



**Thursday, April 28, 2022**  
**Transit Master Plan Update**  
**Citizens Advisory Committee Meeting**  
**5:30 pm – 7:00 p.m.**  
**Meeting is Online with Zoom**  
**Join Zoom Meeting**

**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, CAT will hold this meeting by using Zoom conferencing technology. Members of the general public can attend by calling (253)-215-8782 Meeting ID: 840 4827 2184, Password: 384864 or by visiting: <https://us02web.zoom.us/j/84048272184?pwd=VGRXcTlZUHlpRE5KcURKS0tBQ3NWQT09>**

**Agenda**

- 1. Welcome**
- 2. Public Engagement to Date**  
CAC Review & Discussion
- 3. TMP Goals and Objectives**  
CAC Review & Discussion
- 4. Next Steps**

Please mark your calendars:  
Next Meeting July 28, 2022

*To request a reasonable accommodation or language interpreter, including alternative formats and translation of printed materials, please contact CAT's Administration Office no later than 48 hours prior to the meeting at 541-386-4202 (voice) or 7-1-1 (TTY through Oregon Relay Service).*



**Thursday, March 10, 2022**  
**Transit Master Plan (TMP) Update**  
**Citizens Advisory Committee Meeting**  
**5:30 pm – 7:00 p.m.**  
**Meeting is Online with Zoom**

<https://us02web.zoom.us/j/82635801444?pwd=eGVaRkdYaXB2Y3lYYnZ4dUxqZnZJUT09>

**Meeting ID: 826 3580 1444**

**Passcode: 186097**

### **Meeting Minutes**

**1. Call to Order:** Chris Watchie began the meeting at 5:30 pm.

**2. Roll Call/Introductions** Chris asked for the CAC to introduce themselves, whom they represent, and their relationships with CAT. Members present included: Patty Fink, Tiah Mayhew, Amy Schlappi, Chris Watchie, Beth Hartwell, Lester Matthews (Junior), Lara Dunn, Ivy Collins, Teresa O’Campo, Jody Behr, Wendy Linn-Kelly, Taylor England, White Buffalo Calf Wannassay

**Absent:** Leti Moretti, Megan Ramey, Britta Wilson, Melvin Richardson

**3. TMP Overview:**

Chris Watchie gave a high-level overview of the TMP. CAT’s first TMP in 2017 set the course for the growth of CAT.

The focus of the current TMP is:

- Hear the needs of CAT riders and community members
- Strengthen, encourage, and hear the voice of CAT riders
- Look for gaps and opportunities to improve CAT services.

CAT’s approach is:

- Put passengers first
- Reach out and listen to the community for partnership opportunities
- Support regional integration
- Identify short-term improvements with a vision for the long term
- Create implementation-focused results

She discussed CAT's five focus areas: Cascade Locks, Upper Valley & HWY 35, Odell & Lower HWY 35, Hood River West, and Hood River East, with regional outreach on the I-84 corridor to other Gorge communities.

#### **4. Overview of Existing Conditions**

Patty Fink gave an overview of the Existing Conditions Report and discussed the improvements from 2017 to now. CAT was originally a dial-a-ride service and expanded to include fixed routes. The goal was to integrate transit services into communities so they could utilize the service within Hood River County. CAT has enhanced and improved service since implementing the 2017 TMP direction, such as improving service in Odell, Parkdale, Cascade Locks, and fixed-route service in the City of Hood River. The current TMP goal is to identify further the needs in those areas and work to meet them.

The TMP will focus on:

- Areas of development
- Changing demographics
- Parking management
- Availability of supportive transportation options (e.g., bike share, vanpools)
- Balance needs between tourism/visitors, transit-dependent riders versus choice riders, service on local corridors versus neighborhood streets, and regional coordination/scheduling

#### **5. TMP Public Engagement Discussion:**

Chris discussed the TMP's public engagement approach:

- The survey launched in early March.
- Project website: [Engagecatbus.org](http://Engagecatbus.org)
- Bilingual bookmarks with survey QR codes for smartphone users
- Bilingual Display boards for outreach at highly visible locations
- Bilingual hard copy surveys to reach non-computer households
- Outreach at community events through Sara Crook, MCEDD Travel Trainer
- Intercept surveys are planned using iPads to catch current riders

#### **6. Discussion:**

Chris asked the CAC for their input on any additional strategies to reach CAT stakeholders:

- Taylor mentioned that one of the barriers to using the service more often was that she likes to bike and brings her dog when she goes out riding.
- Patty let everyone know that we have bike racks, and dogs are allowed if they are in a carrier or have a muzzle on for safety. This is something that we need to advertise better so more riders are aware and could then utilize the service

- Patty let the members know that if any of them are part of a group or committee that would like a presentation on the survey, a member of the CAT team would be happy to schedule a time to do so.
- Ivy recommended implementing a user-friendly App that shows route times and bus location.
- Jody wanted to discuss ideas on enhancing pedestrian safety, and Patty gave examples of steps we are taking. We are working with developers to implement transit into the process.
- Suggestions for additional outreach included Hood River Valley Adult Center, Meals on Wheels, and second-hand stores

### **Next Meeting April 28**

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## CAT TMP e-Newsletter Article April 2022



Every day, people throughout our communities have a place they need to be...and every day, Columbia Area Transit (CAT) is providing people affordable ways to access all ends of the Columbia River Gorge and beyond – getting them where they need to be.

While it's true that Cats usually don't listen to humans...your CAT does want to hear what you have to say. Your CAT is inviting you and your neighbors to review, reflect, and provide refreshed direction for the transit services that serve you and your communities.

With Hood River County's growing population, increasing tourism, expanding employment, CAT is curious – curious about where you go in your community, throughout the county, and region – curious about how transit can help get you there and help create healthy and vibrant Hood River County communities.

You can feed this curiosity by letting the CAT know:

- In what ways does the current transportation system support the things you enjoy about your community/life?
- How could future transit services change your community/life?

Take the CAT Transit Master Plan Survey today: [www.engagecatbus.org](http://www.engagecatbus.org)

### **Spanish**

Todos los días, las personas de nuestras comunidades tienen un lugar donde deben estar... y todos los días, Columbia Area Transit (CAT) les brinda a las personas formas a precios alcanzables para poder tener acceso a todos los rincones de Columbia River Gorge y más allá – al transportarlos hacia donde necesitan estar.

Si bien es cierto que los Gatos (Cats) normalmente no le hacen caso los humanos... su CAT desea saber lo que usted tiene que decir. Su CAT lo invita a usted y a sus vecinos a repasar, reflexionar y brindar una dirección renovada para los servicios de tránsito que le prestan servicios a usted y a sus comunidades.

Con la creciente población del Condado Hood River, el aumento del turismo, y con la expansión del empleo, CAT siente curiosidad – curiosidad por saber hacia dónde viaja usted en su comunidad, por todo el condado y por la región - tiene curiosidad por saber cómo el transporte público le puede ayudar a llegar hasta allí, y ayudar a establecer comunidades saludables y vibrantes en el Condado Hood River.

Usted puede satisfacer esta curiosidad al informarle a CAT:

- ¿De qué manera el sistema de transporte actual apoya las cosas que usted disfruta acerca de su comunidad / vida?
- ¿Cómo podrían los futuros servicios de tránsito cambiar su comunidad / vida?

Tome hoy mismo la encuesta del Plan Maestro de Tránsito CAT: [www.engagecatbus.org](http://www.engagecatbus.org)

# CAT TMP Social Media Messaging

## April 2022



### Suggested hashtags:

#columbiaareatransit, #engagecatbus, #columbiarivertransit, #catbusinput

### Message # 1

Every day, people throughout our communities have a place they need to be...and every day, Columbia Area Transit (CAT) is providing people affordable options to access all ends of the Columbia River Gorge and beyond – getting them where they need to be. Let CAT know what needs to change or improve for CAT to have a greater role in YOUR community and life. Take the survey today: [https://engagecatbus.org/tmp/survey\\_tools/catsurvey](https://engagecatbus.org/tmp/survey_tools/catsurvey)

#### **Spanish**

Todos los días, las personas de nuestras comunidades tienen un lugar donde deben estar... y todos los días, Columbia Area Transit (CAT) les brinda a las personas opciones a precios alcanzables para poder tener acceso a todos los rincones de Columbia River Gorge y más allá – al transportarlos hacia donde necesitan estar. Infórmele a CAT qué necesita cambiar o mejorar para que CAT pueda desempeñar un papel más importante en SU comunidad y en su vida. Tome la encuesta hoy mismo:

[https://engagecatbus.org/tmp/survey\\_tools/catsurvey](https://engagecatbus.org/tmp/survey_tools/catsurvey)

### Message # 2

Hood River County residents, your CAT is curious...

Columbia Area Transit (CAT) is curious about where you go in your community, throughout the county, and region – curious about how transit can help get you there and help create healthy and vibrant Hood River County communities. Share your ideas with CAT today: [https://engagecatbus.org/tmp/survey\\_tools/catsurvey](https://engagecatbus.org/tmp/survey_tools/catsurvey)

#### **Spanish**

Residentes del Condado Hood River, su CAT (gato) tiene mucha curiosidad...

Columbia Area Transit (CAT) tiene curiosidad por saber hacia dónde viaja usted en su comunidad, por todo el condado y en la región; tiene curiosidad por saber cómo el transporte público le puede ayudar a llegar hasta allí, y ayudar a establecer comunidades saludables y vibrantes en el Condado Hood River.

Comparta sus ideas con CAT hoy mismo: [https://engagecatbus.org/tmp/survey\\_tools/catsurvey](https://engagecatbus.org/tmp/survey_tools/catsurvey)

### Message # 3

While it's true that Cats usually don't listen to humans...your CAT does want to hear what you have to say.

Columbia Area Transit (CAT) is looking to make some changes and they want your feedback. You are invited to review, reflect, and provide refreshed direction for the transit services that serve you and your neighbors.

Take the Master Plan survey today: [https://engagecatbus.org/tmp/survey\\_tools/catsurvey](https://engagecatbus.org/tmp/survey_tools/catsurvey)

#### **Spanish**

Si bien es cierto que los Gatos (Cats) normalmente no le hacen caso los humanos... su CAT desea saber lo que usted tiene que decir.

Columbia Area Transit (CAT) está buscando hacer algunos cambios y desea obtener sus comentarios y sugerencias. Usted está cordialmente invitado a repasar, reflexionar y brindar una dirección renovada para los servicios de tránsito que le prestan servicios a usted y a sus vecinos.

Tome la encuesta del Plan Maestro hoy mismo: [https://engagecatbus.org/tmp/survey\\_tools/catsurvey](https://engagecatbus.org/tmp/survey_tools/catsurvey)