

FY19 -FY21 HOOD RIVER COUNTY
STATE TRANSPORTATION IMPROVEMENT PLAN

Adopted 10/2018

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Hood River County STIF Plan

Adopted as the STIF Plan

Amendment to the 2017 Hood River County Transit Master Plan

Overview

The Oregon Legislature enacted House Bill 2017 (HB 2017), the Keep Oregon Moving act, in mid-2017. Keep Oregon Moving includes a new employee payroll tax that is dedicated to funding the expansion of public transportation services. The payroll tax became effective on July 1, 2018 and is administered through the Statewide Transportation Improvement Fund, or STIF. Ninety percent (90%) of the STIF funds will be disbursed by formula to Qualified Entities (QE) based on the amount of payroll tax generated in their area.

The Oregon Legislature designated Hood River County Transportation District (HRCTD) as the Qualified Entity (QE) for Hood River County. As the QE HRCTD has the responsibility for administering the STIF planning process and receiving and distributing STIF funds for transit service throughout Hood River County. As the QE, HRCTD is responsible for submitting the STIF Plan for approval by the Oregon Transportation Commission.

Allocation

Oregon Department of Transportation (ODOT) staff have indicated that HRCTD should expect to receive \$1,041,000 over the 2 ½ funding period. The Oregon Transportation Commission has asked HRCTD to provide a funding plan of priority project at this (100%) level; but also, to prepare a priority funding plan for funding at the 130% level or \$1,353,100 over the 2 ½ year period.

This document is Hood River County's STIF Spending Plan for both the 100% and 130% funding level. It has been adopted by the HRCTD Board on October 17, 2018 for a 2 ½ year period. It is an add on to the 2017 HRCTD Transit Master Plan which is the primary guiding document for public transit planning in the Hood River County.

Committee

The HRCTD STIF plan and project list reflects the input and deliberation of the HRCTD's STIF Committee (Committee). The Committee members were appointed by the HRCTD to ensure membership continuity from the Transit Master Plan as well as meet the specific requirements outlined in OARs 732-040-0030, 732-040- 0035 and 732-040-0040.

- Britta Wilson - Volunteers In Action, Aging in the Gorge ([Seniors & Persons with Disabilities Representative) – **Committee Chair**
- Martha Zapien - The Next Door (Latino & Low-income Representative) – **Committee Vice Chair**
- Kevin Liburdy - City of Hood River (Jurisdictional Representative*)
- Jeff Hecksel - Hood River County (Jurisdictional Representative)
- Leticia Valle - Blue Zone & CAT Board Member (Latino, Low-Income, Environmental & Public Transit Provider Representative*)
- Rob Brostoff - Cascade Locks Resident & CAT Board Member (Community & Public Transit Provider Representative)
- Kristen Dillon - PacificSource (Low-Income, Seniors & Persons with Disabilities Representative)
- Leanne Hogie - CAT Board Member (Public Transit Provider Representative)
- Donald Benefield - Hood River Valley School District (Youth Representative)

The Board also invited four individuals with a specific expertise in local or regional mobility to serve as Ex-officio members of the Committee. Ex-officio members were allowed to participate in the Committee discussion and weigh in on the project list - but did not vote on the final outcome.

- Kathy Fitzpatrick - Transportation Options Manager, MCEDD
- Jessica Metta - The Dalles LINK Director, MCEDD
- Fran Finney - Aging in the Gorge
- Beth Boyce - CAT Rider (Persons with Disability Representative)

The Committee's purpose is to advise and assist the HRCTD in fulfilling the requirements of the STIF Rules and prioritize projects that will be funded by STIF monies. The STIF Rules require the Committee to consider the following criteria when reviewing STIF Formula Fund projects

STIF FORMULA FUND PROJECT EVALUATION CRITERIA

- Increase the frequency of bus service in communities with a high percentage of low-income households.
- Expand bus routes and bus services to reach communities with a high percentage of low-income households.
- Implement programs to reduce fares for public transportation in communities with a high percentage of Low-Income Households.
- Procure buses that are powered by natural gas, electricity or other low or no-emission propulsion for use in areas with populations of 200,000 or more.
- Improve the frequency and reliability of service connections between communities inside and outside of the Qualified Entity's service area.
- Foster coordination between Public Transportation Service Providers to reduce fragmentation in the provision of transportation services.
- Provide student transit services for students in grades 9 through 12.
- Maintain and expand the existing system. (The extent to which the Project goals meet public transportation needs and are a responsible use of public funds.)

STIF Definition of Poverty

STIF Plans must contain an explanation of how the Plan defines and identifies "communities with a high percentage of Low-Income Households" (a.k.a High Poverty areas). Furthermore, these definitions are to be incorporated in the HB 2017 HRCTD's STIF Committee bylaws, so the members can consider these criteria in decision making. In communities with high percentages of low-income populations, the STIF Plan must demonstrate, and specify, the anticipated benefits and discrete measurable outcomes associated with each Project, including:

- An increase in frequency of bus service (schedules) in low-income population areas
- Expansion of bus routes and bus services
- Implementation of programs to reduce fares for public transportation

The HRCTD’s Board established the bylaws with the intent that the Committee would assist the District in defining high poverty areas. After an assessment of the census data on poverty – as well as a general overview of potential mobility overlay factors, the committee voted to recommended to the Board that the STIF plan define “communities with a high percentage of low-income households” (a.k.a High Poverty areas) as:

Census block groups within the County that have 30% or more of households with an income level that is 200% or less of the federal poverty standards.

By adopting this plan, the HRCTD Board of Directors, amends the Committee bylaws to include this definition of “communities with a high percentage of low-income households” (a.k.a High Poverty areas) into the STIF Plan.

The specific census block groups and census defined places (e.g. incorporated cities) that meet the Committee’s definition can be found in the table on page 6 and maps of the block groups can be found in Appendix A. The findings of benefit to low-income populations and measurable outcomes associated with individual STIF projects related to the definition are reported beginning on page 9 of this document.

Identified Needs (Local Plan)

In 2016, the Hood River County Transportation District began a yearlong transit service planning process. The HRCTD Transit Master Plan (TMP), which was adopted by the HRCTD Board in summer 2017 – included an extensive needs assessment and public outreach effort to gain insight into the service and capital needs for transit in Hood River County.

The TMP was vetted by the Oregon Department of Transportation as meeting the Local Plan criteria as set forth in Under OAR 732-040-0005 including:

- (a) A planning horizon of at least four years;
- (b) An existing and future conditions analysis that includes:
 - Current and forecast population and demographics, including locations of people who are often transit dependent, including low-income households, individuals of age 65 or older, youth, and individuals who are racially and ethnically diverse; 25
 - Locations of existing housing, employment centers, medical and social and human services centers, major destinations, and other locations with needs for public transportation services and programs;
 - Inventories of current Public Transportation Services located within, adjacent to, or with the reasonable potential to connect to the local or regional public transportation services, as applicable;
- (c) Prioritized lists of public transportation improvements and capital projects; and
- (d) Identified opportunities to coordinate public transportation services within and outside the county, district, or tribal area and with other agencies and areas to improve efficiency and effectiveness of service and reduce gaps in service.
- (e) Local Plans include, but are not limited to: Coordinated Public Transit Human Services Transportation Plans, Transportation System Plans, Transit Development Plans, and Transit Master Plans.

Chapter 4: Transit Master Plan Framework of the HRCTD TMP highlights the goals & objectives for Hood River County transit service in Table 4-1 (page 8 of this document) and highlights a strategy for the implementation in subsequent chapters.

Using the TMP and Table 4-1 as a starting point, HRCTD staff worked with the Board and prepared an initial project list of twelve (12) projects for the Committee's review. The initial project list included high priority projects specifically called out in the TMP (e.g. City Route & Marketing) as well as some additional TMP projects that specifically met STIF legislative priorities (e.g. targeted service for schools, low-income fares, etc.).

After an extensive discussion about ensuring flexibility, legislative goals, performance measure and how projects are designed to meet their intended performance measure the Committee asked staff, in all but one case (City Fixed-Route which had been implemented on June 11, 2017) to consolidate projects into broad program priorities.

The list of six program priorities are outlined in the Table on 6. The consolidation of projects was intended to give the OTC an idea of the projects that would be funded to achieve a specific legislative goal – but also to allow staff the flexibility to use these funds to leverage innovative solutions, additional resources or unique partnerships – that could push implementation earlier, expand project reach, or enhance project success

The full list of program/project priorities is listed in the matrix on the following page 7. A detailed overview of the project list can be found beginning on page 9.

Accountability

HRCTD is currently in full compliance with State and Federal requirements related to OAR 732,40 and 42 including but not limited to program and financial management, operations management, procurement, use and maintenance of equipment and records retention. In addition, HRCTD complies with state and federal laws, including but not limited to Civil Rights, ADA, OSHU and Drug & Alcohol testing – and undergoes regular and required audits of its financial and operational systems.

Sub Allocation Method

Hood River County Transportation District (HRCTD) is the only public transit provider in Hood River County - as such the Committee has not adopted a formal sub-allocation method.

HRCTD has had extensive coordination conversations with members of the LINK transit system in Wasco County; and the MCEDD Transportation Options Coordinator. Both these organizations were invited to send representatives to participate on the STIF Committee as ex-officio members. In addition to these regional providers, the HRCTD Board has also included representatives from a local not-for-profit transportation provider: Volunteers in Action (a Providence Based E&D Volunteer Transportation Provider) and PacificSource (the Medicaid provider) as full members of STIF Committee.

POVERTY STATUS IN THE PAST 12 MONTHS BY HOUSEHOLD

Census Tract	Numbers of Households by Level of Poverty								Total % of Households at Level of Poverty				
	Total	< .50	50% - 99%	100% - 124%	125% - 149%	150% - 185%	185% - 200%	> 200%	200%	150%	125%	100%	Median Income
Block Group 6, Census Tract 9503, Hood River County, Oregon	649	43	183	24	43	0	6	350	46%	45%	39%	35%	\$ 33,980.00
Block Group 2, Census Tract 9504, Hood River County, Oregon	507	30	2	43	102	29	21	280	45%	35%	15%	6%	\$ 59,607.00
Block Group 2, Census Tract 9503, Hood River County, Oregon	541	28	144	22	7	38	0	302	44%	37%	36%	32%	\$ 45,977.00
Block Group 1, Census Tract 9501, Hood River County, Oregon	534	32	35	25	73	53	17	262	44%	31%	17%	13%	\$ 34,375.00
Block Group 2, Census Tract 9501, Hood River County, Oregon	318	1	31	84	11	5	0	185	41%	40%	36%	10%	\$ 52,411.00
Block Group 1, Census Tract 9504, Hood River County, Oregon	615	32	42	15	71	57	9	389	37%	26%	14%	12%	\$ 57,798.00
Block Group 3, Census Tract 9504, Hood River County, Oregon	654	45	9	16	60	67	23	434	34%	20%	11%	8%	\$ 60,898.00
Block Group 3, Census Tract 9503, Hood River County, Oregon	161	0	27	0	7	11	7	108	33%	21%	17%	17%	-
Block Group 4, Census Tract 9502, Hood River County, Oregon	726	49	50	35	14	57	25	495	32%	21%	19%	14%	\$ 57,419.00
Block Group 4, Census Tract 9501, Hood River County, Oregon	275	6	0	59	0	18	0	180	30%	24%	24%	2%	\$ 88,875.00
Block Group 1, Census Tract 9503, Hood River County, Oregon	403	66	4	11	0	0	24	299	26%	20%	20%	17%	\$ 33,829.00
Block Group 2, Census Tract 9502, Hood River County, Oregon	229	12	0	0	6	32	7	171	25%	8%	5%	5%	\$ 55,815.00
Block Group 4, Census Tract 9504, Hood River County, Oregon	149	0	0	0	18	0	19	112	25%	12%	0%	0%	\$ 50,662.00
Block Group 3, Census Tract 9502, Hood River County, Oregon	525	47	0	56	0	24	0	399	24%	20%	20%	9%	\$ 71,733.00
Block Group 4, Census Tract 9503, Hood River County, Oregon	317	0	44	0	0	11	5	256	19%	14%	14%	14%	\$ 50,592.00
Block Group 1, Census Tract 9502, Hood River County, Oregon	507	0	0	14	54	8	18	413	19%	14%	3%	0%	\$ 58,125.00
Block Group 3, Census Tract 9501, Hood River County, Oregon	195	2	8	0	8	10	0	158	15%	9%	5%	5%	\$ 66,250.00
Block Group 5, Census Tract 9502, Hood River County, Oregon	616	72	0	10	0	6	0	528	14%	13%	13%	12%	\$ 81,569.00
Block Group 5, Census Tract 9503, Hood River County, Oregon	292	0	0	0	0	17	13	262	10%	0%	0%	0%	\$ 67,600.00
State of Oregon									35%	25%	21%	16%	\$ 57,532.00

RECOMMENDED PROJECT LIST				Committee			
PROJECT NAME	PROJECT DESCRIPTION	PRIORITY CRITERIA	PLAN PROJECT OR GOAL	FY19	FY20	FY21	Rank
SERVICE & OTHER ON-GOING FUNDING							
HOOD RIVER CITY ROUTE	Replaces DAR services in Hood River with fixed-route & ADA Complementary Paratransit within the City of Hood River. The service runs at 15-minute frequency during the peak hour and 30-minute service during the off-peak. The route was planned to launch July 1, 2018 – but because of a request by the ODOT CGE staff – which planned the CGE weekday launch to Hood River on June 11, 2018 – CAT launched their City Route two weeks early in order to provide continuity between services.	Low Income - Using the Remix Planning Program 3,722 people (1378 households) will have ½ mile access to a bus stop and will provide access to 590 low income households (about 43% of total households). Youth Access - The route passes within a ¼ mile of two middle schools (Wyeast & Hood River) – providing access to 946 middle school students.	Identified as priority need in TMP (page 2; 2.2, 3.5, 6.2; 6.4, 6.27) & serves as connection to regional transit options.	\$ 173,736.00	\$ 173,736.00	\$ 173,736.00	1
RIDER RECRUITMENT PROGRAM	Develops a marketing plan to identify the best opportunity to market new services to targeted communities including low-income, minority, seniors, commuters, etc. and then funds those identified strategies including but not limited to outreach coordinator, technology upgrades to passenger/dispatcher coordination among providers. Targeted marketing/outreach to minority populations; sensitive & language training for drivers, and/or other specific marketing materials or media buys to encourage transit ridership.	Low-income - Program would target 40% of the marketing and outreach to the 6,995 people or 2571 households (or 31% of all households) identified in the “high poverty areas” of Hood River County. Youth Access - Marketing & outreach of transit would be specifically targeted to all middle & high school students. We estimate that we would increase awareness of CAT service by 50% (1000 students) at these schools.	Identified as critical need in TMP (1.2, 1.3, 2.2, 3.2, 3.3, 3.4, 6.21, 6.22, 6.40)	\$ 30,000.00	\$ 125,000.00	\$ 45,000.00	2
TARGETED SERVICE TO MEET SPECIAL NEEDS (INCLUDING YOUTH) IN HIGH POVERTY RURAL AREAS OUTSIDE THE CITY OF HOOD RIVER	New Service in Rural Areas–Focused service one day a week in high poverty areas of the County that are difficult to serve with existing services (e.g. east of Hwy 35; west of Dee Hwy; Community of Dee, Community of Cascade Locks); service like early morning, later evening before/after school activity bus from High School to Odell, Dee, Cascade Locks. Once a month excursion trips to Portland for shopping, medical or appointments. Saturday service from the Upper Valley Communities to the Farmers Market, etc.)	Low-income: All the areas served would be in the rural part of the County on the high poverty list including the rural census defined places (CDP) of Odell, Dell & Cascade Locks. Using the Remix Planning Program HRCTD believes that 5330 people (1966 households) will have access to these DAR services and the DAR services will provide access to 821 low income households (about 41% of total households in these areas) Youth Access: We estimate 5080 student rides and between 10-20 students could be served over the two-year period.	Identified need in the TMP (6.4). Address the 1% for schools.	\$ 30,000.00	\$ 70,000.00	\$ 115,000.00 (130%) - \$152,000.00	3
INCREASE SERVICE ON EVENINGS OR WEEKENDS	Service Expansion – provides limited expansion to fixed-route services (and as appropriate to ADA Complementary Paratransit) on Evening and weekends. Types of initiatives that might be implemented with these funds would include – limited expansion of fixed-route services to 9pm on weeknights; limited expansion of fixed-route & DAR services on Saturday; and, limited expansion of fixed-route services on Sunday.	Using the Remix Planning Program HRCTD believes that 12500 people (4630 households) will access to these services and the services will provide access to 1712 low income households (about 37% of total households) Also provides transfers for education & work opportunities in The Dalles & Cascade Locks (also a high poverty area in Hood River County).	Identified as priority need in TMP (page 5.3) and serves as an important connection to CGE the regional transit option.		\$ 30,000.00 (130%) \$70,000.00	\$ 115,800.00 (130%) - \$140,000.00	4
LOW-INCOME FARE PROGRAM	Offers subsidized transit fares to low-income individual participating with social service agencies, school districts or other organizations dealing with poverty in the Gorge to ensure their access to transit services in Hood River County.	Using the Census data – of the 22,346 people (8213 households) in Hood River 6,995 people or 2571 households (or 31% of all households) will have access to this low-income fare program.	Identified as a need in the TMP (6.4). Addresses the 1% of schools.	\$ 5,000.00	\$ 15,000.00	\$ 30,000.00	5
CAPITAL REPLACEMENT & EXPANSION PROGRAM	Supports Maintenance & Expansion of Service – HRCTD requires ongoing investment in vehicles to maintain and expand services. Types of capital investments that might be made with these funds would include capital match requirements for replacement or expansion vehicle purchase, or outright vehicle purchase.	Capital Replacement or Expansion Vehicles Using the Remix Planning Program HRCTD believes that 12500 people (4630 households) have access to fixed or dial-a-ride transit services. Per HRCTD vehicle assignment policy - our capital replacement or expansion vehicles are assigned to routes such that the average age of the fleet serving each route does not exceed the average age for the entire fleet. Bus assignments are matched to the operating characteristics of the route or service.	Capital needs outlined in TMP (6.21, 6.28)		\$ 40,000.00	\$ 80,000.00	6

White squares represent 100% Funding level
Dark blue squares represents 130% Funding Level

Transit Master Plan | Final Report
Hood River County Transportation District

Figure 4-1 **TMP Goal Summary Table**

#	Goal	Objectives	Source(s) of Goal		
			TSP/Comp Plan	Existing Conditions	Outreach
1	Balance: Support a transportation system in Hood River County that increases the use of transit, especially among choice riders.	<ul style="list-style-type: none"> ▪ Increase public transit service provision. ▪ Increase transit mode share. ▪ Increase transit ridership. ▪ Provide local bus service in downtown Hood River to offer an alternative to congestion. ▪ Serve parking constrained areas of Hood River with transit. ▪ Provide transportation options that are less detrimental to environment. 	✓	✓	✓
2	Efficiency/Stability: Operate efficiently and seek stable funding.	<ul style="list-style-type: none"> ▪ Provide local bus service separate from intercity services to increase efficiency and value of both local and intercity services. ▪ Serve Dial-A-Ride destinations with fixed-routes where feasible. ▪ Coordinate with other transit agencies (e.g., MATS, ODOT) to minimize duplicative service and increase efficiency. ▪ Identify and utilize potential additional sources/partners to support local operational funding or local match. ▪ Explore additional grant sources to develop new services. 	✓	✓	✓
3	Access/Equity: Maintain and improve an accessible and equitable transit system.	<ul style="list-style-type: none"> ▪ Maintain lifeline services for the transit dependent. ▪ Provide and encourage access to transit for Hispanic and other minority communities. ▪ Ensure transit service meets needs of diverse markets, including but not limited to, low income populations, seniors, students, Limited English Proficiency (LEP) populations, and visitors. 		✓	✓
4	New Markets: Provide convenient service to developing markets and regional destinations.	<ul style="list-style-type: none"> ▪ Maintain and improve existing intercity services to Portland and The Dalles. ▪ Leverage transit as a means to enhance existing businesses and complement future economic development opportunities. ▪ Add new recreational destinations in the Columbia River Gorge and the Mt. Hood National Forest. 		✓	✓

Project Priorities

City Route – Priority #1 – 100% List – FY19, FY20, FY21

Full funding for the City Route project was the Committee’s number (1) priority on the 100% STIF Funding List and was the number one (1) priority identified for implementation in the HRCTD Transit Master Plan (pages 2; 2.2, 3.5, 6.2; 6.4, 6.27). This project addresses the legislature’s 1% for youth goal.

Project Description

New Service – replaces DAR services in Hood River with fixed-route & ADA Complementary Paratransit within the City of Hood River.

The fixed-route map and schedule is attached in Appendix B. The service runs at 15-minute frequency during the peak hour and 30-minute service during the off-peak. The route was planned to launch July 1, 2018 – but because of a request by the ODOT CGE staff – which planned the CGE weekday launch to Hood River on June 11, 2018 – CAT launched their City Route two weeks early in order to provide continuity between services.

24 total hours required to run the fixed-route & ADA complementary service. After a reconfiguration of services, CAT requires a total of **9 new service hours/day (2286 service hours/year – or 6858 service hours over the full three-year STIF period)** to meet the new frequency levels. We are asking to use \$173,736 (of the 100% STIF funds over the full 2 ½ year STIF Plan to meet the needs for this service expansion.

Low-income Access

Using the Remix Planning Program HRCTD believes that 3,722 people (1378 households) will have ½ mile access to a bus stop and will provide access to 590 low income households (about 43% of total households).

Youth Access

The route passes within a ¼ mile of two middle schools (Wyeast & Hood River) – providing access to 946 middle school students.

ODOT Mandated Performance Targets- over the full 3-year project implementation (July 2018 – July 2022)

- Revenue Miles – 68,040
- Revenue Hours – 6858
- Ridership – 27,432

Connections

The City Route is designed to connect with the Columbia Gorge Express (ODOT contracted service); and CAT services to The Dalles, Cascade Locks and Portland in the downtown/port area and with the Upper Valley Route (service to Odell, Dee & Parkdale) in the Heights.

Other Statewide Goals

The project meets the following Oregon Public Transportation Plan Goals & Policies



Goal 1 Mobility: Public Transportation User Experience

- Policy 1.1: Provide consistent and reliable public transportation services that people can count on to meet their travel needs.

- ☑ Goal 2: Accessibility and Connectivity
 - Policy 2.1: Enhance existing and identify new public transportation connections and service
 - Policy 2.2: Improve access to and ease of use for public transportation by connecting routes and services, including linking stops and stations to bicycle and pedestrian facilities.
 - Policy 2.3: Provide coordinated, seamless regional and intercity bus and rail public transportation services to enable trips for commuting and recreation, and assist rural residents to access services in larger communities.
- ☑ Goal 3: Community Livability and Economic Vitality.
 - Policy 3.1: Enhance access to education and employment via public transportation.
 - Policy 3.2: Promote and support use of public transportation for tourism and special events in Oregon.
 - Policy 3.3: Promote the use of public transportation to foster greater community livability.
- ☑ Goal 4: Equity.
 - Policy 4.1: Engage populations recognized as transportation disadvantaged in public transportation service decision making.
- ☑ Goal 5: Health.
 - Policy 5.1: Provide access to healthy lifestyle options by supporting the ability of people to reach goods and services such as groceries, recreation, health care, and social opportunities via public transportation.
 - Policy 5.3: Connect public transportation riders to health and social services
- ☑ Goal 7: Environmental Sustainability
 - Policy 7.1: Support public transportation investments as a key approach to reducing greenhouse gas (GHG) emissions, as emphasized in state policy.
- ☑ Goal 8: Land Use.
 - Policy 8.1: Increase the use of public transportation by fully integrating public transportation with other community plans including transportation, land use, and economic development plans.
- ☑ Goal 10: Communication, Collaboration, and Coordination.
 - Policy 10.4: Collaborate with various agencies, jurisdictions, and transportation providers in support of effective public transportation that is reliable and easy to use and helps meet state, regional, and community goals.
 - Policy 10.5: Collaborate among agencies, jurisdictions, and providers to ensure the public transportation system is integrated as a component of the broader multimodal transportation system in Oregon. Provide leadership for public transportation activities and build upon efforts to coordinate public transportation services, especially statewide services.

Rider Recruitment Strategies Program – Priority #2 on 130% List for FY19 and on 100% list for FY 20 & 21

Funding for the Rider Recruitment Program was the Committee’s number (2) priority and was a top priority identified for implementation in the HRCTD Transit Master Plan (1.2, 1.3, 2.2, 3.2, 3.3, 3.4, 6.21, 6.22, 6.40). This project addresses the legislature’s 1% for youth goal.

Project Description

Supports Expansion of Service – One of the critical outcomes of the TMP outreach process the need to promote transit services within the community. This program is designed to support service expansion by promoting these services to the community through projects like marketing, outreach, training or other strategies to increase awareness, attract riders and ensure the community has the support it needs to utilize transit for some or all their transportation needs. Marketing & outreach of transit would be specifically targeted to all middle & high school students. We estimate that we would increase awareness of CAT service by 50% (1000 students) at these schools.

Types of initiatives that might be implemented with these funds would include –comprehensive marketing plan to reach & market new services to targeted communities including low-income, minority, seniors, commuters, etc., community outreach program either directly or through community partnerships, technology upgrades to passenger/dispatcher coordination among providers, sensitivity & language training for drivers, and/or other specific marketing materials, promotional or media buys to attract riders and encourage transit use.

We are asking to use \$200,000 STIF funds (\$30K 130% in FY19; and \$125K FY 20; and \$45K for FY21) over the full 2 ½ year STIF Plan to support service expansion efforts. These funds would supplement not supplant the District’s typical marketing expenditures (around \$30K). While needs, timing and resources may change we anticipate the following breakdown:

- 45% for initial plan and strategy development
- 35% for outreach & training
- 20% for direct marketing (media buys, brochures, promotional materials, etc.)

Low-income

Program would target 40% of the marketing and outreach to the 6,995 people or 2571 households (or 31% of all households) identified in the “high poverty areas” of Hood River County.

Youth Access

Marketing & outreach of transit would be specifically targeted to all middle & high school students. We estimate that we would increase awareness of CAT service by 50% (1000 students) at these schools.

ODOT Mandated Performance Targets - over the full 2-year project implementation period (April 2019 – July 2022)

- 50,000 – individual impressions; and an estimated
- 576 users (about 25,000 new trips annually)

Connections

Rider Recruitment Program promotes services in Hood River and their connections to the Columbia Gorge Express (ODOT contracted service); and CAT services to The Dalles Portland and Cascade Locks in the downtown/port area and to the Upper Valley Route (service to Odell, Dee & Parkdale) in the Heights.

Other Statewide Goals:

The project meets the following Oregon Public Transportation Plan Goals & Policies

- ☑ Goal 1 Mobility: Public Transportation User Experience.
 - Policy 1.1: Provide consistent and reliable public transportation services that people can count on to meet their travel needs.
 - Policy 1.2: Provide customers access to clear, accurate information about public transportation services through multiple sources and media.
 - Policy 1.4: Coordinate and enhance mobility management services and strategies to better coordinate services to enable riders and potential riders to use public transportation.
 - Policy 1.5: Advance efficient mobility and reduce traffic congestion by enabling and promoting reliable, efficient service on corridors identified as public transportation priority corridors.
- ☑ Goal 2: Accessibility and Connectivity
 - Policy 2.4: Encourage employers, educational institutions, and others to provide opportunities for employees' and clients' use of public transportation, carpool, vanpool, shuttles, and other shared rides.
- ☑ Goal 3: Community Livability and Economic Vitality
 - Policy 3.1: Enhance access to education and employment via public transportation.
 - Policy 3.2: Promote and support use of public transportation for tourism and special events in Oregon.
 - Policy 3.3: Promote the use of public transportation to foster greater community livability.
- ☑ Goal 4: Equity
 - Policy 4.2: Understand and communicate how disparities, barriers, and needs affect the ability of people to access and use public transportation, especially those who are transportation disadvantaged.
- ☑ Goal 5: Health
 - Policy 5.1: Provide access to healthy lifestyle options by supporting the ability of people to reach goods and services such as groceries, recreation, health care, and social opportunities via public transportation.
- ☑ Goal 6: Safety & Security
 - Policy 6.4: Promote public transportation as a safe travel option through public outreach campaigns and rider education programs.
- ☑ Goal 7: Environmental Sustainability.
 - Policy 7.3: Identify and implement sustainable transit system operations policies and practices
- ☑ Goal 10: Communication, Collaboration, and Coordination
 - Policy 10.1: Coordinate communication and marketing to promote knowledge and understanding of available public transportation services.
 - Policy 10.2: Collaborate and share costs for resources, supplies, and services that can be used by multiple agencies.
 - Policy 10.3: Identify and advance opportunities to share data resources and collection methods.
 - Policy 10.4: Collaborate with various agencies, jurisdictions, and transportation providers in support of effective public transportation that is reliable and easy to use and helps meet state, regional, and community goals
 - Policy 10.5: Collaborate among agencies, jurisdictions, and providers to ensure the public transportation system is integrated as a component of the broader multimodal transportation system in Oregon. Provide leadership for public transportation activities and build upon efforts to coordinate public transportation services, especially statewide services.

Targeted Service to meet Special Needs Populations (Including Youth) in High Poverty Rural Areas Outside of the City of Hood River - Priority #3 on 130% List for FY19 and on 100% list for FY 20 & 100% & 130% for FY21

Funding for the Targeted Service to Meet Special Needs Populations (Including Youth) in High Poverty Rural Areas Outside of the City of Hood River was the Committee's number (3) priority on the STIF Funding List for and was a priority identified for implementation in the HRCTD Transit Master Plan (4.1 & 6.4). This project addresses the legislature's 1% for youth goal.

Project Description

New Service in Rural Areas– This program is designed to provide targeted service for special needs populations (including youth) in High Poverty rural areas outside of the City of Hood River. This project address 1% for youth.

Types of initiatives that might be implemented with these funds would include – focused service one day a week in high poverty areas of the County that are difficult to serve with existing services (e.g. east of Hwy 35; west of Dee Hwy; Community of Dee, Community of Cascade Locks); early morning, later evening before/after school activity bus from High School to Odell, Dee, Cascade Locks. Once a month excursion trips to Portland for shopping, medical or appointments. Saturday service from the Upper Valley Communities to the Farmers Market, etc.)

We are asking to use \$240,000 STIF funds (\$30K 130% in FY19; and \$70K 100% FY 20; and 100% \$115K for FY21; with an additional \$37K at the 130% level) over the full 2 ½ year STIF Plan to support these type of rural expansion efforts.

Low-income

All the areas served would be in the rural part of Hood River County on the high poverty list including the rural census defined places (CDP) of Odell, Dell & Cascade Locks and the following block groups:

Census Tract 9501;

Block Group 1
Block Group 2,
Block Group 4,

Census Tract 9502

Block Group 4

Census Tract 9504:

Block Group 1
Block Group 2,
Block Group 3

Using the Remix Planning Program HRCTD believes that 5330 people (1966 households) will have access to these DAR services and the DAR services will provide access to 821 low income households (about 41% of total households in these areas)

Youth Access:

We estimate 5080 student rides and between 10-20 students could be served over the two-year period.

ODOT Mandated Performance Targets - over the full 2-year project implementation period (April 2019 – July 2022)

- Revenue Miles – 48,000
- Revenue Hours – 3000
- Ridership – 7500

Connections:

All the targeted services that are provided will ensure connections with the Columbia Gorge Express (ODOT contracted service); and CAT services to The Dalles, Cascade Locks and Portland in the downtown/port area and with the Upper Valley Route (service to Odell, Dee & Parkdale) in the Heights.

Other Statewide Goals

The project meets the following Oregon Public Transportation Plan Goals & Policies

- ☑ Goal 1 Mobility: Public Transportation User Experience
 - Policy 1.1: Provide consistent and reliable public transportation services that people can count on to meet their travel needs.
- ☑ Goal 2: Accessibility and Connectivity
 - Policy 2.1: Enhance existing and identify new public transportation connections and service
 - Policy 2.2: Improve access to and ease of use for public transportation by connecting routes and services, including linking stops and stations to bicycle and pedestrian facilities.
 - Policy 2.3: Provide coordinated, seamless regional and intercity bus and rail public transportation services to enable trips for commuting and recreation, and assist rural residents to access services in larger communities.
- ☑ Goal 3: Community Livability and Economic Vitality.
 - Policy 3.1: Enhance access to education and employment via public transportation.
 - Policy 3.2: Promote and support use of public transportation for tourism and special events in Oregon.
 - Policy 3.3: Promote the use of public transportation to foster greater community livability.
- ☑ Goal 4: Equity.
 - Policy 4.1: Engage populations recognized as transportation disadvantaged in public transportation service decision making.
- ☑ Goal 5: Health.
 - Policy 5.1: Provide access to healthy lifestyle options by supporting the ability of people to reach goods and services such as groceries, recreation, health care, and social opportunities via public transportation.
 - Policy 5.3: Connect public transportation riders to health and social services
- ☑ Goal 7: Environmental Sustainability
 - Policy 7.1: Support public transportation investments as a key approach to reducing greenhouse gas (GHG) emissions, as emphasized in state policy.
- ☑ Goal 10: Communication, Collaboration, and Coordination.
 - Policy 10.4: Collaborate with various agencies, jurisdictions, and transportation providers in support of effective public transportation that is reliable and easy to use and helps meet state, regional, and community goals.
 - Policy 10.5: Collaborate among agencies, jurisdictions, and providers to ensure the public transportation system is integrated as a component of the broader multimodal transportation system in Oregon. Provide leadership for public transportation activities and build upon efforts to coordinate public transportation services, especially statewide services.

Increased Service on Evenings or Weekends – Priority #4 – 100% List for FY20 & FY21

Increased fixed-route service on evenings and weekends was the Committee’s number (4) priority for STIF funding and a priority for implementation in the HRCTD Transit Master Plan (pages 5.3).

Project Description

Service Expansion – provides limited expansion to fixed-route services (and as appropriate to ADA Complementary Paratransit) on Evening and weekends.

Types of initiatives that might be implemented with these funds would include – limited expansion of fixed-route services to 9pm on weeknights; limited expansion of fixed-route & DAR services on Saturday; and, limited expansion of fixed-route services on Sunday.

We are asking to use \$170,000 STIF funds (100% \$30K with an additional 40K at 130% level at FY 20; and 100% \$115K with an additional 25K at 130% level in FY21) over the full 2 ½ year STIF Plan to support evening and weekend services.

Low-income

Using the Remix Planning Program HRCTD believes that 12500 people (4630 households) will access to these services and the services will provide access to 1712 low income households (about 37% of total households)

ODOT Mandated Performance Targets - over the full 2 year project implementation period (April 2019 – July 2022)

- Revenue Miles – 18720
- Revenue Hours – 4064
- Ridership – 20,320

Connections

The Weekend/Evening Service will be designed to connect with the Columbia Gorge Express (ODOT contracted service); and CAT services to The Dalles, Cascade Locks and Portland in the downtown/port area and with the Upper Valley Route (service to Odell, Dee & Parkdale) in the Heights.

Other Statewide Goals

The project meets the following Oregon Public Transportation Plan Goals & Policies

- Goal 1 Mobility: Public Transportation User Experience
 - Policy 1.1: Provide consistent and reliable public transportation services that people can count on to meet their travel needs.
- Goal 2: Accessibility and Connectivity
 - Policy 2.1: Enhance existing and identify new public transportation connections and service
 - Policy 2.2: Improve access to and ease of use for public transportation by connecting routes and services, including linking stops and stations to bicycle and pedestrian facilities.
 - Policy 2.3: Provide coordinated, seamless regional and intercity bus and rail public transportation services to enable trips for commuting and recreation, and assist rural residents to access services in larger communities.
- Goal 3: Community Livability and Economic Vitality.

- Policy 3.1: Enhance access to education and employment via public transportation.
 - Policy 3.2: Promote and support use of public transportation for tourism and special events in Oregon.
 - Policy 3.3: Promote the use of public transportation to foster greater community livability.
- ☑ Goal 4: Equity.
 - Policy 4.1: Engage populations recognized as transportation disadvantaged in public transportation service decision making.
- ☑ Goal 5: Health.
 - Policy 5.1: Provide access to healthy lifestyle options by supporting the ability of people to reach goods and services such as groceries, recreation, health care, and social opportunities via public transportation.
 - Policy 5.3: Connect public transportation riders to health and social services
- ☑ Goal 7: Environmental Sustainability
 - Policy 7.1: Support public transportation investments as a key approach to reducing greenhouse gas (GHG) emissions, as emphasized in state policy.
- ☑ Goal 8: Land Use.
 - Policy 8.1: Increase the use of public transportation by fully integrating public transportation with other community plans including transportation, land use, and economic development plans.
- ☑ Goal 10: Communication, Collaboration, and Coordination.
 - Policy 10.4: Collaborate with various agencies, jurisdictions, and transportation providers in support of effective public transportation that is reliable and easy to use and helps meet state, regional, and community goals.
 - Policy 10.5: Collaborate among agencies, jurisdictions, and providers to ensure the public transportation system is integrated as a component of the broader multimodal transportation system in Oregon. Provide leadership for public transportation activities and build upon efforts to coordinate public transportation services, especially statewide services.

Low Income Fare Program (Including Youth)– Priority #5 on the 100% List for FY19, & 130% List FY 20 & 21

Funding for the Low-Income Fare Program was the Committee’s number (5) priority (number 1 priority in the 130% list) and a priority in the HRCTD Transit Master Plan (6.4). This project addresses the legislature’s 1% for youth goal.

Project Description

Supports Expansion of Service – HRCTD started an annual pass program for its local and commuter services. The program was initially offered to employers but the District has expanded the program to provide substantial savings to agencies, school district or other organizations that work with low-income individuals within the Hood River County area. As part of the program – the agency is required to pre-pay for 100 annual passes. These funds will help to offset this initial pre-pay requirements.

We are asking to use \$50,000 STIF funds (\$5K at 130% in FY19; \$15K at 130% in FY 20; and \$30K at the 130% for FY21) over the full 2 ½ year STIF Plan to support the low-income fare program.

Low-income

Using the Census data – of the 22,346 people (8213 households) in Hood River 6,995 people or 2571 households (or 31% of all households) will have access to this low-income fare program.

Youth Access

We estimate that working with the school district that 20% (about 500 students) of middle and high school students may take advantage of this program.

ODOT Performance Targets over a 2-year project implementation period (April 2019 – July 2022)

- 500 middle & high school students would receive reduced pass over the 2 years
- 4000 low-income individuals in Hood River County would receive the reduced passes over the 2-year period.

Connections

The Low-income fare program will allow for riders to use the passes on **all local** CAT service including all Hood River, The Dalles, Cascade Locks Upper Valley Route (service to Odell, Dee & Parkdale) in the Heights.

Other Statewide Goals

The project meets the following Oregon Public Transportation Plan Goals & Policies

- Goal 1 Mobility: Public Transportation User Experience.
 - Policy 1.1: Provide consistent and reliable public transportation services that people can count on to meet their travel needs
 - Policy 1.3: Enact fare policies that reflect the needs of the community served; ensure that public transportation fares are understandable and easy to pay.
 - Policy 1.4: Coordinate and enhance mobility management services and strategies to better coordinate services to enable riders and potential riders to use public transportation.
- Goal 2: Accessibility and Connectivity
 - Policy 2.1: Enhance existing and identify new public transportation connections and services.
 - Policy 2.2: Improve access to and ease of use for public transportation by connecting routes and services, including linking stops and stations to bicycle and pedestrian facilities.
 - Policy 2.3: Provide coordinated, seamless regional and intercity bus and rail public transportation services to enable trips for commuting and recreation, and assist rural residents to access services in larger communities.
- Goal 3: Community Livability and Economic Vitality.
 - Policy 3.1: Enhance access to education and employment via public transportation.
 - Policy 3.3: Promote the use of public transportation to foster greater community livability.
- Goal 4: Equity
 - Policy 4.5: Integrate equity criteria into funding decisions.
- Goal 5: Health
 - Policy 5.1: Provide access to healthy lifestyle options by supporting the ability of people to reach goods and services such as groceries, recreation, health care, and social opportunities via public transportation.
 - Policy 5.3: Connect public transportation riders to health and social services.

Capital Replacement & Expansion Program – Priority #6 on the 130% List for FY 20 & 21

Funding for the Capital Replacement & Expansion Program was the Committee’s number (6) priority – (number 2 on the 130% list) and a priority in the HRCTD Transit Master Plan (6.21, 6.28).

Project Description

Supports Maintenance & Expansion of Service – HRCTD requires on-going investment in vehicles to maintain and expand services. Types of capital investments that might be made with these funds would include capital match requirements for replacement or expansion vehicle purchase, or outright vehicle purchase.

We are asking to use \$120k STIF funds (130% \$40K FY 20; and \$80K for FY21) over the full 2 ½ year STIF Plan to support capital investments.

Low-income

Capital Replacement or Expansion Vehicles Using the Census data – Using the Remix Planning Program HRCTD believes that 12500 people (4630 households) have access to fixed or dial-a-ride transit services. Per HRCTD vehicle assignment policy - our capital replacement or expansion vehicles are assigned to routes such that the average age of the fleet serving each route does not exceed the average age for the entire fleet. Bus assignments are matched to the operating characteristics of the route or service.

ODOT Mandated Performance Targets (TBD)

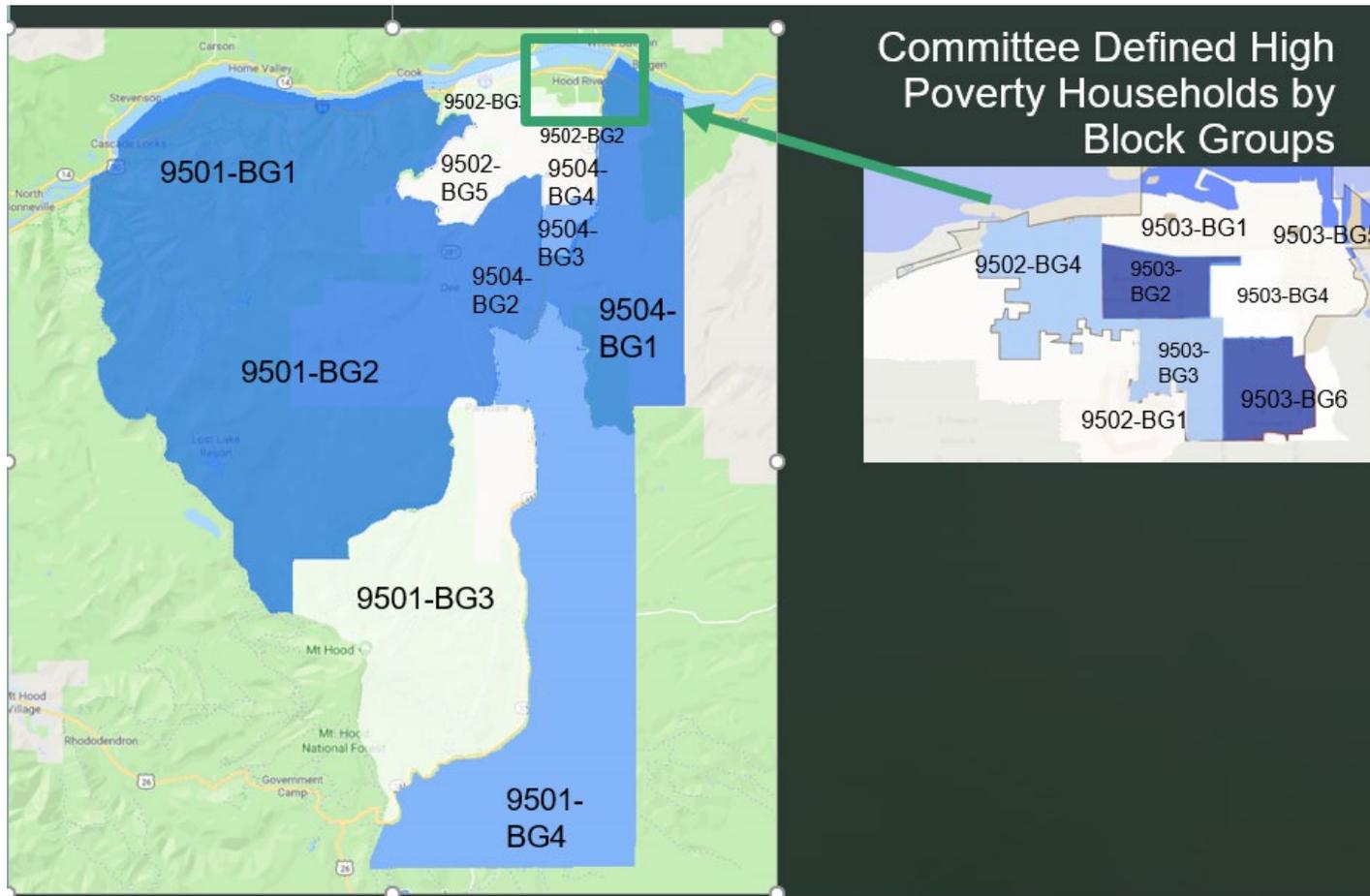
- 10% decrease in systemwide per vehicle maintenance costs
- 10% increase in system-wide fuel efficiency

Other Statewide Goals

The project meets the following Oregon Public Transportation Plan Goals & Policies:

- Goal 1 Mobility: Public Transportation User Experience
 - Policy 1.1: Provide consistent and reliable public transportation services that people can count on to meet
- Goal 2: Accessibility and Connectivity
 - Policy 2.3: Provide coordinated, seamless regional and intercity bus and rail public transportation services to enable trips for commuting and recreation, and assist rural residents to access services in larger communities.
- Goal 3: Community Livability and Economic Vitality.
 - Policy 3.1: Enhance access to education and employment via public transportation.
 - Policy 3.2: Promote and support use of public transportation for tourism and special events in Oregon.
 - Policy 3.3: Promote the use of public transportation to foster greater community livability.
- Goal 5: Health.
 - Policy 5.3: Connect public transportation riders to health and social services.
- Goal 9: Funding and Strategic Investment
 - Policy 9.1: Invest strategically in maintenance, planning, transit service, and capital improvements to preserve and enhance public transportation.
 - Policy 9.3: Pursue stable and consistent funding for public transportation operations and capital investments that maintain services and address identified needs.

Appendix A: Maps of Census Tracts



Appendix B: City Route & Schedule

HOOD RIVER CITY ROUTE

Hop on the CAT bus at any one of the 12 designated stops or make your own bus stop.



Please note that not all stops are directly in front of the location, please wait for the bus stop at the sign.

Don't see a CAT bus stop nearby, but still want to ride on the fixed route?
FLAG US DOWN.



FLAG US DOWN: If no CAT bus stops are nearby you can wave to signal the bus driver to pull over anywhere there is a safe spot on the route. Be sure to stand on the correct side of the road to avoid crossing in front of the bus. Traffic does not stop for our buses like it does for a school bus. Always check for traffic when exiting the vehicle.

① CAT	② Walmart	③ Cascade/Neil Adams	④ Safeway	⑤ Aquatic Center	⑥ Pacific & 12th	⑦ JCG Community College	⑧ Rosauers	⑨ Hospital	⑩ Library	⑪ Cascade/6th	⑫ Waucoma	⑬ CAT
Monday - Friday												
7:00	7:08	7:04	7:09	7:12	7:13		7:16	7:18	7:21	7:24	7:27	7:30
7:13	7:18	7:21	7:24	7:27		7:29	7:30	7:33	7:36	7:39	7:42	7:45
7:30	7:33	7:36	7:39	7:42	7:43		7:45	7:48	7:51	7:54	7:57	8:00
7:45	7:48	7:51	7:54	7:57		7:59	8:00	8:03	8:06	8:09	8:12	8:15
8:00	8:03	8:06	8:09	8:12	8:13		8:15	8:18	8:21	8:24	8:27	8:30
8:15	8:18	8:21	8:24	8:27	8:28		8:30	8:33	8:36	8:39	8:42	8:45
8:45	8:48	8:51	8:54	8:57	8:58		9:00	9:03	9:06	9:09	9:12	9:15
9:15	9:18	9:21	9:24	9:27	9:28		9:30	9:33	9:36	9:39	9:42	9:45
9:45	9:48	9:51	9:54	9:57		9:59	10:00	10:03	10:06	10:09	10:12	10:15
10:15	10:18	10:21	10:24	10:27	10:28		10:30	10:33	10:36	10:39	10:42	10:45
10:45	10:48	10:51	10:54	10:57	10:58		11:00	11:03	11:06	11:09	11:12	11:15
11:15	11:18	11:21	11:24	11:27	11:28		11:30	11:33	11:36	11:39	11:42	11:45
12:00	12:03	12:06	12:09	12:12		12:14	12:15	12:18	12:21	12:24	12:27	12:30
1:00	1:03	1:06	1:09	1:12	1:13		1:15	1:18	1:21	1:24	1:27	1:30
1:30	1:33	1:36	1:39	1:42		1:44	1:45	1:48	1:51	1:54	1:57	2:00
2:00	2:03	2:06	2:09	2:12	2:13		2:15	2:18	2:21	2:24	2:27	2:30
2:30	2:33	2:36	2:39	2:42		2:44	2:45	2:48	2:51	2:54	2:57	3:00
3:00	3:03	3:06	3:09	3:12	3:13		3:15	3:18	3:21	3:24	3:27	3:30
3:45	3:48	3:51	3:54	3:57		3:59	4:00	4:03	4:06	4:09	4:12	4:15
4:15	4:18	4:21	4:24	4:27	4:28		4:30	4:33	4:36	4:39	4:42	4:45
4:45	4:48	4:51	4:54	4:57		4:59	5:00	5:03	5:06	5:09	5:12	5:15
5:15	5:18	5:21	5:24	5:27	5:28		5:30	5:33	5:36	5:39	5:42	5:45
5:30	5:33	5:36	5:39	5:42	5:43		5:45	5:48	5:51	5:54	5:57	6:00

ONE WAY FARES

- \$1** For all Hood River fixed route stops
- \$2** ADA and para transit service available for those unable to use fixed route
- \$0** Kids 10 and under ride FREE but must be accompanied by an adult