

# Appendix C

## Community Outreach Report













# Table of Contents

---

	Introduction	C3
	Public Outreach Events	C4
	Participant Demographics	C11
	Findings & Themes	C15
	Conclusions and Evaluation	C34
	Survey Language	C38

# Introduction

---

The purpose of this report is to describe the public engagement tools that were used by the Paradigm Planning team during the months of February 2014 to May 2014, and to highlight the notable results. A key component of the *Capturing the Ride* planning process includes engagement with the communities in Salem-Keizer, with an emphasis on people who work, live, or travel through the neighborhoods of Keizer, South Salem, and West Salem. Public involvement was utilized in order to obtain information about the communities' wants, needs, and values when it came to public transportation and Salem-Keizer Transit bus service, in particular. Planning best practices suggest that involving stakeholders early not only provides planners with valuable information in a timely manner, but also helps to build trust as stakeholder's suggestions and concerns are considered before key decisions are made. Through the use of community meetings, surveys, and public events, Paradigm Planning was able to learn why people in Salem-

Keizer use transit, what they value most about current transit service, how they feel about the potential for flexible transit in their community, and their overall thoughts on the alternatives being presented by the Paradigm team.

The goal for community outreach during this planning process was presented in the Public Involvement Plan (PIP), which states that civic engagement will “make sure that all communities affected by potential changes to fixed route transit service in West Salem, South Salem, and Keizer are educated about flexible service options and are given the opportunity to provide feedback, respond to, and contribute to the prioritization of feasible transit alternatives”. This memo provides an overview of Paradigm Planning's outreach efforts, methods used, findings and overall themes, as well as an evaluation of the methods that were used.



# Public Outreach Efforts

---

## Overview

From February 2014 to May 2014, the Paradigm Planning team used multiple methods of public outreach to include as many community members as possible in the planning process for Capturing the Ride. The methods used for public involvement in Salem-Keizer include:

## Community Meetings

Paradigm Planning attended three community meetings between February and March 2014. Team members attended meetings in order to introduce the general project scope, the project team members, and to make initial connections with the communities in the project's study areas. During this initial process, Paradigm Planning attended the South Gateway Neighborhood Association in South Salem on February 13th, the West Salem Neighborhood Association on March 3rd, and the South Salem Senior Center on March 12th. Attendance ranged from 20 to 30 people at each meeting. The team introduced themselves, described Capturing the Ride and its goals, and provided information about upcoming events. Emails were collected so that attendees could stay up-to-date and involved in the project. Paradigm Planning reached out to all of the chairs of the neighborhood associations within the study areas, but because of time constraints was not able to attend each association's meeting individually. Neighborhood chairs were continuously emailed about events and information throughout the project.

# Public Outreach Efforts

---

## Rolling Roadshow

The Rolling Roadshows were part of the initial outreach phase for the Capturing the Ride project. These two all-day events involved the Paradigm Planning team riding buses to introduce the project to riders, passing out flyers, posting flyers at local businesses, and talking to people at shopping centers and transit stops. The main purpose of this outreach tool was to educate the community about what the project would entail, how it would impact them, and why they should be involved. The initial Rolling Roadshow was held on February 13th and the second Rolling Roadshow was held on February 26th. Contact information was also collected at these events. Approximately 50 names and email addresses were collected from the three study areas over the course of the two full days.

## Initial Online Surveys

Paradigm Planning conducted all online surveys using the Survey Monkey online survey tool. The initial online survey asked respondents about their current use of the Cherriots system, as well as their general transit values and preferences. The survey split respondents into two categories, transit riders and non-riders, with separate questions for each group. The transit rider group was defined as anyone using the Cherriots system more than once a month. Approximately 80% of the respondents fell into the transit rider category.

The initial online survey was available for one month, from March 2 to April 2, 2014. Overall, 469 people took the survey, with 414 finishing the survey, for a completion rate of 88%. Of the completed survey responses, 309 were from people who live, work, or regularly travel through one of the three study areas.

---

## Intercept Surveys

Intercept surveys were conducted during the midday on both March 5 and March 12, 2014. The surveys were designed to gather information about why people rode or did not ride transit in Salem and Keizer. Respondents were divided into riders and non-riders. Riders were asked eight questions about their experience and values, while non-riders were asked six questions about their opinions on transit. Both groups were asked six additional demographic questions. Surveys took approximately five to ten minutes to administer. The intercept survey was a less-detailed version of Paradigm Planning's online survey for the purpose of being able to administer the intercept surveys quickly and in person, while also attempting to capture more qualitative data regarding people's feelings towards Cherriots bus service.

In Keizer, the Paradigm Planning team spent time at the Keizer Transit Center, riding the buses, and walking up and down neighborhood streets. A total of 39 surveys were collected. In South Salem, the team surveyed seniors at the South Salem Senior Center, intercepted people in front

of grocery stores and commercial businesses, and also rode on buses. In total, 43 surveys were administered in South Salem. In West Salem, surveys were conducted on the buses, in front of commercial establishments, and at the Glen Creek Transit Center. In total, 29 people in West Salem were surveyed. Paradigm Planning also spent time surveying people downtown in an attempt to garner input from non-riders. The team was able to get responses from 38 non-riders.

Additionally, questions from the intercept survey were translated into Spanish, so that team members could administer them if they encountered a Spanish speaking person. These surveys were also made accessible online to better access any rider who wanted to participate. Four spanish responses were collected through the online survey. None were collected in person.

# Public Outreach Efforts

---

## Workshops

Paradigm Planning conducted three separate workshops, one in each study area. The purpose of the workshops was to introduce participants to and educate them about the concept of flexible transit. In order to accomplish this, Paradigm Planning simplified the various forms of flexible transit presented in Transit Cooperative Research Program (TCRP) report 53 into two concepts, the Deviator and the Hopper. At the workshops, participants rotated among several stations to learn the basic concepts of the two service types and learn about case studies of other transit agencies across the country operating flexible transit.

Attendants were asked to participate in a dot exercise in which they placed dots on a map indicating the start and end points for their most common trips. Next was an introduction board where a member of Paradigm Planning would explain the purpose of the Capturing the Ride project and describe the concept of transit existing on a spectrum between fixed route service and dial-a-ride. Participants learned about the two types of flexible transit, the Deviator and the Hopper, at separate workshop stations. At these stations, Paradigm Planning used maps and tracing paper to teach participants

about each flexible transit option and its various elements (i.e. activated stops, flexible service zone, and time points). Participants were encouraged to ask questions during the teaching process. When the workshop was over, attendees were asked to fill out surveys regarding the trade-offs they learned about between the different flexible transit types.

The first workshop took place at Keizer Station on Wednesday, April 2, 2014 between 5:00 and 7:00 pm. This workshop was attended by 18 people, most of whom were waiting to transfer buses. Since only a few people showed up specifically for the event, the teaching process was less thorough than was initially envisioned. The other two workshops took place simultaneously on Wednesday, April 9, 2014 between 5:00 and 7:00pm at South Salem Senior Center and Roth's Fresh Market in West Salem. Thirteen people attended each of these workshops and all of the attendees came specifically for the workshop. Thus, both of these workshops involved extensive conversations and teaching sessions compared to the workshop in Keizer. Between all three workshops, 29 surveys were collected.



---

## Flexible Transit Online Survey

The second online survey attempted to supplement the information gathered at the workshops and give residents of Keizer, South Salem, and West Salem an opportunity to participate and learn about flexible transit beyond the workshop events. This survey educated respondents about flexible transit and then asked questions similar to those asked at the workshop in an attempt to understand their views and preferences regarding flexible transit service. This survey was open from April 11 to April 17, 2014 and received 71 responses. Of the 71 respondents to the flexible transit online survey, 60 of them live, work, or regularly travel through one of the three study areas. These surveys were analyzed along with the 29 paper surveys collected at the three workshops.

## Transit Operator Focus Group

An hour long transit operator focus group was held May 6, 2014 at Salem-Keizer Transit's offices on Del Webb Ave. The purpose of the focus group was to gather transit operators' opinions on flexible transit. Six bus operators/trainers were present at the focus group with experience ranging from three to 16 years. A separate conference call was held on May 2nd, 2014, to accommodate an additional operator with over 30 years of experience.

Paradigm Planning structured the focus group with an educational component followed by guided discussion. The educational component was necessary to create a mutual understanding of how flexible transit is defined for the Capturing the Ride project. Guided discussion included nine questions regarding comfort with degrees of variable schedules, operations communication, operator responsibilities, and general concerns or comments. Ted Stonecliffe, Long Range Planning Analyst at Salem-Keizer Transit, was also present to provide the transit agencies perspective on some of the discussion topics and answer questions outside of *Capturing the Ride's* scope.

# Public Outreach Efforts

---

## Open House

An open house was held on Tuesday, May 6, 2014 in the Customer Service lobby of the Salem Courthouse Square building from 4:00 to 7:30 PM. The purpose of the open house was to present Paradigm Planning's drafts of flexible transit alternatives for the three study areas and receive feedback from the community on their feelings and opinions on what was presented. Approximately 60 people attended the open house, and 47 participants signed in at the front table. Participants were first provided a brief background on the *Capturing the Ride* project and team. Then they given basic information on trade-offs between flexible transit and the current Cherriots transit system. Subsequently, attendees were able to browse through the flexible transit alternatives for each study area and had the opportunity to speak with Paradigm Planning about the trade offs between each of the transit alternatives that were presented. Salem-Keizer Transit staff was also on hand to answer questions from the public about issues outside of the scope of *Capturing the Ride* (e.g.

questions related to bringing back weekend service). Finally, participants were asked to fill out a brief comment card and offer their feedback on the alternatives presented. In total, 26 people provided their feedback at the session.

As previously done with the workshops, Paradigm Planning also provided the information from the open house on the *Capturing the Ride* website. This allowed visitors to the website to submit their comments regarding the alternatives presented for Keizer, South Salem, and West Salem. The online feedback tool was available from May 7, 2014 to May 12, 2014. Community members who were not able to participate in the open house on May 6th were given the opportunity to weigh in on alternatives in their neighborhood. An additional 13 people participated in the online alternatives survey.

---

## Online Presence

All events listed above were marketed and publicized through several online media outlets. The website [capturingtheride.com](http://capturingtheride.com) informed the general public about upcoming events, the project team, and the project scope throughout the six-month planning process. Information was also provided on the website in Spanish. A Facebook page was created to inform anyone who “liked” the page about the upcoming events, opportunities to take surveys, and general news regarding the project. Salem-Keizer Transit also used their Facebook page to promote the online surveys and outreach events. Lastly, Salem-Keizer Transit allowed Paradigm Planning to use their email listserv of nearly 30,000 emails to send out information and updates.



# Participant Demographics

## Overview

Through the various outreach events, Paradigm Planning continually asked participants demographic questions to ensure that the feedback was representative of the Salem-Keizer region community. Specifically, there were several groups that Paradigm Planning was interested in reaching due to their greater likelihood of being transit dependent. Transit-dependent individuals are those who do not have other means to travel outside of public transit often due to a lack of access to a car or more general mobility issues. These people are often seniors, low income individuals, minorities, and people with disabilities. Demographic information was collected from both online surveys and the intercept surveys in order to determine if a representative sampling of the community had been reached and potential transit dependent populations had been included in the conversation.

The demographics discussed below are regarding the participants in each of the two online surveys and the intercept survey who self-identified as living, working, or traveling in one of the three study areas. There were 309 participants in the initial online survey, 96 in the intercept survey, and 60 in the flexible transit online survey that met this criteria. All demographic data includes riders and non-riders.

## Representative Data

As Table 1 shows, Paradigm Planning was successful in collecting data from a representative sample of the Salem-Keizer region population.

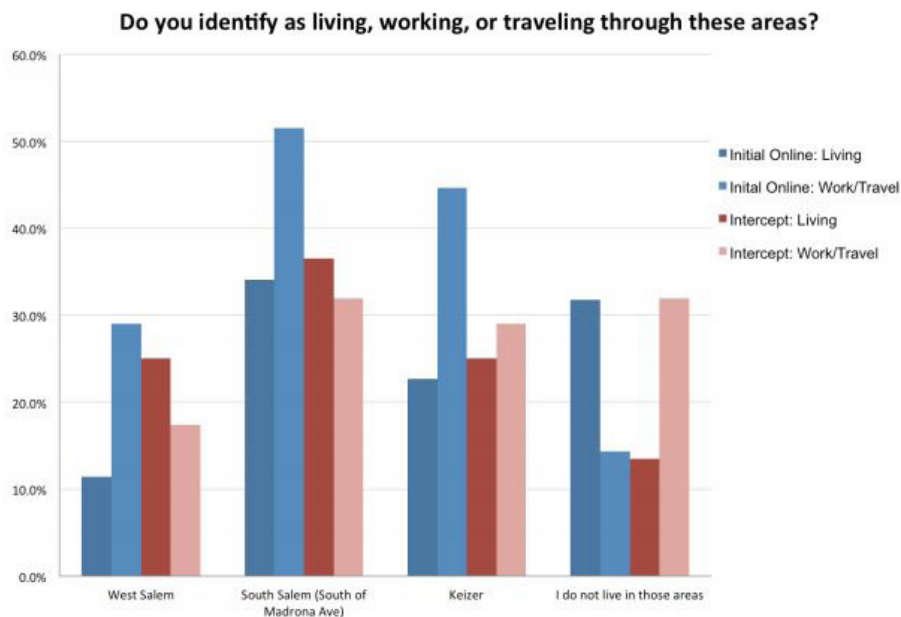
Table 1: Participant Demographics

	Intercept Survey	Online Survey	Flexible Transit Online Survey	Salem-Keizer Region
Youth	8%	14%	7%	25%
Seniors	23%	16%	23%	13%
Male	52%	35%	42%	49%
Female	46%	62%	57%	51%
Minorities	27%	26%	28%	29%

## Where They Live or Work

In the initial online survey, the number of participants living in Keizer, South Salem, and West Salem was 70, 105, and 35 respectively. When asked if they regularly traveled to or worked in any of the study areas, 137, 158, and 89 said they did so in Keizer, South Salem, and West Salem, respectively. Workers, commuters, and residents of West Salem were therefore the least represented study area in the results (Figure 1).

Figure 1: Living, working, or traveling data from initial online survey and intercept survey.



The intercept survey was more evenly distributed, due to the targeted outreach in each area. West Salem and Keizer each had 22.2% of the participants residing in them, while South Salem had 32.4% of the 108 participants. Seventy-eight individuals claimed to work or travel regularly to one of the study areas. Of these 78 people, 20 went to Keizer, 22 to South Salem, and 12 to West Salem.

In the flexible transit online survey, participants were asked if they lived, worked in, or traveled regularly to any of the study areas. Sixty people answered yes, with 34 of them choosing Keizer, 35 choosing South Salem, and 15 choosing West Salem. Once again, West Salem had the least amount of representation.

# Participant Demographics

---

## Rider vs. Non-Rider

In total, 359 of the 465 participants in our survey efforts were identified as regular transit riders. A transit rider was defined in the initial online and intercept surveys as someone who rides the bus more than once a month. In the flexible transit online survey, people were asked if they regularly used at least one type of Salem-Keizer Transit provided services. The percentages of total respondents that were riders for the initial survey, the intercept survey, and the flexible transit online survey were 77.3%, 69.7%, and 88.3%, respectively.

## Gender

The gender split for each of the online surveys was skewed more towards female participants. The participants of the initial online survey were 62% (out of 308 participants) female, while the flexible transit online survey had 57% (out of 60 participants) identify as female. The intercept survey, however, had an even male to female ratio of participants, with 50% of the 95 individuals identifying as female.

## Youth

The initial online survey had 42 youth participants (defined as people under the age of 18) for a youth response rate of 14%. The numbers were slightly lower for the flexible transit online survey (seven percent of 60 participants) and the intercept survey (eight percent of 95 participants). Since youth often rely on elders for transportation, providing better transit options for this demographic is important to their mobility independence. Unfortunately, due to the information provided on the US Census database, demographic data for the youth population cannot be compared to the regional average due to differences in the way age was categorized on the different demographic forms.



---

## Elderly

The percentage of elderly participants in the initial online survey was similar to the elderly population in the Salem-Keizer area reported through the 2010 census. For the initial online survey 18%, or 55 respondents, claimed to be 60 years of age or older. This is comparable to the 14% to 15% range of 65 and older residents found in each of the three neighborhoods, which does not include residents between the ages of 60-65 (who qualify for reduced fares on Cherriots buses). The sampling of elderly populations was a bit higher in the intercept and flexible transit online surveys. Each of these surveys had 23% of total participants identify as 60 years or older. This group is a key demographic for flexible transit due to the loss of mobility that often comes with aging.

## People with Disabilities

In the initial online survey, participants were asked if they required Americans with Disabilities Act (ADA) services. Out of the 306 participants who responded to this question, 34 of them (11%) answered yes. This sampling of individuals with disabilities is crucial to making sure the voices of individuals that require special services are heard in respect to flexible transit.

## Minorities

Minority populations, identified here as non-white individuals, make up 25%, 17%, and 20% of the current residents in the study areas of Keizer, South Salem, and West Salem, respectively, as of 2012. Hispanic/Latino minorities make up the greatest share (69%) of this population. The minority demographics of survey participants were fairly representative of the overall minority population in the region. The initial online survey had 19% minority participation out of the 306 participants who answered the question. Over half of the minorities identified as Hispanic/Latino. The flexible transit and intercept survey results were similar. In the flexible transit online survey, 20% of the 60 participants who answered the question identified as a minority. Five of these participants (eight percent) were Hispanic/Latino. For the intercept survey, out of the 94 intercept participants, 23 of them were minorities (18%). Seven of these individuals (seven percent) were of Hispanic/Latino descent. Other ethnicities (Black, Asian, Native Hawaiian/Pacific Islander, or American Indian/Alaskan Native) fluctuated between zero and four percent of total participants amongst the different surveys. Minority populations tend to be historically disadvantaged and traditionally of lower income, making them prime candidates for transit dependency. This makes them an important demographic to involve in this process.

# Findings & Themes

---

## Overview

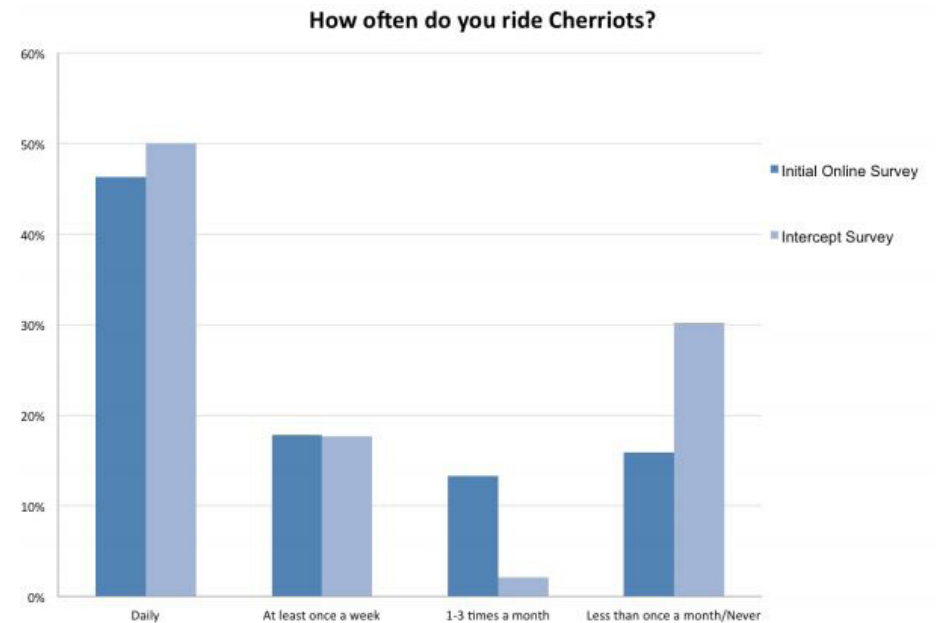
Paradigm Planning, in association with Salem-Keizer Transit, conducted the above mentioned community outreach events using a diverse set of engagement tools in order to understand the overall opinions, values, need and wants of Cherriots transit users and the Salem-Keizer community as a whole. Paradigm Planning found several overarching themes that could have a significant effect on the success and profitability of potential changes to transit service toward more flexible transit alternatives. Below are findings based

on the existing conditions of the bus service in Salem and Keizer, the community's thoughts and opinions on transit, flexible transit service, and technology and information gathering. In addition, non-riders and transit drivers' values were included in this section and were incorporated into Paradigm Planning's analysis.

## Current Uses of Cherriots Transit

In all of the surveys conducted both online and in person, respondents were primarily transit riders who use Cherriots on a daily basis. The majority of riders in the initial online survey, 74% (of 309 respondents), use Cherriots at least once a week. Sixty-eight percent of 96 respondents in the intercept survey also rode transit at least once a week (Figure 2). Of those who do ride transit most appear to do so because they are transit dependent. Of riders who responded to the initial online survey, 60% (142 of 238 respondents) reported that the reason they ride Cherriots is because they do not own a car. The second most common reason respondents gave for riding transit was the cost, with 55% (130 respondents) choosing it as a reason for riding transit. Responses to the intercept survey were similar, with 42% (28 out of 67 people) indicating that not having a car was why they rode transit. Looking at the intercept survey by study area, respondents in West Salem and Keizer cited not owning a car as the reason they rode Cherriots, 44% and 54%, respectively. Respondents in South Salem, however, gave diverse reasons, categorized as 'other' (43%), though the next most common response was that they did not own a car (32%).

Figure 2: Ridership data from the initial online survey and the intercept survey.





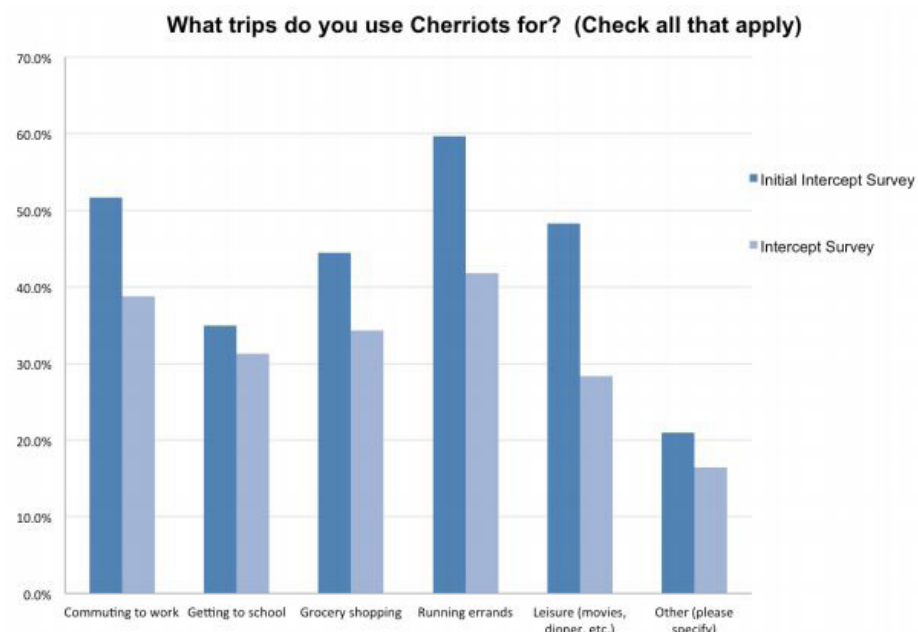
# Findings & Themes

## Current Uses of Cherriots

Primarily, riders use Cherriots to make non-commute trips such as running errands, grocery shopping, and leisure activities as compared to commuting to work or school. In the initial online survey “running errands” was the primary reason for trips, with 60%, or 142 of 238 respondents citing this reason (Figure 3). The intercept survey responses were not as unanimous. Responses were typically split between spontaneous and regular trips. Looking at the three study areas, West Salem respondents said they used the bus to commute to work and grocery shop (39% each). In South Salem, the top two reasons for using the bus were getting to work (46%) and leisure activities (43%). In Keizer, running errands stood out as the dominant reason for using the bus (50%) with grocery shopping and commuting to work tied as a second reason (36% each).

Riders are also typically traveling to a different neighborhood or downtown. Of the workshop participants, 38% said they travelled to a different neighborhood and 59% said they were going downtown. The intercept and initial online surveys also asked riders where they started and ended most trips. These results similarly indicated a trend for crosstown- or downtown oriented trips. This data is further supported by the fact that respondents to the intercept (70%) and initial online (60%) surveys reported that they typically transfer during their trip.

Figure 3: Trip purpose data from the initial online survey and the intercept survey.



---

## *Minorities*

The minority populations in Salem and Keizer, in particular, use transit on a daily basis. Approximately 65% (53 out of 82) of minority respondents who participated in the initial online surveys indicated riding transit everyday. Of the 26 minority participants in the intercept survey, 18 indicated riding transit every day (69%). This could possibly mean that the minority populations in Salem and Keizer are generally more transit dependent than other populations in the area. Similarly to the rest of the population, the most common reason minority respondents gave for riding Cherriots was that they did not own a car (42% intercepted and 63% online). Furthermore, the second most common reason minorities take transit is because of cost (33% intercepted and 59% online).

Minority respondents indicated that most of their trips were being made for spontaneously scheduled activities, though there was also demand for regularly scheduled trips. Minority respondents online indicated that most of their trips were made for running errands (59% of 70 respondents) and leisure activities (50%), but also cited commuting to work and getting to school as important reasons (both 49%). Overall, this community seems to be taking transit for most every trip. Fifty-eight percent of minorities who were intercepted use Cherriots to run errands and 46% ride in order to commute to work. Minority populations are also taking longer trips outside of their neighborhood as indicated by the fact that 70% of those intercepted and 55% of online respondents said that they typically transfer between buses on their trip.

# Findings & Themes

---

## Current Uses of Cherriots

### *Seniors*

Seniors, on the other hand, are less frequent riders. Of the 22 senior respondents that were intercepted, 59% were non-riders. Thirty-three percent of seniors (18 out of 55) who took the initial online survey also identified as non-riders. Those who do ride transit said that they do so primarily because they do not own a car (44% of those intercepted and 50% online) and because of cost (22% of those intercepted and 61% online).

Not surprisingly, most of the trips seniors made were non-commute since they are more likely to be retired or no longer working full time jobs. Both the intercept and online surveys showed that senior respondents made most of their trips for the purpose of running errands (67% intercepted and 57% online) and grocery shopping (56% intercepted and 46% online). Seniors also tended to transfer during their trips (75% intercepted and 57% online), likely indicating that inter-neighborhood trips are more common than intra-neighborhood trips.

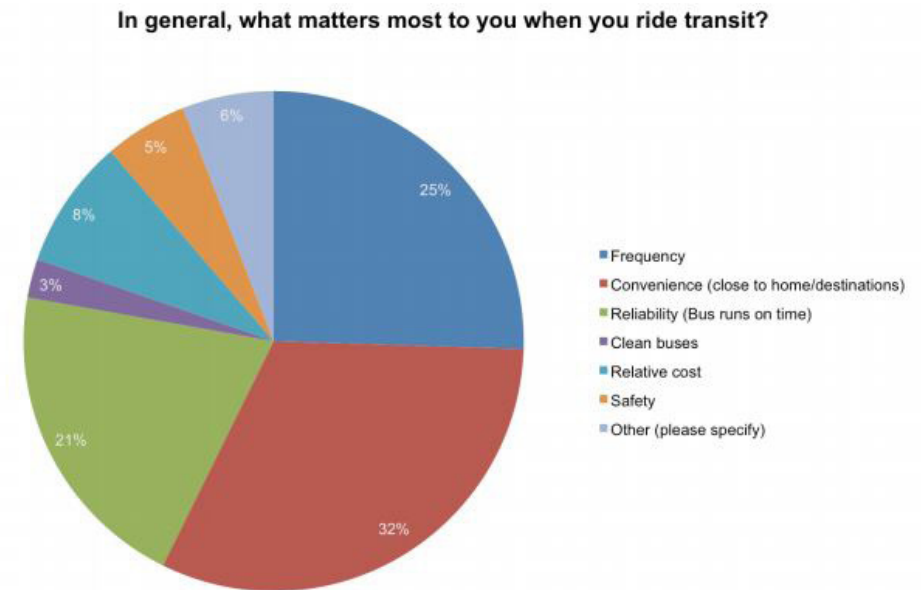
## Community Values on Transit

When asked, “In general, what matters most to you when you ride transit?” 32% (76 people) of initial online survey respondents indicated convenience (close to home/destination) was what mattered most to them. The second most important factor was frequency (26%). This question was only asked on the initial online survey and respondents were offered 7 options in total (Figure 4).

In both the initial online survey and the intercept survey, participants were given a chance to reply to the open-ended question, “Is there anything else you would like to tell us about your experience with the Cherriots system or other transportation choices?” By far the most common response was weeked service. In all three study areas, respondents of the initial online and intercept surveys mentioned weekend service over 20 times. More evening service was also indicated as a need by survey participants. Respondents’ other comments included their general approval of transit operators and their friendly attitudes, the fact that transferring multiple times is common, and complaints about infrequent service.

In the flexible transit online survey, the community preferred frequency over the convenience (closeness to trip start and destination) of service. Respondents were asked whether they thought it was important for buses to make quick and efficient trips or be accessible to as many people as possible. Approximately 65% participants chose trips that were quick and efficient. Respondents were also asked whether they would want their trips to take a bit longer so the bus could travel closer to their trip start and destination or if they would want to keep quick and efficient service. A slight majority of respondents (53%) indicated that they preferred trip times remain quick and efficient even if it meant they had to walk a ways. On the other hand, 48% would be willing to have longer trip times if it meant the bus would get closer to their origins and destinations.

Figure 4: Community value data from initial online survey.



# Findings & Themes

---

## Thoughts on Transit Improvements

The community also had several ideas on ways Cherriots could improve bus service. When asked “what would make your Cherriot trips better?”, respondents were asked to rank up to three of the given choices. Of the 144 people who answered the question, 74 people said weekend service was their top priority for improving transit, 32 people chose weekend service as their second priority, and 14 placed it third. A distant second was reliability which was chosen as a priority by 54 people, but only 17 people selected it as their top priority.

On the intercept survey, a similar questions was asked to respondents, but this time directed at how they would improve their specific bus lines. Participants could check all that applied. Of the 53 people who responded to the question, 36 indicated that the biggest problem with the bus is that it does not run on weekends. The second most common choice was improving the frequency of the bus service in the three areas.

### *Walk & Wait Times*

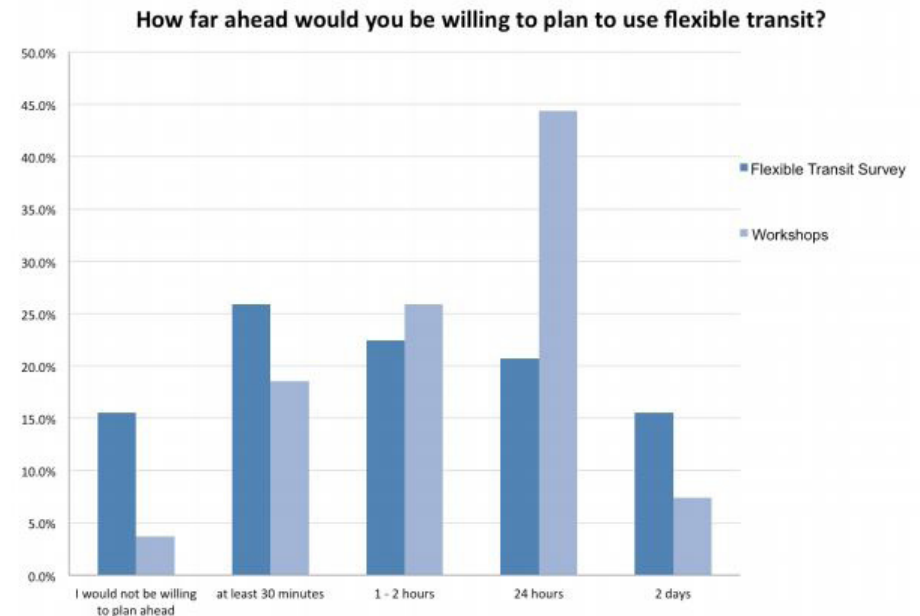
On the online survey, people were asked “How long are you willing to wait for a bus to arrive?” and, “how long are you willing to walk to get to a bus stop?”. Half of respondents said they would only be willing to wait one to ten minutes and 36% said they would be willing to wait 11 to 20 minutes for a bus to arrive. As for walking to a stop, 43% of people would only wak one to five minutes, while 34% would be willing to walk six to ten minutes. Similarly, on the flexible transit online survey, respondents were asked if they would rather be picked up closer to home, but have a 30-minute wait window, or be willing to walk to a collection point and have a ten-minute wait window. Three-quarters (44 out of 59 people) said they were willing to walk farther if it meant a shorter wait time.



## Views on Flexible Transit

When presenting the idea of flexible transit to community members, many of them seemed interested and open to this new type of service. In terms of planning ahead, a major feature of flexible transit, out of the 60 people who took the flexible transit online survey online, 85% of respondents said that would be willing to plan at least a half hour in advance. Nearly 60% were willing to plan at least an hour in advance. Of the 29 people who attended the three study area workshops, 14 out of 27 (52%) said they would be willing to plan a day ahead for service and 21 people (78%) were willing to plan at least an hour ahead (Figure 5). Overall, the community seemed responsive to the idea of having to plan ahead for transit service.

Figure 5: Trip planning data from flexible transit survey and workshop surveys.



# Findings & Themes

---

## Views on Flexible Transit

Another important aspect of flexible transit is the need for reliable connections between flexible lines and fixed lines. Overall, community members preferred to transfer than walk. On the flexible transit online survey, when asked if they would rather transfer buses and arrive closer to their destination, or not transfer but have to walk five to 15 minutes to their destination, 64% of respondents chose the former. At the workshops, 17 out of 24 people (71%) said they would also prefer to transfer than walk to their destination.

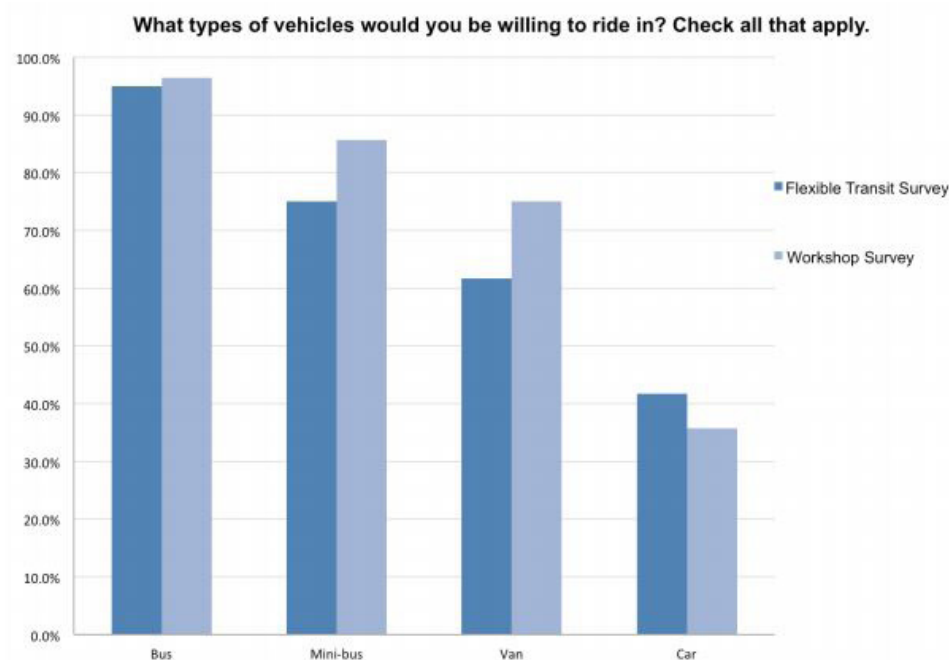
Of the 29 people who attended the workshops, each respondent was asked to select the two most important features of flexible transit. Most respondents said that scheduling and area covered were the most important characteristics of flexible bus service (55% and 52% respectively). When prompted to explain why they chose those characteristics, respondents replied that they chose them because of the importance of their time and not wanting to wait so long for buses. They also indicated the importance of scheduling for getting to their destinations and making transfers, as well as the lack of service during the weekends.

---

## Vehicle Choice

Another important aspect of flexible transit is the use of unconventional vehicles to transport people from home to destinations. During both the flexible transit online survey and the workshop surveys, people were asked which vehicles they were willing to ride. Not surprising, most people were most comfortable continuing to ride on a traditional bus (97% of the workshop surveys and 95% of the flexible transit online surveys). However, it appears that many people are receptive to the idea of riding in a minibus or van. On the flexible transit online survey, 75% (45) of people said they would be willing to use a minibus and 63% (37) of people said they would use a van (Figure 6). As for the workshops, 24 of the attendees (86%) were willing to ride a minibus and 21 (75%) were open to a van. In both surveys, the car was the vehicle type with which people were the least comfortable (35% at the workshops and 42% at online).

Figure 6: Vehicle type data from flexible transit survey and workshop surveys.



# Findings & Themes

---

## Views on Flexible Transit

### *The Cost of Flexible Transit*

The potential cost increase of flexible transit was difficult for people to accept. While participants were willing to pay more for better service, it is hard to determine if they would consider flexible transit “better.” Less than a quarter of community members were willing to pay more even if the bus came closer to their home. While 56% of flexible transit online survey respondents said they were willing to pay more. However, 61% would rather walk than pay more for service that came closer to their home. Of the workshop attendees, 48% (13 people) would rather walk a little ways than pay more for transit.

Overall, while people were positive about the idea of flexible transit, the potential for change was hard to accept. After presenting the two flexible transit options at the workshops and online, two-thirds of respondents on the flexible transit online survey still indicated they would prefer the current Cherriots system. Roughly one-third of responses expressed a preference for flexible transit over the current Cherriots system, with 22% and nine percent choosing the Deviator and Hopper, respectively. Of the 12 people who use CherryLift or the RED Line, seven indicated that flexible service could work for them and five said it would not.

---

## Information Gathering

The initial online survey attempted to collect data on how people currently receive service information and the potential for integrating new technologies into the transit experience. When respondents of the initial online survey were asked how they obtain information about Cherriots, approximately 80% of respondents (243 out of 306) indicated they do so on the website. Additionally, roughly a quarter of respondents (80 people) call the rider info line for Cherriots information. When Paradigm Planning intercepted people about their use of transit, 48% (30 out of 63 people) indicated that they receive information from flyers on the buses or at customer service. Lastly, 35% (22 people) also indicated that they obtain information using the Cherriots website.

Respondents were also asked about their access to the internet and texting. Over 84% (257 of respondents) have internet access at home across all demographic groups and study areas. A significantly lower percentage of respondents have internet access at work, ranging from 26% to 39% in the three study areas. More than half of respondents have internet access on their phones. Approximately two-thirds of respondents (205) in the study areas have texting on their phones, while only half of seniors do. The results from the intercept survey were nearly identical, with the exception that a higher proportion of respondents had internet access on their phones (70%).

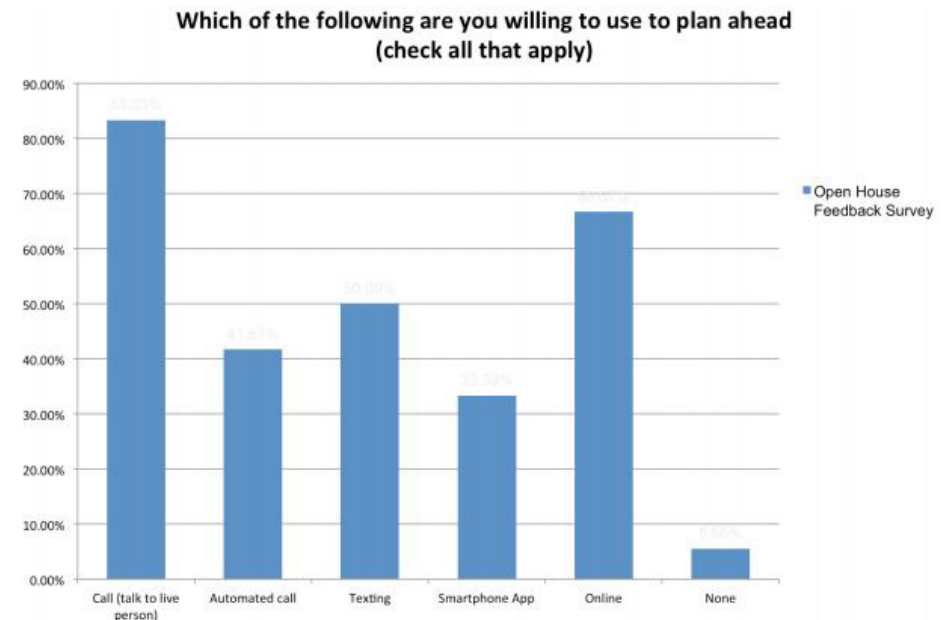


# Findings & Themes

## Information Gathering

The open house feedback card and the identical online version asked community members to indicate which services they were willing to use to make reservations for flexible transit. Over 80% of respondents were willing to use a call service where they would speak to a Cherriots representative, but only 42% were willing to use an automated call service. Two-thirds of respondents were willing to use an online service. Half of respondents would be comfortable texting to make their reservation, and only one-third expressed interest in using a smartphone app. Only two of the 36 respondents (six percent) indicated they were not willing to use any of preceding services to make a reservation.

Figure 7: Reservation data from open house feedback survey.



---

## Transit Operator Values

Transit operators provided Paradigm Planning with insightful feedback on flexible transit and its potential to work in Salem and Keizer. Transit operators also provided the team with valuable information on their perspective regarding flexible transit. Overall, operators were not deterred by the prospect of operating flexible transit if given enough time to operate

it safely. The most prominent theme from discussions with transit operators was the need for safety in all aspects of operating flexible transit. Transit operators identified potential barriers to safety including time constraints on the route, regular schedule changes, and on-board rider education.

# Findings & Themes

---

## Transit Operator Values

### *Schedule & Route*

Transit operators were asked what their comfort level would be with schedule and route changes that occur frequently and/or suddenly while operating flexible transit. Operators were open to the idea of sudden changes to schedules and believed it could add welcome variety to the daily routine for transit operators, but they did not believe all operators would embrace it. This would not appear to be an issue to implementing flexible transit due to the operator bidding system Cherriots currently uses. Operators at the focus group expressed concerns over time constraints while operating flexible transit. They discussed the need for an allotment of time during the beginning or end of a route in order for the operator to familiarize him or herself with the change in the schedule or route. Time constraints currently enforced in the existing transit service for operators

would need to be adjusted to accommodate the more time consuming operation of flexible transit service.

Operators at the focus group were opposed to personally receiving off-route requests from riders via phone for safety reasons. However, operators did not have any opposition to managing off-route requests from boarding riders or from an electronic tablet. Transit operators said that they currently accommodate or negotiate requests from riders if circumstances allow. Operators are also comfortable providing on-board rider education when necessary; however, they stated the need for rider education to come from other sources as well.

---

## *Opinions on Flexible Transit*

When asked how transit operators would prefer flexible route changes be communicated to them, the consensus was for a separate department within the dispatch center to field calls and plan routes. With the exception of on-board rider requests, transit operators preferred to have schedules and routes arranged by a dispatch center and communicated to operators when they are at a safe point along the route. Operators believed the biggest barrier to communication would be a shortage of personnel at the dispatch center as opposed to communication technology. Operators also felt that the current two-way radio communication system could work if supplemented with another form of complementary/back-up system.

When asked about preferences between a Deviator and a Hopper flexible service, operator's responses were mixed. However, transit operators agreed that regardless of the

flexible transit service type, transfer points with adequate infrastructure and coordination with fixed-route services was a critical component. Transit operators raised concerns particularly over the coordination of flexible transit service with fixed-route service during peak commute times. Other preferences expressed by transit operators were activated stops as opposed to curb-to-curb service, and for a pilot program to allow riders an opportunity to familiarize themselves to a new flexible service.

Operators were also eager to learn more about the potential effectiveness of flexible transit. They were interested to learn more about how flexible transit has been implemented and operated in other agencies around the nation, and how it could potentially affect ridership for Salem-Keizer Transit. Paradigm Planning team members shared findings from best practices research conducted during the plan.

# Findings & Themes

---

## Community Opinions on Flexible Transit Alternatives

During the open house, community feedback was collected to gather information regarding the nine alternatives for the three study areas. Overall, most of the feedback from the Open House addressed flexible transit rather than on the specific alternatives presented. The majority of participants at the open house were interested in flexible transit and many expressed that they thought it had the potential to improve the current Cherriots system. The most common concern expressed was how schedules and the reservation system would work with flexible transit. People also mentioned their concern with larger coverage areas and the amount of time it might take to service those people.

Specific feedback on the alternatives was provided by some of the participants. Of the 39 people who responded to the alternatives survey, 10 respondents replied about alternatives in West Salem, 14 in South Salem, and 15 in Keizer. (See Appendix D for all study area alternatives.) For West Salem, feedback on the alternatives indicated a preference for Alternatives 1 and 2 (having one deviator running hourly and two deviators running on two-hour headways,

respectively). People who preferred these alternatives did so because of either the frequency offered in Alternative 1 or the coverage provided by Alternative 2. Zero participants selected Alternative 3 (the hopper service) as their preferred alternative. Nine participants selected a preferred alternative for South Salem. five of these participants chose Alternative 2 (a longer deviator), one chose Alternative 3 (a deviator replacing parts of the current Route 8), while the remaining participant chose Alternative 1 (a short deviator running between Routes 8 and 1). People in South Salem were concerned about the inconvenience around having to call a center to make reservations, frequency of buses, and losing coverage in certain areas. Thirteen participants indicated a preferred alternative for Keizer. Alternative 3 (the long deviator) received the most votes (six), Alternative 2 received four (one deviator and one hopper), and Alternative 1 (two deviators) received three. Keizer participants seemed the most dispersed on the three alternatives, with some people concerned about the length of routes, the coverage, and the cost.



---

## Non-Rider Values

Paradigm Planning also spent time trying to collect information and values from residents who currently do not use transit in Salem and Keizer. Of those intercepted, 30% (29 out of 96) were non-riders (riding less than once per month) as well as 23% (70 out of 309) of online respondents. Of intercepted non-riders in the study areas, 86% (24 respondents) used their car as their main form of transportation, as did a majority of online non-riders (76%, 52 out of 69). The most important factor for why non-riders chose not to take Cherriots identified in the intercept survey was a matter of convenience; the bus did not come at a convenient time or didn't go where respondents needed to go (six out of 19). When respondents were asked what would make them use the Cherriots system, 69% said weekend service. Interestingly, looking at the data by study area, West Salem mentioned that weekend service was the

most important factor as well (40% of respondents), but in South Salem and Keizer most non-riders said nothing would make them ride Cherriots, 50% and 44% respectively. The initial online non-rider respondents most commonly said that weekend service would also make them ride Cherriots (46 out of 62 respondents). When asked what sort of trips respondents wished they could make using transit, online non-rider respondents indicated that they wished they could make both regularly and spontaneously scheduled trips using transit, namely commuting to work (47%) and leisure activities (64%). Intercepted non-riders demonstrated a greater preference for spontaneously scheduled trips, mainly running errands (48%).

# Findings & Themes

---

## Non-Rider Values

### *Minorities*

Hardly any minority respondents to the intercept and initial online surveys were non-riders, eight percent (two respondents) and 15% (12 respondents), respectively. Of intercepted non-riders one used their car as their primary mode of transportation, as did seven of those who responded online. Primary reasons for not using Cherriots included matters of convenience and lack of weekend service. Three main factors would contribute to minority non-riders using the Cherriots system: weekend service, increased frequency during commute times, and buses coming closer to where they live and/or where they need to go. Minority non-riders indicated that they would like to use the bus for commuting to work and non-commute trips such as running errands.

### *Seniors*

Fifty-nine percent of intercepted seniors (13 out of 22) and 33% of seniors who responded online (18 out of 55) were non-riders. Nearly all senior non-riders use their cars most often (92% intercepted and 94% online). Senior respondents indicated that they do not ride Cherriots primarily because of inconvenience due to the times it runs, that it does not run near them, or does not go where they need. Online senior respondents also indicated that they do not ride Cherriots because there is no weekend service. Thus, not surprisingly, when senior non-riders were asked what would make them want to use the Cherriots system, most answered that they would ride if the bus was more convenient, meaning that it ran closer to their home or went where they needed (42% intercepted and 33% online). Of senior non-riders who responded online, a majority (61%) said they would ride if there was weekend service. Half of intercepted senior non-riders said that nothing would make them ride Cherriots. If senior non-riders were to use Cherriots they would like to be able to take the bus to make non-commute trips, specifically running errands (58% intercepted and 50% online) and leisure activities (25% intercepted and 63% online).

# Conclusions & Evaluation

---

During the three-month community outreach efforts, Paradigm Planning was able to collect and analyze major values shared to them by the community. These values correspond directly with the success and usefulness of transit in Salem. Speaking to not only daily transit riders, but also with non-riders, seniors, minority residents, and transit operators, Paradigm Planning gathered extensive information about the likes and dislikes of the current Cherriots system and the proposed flexible transit system. Below are the final conclusion and evaluation points on Paradigm Planning's community outreach. This information and tools should inform future community outreach processes in regards to flexible transit service.

The purpose of this evaluation is to ensure that Paradigm Planning fulfilled the intended purpose for public engagement

as it is laid out in the Public Involvement Plan (PIP) and followed through in providing all of the opportunities for community input and feedback that had been promised initially.

Paradigm Planning stated that the purpose of public outreach was to ensure that all communities that might be affected by potential changes to the Cherriots system in Keizer, South Salem, and West Salem were educated about flexible service options and given the opportunity to provide feedback, respond to, and contribute to the prioritization of feasible transit alternatives. In order to determine whether Paradigm Planning fulfilled this purpose each public involvement technique originally proposed in the PIP will be evaluated for completion and utility in fulfilling Paradigm Planning's purpose of public outreach.

# Conclusions & Evaluation

---

## Rolling Roadshows

Rolling Roadshows were intended to spread the word about Capturing the Ride and connect with people living in the study areas and provide the opportunity to collect emails so that surveys could be distributed to people who were interested and inform them about upcoming events. Paradigm Planning did two days of Rolling Roadshows and they proved useful and effective. It was nice to be able to introduce the team and the project to the community before asking them for full participation. A common question during later public outreach events to Paradigm Planning team members was if riders on the buses had been consulted about the project. The rolling roadshow events clearly established credibility to residents who believed riders needed to be involved. Paradigm Planning was successful in gathering emails and those community members were continually kept up-to-date throughout the project.

## Community Meetings

The purpose of attending community meetings was to connect with engaged community members within the study areas who would likely be interested in the project and would help distribute information to neighborhood association members. Though time and scheduling constraints did not allow Paradigm Planning to attend all meetings within the study areas, one was attended in each study area. Attendees of these meetings were interested in our project and many provided emails in order to receive project updates. While engagement with such groups would likely be more effective when long-term relationships have been established, some people who learned about the project at these meetings continued to participate in outreach events throughout the project.

---

## Surveys

The purpose of the online and intercept surveys was to learn whether, how, and why study area residents (and people who live in Salem generally but travel to these areas) use or do not use the Cherriots transit system. The surveys were intended to help Paradigm Planning understand who is riding transit, what they like and/or do not like about the current transit system, what would make non-riders want to ride transit, and what barriers to transit exist for both current riders and non-riders. The results were meant to influence the existing conditions report, guide the structure of the workshops, and help determine final recommendations in terms of the communities' preferences and barriers.

Both of these surveys provided invaluable information that could not have otherwise been collected. The intercept surveys were especially useful when gathering qualitative information because Paradigm Planning team members could have full conversations with the participants. Results from the surveys guided the development of flexible transit options and final recommendations. Feedback through surveys at events and online proved so useful that they became a component in every subsequent public outreach event.

## Workshops

Paradigm Planning conducted a workshop in each of the study areas for the purpose of educating the communities about what flexible transit is, the trade-offs between it and fixed-route transit, and to get feedback that would guide the development of the alternatives presented at the Open House. The workshops were incredibly useful opportunities to educate the public. At the workshops and as part of general comments for the workshop survey, many of the participants expressed gratification that Paradigm Planning was taking the time to explain the concept of flexible transit and take community concerns into consideration before proposing alternatives.



# Conclusions & Evaluation

---

## Open House

Paradigm Planning held an Open House in order to help the communities understand the trade-offs between different flexible transit packages developed based on feedback from the workshops, and learn about their preferences in regards to these trade-offs to inform the final recommendations in each study area. The Open House was an extremely successful event. While Paradigm Planning initially imagined that the feedback from this event would more or less select the alternative that would be recommended for each study area. However, many of the survey respondents did not pick a preferred alternative or the results were split. Furthermore, not enough responses were gathered to be deemed representative of the larger community. This being the case, it was the discussions had during the Open House and the comments provided on the Open House survey that provided the most insight into what form of flexible service the communities would find preferable.

# Survey Language

---

## Initial Online Survey

Introduction: We are graduate students in urban planning and we are collecting information for our project, Capturing the Ride. Salem-Keizer Transit is examining transit alternatives in West Salem, South Salem, and Keizer because we believe current service is underperforming and that there are ways to improve the system for regular transit riders and potential new riders.

We have a short survey we were hoping you would be willing to take to tell us a bit about your experience with the bus system. The survey should take 5-10 minutes.

By taking this survey you will be entered in a raffle for a chance to win a \$50 Visa gift card and other prizes.

Would you be willing to answer a few questions about the Cherriots transit system?

First we will start by asking questions about your general use of the Cherriots bus system.

1. How often do you ride Cherriots?

- Daily
- At least once a week
- 1-3 times a month
- Less than once a month
- Never

### *Rider Questions*

2. What trips do you use Cherriots for? (Check all that apply)

- Commuting to work
- Getting to school
- Grocery shopping
- Running errands
- Leisure (movies, dinner, etc.)
- Other (please specify) \_\_\_\_\_

3. Are there other modes of transportation that you use other than Cherriots?

- Yes
- No

4. Other ways I get around include

- Car/Motorcycle
- Carpooling
- Taxi/paid ride service

# Survey Language

---

## Initial Online Survey

- CherryLift
- Bicycle
- Walk
- Other (please specify) \_\_\_\_\_

5. Why do you choose to ride Cherriots over other types of transportation? (Check all that apply)

- Cost
- Convenience
- Reliable
- No car
- Weather
- Subsidized by work or school
- Other (please specify) \_\_\_\_\_

6. In general, what matters most to you when you ride transit?

- Frequency
- Convenience (close to home/destinations)

- Reliability (bus runs on time)
- Clean buses
- Relative cost
- Safety
- Other (please specify) \_\_\_\_\_

7. How long are you willing to wait for a bus to arrive?

- 1-10 minutes
- 11-20 minutes
- 21-30 minutes
- More than 30 minutes

8. How long are you willing to walk to get to a bus stop?

- 1-5 minutes
- 6-10 minutes
- 11-15 minutes
- 16-20 minutes

---

• More than 20 minutes	• 6
	• 7
Now, we will ask you questions about your specific use of the Cherriots bus system	• 8
	• 9
9. Where do you start most trips (nearest intersection)? _____	• 11
	• 12
	• 13
10. Where do you end most trips (top 2 locations, nearest intersection)? First Location _____ Second Location _____	• 14
	• 15
	• 16
	• 17
11. Which bus routes do you regularly take? (Check all that apply)	• 18
• 1	• 19
• 2	• 20
• 3	• 21
• 4	• 22
• 5	• 23

# Survey Language

---

## Initial Online Survey

- 24
- 25
- 25CX

12. Do you typically make a transfer between buses?

- Yes
- No

13. Between what routes do you transfer?

\_\_\_\_\_

14. Do those bus routes work well for you or are there any improvements that could be made?

- They all work well for me
- There are some improvements that could be made

15. What would make your Cherriots trip better? Rank up to three.

(Note: For each option survey takers could rank that option as top priority, second priority, or third priority)

- Reliable service (buses run on time)
- More frequency during regular commute hours (7-9am and 4-6pm)
- More frequency during midday
- More frequency during the evening (after 7pm)
- Better infrastructure (sidewalk, pedestrian crossing, etc.)
- Route more convenient
- Weekend service
- Subsidized pass because I am a senior (60 years or older)
- Subsidized pass because I am a student (and over 18 years old)
- Is there anything else that would make your Cherriots trips better? \_\_\_\_\_

### *Non-Rider Questions*

16. What mode of transportation do you use most often?

- Car
- Carpool
- Taxi

- 
- Bike
  - Walk
  - Other (please specify) \_\_\_\_\_

17. Why don't you ride Cherriots? Rank up to three

(Note: For each option survey takers could rank that option as top priority, second priority, or third priority)

- Too expensive
- Unreliable bus service
- Doesn't come at convenient time
- Not near you
- Doesn't go where you need
- Physical barrier to stops (no sidewalk, major highway, etc. please specify below)
- No weekend service
- Too hard with kids in tow
- Other (please specify) \_\_\_\_\_

18. What would make you use the Cherriot system? (Check all that apply)

- Weekend service
- Bus was more reliable (bus runs on time)
- More frequency during commute time
- More frequency during midday
- More frequency during evening
- Better infrastructure (sidewalks, pedestrian crossings, etc.)
- Bus more convenient (closer to your home, goes where you need)
- Subsidized bus pass
- Technology that makes service reliable (i.e. GPS)
- Nothing I wouldn't use it
- Other (please specify) \_\_\_\_\_

19. Are there trips you wish you could make using transit? (Check all that apply)

- Commute to work
- Getting to school
- Grocery shopping



# Survey Language

---

## Initial Online Survey

- Running errands
- Leisure (going to the movies, out to dinner, etc.)
- Other (please specify) \_\_\_\_\_

20. How long are you willing to wait for a bus to arrive?

- 1-10 minutes
- 11-20 minutes
- 21-30 minutes
- More than 30 minutes

21. How long are you willing to walk to get to a bus stop?

- 1-5 minutes
- 6-10 minutes
- 11-15 minutes
- 16-20 minutes
- More than 20 minutes

22. Where do you start most trips (nearest intersection)?

\_\_\_\_\_

23. Where do you end most trips (top 2 locations, nearest intersection)?

Location #1 \_\_\_\_\_

Location #2 \_\_\_\_\_

*Questions for both riders and non-riders*

Now we will ask question about your access to technology in your everyday life.

24. How do you get information about Cherriots regarding schedule, route changes, etc. (Check all that apply)

- Cherriots Website
- Call Rider Info Number
- Mobile App
- Social Media
- Email Listserv

- 
- Other (please specify) \_\_\_\_\_

25. Do you have access to the internet and/or texting? (Check all that apply)

- Internet – at home
- Internet – at work
- Internet – phone
- Text – phone

26. Is there anything else you would like to tell us about your experience with the Cherriots bus system or other transportation choices?

\_\_\_\_\_

### *Demographics*

27. How old are you?

- 18 years or under
- 19 to 29 years
- 30 to 39 years

- 40 to 49 years
- 50 to 59 years
- 60+

28. What gender do you identify as?

- Male
- Female
- Prefer not to identify

29. What race/ethnicity do you identify as?

- White/Caucasian
- Black
- Asian
- Native Hawaiian/Pacific Islander
- American Indian/Alaskan Native
- Hispanic/Latino
- Prefer not to answer

# Survey Language

---

## Initial Online Survey

- Other \_\_\_\_\_

30. Do you identify as living in any of the following areas?

- West Salem
- South Salem (south of Madrona Ave)
- Keizer
- I do not live in those areas

31. Do you work in or regularly travel to any of the following areas? (Check all that apply)

- West Salem
- South Salem (south of Madrona Ave)
- Keizer
- I do not

32. Do you require Americans With Disabilities (ADA) services?

- Yes
- No

33. Please describe any issues you have with Cherriots bus system or what prevents you from using the current bus system.

\_\_\_\_\_

34. To be entered into the survey gift giveaway, please leave your email address below

Email Address: \_\_\_\_\_

35. Would you like to receive more information about Capturing the Ride or our upcoming events?

- Yes
- No

---

# Intercept Survey

1. How often do you ride Cherriots?

- Daily
- At least once a week
- 1-3 times a month
- Never

## *Rider Questions*

2. What trips do you use Cherriots for? (Check all that apply)

- Commuting to work
- Getting to school
- Grocery shopping
- Running errands
- Leisure (movies, dinner, etc.)
- Other (please specify) \_\_\_\_\_

3. Are there other modes of transportation that you use other than Cherriots?

- Yes
- No

4. Other ways I get around include

- Car/Motorcycle
- Carpooling
- Taxi/paid ride service
- CherryLift
- Bicycle
- Walk
- Other (please specify) \_\_\_\_\_

5. Why do you choose to ride Cherriots over other types of transportation? (Check all that apply)

- Cost
- Convenience
- Reliable
- No car
- Weather
- Subsidized by work or school
- Other (please specify) \_\_\_\_\_

# Survey Language

---

## Intercept Survey

- Now, we will ask you questions about your specific use of the Cherriots bus system • 9
6. Where do you start most trips (nearest intersection)? • 11
- \_\_\_\_\_ • 12
- 13
7. Where do you end most trips (top 2 locations, nearest intersection)? • 14
- First Location \_\_\_\_\_ • 15
- Second Location \_\_\_\_\_ • 16
- 17
8. Which bus routes do you regularly take? (Check all that apply) • 18
- 1 • 19
  - 2 • 20
  - 3 • 21
  - 4 • 22
  - 5 • 23
  - 6 • 24
  - 7 • 25
  - 8 • 25CX

---

9. Do you typically make a transfer between buses?

- Yes
- No

- Takes too long to reach destination
- Too expensive
- Difficult to find information
- Enter in other here \_\_\_\_\_

10. Between what routes do you transfer?

\_\_\_\_\_

11. Do those bus routes work well for you or are there any improvements that could be made?

- They all work well for me
- There are some improvements that could be made

13. How do you get information about Cherriots regarding schedule, route changes, etc. (Check all that apply)

- Cherriots Website
- Call Rider Info Number
- Mobile App
- Social Media
- Email Listserv
- Other (please specify) \_\_\_\_\_

12. What improvements? Check all that apply

- Doesn't run on weekends
- Not reliable (late or early)
- Infrequent
- Difficult to get to bus stop
- Doesn't go where I want

14. Would you consider using a reservation based shuttle system (similar to CherryLift) instead of a regular bus schedule?

- Yes
- No



# Survey Language

---

## Intercept Survey

I don't know what that is

15. If answer is yes or no, ask why or why not?

\_\_\_\_\_

### *Non-Rider Questions*

16. What mode of transportation do you use most often?

- Car
- Carpool
- Taxi
- Bike
- Walk
- Other (please specify) \_\_\_\_\_

17. Where do you start most trips (nearest intersection)?

\_\_\_\_\_

18. Where do you end most trips (top 2 locations, nearest intersection)?

Location #1 \_\_\_\_\_

Location #2 \_\_\_\_\_

19. Why don't you ride Cherriots? Rank up to three

- Too expensive
- Unreliable bus service
- Doesn't come at convenient time
- Not near you
- Doesn't go where you need
- Physical barrier to stops (no sidewalk, major highway, etc. please specify below)
- No weekend service
- Too hard with kids in tow
- Other (please specify) \_\_\_\_\_

20 What would make you use the Cherriot system? (Check all that apply)

- Weekend service

- 
- Bus was more reliable (bus runs on time)
  - More frequency during commute time
  - More frequency during midday
  - More frequency during evening
  - Better infrastructure (sidewalks, pedestrian crossings, etc.)
  - Bus more convenient (closer to your home, goes where you need)
  - Subsidized bus pass
  - Technology that makes service reliable (i.e. GPS)
  - Nothing I wouldn't use it
  - Other (please specify) \_\_\_\_\_

21. Are there trips you wish you could make using transit? (Check all that apply)

- Commute to work
- Getting to school
- Grocery shopping
- Running errands
- Leisure (going to the movies, out to dinner, etc.)

- Other (please specify) \_\_\_\_\_

#### *Demographics*

22. How old are you?

- 18 years or under
- 19 to 29 years
- 30 to 39 years
- 40 to 49 years
- 50 to 59 years
- 60+

23. What gender do you identify as?

- Male
- Female
- Prefer not to identify

# Survey Language

---

## Intercept Survey

24. What race/ethnicity do you identify as?

- White/Caucasian
- Black
- Asian
- Native Hawaiian/Pacific Islander
- American Indian/Alaskan Native
- Hispanic/Latino
- Prefer not to answer
- Other \_\_\_\_\_

25. Do you identify as living in any of the following areas?

- West Salem
- South Salem (south of Madrona Ave)
- Keizer
- I do not live in those areas

26. Do you work in or regularly travel to any of the following areas? (Check all that apply)

- West Salem
- South Salem (south of Madrona Ave)
- Keizer
- I do not

27. Do you have access to the internet and/or texting? (Check all that apply)

- Internet – at home
- Internet – at work
- Internet – phone
- Text – phone

28. Is there anything else you would like to tell us about your experience with the Cherriots bus system or other transportation choices?

\_\_\_\_\_

---

29. To be entered into the survey gift giveaway, please leave your email address below

Email Address: \_\_\_\_\_

30. Would you like to receive more information about Capturing the Ride or our upcoming events?

- Yes
- No

# Survey Language

---

## Spanish Online Survey

Hola,

Somos estudiantes de la Maestría de Planeación Urbana recopilando información para nuestro proyecto, Capturando el Viaje. Estamos trabajando con Cherriots para examinar alternativas de

tránsito en West Salem, South Salem, y Keizer porque creemos que el servicio actual está funcionando debajo de las expectativas. Pensamos que hay maneras de mejorar el sistema para los usuarios de transporte regulares y posibles nuevos usuarios.

Tenemos un corto cuestionario que esperamos usted esté dispuesto a llenar para decirnos un poco acerca de su experiencia con el sistema de autobuses. Toma de 5-7 minutos completarlo.

1. ¿Con qué frecuencia usa Cherriots? (Seleccione uno)

- Diariamente
- Por lo menos una vez por semana
- 1-3 veces al mes
- Menos de una vez al mes
- Nunca

*Riders*

2. ¿Para qué tipo de viaje utiliza usted Cherriots? (Seleccione todos los que apliquen)

- Para ir a trabajar
- Para ir a la escuela
- Para ir a la tienda
- Hacer mandados
- Pasear (ir al cine, salir a comer, etc.)
- Otro (por favor especifique) \_\_\_\_\_

3. ¿Hay algún otro modo de transporte que pueda usted usar en lugar de Cherriots?

- Sí
- No

4. ¿Qué modo usa usted?

- Carro
- Carpool
- Taxi/Servicio de paseo por pago

- CherryLift
- Bicicleta
- Caminar
- Otro (por favor especifique) \_\_\_\_\_

5. ¿Porqué elige usted utilizar Cherriots en lugar de otros tipos de transporte?  
(Seleccione todos los que apliquen)

- Costo
- Conveniencia
- Seguro
- No carro
- Clima
- Subsidiado por el trabajo ó la escuela
- Otro (por favor especifique)\_\_\_\_\_

6. ¿En dónde empieza usted la mayoría de sus viajes (El crucero más cercano)?

\_\_\_\_\_ & \_\_\_\_\_

7. ¿En dónde termina usted la mayoría de sus viajes (los dos lugares más frecuentes, El crucero más cercano)?

\_\_\_\_\_ & \_\_\_\_\_ y \_\_\_\_\_ & \_\_\_\_\_

8. ¿Cuáles rutas de autobuses toma usted regularmente?

- 1
- 2
- 3
- 5
- 6
- 7
- 8
- 9
- 11
- 12
- 13
- 14
- 15



# Survey Language

---

## Spanish Online Survey

- 16
- 17
- 18
- 19
- 20
- 21
- 22
- 23
- 24
- 25
- 25CX

9. ¿Trabajan bien para usted esas rutas de autobuses, ó hay algunas mejoras que se pudieran hacer?

- No hay servicio los domingos
- No es seguro (ej. No funciona a tiempo, frecuentemente tarde o temprano)
- Infrecuente
- Dificil llegar a la parada de autobuses (banquetas, crucero de peatones)

- No va a donde quiero
- Toma mucho tiempo llegar a mi destino
- Muy caro
- Dificil de encontrar información acerca de las líneas de autobuses
- Otro (por favor especifique)\_\_\_\_\_

10. ¿Cómo obtiene información acerca de Cherriots en cuanto a horarios, cambios de ruta... (Seleccione todos los que apliquen)

- Página Web de Cherriots
- Llama al número de información
- App en el móvil
- Red Social
- Correo electrónico de Listserve

### *Non-Rider Questions*

11 ¿Qué modo de transporte utiliza usted con más frecuencia?

(Seleccione uno)

- Carro
- Carpool
- Taxi/Servicio de paseo por pago
- CherryLift
- Bicicleta
- Caminar
- Otro (por favor especifique)\_\_\_\_\_

12. ¿En dónde empieza usted la mayoría de sus viajes (El crucero más cercano)?

\_\_\_\_\_ & \_\_\_\_\_

13. ¿En dónde termina usted la mayoría de sus viajes (los dos lugares más frecuentes, El crucero más cercano)?

\_\_\_\_\_ & \_\_\_\_\_ y \_\_\_\_\_ & \_\_\_\_\_

14. ¿Porqué no utiliza Cherriots? (Seleccione todos los que apliquen)

- Muy caro
- Servicio de autobuses no es seguro

- No pasa a una hora conveniente
- No está cerca
- No va a donde necesito
- Barreras físicas en las paradas (no hay banqueta, carretera principal, etc. Por favor especifique) \_\_\_\_\_
- Si tienen respuestas múltiples
- Otro (por favor especifique) \_\_\_\_\_

15. ¿Qué haría que usted utilizara el sistema Cherriots? (Seleccione todos los que apliquen)

- Servicio los fines de semana
- Que el autobús fuera más seguro (autobús pase a tiempo)
- Más frecuentes horas pico
- Más frecuentes mediodía
- Más frecuentes noches
- Mejor infraestructura (banquetas, cruce de peatones, etc.)
- El autobús más conveniente (más cercano a casa, va a donde necesite)
- Pase de autobús subsidiado

# Survey Language

---

## Spanish Online Survey

- Tecnología que haga el servicio seguro (ej. GPS)
- NADA, no lo usaría
- Otro (por favor especifique) \_\_\_\_\_

16. ¿Hay viajes que desearía hacer usando transporte? (Seleccione todos los que apliquen)

- Para ir a trabajar
- Para ir a la escuela
- Para ir a la tienda
- Hacer mandados
- Pasear (ir al cine, salir a comer, etc.)
- Otro (por favor especifique) \_\_\_\_\_

### *Demographics*

17. ¿Qué edad tiene usted?

- 18 años ó menos
- 19 a 29 años

- 30 a 39 años
- 40 a 49 años
- 50 a 59 años
- 60 +

18. ¿Con cuál género se identifica usted?

- Hombre
- Mujer
- Prefiero no decir

19. ¿Con cuál raza/etnia se identifica usted?

- Blanco/Caucásico
- Negro
- Asiático
- Nativo de Hawaii/Islas del Pacífico
- Nativo Indio Americano/Nativo de Alaska
- Hispano/Latino

- 
- Otro \_\_\_\_\_
  - Prefiero no responder

23. Por favor ponga su (e-mail) si le gustaría obtener actualizaciones de nuestro proyecto

Email Address: \_\_\_\_\_

20. ¿Identifica usted que vive, trabaja o vista en una de las siguientes áreas?

- West Salem
- South Salem (al Sur de Madrona Ave)
- Keizer

21. ¿Tiene usted acceso al Internet y enviar textos?

- Internet - en casa
- Internet - en el trabajo
- Internet - Teléfono
- Textos - Teléfono

22. ¿Hay algo más que quisiera decirnos acerca de el sistema Cherriot que no cubrimos hoy?

\_\_\_\_\_

# Survey Language

---

## Workshop Survey

1. Do you currently ride any of the following? (Check all that apply)

- Cherriots
- CherryLift
- RED Line
- None of the above

2. If you use CherryLift or RED Line, would the Deviator or Hopper be able to replace this service?

- Yes
- No, because \_\_\_\_\_

3. From what you learned about the workshop, which transit option would work best for you?

- Current Cherriots System
- The Deviator
- The Hopper
- CherryLift

4. What kind of trip would you use flexible transportation for most often?

- Work/School
- Appointments
- Errands
- Other \_\_\_\_\_

5. Referring back to the spectrum we discussed (also in your handout), what are the **two most important** characteristics for you and your bus use?

- Area covered
- Locations
- Schedule
- Planning Ahead
- Walk vs. Wait Time
- Size of Vehicle
- Cost

6. Why are these two characteristics important to you?

\_\_\_\_\_

---

7. Where do you usually travel to from home?

- Within your neighborhood
- To a different neighborhood
- Downtown

8. Would you rather pay a little bit more and have the bus come closer/directly to you or keep the same fare and walk to a collection point?

- I want the bus to come closer even if it would cost more
- I would rather walk a little ways than pay more
- No preference

9. Would you be willing to pay more per trip for improved service that better serves your needs?

- Yes
- No

10. How far ahead would you be willing to plan to use flexible transit?

- I would not be willing to plan ahead
- Up to 30 minutes
- 1 - 2 hours
- 24 hours
- 2 days

11. Would you prefer to:

- Transfer buses and arrive closer to your destination
- Not transfer buses and walk 5 to 15 minutes to your destination

12. What types of vehicles would you be willing to ride in? Check all that apply

- Bus
- Mini-bus
- Van
- Car



# Survey Language

---

## Workshop Survey

13. What are your general comments, considerations, feelings, concerns, or questions about what you learned today concerning ***The Deviator***.

---

14. What are your general comments, considerations, feelings, concerns, or questions about what you learned today concerning ***The Hopper***.

---

15. Are there any other general comments, considerations, feelings, concerns, or questions you have regarding what you learned today at this workshop?

---

---

# Workshop Online Survey

Currently, the two most common forms of bus transit found in the Salem-Keizer area are regular bus service and dial-a-ride service.

Cherriots is the regular bus service that everyone is familiar with. The bus follows the same route and makes the same stops each day. If you want to ride the bus, you can show up at the nearest stop and expect it to arrive at a scheduled time.

CherryLift is the dial-a-ride service currently provided by Salem-Keizer Transit. It is not as well known as the Cherriots service because it's restricted to seniors and people with disabilities. CherryLift buses are a lot like shared taxis, in that they will pick you up (and anyone else along the way) and take you anywhere you want to go in Salem or Keizer. There are no bus stops or schedules, instead you have to call in advance to make reservations.

Regular bus service works well in more urban areas with a high concentration of people and a gridded street network. Dial-a-ride is most often used as a complimentary service to a regular bus system, often specifically as a paratransit service (for seniors and people with disabilities). Dial-a-ride is more expensive to operate but works well for people with mobility issues by eliminating the need to walk to a stop or make transfers.

To better serve the needs of residents in low-density areas such as South Salem, Keizer, and West Salem, we believe that flexible public transportation options may be viable alternatives to traditional bus service.

Flexible transit combines features of regular buses with dial-a-ride service to create a customized system. The service is "flexible" in the sense that the bus route can be altered to best respond to the demand of the community on an as needed basis. There are many types of flexible transit with variations in the area they cover, where they pick-up/drop-off riders, what type of scheduling is used, the size of vehicles, and the cost of the system. Each flexible transit service is unique because there needs to be the right balance between efficiency and flexibility. There is not a single type of flexible transit service that would work in every community. The key to making flexible transit work is to cater a system for each community to help meet each of those community's needs.

Here are two examples of what this could look like:

## *The Deviator*

The Deviator is a form of flexible transit that is the most like regular bus service. The bus has a pre-determined route and scheduled stops much like a regular bus. The biggest difference is that it will go off of the normal street when needed or requested to pick people up and drop people off. The bus can deviate anywhere within the designated service area. Contacting a call center would be required to request a deviation, you can request drop-off destinations ahead of time or when you're on the bus. The "call in stop" markers in the picture below represent homes or designated collection points where people have requested a deviation. After a deviation to pick up or drop off a rider, the bus will return to its normal route. A deviator would always pick up and drop off at regular bus stops.

## *The Hopper*

The Hopper is a form of flexible transit that is more like dial-a-ride service (a shared taxi). The Hopper also has a zone for pickups and drop-offs much like a deviator, except in this case there is no regular bus route. The Hopper "hops" around the zone, picking people up from homes or designated bus stops. This service can be used to travel anywhere within the zone or to a bus transfer point in order to leave the zone by bus. Reservations may need more advanced notice than the deviator due to the greater flexibility of the route. Request to be dropped off may be made ahead of time or once on the bus.

# Survey Language

---

## Workshop Online Survey

Now that you have learned about these flexible transit options, please give us your feedback on how you think these systems could work for you.

1. Do you currently ride any of the following? (Check all that apply)

- Cherriots
- CherryLift
- RED Line
- None of the above

2. What kind(s) of trips would you use transit for most often?>

- Work/School
- Appointments
- Errands
- Other (please specify) \_\_\_\_\_

3. Where do you usually travel to from home?

- Within your neighborhood
- To a different neighborhood
- To downtown

4. Do you think it's more important that the bus make trips quickly and efficiently or that it be accessible to as many people in Salem and Keizer as possible?

- Make trips quickly and efficiently
- Be accessible to as many people as possible

5. Would you be willing to pay more per trip for improved service that better serves your needs?

- Yes
- No

6. Would you rather pay a little bit more and have the bus come closer/directly to you or keep the same fare and walk to a collection point?

- I want the bus to come closer even if it would cost more
- I would rather walk a little ways than pay more
- No preference

---

7. Flexible transit sometimes means that trips will take longer because of deviations and/or door-to-door service. Would you be OK with longer trip times if the bus picked you up and dropped you off closer to the start and end points of your trip?

- Yes, I would be OK with longer trip times if I'm picked up and dropped off close to my start and end points
- No, I want trip times to remain quick and efficient even if it means the bus can't pick me up and drop me off close to the start and end points of my trip

8. How far ahead would you be willing to plan to use flexible transit?

- I would not be willing to plan ahead
- At least 30 minutes
- 1 - 2 hours
- 24 hours
- 2 days

9. Often it takes less time for flexible transit to pick people up from collection points than from personal homes. This means pick-up windows at collection points would be smaller (i.e. your bus will come between 5:00 and 5:10).

Would you rather:

- Have the bus come to your home with a larger time window (30 minutes)

- Walk to a collection point with a smaller time window (10 minutes)

10. Would you prefer to:

- Transfer buses and arrive closer to your destination
- Not transfer buses and walk 5 to 15 minutes to your destination

11. What types of vehicles would you be willing to ride in? Check all that apply

- Bus
- Mini-bus
- Van
- Car

12. Which transit option would work best for you?

- Current Cherriots System
- The Deviator
- The Hopper
- CherryLift

# Survey Language

---

## Workshop Online Survey

13. If you use CherryLift or RED Line, would flexible transit be able to replace this service?

- Yes
- No
- I don't use these services

14. If you answered 'no' please explain why:

---

15. Do you live, work, or regularly travel to any of the following areas (check all that apply):

- Keizer
- West Salem
- South Salem (south of Madrona Street)

16. What are your general comments, considerations, feelings, concerns, or questions about what you learned today concerning flexible transit?

---

17. How old are you?

- 18 years or under
- 19 to 29 years
- 30 to 39 years
- 40 to 49 years
- 50 to 59 years
- 60+

18. What gender do you identify as?

- Male
- Female
- Prefer not to identify

19. What race/ethnicity do you identify as?

- White/Caucasian
- Black
- Asian

---

Native Hawaiian/Pacific Islander

American Indian/Alaskan Native

Hispanic/Latino

Prefer not to answer

Other \_\_\_\_\_

# Survey Language

---

## Open House Comment Card

1. Which study area would you like to comment on (please use one card per study area)?

- Keizer
- South Salem
- West Salem

2. Which of the three alternatives for this study area do you prefer?

- Alternative 1
- Alternative 2
- Alternative 3

3. What do you like most about this alternative?

---

4. What is your biggest concern regarding this alternative?

---

5. Which of the following are you willing to use to plan ahead? (Check all that apply)

- Call (talk to a live person)
- Automated Call
- Texting
- Smartphone App
- Online
- None

6. Do you have any other comments for us regarding the alternatives for this study area (use back of sheet for more space)?

---