



**Monday, October 12th, 2020**  
**Hood River County Transportation District**  
**Hood River County Coordinated Transportation Plan Advisory Committee**  
**224 Wasco Loop, Board Conference Room**  
**Hood River, OR 97031**  
**3:30pm – 5:00pm**

The Hood River County Transportation District is taking measures to limit exposure of COVID-19. In support of state and federal guidelines for social distancing, HRCTD will hold this meeting by using Zoom Conferencing technology. Members of the public can attend by calling (253)215-8782, Meeting ID: 876 4570 2829, Password: 752398.

### **Agenda**

- 1. Welcome**
- 2. Strategies for Identified Priorities**
- 3. Next Steps**
- 4. Public Comment**
- 5. Adjourn**

PRIORITY: INFORMATION - IMPROVED AWARENESS OF PUBLIC TRANSPORTATION SERVICES

Objectives	Strategies	Resource Capacity	Performance Measure
<p><b>Provide ongoing information regarding service, schedules, and routing</b></p>	<ul style="list-style-type: none"> <li>Distribute updated service collateral and print media locally and regionally at key sites.</li> <li>Collaborate with partners on digital platform media.</li> <li>Maintain and expand presence through different platforms (i.e. social media, digital, radio, etc).</li> <li>Display easy to read, multilingual information regarding service, schedules, and routing at key sites.</li> <li>Improved CAT staff presence at multi-cultural and bilingual community group gatherings.</li> <li>Explore effective opportunities to better promote services offered.</li> </ul>	<p>Administration capacity exists. Financial resources likely available to fund operations.</p>	<ul style="list-style-type: none"> <li>Track increase in ridership</li> <li>Measure use of services by target populations and the effectiveness of the transportation program changes.</li> <li>Number of connection points and partners established.</li> </ul>
<p><b>Ensure riders feel welcome and safe using public transit</b></p>	<ul style="list-style-type: none"> <li>Address safety and security concerns voiced by vulnerable populations and effectively communicate safety mitigation measures to the public.</li> <li>Address stigma and negative perceptions of the transportation system through additional outreach and education, continuing “Everybody Rides” campaign.</li> <li>Provide sensitivity training for staff.</li> <li>Develop programs to teach individuals from targeted populations how to use public transit by using leadership and community members to lead the training (travel training and travel ambassadors).</li> <li>Develop volunteer champion programs.</li> </ul>	<p>Apply for grants that will fund operations. Work with community partners who can lead the program.</p>	<ul style="list-style-type: none"> <li>Tracks sensitivity trainings attended by staff.</li> <li>Measure use of services by target populations and the effectiveness of the transportation program.</li> <li>Communication provided to riders about safety measures taken.</li> </ul>
<p><b>Pursue outreach and partnerships with vulnerable populations</b></p>	<ul style="list-style-type: none"> <li>Engage community-based organizations to conduct in-depth needs assessment to better connect underserved communities to essential needs and resources.</li> <li>Increase awareness of Student and Low- Income fare programs within Hood River County.</li> <li>Address existing language and cultural barriers by working with community-based partners on marketing of services and outreach.</li> <li>Increase connections to Community Health Workers (CHW) and other frontline staff who work directly with clients. Provide marketing materials and information; provide education at training events.</li> </ul>	<p>Apply for grants that will fund operations. Work with community partners who can lead the program.</p>	<ul style="list-style-type: none"> <li>Track amount of student and Low-Income passes distributed.</li> <li>Assess community outreach events effectiveness.</li> <li>Track ridership increase of target populations.</li> </ul>

PRIORITY: SERVICES – MAINTAIN AND EXPAND SERVICES TO ENSURE EQUITY AND MEETING COMMUNITY NEEDS

Objectives	Strategies	Resources Capacity	Performance Measure
<b>Sustain existing transportation services</b>	<ul style="list-style-type: none"> <li>Maintain Dial-A-Ride transportation options.</li> <li>Maintain Columbia Gorge Express intercity service.</li> <li>Maintain the Upper Valley Deviated Fixed-Route Service.</li> <li>Maintain the City Route Fixed-Route service.</li> <li>Maintain Seasonal services Gorge to Mountain Express and The Pink Trolley.</li> <li>Conduct regularly scheduled reviews of service to ensure needs of target populations are being met.</li> <li>Maintain Student and Low-Income fare programs.</li> <li>Maintain affordable fares and pass option.</li> <li>Continue offering mobile payment options.</li> </ul>	Administration Capacity exists. Financial resources likely available to fund operations. Apply for grants to continue funding the CGE, G2M, and Pink Trolley.	<ul style="list-style-type: none"> <li>Track ridership for dial-a-ride services.</li> <li>Track ridership of local and regional fixed-route services.</li> <li>Track passes donated to students and low-income individuals.</li> <li>Track GORge pass sales.</li> </ul>
<b>Expand operating hours on evenings and weekends</b>	<ul style="list-style-type: none"> <li>Restore and Expand local routes during evenings and weekends.</li> </ul>	Apply for grants to fund operations.	<ul style="list-style-type: none"> <li>Assess operational ability to operate during evenings and on weekends.</li> <li>Track ridership of services which operate on weekends.</li> </ul>
<b>Expand transit to meet the needs of seniors</b>	<ul style="list-style-type: none"> <li>Explore additional services to meet senior needs.</li> <li>Explore adding fixed-route bus stops near long term care facilities.</li> </ul>	Administration capacity exists. Financial resources likely available to fund operations.	<ul style="list-style-type: none"> <li>Track riders using DAR services to get to the senior center or other essential services.</li> </ul>
<b>Increase access to HWY 35 communities</b>	<ul style="list-style-type: none"> <li>Explore options to enhance fixed-route and deviated fixed-route to meet community needs.</li> <li>Seek state, federal, and local funding that would allow for year-round funding of the Gorge to Mountain Express.</li> </ul>	Administration capacity exists. Financial resources likely available to fund operations.	<ul style="list-style-type: none"> <li>Track ridership and demand for Upper Valley service.</li> <li>Assess funding opportunities available.</li> <li>Measure feasible options ability to meet needs of locals and tourists.</li> </ul>
<b>Increase access to medical services outside of Hood River County</b>	<ul style="list-style-type: none"> <li>Provide access to medical services in Portland for targeted populations.</li> <li>Improve ease of access to medical services in The Dalles for targeted populations.</li> </ul>	Apply for grants to fund operations.	<ul style="list-style-type: none"> <li>New services established</li> </ul>
<b>Increase access to transportation services within Cascade Locks</b>	<ul style="list-style-type: none"> <li>Explore expansion of services to address need for a Community Shuttle within Cascade Locks.</li> </ul>	Administration capacity exists. Financial resources likely available to fund operations.	<ul style="list-style-type: none"> <li>New services established</li> </ul>
<b>Improve access to Downtown The Dalles</b>	<ul style="list-style-type: none"> <li>Provide additional stops on or improve connections to the Columbia Gorge Express in Downtown The Dalles.</li> </ul>	Administration capacity exists. Financial resources likely available to fund operations.	<ul style="list-style-type: none"> <li>New stops established.</li> </ul>
<b>Diverse CAT operations staff to better reflect the community.</b>	<ul style="list-style-type: none"> <li>Partner with schools and organizations to create training and/ or internship programs.</li> <li>Post job opportunities within target communities.</li> </ul>	Administration capacity exists. Financial resources likely available to fund operations.	<ul style="list-style-type: none"> <li>New training programs established.</li> <li>Hiring of employees from target population communities.</li> </ul>

PRIORITY: CAPITAL – MAINTAIN AND EXPAND CAPITAL ASSETS TO IMPROVE EFFICIENCY OF TRANSPORTATION SYSTEM AND ENHANCE RIDER EXPERIENCE

Objectives	Strategies	Resource Capacity	Performance Measure
<b>Ensure vehicle fleet safety and maintenance</b>	<ul style="list-style-type: none"> <li>Provide for replacement of vehicles that have exceeded their useful life.</li> <li>Provide funding for ongoing and timely preventative vehicle maintenance to ensure the safety and reliability of the transportation services.</li> <li>Seek funding for additional vehicles required for any service expansion.</li> </ul>	Administration capacity exists. Financial resources likely available through federal and state sources.	<ul style="list-style-type: none"> <li>Track vehicle mileage and vehicle replacement.</li> <li>Track vehicle maintenance.</li> </ul>
<b>Permanent shelters, seats, and signs at each bus stop</b>	<ul style="list-style-type: none"> <li>Work with the different governing bodies to install permanent shelters, seats, and/ or signs at each bus stop.</li> </ul>	Administration capacity exists. Financial resources likely available to fund operations.	<ul style="list-style-type: none"> <li>Track bus stops with permanent structures</li> </ul>
<b>Increase stop accessibility for individuals with different levels of mobility</b>	<ul style="list-style-type: none"> <li>Advocate for accessible sidewalks and bike paths to allow for a multi-modal transportation system.</li> </ul>	Administration capacity exists. Financial resources likely available to fund operations.	<ul style="list-style-type: none"> <li>Work with city staff for more accessible sidewalks</li> </ul>
<b>Improve dispatching technology</b>	<ul style="list-style-type: none"> <li>Adopt improved dispatching and real time bus tracking technologies that improve rider experience and operations.</li> </ul>	Apply for grant to fund operations.	<ul style="list-style-type: none"> <li>Assess increased efficiency of operations.</li> <li>Assess ease of use for riders and reduction of rider frustration as to when buses will arrive.</li> </ul>
<b>Improve the sustainability of the CAT fleet</b>	<ul style="list-style-type: none"> <li>Replace aging vehicles with fuel efficient vehicles</li> <li>Explore the use of electric and other alternative fuel vehicles.</li> <li>Install electric charging station at facility.</li> </ul>	Administration capacity exists. Apply for grants to expand electric vehicles.	<ul style="list-style-type: none"> <li>Electric charging stations installed.</li> <li>Track vehicle mileage and replacement.</li> </ul>
<b>Expand facility capacity</b>	<ul style="list-style-type: none"> <li>Address need for additional administrative and operational space with a particular focus on secure vehicle storage.</li> <li>Look for ways to partner with other community partners.</li> </ul>	Administration capacity exists. Apply for grants for operations.	<ul style="list-style-type: none"> <li>New facility.</li> <li>Ease of use for target populations to access transportation.</li> </ul>

PRIORITY: COORDINATION – PARTNER WITH LOCAL AND REGIONAL ORGANIZATIONS TO CREATE CONNECTIONS AND DEVELOP A TRANSPORTATION NETWORK WITHIN THE GORGE AND BEYOND

Objectives	Strategies	Resource Capacity	Performance Measure
<b>Continue fostering and developing transportation partnerships</b>	<ul style="list-style-type: none"> <li>Continue being a part of the Gorge Translink partnership to create a more streamlined, efficient, and coordinated regional public transit system.</li> <li>Participate in the Mt. Hood Transportation Alliance.</li> <li>Develop a system of communication and accountability between transportation agencies and health agencies.</li> <li>Create universal fare system for all transportation providers.</li> </ul>	Administration capacity exists. Financial resources likely available.	<ul style="list-style-type: none"> <li>Attend at least 4 of the 6 bimonthly Gorge Translink Alliance meetings annually.</li> <li>Attend human service agency meetings regularly.</li> </ul>
<b>Partner with employers, tourism organizations, and businesses</b>	<ul style="list-style-type: none"> <li>Expand employer pass program locally and regionally.</li> <li>Partner with tourism organizations and businesses to encourage car free travel and support the public transportation system.</li> </ul>	Administration capacity exists. Financial resources likely available.	<ul style="list-style-type: none"> <li>Track number of employers enrolled in the employer GOrge pass program.</li> <li>Track ridership on the Columbia Gorge Express.</li> </ul>
<b>Access to other transportation services for vulnerable populations</b>	<ul style="list-style-type: none"> <li>Facilitate discussion on door through door with community members regarding providers funding and specific need.</li> <li>Attend regular public Human Service organization meetings to maintain strong relationships and ability to respond to emerging needs or changing conditions.</li> </ul>	Administration capacity exists. Financial resources likely available.	<ul style="list-style-type: none"> <li>Attend human service agency meetings regularly.</li> <li>Action plan created for door through door.</li> </ul>
<b>Improved multi-modal options within Hood River County</b>	<ul style="list-style-type: none"> <li>Advocate for multi-modal transportation options within Hood River County.</li> </ul>	Administration capacity exists. Financial resources likely available.	<ul style="list-style-type: none"> <li>More transportation mode options within Hood River County.</li> </ul>
<b>Coordination of local and regional planning processes</b>	<ul style="list-style-type: none"> <li>Develop Transit Master Plan.</li> <li>Coordinate with local and regional partners for transportation outreach, surveys, and questionnaires.</li> </ul>	Administration capacity exists. Financial resources likely available.	<ul style="list-style-type: none"> <li>Development of Transit Master Plan.</li> <li>Creation of outreach events, surveys, and questionnaires.</li> </ul>