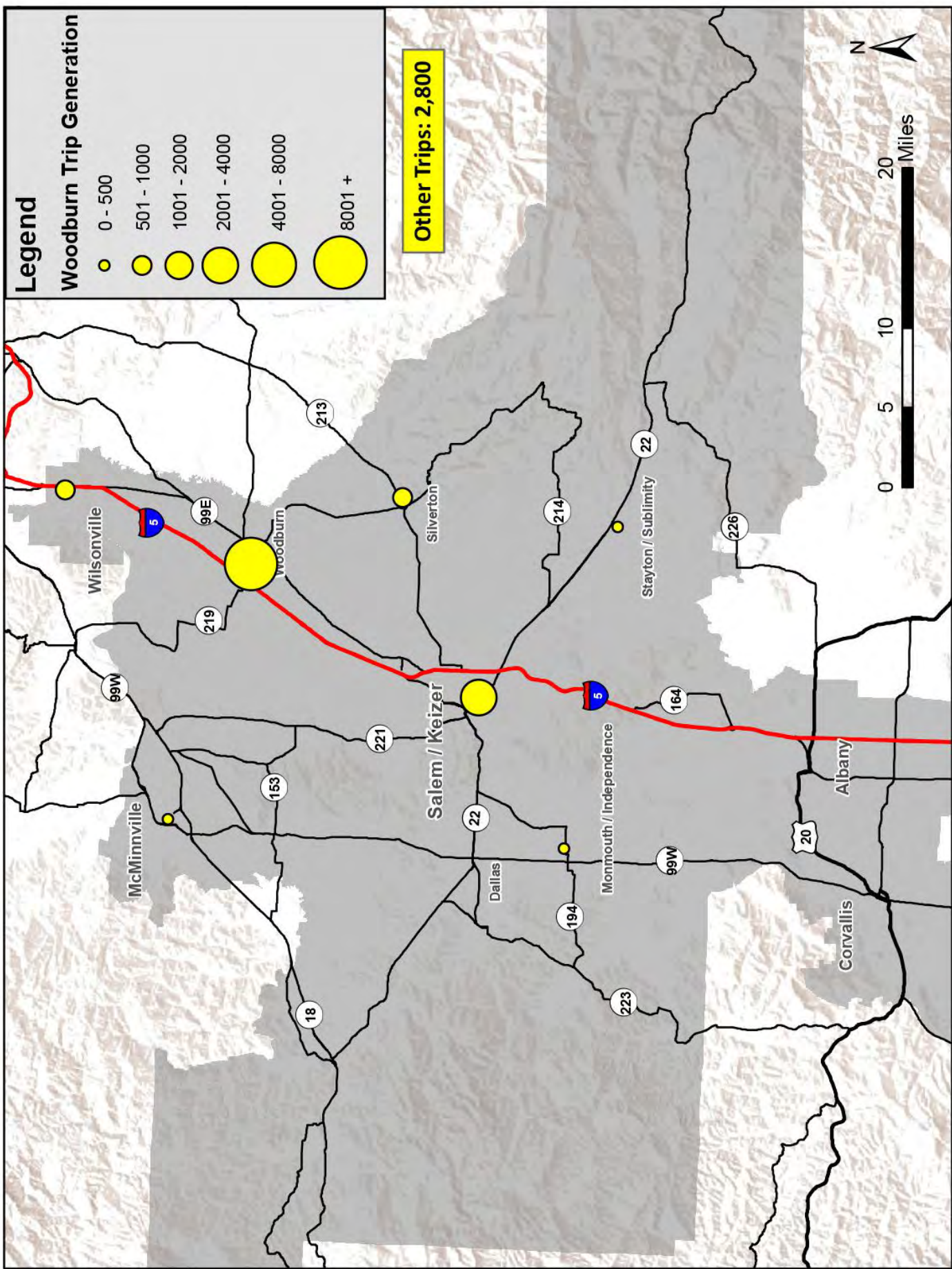
Other Trips: 6,300



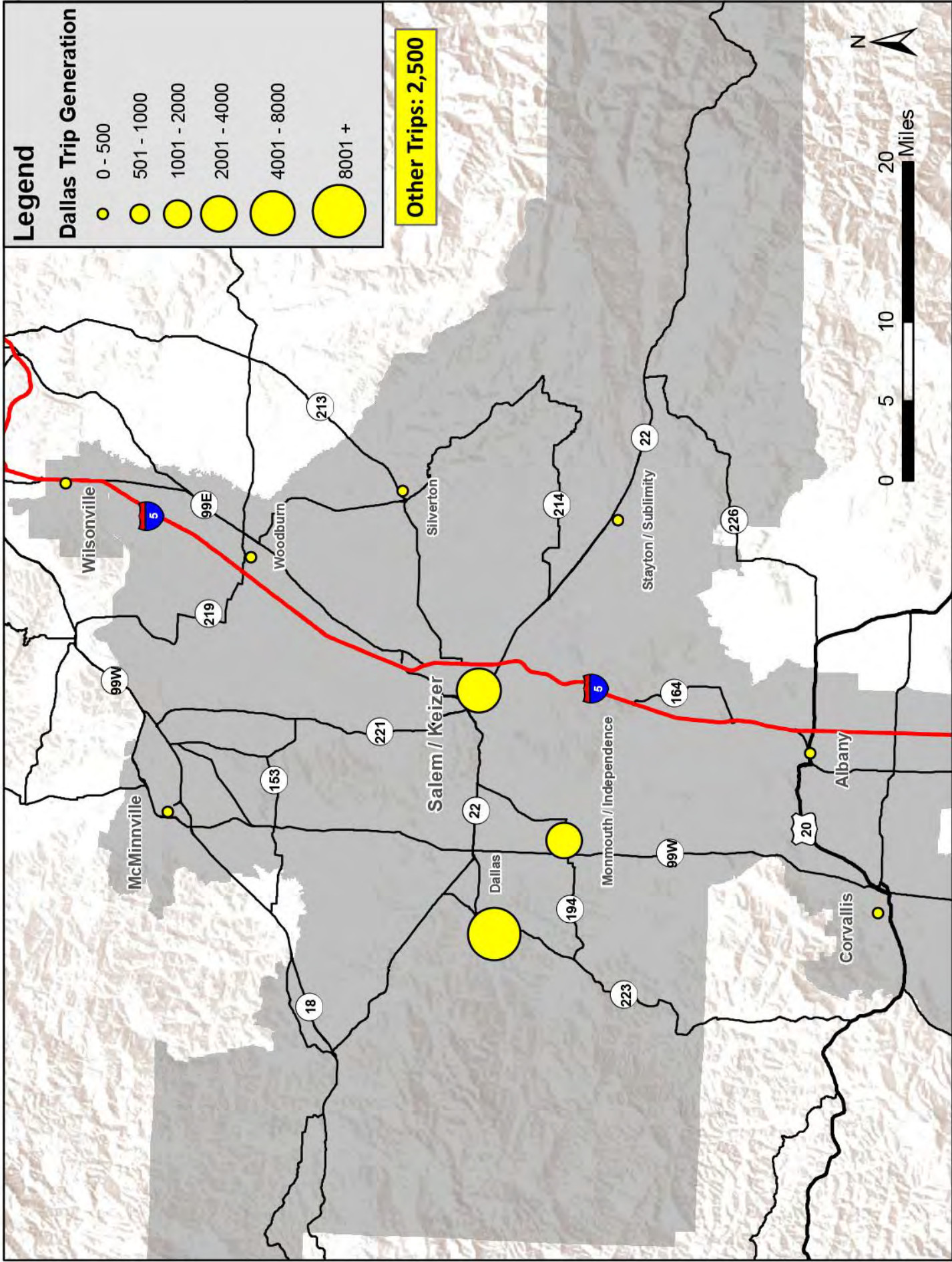








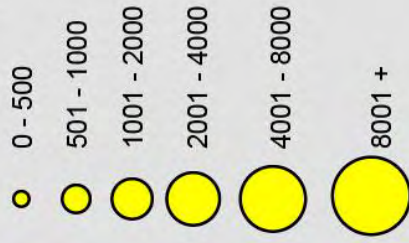




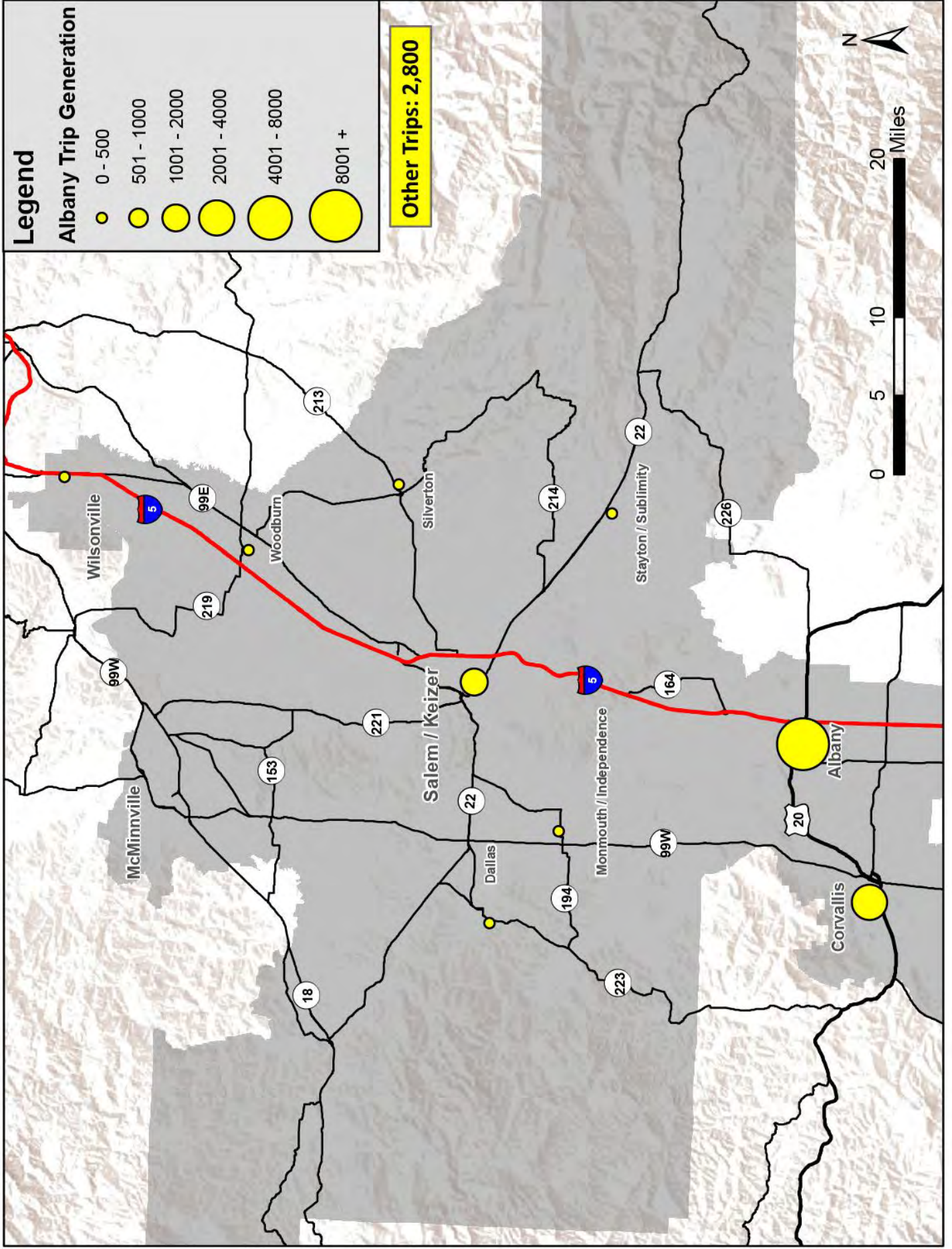


# Legend

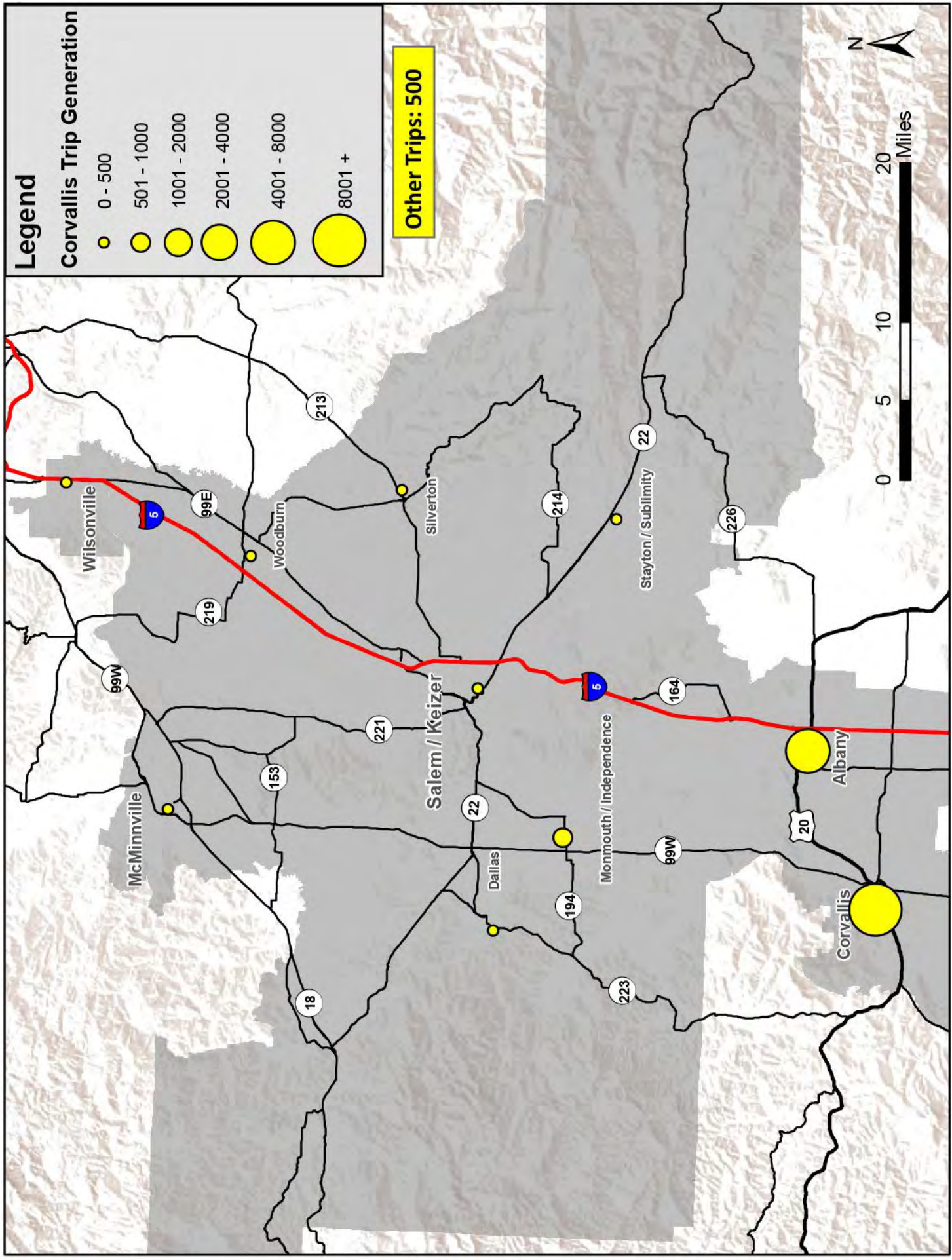
## Albany Trip Generation



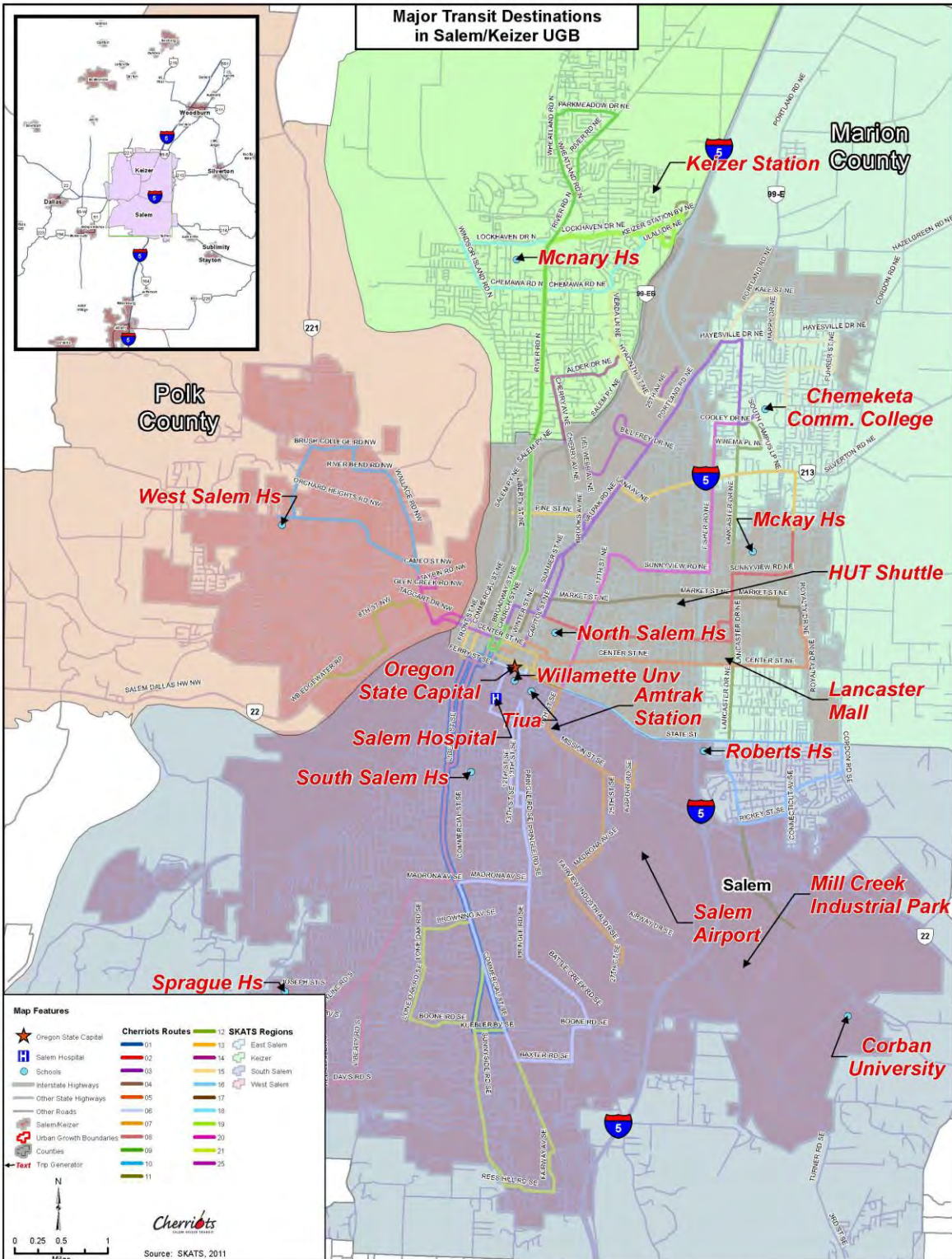
Other Trips: 2,800











Z:\ODOT\429181\SAMT\GIS\MAPFILES\SAMT\MAJORTRANSITTRIPGENERATORS\_SALEMKEIZER\_REVISD MEMO 2.MXD KLYMAN1 10/22/2012 10:12:45 AM

### **East Salem**

Using the SKATS defined districts as depicted above, the East Salem district contains the region's central business district (CBD). Major transit destinations in the CBD include downtown retail and commercial services, the Oregon State Capitol, Willamette University, and City and County offices. There are also several major transit destinations east of the CBD. These include Chemeketa Community College, the Oregon State Hospital, Lancaster Mall, Lancaster Drive between Mission Street/OR 22E and Silverton Road, the Salem Industrial Area, the Salem Kroc Center, a cluster of State offices along Airport Road, two correctional facilities, and the Capitol City Business Center. The pickup location for the HUT shuttle (a privately-owned transit operator connecting to the PDX International Airport) is located in East Salem.

### **West Salem**

Major transit destinations in West Salem include commercial establishments on Wallace Road and Edgewater Street near OR 22 and West Salem High School.

### **Keizer**

Major transit destinations in Keizer include the many small businesses and office/retail centers located along the intersection of River Road and Chemawa Road, McNary High School, Keizer Station, and the Volcanoes minor league baseball team and stadium, which also hosts games played by schools in the area.

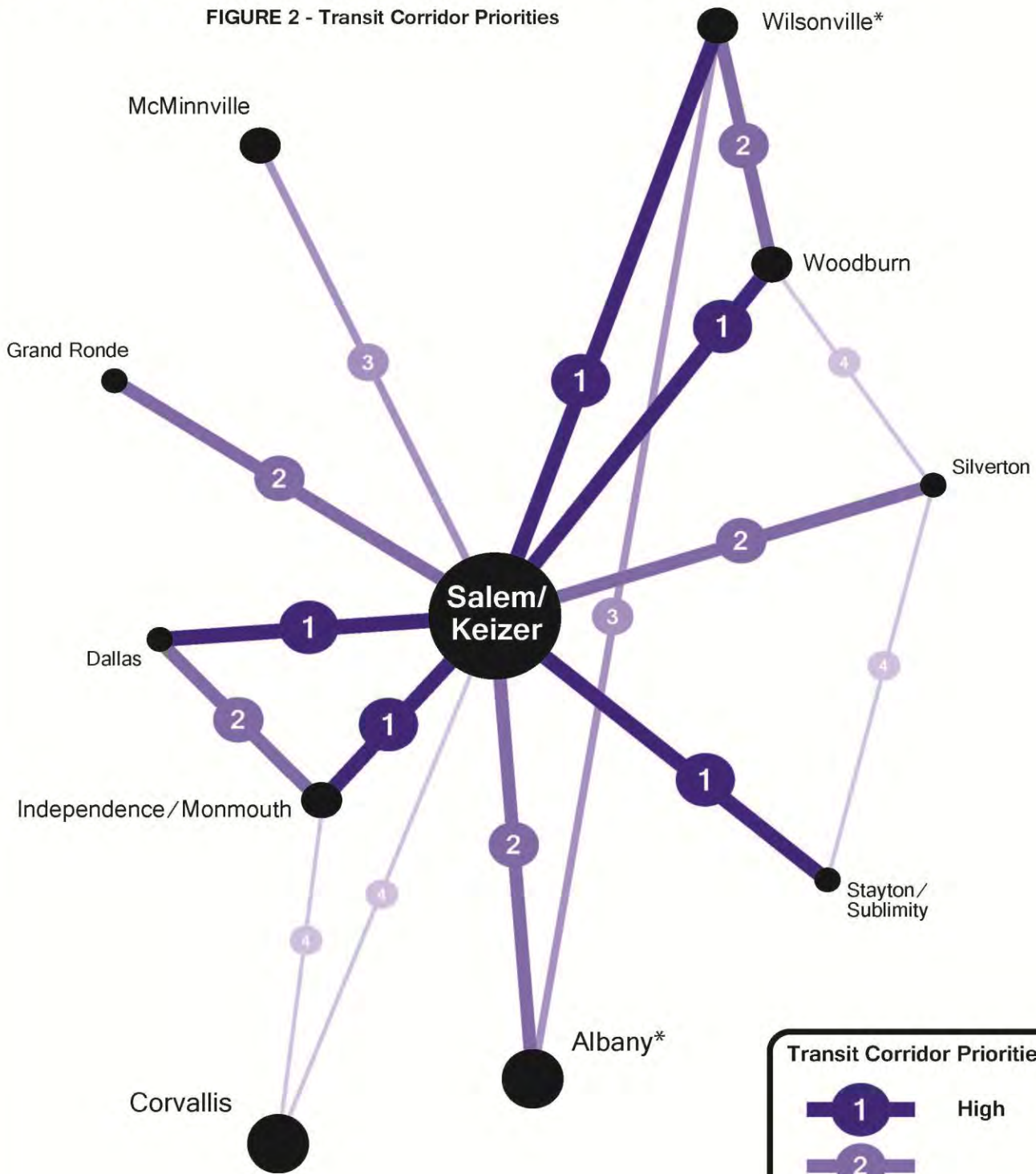
### **South Salem**

The Salem Hospital, South Salem High School, a Roberts High School campus (south of State Street and east of Lancaster Drive NE), and the Tokyo International University of America are important transit destinations in South Salem. Other important destinations include the Fairview Industrial Park and the Mill Creek Corporate Center (MCCC), the Santiam Correctional Facility, the Department of Public Safety Standards and Training, the Marion County Jail and Court Annex, and concentrations of strip commercial development located along Commercial Street, Liberty Road, 12<sup>th</sup> Street, 13<sup>th</sup> Street, and Mission Street.



# Salem-Keizer Transit Long-Range Transit Plan

FIGURE 2 - Transit Corridor Priorities



\* Wilsonville-Albany corridor via Salem/Keizer

**Transit Corridor Priorities**

- 1 High
- 2
- 3
- 4 Low

Prepared by CH2M HILL on December 5, 2012.



Table 2: Summary Table of Corridors and Priority

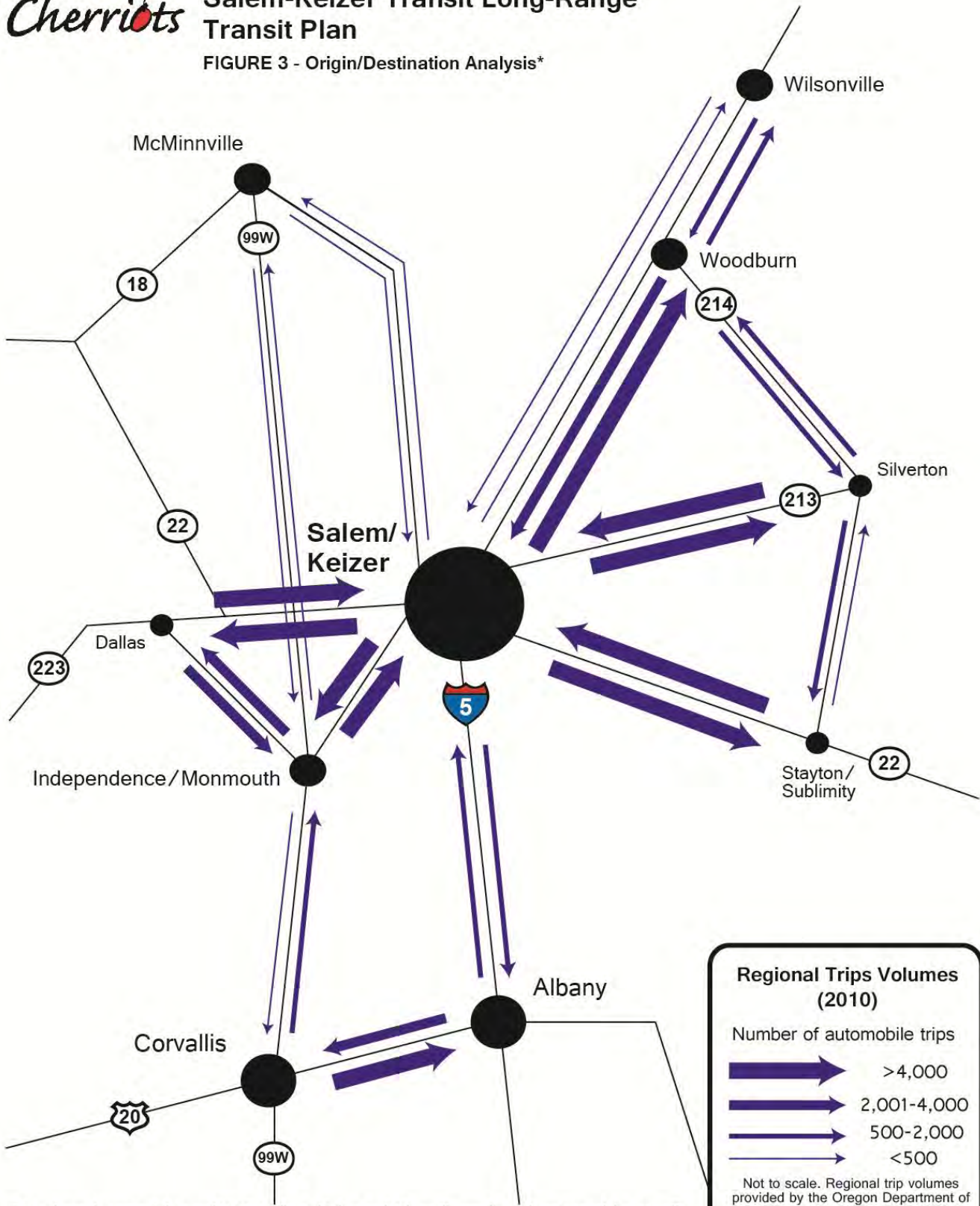
<b>Priority 1 Corridors:</b>	<b>O-D Analysis</b>	<b>Transit Inclination (TI) and Employment</b>	<b>Other</b>
Dallas – Salem	Daily travel demand is high	TI - Moderately low Employment – Moderately low	Third highest ridership of CARTS routes; Rickreall park-and-ride along route
Independence/Monmouth – Salem	Daily travel demand is high	TI - Moderately low Employment – Moderately low	Existing CARTS ridership is relatively high
Stayton – Salem	Daily travel demand is high	TI - Moderate Employment – Moderate	Existing CARTS ridership is relatively high
Woodburn – Salem	Daily travel demand is high	TI - High Employment – High	Existing CARTS ridership is high
Wilsonville—Salem	Daily travel demand is high	TI - High Employment – High	
<b>Priority 2 Corridors:</b>	<b>O-D Analysis</b>	<b>Transit Inclination and Employment</b>	<b>Other</b>
Grande Ronde—Salem	Daily travel demand is moderate	TI – Moderately low Employment—High due to Spirit Mountain Casino	Connection opportunity to Lincoln City
Albany/Millersberg—Salem	Daily travel demand is high	TI – Moderate Employment—High due to industrial employment in Millersberg	Connection opportunity to Corvallis
Silverton—Salem	Daily travel demand is high	TI – Moderately low Employment – Moderately low	Existing CARTS ridership is moderate
Dallas—Independence/Monmouth	Daily travel demand is low	TI - Moderately low Employment – Moderately low	Existing ridership is moderate
Woodburn – Wilsonville	Daily travel demand is moderate	TI – High Employment – Moderately high in Woodburn and High in Wilsonville	No current transit route offered by local agencies
<b>Priority 3 Corridors:</b>	<b>O-D Analysis</b>	<b>Transit Inclination and Employment</b>	<b>Other</b>
McMinville - Salem	Daily travel demand is low	TI – High Employment – High	Yamhill County Transit operates one bus route between McMinville and Salem, indicating existing demand for transit service.
Wilsonville – Salem -	Daily travel demand is low	TI – High in Wilsonville	No current Albany – Salem

Albany		and Moderately high in Albany Employment – High	transit route offered by local agencies
<b>Priority 4 Corridors:</b>	<b>O-D Analysis</b>	<b>Transit Inclination and Employment</b>	<b>Other</b>
Corvallis –Salem	Daily travel demand is low	TI – High Employment – High	Best opportunity for service is a connection via Albany
Corvallis—Independence/ Monmouth	Daily travel demand is low	TI – High in Corvallis and Moderately low in Independence/ Monmouth Employment – High in Corvallis and Moderately low in Independence/ Momouth	Best opportunity for service is a connection via Albany
Silverton— Stayton/Sublimity	Daily travel demand is low	TI and Employment are Moderately low	No current transit route offered by local agencies
Silverton – Woodburn	Daily travel demand is low	TI – Moderately low in Silverton and High in Woodburn Employment – Moderately low in Silverton and Moderately high in Woodburn	No current transit route offered by local agencies



# Salem-Keizer Transit Long-Range Transit Plan

FIGURE 3 - Origin/Destination Analysis\*



\*Trip volumes between Salem and McMinnville and Salem and Wilsonville may be underestimated due to traffic model assumptions about travel behavior. Volumes displayed are for automobiles trips only; trips on other modes, like transit or bicycling, are not assessed by the model.

**Regional Trips Volumes (2010)**

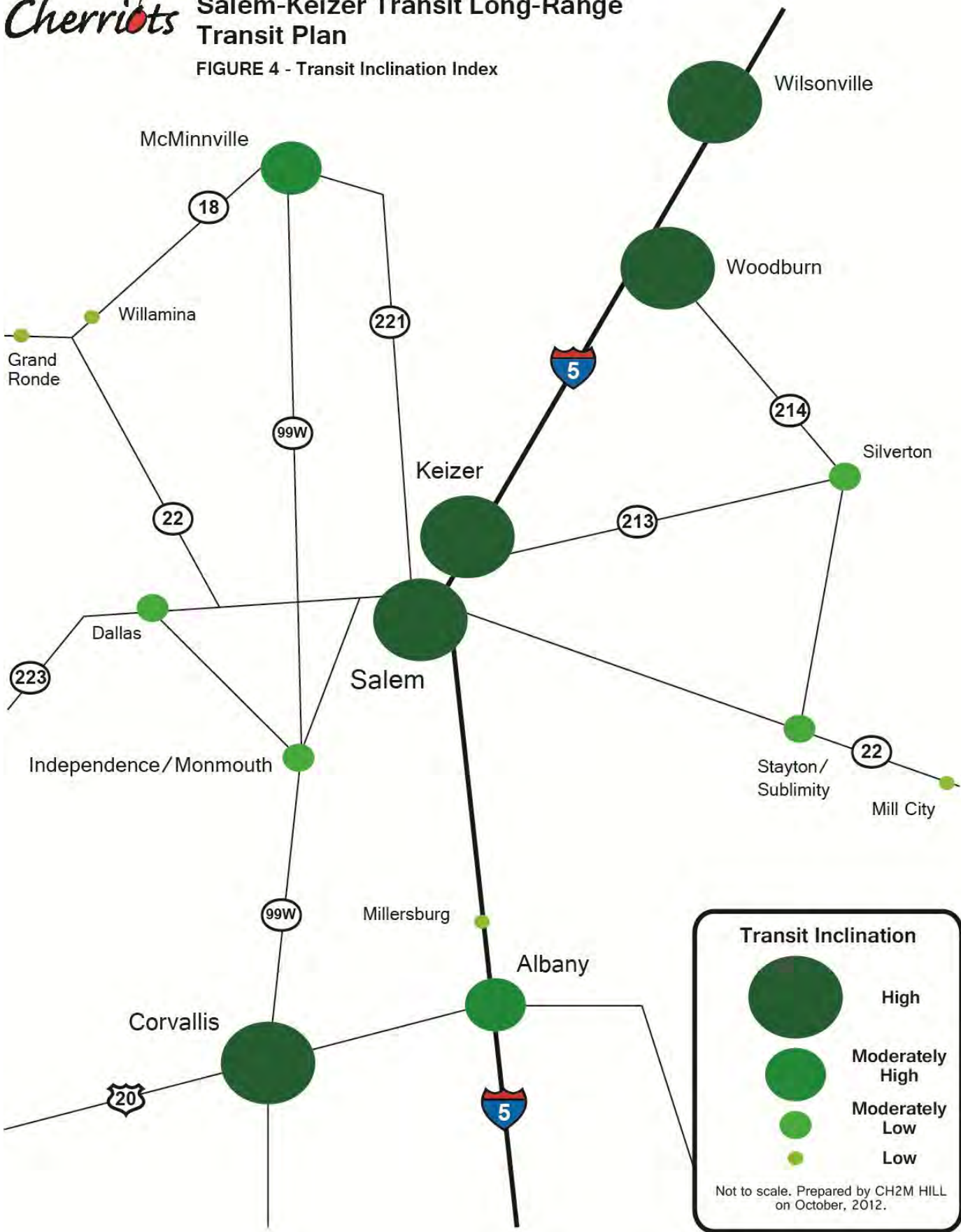
Number of automobile trips

- >4,000
- 2,001-4,000
- 500-2,000
- <500

Not to scale. Regional trip volumes provided by the Oregon Department of Transportation. Prepared by CH2M HILL on September 25, 2012.

**Salem-Keizer Transit Long-Range Transit Plan**

FIGURE 4 - Transit Inclination Index



**Transit Inclination**

- High
- Moderately High
- Moderately Low
- Low

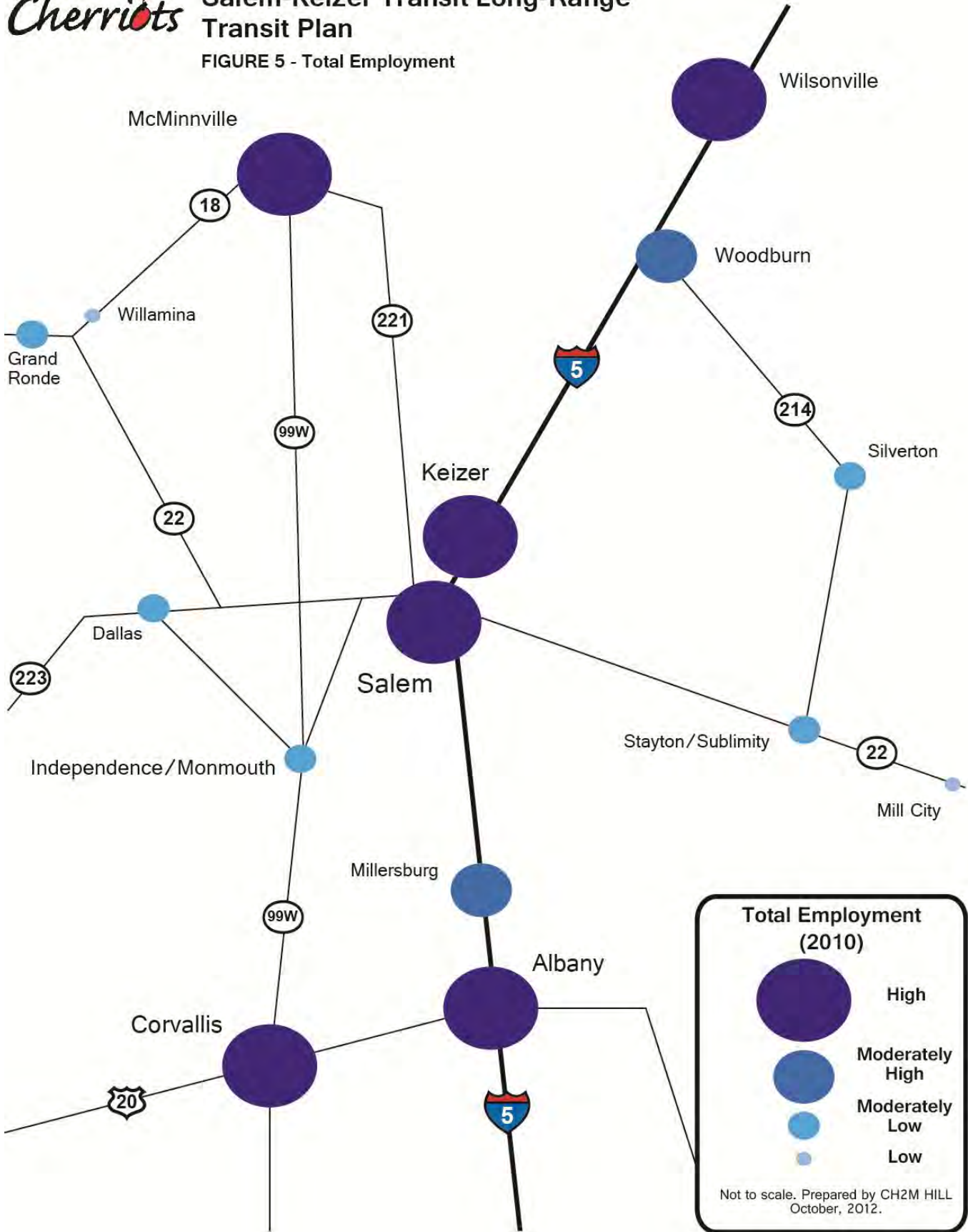
Not to scale. Prepared by CH2M HILL on October, 2012.





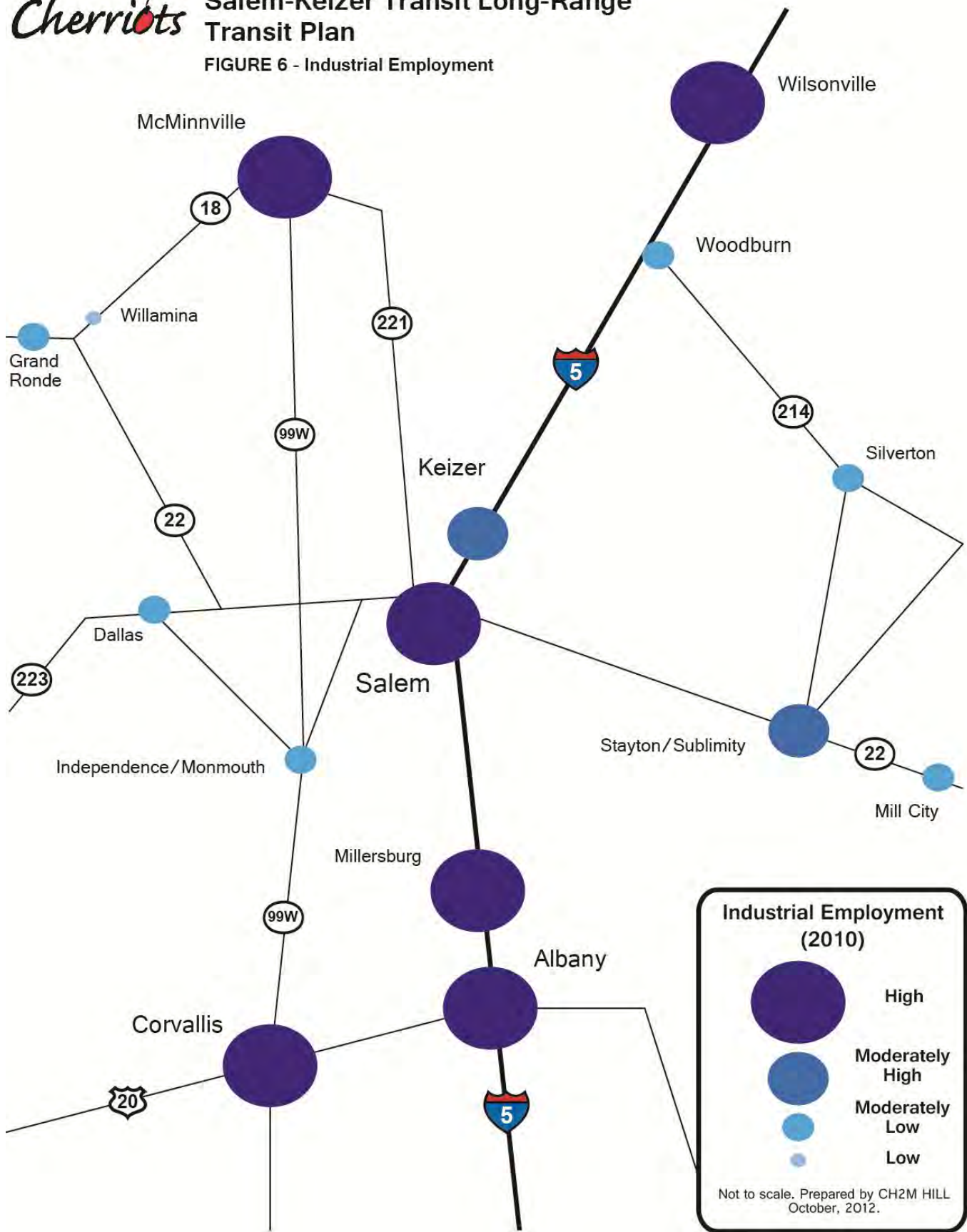
# Salem-Keizer Transit Long-Range Transit Plan

FIGURE 5 - Total Employment



**Salem-Keizer Transit Long-Range Transit Plan**

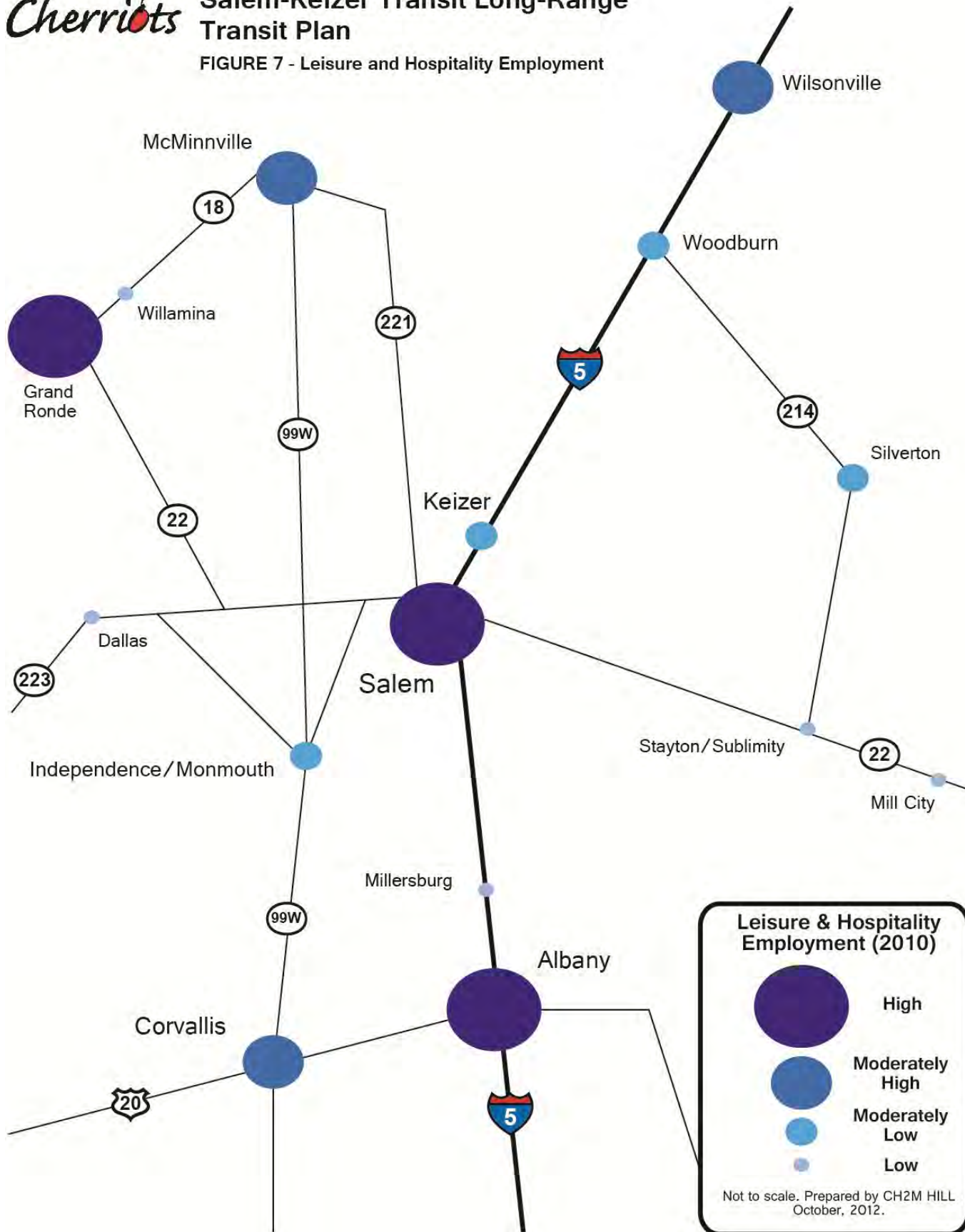
**FIGURE 6 - Industrial Employment**





# Salem-Keizer Transit Long-Range Transit Plan

FIGURE 7 - Leisure and Hospitality Employment

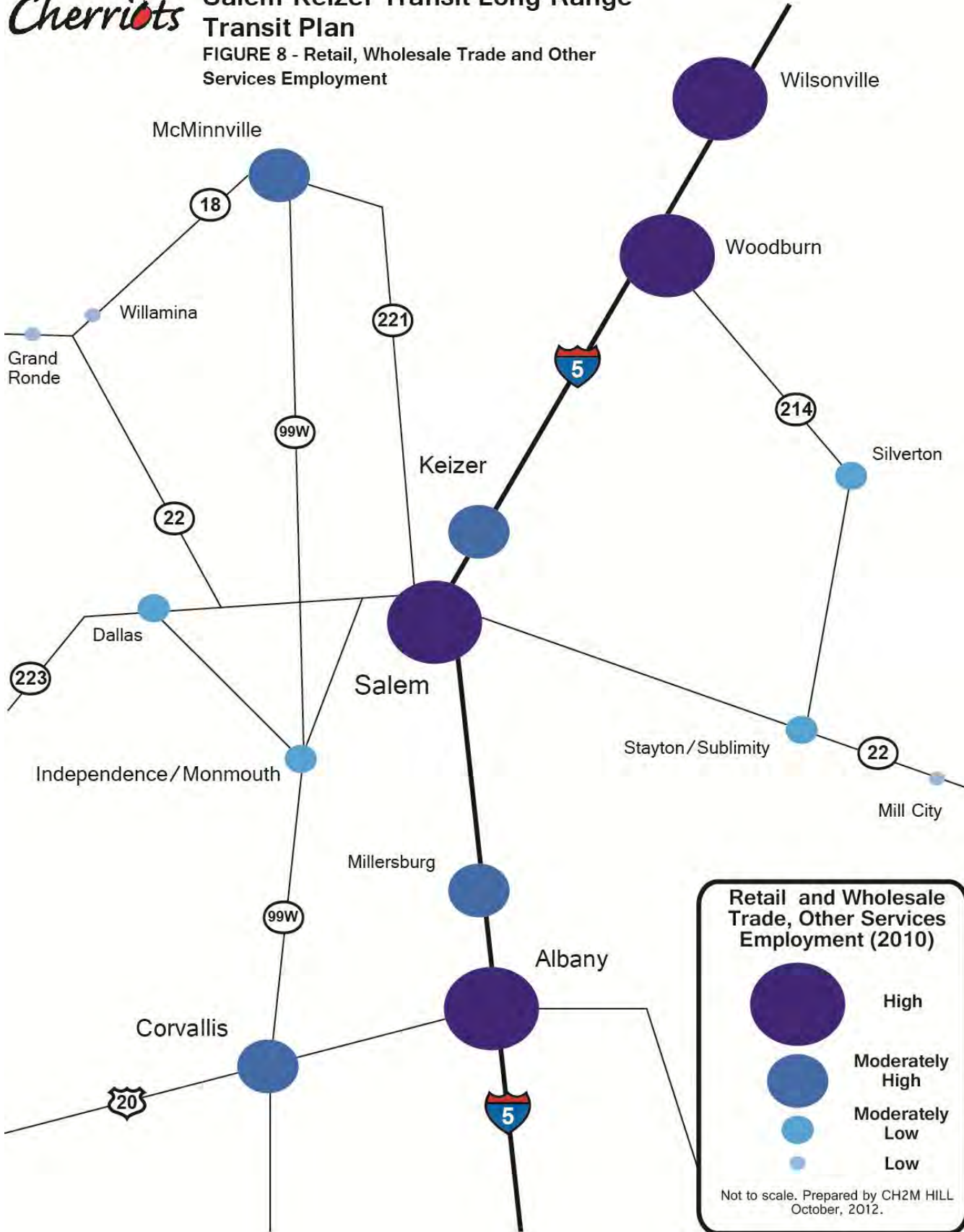






# Salem-Keizer Transit Long-Range Transit Plan

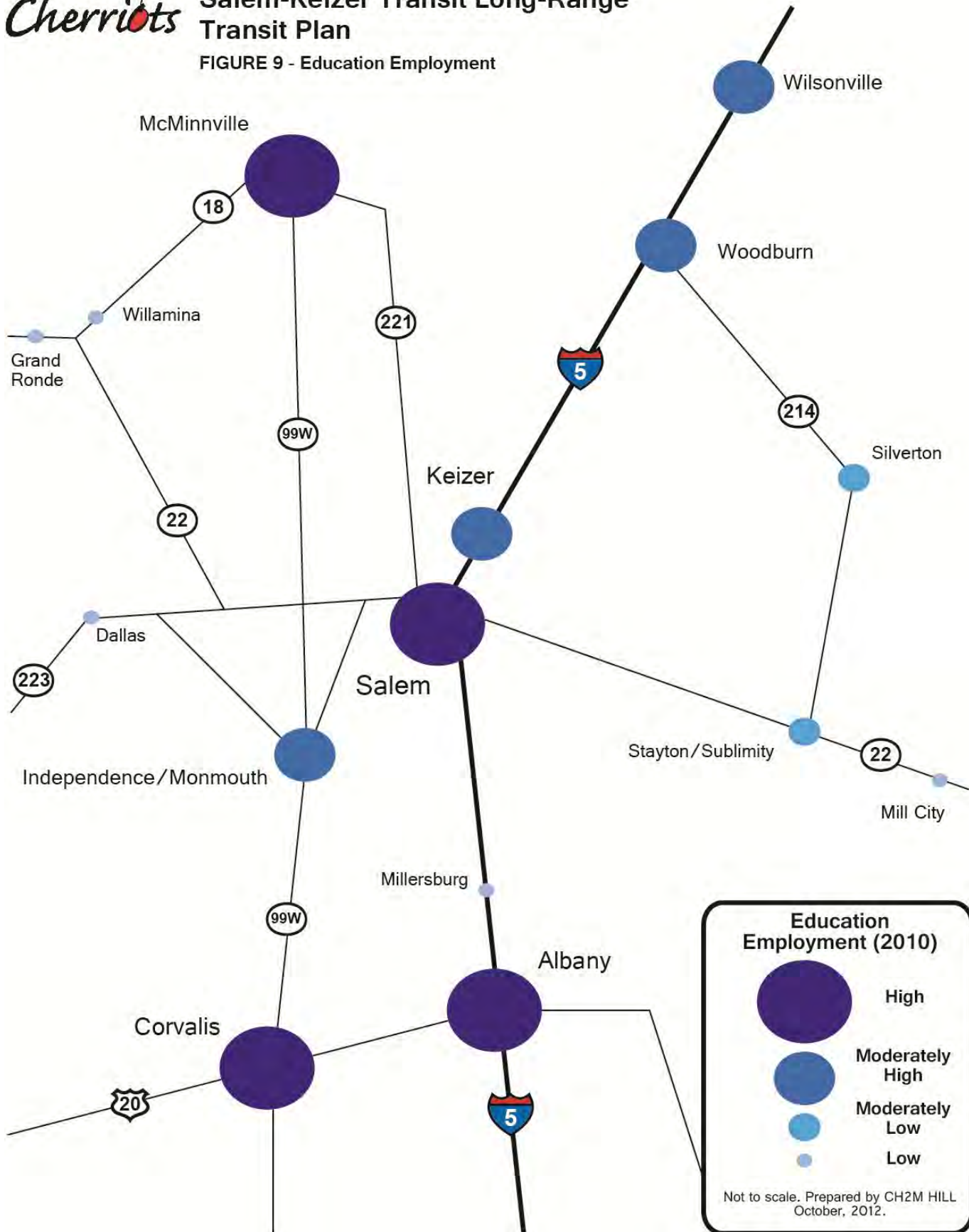
FIGURE 8 - Retail, Wholesale Trade and Other Services Employment









**Salem-Keizer Transit Long-Range Transit Plan**

**FIGURE 9 - Education Employment**



**Education Employment (2010)**

-  High
-  Moderately High
-  Moderately Low
-  Low

Not to scale. Prepared by CH2M HILL  
October, 2012.

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## **Dallas - Salem**

### **Priority: 1**

The Dallas – Salem corridor is given the highest corridor priority ranking because it is an existing corridor with the third highest ridership of CARTS routes, overall demand within the corridor is high, and transit inclination index is moderately low as is employment. Within the corridor, there is a 40 space park-and-ride facility in Rickreall, at the Polk County Fairgrounds.

### **Origin-Destination Analysis**

The O-D analysis provides a view of overall demand within the corridor. Based on O-D analysis, daily travel demand between Dallas and Salem is high (Figure 3), with trips generated from Dallas to Salem and Salem to Dallas being higher than 4,000 (Appendix A).

### **Transit Inclination Index**

Demographic data for the Dallas area provide insights about trips with an origin in Dallas, because demographics are tied to households within Dallas and households are considered “origins.”

The overall transit inclination based on demographic data for Dallas is moderately low, with more populated areas generally rating higher for transit inclination. Among the smaller cities analyzed, Dallas ranks relatively high. Underlying factors that contribute to a moderately low demographic or origin based transit inclination are (Appendix A): 1) population density is moderately high for a small city; 2) population over 65 is relatively high; 3) population under 18 is moderately low; 4) a moderately low number of households at or below 200 percent of the household poverty level; 5) and moderately low number of households with no vehicle available.

### **Employment Analysis**

Employment data for the Dallas area provide insights about who is commuting to Dallas, for what type of job, and, based on the type of jobs or industry in the area, when they would be commuting. Employment data are considered an indication of the extent that Dallas is a destination for trips from Salem, particularly trips that are feasible by transit.

Total employment in Dallas is moderately low compared to other areas within the study area (Appendix A). Likewise, specific employment sectors, such as retail and wholesale trade jobs, leisure and hospitality, and education are low to moderately low. The presence of industrial employment is also moderately low in Dallas; however, outside of the Dallas UGB, in surrounding areas south and west of Dallas, a higher presence of industrial jobs exists (Appendix A). The higher presence of industrial jobs in areas immediately surrounding Dallas means that commuters are likely to travel throughout the day to the area to work shifts if operations are 24 hours/7 days a week. For example, typically three-shift schedules have a morning shift starting at 6AM, an afternoon shift starting at 2PM, and a night shift starting at 10PM. The presence of industrial jobs indicates a need to commute mid-day and in the evenings.

### **Other Data**

Existing CARTS ridership is relatively high, ranking third out of nine CARTS routes, indicating a relatively strong level of demand now.

Within the corridor is also a newer park-and-ride facility in Rickreall, at the Polk County Fairgrounds. The park-and-ride facility has 40 parking spaces and provides another opportunity to connect with travelers, particularly commuters within the corridor.

## **Dallas – Independence and Monmouth**

### **Priority: 2**

The Dallas – Independence and Monmouth corridor is a priority 2, because travel demand within the corridor is moderate, transit inclination for the Independence/Monmouth area is moderately low; and employment is moderately low. However, a ridership survey conducted by SKT on the Polk County/Salem corridor (Route 40) between Dallas, Independence/Monmouth, and Salem showed that more CARTS riders are traveling between Polk County destinations than between Polk County and Salem.<sup>3</sup> Also, Route 40, which serves as the local route in Polk County, is the most traveled of all CARTS routes, and has more than twice the estimated annual ridership as Route 50, which is the express Dallas-Salem route.<sup>4</sup>

### **Origin and Destination Analysis**

Travel demand between Dallas – Independence and Monmouth is moderate (Figure 3), relative to other corridors. For both Dallas and the Independence/Monmouth area, travel demand to and from Salem-Keizer is greater.

### **Transit Inclination Index**

The overall transit inclination based on demographic data for Dallas is moderately low, with more populated areas generally rating higher for transit inclination. Among the smaller cities analyzed, Dallas ranks relatively high. Underlying factors that contribute to a moderately low demographic or origin based transit inclination are (Appendix A): 1) population density is moderately high for a small city; 2) population over 65 is relatively high; 3) population under 18 is moderately low; 4) a moderately low number of households at or below 200 percent of the household poverty level; 5) and moderately low number of households with no vehicle available.

The overall transit inclination based on demographic data for Independence/Monmouth is moderately low, with more populated areas generally rating higher for transit inclination. Underlying factors that contribute to a moderately low demographic or origin based transit inclination are (Appendix A): 1) population density is moderately low; 2) population over 65 is moderately low today and relatively high for 2035; 3) population under 18 is moderately low; 4) a relatively high level of households at or below 200 percent of the household poverty level; and 5) relatively high level of households with no vehicle available. However, local stakeholders in Monmouth and Independence have expressed the importance of providing reliable and

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<sup>3</sup> One-Day Ridership Survey (Boardings and Alightings), Salem Area Mass Transit District, Fall 2012.

<sup>4</sup> Estimated Annual Ridership, as calculated by Salem Area Mass Transit District, 2011.

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efficient transit access to services in Dallas, including Polk County government offices and the West Valley Hospital.

In addition, the presence of Western Oregon University (6,200 students), and college students who typically have lower car ownership rates, indicates a greater inclination for transit use in the area.

### **Employment Analysis**

Employment analysis for Dallas is provided in the preceding corridor description.

Employment data for the Independence/Monmouth area provide insights about who is commuting to Independence and Monmouth, for what type of job, and based on the type of jobs or industry in the area, when they would be commuting. Employment data are used as an indication of to what degree Independence and Monmouth are a destination for trips, particularly trips that are feasible by transit.

Independence and Monmouth have a moderately low number of total jobs, moderately low for industrial jobs, moderately low for hospitality and leisure jobs, moderately low for retail jobs, and moderately high for educational jobs. These data show that Independence and Monmouth are a moderate destination for trips based on level and type of employment indicates that commuting needs are generally in line with peak travel times—morning and evening commuting hours.

### **Other Data**

Service currently exists between Dallas and Independence/Monmouth and boarding data indicate route demand is moderate relative to other segments of the CARTS route.

## **Independence and Monmouth – Salem**

### **Priority: 1**

The Independence and Monmouth - Salem corridor is a priority 1, because travel demand within the corridor is high, transit inclination for the Independence/Monmouth area is moderately low; employment is moderately low, and existing CARTS ridership is relatively high compared to other CARTS routes.

### **Origin and Destination Analysis**

Travel demand between Independence and Monmouth – Salem is high (Figure 3), relative to other corridors. The greatest volume of trips from Independence/Monmouth is to the Salem-Keizer area.

### **Transit Inclination Index**

The overall transit inclination based on demographic data for Independence/Monmouth is moderately low, with more populated areas generally rating higher for transit inclination. Details of transit inclination are the same as described within the Dallas – Independence/Monmouth corridor section above. The presence of Western Oregon University



(6,200 students), and college students who typically have lower car ownership rates, indicates a greater inclination for transit use in the area.

### **Employment Analysis**

Employment data for the Independence/Monmouth area provide insights about who is commuting to Independence and Monmouth, for what type of job, and based on the type of jobs or industry in the area, when they would be commuting. Employment data are used as an indication of to what degree Independence and Monmouth are a destination for trips, particularly trips that are feasible by transit.

Independence and Monmouth have a moderately low level of jobs, moderately low number of industrial jobs, moderately low for hospitality and leisure jobs, moderately low for retail jobs, and moderately high for educational jobs. These data show that Independence and Monmouth are a moderate destination for trips based on level and type of employment indicates that commuting needs are generally in line with peak travel times—morning and evening commuting hours.

## **Silverton - Salem**

### **Priority: 2**

The Silverton – Salem corridor is given the second highest corridor priority ranking because overall demand within the corridor is high, and transit inclination index, employment, and existing ridership is moderately low to moderate.

### **Origin-Destination Analysis**

The O-D analysis provides a view of overall demand within the corridor. Based on O-D analysis, daily travel demand between Silverton and Salem is high (Figure 3), with trips generated from Silverton to Salem and Salem to Silverton being between 4001 and 8000 (Appendix A).

### **Transit Inclination Index**

The overall transit inclination based on demographic data for Silverton is moderately low, with more populated areas generally rating higher for transit inclination. Among the smaller cities analyzed Silverton ranks relatively high. Underlying factors that contribute to a moderately low demographic or origin based transit inclination are (Appendix A): 1) population density is moderately high for a small city; 2) population over 65 is moderate to low for 2010 and moderate for 2035; 3) population under 18 is moderately low; 4) a moderately low number of households at or below 200 percent of the household poverty level; and 5) moderately low level of households with no vehicle available.

### **Employment Analysis**

Total employment in Silverton is moderately low compared to other areas within the study area (Appendix A). Specific employment characteristics vary, with leisure and hospitality being moderate, retail and wholesale trade being moderate to high, education being low, and industrial being relatively moderate to high. The higher presence of industrial jobs in Silverton means that commuters are likely to travel throughout the day to the area to work shifts when

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operations are 24 hours/7 days a week. For example, typically three-shift schedules have a morning shift starting at 6AM, an afternoon shift starting at 2PM, and a night shift starting at 10PM. The presence of industrial jobs indicates a need to commute mid-day and in the evenings.

### **Other Data**

Existing CARTS ridership is moderate, ranking fifth out of nine CARTS routes, indicating a moderate level of demand now.

## **Stayton - Salem**

### **Priority: 1**

The Stayton – Salem corridor is given the highest corridor priority ranking because overall demand within the corridor is high, and transit inclination index, employment, and existing ridership is moderate.

### **Origin-Destination Analysis**

The O-D analysis provides a view of overall demand within the corridor. Based on O-D analysis, daily travel demand between Stayton and Salem is high (Figure 3), with trips generated from Stayton to Salem and Salem to Stayton being between 4001 and 8000 (Appendix A). Part of the reason why travel between the two points is high is because of through traffic along the corridor that originates at points further east, for example in Mills City or Gates.

### **Transit Inclination Index**

The transit inclination for Stayton is moderately low. The transit inclination for Stayton is similarly medium. Underlying factors that contribute to a medium demographic or origin based transit inclination are (Appendix A): 1) population density is relatively high for a small city; 2) population over 65 is moderate to low for 2010 and moderate for 2035; 3) population under 18 is medium; 4) a lower level of households at or below 200 percent of the household poverty level; and 5) a lower level of households with no vehicle available.

### **Employment Analysis**

Total employment in Stayton is moderate relative to other areas within the study area (Figure 5), but is within the highest quintile for industrial jobs within the study area. The presence of retail, education, and leisure and hospitality jobs are low. Given the higher concentration of industrial jobs, and the known shifts of industrial jobs, Stayton does have a greater propensity to be served by transit.

### **Other Data**

Existing CARTS ridership ranks second out of nine CARTS routes, indicating a high level of transit demand now.

## **Silverton – Stayton**

### **Priority: 4**

The Silverton – Stayton corridor is given the lowest priority ranking because overall demand within the corridor is relatively low. Demand is greater for trips destined from Silverton to Stayton likely because of the greater presence of jobs in the Stayton area (Figure 6). The transit inclination index and total employment are comparably moderate; however, based on travel demand calculated in the corridor's origin and destination analysis, this corridor ranked in the fourth or lowest priority relative to others.

### **Origin-Destination Analysis**

The O-D analysis provides a view of overall demand within the corridor. Based on O-D analysis, daily travel demand between Silverton and Stayton is relatively low (Figure 3), with a greater number of trips from Silverton to Stayton.

### **Transit Inclination Index**

The overall transit inclination based on demographic data for Silverton is medium (Figure 4), with more populated areas generally rating higher for transit inclination. Underlying factors that contribute to a medium demographic or origin based transit inclination are (Appendix A): 1) population density is medium to relatively high for a small city; 2) population over 65 is moderate to low for 2010 and moderate for 2035; 3) population under 18 is medium; 4) a medium level of households at or below 200 percent of the household poverty level; 5) medium level of households with no vehicle available; and 6) relatively moderate ratio of workers to vehicles (0.66 – 0.71 workers to each vehicle), meaning that in some cases workers have relatively lower access to vehicles compared to other places within the study area.

The transit inclination for Stayton is similarly moderately low. Underlying factors that contribute to a medium demographic or origin based transit inclination are (Appendix A): 1) population density is relatively high for a small city; 2) population over 65 is moderate to low for 2010 and moderate for 2035; 3) population under 18 is medium; 4) a lower level of households at or below 200 percent of the household poverty level; and 5) a lower level of households with no vehicle available.

### **Employment Analysis**

Total employment in Silverton is moderately low relative to other areas within the study area (Figure 5). Specific employment characteristics vary, with leisure and hospitality being moderate, retail and wholesale trade being moderate to high, education being low, and industrial being relatively moderate to high. The higher presence of industrial jobs in Silverton means that commuters are likely to travel throughout the day to the area to work shifts when operations are 24 hours/7 days a week. For example, typically three-shift schedules have a morning shift starting at 6AM, an afternoon shift starting at 2PM, and a night shift starting at 10PM. The presence of industrial jobs indicates a need to commute mid-day and in the evenings.

The Stayton area, overall has a comparable number of jobs to Silverton, but is within the highest quintile for industrial jobs within the study area. The presence of retail, education, and

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leisure and hospitality jobs are low. Given the higher concentration of industrial jobs, and the known shifts of industrial jobs, Stayton does have a greater propensity to be served by transit.

## **Woodburn - Salem**

### **Priority: 1**

The Woodburn – Salem corridor is given the highest corridor priority ranking because of existing transit ridership within the corridor, transit inclination and employment rankings within Woodburn, and stakeholder interviews. As mentioned earlier, O-D pair analysis from the SWIM is less reliable between cities with distances as much as Woodburn and Salem; therefore, existing ridership data and stakeholder interviews were primarily used within this corridor.

### **Origin-Destination Analysis**

The O-D analysis provides a view of overall demand within the corridor. Demand between Woodburn and Salem is shown as very high. However, daily travel demand between Woodburn and Salem is moderate, which is more indicative of the limitations of the SWIM data, which are less reliable between cities of greater distances (Figure 3).

### **Transit Inclination Index**

The overall transit inclination for Woodburn is high, partly because it is a more populated area within the study area. Underlying factors that contribute to a high demographic or origin based transit inclination are (Appendix A): 1) population density in the highest quintile within the study area; 2) a relatively high population density over 65 for 2010 and 2035; 3) population under 18 within the highest quintile; 4) a relatively high level of households at or below 200 percent of the household poverty level; 5) a relatively high level of households with no vehicle available; and 6) the greatest ratio of workers to vehicles (0.80 – 1.17 workers to each vehicle), meaning that workers have lower access to vehicles compared to other places within the study area.

### **Employment Analysis**

Total employment in Woodburn is relatively high, within the same quintile as only Millersburg that has many industrial jobs. As expected because of the presence and expected growth of the Woodburn Company Stores and other retail in the area, the presence of retail jobs is the within the highest and second highest quintiles (Appendix A), Woodburn is moderate for leisure and hospitality jobs, relatively high for education related jobs, and somewhat low for industrial jobs, but areas just north, outside of the UGB, are high for industrial jobs. An interview conducted with the Woodburn Company Stores as part of Memo #1 indicated that they intend to open a major expansion of their facility this year, but do not intend to expand beyond that. In addition to their expansion, the Woodburn Company Stores would like to encourage employees to take transit to work because parking can be limited during peak times.

### **Other Data**

Existing CARTS ridership is high, ranking fourth out of nine CARTS routes, indicating a relatively high level of transit demand now.



## **McMinnville – Salem**

**Priority: 3**

### **Origin-Destination Analysis**

Regional trip data show that there is likely little auto travel demand between McMinnville and Salem; ODOT trip volume data indicate fewer than 500 trips between McMinnville and Salem and vice-versa. As mentioned earlier, O-D pair analysis from the SWIM is less reliable between cities with distances as much as McMinnville and Salem; therefore, stakeholder interviews were primarily used within this corridor.

### **Transit Inclination Index**

McMinnville has moderately high demand for transit, based on demographic data (Figure 4). McMinnville has relatively high population densities, significant populations over aged 65, and a high number of households without vehicles available. The city has a moderate number of low-income households. The high transit inclination for McMinnville is likely in part attributable to the large college student population in the city (2,300 students at Linfield College).

### **Employment Analysis**

Employment is concentrated in the center of McMinnville, with relatively large numbers of industrial employers located immediately to the east of downtown and a high number of individuals employed in education. Overall, McMinnville is likely a significant employment destination for transit users.

### **Other Data**

Yamhill County Transit operates one bus route between McMinnville and Salem, indicating existing demand for transit service.

## **Grand Ronde – Salem**

**Priority: 2**

### **Origin-Destination Analysis**

Origin-Destination analysis was not conducted for Grand Ronde because the large size of the TAZ encompassing Grand Ronde distorts trip generation data for the community. Grand Ronde is a small, unincorporated community in western Polk County, accessed by Highway 18. The Grand Ronde region has a population of approximately 300 next to Highway 18 and there are three Grand Ronde Tribal subdivisions a half mile to the north with over 170 homes. There are also a larger number of households scattered widely across areas to the north and south of the city. The total population for the Grand Ronde CDP is 1,661.<sup>5</sup> The Spirit Mountain Casino operated by the Confederated Tribes of Grand Ronde is a major destination within the region.

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<sup>5</sup> CDPs, or Census Designated Places, are populated areas that do not have municipal government or are otherwise incorporated, but resemble incorporated places based on population, infrastructure, residences, services, etc.

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## **Transit Inclination Index**

Grand Ronde and its surrounding region are not densely populated, with a moderate number of low-income households and moderate number of individuals over age 65 and under 18.

## **Employment Analysis**

The community does not have a large number of employers, but the Tribal government campus (including a large health center) has 370 employees and Spirit Mountain Casino located to the immediate east of Grand Ronde is a very significant employer, with over 1,400 employees.<sup>6</sup> Given the large concentration of employees going to one destination makes Grand Ronde a destination that can more easily be served by transit.

## **Other Data**

Lincoln County Transit is currently analyzing the feasibility of service from Lincoln City to Grand Ronde. If service is provided, Grand Ronde would be a transfer point between Lincoln County Transit and SKT. Currently, there are no transfer points between Lincoln County Transit and CARTS. One of the main reasons for adding this service would be to provide a way for riders to connect from Lincoln City to Salem. Although Grand Ronde is a destination from Lincoln City and one reason for providing the service, providing the opportunity to connect to Salem is an equally important reason for adding the service.

## **Wilsonville – Salem**

### **Priority: 1**

This corridor is given the highest priority ranking because of existing high transit ridership within the corridor, high transit inclination and significant employment in Wilsonville. O-D pair analysis shows that demand within the corridor is lower than observed, demonstrating the limitation of the SWIM data, which is less reliable between cities of greater distances.

### **Origin-Destination Analysis**

Based on O-D analysis, travel demand between Wilsonville and Salem is low (Figure 3). As mentioned earlier, O-D pair analysis from the SWIM is less reliable between cities with distances as much as Wilsonville and Salem; therefore, existing ridership data and stakeholder interviews were primarily used within this corridor.

The 1X route, co-operated by South Metro Area Regional Transit (SMART), currently serves the Wilsonville to Salem corridor, with estimated annual ridership being 43,989, greater than any CARTS routes<sup>7</sup>.

## **Transit Inclination Index**

Wilsonville is a strong market for transit service. The city has a relatively large total population. The overall transit inclination for Wilsonville is high, partly because it is a more populated area within the study area. Underlying factors that contribute to a high demographic or origin based

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<sup>6</sup> Spirit Mountain Casino. Personal Interview. September 24, 2012.

<sup>7</sup> Estimated Annual Ridership, as calculated by Salem Area Mass Transit District, 2011.

transit inclination are (Appendix A): 1) population density is moderate; 2) population over 65 is within the highest quintile for 2010 and second highest for 2035; 3) population under 18 is within the highest quintile; 4) a relatively high level of households at or below 200 percent of the household poverty level; and 5) households with no vehicle available within the highest quintile.

### **Employment Analysis**

Total employment in Wilsonville is high, within the highest quintile. The presence of retail jobs and industrial jobs is the within the highest quintiles (Appendix A). The presence of leisure and hospitality jobs and education related jobs is within the second highest quintile, which is relatively high as well. Due to their proximity, Wilsonville is an employment destination for Salem and Salem is an employment destination for Wilsonville, making this an important corridor for commuting, as evidenced with the high ridership of the 1X route cited under the O-D pair analysis for this corridor.

## **Albany – Millersburg – Salem**

### **Priority: 2**

This corridor is the second highest priority because of significant travel demand between Salem and Albany, high transit inclination in Albany and presence of large industrial and manufacturing employers in both Millersburg and Albany.

### **Origin-Destination Analysis**

Travel demand between Salem and Albany is relatively high. Due to the distance between Salem and Albany (approximately 26 miles), ODOT's travel demand model may underestimate the volume of travel between the two cities.

### **Transit Inclination Index**

Central Albany, just west of Interstate 5 on both sides of Highway 20, has a very high total transit inclination score (Figure 4). Areas of Albany to the south and west of downtown also have moderately high transit inclination. The total population of Albany is high, as is population density. A very high number of households do not have access to a vehicle. All of the TAZ's comprising Albany and its surrounding area (including the city of Tangent) have a comparatively high number of low-income households.

Millersburg does not show a potentially significant market for transit riders, primarily due to its small population (approximately 1,170 people), high number of private vehicles available and low rankings when reviewing other demographic data.

### **Employment Analysis**

Millersburg has a very significant industrial employment base. A mineral processing plant employs over 900 people, with a total of nearly 2,000 industrial jobs in the vicinity of the town. Approximately 50% of all jobs in the TAZ comprising Millersburg are in the industrial sector.

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Albany also has significant industrial employment, a concentrated retail center near the intersection of Highway 20 and Interstate 5, and high overall employment. There is significant manufacturing employment in Albany, with major employers like Oregon Freeze Dry (300 employees).

## **Corvallis – Salem**

### **Priority: 4**

This corridor is the lowest priority for development. The best opportunity to provide transit service between Corvallis and Salem is through coordination with local transit operators in both cities, including Albany Transit and the Corvallis Transit System.

### **Origin-Destination Analysis**

ODOT trip data indicates strong travel demand between the Albany and Corvallis, but very little demand between Corvallis and Salem. Transit between the Albany and Corvallis currently exists; Albany Transit operates a circulator bus route between the two cities.<sup>8</sup>

### **Transit Inclination Index**

Demographic analysis shows that Corvallis is likely to have strong demand for transit, likely due in large part to the significant student population (25,000 at Oregon State University) in and around Corvallis.

### **Employment Analysis**

Within Corvallis, total employment is relatively high, either in the first or second highest quintile, reflecting it is a relatively more urbanized area within the study area. For retail and wholesale trade jobs and leisure and hospitality, Corvallis has a relatively high number of jobs. It has a low number of industrial jobs, and as expected due to the presence of the university, a very high number of education jobs.

### **Other Data**

ODOT data indicates travel demand between Corvallis and Salem is likely very low. No qualitative data was found to indicate that significant travel demand exists between Salem and Corvallis.

## **Corvallis – Independence and Monmouth**

### **Priority: 4**

This corridor is the lowest priority for development based on low relative travel demand, according to ODOT trip data. No other data was found that indicates significant demand in this corridor.

### **Origin-Destination Analysis**

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<sup>8</sup> Albany Transit. "Linn-Benton Loop." Retrieved from <http://www.cityofalbany.net/departments/public-works/transit/linn-benton-loop>



ODOT data indicates very low travel demand in this corridor (Figure 3).

#### **Transit Inclination Index**

Corvallis ranks high and Independence and Monmouth have moderate transit inclination (see Independence and Monmouth – Salem and Corvallis – Salem corridor discussions above).

#### **Employment Analysis**

Independence and Monmouth have a moderate number of total jobs and a high number of jobs in education (see Independence and Monmouth – Salem and Corvallis – Salem corridor discussions above).

### **Woodburn - Silverton**

#### **Priority: 4**

This corridor is the lowest priority for development based on low relative travel demand, according to ODOT trip data. While Woodburn has moderately high employment and high inclination to transit, Silverton does not feature a high employment base or exhibit strong demand for transit. No other data was found that indicates significant demand in this corridor.

#### **Origin-Destination Analysis**

The O-D analysis provides a view of overall demand within the corridor. Based on O-D analysis, daily travel demand between Woodburn and Silverton is relatively low (Figure 3), with trips generated from Silverton to Woodburn being slightly higher (between 1001 and 2000) than from Woodburn to Silverton (between 501 and 1000) (Appendix A). The higher demand in the northern direction can be partly explained by Woodburn's relatively large employment base and presence of the Woodburn Company Stores.

#### **Transit Inclination Index**

Woodburn ranks high and Silverton has moderate transit inclination (see Woodburn – Salem and Silverton – Stayton corridor discussions above).

#### **Employment Analysis**

Woodburn has a moderate number of total jobs and a high number of jobs in the retail employment sector (see Woodburn – Salem and Silverton – Stayton corridor discussions above).

### **Woodburn – Wilsonville**

#### **Priority: 2**

This transit corridor receives the second highest priority for development, due to Woodburn and Wilsonville both having strong inclination to transit and Wilsonville's large employment base. According to the City of Woodburn, 80 percent of citywide jobs are filled by workers who live outside of the city, while a similar number of employed Woodburn residents work outside of the city, as well. In addition, the planned transit center near the I-5/OR 219 interchange

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would create the opportunity for increased transit access to and from Woodburn. O-D pair analysis shows that demand within the corridor is moderate, although the SWIM data may be less reliable between cities of greater distances. This corridor is separate from the Wilsonville – Salem corridor.

### **Origin-Destination Analysis**

The O-D analysis shows that daily round-trip travel demand between Woodburn and Wilsonville is relatively low (Figure 3), with trips generated from Wilsonville to Woodburn being slightly higher (between 1001 and 2000) than from Woodburn to Wilsonville (between 501 and 1000) (Appendix A). The higher demand in the southern direction may be attributed to the Woodburn Company Stores or due to lower reliability in SWIM between cities of greater distances.

### **Transit Inclination Index**

Both Wilsonville and Woodburn rank high in transit inclination (see Woodburn – Salem and Wilsonville – Salem corridor discussions above).

### **Employment Analysis**

Wilsonville has a high number of total jobs, with especially strong industrial and retail employment sectors. Woodburn has a moderate number of total jobs and a high number of jobs in the retail, wholesale trade and other services employment sectors (see Woodburn – Salem and Silverton – Stayton corridor discussions above).

## **Wilsonville – Salem – Albany**

### **Priority: 3**

This corridor analysis considers the demand for continuous routed service between Albany and Wilsonville via Salem/Keizer. The Wilsonville – Salem and Albany – Millersburg – Salem corridors are considered separately above. This corridor is given the second lowest priority ranking because of its extensive length and the existing low trip volumes along the entire route, although SWIM data is less reliable between cities of greater distances. While Salem and Wilsonville have high transit inclination and all three cities have high numbers of jobs, the majority of ridership demand within the corridor is expected to originate or end in Salem, and is better served by the Wilsonville – Salem and Albany – Millersburg – Salem corridors.

### **Origin-Destination Analysis**

Based on O-D analysis, travel demand between Wilsonville and Albany is low (Figure 3), with fewer than 500 daily roundtrips generated in both directions (Appendix A). As mentioned earlier, O-D pair analysis from SWIM is less reliable between cities with distances as much as Wilsonville and Albany; although transit ridership between Wilsonville and Salem is high (see Wilsonville – Salem corridor discussion above). There is currently no Salem – Albany service offered by local transit agencies.

### **Transit Inclination Index**

Wilsonville ranks high in transit inclination while Albany has a moderate level of inclination (see Albany – Millersburg – Salem and Wilsonville – Salem corridor discussions above).

### **Employment Analysis**

Wilsonville has a high number of total jobs, with especially strong industrial and retail employment sectors. In addition, Albany also has a high number of total jobs and a high number of jobs in the industrial, leisure and hospitality, education and retail employment sectors (see Wilsonville – Salem and Albany – Millersburg – Salem corridor discussions above).

## **IV. Land Use, Population and Employment**

This section discusses existing land uses within Marion and Polk Counties and major communities within them. Major communities in Marion County include Salem, Keizer, Turner, Stayton, Sublimity, Silverton, and Woodburn. Major communities in Polk County include Salem, Dallas, Monmouth, and Independence.

### **Salem-Keizer**

#### **Existing and Future Land Use Patterns**

Salem is the capital of Oregon and the Marion County seat. The Salem-Keizer metropolitan area is divided north-south by the Willamette River and ringed by hills to the west and south. These hills and the Salem-Keizer UGB (and the Turner UGB) have constrained development, defined the supply of buildable land, and limited urban sprawl.<sup>9</sup>

Within the Salem-Keizer UGB, between 80 to 90 percent of the land area, population, and jobs are located east of the Willamette River. Development east of the river includes the entire city of Keizer, Salem’s central business district, the Capitol Mall, and other major facilities and institutions including Salem Hospital, City Hall, and Willamette University. Eighteen of the 19 recognized neighborhood associations in the City of Salem are also located east of the river. However, West Salem is one of the largest of the 19 neighborhoods by land area. The Salem-Keizer Area Transportation Study (SKATS) describes the Salem-Keizer region in four districts: East Salem, Keizer, South Salem, and West Salem. The sections below elaborate on land use patterns within each district.

#### **East Salem**

The East Salem portion of the region includes Salem’s central business district and the Capitol Mall area. The central business district (CBD) contains the majority of government jobs in the Salem region, as well as a wide mix of service, tourism, retail, and government support adjunct services. The concentration of jobs, retail, and services in the CBD make it an important destination for trips, including transit trips.

The Salem Industrial Area is bounded by Portland Road, Cherry Avenue, Salem Parkway, and extends north of Hyacinth across I-5 toward Indian School Road. Within this industrial area is the Salem Kroc Center, a member-based community facility with meeting rooms, a pool, fitness

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area, workshops, theater, and climbing wall. Additional land in industrial use is located off Hawthorne Avenue near State Street. Given the mix of industrial, retail, and one regional community resource, the Kroc Center, this area is an important transit destination.

The overall land use pattern within this area is not expected to change in 2030. East Salem will remain an important part of the region to serve well via transit.

### **West Salem**

West Salem is largely a residential area with commercial establishments on Wallace Road and Edgewater Street near OR 22. The majority of the area contains single family detached housing. Most multi-family housing is located along Wallace Road and in the Edgewater district generally bounded by Rosemont Avenue, 8<sup>th</sup> Street, Patterson Street, and 2<sup>nd</sup> Street. Employment, typically retail or service, also is concentrated in this southeastern section of the area along Wallace Road and Edgewater Street; there also is some small industrial use. Employment elsewhere is limited with some schools, including West Salem High School, but no large employment centers. According to conversations with the City of Salem, multi-family housing is likely to continue developing along Wallace Road. The predominance of residential uses in West Salem make it an important origination point for trips, including transit trips. West Salem is likely to increase in importance in the future given the city's plans to focus residential development there.

### **Keizer**

Most of the land within Keizer is devoted to single family dwellings, with a limited industrial area mainly in the southeast quadrant. Much of the developable land in the UGB is zoned agriculture, although there is an undeveloped industrial zone at the end of Lockhaven Drive at Windsor Island Road. There are many small businesses and office/retail centers located along the intersection of River Road and Chemawa Road. There are residential neighborhoods adjacent to the Willamette River and all the way east toward I-5. McNary High School is located in Keizer and is an important destination point for transit trips. The Keizer Station development at I-5 and Chemawa Road is the only large concentration of employment in the area. Keizer Station has several big-box retail stores and is adjacent to the Volcanoes minor league baseball team and stadium, which also hosts games played by schools in the area. With so many residential uses in Keizer, it is an important origination point for trips, including transit trips. Land use patterns in Keizer are expected to remain similar in 2030 to how they are today, but the importance of Keizer as both an origin and a destination for transit trips is not likely to diminish.

### **South Salem**

South Salem is a mixture of residential, commercial, institutional, and industrial land uses. South Salem has several industrial areas, including Fairview Industrial Park and the Mill Creek Corporate Center (MCCC), which is planned to mix distribution with industrial uses as it fully develops. At full build-out, MCCC is expected to have 5,000 jobs. The Santiam Correctional Facility and the Department of Public Safety Standards and Training are located within South Salem and accessed from the Aumsville Highway. Also along the Aumsville Highway are the Marion County Jail and Court Annex, which also serves as the Marion County Parole and

Probation Office. There are concentrations of strip commercial development located along Commercial Street, Liberty Road, 12<sup>th</sup> Street, 13<sup>th</sup> Street, and Mission Street.

Industrial/Commercial land is undeveloped in the quadrants of Kuebler Boulevard SE and OR 22E and north along Cordon Road. This area contains big-box developments including the Wal-Mart/Lowe's shopping center on Airport Road and Fred Meyer and WinCo Foods shopping centers on Commercial Street SE. The Salem Renewable Energy and Technology Center, which is on Gaffin Road between OR 22E and Cordon Road, is a site of major employment and the Sanyo photovoltaic silicon wafer plant. At full build-out of the Renewable Energy and Technology Center, the area is expected to contain approximately 1,000 jobs. Corban University also is an employment center and destination on Deer Park Drive. Existing and planned industrial uses in the area and the presence of Corban University and some government uses make this area an important destination for transit trips. Also within this area is the Salem Amtrak Station, an important connection point for transit trips.

According to conversations with SEDCOR, development of employment centers in South Salem would be expected to encourage additional residential growth and some retail employment in Turner, which might lead to employment growth exceeding the county-wide 14 to 17 percent growth that is projected from 2010 to 2020. The presence of major growth opportunities for industry in South Salem indicate that this area may increase in its relative importance for transit service in the future.

### **Existing and Future Population and Employment Density**

According to projections from SKATS, residential density is expected to increase in South Salem in the vicinity of Liberty Road and Kuebler Boulevard, and in West Salem to the west of Wallace Road (OR 221). Outside the UGB and within the SKATS region, significant growth by 2035 in these areas is expected to have extended beyond the present Salem-Keizer UGB, as well as north of the Turner UGB. Also, population is forecast to increase significantly outside the UGB in the East Salem area north of Hazelgreen Drive. Regarding Keizer's future population growth, it should be noted that as of this writing, the City of Keizer is exploring the need to expand its portion of the Salem-Keizer UGB. If this occurs, the UGB is likely to expand to the north due to the constraints posed by the City of Salem and the Willamette River, which make expansion to the south, east, and west impossible or impractical. This UGB expansion could add approximately another 8,000 residents<sup>10</sup> and would be a significant area of growth.

Table 2 depicts forecast population and employment statistics in 2031 for the districts within Salem and Keizer that are described above. Overall, population within the Salem-Keizer UGB is expected to increase by 39 percent and employment is expected to increase by 41 percent. All districts are expected to gain both population and employment. The most significant increase in population is expected to occur within West Salem, and the most significant increase in employment is expected to occur in Keizer.

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<sup>10</sup> I-5 at Chemawa Road Interchange Area Management Plan, Draft October 2011, page 3-1



In order to accommodate these increases, Salem is likely to need to provide 22,141 new dwelling units; about 12,285 (60 percent) will be single-family (detached or manufactured dwellings), about 5 percent will be single-family attached and 7,748 (35 percent) will be multi-family, which includes duplexes, structures with three to four dwellings, and structures with five or more dwellings. Keizer will need to provide about 4,994 new dwelling units (63 percent) will be single-family. About 250 (5 percent) will be single-family attached and 1,597 (32 percent) will be multi-family. <sup>11</sup>

The projected population and employment increases along with the associated projections in dwelling units indicate that transit could become an increasingly important service within the metropolitan area in future years. Although many of the projected new housing units will be single-family, they will still be concentrated within the Salem-Keizer UGB and therefore likely to be of a density that could support some level of transit service.

TABLE 2  
**Salem-Keizer UGB Population and Employment, 2000 Existing and 2031 Forecast**

Study Area	Population (2000)	Population (2031) (% increase)	Employment (2000)	Employment (2031) (% increase)
West Salem	19,833	42,500 (110%)	3,451	4,500 (29%)
North Salem	76,379	91,580 (20%)	45,308	56,700 (25%)
South Salem	74,810	110,935 (48%)	36,550	56,000 (53%)
Keizer	32,203	39,994 (24%)	3,972	8,900 (120%)
Salem-Keizer UGB	203,275	285,009 (39%)	89,281	126,000 (41%)

Source: 2031 RTSP Update (SKATS, 2007)

## Marion County

Marion County is largely agricultural. Eighty-eight percent of the 750,000 acres that comprise Marion County is dedicated to agricultural and forest use, and only 7 percent of the remaining land within the county is within urbanized areas.<sup>12</sup> Other land use designations include public and semi-public (2 percent), rural residential (2 percent), commercial (less than 1 percent) and industrial (less than 1 percent). The urbanized areas of the county are mainly concentrated in its western half.

There are 20 incorporated communities and 37 unincorporated communities in Marion County. According to the 2010 Census, the population of Marion County was 315,000. Communities in Marion County with populations over 5,000 people in 2010 included Salem, Keizer, Woodburn, Silverton, and Stayton/Sublimity. These urbanized areas are most relevant for transit planning

<sup>11</sup> Salem-Keizer Housing Needs Analysis, Table S-2, page iv.

<sup>12</sup> Marion County Comprehensive Plan, 2010, page1-12.

purposes, as they have the greatest concentration of trip origins and destinations in Marion County, aside from Salem and Keizer. Conversations with Marion County and with the state of Oregon indicated that the relative importance of these communities within Marion County is not likely to diminish. In other words, Woodburn, Silverton, and Stayton/Sublimity are expected to remain the most populous cities in Marion County in 2030, aside from Salem and Keizer.

### **Woodburn**

Woodburn is located approximately 19 miles north of Salem and is along the I-5 corridor. There are five industrial areas in Woodburn: the southeast quadrant; the northeast quadrant (Woodburn Industrial Park); north of Woodburn High School (between N Front Street and Mill Creek); the southwest quadrant of the I-5 interchange; and the downtown.<sup>13</sup> There also are five major commercial areas in Woodburn: downtown; along OR 99E; the I-5 interchange; Four Corners (OR 214/211/99E intersection); and near Parr Road, east of I-5. In addition, there are three minor commercial areas: the S-curve near Cascade Drive and OR 214; the northwest quadrant of the Settlemier Avenue and OR 214 intersection; and along Boones Ferry Road, north of the Mill Creek tributary, near the northern edge of the UGB. Because of its population and because of the Woodburn Company Stores, Woodburn is an important transit destination and will continue to be in the future.

### **Silverton**

Silverton is located approximately 15 miles east of Salem. OR 213 (Oak Street) from Salem and OR 214 (N 1<sup>st</sup> Street) from Woodburn intersect in Silverton. Residential land in Silverton surrounds the city core commercial area where the highways meet. There also is commercial development west of N First Street and along McLaine, C, and Westfield Streets. Major land uses in Silverton include the Silverton Hospital, which is south of McLaine Street and north of OR 213 (W Main Street), the Oregon Gardens, and the Oregon Garden Resort on OR 213/W Main Street. Although not a major land use, the Silverton Senior Center attracts elderly residents, who are often transit-dependent. Industrial land is primarily in the northern section of the city, along McLaine Street to the west, and fronting OR 214.

According to the Marion County Housing Authority, a new development containing 55 units is proposed for Silverton in the near term (within the next 5 years). The development would be designated for both seniors and families, and would greatly benefit from convenient transit service.

### **Stayton/Sublimity**

Stayton and Sublimity are located approximately 16.5 miles to the southeast of Salem. Stayton's city boundaries are basically three-sided, like a right-triangle, with OR 22E (the Santiam Highway) being the long-side on the north. Sublimity is on the other side of the OR 22E from Stayton and about 6 miles west on the highway is Aumsville. Of the city's 1,513 acres, a third is zoned Low Density Residential.<sup>14</sup> Medium Density Residential is scattered throughout the city, although a large area is in the north corner along with a large Public/Semi-Public area.

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<sup>13</sup> Woodburn Comprehensive Plan, 2005.

<sup>14</sup> Stayton Comprehensive Plan, 2009.

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There are four main commercial areas also distributed throughout the city. The NORPAC frozen foods/cannery plant occupies 57 acres of Agriculture Industrial land in the south corner of the city, which also includes 287 acres of Light Industrial land. Industrial companies with more than 100 employees each manufacture mobile homes, windows, doors, and roof structures. The Santiam Memorial Hospital also is a major employer. Given the concentration of residences and industrial lands and employers within the Stayton/Sublimity, these cities are key origins and destinations for trips, including transit trips.

MasterCraft furniture has recently begun building a manufacturing facility in Stayton. The facility is likely to have employees commuting from outside of Stayton who could benefit from the option of taking transit to work.

### **Other Communities in Marion County**

CARTS currently serves several other communities in Marion County, including Gervais, Mt. Angel, Gates, Mill City, Aumsville, Mehama, and Lyons. According to conversations with Marion County and the Department of Land Conservation and Development, none of these communities are expected to grow significantly by 2030. Therefore, their relative importance as transit destinations will remain secondary to Woodburn, Silverton, and Stayton/Sublimity.

## **Polk County**

Similar to Marion County, the majority of land within Polk County is designated for either agricultural or forest use.<sup>15</sup> According to the Census 2010, the population of Polk County in 2010 was approximately 75,403. Incorporated cities in Polk County include Dallas, Monmouth, Falls City, Willamina, and Independence. There are 21 unincorporated communities and census-designated places in Polk County; these include Eola, Rickreall, Grand Ronde, Valley Junction, Pedee, and Fort Hill. Dallas, Monmouth, and Independence are the only communities within Polk County that have populations greater than 5,000 persons. The three urbanized areas are most relevant for transit planning purposes, as they have the greatest concentration of trip origins and destinations in Polk County, aside from Salem. According to conversations with Polk County staff, industrial development in Polk County is likely to be contained within Dallas, Independence, and Monmouth, and is constrained by the lack of convenient access to I-5. The relative importance of Dallas, Monmouth, and Independence for transit service is not expected to diminish in the future.

### **Dallas**

Dallas is located approximately 15 miles to the west of Salem, and it is the county seat for Polk County. OR 223, Kings Valley Highway, runs north through the CBD until turning to the east just north of Rickreall Creek. Rickreall Creek runs from west to east through the center of the city as it heads to the Willamette River. Dallas's CBD is located around Main and Jefferson in downtown. It is bounded by Rickreall Creek to the north.<sup>16</sup> Residential land in Dallas surrounds

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<sup>15</sup> Polk County Comprehensive Plan, 2009.

<sup>16</sup> City of Dallas Transportation System Plan.

the CBD.<sup>17</sup> Dallas has two primary commercial centers, one located in downtown and the other in North Dallas. All of the industrial land in Dallas is to the south of Rickreall Creek with the majority to the southeast of the CBD. South of the CBD is the Weyerhaeuser Lumber Mill. The mill serves as both an origin and a destination for commercial vehicles; however, production at the mill has declined sharply in recent years. There are three mixed use nodes designated in the Dallas Comprehensive Plan. They are LaCreole (multi-family residential with general commercial) located northeast of the CBD and north of OR 223, Barberry (multi-family residential with commercial) located east of the CBD and south of OR 223 and Wyatt (multi-family residential adjacent to commercial) located northwest of the CBD and north of Ellendale Avenue. Major destinations in Dallas include the West Valley Hospital at the southwest corner of Washington Street and Uglow Avenue and the Polk County offices at SE Jefferson Street and SE Court Street.

Future commercial land development is expected to occur in North Dallas, at the north end of the CBD and in the mixed use nodes. Anticipated growth is expected to utilize most of the available vacant and underutilized parcels. Commercial development may be somewhat limited by the Rickreall Creek floodway. Future industrial land development will be focused in southern Dallas, north and south of the Monmouth Cutoff Road. Anticipated growth is expected to utilize most of the available industrial land. Future multi-family residential is expected to occur primarily in the three mixed use nodes. The City's vacant land inventory shows that supply is greater than demand for single-family residential parcels.

### **Independence**

Land uses in Independence are largely residential and mixed density residential.<sup>18</sup> OR 51 nearly bisects the city as it heads east to the Willamette River. There is a Downtown Overlay Zone that helps to preserve the character of the historic downtown area between A Street and F Street. There are small areas of industrial land use on the south side of the city and to the east along the Willamette River. There is a relatively large area of industrial land use on the north side of the city. The Independence State Airport is also located on the north side of the city. Independence and Monmouth are contiguous.

The number of dwelling units in Independence is expected to increase significantly over the next 20 years in order to accommodate projected population increases. The southern part of the Independence UGB, served by 13<sup>th</sup> Street and Corvallis Road, has the most room for additional development.

### **Monmouth**

Monmouth is directly to the west of Independence and is approximately 15 miles from Salem. Monmouth is bisected by OR 99W which provides access to Corvallis to the south and McMinnville to the north. Many Monmouth residents commute to Salem and Corvallis on OR 99W, with fewer to Dallas and Albany. The majority (91 percent) of land within Monmouth is residential, 7 percent is commercial, and 2 percent is industrial. The majority of commercial

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<sup>17</sup> City of Dallas Comprehensive Plan, 2010.

<sup>18</sup> City of Independence Zoning Map, 2010.

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land is in the Main Street District located at the intersection of OR 99W and Main Street. This downtown commercial district extends west of OR 99W along Main Street (the Falls City Highway). East of OR 99W along the Monmouth-Independence Highway, the area is residential until reaching a commercial area in western Independence. Residential land in Monmouth surrounds the Main Street District. There is an industrial park to the south of the Main Street District and general industrial land to the northeast of the Main Street District.<sup>19</sup> Western Oregon University is a major destination within Monmouth and is located to the northwest of the Main Street District. Enrollment is approximately 5,000. An Urban Renewal District containing approximately 308 acres was adopted in 2005. It includes part of the downtown Main Street District, adjacent residential areas, commercial areas and industrial districts. The purpose is to promote and manage the development of downtown and underutilized industrial properties and to increase business activity. The presence of Western Oregon University, residences, and industrial uses makes Monmouth an important trip generator in Polk County.

Monmouth's UGB extends in all directions except east, as it is contiguous with Independence. In the north as far as Hoffman Road, the UGB is quite large; however, the present ownership for much of it desires to keep the land in nature conservancy. Thus, future growth is expected to be mostly south of the city, and in the small area of UGB to the west. The housing mix and residential lands needs in 2020 is projected to be 2,025 units, which is approximately double from 2000, which would require 276 acres. There is adequate vacant or re-developable land for future housing needs within the urban growth boundary. The estimated land needed for multi-family development and manufactured home parks exceeds supply. Land re-designation alternatives have been proposed to meet this need including specifying certain residential land as a mixed density residential zone and changes to land zoned for public services. There is currently a surplus of available land for commercial and industrial development. According to conversations with Western Oregon University conducted as part of Memo #1, the university is expecting to expand its residential facilities.

### **Other Communities in Polk County**

Besides Dallas, Monmouth, and Independence, Cherriots and CARTS currently provide service to two other communities in Polk County - Rickreall and Grand Ronde. Rickreall is located approximately 11 miles east of Salem and is near the intersection of OR 22 and OR 99W. According to conversations with Polk County, Rickreall is not expected to gain population or become more important to serve via transit, but it is conveniently located to serve when traveling to and from Dallas.

The community of Grand Ronde is a patchwork of Tribal trust lands, which are owned by the Confederated Tribes of Grand Ronde, and private properties mostly held by non-tribal residents. Spirit Mountain Casino is owned and operated by the Confederated Tribes, and is located to the east of the Grand Ronde community. Spirit Mountain Casino is an important regional attractor of transit trips and a large employer in Polk County. The Casino will continue to be important to serve via transit trips in the future due to its status as a regional origin and destination for transit trips.

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<sup>19</sup> Monmouth Comprehensive Plan, 2008.



## V. Transportation Planning Rule (TPR) Benchmarks

Oregon’s Transportation Planning Rule requires cities within a Metropolitan Planning Organization (MPO) to expand transportation options, including bicycling, walking, and use of transit. Cities are required to establish benchmarks for expanding transportation options, and evaluate their progress towards meeting those benchmarks. There are three cities contained under the jurisdiction of the Salem-Keizer Area Transportation Study (SKATS); these include Salem, Keizer, and Turner. The Cities of Salem and Keizer have established benchmarks, but Turner has not. Tables 3 and 4 below list the transit-related TPR benchmarks for Salem and Keizer.

TABLE 3  
**Benchmarks for Implementation of Transportation Policies for Salem**  
*Source: Salem Area Comprehensive Plan (May 2009), Table 1, page 53*

Measure	Description	Measurement	Previous Years	2010	2015	2020	2025	Benchmark (2030)
1a	New dwelling units (d.u.) within 1/4 mile of transit stops	Ratio of new d.u. within 1/4 mile walking distance of transit stops (with frequency of service of 30 minutes) to all new d.u. in the city	22.8% ('98-'08)	23%	27%	31%	36%	41%
1b	New dwelling units (d.u.) within 1/4 mile of transit stops	Ratio of new d.u. within 1/4 mile walking distance of transit stops (with frequency of service of 15 minutes in peak hour) to all new d.u. in the city	3.2% ('98-'08)	3.5%	4.5%	6.5%	8.5%	10.5%
2	Jobs in Activity Nodes and Corridors	Ratio of total jobs in Activity Nodes and Corridors to all jobs in the city, excluding industrial zones	61.28% (2005)	61.0%	62.0%	63.0%	64.0%	65.0%
3	New d.u. in Activity Nodes and Corridors	Ratio of new d.u. in Activity Nodes and Corridors to all new d.u. in the city	12.1% ('98-'08)	12.5%	14.5%	16.5%	18.5%	20.5%
4	Bicycle lanes	Percentage of streets designated to have bike lanes that are striped with bike lanes	53% (2008)	54.0%	58.0%	62.0%	66.0%	70.0%
5	Growth in Mid-Valley rideshare database	Number of people in database using alternative modes	945	Double rate of population increase	Double rate of population increase	Double rate of population increase	Double rate of population increase	Double rate of population increase

d.u. = dwelling unit(s)



TABLE 4

**Benchmarks for Implementation of Transportation Policies for Keizer***Source: Salem Keizer Area Transportation Study (SKATS) 2035 Regional Transportation System Plan (RTSP), 2011*

Measure	Description	Category (Unit)	2008	2015	2020	2025	2031
1. Pedestrian	Increase miles of sidewalks along arterial, collector, and residential streets and along streets that are adjacent to transit routes and neighborhood trip generators (i.e. schools, parks, community centers, etc.)	Arterial/ Collector (miles)	25 (65%)	27 (70%)	30 (78%)	32 (85%)	35 (92%)
		Local Street (miles)	102 (72%)	108 (78%)	110 (78%)	116 (82%)	120 (85%)
		Private Street (miles)	30	31	32	34	36
2. Bicycle	Increase miles of bike lanes along arterial and collector streets and along streets that are adjacent to transit routes	Arterial/ Collector (miles)	30 (72%)	32 (78%)	33 (80%)	35 (85%)	38 (91%)
3. Transit and Land Use	Number of residential units or square footage of commercial development within a transit influence area	Residential (dwelling units)	9,800 (70%)	10,712 (73%)	11,775 (75%)	12,780 (77%)	14,032 (80%)
		Commercial (sq. ft)	1.6 million	2.2 million	2.5 million	2.8 million	3.5 million
4. Funding	Spending on transportation increases at a rate to match projected funding needs	Annual	\$1.2 million	\$720,00 0	\$720,00 0	\$800,00 0	\$900,00 0
		5 or 7 year increment	N/A	\$5.04 million	\$3.75 million	\$4.0 million	\$4.5 million
		Cumulative	\$1. million	\$6.24 million	\$9.9 million	\$13.99 million	\$18.49 million

Conversations with the cities of Salem and Keizer indicated that both cities have not yet measured their progress towards meeting the benchmarks listed above. Similarly, conversations with representatives from the Department of Land Conservation and Development indicated that no information is available regarding how well each city is or is not meeting these benchmarks. Each agency indicated that follow-up and analysis of the progress towards meeting these benchmarks may occur in the next few years.

## VIII. Next Steps

This memo provides a corridor level analysis of travel demand and transit market analysis (TMA) based on a review of demographic, employment, land use, and stakeholder interview data. This memo prioritizes each corridor; however, existing conditions within each corridor differ. In some corridors, service may exist and greater frequencies, broader service hours, additional stop locations, or route changes would be an enhancement. In some corridors, service may already exist, but priority is low; and the value of that service going forward could be revisited.

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In some corridors, no service exists, and new service types and levels would need to be identified. Some corridors could be served through coordination with other transit providers. Memo #4, Future Service Opportunities, will build upon the corridor level analysis and provide more specifics, such as transit type, frequencies, service hours, and general stop locations to identify ways that Salem-Keizer Transit can better provide transit service to communities within the study area.

# Salem-Keizer Transit Long-Range Regional Transit Plan: Future Service Opportunities

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DATE: April 26, 2013

## 1. Introduction

This is the fourth technical memorandum prepared for the Salem-Keizer Transit (SKT) Long-Range Regional Transit Plan (LRRTP). This memo specifically builds off of Memos 1 and 2 prepared for this plan. Memo 1 described the existing transit system within the project study area and adjacent transit districts. Memo 2 provided information on transportation and land use patterns within the project study area, identified 13 distinct corridors, and prioritized each corridor relative to each other.

This memo provides recommended service enhancements for the corridors identified in Memo 2, which are depicted on Figure 1. The recommendations have been developed using the technical information on travel demand in Memo 2 along with information gathered through stakeholder interviews. A summary of stakeholder interviews conducted during the development of this memo is provided in Appendix A. A summary of existing service is provided in Appendix B for reference. It is important to note that the recommendations discussed in section 2 below are provided for the entire 20-year planning horizon. In other words, it is not expected that the resources will be available to implement all recommendations at once; rather, these recommendations are intended to serve as a guide for future investments in transit service when additional resources become available.

Section 2 of this memo is organized first by geography – discussing the I-5 corridor, East Side Corridors, and then West Side Corridors. Within the discussion of each geography, a summary of the recommendations is presented first, followed by a more detailed discussion of the rationale for each recommendation. Section 3 of this memo discusses general enhancements to CARTS service that would apply to the entire service area, and Section 4 provides estimates of the amount of greenhouse gases that could be saved by implementing the recommendations discussed in Section 2. Section 5 discusses next steps in the project.

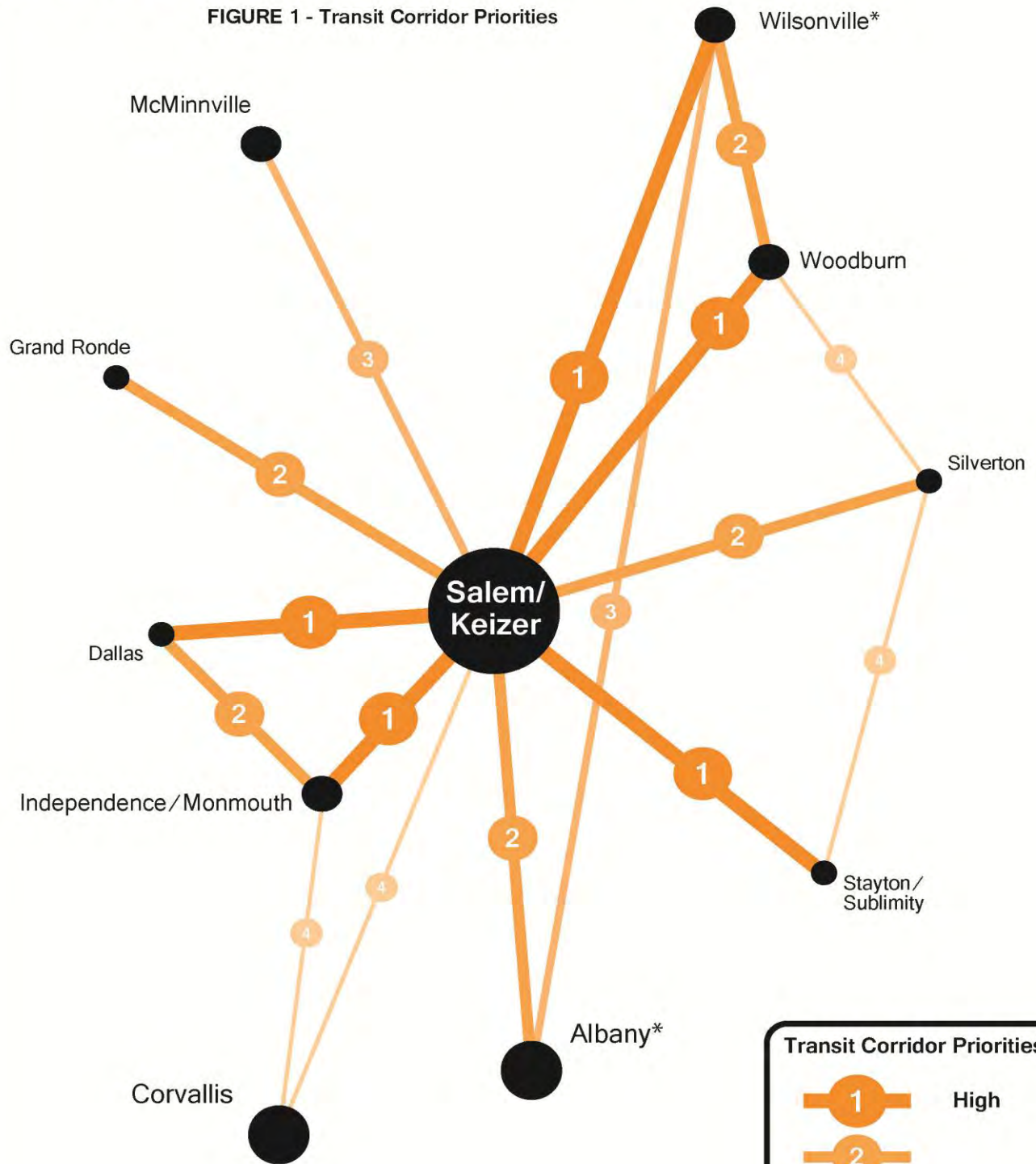


Figure 1: Transit Corridor Priorities



# Salem-Keizer Transit Long-Range Transit Plan

FIGURE 1 - Transit Corridor Priorities



**Transit Corridor Priorities**

	High
	Low

Prepared by CH2M HILL on March 31, 2013.

\* Wilsonville-Albany corridor via Salem/Keizer

## 2. Service Opportunities by Geography

### 2.1 I-5 Corridor

Transit service north and south along the I-5 corridor is of critical importance both to the mid-Willamette Valley and to the Portland and Eugene regions. I-5 is the major transportation artery through the state of Oregon’s most populous areas, and transit service within this corridor is critically needed. There are many larger mega-regional projects occurring that are planning for the I-5 corridor as a whole. The recommendations below focus on the two major destinations north and south along the I-5 corridor from Salem – namely, Wilsonville and Albany.

#### 2.1.1 Summary of recommendations

Table 2.1-1 summarizes each corridor and its priority, the results of the travel market assessment (conducted for Memo #2), the primary and secondary purpose of the routes, and recommended service enhancements for each corridor. Figure 2.1 that follows depicts the recommended service enhancements graphically.

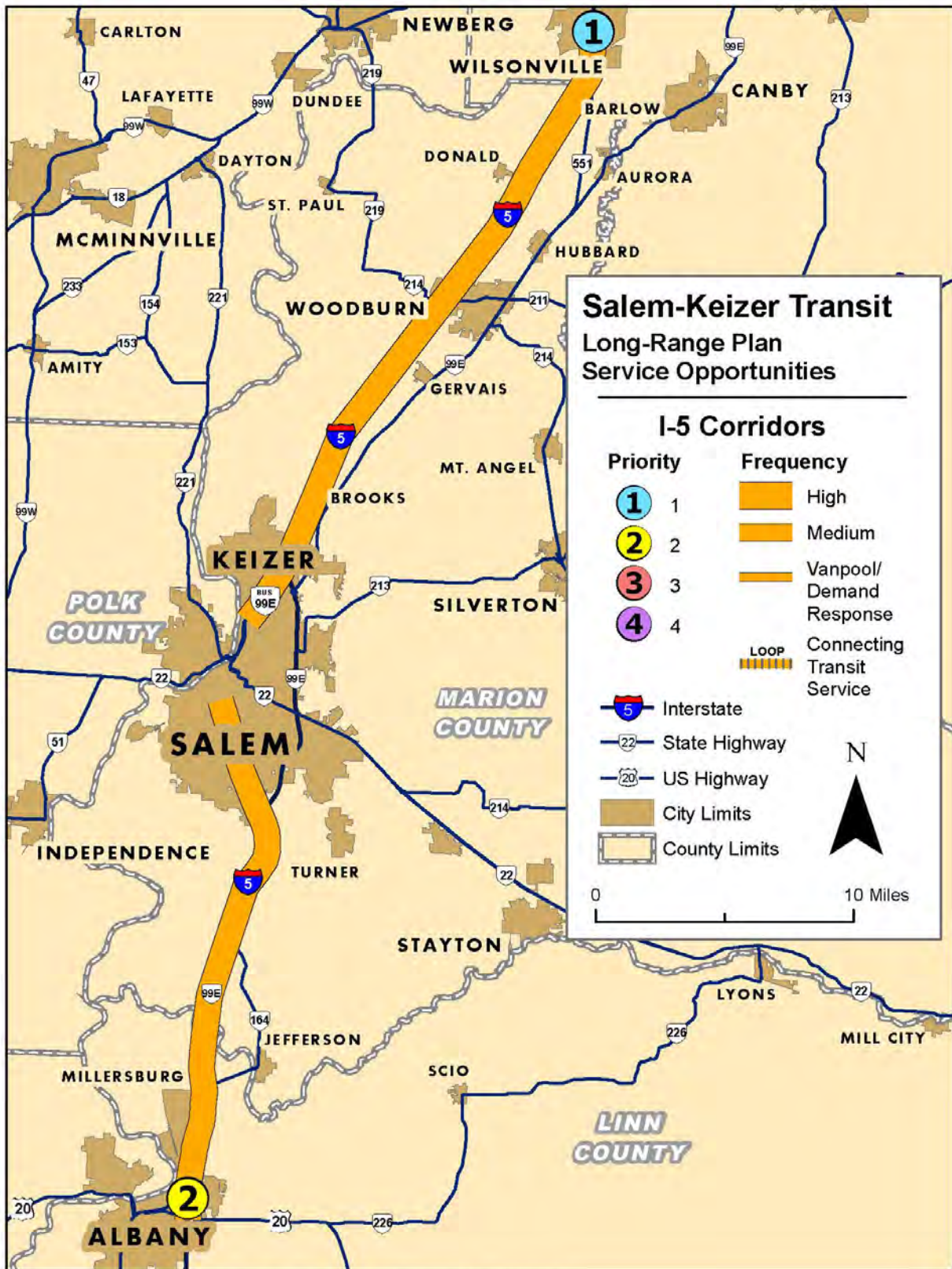
**Table 2.1-1: Proposed Service Enhancements along the I-5 Corridor**

Corridor and Priority	Summary of Travel Market Assessment*	Primary/secondary purposes of the routes	Recommended service enhancements
<p><i>Salem - Wilsonville</i> <b>PRIORITY 1</b></p>	<ul style="list-style-type: none"> <li>Travel demand: very high</li> <li>Transit inclination: high</li> <li>Employment: high</li> </ul>	<p><b>Primary:</b> Commuters between Salem and the Portland area</p> <p><b>Secondary:</b> Salem residents destined for Portland and Wilsonville for shopping, recreation, entertainment, and other trip purposes.</p>	<ul style="list-style-type: none"> <li>Provide the following service:                             <ul style="list-style-type: none"> <li>20 minute headways during peak hours on weekdays (6-9 AM and 3-6 PM)</li> <li>60 minute headways during the midday and evening (9 AM – 3 PM and 6 PM – 10 PM)</li> <li>1X is timed for convenient transfers onto WES, which stops in Wilsonville 3 times per hour during peak commuting hours; keep this coordination</li> <li>One of four hourly route cycles can stop at the new Woodburn park and ride</li> <li>During peak hours, demand is high and a higher capacity vehicle is recommended</li> <li>Provide hourly, mid-day service using a smaller transit vehicle, such as a cutaway</li> <li>Following implementation of these improvements, explore service all the way to Portland, e and weekend service at 60 minute headways or greater</li> </ul> </li> </ul>
<p><i>Salem – Millersburg – Albany</i> <b>PRIORITY 2</b></p>	<ul style="list-style-type: none"> <li>Travel demand: high</li> <li>Transit inclination: high</li> <li>Employment: high</li> </ul>	<p><b>Primary:</b> Commuters from Albany to Salem</p> <p><b>Secondary:</b> Commuters between Millersburg industrial area and Salem</p>	<ul style="list-style-type: none"> <li>Create new fixed-route service between Albany, Millersburg, and Salem. Prioritize frequencies in the following ways:                             <ul style="list-style-type: none"> <li>30 minute headways during peak hours on weekdays (6-9 AM and 3-6 PM)</li> <li>60 minute headways during</li> </ul> </li> </ul>

Corridor and Priority	Summary of Travel Market Assessment*	Primary/secondary purposes of the routes	Recommended service enhancements
			the midday and late evening (9 AM – 3 PM and 6 PM – 10 PM) <ul style="list-style-type: none"> <li>▪ 5 trips spread throughout the day on weekends</li> </ul>

\*Information summarized from Memo 2: Travel Market Assessment. Details on methodology and data sources are available in Memo 2. The term “transit inclination” relates to demographic analysis conducted to determine how inclined a given origin or destination are for transit usage. Areas that have a higher populations and a higher rate of the transit dependent, such as low-income, youth, elderly, disabled, or households with no vehicle access, are determined to have more of an inclination for transit usage.

Figure 2.1: Future Service Opportunities along the I-5 Corridor



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## 2.1.2 Recommendations and Rationale

This section provides further detail on recommended service enhancements and rationale for those improvements along the I-5 Corridor. The recommendations have been developed using the analysis provided in Memo 2 along with information from stakeholder interviews (summarized in Appendix A).

**Salem - Wilsonville.** Memo 2 summarizes demographic and employment data for both Salem and Wilsonville. Both places are relatively populated, have high transit inclination, and a high number of jobs. Beyond demand between these two points, Salem and Wilsonville, high demand exists within the corridor because many are destined to Portland. The 1X has the very high ridership, and experiences over-crowding during its current peak-hour only service.

Service improvements are recommended in the following priority:

- 20 minute headways during peak hours on weekdays (6-9 AM and 3-6 PM)
- 60 minute headways during the midday (9 AM – 3 PM) and evening (6 PM – 10 PM)
- 1X is timed for convenient transfers onto WES, which stops in Wilsonville 3 times per hour during the peak. Keep this coordination.
- One of four hourly route cycles can stop at the new Woodburn park and ride
- During peak hours, demand is high and a higher capacity vehicle is recommended
- Provide hourly, mid-day service using a smaller transit vehicle, such as a cutaway
- Following implementation of these improvements, explore continuing service all the way to Portland , , and weekend service at 60 minute headways or greater

The current hourly northbound and every-half hour south bound 1X service is not enough, as the 1X can be over-crowded. The 1X is timed for easy transfers onto the commuter rail line, WES (Westside Express Service), as many riders' final destinations are north or south of Wilsonville. The first recommendation for 1X is to increase service frequency to 20 minute headways, for four route cycles per hour. WES stops in Wilsonville three times per hour during peak commuting hours, and with a 1X frequency of four times per hour, one out of four route cycles could stop in Woodburn at the I-5/Woodburn Interchange park and ride, currently under construction. The 1X would not be able to routinely make a stop at the I-5/Woodburn Interchange park and ride because the additional time it would take to make the stop would prevent the 1X from timing a transfer with WES. This is why one of four hourly route cycles is recommended to stop at Woodburn.

Currently, the transit vehicles have a 45 person capacity, but with the introduction of more low-floor buses (which ease the ability of those in a wheelchair or with mobility issues to board the bus efficiently and without a ramp extension), the capacity will be reduced to 38 passengers. A higher capacity vehicle during peak hours on weekdays (6-9AM and 3-6PM) is recommended. Higher capacity vehicles could be an over-the-road coach bus, with a 55 passenger capacity, or an articulated bus, with a 66 person seated capacity and 100 person standing capacity. Increasing vehicle capacity size increases capacity of the route overall without increasing labor (doesn't add a driver).

Hourly, mid-day service is recommended for weekdays between 11AM and 2PM to serve riders who may work part-time and commute during mid-day or riders who need to access shopping, recreation, entertainment, and other services within the corridor. The service could be provided with a lower capacity vehicle, such as a cutaway.

After implementing those service improvements listed above, explore continuing service into Portland, perhaps downtown. If funding permits, weekend service at approximately 60 minute headways is also recommended. This plan also recommends continuing to monitor service requests from riders and overcrowding conditions to refine and prioritize service improvements. Continue to evaluate service to Portland in relation to the development of Oregon Passenger Rail.



**Salem – Millersburg - Albany.** As presented in Memo 2, there is a significant amount of travel demand between Albany and Salem. This demand comes both from residents of Albany commuting to jobs in Salem and points north and from transit-dependent people in Albany needing to access services in Salem. In addition, there is a large concentration of industrial employment in Millersburg whose employees work on shifts outside of traditional business hours. In order to meet these demands, a new fixed-route service between Albany and Salem, with a stop in Millersburg, is warranted. Frequency along this route should be prioritized in the following ways:

- 30 minute headways during peak hours on weekdays (6-9 AM, 3-6 PM)
- 60 minute headways during the midday and late evening on weekdays (9 AM – 3 PM, 6 PM – 12 AM)
- 60 minute headways throughout the day on weekends, if demand is sufficient

If resources are available in the future, Salem-Keizer Transit will investigate cost sharing of a service between Albany and Salem with Albany Transit Service. Albany Transit Service currently has an Intergovernmental Agreement (IGA) to provide demand response service to Millersburg, and is interested in coordinating with Salem-Keizer Transit to evaluate routing and cost-sharing to provide fixed-route transit service to Albany with a stop in Millersburg.

## 2.2. East Side Corridors (Marion County)

The major communities in Marion County are Silverton, Stayton/Sublimity, and Woodburn. These communities vary in size and demographics. These communities are currently within the Salem-Keizer Transit service area and are served by three CARTS routes. In addition, the corridor of Stayton to Silverton was evaluated for transit service; it currently does not have any service.

### 2.2.1 Summary of recommendations

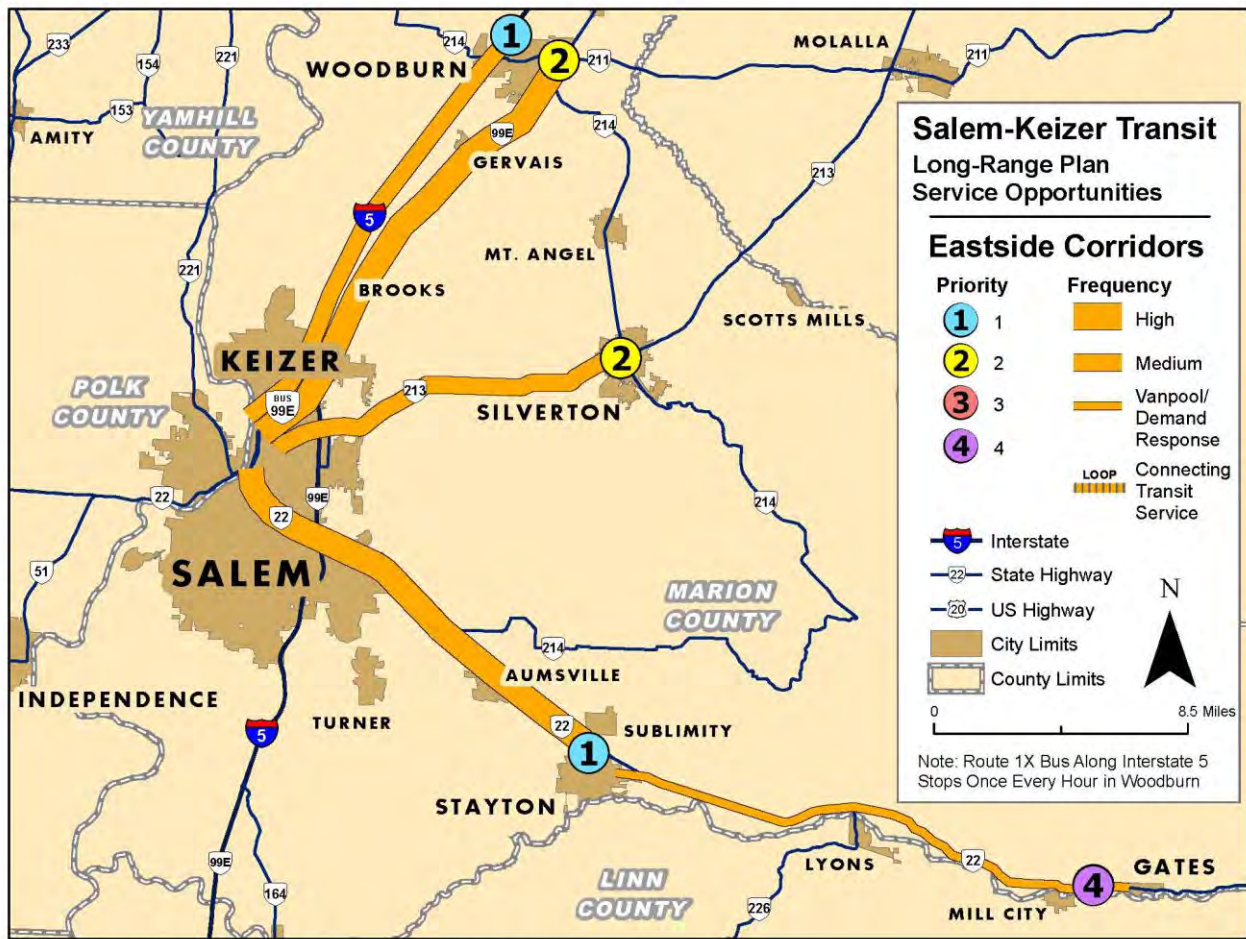
**Table 2.2-1: Proposed Service Enhancements in Marion County**

Corridor and Priority	Summary of Travel Market Assessment*	Primary/secondary purposes of the routes	Recommended service enhancements
Salem - Silverton <b>PRIORITY 2</b>	<ul style="list-style-type: none"> <li>• Travel demand: high</li> <li>• Transit inclination: moderately low</li> <li>• Employment: moderately low</li> </ul>	<p><b>Primary:</b> Commuters between Salem and Silverton</p> <p><b>Secondary:</b> Silverton residents destined to Salem for shopping, recreation, entertainment, and other trip purposes.</p>	<ul style="list-style-type: none"> <li>○ Adjust the AM peak route cycles leaving Silverton to allow for an arrival in downtown Salem just before 8AM</li> <li>○ Provide hourly service on weekdays; for example, the 8AM hour is currently not served</li> <li>○ Provide three trip cycles on weekends (one in the morning, one in mid-day, and one in the afternoon/evening)</li> </ul>
Salem – Stayton (continuing to Gates) <b>PRIORITY 1</b>	<ul style="list-style-type: none"> <li>• Travel demand: high</li> <li>• Transit inclination: moderate</li> <li>• Employment: moderate</li> </ul>	<p><b>Primary:</b> Commuters between Salem and Stayton</p> <p><b>Secondary:</b> Students from Stayton commuting to Chemeketa Community College in Salem.</p>	<ul style="list-style-type: none"> <li>○ Current ridership on CARTS Route 30 from stops at Mehema, Loyns, Mill City and Gates is very low; recommend eliminating fixed route service and providing dial-a-ride service only.</li> <li>○ Recommend better advertising the park &amp; ride location in Stayton for commuters further east.</li> <li>○ Increase current frequency to hourly headways, with at least two route cycles during the AM and PM peak hours; focus on serving commuters from Stayton to arrive in time for an 8AM start time in downtown Salem</li> <li>○ With four or more route cycles during the AM and PM peak, create two express routes that eliminate stops in</li> </ul>

Corridor and Priority	Summary of Travel Market Assessment*	Primary/secondary purposes of the routes	Recommended service enhancements
Salem - Woodburn <b>PRIORITY 1</b>	<ul style="list-style-type: none"> <li>• Travel demand: high</li> <li>• Transit inclination: high</li> <li>• Employment: high</li> </ul>	<p><b>Primary:</b> Commuters between Salem and Woodburn</p> <p><b>Secondary:</b> Students commuting to Chemeketa Community College in Brooks.</p>	<p>Aumsville and Turner, prioritizing service for commuters between Salem and Stayton</p> <ul style="list-style-type: none"> <li>○ Expand service to accommodate shifts at industrial plants with 24-7 operations, focusing on the 7AM to 3PM shift to start</li> <li>○ Provide three trip cycles on weekends between Salem and Stayton (one in the morning, one in mid-day, and one in the afternoon/evening)</li> </ul> <ul style="list-style-type: none"> <li>○ Expand service to Wilsonville to 4 route cycles per hour during peak AM and PM hours, with one route cycle per hour stopping at the I-5/Woodburn Interchange</li> <li>○ Eliminate CARTS Route 10 circulator service within Woodburn in coordination with Woodburn Transit</li> <li>○ Add a stop at the Chemeketa Community College Brooks Campus</li> <li>○ Consider adding a stop at the Keizer Transit Center</li> <li>○ Adjust the schedule of CARTS Route 10 service to leave Salem earlier and later than current route cycles to accommodate transfers onto Canby Area Transit (CAT) Orange-99E line</li> </ul>
Silverton – Stayton <b>PRIORITY 4</b>	<ul style="list-style-type: none"> <li>• Travel demand: low</li> <li>• Transit inclination: moderately low</li> <li>• Employment: moderately low</li> </ul>	<b>N/A</b>	<ul style="list-style-type: none"> <li>○ No service improvements are recommended for this corridor, given the low demand</li> </ul>

\*Information summarized from Memo 2: Travel Market Assessment. Details on methodology and data sources are available in Memo 2.

Figure 2.2: Future Service Opportunities in Marion County



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### 2.2.2 Recommendations and Rationale

This section provides further detail on recommended service enhancements and rationale for those improvements in Marion County.

**Salem - Silverton.** Memo 2 summarizes demographic and employment data for both Salem and Silverton. Salem is highly populated, has high transit inclination, and a high number of jobs. Silverton is a smaller city, has a moderately low transit inclination, and moderately low number of jobs. Travel demand between these two points is high along this corridor.

Currently, CARTS Route 20 serves the Salem to Silverton corridor. It runs during the AM and PM peak hours, generally with service every two hours. In addition, CARTS operates a flex-route, #25, that is a circulator and stops in Silverton, Mt. Angel, and Woodburn during the AM and PM peak. The travel times are longer in duration and the schedule is better suited to serve non-commute trip purposes.

This Plan recommends retiming the CARTS 20 AM route cycles to accommodate a work start time of 8AM in downtown Salem. In addition, as a secondary priority, this Plan recommends increasing frequency during the AM and PM peak hours to at least hourly service, better accommodating commuters along this corridor.

**Salem – Stayton (continuing to Gates).** Memo 2 summarizes demographic and employment data for both Salem and Stayton. Stayton and adjoining Sublimity are smaller cities, with moderately transit inclination and a moderate number of jobs. The area has several large, industrial employers that have 24-7 operations and run

three shifts a day. Shift times are 7AM to 3PM, 3PM to 11PM, and 11PM to 7AM. Industrial employers include Jeld Wen, Master craft, and Red Built. Travel demand between these two points is high along this corridor.

Service changes along this are prioritized in the following ways:

- Current ridership on CARTS Route 30 from stops at Mehama, Lyons, Mill City and Gates is very low; recommend eliminating fixed route service and providing dial-a-ride service only.
- Recommend better advertising the park & ride location in Stayton for commuters further east.
- Increase current frequency to hourly headways, with at least two route cycles during the AM and PM peak hours; focus on serving commuters from Stayton to arrive in time for an 8AM start time in downtown Salem
- With four or more route cycles during the AM and PM peak, create two express routes that eliminate stops in Aumsville and Turner, prioritizing service for commuters between Salem and Stayton
- Expand service to accommodate shifts at industrial plants with 24-7 operations, focusing on the 7AM to 3PM shift to start

Extending this service to Detroit, 17 miles to the east of Gates, and other rural communities within Marion County was also evaluated, based on stakeholder concerns. As with service to Gates, it is likely that a fixed route would not be viable to Detroit and other rural communities. Extending the proposed dial-a-ride service, or subsidizing taxi service, to Detroit could be considered, but the cost of such service may be excessively prohibitive; it must be weighed against the need to provide “lifeline” service to these communities. The cost per rider would likely be very high relative to other transit services provided by the agency, which would need to be taken into consideration. Service to Gates and points east will be further evaluated and refined as part of a transit operations plan and future long range planning efforts.

**Salem - Woodburn.** Memo 2 summarizes demographic and employment data for both Salem and Woodburn. Woodburn has a relatively high population, high transit inclination, and high employment levels. Travel demand within the 99E corridor is also high, with Chemeketa Community College, Brooks Campus expanding. The Brooks campus also has a regional public safety training facility.

Route 10 also offers an opportunity to coordinate service with Canby Area Transit (CAT) Orange-99E fixed route. CAT times route cycles for convenient transfers with TriMet routes in Oregon City, but would like to coordinate route cycles to the extent possible with CARTS Route 10. CAT, however, does not anticipate routing the Orange line to the I-5/Woodburn Interchange park and ride at this point. Both CARTS 10 and the Orange line stop at the Bi-Mart in Woodburn.

Changes to CARTS Route 10 are prioritized in the following ways:

- Expand 1X service to 4 route cycles per hour during peak AM and PM hours, with one per hour stopping at the I-5/Woodburn Interchange
- Eliminate CARTS Route 10 circulator service within Woodburn in coordination with Woodburn Transit
- Add a stop at the Chemeketa Community College Brooks Campus
- Adjust the schedule of CARTS Route 10 service to leave Salem earlier and later than current route cycles to accommodate transfers onto Canby Area Transit (CAT) Orange-99E line

**Silverton – Stayton.** Memo 2 summarizes demographic and employment data for both Silverton and Stayton. Silverton is a smaller city, has a moderately low transit inclination, and moderately low number of jobs.

Stayton and adjoining Sublimity are smaller cities, with moderately transit inclination and a moderate number of jobs. Travel demand within this corridor is low.

Given the low travel demand and moderate level of transit inclination and jobs, this Plan does not recommend transit service within this corridor. In the future, route deviation or dial-a-ride service could be explored if enough customers ask for service.

### 2.3 West Side Corridors (Polk, Yamhill, and Benton Counties)

The major communities in Polk County include Dallas, Monmouth, Independence, and West Salem. These communities are currently within the Salem-Keizer Transit service area and are served by three CARTS routes. Yamhill County Transit Area (YCTA) currently operates **Route 11** between McMinnville and Salem that provides five inbound and five outbound trips per day on weekdays.

Input from the project Advisory Committee and from members of the public indicated two additional destinations of key importance for transit service: Corvallis and McMinnville, located outside the Salem-Keizer Transit service area in Benton and Yamhill Counties, respectively. There is no current transit service between Corvallis and Salem.

#### 2.3.1 Summary of Recommendations

Table 2.3-1 summarizes each corridor and its priority, the results of the travel market assessment, the primary and secondary purpose of the routes, and recommended service enhancements for each corridor. Figure 2.3 that follows depicts the recommended service enhancements graphically.

**Table 2.3-1: Proposed Service Enhancements in Polk, Yamhill, and Benton Counties**

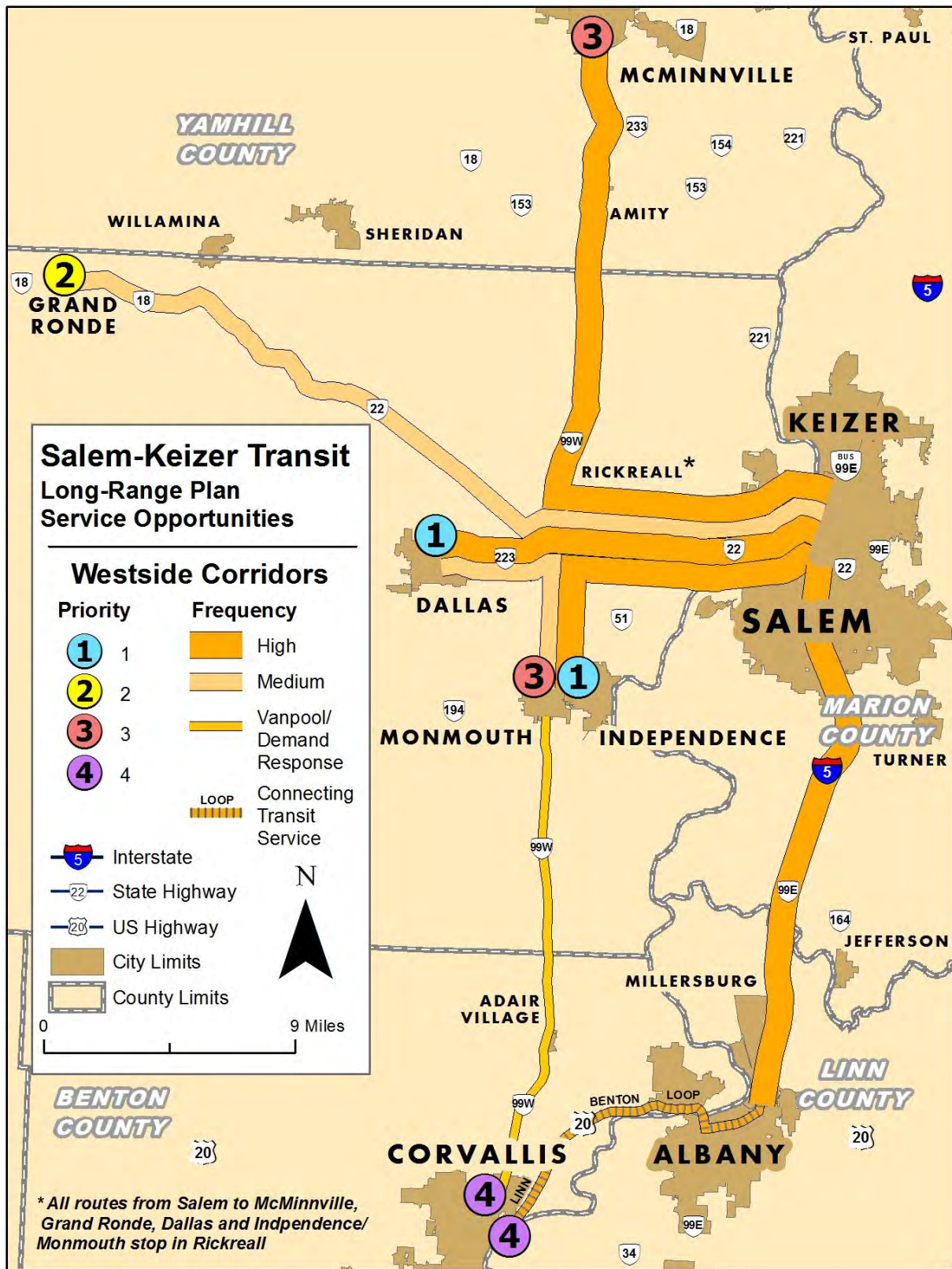
Corridor and Priority	Summary of Travel Market Assessment*	Primary/secondary purposes of the routes	Recommended service enhancements
Salem- Dallas <b>PRIORITY 1</b>	<ul style="list-style-type: none"> <li>Travel demand: high</li> <li>Transit inclination: medium</li> <li>Employment: medium</li> <li>Existing ridership: high</li> </ul>	<p><b>Primary:</b> Commuters traveling from Dallas to Salem</p> <p><b>Secondary:</b> Transit-dependent travelers needing to access services in Salem</p>	<ul style="list-style-type: none"> <li>Continue operating fixed-route express service between Dallas and Salem, with the following enhancements:                             <ul style="list-style-type: none"> <li>Increase frequencies during the peak hours of 6-9 AM and 3-6 PM to 30 minute headways on weekdays</li> <li>Increase frequencies between 9 AM and 3 PM and 6 PM to 10 PM to 60 minute headways on weekdays</li> <li>Remove some existing stops in Dallas to improve trip time</li> <li>Add a regularly-scheduled stop in Rickreall</li> <li>Limit stops on the Dallas-Salem express service, but evaluate potential to add a stop(s) in Dallas</li> <li>Provide five trip cycles on weekends, spread throughout the day</li> </ul> </li> </ul>
Salem – Monmouth/ Independence <b>PRIORITY 1</b>	<ul style="list-style-type: none"> <li>Travel demand: high</li> <li>Transit inclination: medium</li> <li>Employment: medium</li> <li>Existing ridership: high</li> </ul>	<p><b>Primary:</b> Students and faculty traveling from WOU to Salem</p> <p><b>Secondary:</b> Transit-dependent travelers needing to access services in Salem</p>	<ul style="list-style-type: none"> <li>Develop fixed-route express service connecting Monmouth and Salem, with the following characteristics:                             <ul style="list-style-type: none"> <li>30 minute frequencies between 12 PM and 10 PM on weekdays</li> <li>60 minute frequencies between 6 AM and 12 PM on weekdays</li> <li>Route should travel north along OR-99W with a scheduled stop in Rickreall</li> </ul> </li> <li>Provide five trip cycles on weekends, spread throughout the day Consider adding a regularly-scheduled stop in Independence</li> </ul>
Dallas – Monmouth/	<ul style="list-style-type: none"> <li>Travel demand: medium</li> </ul>	<p><b>Primary:</b> transit-dependent persons living in all three</p>	<ul style="list-style-type: none"> <li>Develop a fixed-route circulator system to connect Dallas, Monmouth, and Independence</li> </ul>



Corridor and Priority	Summary of Travel Market Assessment*	Primary/secondary purposes of the routes	Recommended service enhancements
Independence <b>PRIORITY 2</b>	<ul style="list-style-type: none"> <li>• Transit inclination: medium</li> <li>• Employment: medium</li> </ul>	communities needing to access services in each	<ul style="list-style-type: none"> <li>○ Provide 60 minute frequencies throughout the day from 6 AM – 10 PM on weekdays</li> <li>○ Provide three trip cycles on weekends, spread throughout the day</li> </ul>
Salem – McMinnville <b>PRIORITY 3</b>	<ul style="list-style-type: none"> <li>• Travel demand: low</li> <li>• Transit inclination: medium</li> <li>• Employment: high</li> </ul>	<p><b>Primary:</b> commuters from McMinnville to Salem</p> <p><b>Secondary:</b> transit-dependent persons needing to access services in either community</p>	<ul style="list-style-type: none"> <li>• Increase frequency on YCTA Route 11, and consider cost-sharing arrangement with Cherriots                             <ul style="list-style-type: none"> <li>○ Increase frequencies during the peak hours of 6-9 AM and 3-6 PM to 30 minute headways on weekdays</li> <li>○ Increase frequencies between 9 AM and 3 PM and 6 PM to 10 PM to 60 minute headways on weekdays</li> <li>○ Provide five trip cycles on weekends, spread throughout the day</li> </ul> </li> <li>• Extend Route 11 into the downtown Salem transit mall</li> </ul>
Salem- Grand Ronde <b>PRIORITY 2</b>	<ul style="list-style-type: none"> <li>• Travel demand: (data not available)</li> <li>• Transit inclination: medium</li> <li>• Employment: medium</li> </ul>	<p><b>Primary:</b> commuters from the Salem area who work at Spirit Mountain Casino</p> <p><b>Secondary:</b> commuters from the Grand Ronde community to Salem</p>	<ul style="list-style-type: none"> <li>• Continue operating Cherriots 2X with approximately the same frequencies as existing service</li> <li>• Continually evaluate trip times to coordinate with the Spirit Mountain Casino shifts</li> <li>• Coordinate a timed transfer with future service from Lincoln City to Grand Ronde</li> </ul>
Corvallis – Monmouth/ Independence <b>PRIORITY 4</b>	<ul style="list-style-type: none"> <li>• Travel demand: low</li> <li>• Transit inclination: medium</li> <li>• Employment: medium</li> </ul>	<p><b>Primary:</b> students and faculty at Western Oregon University and Oregon State University</p>	<ul style="list-style-type: none"> <li>• Develop vanpools to serve students/faculty or commuters between OSU and WOU</li> </ul>
Corvallis – Salem <b>PRIORITY 4</b>	<ul style="list-style-type: none"> <li>• Travel demand: low</li> <li>• Transit inclination: high</li> <li>• Employment: high</li> </ul>	<p><b>Primary:</b> Transit-dependent persons in Corvallis wishing to access services in Salem and/or connect to transit that reaches the Portland area</p> <p><b>Secondary:</b> Commuters between Corvallis and Salem</p>	<ul style="list-style-type: none"> <li>• Provide service through a connection in Albany. Develop timed transfer that connects in Albany with the Linn-Benton Loop Bus.</li> </ul>

\*Information summarized from Memo 2: Travel Market Assessment. Details on methodology and data sources are available in Memo 2.

Figure 2.3: Future Service Opportunities in Polk, Yamhill, and Benton Counties



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### 2.3.2 Recommendations and Rationale

This section provides further detail on recommended service enhancements and rationale for those improvements in Polk, Yamhill, and Benton Counties.

**Dallas – Salem.** The primary market for transit in this corridor is composed of commuters traveling from Dallas into Salem. Dallas also has a moderate to high presence of transit-dependent persons who also likely need to access services in Salem. There are two categories of changes recommended for improvements to transit service in the Dallas – Salem corridor – changes to the route alignment and increases in frequency.

- *Changes in route alignment.* CARTS Route 50 currently makes several stops within the city of Dallas. These stops should be consolidated in order to improve the travel time in this corridor. Additionally, the route should make a scheduled stop in Rickreall to take advantage of the Rickreall Park and Ride.
- *Increases in frequency.* Increases in frequency should be prioritized in the following order:
  - 30 minute headways during peak hours on weekdays (between 6 AM – 9 AM and 3 PM – 6 PM)
  - 60 minute headways during midday and evenings on weekdays (between 9 AM – 3 PM and 6 PM – 10 PM)
  - Five trip cycles on weekends throughout the day

These changes will help to make transit an attractive transportation option for trips between Dallas and Salem and will serve both the needs of commuters and transit-dependent persons making other kinds of trips.

**Monmouth/Independence – Salem.** The demand for transit in this corridor is mainly composed of students and faculty traveling to and from Western Oregon University into Salem. Because travel demand between these two communities is high, an express service that runs frequently on weekdays and on weekends is appropriate. Similar to the Dallas – Salem corridor, here are two categories of changes recommended for improvements to transit service in the Monmouth/Independence – Salem corridor – changes to the route alignment and increases in frequency.

- *Changes in route alignment.* CARTS Route 40 currently travels along OR 51 between Salem and Independence. The route should be altered so that it uses OR-22 and OR-99W to reach Monmouth directly, and to pass through Rickreall.
- *Increases in frequency.* Feedback from WOU indicated that service prioritized during the midday and evening and on weekends would best serve the needs of students and faculty. For that reason, increases in frequency should be prioritized in the following order:
  - 30 minute headways during the midday and evening on weekdays (between 12 PM – 10 PM)
  - 60 minute headways during weekday mornings (between 9 AM – 12 PM)
  - Five trip cycles on weekends throughout the day

**Dallas – Monmouth/Independence.** The demand for transit in this corridor is mainly composed of transit-dependent persons wishing to access services in all of the communities. Feedback from WOU indicated that students wish to access retail and shopping establishments in Dallas. Transit service envisioned for this corridor is different than the CARTS service that exists today. Details of the envisioned route alignment and frequencies are discussed below.

- *Route alignment.* This service would serve as a circulator between the three communities, and would not travel into Salem. It would connect Monmouth and Dallas via OR 99W, thereby serving Rickreall and connecting to the routes that travel to Salem. This service would serve all local stops desired by the three communities, particularly those no longer served in Dallas on the express route from Dallas to Salem.
- *Frequencies.* This primary demand for this service is during the midday. Service should be prioritized in the following order:

- throughout the day on weekdays (
- Three trip cycles throughout the day on weekends

**Salem-McMinnville.** The data analysis presented in Memo 2 indicated that there is little travel demand between Salem and McMinnville. However, qualitative information received from the project Advisory Committee and through stakeholder interviews indicated that improvements to service between Salem and McMinnville were still important primarily for commuters. YCTA is currently running a successful service between these two communities. Recommended improvements for service in this corridor are as follows:

- *Add frequency to the existing YCTA Route 11.* Salem-Keizer Transit will investigate partnering with YCTA to provide more trips between Salem and McMinnville. Trip frequencies should be prioritized in the following order:
  - 30 minute headways during peak hours on weekdays (between 6-9 AM and 3-6 PM)
  - 60 minute headways during the midday and evenings on weekdays (between 9 AM – 3 PM and 6 PM – 10 PM)
  - Five trip cycles throughout the day on weekends
- *Extend the route alignment to the downtown Salem transit mall.* Currently, YCTA Route 11 ends in West Salem. Extending this route to downtown Salem would improve the usefulness of the route for commuters, particularly state government workers.

**Salem-Grand Ronde.** Although data on travel demand between Salem and Grand Ronde is not available, conversations with stakeholders indicated that the demand is moderate. For that reason, the frequency of service currently provided on Cherriots 2X is sufficient to meet the demand. Improvements to service in this area will focus on better connections to other transit services that connect in Grand Ronde.

- *Coordinate a timed transfer on the 2X with Lincoln County Transit's service to Lincoln City.* This improvement is consistent with the Salmon River Highway Corridor Travel Options Plan.
- *Coordinate a timed transfer on the 2X with YCTA's service from Grand Ronde to McMinnville.* YCTA Route 22 and 24S provide service on weekdays and weekends between Grand Ronde and McMinnville. This service serves both Spirit Mountain Casino and the Grand Ronde community. By timing transfers between the 2X and the 22 and 24S, residents of the Grand Ronde community would have a better connection into Salem.
- *Continually evaluate 2X schedules with Spirit Mountain Casino.* Spirit Mountain Casino adjusts workers' schedules according to the activity level at the casino. Evaluating schedules on the 2X on a semi-annual basis will ensure that they are optimally timed with the start and finish of employee shifts.

**Corvallis-Monmouth/Independence.** Members of the project Advisory Committee indicated an interest in providing transit service between the Monmouth/Independence area and Corvallis, primarily to serve students and faculty at WOU and Oregon State University. However, as discussed in Memo 2, the data indicate that there is little travel demand between these two communities. For that reason, fixed-route transit service is not recommended. Instead, Salem-Keizer Transit will investigate the demand for vanpool service between the two communities.

**Corvallis-Salem.** As discussed in Memo 2, travel demand between Corvallis and Salem is relatively low and is likely limited to transit-dependent persons. For this reason, a new fixed-route transit service directly connecting the two communities is not recommended. However, coordination of a timed transfer between the new Salem-Albany service and the existing Linn-Benton Loop Bus is recommended; this would allow transit riders to reach Salem via that connection.

### 3. General Enhancements

In addition to corridor specific recommendations, this Plan also recommends general enhancements that are either programmatic or system-wide.

#### 3.1 Regional Transit Coordination Meetings

Within the regional study area and immediately beyond, several transit agencies operate transit service that could be coordinated and leveraged for the benefit of riders within the Willamette Valley. Currently, transit agencies develop schedules and service enhancements independently and reach out to adjacent providers in specific cases. An annual regional transit coordination meeting would provide a forum for transit agencies to explore opportunities for coordination in advance of service planning. Salem-Keizer Transit would take the lead and champion holding an annual meeting among transit agencies and relevant jurisdictions.

Transit agencies listed below are recommended to include. In addition, planning staff from affected Cities and Counties could be included, but these agencies should be invited at a minimum. Following the annual meeting, semi-annual regional check-ins could occur or corridor specific meetings.

Transit agencies: Salem-Keizer Transit, TriMet, Canby Transit, Woodburn Transit, SMART, Sandy Transit, Clackamas Transportation Department, South Clackamas Transportation District, City of Silverton (Silver Trolley), Yamhill County Transit, The Confederated Tribes of Grand Ronde (contribute to the Cherriots 2X route), Lincoln County Transit, Western Oregon University (operates Wolf Ride), and Albany County Transit.

#### 3.2 Enhance CARTS Marketing Materials

This Plan includes a strategy for strengthening the visibility of CARTS service within the region. The revised branding should emphasize that CARTS service is regional, reliable, safe, inexpensive, and environmentally sustainable. A bold logo, such as the one pictured in Figure 3.1, is memorable and starts to build the CARTS brand.

New marketing materials should include detailed transit maps with area streets to provide readers with enough context to navigate to stops and park and ride locations. The transit maps should include schedules and general information on Cherry Lift service, other dial-a-ride service, and regional connections. A more general CARTS brochure could also include fare information, procedures, and policies. These marketing materials could be distributed on CARTS buses and popular destinations, such as Chemeketa Community College, Western Oregon University, State government offices, churches, non-profit organizations, and other places where potential riders are. Distributing materials during events, such as the Salem Saturday Market would also be a way to reach potential riders.

CARTS visibility on-the-ground could also be improved. CARTS signs at stops are sometimes located on light-poles in parking lots, well above the visibility of a pedestrian and even a car. The signs at such heights are relatively small as well, and difficult to spot. This Plan recommends placing pedestrian-oriented signs, using a bold logo, such as the one in Figure 3.1, to increase CARTS' on-the-ground visibility.

#### 3.2 Improve Stop Amenities

Safe and comfortable bus stops are important contributors to a successful transit system. For all CARTS stops, include a pedestrian-oriented sign, at least a concrete pad for people to wait, a shelter, and a bench for seating. Any stop that has more than ten boardings per day should be considered for a shelter. This Plan recommends working with City and County planning staff to better coordinate complete sidewalks and bicycle facilities leading up to transit stops. Figure 3.2 shows an ideal CARTS transit stop. At park and ride locations, include bicycle parking for riders to bike and ride; although bike racks on busses should continue to be included.

Figure 3.1 Sample CARTS logo





At park and ride locations, parking spots closest to the bus station could be reserved for Vanpools or Carpools to encourage those modes.

### 3.3 Provide Real-Time Traveler Information

Salem Keizer Transit has schedules posted on their website. Having real-time bus arrival information online and at key stations to start, such as at park and ride

Figure 3.2 Ideal CARTS Transit Stop



locations or in downtown Salem, expanding to most stops would allow riders to better time their travel to reduce the time they are waiting at the bus stop (with a fixed bus schedule, riders must arrive early in case the bus is running the route ahead of schedule and potentially stay waiting if the bus is late, increasing their wait time). Real-time traveler information could be accessed by smart phones as well.

### 3.4 New Low-Floor Transit Vehicles

This Plan recommends purchasing low-floor transit vehicles, as existing vehicles need to be replaced, for fixed-CARTS routes. Low-floor buses allow for much faster boarding and alighting, especially for elderly or people with a mobility device, reducing the dwell time for all riders. Low-floor buses also ease boarding for children, people with large loads, luggage, and strollers. Low-floor transit vehicles do have some drawbacks as well, that must be taken into account. Ramp access may be more difficult on uneven surfaces and at stops with no curb, maintenance costs may be higher than with a high-floor bus, and the seated and standing capacity of a low-floor vehicles is lower than a high-floor vehicle of a comparable length because seats or standing area are lost to accommodate low-floor vehicle wheel wells.

### 3.5 Coordinate Fare Policies and Media

Recently, Cherriots and CARTS have been able to have a single pass and fare for both services, which stakeholders and riders have wanted. For the CARTS 10 route, a rider whose trip takes them from Salem to Oregon City, would need to pay both a CARTS and Canby Area Transit fare. Coordination of fare policies to reach a single fare may require revenue sharing between agencies. The revenue sharing agreement between SKT and SMART for the operation of the 1X route provides a good example.

Fare media itself could also be coordinated. A reloadable card (reload with additional transit fare) with a magnetic strip could be used among multiple transit agencies. TriMet is currently has a project to develop an e-fare system, which other transit agencies could use over time.

### 3.6 Add Saturday and Sunday Service

Stakeholders identified a need for weekend service on routes operated by Cherriots and CARTS. Stakeholders, through public outreach, expressed a desire for Saturday service, in particular. For transit-dependent riders, weekend service is important to meeting daily needs. Weekend service to certain destinations with weekend attractions, like Grande Ronde, may be viable due to strong weekend travel demand, as might service between Monmouth and Salem, due to the presence of Western Oregon University and routes to Wilsonville with service to Portland.

## 4. Reduction in Greenhouse Gas Emissions

Implementation of the service opportunities listed in section 2 of this memo has the potential to reduce greenhouse gas emissions in the mid-Willamette Valley. Because there is no existing travel demand model that estimates transit ridership in Marion and Polk counties, it is not possible to quantify the potential reduction in

greenhouse gas emissions. However, the corridors can be compared qualitatively, according to their likely ability to increase ridership, and therefore reduce vehicle miles traveled. Reduction in vehicle miles traveled is commonly considered an appropriate measure of the ability of a transportation improvement to reduce greenhouse gas emissions. Factors affecting each corridor’s likely ability to reduce greenhouse gas emissions include existing ridership, proposed increase in service frequency, and proximity to traffic congestion. As depicted in Table 4.1-1, each corridor has been given a rating of high, moderate, or low for each of these factors.

- **Existing Ridership.** Corridors that have high existing ridership are likely to continue to have high ridership in the future. Transit ridership is one way to estimate the reduction in vehicle miles traveled in a given travel corridor. Ridership data for existing CARTS and Cherriots routes is provided in Memo 1 prepared for this project. Each existing corridor has been ranked high, moderate, or low for existing ridership according to the following guidelines:
  - **High:** Existing ridership is greater than 20,000 person trips per year.
  - **Moderate:** Existing ridership is between 10,000 – 20,000 person trips per year.
  - **Low:** Existing ridership is less than 10,000 person trips per year or there is no existing service.
- **Proposed Service Frequency.** On average, for every 1% increase in transit service frequency between residential areas and a central business district, ridership can be expected to increase by 0.9%. In addition, ridership is typically most sensitive to frequency changes in areas that have infrequent service.<sup>1</sup> Each existing corridor has been ranked high, moderate, or low for proposed service frequency according to the following guidelines:
  - **High:** Frequency is proposed to be at least every 60 minutes throughout the day.
  - **Moderate:** Frequency is proposed to be less than every 60 minutes throughout the day.
  - **Low:** Vanpool or demand responsive service proposed, or no service proposed.
- **Proximity to High Traffic Volumes.** Transit ridership is likely to be highest in corridors that have existing high traffic volumes. Each existing corridor has been ranked high, moderate, or low for proximity to high traffic volumes<sup>2</sup> according to the following guidelines:
  - **High:** Route primarily travels along a roadway with over 30,000 annual average daily traffic.
  - **Moderate:** Route primarily travels along a roadway with between 10,000-30,000 annual average daily traffic.
  - **Low:** Route primarily travels along a roadway with less than 10,000 annual average daily traffic.

**Table 4.1-1: Cost Estimates and Anticipated Reduction in Greenhouse Gas Emissions**

Geography and Corridor	Greenhouse Gas Analysis			
	Existing Ridership	Proposed Service Frequency	Proximity to Traffic Congestion	Summary ( <i>Likely Ability to Reduce Greenhouse Gas Emissions</i> )
<b>I-5 Corridor</b>				
Wilsonville-Salem	High	High	High	High
Albany-Millersburg-Salem	N/A	High	High	Moderate

<sup>1</sup> Transit Cooperative Research Program (TCRP) Report 95. “Chapter 9: Traveler Response to Transportation System Changes: Transit Scheduling and Frequency.” 2004. P. 9-16.

<sup>2</sup> Source: Oregon Department of Transportation *Traffic Flow Map 2010*. Accessed March 2013 from [http://www.oregon.gov/ODOT/TD/TDATA/tsm/docs/2010\\_Flow\\_Map\\_GIS.pdf](http://www.oregon.gov/ODOT/TD/TDATA/tsm/docs/2010_Flow_Map_GIS.pdf).

Geography and Corridor	Greenhouse Gas Analysis			
	Existing Ridership	Proposed Service Frequency	Proximity to Traffic Congestion	Summary ( <i>Likely Ability to Reduce Greenhouse Gas Emissions</i> )
<b>Eastside Corridors</b>				
Silverton-Salem	Moderate	Moderate	Moderate	Moderate
Stayton-Salem	Moderate	High	Moderate	Moderate
Woodburn-Salem	Moderate	Moderate	Moderate	Moderate
Silverton-Stayton	Low	Low	Low	Low
<b>Westside Corridors</b>				
Dallas-Salem	High	High	High	Moderate
Monmouth/Independence-Salem	Moderate	High	Moderate	Moderate
Dallas – Monmouth/Independence	Moderate	Moderate	Moderate	Moderate
Salem-McMinnville	Moderate	High	Low	Moderate
Salem-Grand Ronde	High	Moderate	Low	Moderate
Corvallis-Monmouth/Independence	Low	Low	Low	Low
Corvallis-Salem	Low	Low	High	Low

The Salem-Wilsonville corridor has the highest potential to reduce greenhouse gas emissions because of its high existing ridership and proposed frequency of service and because it travels a congested section of I-5. Corridors with the potential to have a moderate impact on greenhouse gas emissions include Albany/Millersburg – Salem, Silverton-Salem, Stayton-Salem, Woodburn-Salem, Dallas-Salem, Monmouth/Independence-Salem, Dallas-Monmouth/Independence, Salem-McMinnville, and Salem-Grand Ronde.

## 5. Next Steps

Following review of these recommendations by the project Advisory Committee, the next step in the LRRTP is to develop three additional memoranda:

- Memo #5 will review existing goals, policies, and practices in existing planning documents for both SKATS and SAMTD and will recommend changes where appropriate.
- Memo #6 will prioritize the service opportunities listed in this memo.
- Memo #7 will establish transit benchmarks that can be used to measure progress on the goals and policies established in Memo #5.

Following review and approval of Memos #5-7, the content of all of the technical memoranda will be summarized into a draft plan. The draft plan will be presented to the public through open houses and online materials. Feedback from the public and the Advisory Committee will be used to compile a final plan, for adoption by the SAMTD Board of Directors.

# Appendix A: Summary of Stakeholder Interviews

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## **Jim Row, Woodburn Transit**

2/14/13

- Very interested in exploring the possibility of 1X stopping in Woodburn.
- Will need to explore idea of eliminating CARTS route 10. If this is done, will need to make sure that local circulation within Woodburn can be provided by Woodburn Transit Service.
- Ridership on midday service from Woodburn to Salem has been light; it is around 13-15 total riders per day.
- The interchange construction project is going to begin soon. WTS will be altering fixed route service significantly during the construction period. Once the interchange is done, WTS does not have plans to permanently reroute service.
- The design of the interchange is intended to significantly improve traffic flow, and would likely be only a 5-minute interruption to service on the 1X.

## **Steve Allen, SMART**

2/14/13

- Most logical improvement in frequency on the 1X (based on current demand) would be to 20-minute service during the 7:00 hour
- It may make sense to investigate purchasing higher capacity vehicles for the 1X route. The current vehicles allow for a standing load of 66.
- Once an hour midday service would probably be sufficient to meet current demand. This service could be run using a cutaway bus.
- SMART often adds service based on public demand. No major employers in Wilsonville have told SMART about any concerns getting employees to and from work.
- Adding a stop on the 1X in Woodburn may impact the service's ability to coordinate with the WES schedule. But it may be doable if frequencies are increased.
- SMART still has plans to run service into downtown Portland, but there's currently no funding for that, so it won't happen in the next couple of years. No other major changes to SMART are on the horizon.
- Extending WES service to Salem is still on the books, but there's no funding for it. SMART would support the WES extension.

## **Kim Rodgers, Confederated Tribes of Grand Ronde**

2/15/13

- Shift times at the Casino really vary because it doesn't ever really close. The best approach for adjusting transit times is to work with the casino every 6-months to re-evaluate the schedule. Adjusting times any more frequently than that causes confusion for riders.
- Kim agrees that the current service provided on the 2X is adequate to meet the demand.
- Developing timed transfers with the service provided by Yamhill County has been difficult.
- The 2X used to continue beyond Spirit Mountain Casino into the Grand Ronde community. When it did so, it had very low ridership.
- The Tribe is investigating best ways to provide local circulation throughout Grand Ronde. It is not expecting Cherriots to do this.

- Future plans for transit service from Lincoln City to Salem are still expected to use Grand Ronde as a hub and transfer point. The current plan is for two round trips a day, possibly 3. The service would only stop at the casino, not in the Grand Ronde community. It would begin at Chinook Winds Casino and end in downtown Salem.
- There is need for a better bus stop that could serve as a transfer point for all of the services that come to the casino.
- Long-term funding for tribal transit could be affected by MAP-21, but the tribe currently has funding to retain service at current levels for the next few years.

**Roxanne Rolls, Salem-Keizer Transit**

2/15/13

- Lane Transit District, Cherriots Rideshare, and Cascade West COG have an agreement called Valley Vanpool.
- SKT does not do outreach to form new vanpools; they respond to requests generated by individuals or organizations. Vanpool participants are told to look for others through the Drive Less Connect website.
- There are two separate vanpool vendors – Vride and Enterprise. They offer a variety of different benefits.
- Roxanne occasionally sends out notices to employee transportation coordinators.
- Cherriots subsidizes vanpool riders; often up to 50%.
- When a vanpool is formed, one individual has to sign up to be the leaseholder. The leaseholder collects money from the vanpool riders and pays the vendor.
- One challenge is that it is difficult for employees to use pre-tax money to pay for vanpools. The state of Oregon is working on this, though – if it goes through it will be a huge incentive for vanpool use.
- Vanpools typically are not cost effective unless the commute is at least 20 miles one-way.
- Vanpools are exclusively used for commuting; Roxanne is not aware of any vanpools that have formed for other trip purposes. However, some of them run at alternative times (not during peak commuting hours).
- Vanpools have to be open to the public in order for them to be subsidized by Valley Vanpool.
- SKT subsidizes the following vanpools:
  - Corvallis – Sheridan (there is a correctional institution in Sheridan)
  - Corvallis – Salem (4)
  - Portland – Salem (4)
  - Oregon city – Salem
  - Lebanon – Sheridan
  - Lafayette – Sheridan
  - Sherwood – Sheridan
  - Lake Oswego – Salem
  - Salem – Sheridan
  - McMinnville – Sheridan
  - Beaverton – Salem
  - Tualatin- Salem
  - Troutdale – Salem
  - Dayton – Salem
- It's feasible to run vanpools in rural areas, but takes a concentration of people wanting to get to the same place at the same time, and one person who is willing to be the leaseholder (though it's not a lot of work to be the leaseholder).



- Cost per rider is difficult to say; it could be around \$150/month to ride a van from Mill City/Gates to Salem.
- SKT doesn't currently have a van that requires ADA access, but if that were needed it would have to be accommodated.
- Vans have a capacity of 15, but most only have 11-13 riders. The minimum is 7 passengers.

**Dan Fleishman and Dave Kinney, City of Stayton**

2/26/13

- NorPac has its corporate headquarters in Stayton, with around 800-900 employees during the peak season. Shifts are 7 AM – 3 PM, 3 PM – 11 PM, and 11 PM – 7 AM. The processing season runs from May to October.
- Sometimes NorPac has had difficulty finding adequate employees for the summer. This may or may not be related to transportation issues.
- There are a series of manufacturers along Wilco Road in addition to MasterCraft, including Jeld-Wen and Red Built. MasterCraft has around 150 employees. Jeld-Wen has 250 employees. Red Built is at about 75-80 and slowly building.
- Commuters to and from Salem are likely to be the largest market for transit ridership in Stayton. Most people use cars to get around locally.
- Unsure of what people will do when they are too elderly to drive. There is an assisted living facility in Stayton that has its own van to transport residents.
- The biggest component of transit service in Stayton that might affect ridership is frequency. If service was frequent and convenient enough to meet people's schedules, and it was well publicized, it would likely attract more riders.
- Ridership on CARTS route 30 has increased steadily over the past couple of years.
- Some residents of Stayton have told the city that the problem with CARTS is that it takes too long and has too many stops.
- Stayton is both an origin and a destination for trips – it is an employment center that draws outside of the local resident community, and also many residents commute outside of Stayton.
- Have not heard of desire for transit to Gates and Mehama.
- There are probably 15-20 vehicles at the Stayton Park and Ride in the mornings (whereas there is space for 60-70).
- Some state agencies require workers to arrive by 8:00; others arrive by 8:30.
- An express route serving Stayton that does not stop in Turner and Aumsville is a good idea. It likely would serve professional workers more than industrial workers.
- Need more signage to identify existing CARTS stops.

**Debbie Diehm, Western Oregon University**

2/26/13

- A recurring criticism of CARTS is that it doesn't run late into the evening enough, so students can't always use it. There are a handful of faculty and staff that use CARTS.
- WOU runs a service called "Wolf Ride." It is a flexible service without a route and runs in the evenings within Monmouth and Independence, taking students to the movie theater, restaurants, and

shopping destinations. It also runs special trips to and from Salem on breaks. It holds 12 passengers and is often full in the evenings.

- The number of international students and students from out-of-state is increasing. Those students tend to not have cars and are more reliant on transit.
- Students often need to travel to Dallas. Some students live there. Other students want to get to Taco Bell, WalMart or Starbucks.
- Many students bike around campus. There are often students walking and biking along Highway 99.
- Many faculty and staff live in Corvallis. Students do often transfer between the universities but they don't likely need to be in both places in the same day. Vanpools or carpools seem appropriate for meeting the demand.
- In general, most important improvements to service from Monmouth to Salem are increased trips in the evenings and on weekends.
- Debbie is willing to include questions about CARTS on a survey she is doing of Wolf Ride users.

### **Jason Locke, City of Dallas Community Development Director**

2/26/13

- Jason agreed that the main user group in Dallas to be served are commuters. The top priority should be service to Salem for commuters.
- Make Rickreall Park and Ride a regular stop; right now it is by demand only. Mona stated that the Rickreall Park and Ride stop is a by-request only stop in order to introduce people to the additional stop and ease it into the route. Jason, Mona and Steve were in agreement that in the long run, routes should be oriented around the Rickreall Park and Ride to emphasize it as a transit hub.
- Increasing frequency of the Salem Express route would be better—there is the 7AM crowd that is already served by the Salem Express route, but the later crowd is not. Focus on providing an arrival time in Salem a before 8AM.
- Jason was in agreement with an express route from Monmouth to Salem that stops at the Rickreall Park and Ride.
- The Rickreall Park and Ride is close to the three communities, and it would be good to emphasize it more by having more routes pass through it.
- His understanding is that the Flex Route #45 is sufficient for travel between Dallas/Independence/Monmouth, and no more service is needed. People using this service are often traveling from Independence/Monmouth to get to services and major retail/grocery in Dallas. Providing service in the evenings to accommodate WOU students wanting to go grocery shopping would be good.
- There are a lot of stops within Dallas. Instead of suggesting that specific stops be eliminated at this point, save that for the service planners, recommend in the plan that service planners consider stop consolidation
- Jason has not heard about any particular demand for travel to Meduri Farms; however, there is a park and ride off of Hwy 22 (Kings Valley) that is just south of the farm and could serve it.
- Intra-city travel isn't an issue since Dallas is so small.
- There isn't a lot of awareness of CARTS stops within the community; they could be more visible and publicized more.
- Jason had no suggestions for additional amenities as stops and thought people are generally satisfied with them.

**Jean Sherbeck, League of Women Voters**

2/25/13

- Jean Sherbeck interviewed riders at transit stops to develop a League of Women's Voters document with transit recommendations
- Flex Route #45 is necessary for disabled riders who need to get to Dallas for services, grocery and retail from Independence and Monmouth
- There are gaps in mid-day hours of service for Flex Route #45
- 2X fare is more than fare for CARTS. It would be nice if there was some fare consolidation (note—this is an important point if 2X also becomes a route that serves Rickreall-Salem; fare should be the same as other Rickreall-Salem routes).
- A Cherriots downtown circulator would be helpful to help get between State offices and the retail core of Salem.

**Julie Wehling, Canby Area Transit**

3/18/13

- Don't have any statistics about how many people use the connection in Woodburn to Salem, but know anecdotally that it is used on a regular basis. The last connection of the day seems to cause the most concern.
- CAT is thinking of adding one or two more round trips, but in 2011 they had to cut service by a third.
- CAT's challenge with the Orange Line (traveling along 99E) is that the route starts in Oregon City, and needs to be timed with both TriMet and CARTS connections.
- The greatest demand is in the southbound – people commuting to Salem. We don't leave early enough for folks to get to Oregon City from Woodburn if they were commuting from Salem. The complaint we have heard is that we need to be there earlier.
- The Orange Line might be renamed to include Woodburn in the title.
- CAT is working on making headways more even and predictable, with a goal of every 90 minutes. No plans to provide service in the midday.
- It would be helpful to have a regional connection about the best way to get to Salem – right now people can take the CAT Orange Line or they can connect to WES and the 1X.
- CAT is not likely to serve the Woodburn Transit Center.
- It would be helpful to have at least an annual meeting with area transit agencies—focusing on the east side of Salem geography. This could be as simple as a conference call with partners to discuss upcoming changes or desires for coordination. These discussions happen, but one-to-one usually, and a group discussion would be helpful. Agencies to include would be: TriMet, Salem-Keizer Transit, Canby Transit, Woodburn Transit, SMART, Sandy Transit, and Clackamas Transportation Department
- CAT would be open to joint marketing.
- One simple change was made to the Orange Line last year that increased ridership—prior to the change, two buses were used to serve the Orange Line, and riders who wanted to go all the way between Woodburn and Oregon City would be forced to make a transfer onto another bus. The buses were interlined, meaning one bus served the entire route, and that allowed people to realize service went fully between the two cities and they saw an increase in ridership.
- One area in which they need to market is to Hispanic riders. Canby is 25% Hispanic, and they have a bilingual website now. Reaching out to Hispanic riders has been a challenge.

**Chris Bailey, City of Albany Transit Service**

4/25/13 (via email)

- The purpose of the outreach was to ask about service to Millersburg specifically.
- The region is forming the Albany Area MPO and a discussion of regional transit options would be part of their charge. The City of Albany expects Millersburg, Tangent, and even maybe Jefferson would be interested in exploring transit options.
- To date, Albany Transit Service (ATS) has not formally discussed fixed route transit service to Millersburg. They currently provide demand response service to Millersburg through their call-a-ride service, and bill the City of Millersburg through an IGA for that service.
- ATS would like to explore opportunities to provide fixed route transit service to Albany with a stop in Millersburg with SKT. As far as a stop in Millersburg, ATS thinks a stop close to the Georgia-Pacific and/or Wah Chang facilities would best service those who work in Millersburg.
- Next steps to evaluate fixed route service to Albany would include a discussion with the forming Albany MPO policy board.

## Appendix B: Summary of Existing Service

### I-5 Corridor

The Salem-Wilsonville corridor is currently served by Cherriots route 1X, which operates during peak hours on weekdays with 40-60 minute headways.

### East Side Corridors (Marion County)

The major communities in Marion County are Silverton, Stayton/Sublimity, and Woodburn. These communities are currently within the Salem-Keizer Transit service area and are served by three CARTS routes:

- **CARTS Route 20: Silverton/Salem.** This is a deviated fixed-route service that connects Salem, Chemeketa Community College, Silverton, and Mt. Angel. It currently operates 4 inbound and 4 outbound trips per day on weekdays, during the AM and PM peak, with only one route cycle in the AM and PM serving Mt. Angel.
- **CARTS Route 30: Canyon Connector.** This is a fixed-route service that stops in Salem, Turner, Aumsville, Sublimity, Stayton, Mehema, Lyons, Mills City, and Gates. During weekdays, it currently operates three inbound and three outbound trips per day.
- **CARTS Route #10: Woodburn/Salem.** This is a fixed-route service that stops in downtown Salem, Salem Chemeketa Community College, Brooks, Gervais, and Woodburn. It operates during the AM and PM peak hours with two inbound and two outbound trips per day.

### West Side Corridors (Polk, Yamhill, and Benton Counties)

The major communities in Polk County include Dallas, Monmouth, Independence, and West Salem. These communities are currently within the Salem-Keizer Transit service area and are served by three CARTS routes:

- **CARTS Route 40: Polk County/Salem.** This is a fixed-route service that connects Salem, Independence, Monmouth, and Dallas. It currently operates 5 inbound and 6 outbound trips per day on weekdays.
- **CARTS Route 50: Dallas/Salem Express.** This is a fixed-route service that connects Salem and Dallas. It currently operates two inbound and two outbound trips per day on weekdays.
- **CARTS Flex Route #45: Polk Connector – Independence, Monmouth, and Dallas.** This is flex-route service that operates four trips per day within Dallas, Monmouth, and Independence on weekdays.
- **Cherriots Route 2X** provides direct service between Salem and Grand Ronde, and currently operates eight inbound and eight outbound trips per day on weekdays.
- Yamhill County Transit Area (YCTA) currently operates **Route 11** between McMinnville and Salem that provides five inbound and five outbound trips per day on weekdays.



# SKT LRRTP: Updated Goals, Policies, and Transit Benchmarks

PREPARED FOR: Steve Dickey, Mona West, Jared Choc, and Jency Rosasco, SKT  
Sue Geniesse, ODOT TGM

PREPARED BY: Kate Lyman and Sumi Malik, CH2M HILL

DATE: June 10, 2013

## 1. Introduction and Context

This is the fifth technical memorandum prepared for the Salem-Keizer Transit (SKT) Long-Range Regional Transit Plan (LRRTP). The purpose of this memo is to provide recommended updates to goals, policies, and planning documents for implementation of the LRRTP, and to propose transit benchmarks for the LRRTP and other plans, as appropriate. Planning documents owned by other jurisdictions discussed in this memo include the following:

- Salem-Keizer Area Transportation Study (SKATS) 2011-2035 Regional Transportation Systems Plan (RTSP),
- City of Salem's Transportation System Plan (TSP),
- City of Keizer's TSP,
- Marion County's TSP, and
- Polk County's TSP.

Proposed policy and benchmark changes would need to be co-adopted as an amendment to the plans cited above, as appropriate. In addition, there are two planning documents owned by SKT discussed in this memo: the SKT Strategic Business Plan and the Coordinated Public Transit - Human Services Transportation Plan.

The remainder of this section provides context on the requirements in the Transportation Planning Rule (TPR). Section 2 describes existing goals and policies and recommended changes for the plans reviewed in this document. Section 3 provides recommended transit benchmarks, and section 4 briefly discusses next steps in the project.

### 1.1 TPR Context

The development of Transportation System Plans in the State of Oregon are guided by Oregon Administrative Rule 660-012 (sections 0015-0045), which is commonly referred to as the TPR. The City of Salem TSP, the City of Keizer TSP, the SKATS RTSP, and the Marion and Polk County TSPs were all written to comply with the TPR and to be compatible with each other and with the state's TSP, the Oregon Transportation Plan. The TPR requires jurisdictions in urban areas to demonstrate progress towards "increasing transportation choices and reducing reliance on the automobile" (OAR 660-012-0030 (3) (b)). Jurisdictions may demonstrate such progress by either "demonstrating to the commission that adopted plans and measures are likely to achieve a five percent reduction in VMT per capita over the 20-year planning period" (OAR 660-012-0035(6)) or by adopting a set of alternative standards. Regarding the alternative standards, the TPR explains, "adopted standards are intended as means of measuring progress of metropolitan areas towards developing and implementing transportation systems and land use plans that increase transportation choices and reduce reliance on the automobile. It is anticipated that metropolitan areas will accomplish reduced reliance by changing land use patterns and transportation systems so that walking, cycling, and use of transit are highly convenient and so that, on balance, people need to and are likely to drive less than they do today." (OAR 660-012-0035(4)).

Transit is a key way for jurisdictions such as the Cities of Salem and Keizer to meet their performance standards towards reducing reliance on the automobile. In that way, the LRRTP is a key contributor of information and priorities to the RTSP and to the local TSPs. However, it is important to note the TPR only requires jurisdictions within the boundaries of Metropolitan Planning Organizations to demonstrate reduction of reliance on the

automobile. The Marion and Polk County TSPs, because they apply to rural areas outside of the SKATS MPO boundary, are not required to adopt such standards.

Section 3 of this memo discusses standards currently in place in the RTSP to meet this requirement of the TPR as well as proposed benchmarks for the LRRTP.

## 2. Recommended Updates to Goals and Policies

This section describes existing goals, objectives, and policies that relate to transit service within each planning document, and recommends updates that would implement the LRRTP.

### 2.1 SKATS RTSP

The SKATS RTSP was adopted by the SKATS Policy Committee on May 24, 2011. The purpose of the RTSP is to coordinate transportation planning at a regional level for the Salem-Keizer metropolitan area. The goals of the SKATS RTSP are listed in Chapter 2 – Policy. The SKATS RTSP also lists several objectives and indicators for measuring progress towards meeting those objectives. The goals, objectives, and relevant indicators are listed below in Table 1.

**Table 1: Recommended Changes to the SKATS RTSP to Implement the LRRTP**

Existing Goal/Objective/Indicator	Recommended Changes to Implement the LRRTP (deleted text in <del>strike through</del> ; new text in <b>bold</b> )
<p><b>GOALS</b> (The goal of the RTSP is to have a Regional Transportation System that is:)</p>	
1. Able to meet the accessibility needs of the region for the next 20 years;	No changes needed to implement the LRRTP
2. Multimodal and comprehensive, supportive of moving goods and people by the mode of their choice;	Multimodal and comprehensive, supportive of moving goods and people by the mode of their choice <b>both within the SKATS region and connecting to other regions.</b>
3. Preserved in good repair (and replaced at the end of their useful life, as necessary) and maintained to be usable to protect the region’s investment;	No changes needed to implement the LRRTP
4. Designed with the safety of all users in mind;	No changes needed to implement the LRRTP
5. Equitable for all users: that the benefits and burdens of the transportation system are not disproportionately distributed but rather are equally spread in the region;	No changes needed to implement the LRRTP
6. Efficient to use: this refers to a system that provides the greatest benefit to the users of the system and does so with projects that are cost appropriate;	No changes needed to implement the LRRTP
7. Planned to minimize the impact to the natural and built environment;	No changes needed to implement the LRRTP
8. Developed and maintained with the funds available to the region; and	No changes needed to implement the LRRTP
9. The result of an open and continuous dialog with the public, other stakeholders, local jurisdictions, and agencies within the SKATS area.	No changes needed to implement the LRRTP
<p><b>OBJECTIVES/INDICATORS</b></p>	
Minimize the number of fatalities, injuries, and collisions associated with the regional systems	No changes needed to implement the LRRTP

Existing Goal/Objective/Indicator	Recommended Changes to Implement the LRRTP (deleted text in <del>strike through</del> ; new text in <b>bold</b> )
Preserve the existing system	No changes needed to implement the LRRTP
Provide a multimodal system <ul style="list-style-type: none"> <li>• Indicators:                             <ul style="list-style-type: none"> <li>○ The percentage of regional corridors that have a multimodal index rating<sup>1</sup> of 3 or higher</li> <li>○ Track funding for bicycle and pedestrian projects</li> <li>○ Percent of regional corridors with bicycle facilities and sidewalks</li> <li>○ Daily transit ridership</li> <li>○ The number of transit hours of service</li> </ul> </li> </ul>	<b>Add new indicator:</b> <b>“number of short-term and medium-term recommendations implemented on priority #1 and #2 corridors as specified in the Salem-Keizer Transit Long-Range Regional Transit Plan”</b>
Maximize the efficient use of the existing infrastructure	No changes needed to implement the LRRTP
Reduce the impact to the environment and natural systems	No changes needed to implement the LRRTP
Limits the increase in congestion during the peak hours along the regional corridors	No changes needed to implement the LRRTP

### Summary

In general, existing transit-related goals in the RTSP are compatible with the LRRTP. The RTSP could help to implement the SKT LRRTP by amending Goal 2 and by adding a new indicator under the objective “provide a multimodal system.”

## 2.2 City of Salem TSP

The Salem TSP was originally adopted by the Salem City Council on August 24, 1998 with subsequent amendments (most recent amendment December 10, 2012). It is a multi-modal long-range plan designed to guide investments in Salem’s transportation system. Chapter 9 of the TSP is the transit element. It contains a description of existing transit service within Salem and a description of annual transit ridership. The goal of the transit element in the Salem TSP is “a public mass transit system that provides convenient and accessible transit services to the citizens of the Salem Urban Area.” To achieve that goal, the TSP contains four objectives and several policies for implementing those objectives.

The existing objectives and policies relating to transit along with recommended changes and additions that would implement the LRRTP are listed in Table 2.

**Table 2: Recommended Changes to the City of Salem TSP to Implement the LRRTP**

Existing Objective/Policy	Recommended Changes to Implement the LRRTP (deleted text in <del>strike through</del> ; new text in <b>bold</b> )
Objective 1: Ensure that transit services are accessible to Salem Urban Area residences and businesses.	No changes needed to implement the LRRTP
<b>Policy 1.1 Routing of Transit Services.</b> The City shall encourage transit services be routed in a manner that, where practical, provides service	Policy 1.1 Routing of Transit Services. The City shall encourage transit services be routed in a

<sup>1</sup> The SKATS RTSP defines the multimodal index as “a measure of how many modes a road serves, rated from 1-4.” The modes are vehicles, transit, pedestrians, and bicyclists. (SKATS RTSP, page 2-9).

Existing Objective/Policy	Recommended Changes to Implement the LRRTP (deleted text in <del>strike through</del> ; new text in <b>bold</b> )
<p>coverage within a quarter-mile walking distance of Salem Urban Area residences and businesses.</p>	<p>manner that, <del>where practical,</del> <b>unless geographic constraints exist</b> provides service coverage within a quarter-mile walking distance of Salem Urban Area residences and businesses.</p>
<p><b>Policy 1.2 Transit-supportive Land Uses.</b> To encourage accessibility and increased ridership, the City shall encourage future transit-supportive land uses, such as mixed uses, multiple family, and employment centers, be located on or near transit corridors. Likewise, appropriate transit services should be made available to existing transit-supportive land uses.</p>	<p><b>Policy 1.2 Transit-supportive Land Uses.</b> To encourage accessibility and increased ridership, the City shall encourage future transit-supportive land uses, such as mixed uses, multiple family, and employment centers, be located on or near transit corridors. Likewise, appropriate transit services should be made available to existing transit-supportive land uses. <b>The City shall coordinate with the Salem Area Mass Transit District in implementing this policy.</b></p>
<p><b>Policy 1.3 Transit-supportive Urban Design.</b> Through its zoning and development regulations, the City shall facilitate accessibility to transit services through transit-supportive streetscape, subdivision, and site design requirements that promote pedestrian connectivity, convenience, and safety.</p>	<p>No changes needed to implement the LRRTP</p>
<p><b>Policy 1.4 Transit-supportive Street System Design.</b> The City shall include the consideration of transit operations in the design and operation of street infrastructure in identified transit-oriented centers and corridors, as well as in other appropriate locations.</p>	<p><b>Policy 1.4 Transit-supportive Street System Design.</b> The City shall include the consideration of transit operations in the design and operation of street infrastructure in identified transit-oriented centers and corridors, as well as in other appropriate locations. <b>The City shall coordinate with the Salem Area Mass Transit District in implementing this policy.</b></p>
<p><b>Policy 1.5 Transit Services Accessible to the Transportation Disadvantaged.</b> The City shall support the continued development and implementation of accessible fixed-route and appropriate complementary paratransit services which are identified in the adopted Salem Area Transit District Americans with Disabilities Act Transit Plan.</p>	<p>No changes needed to implement the LRRTP</p>
<p><b>Policy 1.6 Intermodal Connectivity.</b> The City of Salem shall encourage connectivity between different travel modes. Transit stops, transfer centers, and park-and-ride facilities should be accessible by pedestrian, bicycle, bus, and automobile travel modes. Priority should be given to completing the sidewalk network within a quarter-mile of transit stops. Intercity passenger bus, aviation, and rail terminals should be accessible by transit services.</p>	<p>No changes needed to implement the LRRTP</p>
<p><b>Policy 1.7 Enhanced Access Opportunities for the Transportation Disadvantaged.</b> The City will support the efforts made by the Salem Area Mass Transit District to increase mobility for transportation disadvantaged citizens, in providing the maximum level of access to social, work, welfare, and resources, including the creation of a customer-oriented, regionally coordinated public transit system that is efficient, effective, and founded on present and future needs.</p>	<p>No changes needed to implement the LRRTP</p>
<p>Objective 2. Develop and operate a public transit system that provides both convenient service and travel times that are competitive enough with the automobile to attract increased ridership.</p>	
<p><b>Policy 2.1 Convenient and Competitive Transit Service Routing.</b> The City shall support the development and implementation of the Salem Area</p>	<p>No changes needed to implement the LRRTP</p>

Existing Objective/Policy	Recommended Changes to Implement the LRRTP (deleted text in <del>strike through</del> ; new text in <b>bold</b> )
<p>Mass Transit District’s (SAMTD) public transit system. Referred to in the SAMTD Strategic Business Plan as the “3-C System” (Circulators, Centers, and Corridors), this system effectively combines elements of a radial pulse system, a neighborhood circulator system, a high frequency corridor service, and circumferential services, with a minimum of required transfers.</p>	
<p><b>Policy 2.2 Increased Frequency and Availability of Services.</b> The City shall support attempts made by the Salem Area Mass Transit District to increase the frequency of transit services (shorter headways), extend its hours of operation, and expand levels of weekend service.</p>	<p>No changes needed to implement the LRRTP</p>
<p><b>Policy 2.3 Transit Facilities.</b> The City shall continue to work with the Salem Area Mass Transit District and other State and local jurisdictions to identify and develop capital facilities for utilization by express and regular transit services, vanpools, and carpools.</p>	<p>No changes needed to implement the LRRTP</p>
<p><b>Policy 2.4 Express Transit Service.</b> The City shall support Salem Area Mass Transit District’s attempts at developing and implementing radial express transit services to and from outlying park-and-ride facilities and the central core area of Salem.</p>	<p>No changes needed to implement the LRRTP</p>
<p><b>Policy 2.5 Transit Fares.</b> The City shall support efforts by the Salem Area Mass Transit District to develop and implement transit fares that balance the need for passenger revenues with the goal of maximizing ridership.</p>	<p>No changes needed to implement the LRRTP</p>
<p><b>Policy 2.6 Transit Priority.</b> The City shall work with the Salem Area Mass Transit District to evaluate the use of transit priority techniques to facilitate transit service.</p>	<p>No changes needed to implement the LRRTP</p>
<p>Objective 3. To mitigate a portion of the traffic pressures expected by regional growth, increase overall daily transit ridership in the Salem Urban Area to the point that at least 25 percent of all work commute trips are completed using transit or travel modes other than the SOV.</p>	<p>To mitigate a portion of the traffic pressures expected by regional growth, increase overall daily transit ridership in the Salem Urban Area to the point that at least 25 percent of all work commute trips <b>within Salem and both into and out of the city of Salem</b> are completed using transit or travel modes other than the SOV.</p>
<p><b>Policy 3.1 Transit Ridership Incentives.</b> Through the Regional Rideshare Program and other Transportation Demand Management (TDM) efforts, the City shall continue to work with Salem Urban Area employers and other government agencies to increase commuter transit ridership through voluntary employer-based incentives such as subsidized transit passes and guaranteed ride home programs.</p>	<p>No changes needed to implement the LRRTP</p>
<p><b>Policy 3.2 Effective Marketing of Transit Services.</b> The City shall work through the Regional Rideshare Program and other TDM efforts to assist in the effective marketing of transit services to Salem Urban Area residents and businesses.</p>	<p>No changes needed to implement the LRRTP</p>
<p><b>Policy 3.3 Transit Supportive Parking Policies.</b> The City shall develop and implement parking policies that manage the supply and costs of public parking in a manner that supports increased transit ridership taking into consideration the economic needs of surrounding business districts.</p>	<p>No changes needed to implement the LRRTP</p>
	<p><b>Add new policy:</b> <b>Policy 3.4: Regional Transit.</b> The City shall support the Salem Area Mass Transit District in implementing the regional transit corridor recommendations specified in the Long-</p>



Existing Objective/Policy	Recommended Changes to Implement the LRRTP (deleted text in <del>strike</del> through; new text in <b>bold</b> )
Objective 4. A financially stable and adequately funded transit system for the Salem Urban Area.	<b>Range Regional Transit Plan.</b> No changes needed to implement the LRRTP
<b>Policy 4.1 Adequacy of Long-term Funding.</b> The City shall support regional efforts to identify and implement transit funding strategies that will provide adequate, long-term, and stable revenue sources for the public transit system.	No changes needed to implement the LRRTP

### Summary

In general, existing transit-related goals in the Salem TSP are compatible with the LRRTP. The Salem TSP could help to implement the SKT LRRTP by adding a new policy on regional transit and by making the other small changes to existing objectives and policies that are suggested in Table 2.

## 2.3 City of Keizer TSP

The City of Keizer Transportation System Plan was adopted by the Keizer City Council in April 2009. It guides investments in the city’s transportation system. Chapter 2 contains the plan’s goals, objectives, and policies. Goal 6 of the plan specifically relates to transit, and states, “Support a public transit system for all Keizer residents focusing on accessibility and mobility.” There are three objectives and several policies for implementing this goal. The existing objectives and policies relating to transit along with recommended changes and additions that would implement the LRRTP are listed in Table 3.

**Table 3: Recommended Changes to the City of Keizer TSP to Implement the LRRTP**

Existing Objective/Policy	Recommended Changes to Implement the LRRTP (deleted text in <del>strike</del> through; new text in <b>bold</b> )
Objective 1: Facilitate public transit services throughout the urbanized portions of the Keizer area that ensures convenient accessibility to a variety of destinations at different times of the day. Advocate affordable transit service and increase ridership.	Facilitate public transit services throughout the urbanized portions of the Keizer area <b>and between Keizer and the wider mid-Willamette Valley region</b> that ensures convenient accessibility to a variety of destinations at different times of the day. Advocate affordable transit service and increase ridership.
<b>Policy 1:</b> The City will work with the Transit District to assure continued high quality transit system responsive to local community needs.	No changes needed to implement the LRRTP
<b>Policy 2:</b> Support the implementation of region-wide transportation system efficiency strategies and activities that encourage the diversion of commuter trips away from the single-occupant vehicle.	Support the implementation of region-wide transportation system efficiency strategies and activities that encourage the diversion of commuter trips away from the single-occupant vehicle <b>including those specified in the Long-Range Regional Transit Plan and other documents adopted by the Salem Area Mass Transit District.</b>
<b>Policy 3:</b> Encourage preferential transit treatments, transit-related facility improvements, and appropriate transit-supportive land uses and development along the regional transit corridors.	<b>Policy 3:</b> Encourage preferential transit treatments, transit-related facility improvements, and appropriate transit-supportive land uses and development along the regional transit corridors <b>as specified in</b>

Existing Objective/Policy	Recommended Changes to Implement the LRRTP (deleted text in <del>strike through</del> ; new text in <b>bold</b> )
<b>the Long-Range Regional Transit Plan.</b>	
<b>Policy 4:</b> Support incremental increases in the frequency and capacity of service in the regional transit corridors as warranted by demand.	No changes needed to implement the LRRTP
<b>Policy 5:</b> Support regional efforts to identify and implement transit funding strategies and programs that will provide adequate, long-term, stable revenue source(s) for the public transportation system.	No changes needed to implement the LRRTP
<b>Policy 6:</b> Support ongoing review and analysis of farebox revenues, ridership levels, and service costs to optimize the transit fare structure.	No changes needed to implement the LRRTP
Objective 2: Encourage a transit system which offers connectivity between activity centers, such as schools, parks, shopping centers, and residences with a minimum of transfers.	No changes needed to implement the LRRTP
<b>Policy 1:</b> Future development in Keizer Station in Area C may require the development of a commuter rail link and/or a satellite transit connection.	
<b>Policy 2:</b> Establish a transit station to serve the needs of the community. The site should accommodate the proposed use and provide adequate buffering and screening to mitigate any impacts on adjacent properties.	No changes needed to implement the LRRTP, but updating the policy to reference the completion of Keizer station is recommended.
<b>Policy 3:</b> Consider transit operations in the design of street infrastructure and land use developments wherever practical.	No changes needed to implement the LRRTP.
Objective 3: Support transit programs that serve transportation disadvantaged citizens consistent with Americans with Disabilities Act (ADA) requirements.	No changes needed to implement the LRRTP.
<b>Policy 1:</b> Support continued development and implementation of accessible fixed route and appropriate complementary paratransit services as identified in the ADA Transit Plan.	No changes needed to implement the LRRTP.
<b>Policy 2:</b> Consider supporting efforts of the Special Transportation Advisory Committee or its successors in implementing the RTP and/or similar efforts to improve transportation for the transportation disadvantaged.	No changes needed to implement the LRRTP.

**Summary**

In general, existing transit-related goals in the Keizer TSP are compatible with the LRRTP. The Keizer TSP could help to implement the SKT LRRTP by amending Objective 1, Policy 1 and Policy 2 in the way suggested in Table 3 above.

**2.4 Marion County TSP**

The Marion County Rural TSP was last updated and adopted by the Marion County Board of Commissioners in 2005. It is a long-range plan designed to create and maintain an efficient, well-balanced, and cost-effective transportation system in Marion County. Goals and objectives are contained within Chapter 4. The TSP does not contain any goals specific to transit, but rather discusses alternative modes of transportation generally under Goal 6. The Marion County TSP’s policies are contained within Chapter 10. Bicycle, pedestrian, and public transportation policies are listed in section 10.3.3. The goals and objectives relating to alternative modes are and the policies relating to transit are listed below in Table 4.

**Table 4: Recommended Changes to the Marion County TSP to Implement the LRRTP**

<b>Existing Objective/Policy</b>	<b>Recommended Changes to Implement the LRRTP</b> (deleted text in <del>strike through</del> ; new text in <b>bold</b> )
<b>Objective 6.1:</b> Facilitate provision of opportunities for a variety of transportation options.	No changes needed to implement the LRRTP.
<b>Objective 6.2:</b> Reduce dependence on any one mode of transportation.	No changes needed to implement the LRRTP.
<b>Objective 6.3:</b> Facilitate and support improved connections between different modes.	No changes needed to implement the LRRTP.
<b>Objective 6.4:</b> Support land use planning strategies that facilitate efficient transportation system use and development.	No changes needed to implement the LRRTP.
	<b>Add new Objective 6.5: Coordinate with the Salem Area Mass Transit District to implement the Long-Range Regional Transit Plan.</b>
<b>Policy 4:</b> The County will encourage and facilitate the ability of transit providers such as the Salem Area Transit District and Chemeketa Area Regional Transportation System (CARTS) to provide services to areas outside of designated urban growth boundaries.	The county will encourage and facilitate the ability of transit providers such as the Salem Area Transit District and Chemeketa Area Regional Transportation System (CARTS) to provide services to areas outside of designated urban growth boundaries <b>as envisioned in the Long-Range Regional Transit Plan.</b>
<b>Policy 5:</b> To the extent feasible, the County will facilitate the development of Park and-Ride/Pool lots at strategic locations throughout the County, in coordination with transit providers where appropriate.	To the extent feasible, the County will facilitate the development of Park and-Ride/Pool lots at strategic locations throughout the County, in coordination with transit providers where appropriate. <b>The development of new park and ride lots will be prioritized according to the relative priority of the transit corridors that would be served. The list of transit corridors and their relative priority is provided in the Long-Range Regional Transit Plan.</b>

## Summary

In general, existing transit-related goals in the Marion County TSP are compatible with the LRRTP. The Marion County TSP could help to implement the SKT LRRTP by adding a new objective specific to transit and by amending Policies 4 and 5 to reference the LRRTP.

## 2.5 Polk County TSP

The Polk County TSP was adopted by the Polk County Board of Commissioners in December 2009. The plan is designed to guide short and long-term investments in the transportation system in Polk County. Chapter 3 of the Polk County TSP contains its goals and policies. The TSP has five goals overall; three of which are specifically relevant to transit. Each goal has several implementing policies. Goal 1 contains policies that specifically discuss transit. The relevant goals and the policies specific to transit listed in Table 5.

**Table 5: Recommended Changes to the Polk County TSP to Implement the LRRTP**

Existing Objective/Policy	Recommended Changes to Implement the LRRTP (deleted text in <i>strikethrough</i> ; new text in <b>bold</b> )
<p><b>Goal 1:</b></p> <p>1. To provide and encourage a balanced, energy efficient transportation system giving due consideration to all modes of travel consistent with the Polk County Comprehensive Land Use Plan.</p> <p>2. To develop and assist in the development of a safe, convenient, and economic transportation system available to all persons.</p>	<p>No changes needed to implement the LRRTP.</p>
<p><b>Policy 3.1</b> Polk County will ensure continuation of public transportation to communities which continue to need and use such service and will explore methods of providing additional service where needed.</p>	<p><b>Policy 3.1</b> Polk County will ensure continuation of public transportation to communities which continue to need and use such service and will explore methods of providing additional service where needed <b>by coordinating with the Salem Area Mass Transit District to implement the recommendations in the Long-Range Regional Transit Plan.</b></p>
<p><b>Policy 3.2</b> Polk County will assist in the provision of transportation services to the transportation disadvantaged.</p>	<p><b>Policy 3.2</b> Polk County will assist in the provision of transportation services to the transportation disadvantaged <b>by coordinating with the Salem Area Mass Transit District to implement the recommendations in the Long-Range Regional Transit Plan.</b></p>
<p><b>Policy 3.3</b> Polk County will work with public and private transit providers to achieve the goals of “The Salem-Keizer Transit Specialized Transportation Plan for Polk and Marion Counties,” dated April 2007 by Nelson Nygaard Consulting Associates, and the “Yamhill County Coordinated Human Services Public Transportation Plan,” dated September 2007 by the Mid-Willamette Valley Council of Governments.</p>	<p>Polk County will work with public and private transit providers <b>including the Salem Area Mass Transit District</b> to achieve the goals of <del>“The Salem-Keizer Transit Specialized Transportation Plan for Polk and Marion Counties,” dated April 2007 by Nelson Nygaard Consulting Associates,</del> the “Coordinated Public Transit – Human Services Transportation Plan,” dated 2009, the “Yamhill County Coordinated Human Services Public Transportation Plan,” dated September 2007 by the Mid-Willamette Valley Council of Governments, and <b>the Long-Range Regional Transit Plan.</b></p>
<p><b>Goal 2:</b> To maintain an ongoing transportation planning process keyed to meet the needs of the traveling public and coordinated among the state, regional, and local jurisdictions.</p>	<p>No changes needed to implement the LRRTP.</p>
	<p>Add new <b>Policy 2.11: Polk County will coordinate with the Salem Area Mass Transit District to implement the recommendations in the Long-Range Regional Transit Plan.</b></p>
<p><b>Goal 4:</b> To implement a level of transportation development that positively contributes to Polk County’s livability.</p>	<p>No changes needed to implement the LRRTP.</p>
	<p>Add new <b>Policy 4.7: “Polk County will partner with the Salem Area Mass Transit District to provide transit service that meets the needs of Polk County residents, as recommended in the Long-Range Regional Transit Plan.”</b></p>

## Summary

In general, existing transit-related goals in the Polk County TSP are compatible with the LRRTP. The Polk County TSP could help to implement the SKT LRRTP by amending policy 3.3 and by adding two new policies.

## 2.6 Coordinated Public Transit - Human Services Transportation Plan

The Salem-Keizer Transit Coordinated Public Transit- Human Services Transportation Plan was written in 2009. It was written to update a previous document written in 2007, called the Specialized Transportation Plan for Polk and Marion Counties. The Coordinated Public Transit Human Services Transportation Plan was written to fulfill requirements for receiving funding through the state’s competitive funding programs, as required by the SAFETEA-LU federal legislation. Because SAFETEA-LU has been replaced by newer federal legislation (MAP-21), it is possible that planning requirements may change. However, Table 6 below provides recommended updates to this plan should the requirements of MAP-21 dictate an update.

**Table 6: Changes Recommended to the Coordinated Public Transit – Human Services Transportation Plan That Would Implement the LRRTP**

Chapter	Existing Contents of Chapter	Recommended Changes to Implement the LRRTP
1: Introduction	<ul style="list-style-type: none"> <li>• Introduction</li> <li>• SAFETEA-LU Planning Requirements</li> </ul>	<ul style="list-style-type: none"> <li>• No changes needed to implement the LRRTP, but an updated reference to MAP-21 is recommended</li> </ul>
2: Methodology	<ul style="list-style-type: none"> <li>• Methodology for conducting demographic profile</li> <li>• Description of public outreach</li> <li>• Existing transportation service</li> </ul>	<ul style="list-style-type: none"> <li>• No changes needed to implement the LRRTP</li> </ul>
3: Demographic Profile	<ul style="list-style-type: none"> <li>• Population characteristics (older adults, persons with disabilities, income status, vehicle ownership)</li> <li>• Population trends</li> </ul>	<ul style="list-style-type: none"> <li>• No changes needed to implement the LRRTP, but updates to the demographic information to include Census 2010 data is recommended</li> </ul>
4: Overview of Existing Transit and Specialized Transportation Services	<ul style="list-style-type: none"> <li>• Description of service providers and service types</li> </ul>	<ul style="list-style-type: none"> <li>• No changes needed to implement the LRRTP, but updates to the description of existing services may be needed, depending on the timeline of revisions of this plan</li> </ul>
5: Needs Assessment for Polk and Marion Counties	<ul style="list-style-type: none"> <li>• Key activity centers</li> <li>• Unserved or underserved areas</li> </ul>	<ul style="list-style-type: none"> <li>• Update the needs assessment to incorporate the findings in the LRRTP’s Memo #2</li> </ul>
6: Service Strategies	<ul style="list-style-type: none"> <li>• Unmet needs and corresponding service strategies</li> </ul>	<ul style="list-style-type: none"> <li>• Update the description of transit needs to match those listed in the LRRTP’s Memo #1</li> <li>• Update the description and prioritization of service strategies to match those listed in the LRRTP’s Memo #4</li> </ul>

## 2.7 Salem-Keizer Transit Strategic Business Plan

The SKT District Strategic Business Plan was last adopted in 2007. It sets forward a vision for Cherriots’ future and an expansion of services and facilities. Table 7 provides a summary of each chapter of the plan and provides recommended changes that would implement the LRRTP.

**Table 7: Changes Recommended to the Strategic Business Plan That Would Implement the LRRTP**



Chapter	Existing Contents of Chapter	Recommended Changes to Implement the LRRTP
1: Introduction	<ul style="list-style-type: none"> <li>• SKT District’s mission</li> <li>• Description of how transit contributes to community livability</li> <li>• Guiding principles and action statements for implementing the mission</li> </ul>	<ul style="list-style-type: none"> <li>• No changes needed to implement the LRRTP</li> </ul>
2: The Short-Range Plan	<ul style="list-style-type: none"> <li>• A vision for redefining Cherriots service from a hub-and-spoke configuration of routes to one based on corridors, circulators, and centers</li> </ul>	<ul style="list-style-type: none"> <li>• Incorporate short-term implementation recommendations as detailed in the LRRTP’s Memo #6</li> </ul>
3: Build Transit’s Capacity	<ul style="list-style-type: none"> <li>• Description of coordination with other services</li> <li>• Description of existing frequency on Cherriots routes</li> <li>• Description of existing fleet composition</li> </ul>	<ul style="list-style-type: none"> <li>• Incorporate strategies for coordination with Albany Transit Service , South Metro Area Regional Transit, and Yamhill County Transit District as detailed in the LRRTP’s Memo #4</li> <li>• Incorporate description of regional corridors and prioritization, as detailed in the LRRTP’s Memo #4</li> </ul>
4: Increase Service Convenience	<ul style="list-style-type: none"> <li>• Description of Universal Pass program</li> <li>• Scheduled route improvements</li> <li>• Description of CherryLift service</li> <li>• Standard for access to transit</li> <li>• Implementation of a High Priority Transportation Corridor</li> <li>• Smart cards, Rider information, Shelters and pedestrian amenities</li> </ul>	<ul style="list-style-type: none"> <li>• Incorporate general system enhancements for the regional transit system described in the LRRTP’s Memo #4. System enhancements include regional transit coordination meetings, enhancement of marketing materials, improvement of stop amenities, provision of real-time traveler information, provision of low-floor transit vehicles, and coordination of fare policies and media.</li> </ul>
5: Enhance Mobility	<ul style="list-style-type: none"> <li>• Discussion of Sunday service</li> <li>• Description of “3C” route structure</li> <li>• Park and ride analysis</li> <li>• Discussion of transit centers</li> <li>• Description of Salem-Wilsonville commuter service</li> </ul>	<ul style="list-style-type: none"> <li>• Update the description of commuter service between Salem-Wilsonville to be consistent with the recommendation in the LRRTP’s Memo #4.</li> <li>• Add a description of the Rickreall park and ride and its role as a transit center for Polk County.</li> </ul>
6: Lead Transit’s Development	<ul style="list-style-type: none"> <li>• Description of coordination with SKATS, cities, and counties</li> <li>• Discussion of connection between transit and land use</li> <li>• Description of CARTS and the Oregon Medical Assistance Program</li> </ul>	<ul style="list-style-type: none"> <li>• Update the description of CARTS to describe the regional transit corridors as listed in the LRRTP’s Memos #2 and #4.</li> </ul>
7: Increase Efficiency	<ul style="list-style-type: none"> <li>• Description of the need to create targeted investments in transit</li> <li>• Description of creation of performance criteria</li> <li>• West Salem route analysis</li> <li>• ADA service</li> </ul>	<ul style="list-style-type: none"> <li>• Update the discussion of performance criteria to incorporate the transit benchmarks discussed in section 3 of this memo.</li> </ul>
8: Enhance Revenues	<ul style="list-style-type: none"> <li>• Policies on bus advertising</li> <li>• Policies on setting fares and fare revenue</li> <li>• Use of alternative fuels</li> <li>• Property tax management</li> </ul>	<ul style="list-style-type: none"> <li>• No changes needed to implement the LRRTP</li> </ul>
9: Ensure Safety and Security	<ul style="list-style-type: none"> <li>• Use of on-board cameras</li> <li>• On-route stop and shelter maintenance</li> </ul>	<ul style="list-style-type: none"> <li>• No changes needed to implement the LRRTP</li> </ul>

Chapter	Existing Contents of Chapter	Recommended Changes to Implement the LRRTP
	<ul style="list-style-type: none"> <li>Vehicle location technology</li> <li>District ordinances</li> </ul>	
10: Project List	<ul style="list-style-type: none"> <li>List of programmed projects by fiscal year</li> </ul>	<ul style="list-style-type: none"> <li>Incorporate projects listed in short-term implementation recommendations as detailed in the LRRTP's Memo #6</li> </ul>

### 3. Transit Benchmarks

As discussed in section 1.1, the TPR requires that urbanized areas measure their progress towards integrating transportation and land use planning with the goal of reducing single-occupancy vehicle trips. The SKATS RTSP currently contains several measures specific to the cities of Salem and Keizer which are designed to meet these requirements. They are excerpted below in Tables 8 and 9. The RTSP includes targets for each measure for 2015, 2020, and 2025, and 2030.

**Table 8: Keizer Increased Transportation Options Measures (as listed in the SKATS RTSP)**

Measure	Description	Category (Unit)
1. Pedestrian	Increase miles of sidewalks along arterial, collector, and residential streets and along streets that are adjacent to transit routes and neighborhood trip generators (i.e. schools, parks, community centers, etc).	Arterial/Collector (miles)
		Local street (miles)
		Private street (miles)
2. Bicycle	Increase miles of bike lanes along arterial and collector streets and along streets that are adjacent to transit routes	Arterial/Collector (miles)
3. Transit and Land Use	Number of residential units or square footage of commercial development within a transit influence area	Residential (dwelling units)
		Commercial (sq. ft)
4. Funding	Spending on transportation increases at a rate to match projected funding needs	Annual
		5 or 7 year increment
		Cumulative

**Table 9: Salem Increased Transportation Options Measures (as listed in the SKATS RTSP)**

Measure	Description	Measurement
1a	New dwelling units within ¼ mile of transit stops	Ratio of new dwelling units within ¼ mile walking distance of transit stops (with frequency of service of 30 minutes) to all new dwelling units in the city
1b	New dwelling units within ¼ mile of transit stops	Ratio of new dwelling units within ¼ mile walking distance of transit stops (with frequency of service of 15 minutes) to all new dwelling units in the city
2	Jobs in activity nodes and corridors	Ratio of total jobs in activity nodes and corridors to all jobs in the city, excluding industrial zones

Measure	Description	Measurement
3	New dwelling units in activity nodes and corridors	Ratio of new dwelling units in activity nodes and corridors to all new dwelling units in the city
4	Bicycle lanes	Percentage of streets designated to have bike lanes that are striped with bike lanes
5	Growth in Mid-Valley rideshare database	Number of people in database using alternative modes

The SKT LRRTP will include benchmarks for measuring the progress of implementation of the plan. These benchmarks are anticipated to be evaluated approximately every 5 years throughout the duration of the 20-year planning horizon. Some of the transit benchmarks could be appropriate for other planning documents as well, and some could be added to the list of transportation options measures in the RTSP. Table 10 below lists the proposed transit benchmarks for the LRRTP, the geographies appropriate to each benchmark, the anticipated source of data, and other planning documents that could consider co-adopting the benchmark.

**Table 10: Proposed Transit Benchmarks for the SKT LRRTP**

Benchmark	Appropriate Geography(ies)	Proposed Data Source	Other Planning Documents that Could Co-Adopt this Benchmark
Number of recommendations implemented on LRRTP Priority 1 and Priority 2 corridors	Marion County Polk County	Ongoing monitoring by SKT	SKATS RTSP
Number of recommendations implemented on LRRTP Priority 3 and Priority 4 corridors	Marion County Polk County	Ongoing monitoring by SKT	SKATS RTSP
Percentage of commuting trips taken by transit	Census tracts within Marion and Polk Counties	American Community Survey (table: "Means of Transportation to Work")	SKATS RTSP City of Salem TSP City of Keizer TSP Marion County TSP Polk County TSP
Annual transit ridership by corridor	Transit corridor	SKT On-board surveys	SKATS RTSP
Percentage of vehicles with low-floor boarding	SKT District	Ongoing monitoring by SKT	
Number of transit stops with improved amenities*	SKT District	Ongoing monitoring by SKT	

\*Amenities could include, but are not limited to, seating, lighting, shelters, and bicycle racks.

## 4. Next Steps

Following review and approval of this plan by the Project Management Team and Advisory Committee, the recommendations in this memo will be incorporated into a draft Plan. The draft Plan is anticipated to be available for public comment during the summer of 2013.

## Salem-Keizer Transit Long-Range Regional Transit Plan: Short-Term Opportunities

PREPARED FOR: Steve Dickey, Mona West, Jared Choc, and Jency Rosasco, SKT  
Sue Geniesse, ODOT TGM

PREPARED BY: Kate Lyman and Sumi Malik, CH2M HILL

DATE: June 10, 2013

This is the sixth technical memorandum prepared for the Salem-Keizer Transit (SKT) Long-Range Regional Transit Plan (LRRTP). The purpose of this memo is to evaluate the recommendations listed in Memo 4 and establish those that are appropriate for short-term implementation.

Table 1 provides a suggested timeframe for implementation of each service recommendation. The short term recommendations are highlighted. The timeframes have been established based on professional judgment of the relative cost of each recommendation and the relative difficulty of implementation. The assumed general timeframes are as follows:

- Short term: within 1-5 years after adoption of the LRRTP
- Medium term: within 5-10 years after adoption of the LRRTP
- Long term: within 10-20 years after adoption of the LRRTP
- No change: recommendation does not differ from current (2013) service

**Table 1: Prioritization of Service Recommendations**

Recommendation	Relative cost	Relative difficulty of implementation	Suggested timeframe for implementation
<b>Salem – Wilsonville Corridor (Priority 1)</b>			
Continually adjust timing for convenient transfers onto WES	Low	Low	Short term
Increase headways during peak hours on weekdays to 20 minutes	Medium	Medium	Short term
One of four hourly route cycles stops at Woodburn park and ride	Medium	Medium	Short term
Use a higher capacity vehicle during peak hours	Medium	Medium	Medium term
Provide hourly, mid-day service using a smaller transit vehicle, such as a cutaway	Medium	Medium	Medium term
Continue service to Portland	High	High	Long term
Provide evening service	Medium	Medium	Medium term
Provide weekend service	Medium	Medium	Long term
<b>Salem – Albany Corridor (Priority 2)</b>			
Create new fixed route service	High	High	Long term
<b>Salem – Silverton Corridor (Priority 2)</b>			
Adjust the AM peak route cycles leaving Silverton to allow for an arrival in downtown Salem just before 8AM	Low	Low	Short term
Provide hourly service during peak hours on weekdays	Medium	Medium	Medium term

Recommendation	Relative cost	Relative difficulty of implementation	Suggested timeframe for implementation
Provide three trip cycles on weekends (one in the morning, one in mid-day, and one in the afternoon/evening)	Medium	Medium	Long term
<b>Salem – Stayton (continuing to Gates) Corridor (Priority 1)</b>			
Eliminating fixed route service between Stayton – Gates and provide dial-a-ride service only	Medium	Medium	Medium term
Recommend better advertising the park & ride location in Stayton for commuters further east.	Low	Low	Short term
Increase current frequency to hourly headways, with at least two route cycles during the AM and PM peak hours; focus on serving commuters from Stayton to arrive in time for an 8AM start time in downtown Salem	Medium	Low	Medium term
With four or more route cycles during the AM and PM peak, create two express routes that eliminate stops in Aumsville and Turner, prioritizing service for commuters between Salem and Stayton	Medium	Low	Medium term
Expand service to accommodate shifts at industrial plants with 24-7 operations, focusing on the 7AM to 3PM shift to start	Medium	Low	Medium term
Provide three trip cycles on weekends between Salem and Stayton (one in the morning, one in mid-day, and one in the afternoon/evening)	Medium	Medium	Medium term
<b>Salem – Woodburn Corridor (Priority 1)</b>			
One of four hourly route cycles on the Salem-Wilsonville corridor stops at Woodburn park and ride	Medium	Medium	Short term
Eliminate CARTS Route 10 circulator service within Woodburn in coordination with Woodburn Transit	Low	Low	Short term
Add a stop at the Chemeketa Community College Brooks Campus	Low	Low	Short term
Consider adding a stop at the Keizer Transit Center	Low	Low	Short term
Adjust the schedule of CARTS Route 10 service to leave Salem earlier and later than current route cycles to accommodate transfers onto Canby Area Transit (CAT) Orange-99E line	Low	Low	Short term
<b>Salem – Dallas Corridor (Priority 1)</b>			
Increase frequencies during the peak hours of 6-9 AM and 3-6 PM to 30 minute headways	Medium	Low	Medium term
Increase frequencies between 9 AM and 3 PM and 6 PM to 9 PM to 60 minute headways	Medium	Low	Medium term
Remove some existing stops in Dallas to improve trip time	Low	Low	Short term
Add a regularly-scheduled stop in Rickreall	Low	Low	Short term
<b>Salem – Monmouth/Independence (Priority 1)</b>			
Provide direct, express service at 30 minute frequencies between 12 PM and 10 PM on weekdays	Medium	Low	Medium term
Provide 60 minute frequencies between 6 AM and 12 PM on weekdays	Medium	Low	Medium term
Route should travel north along OR-99W with a scheduled stop in Rickreall	Low	Low	Short term



Recommendation	Relative cost	Relative difficulty of implementation	Suggested timeframe for implementation
Provide service on weekends with 60 minute headways between 8 AM – 10 PM	Medium	Low	Medium term
<b>Dallas – Monmouth/Independence (Priority 2)</b>			
Create new fixed route circulator service connecting Dallas, Monmouth, and Independence that operates at 60 minute headways	Medium	Medium	Medium term
<b>Salem – McMinnville (Priority 3)</b>			
Increase frequencies during the peak hours of 6-9 AM and 3-6 PM to 30 minute headways	Medium	Medium	Medium term
Increase frequencies between 9 AM and 3 PM and 6 PM to 9 PM to 60 minute headways	Medium	Medium	Medium term
Extend Yamhill County Transit fixed-route service into the downtown Salem transit mall	Low	Low	Short term
<b>Salem – Grand Ronde (Priority 2)</b>			
Continually evaluate trip times to coordinate with the Spirit Mountain Casino shifts	Low	Low	Short term
Continue operating Cherriots 2X with approximately the same frequencies as existing service	Low	Low	No change
Coordinate a timed transfer with future service from Lincoln City to Grand Ronde	Medium	Medium	Short term
<b>Corvallis – Monmouth/Independence (Priority 4)</b>			
Develop vanpools to serve students/faculty or commuters between OSU and WOU	Medium	Medium	Medium term
<b>Corvallis – Salem (Priority 4)</b>			
Provide service through a connection in Albany. Develop timed transfer that connects in Albany with the Linn-Benton Loop Bus.	High	High	Long term
<b>General Enhancements</b>			
Regional transit coordination meetings	Low	Low	Short term
Enhance CARTS marketing materials	Low	Low	Short term
Improve stop amenities	Medium	Low	Medium term
Provide real-time traveler information	Medium	High	Long term
Low-floor transit vehicles	Medium	Low	Medium term
Coordinate fare policies and media	Medium	High	Medium term
Add Saturday and Sunday service	High	High	Long term

## SKT LR RTP: Draft Corridor Cost Estimates

PREPARED FOR: Steve Dickey, Mona West, Jared Choc, and Jency Rosasco, SKT  
Sue Geniesse, ODOT TGM

COPY TO: Cyndy Pollan, CH2M HILL

PREPARED BY: Kate Lyman and Sumi Malik, CH2M HILL

DATE: June 28, 2013

This memorandum provides draft planning-level operating cost estimates for the Long-Range Regional Transit Plan Corridors discussed in Memos 2 and 4. It is important to note that these cost estimates are meant to be used only for comparison among the corridors, and will need to be revisited upon implementation of the service recommendations at a future date.

Table 1 provides an estimate of operating costs for each of the corridors that are recommended for fixed-route transit service. The formula for developing operating cost estimates is as follows:

$$\text{Annualized operating cost} = \text{Roundtrip route length} * \text{Roundtrips per day} * \text{operating cost/revenue mile}$$

These estimates are based on the following the 2012 operating cost per revenue mile for CARTS services.

There are three additional important notes to consider:

- The cost estimates in Table 1 do not include capital costs associated with corridor recommendations.
- The cost estimates do not include costs associated with additional ADA paratransit service that may be triggered by implementing the corridor recommendations.
- The cost estimates assume that Salem-Keizer Transit will directly operate the service. Costs may differ if SKT chooses to contract, rather than directly operate, the service.

**Table 1: Planning-Level Operating Costs by Corridor**

Corridor	Estimated Roundtrip Route Length (Revenue Miles)	Roundtrips		Estimated annualized operating costs
		Weekday	Weekend day	
Salem – Albany	52	23	5	\$338,000
Salem - Wilsonville	60	28	17	\$558,480
Salem – Silverton	30	12	3	\$102,960
Salem – Stayton	33	12	3	\$113,256
Salem – Woodburn	36	12	3	\$123,552
Salem – Dallas	30	23	7	\$195,000
Salem – Monmouth/Independence	32	27	5	\$241,280
Dallas – Monmouth/Independence	21	17	3	\$99,372
Salem - McMinnville	52	23	6	\$338,000

Corridor	Estimated Roundtrip Route Length (Revenue Miles)	Roundtrips		Estimated annualized operating costs
		Weekday	Weekend day	
Salem – Grand Ronde	65	8	5	\$169,000

# Long-Range Regional Transit Plan



## DRAFT MEETING SUMMARY

### Advisory Committee Meeting #1: Team Chartering and Existing Conditions

DATE: Thursday, April 12, 2012

TIME: 10:00 AM – 12:00 PM

LOCATION: SKT Offices; 925 Commercial St SE, Suite 350, Salem

#### COMMITTEE MEMBER ATTENDEES:

Kim Rogers, Grand Ronde Tribe

Barry Hoffman, City of Albany

Austin McGuigan, Polk County

Jim Row, City of Woodburn

Brenda Williams, City of Woodburn

Richard Schmid, SKATS

Catherine Hemshorn, Rural communities

Pat Wronski, Oregon Dept. of Energy

Dennis Kilfoil, Marion County Housing

Sue Geniesse, ODOT

Karen Odenthal, Marion County

Mona West, Salem-Keizer Transit

Steve Dickey, Salem-Keizer Transit

Jency Rosasco, Salem-Keizer Transit

Sumi Malik, CH2M HILL

Kate Lyman, CH2M HILL

#### NON-COMMITTEE MEMBER ATTENDEES:

Jean Sherbeck, League of Women Voters

Sandra Smith Gangle, League of Women Voters

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### SUMMARY OF ACTION ITEMS

- AC members will send in comments on Memo #1 by April 26
- Mona and Jency will schedule the next AC meeting for a Wednesday afternoon in June
- Sumi/Kate will work on lightening the background color of the study area map and editing the map to show critical connections to other systems (including, but not limited to Albany, McMinnville, Wilsonville).
- Sumi/Kate will add the HUT shuttle to the list of existing transit providers.
- Sumi/Kate will follow up with Dennis Kilfoil to discuss future housing developments in Marion County in more detail.

### NOTES BY TOPIC

#### Introduction

- Sumi gave an overview of the project objectives, study area, schedule, milestones, and AC members' role and commitment
  - o No questions on these topics

- Sumi polled the group on best dates and times for future AC meetings; the consensus was that Wednesday afternoons worked for most people
- The project website is [www.cherriots.org/TGM](http://www.cherriots.org/TGM); updates on deliverables and meetings will be posted here.

### Existing Conditions

- The project team would like feedback on the draft Memo #1 from AC members.
- Memo #1 focus is on existing conditions, strengths and limitations of existing service.
- Kate described the study area and asked for any questions/comments on the hub cities concept.
  - o Question: given that Dallas is a hub city now (for the existing conditions analysis), could the hub change to Monmouth and Independence for future conditions?
    - The answer is yes, the hub cities could change.
  - o Hub cities are major generators of transit trips. The designation of hub cities is not meant to imply that other cities will not have transit.
    - This term is confusing. The project team will discuss whether or not to abandon the concept/ term of hub cities, changing it in some way to be more intuitive.
  - o AC members requested that the background color of the study area map be lightened.
  - o The map should show important connections to other systems such as Albany, Wilsonville, and McMinnville.
    - Lincoln County and Corvallis connections should also be considered.
- Kate described existing transit service in the project study area and adjacent to the project study area.
  - o Question: are all services included in Google Transit?
    - Answer: Most, but not all, are. It is up to each agency to submit schedule and route info to Google.
  - o Comment: add HUT shuttle (airport shuttle service) to the list of transit providers.
- Kate described demographics and outreach conducted to date.
  - o Comment: consider a listening station at the unemployment office in Salem.
  - o Question: is it too late to hold a small group meeting in Woodburn?
    - Answer: It's too late for this round, but we will consider outreach to the Woodburn area in future phases of the project.
- Kate described existing transit markets.
  - o Comment: Add Corban University to the list of universities that need to be served, and fix the name on the map.
- Kate described existing ridership on Cherriots and CARTS.
  - o Question: Why is the 1X service called Cherriots and not CARTS?
    - Answer: Because it's funded through the same source that Cherriots is.
  - o Comment: Add Marion County traffic counts to the map of traffic volumes. Karen can send this to Sumi and Kate.
- Kate described strengths and limitations of the existing transit system.



- Question: Will the project include use of a travel demand model to determine potential ridership?
  - Answer: No. The statewide travel demand model is not useful for predicting transit trips. The SKATS model is similarly limited in its usefulness of predicting transit trips, and also does not extend beyond the SKATS boundary.
- Comment: There are new housing developments going in throughout Marion County; it would be good to plan for adequate transit service to these places in advance.
  - Sumi/Kate will follow up with Dennis to discuss this in more detail.
- Comment: Another limitation of existing service is the lack of early morning and late evening trips.
- Comment: Many people depend on the CARTS Flex Route in Polk County; this is an important service.
- Comment: The city of Jefferson currently has no transit service but many people from Jefferson commute into Salem.

### **Major Transit Destinations**

- AC members discussed major destinations within Polk County, Marion County, and Salem/Keizer that should be served by transit.

### **Major Transit Destinations in Marion County**

- Newberg
- McMinnville
- Detroit
- Jefferson
- Stayton Hospital
- Senior housing in Stayton
- NorPac headquarters in Stayton
- Oregon Gardens
- Silver Falls State Park
- Silverton Hospital
- Silverton Senior Center
- Development in Silverton
- Woodburn Company Stores

### **Major Transit Destinations in Salem/Keizer**

- Keizer Station
- HUT
- Lancaster Mall
- Amtrak Station
- Salem Airport
- Mill Creek Industrial Park

- Department of Corrections
- Kaiser Permanente/Doctor's Offices
- All Wal-Marts and Fred Meyers
- Major commercial areas
- Major medical areas

**Major Transit Destinations in Polk County**

- Grand Ronde community
- Spirit Mountain Casino
- Miduri Farms
- West Valley Hospital
- Academy Building (Dallas)
- Corrections Department in Dallas
- Polk County offices
- Monmouth Senior Center
- Multi-family residential areas in Monmouth
- Western Oregon University
- Alternate route for Independence transit service – via River Road South

# Long-Range Regional Transit Plan



## DRAFT MEETING SUMMARY

### Advisory Committee Meeting #2: Land Use Impact on Future Transit Needs

DATE: Wednesday, June 27, 2012

TIME: 1:00 PM – 3:00 PM

LOCATION: SKT Offices; 925 Commercial St SE, Suite 350, Salem

#### ATTENDEES:

Kim Rogers, Grand Ronde Tribe

Richard Schmid, SKATS

Pat Wronski, Oregon Dept. of Energy

Jean Sherbeck, League of Women Voters

Sandra Smith Gangle, League of Women Voters

Sue Geniesse, ODOT

Karen Odenthal, Marion County

Mona West, Salem-Keizer Transit

Steve Dickey, Salem-Keizer Transit

Jency Rosasco, Salem-Keizer Transit

Sumi Malik, CH2M HILL

Kate Lyman, CH2M HILL

#### SUMMARY OF ACTION ITEMS

- AC members to submit comments on Memos 2 and 3 by July 15<sup>th</sup>.
- Sumi/Kate will update Memo #2 with 2010 Census data to better understand where transit dependant populations reside.
- Sumi and Kate will also attempt to get more quantitative data from the State to augment the interviews we conducted.
- Sumi and Kate will augment Memo #2 with Census data regarding income and households without a vehicle.
- Kim Rogers will send Sumi/Kate a description of population in Grand Ronde and a copy of the Tribe's Community Development Plan.

#### NOTES BY TOPIC

##### Memo #1

- The content of Memo #1 will go into the final plan. AC members are welcome to provide more feedback on the memo. The memo itself will not be updated, but the content will be used to update the final plan.
- The hub city concept was discussed as confusing at the last AC meeting, so it has been removed from Memo #1. Dallas in fact is not more important than Independence and Monmouth, which the hub cities implied.
- Memo #1 now includes a reference to the need for more circumferential routes.
- Memo #1 now includes a reference to the need for more recreational routes.
- Memo #1 now includes a section describing opportunities for coordination with Coordination with SMART, CAT, Albany, Benton County Rural Transit, and Lincoln County Transit.

- Question: Why are not all cities described in Memo #2?
  - o Answer: We are developing a back-bone of transit service and focusing on those places with a concentration of origins and/or destinations that would generate transit ridership.
- Question: Why is Albany shown on the map, when it is outside of our study area?
  - o Answer: Part of the goal of this study is to address ways to coordinate regionally with other transit providers outside of Marion and Polk Counties.

## **Memo #2**

- The project team is looking for input from the AC on corridors and key destinations.
- All cities are expected to grow fairly significantly;
- Comment: The 2020 forecasts seem surprising; they do not seem to take into account the economic slowdown.
- Comment: Update the 2007 population information with 2010 Census data.
- Question: Is Falls City declining in population?
  - o Answer: Yes, according to Austin at Polk County. Their industry base is shifting away from timber and more towards recreational outdoor sporting activities.
- Comment: Even in places where population isn't increasing as quickly, transit is more needed than ever. There are a lot of young families out there for whom transit is critical.
  - o Sumi and Kate will augment Memo #2 with Census data regarding income and households without a vehicle.
- Comment: When the League of Women Voters interviewed Ray Burstedt, he said that the better the transit system is, the more encouraging it is for new businesses to come into a community.
- Memo #2 discusses two tiers of corridors. The tiers are a way to express relative levels of importance; tier 1 being of greater importance. Those corridors that are Tier 1 may be more important, but may not be the first implemented because some Tier 2 corridors may be lower cost and easier to implement sooner.

## ***Marion County Corridors***

- Tier 1:
  - o Salem – Woodburn
  - o Stayton/Sublimity – Salem
    - Question – why is there a different route from Salem- Stayton vs. Salem – Aumsville?
      - Answer: The idea is to have a shorter travel time between Salem and Stayton. People who use transit between Salem and Stayton would be more likely to use it if it didn't stop in Aumsville/Turner.

- Comment: Turner is inside the MPO. Don't want to see service in Turner reduced.
- Silverton – Salem
- Tier 2:
  - Salem – Turner and Aumsville
  - Stayton – Silverton, Mt. Angel, Woodburn
    - AC members agreed that there's a need for this type of circumferential route.
  - Stayton – Gates
  - Woodburn – Hubbard
    - Comment: There is service from Canby Area Transit already traveling along this route. AC members agreed to delete this as a corridor.
- Other corridors in Marion County?
  - Stayton to Albany through Jefferson
- Question: would there be any stops on the corridors for park and rides or are they basically express routes?
  - Answer: These types of details haven't been developed yet. At this point, we are attempting to define regional corridors that we'd like to be served by transit, we aren't getting to the point of defining routes, stops, or park-and-ride locations.
- Comment: would there be service in the future anywhere besides these corridors?
  - Answer: Yes, there could be.

### ***Polk County Corridors***

- Tier 1:
  - Salem- Independence and Monmouth
    - Comment: This route is definitely needed.
  - Salem – Dallas
  - Salem – Grand Ronde
- Tier 2:
  - Dallas – Monmouth and Independence
    - Comment: This serves a very major part of the community; would call it Tier 1. People with disabilities really depend on this route to get to shopping. It's very important.
  - Monmouth – Falls City or park and ride
    - Comment: Falls City is at the end of the road – riders would be going out of their way to park there



Comment: Is there enough demand to warrant this connection? The idea was for a park-and-ride to serve residents in Falls City and the surrounding areas.

### ***Other Corridors***

- Salem – McMinnville
- Salem – Wilsonville
- Salem – Albany
- Comments:
  - o Add a line depicting a route from Woodburn – Canby
    - Identify those corridors separately on map (separately from proposed SKT lines)
  - o Add a line depicting the existing connection between Grand Ronde – McMinnville
  - o Ultimately some of the tier 2 corridors might be implemented more quickly than the tier 1 corridors
  - o Another important connection may be between Adair Village – Independence; Adair Village could provide a connection to Corvallis.
  - o Add another layer on map of surrounding services (maybe a different map)
  - o There is a fair amount of need for service between Corvallis – Monmouth. OSU is looking to expand.
  - o Question: who is going to pay for these things?
    - We’ll look at that later on in the project
    - Right now we need to figure out what the needs are; later on we’ll look at resources
    - Identifying needs can help us secure more funding in the future
  - o A lot of people in this community feel disconnected from the surrounding communities because we don’t have connectivity to more isolated areas (people who live in Salem who need to get to outlying areas)

### ***Discussion on Results of Prioritization Exercise***

Overall, some people prioritized based on where they thought the greatest transit dependency is and others prioritized based on their understanding of greatest potential demand overall.

- Marion County
  - o Salem-Woodburn (Tier 1 – 6 votes, Tier 2 – 1 vote)
    - One AC member stated that she didn’t feel that this corridor was as important because her impression is that there are not as many transit-dependent people in Woodburn
      - Sumi and Kate will verify the presence (or lack thereof) of transit-dependent people in Woodburn
  - o Salem-Stayton/Sublimity (Tier 1 – 6 votes, Tier 2 – 0 votes)

- Salem-Silverton (Tier 1 – 5 votes, Tier 2 – 0 votes)
- Salem-Turner and Aumsville (Tier 1 - 5 votes, Tier 2 – 2 votes)
  - There seem to be more transit-dependent people in this area
- Stayton-Silverton-Mt Angel-Woodburn (Tier 1 – 1 vote, Tier 2 – 5 votes)
  - A lot of the small businesses make connections between those 3 towns. There's a need for people to travel that corridor where they don't have to come into Salem.
- Stayton – Gates (Tier 1 – 1 vote, Tier 2 – 6 votes)
  - There are a lot of commuters in Gates.
  - Perhaps we should look at the Mehama-Lyons center as the cut point instead of Stayton/Sublimity because there's the junction with the main highway that goes down to Albany and Jefferson in Mehama-Lyons.
- Woodburn – Canby (Tier 1 – 1 vote, Tier 2 – 4 votes)
- Stayton – Jefferson- Albany (Tier 1 – 1 vote, Tier 2 – 7 votes)
  - This connection is important because it provides a way for people to get places without having to go into Salem – provides another direction of travel.
- Polk County routes
  - Salem – Independence and Monmouth (Tier 1 – 6 votes, Tier 2 – 1 vote)
  - Salem – Dallas (Tier 1 – 6 votes, Tier 2 – 1 vote)
  - Salem – Grand Ronde (Tier 1 – 5 votes, Tier 2 – 2 votes)
  - Dallas – Monmouth and Independence (Tier 1 – 7 votes, Tier 2 – 1 vote)
  - Monmouth – Falls City/nearby park and ride (Tier 1 – 0 votes, Tier 2 – 7 votes)
  - Independence/Monmouth –Adair Village – Corvallis (Tier 1 – 0 votes, Tier 2 – 8 votes)
    - This is another direction people may want to go besides to Salem
    - Many people use the hospitals in Corvallis
- Connections to other systems
  - Salem – Wilsonville (Tier 1 – 6 votes, Tier 2 – 0 votes)
  - Salem – Albany ( Tier 1 – 5 votes, Tier 2 – 1 vote)
  - Salem – McMinnville (Tier 1 – 4 votes, Tier 2 – 1 vote)
  - Salem – Lincoln City (Tier 1 – 1 vote, Tier 2 – 6 votes)
  - Salem – Adair Village/Corvallis (Tier 1 – 0 votes, Tier 2 – 7 votes)
  - Salem – Canby (Tier 1 – 2 votes, Tier 2 – 5 votes)
    - Salem – Canby is just the 99E corridor – it is important to recognize that the important thing here is the connection further north, not the corridor itself

- A lot of people want a more efficient connection to get to the PDX airport. There is currently nothing besides the HUT shuttle.

**Memo #3: Evaluation Framework**

- Comment: Coordination with other agencies does not belong under the category “public involvement”
- Comment: Add demographics to the list of criteria to evaluate, particularly in looking at low-income populations
- Comment: Public feedback is a means to get input, not input itself.

# Long-Range Regional Transit Plan



## MEETING SUMMARY

### Advisory Committee Meeting #3: Transit Corridor Priorities

DATE: November 8<sup>th</sup>, 2012

TIME: 1:00 PM – 3:00 PM

LOCATION: SKT Offices; 925 Commercial St SE, Suite 350, Salem

#### ATTENDEES:

Kim Rogers, Grand Ronde Tribe

Richard Schmid, SKATS

Pat Wronski, Oregon Dept. of Energy

Jean Sherbeck, League of Women Voters

Dennis Kilfoil, Marion County Housing Auth.

Sue Geniesse, ODOT

Catherine Hemshorn, Rural communities

Mona West, Salem-Keizer Transit

Jency Rosasco, Salem-Keizer Transit

Mike Jaffe, Mid-Willamette COG

Austin McGuigan, Polk County

Jim Row, City of Woodburn

Sumi Malik, CH2M HILL

Ryan Farncomb, CH2M HILL

#### ACTION ITEMS

- Kim Rogers will provide casino employment data to Sumi.
- The Existing Conditions memo will be re-circulated to the committee.
- Review CARTS ridership survey data to clarify trip purpose by route.
- Consider increasing the priority of the Dallas to Independence/Monmouth corridor

#### NOTES BY TOPIC

##### Corridor Analysis and Priorities:

###### *General Comments*

- The corridor priorities make intuitive sense.
- Aging of the population is very important to this corridor analysis and will drive future transit demand.
  - o Need to connect to medical services.
- Weyerhaeuser mill in Dallas is now closed; revise Memo #2 accordingly.
- CARTS ridership and trip purpose – what did the survey results say about rider’s trip purpose? Review survey data again.
  - o Implement a web survey and add questions to the survey that would improve service.
- The state travel demand model (SWIM) is a policy model, and may have questionable reliability. Should also look at “LEHD Census On-the-Map” tool for additional data.
- New poverty guidelines for 2012. Can data be updated to the most recent available?
  - o Sumi’s response: most available data is for the year 2010. We used 2010 poverty guidelines to keep consistent with most available data, for the year 2010.

### *Corridor-specific comments*

- Dallas to Independence/Monmouth corridor:
  - o Ridership on this route doesn't tell the whole story. Dallas is an important hub with many government services.
  - o Large populations of disabled persons using this route – Jean Sherbeck noted that one route between the cities carries 88% disabled passengers.
  - o Consider increasing the priority of this corridor
- Silverton is currently updating their long-range plan; important information may be available for our planning efforts.
- Consider adding a corridor and ranking for Silverton/Woodburn.
- Stayton/Sublimity:
  - o More businesses are moving into Stayton and Sublimity, though analysis shows little employment in these two cities. Is employment underestimated in these cities? Sumi's response: The number of industrial jobs for Stayton and Sublimity is very high within the study area, but when aggregated with other categories of jobs, Stayton and Sublimity don't stand out as much.
  - o People living in these more rural areas are likely commuting to work during non-regular working hours.
  - o How to address needs of growing rural population?
- Wilsonville/Woodburn corridor:
  - o This corridor should be considered separate from the Wilsonville/Salem corridor.
  - o 80% of those who work in Woodburn come from elsewhere, and vice versa.
  - o A new interchange at Woodburn will create an opportunity for increased transit service.
- Grand Ronde:
  - o 370 employees at the tribal government campus
  - o The tribe does not own all of Grand Ronde (revise page 37 of Memo #2).
  - o Re-evaluate population figures for Grand Ronde
  - o Grand Ronde/Salem priority ranking – is this the correct ranking? Compare ridership on the existing route to other routes.
- Salem/Corvallis
  - o Is the travel demand data for this corridor accurate?
- Mill City/Gates
  - o No taxi service east of Stayton/Sublimity. Little access to public transportation. Need to evaluate this corridor further.

### **Service Characteristics:**

#### *General comments:*

- Transit facility quality (stops, park and rides, etc.) is very important. Should be a top consideration in route development.
- Need for CARTS evening service.
- Need for better weekend service overall.
- The needs of elderly and low-income citizens are very important in determining service and routes.
- General need for better coordination between transit services.



*Corridor-specific comments:*

- The Wilsonville to Portland connection does not currently work very well. This connection needs to coordinate better with Cherriot's Salem/Wilsonville service.
- There are several large employers on the route between Salem and Grand Ronde. Transit service could maximize efficiency by serving these destinations as well.
- Mill City/Gates have low population densities. Could consider park and rides as a "density multiplier" to make service more efficient.
- Consider Wilsonville/Salem/Albany as one corridor along I-5.
- Coordination with Yamhill County Transit in the West Valley should be improved.
- Evening and Saturday/Sunday service should be considered for the Grand Ronde /Salem route. High recreation demand.
- Evening and Saturday/Sunday service should also be considered for the Woodburn/Salem route, given the significant shopping center in Woodburn.
  - o Also consider express service between Salem and Woodburn once the highway interchange is improved.

# Long-Range Regional Transit Plan



## MEETING SUMMARY

### Advisory Committee Meeting #4: Transit Service Recommendations

DATE: May 6<sup>th</sup>, 2012

TIME: 1:00 PM – 3:00 PM

LOCATION: SKT Offices; 925 Commercial St SE, Suite 350, Salem

#### ATTENDEES:

Pat Wronski, Oregon Dept. of Energy

Jean Sherbeck, Citizen

Dennis Kilfoil, Marion County Housing Authority

Steve Dickey, Salem-Keizer Transit

Jency Rosasco, Salem-Keizer Transit

Jared Choc, Salem-Keizer Transit

Mike Jaffe, Mid-Willamette COG

Austin McGuigan, Polk County

Karen Odenthal, Marion County

Sumi Malik, CH2M HILL

Kate Lyman, CH2M HILL

#### ACTION ITEMS

- The project team will revise Memo #4 to reflect the comments heard from the AC at this meeting.
- Mona will send the list of proposed events for the open houses to the Advisory Committee for comment.
- Mona will send the AC a packet of information for distribution to mailing lists, once the plan is out for public comment.

#### NOTES BY TOPIC

##### Introduction

- This is the final stretch of the project. The working draft plan will be developed by June 30<sup>th</sup> and will be distributed for public comment in July and August. Adoption will happen a few months after that.

##### I-5 Corridor Recommendations

- Sumi presented the recommendations for the Salem – Wilsonville and Salem – Albany corridors.
- Question: Why is there weekend service on this route (Salem – Albany) but not other routes?
  - o The project team will consider adding weekend service as a recommendation for all routes.

##### East Side Corridors

- Sumi presented the recommendations for the corridors in Marion County.
- Comment:
  - o Suggest adding a stop on CARTS Route 10 at Keizer Station.

##### West Side Corridors

- Kate presented the recommendations for the corridors in Polk, Yamhill, Benton and Linn counties.

- Question: Why is Wilsonville, which is a #1 priority, have a recommendation for 20 minute headways, but the Dallas corridor (which is also #1) is recommended for 30 minute headways?
  - o Response: Although the two corridors are the same priority level, the demand for transit service to Wilsonville is much higher than the demand for transit service to Dallas.
- Comment: A single stop in Dallas on the Dallas-Salem express service may not be sufficient to meet the needs of that community.
  - o Response: the plan will recommend *limited* stops in Dallas but will leave it to further study to determine the exact number of appropriate stops.
- Comment: Leave flexibility in the plan for the Monmouth/Independence – Salem route to determine if there should be multiple stops serving both Monmouth and Independence.
- Comment: Please develop a better map depicting how the routes will interact with each other.
- Comment: contact Meduri Farms to see if any efficiencies can be gained in serving their employees with the service to Grand Ronde.

### **General recommendations**

- Sumi presented the overall system-wide recommendations.
- Comment: there is an error on page 16; the 2X line is Cherrlots, not CARTS. There is also a typo on page 16.

### **Roundtable Questions**

- Each AC member was asked to state their concerns or questions regarding the recommendations, or any additional feedback they wished to provide.
- Pat Wronski:
  - o Suggest adding weekend service to Wilsonville.
  - o Many people do not know what CARTS is and confuse it with CherryLift.
- Jean Sherbeck:
  - o Echo Pat’s comments – Saturday service is important. Sunday service is desirable but not as important as Saturday.
- Austin McGuigan:
  - o No further comments.
- Mike Jaffe:
  - o Emphasize the ability to bike to stops and the need for secure bike parking.
  - o Consider whether an increased focus on serving commuters leaves behind the services needed for transit-dependent populations and the people who ride CARTS now.
  - o CARTS needs to develop clear signage for transit stops.
- Karen Odenthal:
  - o Marion County is currently updating its TSP.
  - o This plan needs to address the transit needs of people in rural communities such as Scotts Mills, Mill City, Detroit, and Donald. Perhaps a subsidized taxi service or somekind of lifeline service.
- Steve Dickey:
  - o This plan is designed to be very high-level and should include things that we don’t necessarily have funding for currently.
- Jency Rosasco:
  - o No comments.
- Jared Choc:
  - o No comments.
- Dennis Kilfoil:

- I agree with most of the priorities and recommendations.

### **Next Steps**

- Sumi presented the project schedule for June – September.
- In addition to the events already under consideration, the AC suggested investigating having a booth at the following places:
  - Independence Fourth of July festival
  - World Beat Festival; however booth occupants must fit with the international cultural theme in some way
  - Salem Art Fair
  - Clarification that there is a Marion County Fair and a Santiam Sumerfest (Sumi had suggested attending the Marion County Summerfest, which does not exist)
- The AC suggested sending press releases to the local newspapers once the questionnaire is available.
- The AC suggested preparing an email packet of information for AC members to distribute through their existing mailing lists (particularly the counties and the COG)
- The AC suggested contacting the Polk County Service Integration Team for distribution of the survey.
- The AC suggested contacting all employee transportation coordinators to distribute information about the survey and plan.

# Long-Range Regional Transit Plan



## MEETING SUMMARY

### Advisory Committee Meeting #5: Implementation Strategies and Next Steps

DATE: June 17<sup>th</sup>, 2013

TIME: 1:00 PM – 2:00 PM

LOCATION: SKT Offices; 925 Commercial St SE, Suite 350, Salem

#### ATTENDEES:

Pat Wronski, Oregon Dept. of Energy

Jean Sherbeck, League of Women Voters

Janet Atkins, League of Women Voters

Dennis Kilfoil, Marion County Housing Auth.

Steve Dickey, Salem-Keizer Transit

Jared Choc, Salem-Keizer Transit

Richard Schmidt, Mid-Willamette COG

Kim Rogers, Grand Ronde Tribe

Sumi Malik, CH2M HILL

Kate Lyman, CH2M HILL

#### ACTION ITEMS

- AC members will provide any further comments on Memos 5 and 6 to Jency by **Wednesday, 6/26.**

#### NOTES BY TOPIC

##### Welcome and Introduction

- The purpose of today's meeting is to discuss Memos 5 and 6.
- The Advisory Committee will meet one more time after today's meeting.

##### Overview of Memo 5

- Memo 5 provides recommended updates to goals, objectives, and policies within related plans.
- Memo 5 also provides benchmarks related to transit service.
- Comments on Memo 5, updates to goals, objectives and policies:
  - o In memo 5, consider re-wording the recommendation for the SKATS RTSP to only reference corridor service enhancements that are within the SKATS boundary.
  - o In Memo 5, clarify that park-and-rides should be built both according to opportunity and according to the corridor priority levels.
  - o What about coordination between these plans? All the plans aren't updated along the same timeline, right?
    - Answer: Correct, plans are updated at different times. SKT participates in the updates of all local TSPs, so will ensure that the recommendations are considered during each plan's update cycle.
  - o Will top level management be involved in coordination?
    - Answer: Yes. The MPO performs this coordination within its boundaries. One of SKT's goals is to have ongoing coordination meetings (either 2 times per year or quarterly), particularly with transportation providers.
- Comments on Memo 5, transit benchmarks:
  - o The percentage of commuting trips taken by transit is available via the American Community Survey.



- SKT tracks transit ridership by route, number of vehicles with low-floor boarding, and number of transit stops with improved amenities every 3 years.

#### **Overview of Memo 6**

- Sumi described the purpose and intent of short-term opportunities.
- Comment on Memo 6:
  - o Add a description into the memo of which corridors are which priorities.
  - o Make sure coordination meetings include top management from each agency.
  - o ODOT has approved funding for the Lincoln City – Grand Ronde transit service; that opportunity should be listed as short term.
  - o The important part of coordination is where the jurisdictions intersect.
  - o Add a recommendation for regular coordination around regional development.

#### **Next Steps**

- Consider holding a listening station in the Stayton area (instead of Silverton or Woodburn). There is a corn festival in Aumsville near the 3<sup>rd</sup> weekend in August.
- The PMT will send the AC an electronic postcard announcing the plan's availability and soliciting responses via the online questionnaire.

# Salem-Keizer Area Transit - Long Range Plan

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## Listening Stations

Two project staff members attended the following locations to inform the public about the long range plan and collect comments through the online survey. Some verbal comments were also collected and are summarized below. Each event included a display board showing the existing bus routes and asking for public feedback in English and Spanish. Postcards were handed out to interested public at each location, in both English and Spanish, directing them to the online survey (*see picture to the right for the listening station format*).



### Salud Medical Center (Woodburn)

**Monday, February 27, 2012**

**8:00 to 9:45 am**

Approximately 20 postcards were handed out to a predominately Hispanic population visiting the medical center. Most of the visitors had young children and staff also handed out Safe Routes to Schools coloring books.

### Silverton Senior Center (Silverton)

**Monday, February 27, 2012**

**11:00 am to 1:00 pm**

Approximately 15 postcards were handed out to a predominately Caucasian population visiting the senior center. All visitors were over 60 years old and about one third utilized the Silver Trolley or the CARTS system. Those that do use transit ride it weekly or monthly, for social or medical reasons, and typically ride between Salem and Silverton or within Silverton, though a few mentioned traveling to Woodburn. Of those that did not use these systems, they mentioned that there were long waits for service or that they still drove and that they may use transit when they can no longer drive or if gas prices increase.

### Chemeketa Community College (Salem)

**Monday, February 27, 2012**

**2:00 to 4:00 pm**

Approximately 50 postcards were handed out at the college, to a diverse group of individuals (racially, economically, and age). The remaining postcards that were not handed out were left with the college community affairs group and with the Salem-Keizer Transit route information in the main entry way to Building 2 (*see picture*).



## Independence Farmers Market (Independence)

**Saturday, April 7, 2012**

**9:00 to 12:00 am**

Approximately 30 postcards were handed out at the farmers market. Most visitors expressed surprise that there was bus service to Independence or interest in encouraging more bus service into Salem. A few visitors explained their complicated transit commute patterns into Salem and beyond to Portland. Many expressed the desire to see expanded service in an effort to plan for future demand, though a few suggested that fixed bus routes were not feasible for the rural area. No negative opinions were expressed by visitors. While overall turn-out of the market was low, it was early in the season and the market managers indicated the turn-out was expected to be low.



## Salem Farmers Market (Salem)

**Saturday, April 7, 2012**

**12:30 to 2:30 pm**

Approximately 70 postcards were handed out at the farmers market. It was opening day for the market, so not all of the booth locations were occupied (1/3 filled) and visitor turn-out was moderate. However it was nice weather. Most visitors either said they don't ride transit because of recent service cuts or inconvenience of riding transit (long wait between buses, overly crowded buses, service ending early at night leaving people stranded, or that it takes too long to get to destinations). Many said they would love to take transit, but aren't able to because of the above reasons. Several expressed resentment toward the current system, saying that the state capital should have service equal to Eugene or another similarly sized city. A few people were adamantly opposed to riding transit or increasing transit service.

## Verbal Comments

Below are some of the comments that were collected verbally:

- The #3 line is busy most of the time.
- Return Saturday service (a few people added that they wanted Sunday service as well).
- Several comments that the routes are too slow so they had to find other modes.
- Several comments that services do not run late enough.
- Need service between Chemeketa campuses (Woodburn to Salem is not well connected for students).
- There used to be a Keizer to Chemeketa loop route that was more efficient than the current line (which goes into downtown Salem first).
- There was a request for a line running to the Salem Humane Society.
- Line needed at Ward Drive and Cordon Road.

- Would like to see service area extended further into northern West Salem and northern Keizer.
- Drivers don't stop to pick up passengers, even when busses are not full and there is good visibility to see the person waiting at the stop.
- Thought the buses in Monmouth/Independence were just for students; most people aren't aware of the service that is available.
- Interest in using CARTS as residents get older and can't drive.
- Those aware of bus service would like to see it extended in the evening or on weekends, especially helpful for students. Transit service is important because Independence is a "bedroom community" so most people in Independence work outside the city.
- There are lots of group homes and foster homes in independence. They must call in every 2 weeks for Cherrylift to stop at the same stops all year long. Would like to see some permanent stops.
- Interested in the carpool service and didn't know it existed through SKATS. Has been setting up carpool with co-workers on her own.
- Can see using transit more with gas prices increasing.
- One woman uses a vanpool from Independence to Salem at Market and Hawthorne but it does not stop near the CARTS stops in Salem. Would like to see a CARTS stop there.
- Wants Saturday service for family activities.
- Wants to bring back student passes as part of tuition charges.
- Want to see a Salem to Portland direct route.
- Need a stop at Eola and Turner as there is a foster home there.
- Wants to return stops to the old routes.
- Wants to see smaller cars, traffic patterns re-worked, more one-way streets, and streets closed off with streetcars on them.
- Likes that the Chemeketa stop locations were combined.
- Would like to see a stop at Lancaster and Cordon.
- Interested in using transit but not aware of the services or where to find out about them.
- Put service back on Keizer at Cruizen Dr. A lot of people used it as it is across from a Doctor's clinic (SW Salem).
- Bus #21 run opposite direction. Save time, more efficient.
- Drop property tax and employee tax (state and school hospital should pay) blackmail for new fire district facility. Tax need for transit to be solvent enough.



# Salem-Keizer Transit Long Range Regional Transit Plan

## Small Group Meeting Summary

Wednesday, March 14, 2012

10:00 a.m. – 11:00 a.m.

Location: Academy Building, 182 SW Academy Street, Room 220, Dallas, OR

### Attendees:

- Jennifer Aker, Polk County HALO program
  - Sue Teal, Monmouth Senior Center
  - Nicole, Polk County Service Integration
  - Jency Rosasco, SKT
  - Sumi Malik, CH2M HILL
  - Kate Lyman, CH2M HILL
- 

### Overall impressions from the meeting:

- Mid-day service is important for seniors, students, and job hunters.
- Bringing a transit trainer out to Dallas, Monmouth, and Independence to teach seniors and students how to use transit would be helpful.
- There are some rural areas in Polk County (Pedee, Falls City) where there are many people who potentially would use transit. The project should consider some kind of park and ride systems or other ways to efficiently serve rural areas of Polk County.

### Notes from the flip charts:

(\* = prioritized need)

- Have a transit trainer go to schools (or transit advocates)
- Maybe work with visitors center
- Talk to WOU about needs
  - How many parking passes do they sell?
- Maybe work with visitors center
- Seniors – during the day service\*
- Job hunters – during the day service\*\*
- Youth - After school service
- Circulation within Monmouth /Independence
- People mostly stay within Polk County, Salem is farther
- Perhaps we need connections to Linn-Benton Community College in Albany/Corvallis
- Amenities – Lighting, big signs (more people around bike parking)
  - Work with local officials to sponsor rides on the bus



- Use SKT “Travel Trainers”
- Good places for Park & Rides? 2-3 trips per day
  - Falls City\*
    - Survey Falls City residents
  - Pedee
- More frequent stops/service
- Service to Buena Vista Pedee
- Service to McMinnville Chemeketa campus (medical program)
- Dial-a-ride doesn't work well in Monmouth
- Seniors need to get to senior center and medical appointments
- Transfers can seem unsafe
- Definite increase in need for transportation to get to work
- Transportation to/from Falls city is needed – a lot of need out there\*
- Bus & schedule doesn't work with jobs
- Bus is not flexible



# Salem-Keizer Transit Long Range Regional Transit Plan

## Small Group Meeting Summary

Tuesday, March 13, 2012

3:00 p.m. – 4:00 p.m.

Location: Mental Health Clinic, 1520 Plaza St NW, Suite 150

Conference Room B, West Salem

Attendees:

- Toma Drahosh (transit dependent)
  - Tom Ferrin (KROC Center)
  - Irma Guzman (commuter to Woodburn Chemeketa campus)
  - Yesica, (parent of students who use transit)
  - Enriq (student at Chemeketa Community College)
  - Jency Rosasco, SKT
  - Sumi Malik, CH2M HILL
  - Kate Lyman, CH2M HILL
- 

### Overall impressions from the meeting:

- Saturday service is very important and was the highest priority for all attendees.
- Attendees stated that they would be willing to walk farther to a stop for a service that had fewer transfers.
- It is difficult to get to the Chemeketa Community College main campus from Keizer; it used to be easier before the route restructuring.
- A universal fare between Cherriots and CARTS would be useful to users.

### Notes from the flip charts:

(\* = prioritized need)

- Bike lockers
- Hard to carry items, weather is a factor (shelter)
- Times:

- Saturday\*\*\*\*
  - Sunday Morning
- Unsafe waiting at isolated stops with transfer
- Woodburn 8 CARTS work together; market together universal
- Student pass – make it merit based on good grades or only a certain number per school
- Transit needs to be competitive with other modes (walking, driving, etc.)
- Lots of transfers and missed connections (due to congestion in downtown during peak hours)\*\*\*
- Shelters\*
- No real-time information
- No evening service
- Would be willing to walk further if fewer transfers
- Universal Fare
- Chemeketa – attendance low on holidays because no bus service
- Places:
  - Woodburn service more efficient\*
  - Downtown
  - Hospital
  - Woodburn Outlet Mall (Incentive-discount)
- 1 seat ride for students getting to school\*

# Salem-Keizer Transit Long-Range Regional Transit Plan: Summary of Questionnaire #1

An online questionnaire was available through Salem-Keizer Transit’s website between January 1, 2012 and March 16, 2012. The purpose of the questionnaire was to gather public opinion regarding transit service in Salem, Keizer, and greater Marion and Polk Counties, and in doing so to inform the Long-Range Regional Transit Plan. Within the time it was active, the questionnaire was advertised through public listening stations around Salem, at agency and public meetings, and through relevant email listserves. Of the respondents, 1,029 people started the questionnaire and 86% (889) completed the questionnaire. The questionnaire was also available in Spanish. Only one person took the questionnaire in Spanish.

While this questionnaire did not sample from the public to collect a random sampling of Salem residents, the large response rate provides a good sampling of public opinion. Moreover, those who took the survey may have been more inclined if they are a transit user or a potential transit user, which is helpful for understanding the market potential for transit within the study area.

Although 1,029 people total took the questionnaire, each respondent did not answer each question (in other words, the totals for each question will not equal 1,029). Percentages are based on the number of responses collected for that question. The number of respondents is provided in parentheses following the text description.

## Overall Use of Transit

Respondents were asked whether they ride transit, and they could select all that applied (Figure 1). Most did not ride transit (653), however, over 350 respondents indicated taking transit (either CARTS or Cherriots) The total number of transit riders who answered the questionnaire was 450.

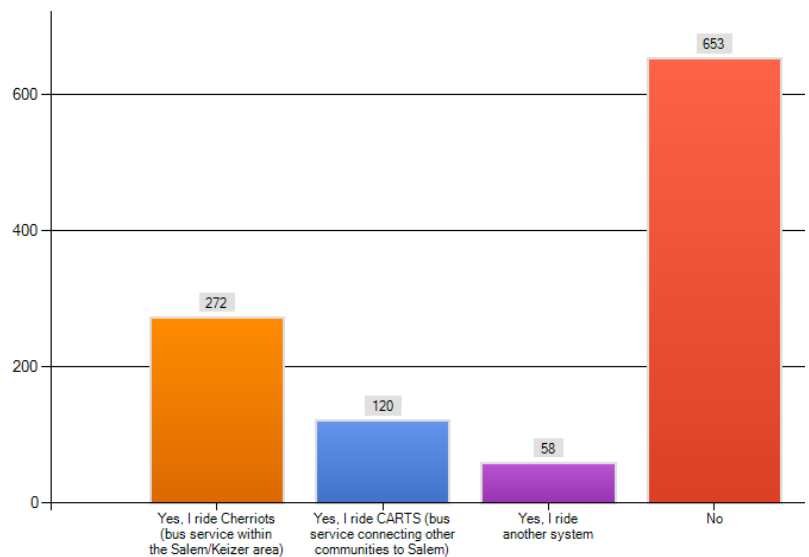


Figure 1: Do you ride transit?

Based on the answer to question 1, the questionnaire respondents were directed to one of two sets of questions those for transit riders and those for non-transit users.

Overall, both transit riders and non-transit riders expressed similar reasons for not riding transit, but there was some distinction between the reasoning. Perceived transit time is a deciding factor for non-transit riders, followed by a lack of service in their areas. While existing transit riders felt that length of trips was a concern, the biggest concern was lack of service during weekends or off-peak hours. For both sets of respondents station amenities were a much lower priority than service features and routes. Both groups were very concerned about later evening, more frequent, and weekend service, particularly within the city of Salem. Non-transit respondents indicated more interest in providing service to Keizer than transit respondents.

**Transit Rider Responses**

**Which other system do you ride?**

Respondents indicated that the other systems that they used most were Amtrak, TriMet, Greyhound bus service, South Metro Area Rapid Transit (SMART in Wilsonville), or some other system.

**On average, how often do you ride the bus?**

This question was only asked to the respondents that indicated taking transit (Figure 2). Most of these respondents indicated riding the bus daily (108) or several times a week/weekly (126), followed by a few times a year (72) or monthly (53).

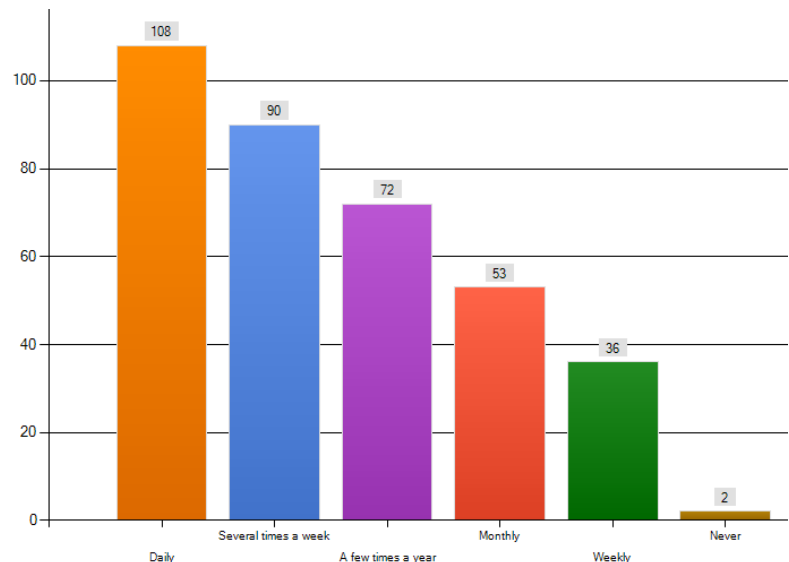


Figure 2: How often transit riders take transit

**Why do you ride the bus?**

Transit rider respondents indicated that they ride the bus mostly for commuting to work (219) and shopping/errands (141). Far fewer respondents indicated riding transit for recreational purposes (95).

**If you ride Cherriots or CARTS, which specific bus lines do you ride?**



Respondents were asked to select bus lines that they ride (multiple lines could be selected).

Three lines were selected the most (around 80 per transit line); 1: South Commercial; 11: Lancaster Drive; and CARTS Route 40: Polk County. There were a few natural breaks in the responses, in order of most responses (Figure 3):

- Bus lines 3, 8, 5, 17, 20, 6, 16, 19
- Bus lines 9, 1X, 4, 15, 25, 2
- Bus lines 7, 21, CARTS Route 50, 13, 14, 10
- Bus lines CARTS Route 10, 12, CARTS Route 30, 18, and 2X

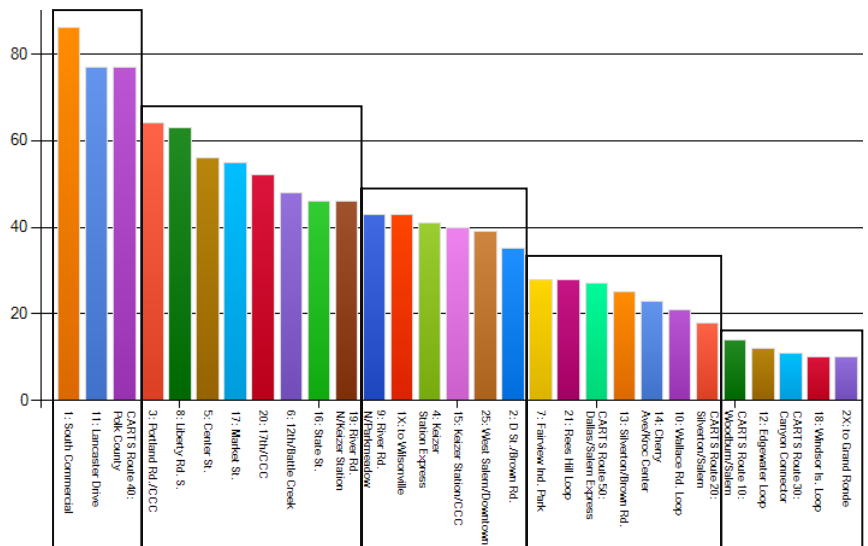


Figure 3: Most frequent used bus lines

### In which geographic areas do you ride the bus?

This information validates the previous question, showing that most riders are taking buses within the cities of Salem and Keizer (300), followed by Dallas (86), then Wilsonville (41).

### Non-Transit and Transit Rider Responses

#### If you do not ride transit, why not?

The most common reasons for non-transit riding respondents indicated that transit took too long (250), buses didn't run at the times or days that were needed (220), and that transit doesn't serve the destinations needed (215). There was a bigger concern about being stranded at a

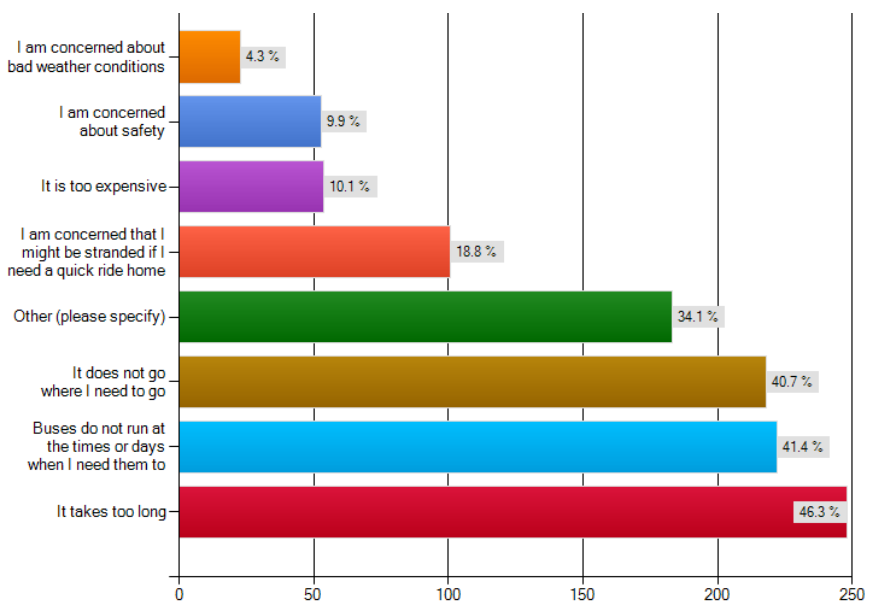


Figure 4: Non-transit users' reason for not riding transit

location (possibly related to length of travel time), than expense or safety. Some of the other responses for reasons for not using transit included: “I live in Turner,” “I have a car,” “I work on temporary jobs in various locations – very unpredictable hours,” “I have to drop a child off at daycare and have to be available to pick him up on a moments notice,” “It would add another hour or so to my 12-hour work day,” “Too far from home to bus pick-up station,” “I live near downtown, so I walk to work and downtown,” “Live in different city – no service,” “I usually bicycle commute to and from work,” “It does not save me money, “I have my own car.”

About 150 transit riders also answered this question, though it was not required. Of those transit respondents, the top three reasons were the same as for those who do not ride transit. However, the biggest reason was that buses don’t run on the times/days needed (84), that it takes too long (57), and doesn’t serve the destinations needed (54).

**What other modes of transportation do you use?**

Non-transit riders and transit riders stated that the main other mode used was cars, followed by walking, carpooling, and bicycling. Though transit riders had a higher percentage of walking and bicycling use (58% and 27%), non-transit respondents (32% and 16%) still indicated relatively high use for these modes.

**What would most encourage you to ride the bus more than you currently do?**

Non-transit respondents (Figure 5) indicated that the top three items that would encourage them to ride transit were providing service closer to their destination, more frequent service during the week, and service on weekends. (Figure 5 shows the top three choices, with each category stacked horizontally).

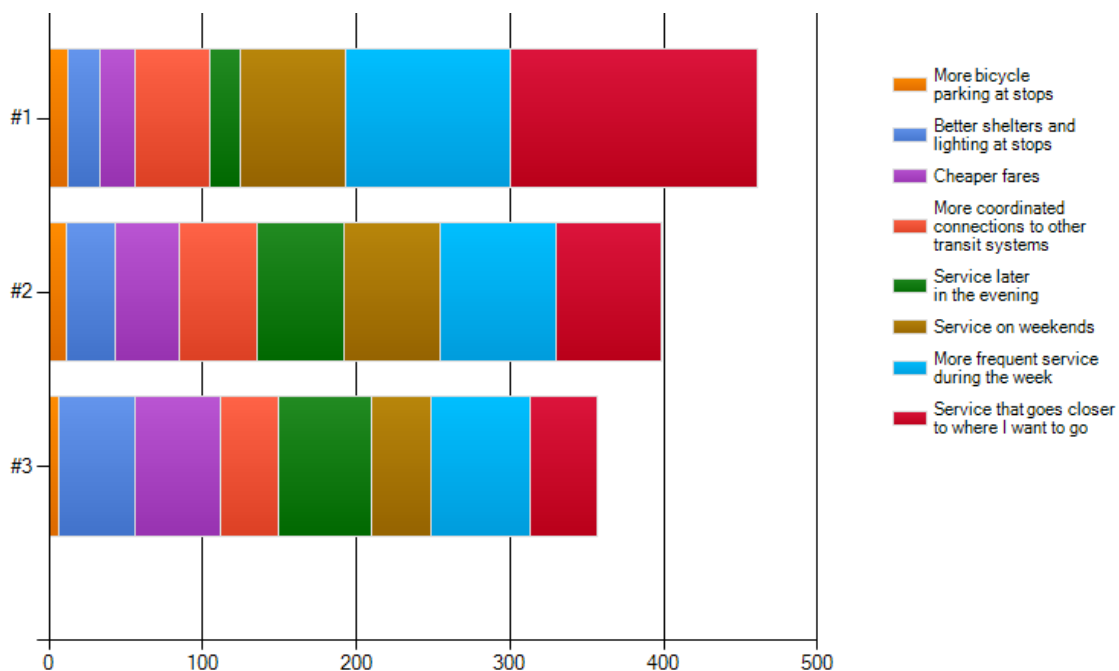


Figure 5: Non-transit respondents – what would encourage higher ridership?

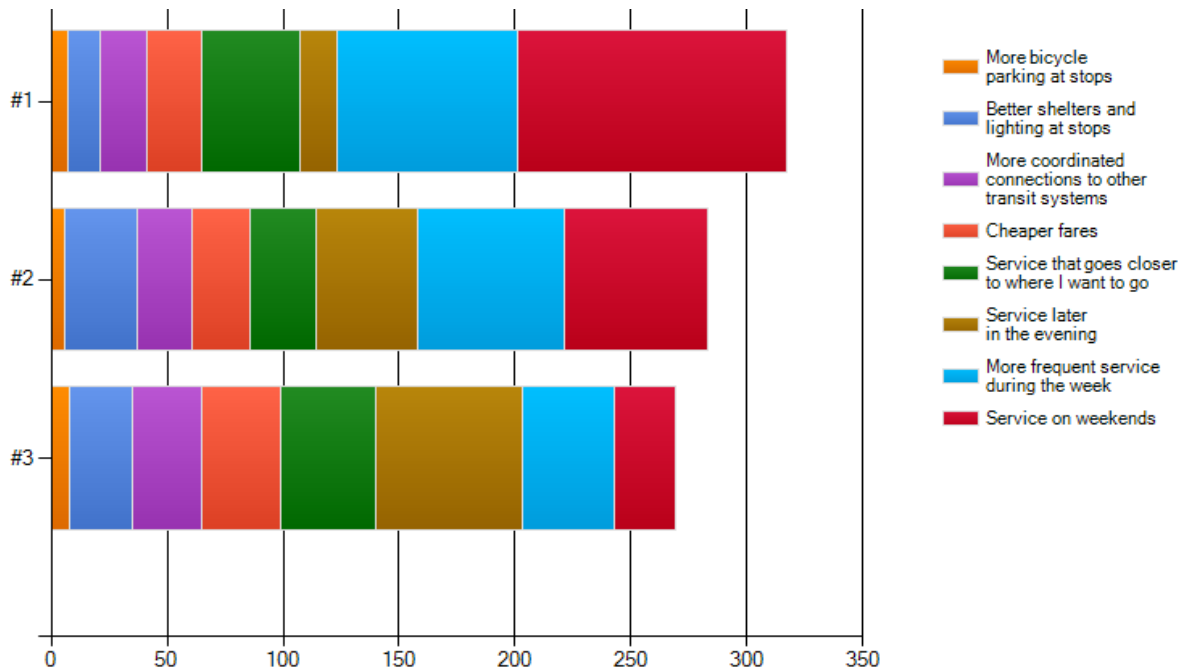


Figure 6: Transit respondents – what would encourage higher ridership?

For transit riders, the response to this question was a little different (*colors in Figure 5 and 6 are not referencing the same category*). The number one item to increase ridership was providing service on the weekends, followed by more frequent service during the week and later evening service; however, providing services closer to their destination was also an important item (Figure 6).

### What would encourage you to ride the bus?

In a similar question to the one above, non-transit respondents indicated that the most important items to increase their ridership were increasing service in the city of Salem, to Marion and Polk Counties outside of Salem-Keizer, and then increasing service in the city of Keizer (Figure 7).

Transit respondents also felt that increasing service within Salem was the most important item. More non-transit respondents felt that increasing service in Keizer was important than the transit respondents, which indicates that service in Keizer is not servicing all potential riders.

Feedback heard under the final open ended question about other feedback included many comments about needing weekend service, need for regional transit and better connections to Portland, frustration with travel times, and needs for connections to Eugene and Corvallis.

## Questionnaire Questions

1. Do you currently ride transit in the mid-Willamette Valley?
2. Which other system do you ride?
3. On average, how often do you ride the bus?
4. Why do you ride the bus?
5. If you ride Cherriots or CARTS, which specific bus lines do you ride?
6. In which geographic areas do you ride the bus?
7. If you do not ride transit, why not?
8. What other modes of transportation do you use?
9. What would most encourage you to ride the bus more than you currently do?
10. What would most encourage you to ride the bus more than you currently do?
11. Please provide us with any other feedback about improvements to transit service in Salem and surrounding areas.

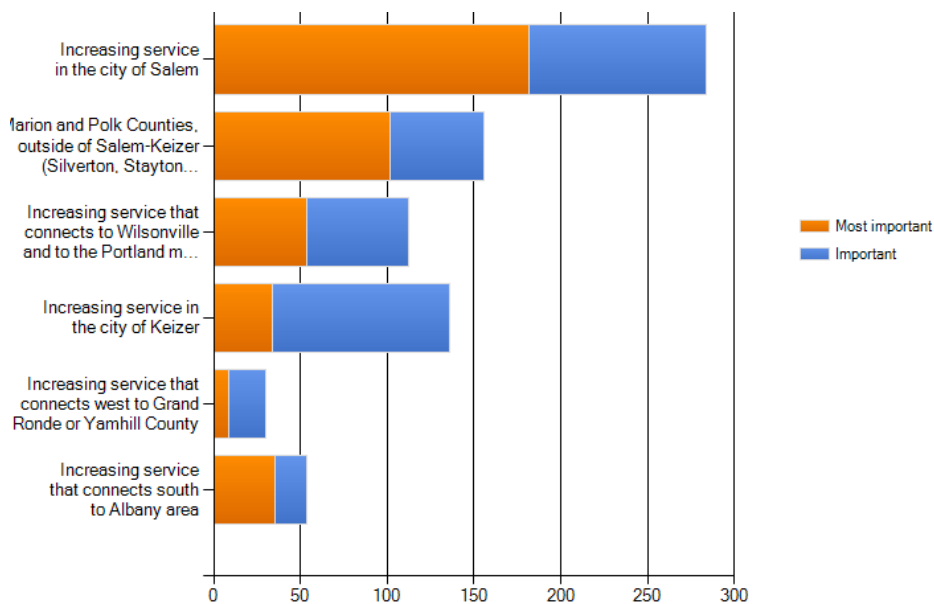


Figure 7: Non-Transit respondents - Most important items to ridership

# Long Range Plan – Survey #2 Summary

## Overview

An online survey was available through the Salem-Keizer Area Transit’s website between xx and September 16, 2013. Within that time, the survey was advertised through the public listening stations around Salem-metro, at agency and public meetings, through project mailing list emails, on the Cherriots buses, and through other venues. Free daily and monthly bus passes were randomly drawn and given away to survey participants to increase participation (though people did not need to answer the survey questions to be entered into the random drawing).

96 respondents took the survey. The survey was also available in Spanish; however, no one took this survey. This survey did not collect a random sampling of Salem-metro residents.

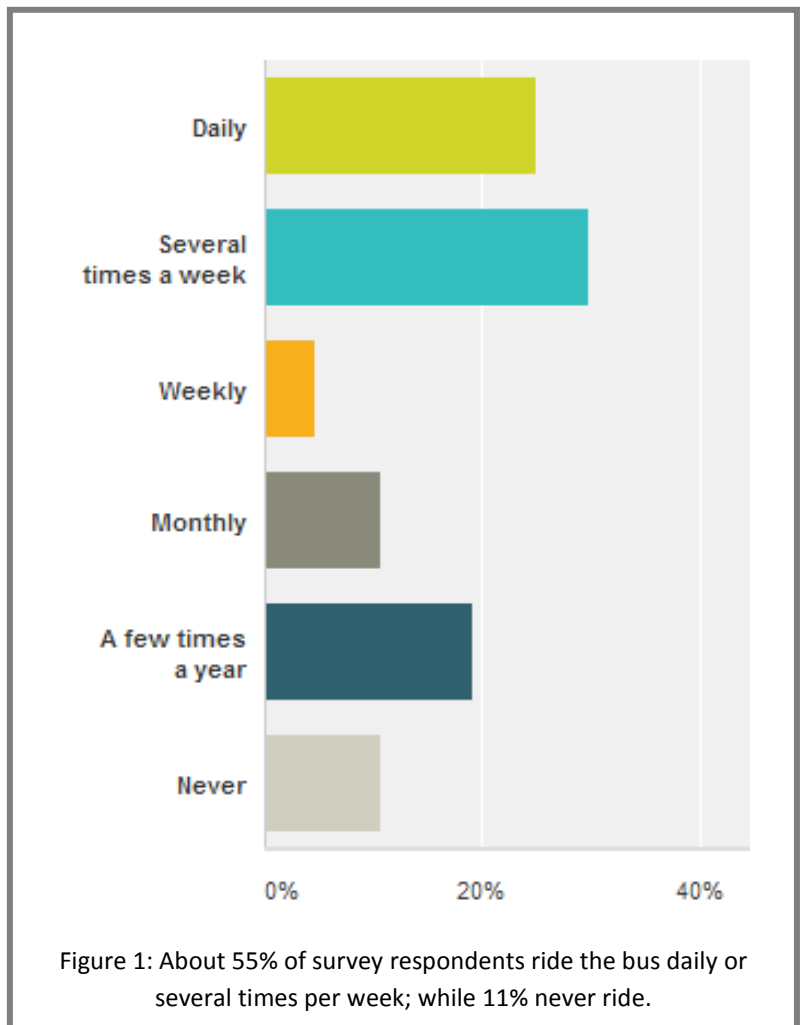
*Of the 96 people that took the survey, each respondent did not answer each question (totals for each question will not equal 96). Percentages are based on the number of responses collected for that question. Number of respondents is provided in parenthesis.*

77% of respondents said that the plan meets the future needs of the region. The most common responses heard were to return weekend service, extend service times throughout the day and later into the evening, coordinate connections for commuters, provide extensions to Portland and nearby communities, and to increase bus stop shelters. Other concerns were raised about ridership levels and funding restrictions.

## Demographics

### Have you taken the bus in the last 6 months (check all that apply)?

Respondents were asked whether they ride transit, they could select all that applied. About 68% (58 respondents) of respondents said they have taken Cherriots and 26% (22 respondents) said



they have taken CARTS in the last six months. Only about 19% said they hadn't taken the bus in the last six months (16).

**On average, how often do you ride the bus?**

Most of these respondents indicated riding the bus daily (21) or several times a week/weekly (25); they could only choose one answer. The next common response was a few times a year (16); however, about 11% (9 respondents) said they ride monthly or never ride the bus (Figure 1).

**Why do you ride the bus?**

Respondents could choose all answers that apply. Taking the bus for errands (59%, 46 respondents) and to work (53%, 41 respondents) were the most common reasons. Recreational use was the next most common reason (40%, 31), followed by going to school (22%, 17). Other (19%, 15) reasons for taking the bus included all trips/no car, going to the doctors, or saving the planet.

**Where is your home (primary residence)?**

This information shows that most riders live in Salem (61%, 51 respondents). About 6% of respondents lived in Dallas (5), as well as Monmouth/Independence (5); 5% live in Woodburn (4) and 4% in Grand Ronde (3). Most of the other cities had one or two respondents.

**I-5 area (Linn and Marion counties)**

**Do you agree or disagree with the priority levels?**

Most respondents strongly agreed or somewhat agreed that these two corridors were of the highest priority. Although a few people disagreed that the Albany/Millersburg-Salem corridor was of the highest priority.

	<b>Strongly agree</b>	<b>Somewhat agree</b>	<b>Somewhat disagree</b>	<b>Strongly disagree</b>	<b>No opinion</b>
Wilsonville–Salem (Priority 1)	<b>56% (49)</b>	20% (17)	8% (7)	0%	16% (14)
Albany/Millersburg-Salem (Priority 1)	<b>38% (33)</b>	30% (26)	9% (8)	4% (3)	20% (17)

Items in **bold** are the highest response rates.

**Salem-Wilsonville corridor**

**Do you agree or disagree with these service enhancements?**

Most respondents strongly agreed or somewhat agreed to the service enhancements in this corridor. Although a few people disagreed (less than 8%), up to 19% of respondents had no opinion about these enhancements. The enhancements with the highest percentage of strongly



agree responses were provide weekend service (63%), use higher-capacity vehicles during peak times (63%), provide evening service (58%), and continue service to Portland (57%). Most open ended comments related to returning weekend service and providing connections to Portland and Woodburn.

	<b>Strongly agree</b>	<b>Somewhat agree</b>	<b>Somewhat disagree</b>	<b>Strongly disagree</b>	<b>No opinion</b>
Continually adjust timing for convenient transfers onto WES	<b>53% (47)</b>	24% (21)	6% (5)	0%	18% (16)
During weekday AM and PM commute hours run buses every 20 minutes	<b>55% (49)</b>	24% (21)	4% (4)	1% (1)	16% (14)
Have one out of four, hourly trips stop at Woodburn park and ride	<b>37% (33)</b>	35% (31)	8% (7)	1% (1)	19% (17)
Use a higher-capacity vehicle during morning and evening commute hours	<b>63% (55)</b>	15% (13)	5% (4)	2% (2)	15% (13)
Provide hourly, mid-day service using a smaller transit vehicle	<b>47% (42)</b>	26% (23)	6% (5)	2% (2)	19% (17)
Provide evening (PM) service	<b>58% (51)</b>	21% (18)	7% (6)	1% (1)	14% (12)
Continue service to Portland	<b>57% (50)</b>	21% (18)	6% (5)	1% (1)	15% (13)
Provide weekend service	<b>63% (56)</b>	15% (13)	8% (7)	1% (1)	13% (12)

Items in **bold** are the highest response rates.

#### Open ended comments related to these service enhancements:

- Weekend service is important (14)
- Saturday service is more important than Sunday (3)
- I wouldn't use the service
- I don't live here but would use it if I visited
- Have a non-transfer trip to Portland-Salem (3)
- Need later evening bus service
- Connect to WES in Woodburn
- Provide bus service to Amtrak and Costco
- The stop at the Woodburn Park and Ride should be at least two of the hourly trips; will be well used as soon as the word gets out (2)

- I would ride the bus more often if I didn't have to go in, in the morning and stay all day
- Would like to have hourly service

## Salem-Albany corridor

### Do you agree or disagree with these service enhancements?

Most respondents strongly (39%) or somewhat agreed (34%) with creating a new regularly scheduled route between Salem and Albany. Most open ended comments related to serving Albany because there are existing riders (commuters and college students) and a desire for weekend service.

	<b>Strongly agree</b>	<b>Somewhat agree</b>	<b>Somewhat disagree</b>	<b>Strongly disagree</b>	<b>No opinion</b>
Create a new regularly scheduled route	<b>39% (34)</b>	34% (30)	7% (6)	2% (2)	18% (16)

Items in **bold** are the highest response rates.

### Open ended comments related to these service enhancements:

- Need a connection between Albany-Salem; currently only public transportation is Amtrak (3)
- Commuters and the Linn Benton loop come from Lebanon and Sweet Home; there are three Park and Rides already in place
- I don't live in Salem, but would use a bus connection from the Albany/Corvallis area
- I think there should more routes/ times toward Albany.
- I am not a regular rider to Wilsonville or Albany, but if an evening or weekend route were provided I would definitely use the bus route
- Please bring Saturday/weekend service back to Salem area, as well as making sure it is included in any new routes (2)
- The reason I am against higher capacity buses or smaller capacity buses is because they are not useful as part of the entire pool of vehicles. The commuter times need more frequent service because people, rightly or not, feel that limited times will use the excuse that it just doesn't fit their schedule.
- Albany could benefit from a connection to Corvallis; make the Monmouth route include Corvallis and Linn Benton Community College (2)
- Should stop more in Woodburn. There is a real need for people to have transportation out of town

### Are there other service changes for the I-5 area that you would recommend?

- I believe there should be more frequent trips to Monmouth and Dallas Oregon. Many people are going to the colleges in the local area and the buses are frequently overcrowded. Even more people would use these routes if there was more access. For the same reason I believe there should be routes to Corvallis and Albany.
- Is there already anything between Albany and Eugene?
- I would like connections between the transit systems from Eugene to Portland (2)
- Join with Portland and Wilsonville to provide rail service between Salem and Portland
- I would love to see either later evening service or some weekend service (2)
- Make sure that funding will be flexible enough to continue Saturday/Weekend service in an "economic downturn" rather than having to cut service while BUILDING SHINY NEW TRANSIT CENTERS & STARTING PRETTY NEW E-CARD BUS PASSES!
- Buses should extend to 99E; not just on I-5.
- I would love to see at least one midday service for the 1X
- Make a carpool/bus lane where there are more than two lanes
- Availability of patrolled areas to leave my personal vehicle while I am using public transit
- If the transfer goes straight to Linn Benton Community College.
- What about an express stop at Keizer Station?
- Should stop more in Woodburn. There is a real need for people to have transportation out of town

## Eastside area (Marion County)

### Do you agree or disagree with the priority levels?

Most respondents strongly agreed or somewhat agreed that these two corridors were of the highest priority. Although a few people disagreed that the Stayton (Gates)-Salem and Silverton-Salem routes should be at their priority levels.

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	No opinion
Stayton (Gates)–Salem (Priority 1)	<b>37% (32)</b>	31% (27)	14% (12)	2% (2)	16% (14)
Silverton–Salem (Priority 2)	<b>34% (29)</b>	33% (28)	14% (12)	6% (5)	14% (12)
Woodburn–Salem (Priority 1)	<b>55% (47)</b>	30% (26)	2% (2)	2% (2)	10% (9)
Silverton–Stayton (Priority 2)	22% (19)	<b>38% (33)</b>	10% (9)	9% (8)	20% (17)

Items in **bold** are the highest response rates.

### Salem-Silverton corridor

## Do you agree or disagree with these service enhancements?

Most respondents strongly agreed or somewhat agreed to the service enhancements in this corridor. Although a few people disagreed (less than 5%), up to 26% of respondents had no opinion about these enhancements. Most open ended comments related to returning weekend service and providing connections between Salem and Silverton for state workers and other commuters.

	<b>Strongly agree</b>	<b>Somewhat agree</b>	<b>Somewhat disagree</b>	<b>Strongly disagree</b>	<b>No opinion</b>
Adjust the AM commute hour route to leave Silverton for arrival in downtown Salem before 8AM	<b>43% (37)</b>	29% (25)	2 % (2)	0%	26% (22)
Provide hourly service during AM and PM commute hours on weekdays	<b>48% (41)</b>	26% (22)	4% (3)	1% (1)	21% (18)
Provide three trips on weekends (one in the AM, one in mid-day, and one in the PM)	<b>41% (35)</b>	30% (25)	5% (4)	1% (1)	24% (20)

Items in **bold** are the highest response rates.

## Open ended comments related to these service enhancements:

- Silverton to Salem routes should arrive in Salem just before 8:00am and leave Salem just after 5:00pm for state workers (2)
- Return weekend service (3)
- I also think that there should be service to Silverton from Salem that arrives by 7:30 am

## Salem-Stayton (continuing to Gates) corridor

### Do you agree or disagree with these service enhancements?

Most respondents strongly agreed or somewhat agreed to the service enhancements in this corridor. Up to 31% of respondents had no opinion about these enhancements. The enhancement to eliminate the regular Stayton/Gates route with dial-a-ride service had mixed agreement. The enhancements with the highest percentage of strongly agree responses were expand services to accommodate industrial plants (40%) and increase buses to every hour (39%). Most open ended comments related to scheduling bus arrival times for commuters and concerns about cutting service to smaller towns, which may reduce bus ridership levels.

	<b>Strongly agree</b>	<b>Somewhat agree</b>	<b>Somewhat disagree</b>	<b>Strongly disagree</b>	<b>No opinion</b>
Better advertise the Stayton park & ride for commuters further east	<b>34% (29)</b>	<b>34% (29)</b>	7% (6)	0% (0)	25% (21)
Eliminate a regularly scheduled route between Stayton/Gates and provide dial-a-ride service only (call and schedule a ride)	18% (15)	<b>26% (22)</b>	13% (11)	13% (11)	<b>31% (26)</b>
Increase buses to every hour, with at least two routes during the AM and PM commute hours; focus on serving commuters from Stayton to arrive in downtown Salem by 8AM	<b>39% (33)</b>	29% (24)	6% (5)	0% (0)	26% (22)
During the AM and PM commute hours, create two express (limited stops) routes between Salem and Stayton that eliminate stops in Aumsville and Turner	29% (24)	<b>30% (25)</b>	14% (12)	0% (0)	27% (23)
Expand service to accommodate shifts at industrial plants with 24-7 operations, starting with the 7AM-3PM shift	<b>40 % (34)</b>	30% (25)	4% (3)	1% (1)	25% (21)
Provide three trips on weekends between Salem and Stayton (one in the AM, one in mid-day, and one in the PM)	<b>32% (27)</b>	30% (25)	8% (7)	2% (2)	27% (23)

Items in **bold** are the highest response rates.

#### Open ended comments related to these service enhancements:

- There is confusing language in the draft plan regarding ridership on CARTS Route 30. It states that ridership has increased steadily, yet proposing to eliminate the Stayton - Gates portion of the route. Is ridership from Stayton - Gates tracked separately from Stayton? If so, what are those numbers?
- It also a good idea and helps to reduce unemployment
- I'd like to see options for people to get to downtown Salem by 7am, so they have a chance to transfer and get to their final destination by 8am.
- Return weekend service

- I ride CARTS from Dallas to Stayton; it would be nice if I could get to Stayton before 8:00 but I can make it work the way it is.
- DO NOT cut the far-Eastern Canyon communities off from regular service! Do more outreach to the Mill City/Lyons communities, make the schedule more appealing to those who work in Salem and live in the communities east of Stayton. If I am going to ride, I will be more likely to do so from MY community--once I am in the car and halfway to Salem, I may as well continue in the car. Many of my neighbors in the Canyon don't even HAVE a car and can't get to Stayton to catch the bus. Cancelling that leg of the route would make an already underserved and under connected area even MORE so.

## Salem-Woodburn corridor

### Do you agree or disagree with these service enhancements?

Most respondents strongly agreed or somewhat agreed to the service enhancements in this corridor. Up to 30% of respondents had no opinion about these enhancements. The enhancements with the highest percentage of strongly agree responses were add a stop at Keizer transit center (46%) and adjust CARTS #10 to transfer to CAT Orange-99E line (40%) Most open ended comments varied in topic, but most considered connections to Woodburn's Park and Ride, as well as connections to other buses to be important.

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	No opinion
Have one out of four hourly trips stop at the Woodburn park and ride	32% (27)	<b>40% (34)</b>	5% (4)	0%	23% (19)
Remove CARTS Route 10 stops within the town of Woodburn to shorten travel times and coordinate with Woodburn Transit	<b>32% (27)</b>	<b>32% (27)</b>	8% (7)	2% (2)	25% (21)
Add a stop at the Chemeketa Community College Brooks Campus	<b>41% (34)</b>	31% (26)	2% (2)	1% (1)	24% (20)
Add a stop at the Keizer Transit Center	<b>46% (38)</b>	27% (22)	4% (3)	2% (2)	22% (18)
Adjust the schedule of CARTS Route 10 service to leave Salem earlier and later to accommodate transfers onto Canby Area Transit (CAT) Orange-99E line	<b>40% (33)</b>	27% (22)	2% (2)	0%	30 % (25)

Items in **bold** are the highest response rates.



**Open ended comments related to these service enhancements:**

- I don't live in Salem, but would use transit if it were provided when I visit
- I think there should be more stops, more buses, and one route toward Woodburn and back to Salem just to test it out; if ridership increases then add service.
- Provide weekend service and fund it for the long term
- Connections to WES via Woodburn would be good
- At least have a plan to stop at a major point (eg. city hall, new Woodburn P & R)
- I rarely use this route. When I do I'm going to Brooks.
- At least 2 of the hourly trips should stop at the Woodburn Park and Ride
- As long as the transfer between CARTS and Woodburn Transit is seamless, I have no problem with losing the city stops. Otherwise, I do.
- Woodburn needs more access to go out of town
- If the CARTS doesn't stop at Woodburn Outlet it certainly NEEDS to!

**Are there other service changes for the I-5 area that you would recommend?**

- I would like to easily get to the Woodburn Company Stores
- Bring back weekend service and ensure that it is funded for the long term

**Westside area (Polk, Benton, Yamhill counties)**

**Do you agree or disagree with the priority levels?**

Most respondents strongly agreed or somewhat agreed that these two corridors were of the at the correct priority level. Although a few people disagreed on the priority levels for the two Corvallis corridors.

	<b>Strongly agree</b>	<b>Somewhat agree</b>	<b>Somewhat disagree</b>	<b>Strongly disagree</b>	<b>No opinion</b>
Dallas–Salem (Priority 1)	<b>62% (56)</b>	19% (17)	4% (4)	3% (3)	11% (10)
Independence/Monmouth–Salem (Priority 1)	<b>56% (50)</b>	26% (23)	6% (5)	2% (2)	11% (10)
Dallas–Independence/Monmouth (Priority 2)	<b>39% (34)</b>	32% (28)	13% (11)	6% (5)	12% (10)
McMinnville–Salem (Priority 3)	26% (23)	<b>39% (34)</b>	14% (12)	7% (6)	15% (13)
Grand Ronde–Salem (Priority 2)	<b>37% (33)</b>	26% (23)	13% (12)	7% (6)	17% (15)
Corvallis–Salem (Priority 4)	30% (26)	<b>31% (27)</b>	17% (15)	9% (8)	14% (12)

Corvallis– Independence/Monmouth (Priority 4)	26% (23)	<b>33% (29)</b>	17% (15)	6% (5)	17% (15)
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Items in **bold** are the highest response rates.

## Salem-Dallas corridor

### Do you agree or disagree with these service enhancements?

Most respondents strongly agreed or somewhat agreed to the service enhancements in this corridor. Up to 30% of respondents had no opinion about these enhancements. There were mixed opinions about removing stops to shorten travel time. The enhancements with the highest percentage of strongly agree responses were to have buses every 30 minutes during peak periods (46%) and every hours off peak (40%). Most open ended comments varied in topic, but most wanted better service for commuters.

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	No opinion
Remove some stops in Dallas to shorten trip time	20% (17)	<b>26% (22)</b>	18% (15)	6% (5)	30% (25)
Add a regularly-scheduled stop in Rickreall	29% (24)	<b>30% (25)</b>	14 % (12)	4% (3)	24% (20)
During the commute hours of 6-9AM and 3-6PM have buses every 30 minutes	<b>46% (38)</b>	25% (21)	6% (5)	0%	23% (19)
Between 9AM-3PM and 6-9PM have buses every 60 minutes	<b>40 % (34)</b>	30% (25)	7% (6)	1% (1)	21% (18)

Items in **bold** are the highest response rates.

### Open ended comments related to these service enhancements:

- That 4:05 pm bus out of Salem gets crowded; increasing runs should help that.
- Regular buses during the commuting times would be a way to save money on gas.
- They should more like 15 minutes each time.
- Provide weekend service and fund it for the long term
- Dallas is a big source of commuters that come in across the bridges. Better service will improve traffic flow and give further proof that we don't need a third bridge.
- I use this route to connect to the Route 30 to Stayton.
- This is an important route. The fact that the Dallas route already has considerable ridership speaks volumes for the utility of this service. Double down on your success!
- I use this route frequently and would like to see more time slots added.

- During the commute hours of 6-9am and 3-6pm you should have buses every 20 min. and between 9-3pm and 6-9pm they should be every 30 min.

## Salem-Monmouth/Independence corridor

### Do you agree or disagree with these service enhancements?

Most respondents strongly agreed or somewhat agreed to the service enhancements in this corridor. Up to 30% of respondents had no opinion about these enhancements. The enhancements with the highest percentage of strongly agree responses were provide direct express services (35%) and have hourly service during the weekend (33%). Most open ended comments varied in topic, but most wanted more frequent service during the week and weekend service.

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	No opinion
Route should travel north along OR-99W with a scheduled stop in Rickreall	27% (22)	<b>33% (27)</b>	12% (10)	1% (1)	28% (23)
Between 6AM-12PM on weekdays have buses every 60 minutes	30% (25)	<b>36% (30)</b>	6% (5)	1% (1)	27% (22)
Provide direct, express service every 30 minutes between 12-10PM on weekdays	<b>35% (29)</b>	19% (16)	13% (11)	2% (2)	30% (25)
Between 8AM-10PM on weekends have buses every 60 minutes	<b>33% (27)</b>	29% (24)	10% (8)	1% (1)	28% (23)

Items in **bold** are the highest response rates.

### Open ended comments related to these service enhancements:

- Is there really money to increase runs that much? If so, sounds good.
- Leave it how it is until more people take that bus.
- Every other hour on weekends seems sufficient.
- Provide weekend service and fund it for the long term
- Between at least 6am-9am and at least 3pm-6pm on weekdays have buses every 30 minutes. Many people commute for approx. 8am-5pm jobs and school.
- I use this route sometimes, when I work in Salem. The current 4:05 bus is very crowded and access to a bicycle rack space is frequently chancy. More frequent service would probably help that, as would increasing the bicycle capacity to 3 bikes rather than the usual 2.
- I use this route frequently need more time slots.

## Dallas-Monmouth/Independence corridor

### Do you agree or disagree with these service enhancements?

Most respondents strongly agreed or somewhat agreed to the service enhancements in this corridor. Most open ended comments varied in topic, but most were concerned about connecting these communities and some focused on extending the line to Falls City.

	<b>Strongly agree</b>	<b>Somewhat agree</b>	<b>Somewhat disagree</b>	<b>Strongly disagree</b>	<b>No opinion</b>
Create new regularly scheduled route connecting Dallas, Monmouth, and Independence with buses every 60 minutes	<b>39% (32)</b>	27% (22)	11% (9)	0%	24% (20)

Items in **bold** are the highest response rates.

### Open ended comments related to these service enhancements:

- Provide weekend service and fund it for the long term
- Use small bus or van.
- I think that the commute times should have more frequent trips between towns to get more people on the bus instead of cars.
- Would this eliminate the current flex route?
- Can Falls City be included in the route, at least a couple of times a day? Falls City needs bus service. By the time a person drives to Dallas or Monmouth, he or she may as well keep driving all the way to Salem (2)
- There should be a route but a good route toward these cities
- These three communities are forging strong, mutually supportive links in a wide variety of areas. Interlinking bus service supports this trend.
- By providing a loop it helps the locals especially seniors have more opportunities daily to catch a bus to do errands, go to appointments, and makes them feel less isolated Henry Hill Elementary School will be turned into a community center. It would be nice to have a bus stop at the site or one closer as it will be potentially a popular destination.

## Salem-McMinnville corridor

### Do you agree or disagree with these service enhancements?

Most respondents strongly agreed or somewhat agreed to the service enhancements in this corridor. Most open ended comments varied in topic, but some were interested in increasing service for commuters, while others questions if the service would be used.

	<b>Strongly agree</b>	<b>Somewhat agree</b>	<b>Somewhat disagree</b>	<b>Strongly disagree</b>	<b>No opinion</b>
During the commute hours of 6-9AM and 3-6PM have buses every 30 minutes	30% (24)	<b>32% (26)</b>	10% (8)	2% (2)	26% (21)
Between 9AM-3PM and 6-9PM have buses every 60 minutes	27% (22)	<b>35% (28)</b>	10% (8)	2% (2)	26% (21)
Extend Yamhill County Transit bus route into the downtown Salem transit mall	<b>40% (32)</b>	26% (21)	4% (3)	3% (2)	28% (22)

Items in **bold** are the highest response rates.

### Open ended comments related to these service enhancements:

- I did not know this service existed in the first place. It would be good if it connected to the Rickreal park and ride (2), to connect with the Dallas/Monmouth/Independence/Falls City communities.
- I want good connections between Salem and McMinnville.
- I used to live in McMinnville and would see the commuter bus. I thought it would be convenient but because it didn't run to the transit mall I could NOT rely on it to get me to work on time. If the bus ran to the transit mall I am more apt to go to McMinnville to visit family and friends.
- Provide weekend service and fund it for the long term
- If you extend YCT bus into downtown from McMinnville, are you going to coordinate with route 2X from Grand Ronde and Downtown Salem similar to the 1X?
- If the commuters are coming from McMinnville than they should chip in to enhance service.
- I really like the new route, as a former resident of Yamhill County, by traveling to the downtown transit center it will encourage more people to come to Salem than if the stop remains in West Salem. Also allowing people to connect with routes like Dallas.
- Just wondering how well this would be used, based on the information in the plan.

## Salem-Grand Ronde corridor

### Do you agree or disagree with these service enhancements?

Most respondents strongly agreed or somewhat agreed to the service enhancements in this corridor. Most open ended comments varied in topic, but most considered connections to the beach and extending or changing the route for commuters to the casino and the Tribal offices.

	<b>Strongly agree</b>	<b>Somewhat agree</b>	<b>Somewhat disagree</b>	<b>Strongly disagree</b>	<b>No opinion</b>
Continually evaluate trip times to coordinate with	<b>42% (34)</b>	30% (24)	5% (4)	1% (1)	22% (18)

the Spirit Mountain Casino shifts					
Continue operating Cherriots 2X close to the existing service	<b>35% (28)</b>	29% (23)	8% (6)	4% (3)	25% (20)
Coordinate a timed transfer with future service from Lincoln City to Grand Ronde	<b>40% (32)</b>	16% (13)	11% (9)	4% (3)	29% (23)

Items in **bold** are the highest response rates.

### Open ended comments related to these service enhancements:

- I think it would be very great if there could be service to Lincoln City (3)
- Connecting with the Lincoln City Transit to the 2X is a great way to expand ridership for both transit systems.
- Beach for carless people is an awesome addition to your service. Top priority should be given!!
- This route should also swing by the Rickreal park and ride, if it does not do so now.
- Provide weekend service (2) and fund it for the long term
- I think that there should be a 3:30pm departure bus from Spirit Mountain Casino and that the priority level should be level #1
- While it's important to coordinate with Spirit Mountain Casino shifts, it's also important to provide service at least 6am-9am and at least 3pm-6pm on weekdays for commuters with approx. 8am-5pm jobs and school.
- Earlier bus? There are people who start at 7 am who cannot ride bus and Casino will not adjust shift.
- Extend Grand Ronde route to the offices on Grand Ronde Rd. It is too dangerous for community members to walk from the casino to the majority of the housing area and government offices.
- The Tribal offices NEED to be a scheduled stop for the am and pm routes. Employees are not allowed to catch the casino shuttle to the Tribal offices which makes it impossible for Tribal office employees to ride the 2X bus.
- This service is vital to the Grand Ronde area.
- I ride this route every day and would like to see later buses that go from Grand Ronde to Rickreal later in the evening because i work late at the tribe and it would be nice to ride a bus back to Rickreal at night.

## Corvallis-Monmouth/Independence corridor

### Do you agree or disagree with these service enhancements?

Most respondents strongly agreed or somewhat agreed to the service enhancements in this corridor. Most open ended comments varied in topic, but most were in favor of this service, with some concerned about ridership or funding.



	<b>Strongly agree</b>	<b>Somewhat agree</b>	<b>Somewhat disagree</b>	<b>Strongly disagree</b>	<b>No opinion</b>
Develop vanpools to serve students/faculty/commuters between OSU and WOU	<b>41% (34)</b>	25% (21)	6% (5)	1% (1)	27% (22)

Items in **bold** are the highest response rates.

#### Open ended comments related to these service enhancements:

- Prefer bus
- Yes, please do this (2)
- Provide weekend service and fund it for the long term
- Vanpools would be beneficial for faculty at OSU and WOU commuting for 8-hour jobs. Small buses or vans every 60 minutes would be beneficial for students and others (2)
- The university can chip in on this.
- It doesn't look like the volume of traffic would justify much more.

### Corvallis-Salem corridor

#### Do you agree or disagree with these service enhancements?

Most respondents strongly agreed or somewhat agreed to the service enhancements in this corridor. Most open ended comments varied in topic but many wanted weekend service, along with evening service.

	<b>Strongly agree</b>	<b>Somewhat agree</b>	<b>Somewhat disagree</b>	<b>Strongly disagree</b>	<b>No opinion</b>
Provide service through a connection in Albany. Develop timed transfer that connects in Albany with the Linn-Benton Loop Bus	<b>40% (33)</b>	29% (24)	6% (5)	0%	25 % (21)

Items in **bold** are the highest response rates.

#### Open ended comments related to these service enhancements:

- Provide weekend service and fund it for the long term (3)
- Hope you have a great startup. Currently, only greyhound does this service.
- I have a friend that already uses some sort of van pool to commute from Corvallis to Salem. I don't know what system it is.
- Don't forget the 'one' car-less Salem alumni who would occasionally like to go to an OSU sporting event in the evenings and/or Saturday evenings...
- Are there other service changes for the I-5 area that you would recommend?
- Implement a route to Falls City at least two times a day.

## Regional enhancements

### Do you agree or disagree with regional enhancements listed below?

Most respondents strongly agreed or somewhat agreed to the service enhancements in this corridor. The enhancements with the highest percentage of strongly agree responses were add weekend service (78%) and coordinate fares between Cherriots and CARTS (74%).

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	No opinion
Regional transit coordination meetings with all transit providers	<b>67% (56)</b>	25% (21)	2% (2)	0%	6% (5)
Enhance CARTS marketing materials (since lots of people don't know about the service)	<b>57% (49)</b>	35% (30)	2% (2)	0%	6% (5)
Improve stop amenities (such as shelters, seats, etc.)	<b>61% (51)</b>	29% (24)	5% (4)	1% (1)	5% (4)
Provide real-time traveler information (such as reader boards with bus arrival times)	<b>59% (51)</b>	28% (24)	6% (5)	1% (1)	6% (5)
Low-floor transit vehicles that make it easier for mobility impaired passengers to get on and off, reducing travel time for all	<b>61% (51)</b>	27% (22)	4% (3)	1% (1)	7% (6)
Coordinate fares so it is seamless to ride Cherriots and CARTS	<b>74% (64)</b>	22% (19)	1% (1)	0%	3% (3)
Add Saturday and Sunday service	<b>78% (67)</b>	15% (13)	2% (2)	1% (1)	3% (3)

Items in **bold** are the highest response rates.

### Are there other general enhancements that you would like to recommend?

- Add Saturday and Sunday service (11)
- I have a bad knee from an injury and chronic tendonitis, so I prefer seats at stops and low-floor transit vehicles. I am from out-of-town and would use public transit when in town, but I am most likely to visit on Fridays and Saturdays, so Saturday service would be helpful.
- Add more bus stops with shelters, specifically in Polk Co, Dallas Chemeketa Site, Stayton

- I work in Silverton and use CARTS daily. I would love to see a more cohesive work environment between Carts and Cherriots. It seems that Carts is regularly being overlooked, yet I have had better customer service from the Carts bus drivers than Cherriots.
- Would greatly appreciate expanded service to Independence and to Dallas.
- Make a separate transit vehicle available for special needs / handicapped/ wheelchairs (scooters) so they don't take up room for regular riders especially for those with children and strollers.
- The real time traveler info should be on-line too.
- Can't arrival times be flashed onto smartphones? Seems like everyone has a smartphone these days. Reader boards could be unsightly and subject to vandalism. In historic areas, such as downtown Dallas, bus stops should have appropriate architecture, not just cookie-cutter bland modernism utilitarian design. Make the bus stops interesting and unique as a marketing tool.
- Increase services so that ALL Salem routes run a minimum of every 30 minutes all day.
- Often, a Cherrylift cart for holding 15 people is overkill for a local trip to the dentist.
- Regional transit coordination meetings help by discussing all issues and coming up with solutions.
- Passes that can be used with all transit services making it easier on riders
- Schedules that are coordinated so wait times are minimal Comfortable wait areas especially when weather is too hot or cold.
- I also think selling stuff at the bus station like pop or food could bring in much needed revenue .some times while waiting for the bus people get hungry

### **Overall, does this plan meet the region's future transit needs?**

Most respondents (77%) said that the plan meets the future transit needs, while 20% said it somewhat met the needs. Only 2% said that the plan doesn't meet the future transit needs.

### **Do you have any other comments on the Draft Plan?**

- The plan does not discuss how the system is funded and could be funded.
- Find a way to get the funding that would go to highway expansion to be spent on transit.
- I think if you do everything on this plan - it would be perfect!
- Provide weekend service (3)
- Make sure that transfer stations are friendly and have development around them be transit oriented and walkable.
- I would like it to be easier to take bikes. Most buses can only carry two bikes (the Route 50 to Dallas now doesn't even have a bike rack!) and bicyclists are sometimes stranded many miles from their destination. It would help if the buses all had 3 bike racks, but it's possible that increasing the service frequency would be enough to ease the problem. I like the suggestion for safe, secure places to leave bikes, like park and rides, if it is really possible. Bicycles are very important and extend the potential range of transit.
- The busses should run a little later for those who don't get off work until 10.

- Please coordinate with the Grand Ronde Tribe on including the Tribal offices on the am and pm 2X route so we can ride the bus to work.
- The plan seems to connect all areas with service, recommends longer hours, better connections, weekend service, and is a viable plan for the next 20 years.
- The new bus pass does not work; please bring back the old pass
- Corvallis went fareless and ridership has doubled. If Salem and the local areas want to reduce traffic- perhaps they should consider the same.
- The system is a huge waste of money & fuel for the great majority of the population, who travel by auto. Little attention is given to actual passenger demand with many routes having very few or no riders such that they are less fuel-efficient than autos, even less than armored personnel carriers on some routes. It would be better if there were fewer routes; great potential to combine no-rider routes (#4, 14, 18) into other routes. The public wants someone NOT part of the left-wing "planning" establishment to plan these changes & save some money. Fewer routes, with more service on routes that actually carry people, is what is needed, including at least a skeletal weekend service.