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Technical Memorandum #3- Customer, Community and Stakeholder Preference Surveys

Date: December 22, 2008

Project #: 9455.04

To: Janet Wright, Columbia County

From: Kathryn Coffel, Paul Ryus, Conor Selmer, and Christopher Buckingham, Kittelson & Associates, Inc.

cc: Sherrin Coleman and Sonya Kazen, ODOT

This memo summarizes the results of three separate efforts, all designed to capture the attitudes and opinions of Columbia County residents. The Resident Survey was a random telephone survey of county residents and gathered overall opinions towards Columbia County Rider, transit needs, and dedicated transit funding issues. The Rider Survey was an on-board survey of existing transit riders to understand how the service is currently used, and opinions on the quality of service and future service needs. The Stakeholder Interviews were designed to talk directly to employers, agencies, schools, and other groups who have an interest in the provision of transit service.

The results of each of the efforts are summarized below. Detailed findings from each study are included as attachments.

RESIDENT SURVEY

Executive Summary

The primary purpose of this study was to determine the level of support the voting public would have toward the creation of a Special Transit District within Columbia County. This would be accomplished by putting a future measure to the voters and asking for funding through property taxes to help continue and/or expand public transportation within Columbia County. The timing of this survey was set to occur after the mailing of the 2008 property tax bills. Data were collected via a telephone survey between October 21st and November 3rd, prior to the Fall General Elections. This was considered to be prime timing to ask voters for their opinions regarding money measures. Due to the pre-election economy, other money measures on the November ballot, and tax statements in the voters' hands, this provided the best respondent sensitivity and awareness to public issues. Detailed findings can be found in Attachment A.

Funding a Transit District

- We asked the voters how they felt about funding a Special Transit District through property taxes at a rate of \$0.30 per \$1000.00 of assessed value. On a 0-10 scale, they rated this measure proposal at 5.3, slightly favoring the proposal. If we assumed those individuals who rated this proposal 0-2 on

the scale as opposed, and 8-10 scores as in favor, we see 31 percent would oppose the measure, 31 percent are undecided, and 38 percent would be in favor.

- In a secondary funding question, we asked voters if the measure were asking for half of the amount, or \$0.15 per \$1000.00 of assessed value, would their feelings about the measure change or remain the same. On a 0-10 scale the mean score changed to 6.1. This had an effect of changing the opposed to 24 percent, the undecided to 28 percent, and those in favor to 48 percent.
- The difference in change between the two proposals is approximately 10 percent. There is less of a change on the opposed. The opposed are less likely to change position with the amount of money the measure is asking. When asked why they would oppose or support the measure, three main issues that arise are the county's need for public transportation, a negative response to additional taxes, and requests for more information.
- Thirteen percent of the sample own businesses within Columbia County. When asked about an employer tax, the result was a 45 percent favorable rating and 55 percent opposed. There may have also been issues regarding the meaning of an "employer tax" per employee. Confusion may exist as to whether the tax would be assessed on the employer or the employee.
- The need for specific information within the measure is necessary for passage. The undecided voters concede that it will benefit the community as a whole, but they want to know exactly how the money is going to be used. How will it effect expansion, equipment needs, and fare structures.
- There is a prevailing sense of civic responsibility and a feeling that an investment in public transportation would benefit the health of the community as a whole.

Satisfaction with Public Transit

- Also surveyed was voter satisfaction with the current public transportation available in Columbia County. Ninety percent of the voters surveyed felt that they could rate, on a scale of 0-10, their satisfaction with public transportation in Columbia County. The average rating was 4.9 on the scale. Thirty-six percent rated public transportation a 7-10. However, the most common score response was "0" at 19.5 percent and 15.3 percent scored public transportation "5", a neutral score.

Public Transit Experience and Future Needs

- Twenty-one percent, (84 households) of the voters surveyed said that someone in their household had used public transportation at one time or another. Of the eighty-four households, twenty-one percent considered their household regular users of Columbia County public transportation. Comments collected during the survey reflected that the top reasons for their rating of current public transportation were unfamiliarity with the services currently provided, the need for more buses/stops/places serviced, and that the service currently provided is good.
- When voters were asked to rank public transportation services that the county is considering, the highest ranking response was increasing service for those who are elderly or disabled. The second highest ranking was adding new express bus routes to Portland, Beaverton, Longview and Astoria, and third highest ranking was supporting an on-line service for finding ride share partners for regular commutetrips.

- The following is the complete list of the services presented in the survey. They are arranged in order of mean score values.
 - o 7.9... increasing service for those who are elderly or disabled.
 - o 6.6... adding new express bus routes to Portland/Beaverton/Longview/Astoria.
 - o 6.5... an on-line service for finding ride share partners for regular commuter trips.
 - o 6.4... commuter rail to run on tracks between St. Helens and Portland.
 - o 6.2... adding new bus routes where service does not currently exist.
 - o 6.2... adding more frequent service within/between towns in Columbia County.
- There is interesting insight into public transportation funding support when we start to give specific service information to the voting public. The average mean scores on the same type of scales as the money measure tax questions are considerably higher in this set of questioning. It shows that as the voting public receives additional information as to use of funding, neutral voters in this survey have become more supportive of the idea of public funding.
- If public transportation was expanded in Columbia County, the likelihood of voter households using it in the future had a mean score of 5.2 on a scale of 0-10. This equates to 49 percent likely, 11 percent undecided, and 40 percent unlikely.

RIDER SURVEY

Executive Summary

The Rider Survey was designed to gather data from existing riders: who use the service, characteristics of their trip, and opinions of both service quality and the need for new services. The surveys were distributed on all fixed-route, Flex-Route, and Dial-a-Ride services. Because of the intrinsic differences between fixed-route and Dial-a-Ride services, the results are summarized for each of the service types. The Flex-Route service is considered with the Dial-a-Ride service because the responses and ridership more closely resemble the Dial-a-Ride profile. It should be recognized that these are the opinions of existing riders whose needs are at least minimally met by the existing service. It doesn't reflect those riders who would start riding if service were improved in some way. Detailed findings can be found in Attachment B.

St. Helens to Downtown Portland

- The fixed-route to downtown Portland is predominantly a commuter route serving workers and some students.
- Over 80% of the riders have a car available for the trip, with 66% of the riders driving to a park and ride to access the bus.
- Over one-third of the riders had been denied a ride at sometime due to the policy that does not allow standing passengers, indicating that a car may be a necessary backup in case the bus is full.

- Eighteen percent of the riders transfer to TriMet to complete their trip.
- Most riders pay with a monthly pass and find it easy to understand what fare to pay.
- Overall, customers are satisfied with the service, with all service attributes (on-time performance, cleanliness of the vehicles, value for the fare paid, conveniently located bus stops, and “gets me where I want to go”) having combined good or excellent scores of 80% or higher. The one area that fell short was frequency of service, with a combined good or excellent score of just 47%. Longer hours of service was the number one request for service improvements (33% of the mentions), along with 11% wanting more frequent service within the existing hours of service.
- The bus driver or on-board the vehicle was cited as the source of information for 41% of the riders; the Columbia County Rider website was next highest with 38% citing it as their source of information.
- The age and income distributions reflect the work commuter profile, with the majority of riders being between the ages of 35 and 65. It had the highest income of any of the services, with 37% having an annual income of \$75,000 or more.
- Overall satisfaction with Columbia County Rider services is very high with 91% stating they are somewhat or very satisfied.

St. Helens to PCC/Willow Creek

- The fixed-route to PCC Rock Creek and the Willow Creek Transit Center predominantly serves students, with 84% of the riders being students. This is supported by the age of the riders: 81% are under the age of 25. This is also the fixed-route with the lowest annual income: 43% had an income under \$15,000.
- Less than half of the riders have a car available for the trip. Thirty percent of the riders walked to the bus stop, 30% drove and parked, and 25% were dropped off at the stop. The remaining 15% used other means, mostly bicycles.
- Most riders pay with cash, although 38% ride frequently enough to use a monthly pass.
- Overall, customers are less satisfied with the service than riders of the other two fixed-routes. On-time performance had the lowest rating, with only 25% stating it was excellent. These riders had the lowest rating for conveniently located bus stops; with 45% rating it excellent and only 24% rating it good. Interestingly, the riders on this route gave the best rating for frequency, with 34% stating it was excellent. Most all other factors were in line with the other routes, receiving strong combined good or excellent scores of 80% or higher.
- Suggestions for service improvements included: longer hours of service both in the morning and evening times (15%); more frequent service throughout the day (15%); weekend service or weekend routes (12%); the arrival or departure times changed for their route (12%); and fare to not be increased, to be able to purchase tickets in bulk, or for the fare to be in even dollar increments (12%).
- These riders are the most web-oriented, with 45% getting their information from the website. Friends/relatives was the second most used source (34%). The students are the least likely to get information from the bus driver or on-board the vehicle (18%).

- Overall satisfaction with Columbia County Rider services is high with 86% stating they are somewhat or very satisfied.

Westport to Longview/Kelso

- The fixed-route from Westport to Longview/Kelso had no survey respondents who were traveling for work or school. Over half of the trips were “other” purposes, such as social service agency trips. The remaining trips were split between shopping and medical appointments.
- The primary method of getting to the stop was by walking (60%), despite 55% having a car available for the trip. Eighteen percent of the riders reported transferring to CUBS to complete their trip.
- Most of the riders are in the 50 to 65 years age group, and while not the lowest income group, no one reported an annual income over \$45,000.
- Most riders pay with cash (82%). The remaining riders reported paying using an “other” method, indicating there may be a subsidized fare provided to some riders. With no commuters using the service and an average of 12 days of service per month, no one paid with a monthly pass. These riders gave the highest rating of all routes, however, for value for the fare paid, with 73% rating it excellent.
- Overall, customers are satisfied with all aspects of the service except for service frequency, which received the highest poor rating of any of the routes or service attributes. Twenty-seven percent of the riders rated the frequency as somewhat poor. The most common request for service improvement was for longer hours of service and more frequent service.
- These riders are the least web-oriented, with no one getting their information from the website. Information sources were split between the bus driver/on-board the vehicle and a neighborhood center.
- Overall satisfaction with Columbia County Rider services is very high with 100% stating they are somewhat or very satisfied.

Flex-Route

- The Flex-Route serving St. Helens and Scappoose serves a variety of trip purposes, including medical trips (41%), work trips (30%) and shopping trips (23%). There were no school trips reported on Flex-Route during the survey period.
- Almost everyone paid with cash, and has no difficulty understanding what fare to pay. In addition, 90% of the riders rated the value for the fare paid as excellent.
- With over 70% excellent ratings on almost all service attributes, customers are very satisfied with their service. The lowest rating was for service frequency, indicating that customers would like to see buses come more often than every 90 minutes. Customers had very few suggestions for service improvements, the highest category of response being 16% stating they were grateful for the service.
- Very few riders get their information from the website. Information sources were split between the bus driver/on-board the vehicle and a neighborhood center.
- The riders are fairly well distributed over all age categories. The income levels are low, with 73% responding their annual income is less than \$15,000. This is perhaps why no one reported having a car available for their trip.

- Overall satisfaction with Columbia County Rider services is very high with 95% stating they are very satisfied.

Dial-a-Ride

Dial-a-Ride service is available throughout the county, with vehicles operating out of Clatskanie, Rainier, Vernonia, and St. Helens/Scappoose. The survey results are combined here into a single profile. Detailed results by area are found in Attachment B.

- Dial-a-Ride serves a variety of trip purposes, the most common of which is medical trips (approximately 40%). Work trips are common in some areas, along with shopping trips. A small percentage of the trips are for school.
- The majority of riders paid with cash, although a significant number said “other” indicating a subsidized fare may be provided to some riders. Although not as high as the Flex-Route, over two-thirds of riders rated the value for the fare paid as excellent. Only riders in Clatskanie indicated any level of difficulty in understanding what fare to pay (28% somewhat difficult).
- At least 60% of all riders gave an excellent rating for all service attributes. The Clatskanie service had a fairly consistent, albeit low, number of riders giving a somewhat poor rating for almost all service attributes which may warrant further investigation.
- These riders are the least web-oriented, with very few riders getting their information from the website. Information sources were split between the bus driver/on-board the vehicle and friends/relatives.
- Approximately one-third of the riders are age 65 or older, with the next largest category being 50-65 years old. Clatskanie is unusual in that it has no one in the 50-65 age group, but it instead has 37% of their riders in the 35-50 age group. The income levels are low, with over 85% responding their annual income is less than \$30,000. Correspondingly, only about 12% of riders reported having a car available for their trip.
- Overall satisfaction with Columbia County Rider services is very high, with the exception of Clatskanie service, where 32% gave a rating of somewhat or very dissatisfied.

STAKEHOLDER INTERVIEWS

Executive Summary

The Stakeholder Interviews were designed to get information regarding transit needs directly from stakeholders regarding current transportation needs, and support for a potential transit district and tax measure. The Stakeholder Survey summarizes the responses to a survey distributed to stakeholders in Columbia County, or through discussions at stakeholder meetings. The second section discusses results from a discussion with social service agencies through the Community Action Team. Detailed findings can be found in Attachment C.

Main Themes from the Stakeholder Survey

- The majority feel that it is a vital service for those who can't drive or are disabled. The majority also feel that the service is getting better and that the public needs to be made more aware that the service is provided and that it is user-friendly.
- Service needs identified were: weekend service to/from Portland transit centers, especially during big Columbia County events; connecting Clatskanie and Vernonia to St. Helens and then Portland; local weekend service within Columbia County; and service directly to high-tech employers in Hillsboro.
- Given limited funding, the top priorities given by respondents are: reduced rate fares for senior and low income citizens; medical trips for seniors and children; and increased routes and times for commuters.
- A majority of respondents would support the measure because they see it is needed for those without other means of transportation and that it is used by commuters getting to work. A minority would need to be convinced that it would help their people, or suggested people should pay for their own transportation.

Main Themes from the Community Action Team Meeting

- There is a need for North-South Connectivity for the County. The social service agencies are located in St. Helens, but many of their clients are in the north and do not have transit service to access the county services.
- There is a need for increased advertising about services already provided, particularly park-n-ride service, to gain support for additional proposed services.
- There is a need for discounted *monthly passes* for seniors, persons with disabilities and low income residents. The passes could be monitored and distributed by Community Action Team.

Attachment A

Resident Survey - Detailed Findings

STUDY METHODOLOGY

Between October 21 and November 3, 2008, four hundred eighteen surveys were conducted via random telephone calls to an updated voter registration list of Columbia County. Four hundred and five of the respondents indicated they were registered voters.

The sample was collected proportionate to the population of Columbia County voters by zip code and city. Approximately 3174 calls were made to reach 1255 residents, of which 418 participated in the study (33.39 Incidence).

This is a relatively normal incidence compared to other studies we have conducted. It was however a lower incidence than the last survey we conducted regarding county transportation in December of 2006. This was probably due to the timing of this survey to fall within tax season and just before the November elections.

It was determined to conduct this survey after property tax statements were mailed to county residents and finish surveying before November 4th election day. This would yield survey results from respondents with high top of mind knowledge of current property taxes and money measures being introduced this election season.

DETAILED FINDINGS

Q1. Am I speaking with a registered voter residing in Columbia County? (Base 418)

97%- Yes, registered voter residing in Columbia County (405)

3%- No, but residing in Columbia County (13)

Q2. How long have you lived in Columbia County? (Base 405)

20 years was the average voter response

Twenty-five percent of the voters interviewed had lived in the county five years or less and approximately 25 percent have lived in the county 30 or more years.

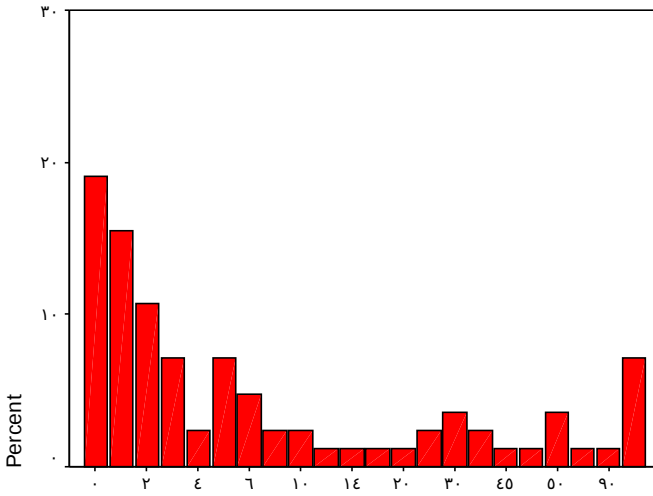
Q3. Have you or anyone in your household ever used public transportation in Columbia County? (Base 405)

21%- Yes (84)

79%- No

Q4. How many times?(PAST YEAR) The average response was 16.8 times.

(Base 84)



Q4. How many times?

Approximately 18 percent of 84 voter households had not used Columbia County public transportation in the past year but had used it in prior years. While seven percent of the 84 indicated they used it 100+ times in the past year.

Q5. Are they regular riders or do you/they just take a bus once in a while?

(Base 405)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	(1) Regular riders	18	4.4	21.4	21.4
	(2) Once in a while	60	14.8	71.4	92.9
	(3) Don't know/refused	6	1.5	7.1	100.0
	Total	84	20.7	100.0	
Missing	System	321	79.3		
Total		405	100.0		

Twenty-one percent of the 84 Rider households or a little more than four percent of the total voters sample consider their home regular users. The majority, seventy-one percent of the 84 Rider households or nearly 15 percent of the total voters sample say they use the Rider once in a while.

Q6. How many individuals make up your household?(Base 418)

17%- One 61%- Two 13%- Three 9%- Four +

Approximately 27 percent of the households in this survey have children under the age of 18. The majority of the households interviewed were made up of only two individuals (61%).

Q7. What best describes your household employment status? (Base 418)

67%- Employed

33%- Not employed

Q8. How many in your home work/go to school inside Columbia County or outside Columbia County? (Base 405)

QA - Work or go to school inside or outside Columbia County?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Work inside the county	18	20.7	20.7	20.7
Work outside the county	9	22.2	22.2	42.9
Work both in & outside county	10	24.7	24.7	67.6
Unemployed or retired	13	32.1	32.1	99.7
Refused	1	.2	.2	100.0
Total	40	100.0	100.0	

Q9. What is your household's normal means of transportation for getting around Columbia County? (CHECK ALL THAT APPLY) (Base 418)

93%- Own vehicle

11%- Walk

5%- Bicycle

5%- Friends/Relatives

5%- Car or Van Pool

3%- Columbia County Rider bus

2%- School bus

1%- Motorcycle/ Scooter

0.7%- Other (SPECIFY) Business vehicles & Golf cart

0.5%- Columbia County Rider Dial-a-Ride

Q10. (IF Q7=1 or 2) What form of transportation do you use most often to go to work? (Base 274)

90%- Own Vehicle Drive alone

11%- Car or Van Pool

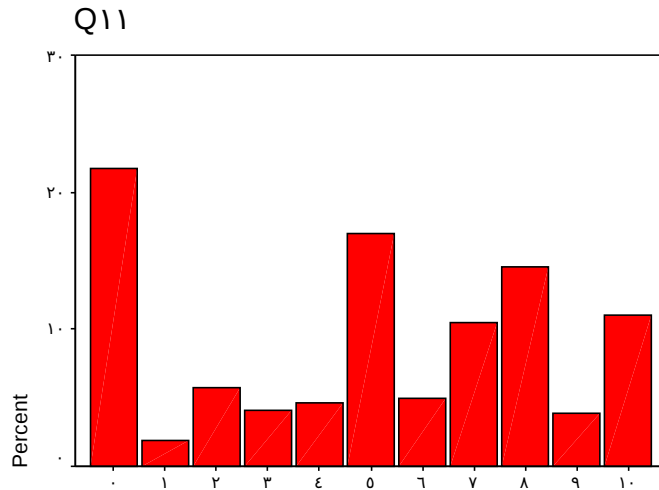
- 3%- Bicycle
- 3%- Walk
- 2%- Other(SPECIFY) Businessvehicles& work at home
- 2%- ColumbiaCountyRiderbusonly
- 1%- ColumbiaCountyRiderbusandcar
- 1%- Friends/Relatives
- 1%- Motorcycle/ Scooter

Q11. How satisfied would you say you are with the current public transportation available in Columbia County? Please rate on a scale of 0 to 10 with a zero meaning not at all satisfied and a 10 meaning totally satisfied.

Q11

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
0	79	19.0	21.7	21.7
1	7	1.7	1.9	23.6
2	21	5.2	5.8	29.4
3	10	2.5	2.1	31.5
4	17	4.2	3.7	35.2
5	72	17.7	17.0	52.2
6	18	4.5	3.9	56.1
7	38	9.5	10.4	66.5
8	53	13.1	14.7	81.2
9	14	3.5	3.8	85.0
10	40	9.9	11.0	96.0
Total	374	89.9	100.0	
Missing System	41	10.1		
Total	415	100.0		

Above is a table showing voter rating of satisfaction with the current public transportation available in Columbia County. The average rating was 4.9 on the scale. The most common score response was "0" at 19.5 percent and 15.3 percent scored public transportation "5" a neutral score. What is new, is more than 36 percent scored transportation a "7-10". Compared to two years ago this is an improvement, when the majority did not know public transportation existed within Columbia County without aided awareness.



Q11 - Response --1-

Q11a. COMMENTS (Base 210)

Fifty-two percent of the respondents made comments as to why they rated current public transportation as they did in Columbia County. The following is a recap of the type of responses given. A complete list of the open-ended responses by city is included in the appendix.

- 30% - Unfamiliar with the services provided
- 21% - Need more buses/stops/places service is available
- 20% - The service provided currently is good
- 9% - Public transportation in the county needs more promotion
- 4% - Never use the service
- 4% - Need more hours or days of accessible service
- 4% - Service usability is low or inconvenient
- 3% - This is a needed service in the county
- 12% - Misc. other individual responses

The primary purpose of the study was to determine the level of support the voting public would have toward the creation of a Special Transit District within Columbia County. This would be accomplished by putting a future measure to the voters and asking for funding through property taxes to help continue and/or expand public transportation within Columbia County.

Q12. Currently, Columbia County doesn't have a dedicated local funding source to pay for Transit services. The current bus service is funded through transportation grants and community contributions and rider fares. In an upcoming election, there may be a measure which will ask voters to approve a special district dedicated tax to help expand transit service in addition to the

current funding. If the cost to property owners is 30 cents per \$1000 of assessed value (\$30 for property valued at \$100,000), how likely would you be to vote in favor of a Measure on a scale of 0 to 10 with 0 = strongly oppose and 10 = strongly favor? (Base 386)

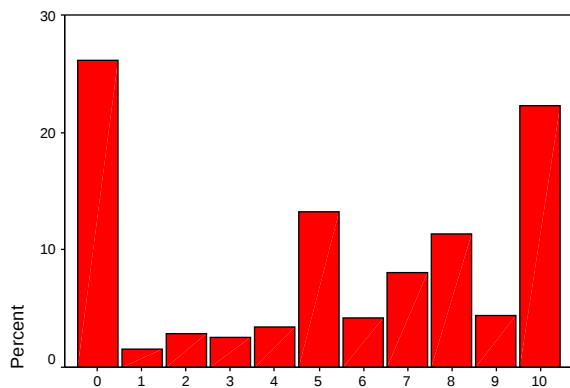
The average score given on the measure proposal was 5.3, meaning there is a slight trend for voters to favor this measure. The following table delineates the responses within the 0 to 10 scale. Clearly there are more 0=Strongly opposed responses versus 10=strongly favor, but it is also visible in the following bar chart that respondents using the entire scale lean toward favoring this measure if it were introduced in the future.

By grouping responses 0-2 as opposed and 8-10 as in favor we see 31 percent of our study oppose the measure, 31 percent are neutral and 38 percent would be in favor.

Q12

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
0	101	26.2	26.2	26.2
1	7	1.8	1.7	27.9
2	11	2.8	2.8	30.7
3	10	2.6	2.6	33.3
4	13	3.4	3.4	36.7
5	13	3.4	3.4	40.1
6	17	4.4	4.1	44.2
7	31	7.9	8.0	52.2
8	44	11.4	11.4	63.6
9	17	4.4	4.4	68.0
10	27	6.9	6.9	74.9
Total	386	100.0	100.0	
Missing	System	19	4.9	
Total		405		

Q12



Q12 - Response 0-10

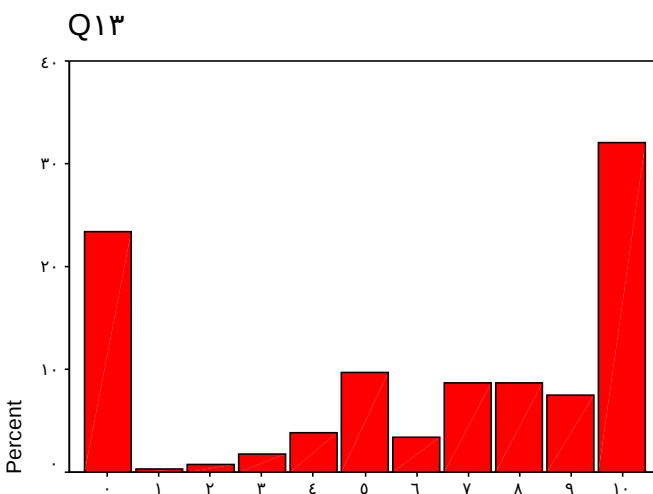
Q13. If it were half that amount (15 cents per \$1000) would your answer be the same or different on the same 0 to 10 scale?

The average score given on the measure proposal at one half the cost proposed in the previous question to the tax payer was 6.1, meaning this increases the trend for voters to favor the measure. The following table delineates the responses within the 0 to 10 scale. Clearly there are less 0=Strongly opposed responses versus 10=strongly favor, and it is even more visible in the following bar chart that respondents using the entire scale lean toward favoring this change in the measure if it were introduced in the future.

By grouping responses 0-2 as opposed and 8-10 as in favor we see 24 percent of our study oppose the measure, 28 percent are neutral and 48 percent would be in favor.

Q13

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
0	91	22.0	22.3	22.3
1	1	.2	.3	22.6
2	3	.7	.8	23.4
3	7	1.7	1.8	25.2
4	10	3.7	3.8	29.0
5	38	9.4	9.7	38.7
6	13	3.2	3.3	42.0
7	34	8.4	8.7	50.7
8	34	8.4	8.7	59.4
9	29	7.2	7.4	66.8
10	120	30.9	32.1	98.9
Total	390	97.3	100.0	
Missing System	10	2.7		
Total	400	100.0		



Q13 - Response --1-

The difference in change between the two proposals is approximately 10 percent. There is less of a change on the opposed. The opposed are less likely to change position with the amount of money the measure is asking.

Q14. Why would you favor/oppose the measure? (Base 376)

- 45%- Public transportation is a needed service
- 21%- Don't want additional taxes
- 10%- Public transportation is good for the county
- 8%- I support public transportation because I use it
- 8%- I need more information (undecided)
- 6%- I oppose it because I wouldn't use it
- 3%- Public transportation should be self supporting
- 1%- I am unaware of public transportation in the county
- 10%- Other responses misc.

Ninety-three percent of the voters interviewed responded to why they would favor or oppose the measure. Most of the reason in favor is a general recognition of the need into the future. The major opposition is to more taxes. Spun through out the responses is the need for more information and clearing up of misconceptions, promotion and education as to the current situation of funding and operation. Verbatim responses can be found in the appendix.

Q15. Given the current changes in the economy, what recommendations would you give to the county transportation committee? (Base 214)

- 27%- Expand the service
- 15%- Public transportation is good or needed
- 11%- Maintain or lower the fares if possible
- 9%- Promotion is needed
- 7%- More forward with plans & don't give up
- 6%- Make do with the current money
- 6%- Get better equipment/efficient or use new fuels
- 5%- Public transportation is fine as is
- 5%- Raise fares or be fare driven

- 5% - No new taxes
- 5% - Find other money, grant setc.
- 4% - More study needed
- 3% - Need this measure and tax
- 3% - Need rail or MAX
- 3% - Don't use or have opinion
- 3% - Misc. other comments

Fewer individuals responded to this question, but the list above generalizes the responses by topic and percentage of frequency. Verbatim responses to Q15 can be found in the appendix.

Q16. I'm going to read you a list of public transportation services that Columbia County is considering. Please tell me which of these you would be willing to support through public funding, whether or not you would ever use it. Please rate on a scale of 0 to 10 with a zero meaning no support at all and a 10 meaning you totally support. Would you support...

The following is a list of the services presented in the survey. They are arranged in order of mean score values.

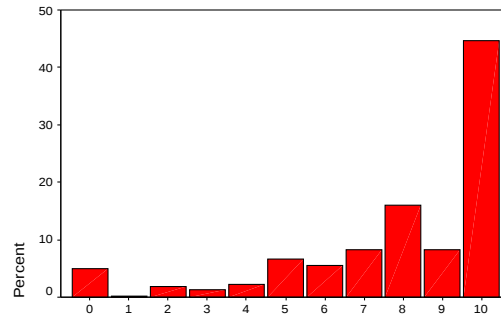
- 7.9... increasing service for those who are elderly or disabled.
- 6.6... adding new express bus routes to Portland/Beaverton/Longview/Astoria.
- 6.5... an on-line service for finding ride share partners for regular commuter trips.
- 6.4... commuter rail to run on tracks between St. Helens and Portland.
- 6.2... adding new bus routes where service does not currently exist.
- 6.2... adding more frequent service within/between towns in Columbia County.

This line of questioning has yielded two main pieces of information; a hierarchy of the service needs based on voter top of mind support and interesting insight into public transportation funding support when we start to give specific service information to the respondents. The average mean scores of these questions on the same type of scales as the measure tax questions are considerably higher in this set of questioning. It shows that as the voting public receives added information as to use of funding, neutral voters in this survey have become more supportive of public funding. The following are the corresponding tables and bar charts.

Q16 - ...increasing bus service for those who are elderly or disabled.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
0	2	4.9	0.0	0.0
1	1	.2	.2	0.2
2	7	1.7	1.8	2.0
3	0	1.2	1.2	3.2
4	9	2.2	2.2	5.4
5	26	7.4	7.0	12.8
6	22	0.4	0.0	13.2
7	33	8.1	8.2	21.4
8	74	10.8	17.1	38.5
9	33	8.1	8.2	46.7
10	178	44.0	44.7	100.0
Total	398	98.3	100.0	
Missing System	7	1.7		
Total	405	100.0		

Q16 - ...increasing bus service for those who a

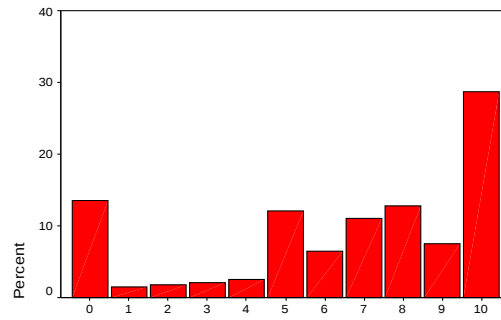


Q16 - ...increasing bus service for those who are elderly or disabl

Q16 - ...adding new express bus routes to Portland/Beaverton/Longview/Astoria.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
0	54	13.3	13.6	13.6
1	6	1.5	1.5	15.1
2	7	1.7	1.8	16.8
3	8	2.0	2.0	18.8
4	10	2.5	2.5	21.4
5	48	11.9	12.1	33.4
6	26	6.4	6.5	39.9
7	44	10.9	11.1	51.0
8	51	12.6	12.8	63.8
9	30	7.4	7.5	71.4
10	114	28.1	28.6	100.0
Total	398	98.3	100.0	
Missing System	7	1.7		
Total	405	100.0		

Q16 - ...adding new express bus routes to Port

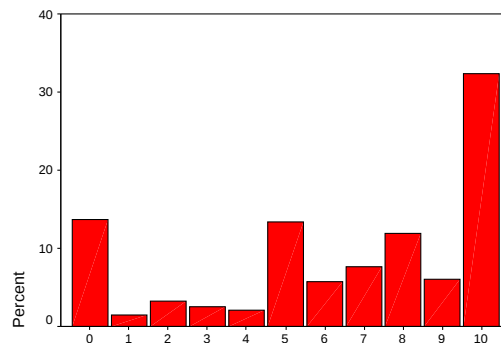


Q16 - ...adding new express bus routes to Portland/Beaverton/Lo

Q16 - ...an on-line service to help find ride share partners for regular commute trips.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
0	54	13.3	13.6	13.6
1	6	1.5	1.5	15.2
2	13	3.2	3.3	18.4
3	10	2.5	2.5	21.0
4	8	2.0	2.0	23.0
5	53	13.1	13.4	36.4
6	23	5.7	5.8	42.2
7	30	7.4	7.6	49.7
8	47	11.6	11.9	61.6
9	24	5.9	6.1	67.7
10	128	31.6	32.3	100.0
Total	396	97.8	100.0	
Missing System	9	2.2		
Total	405	100.0		

Q16 - ...an on-line service to help find ride shar

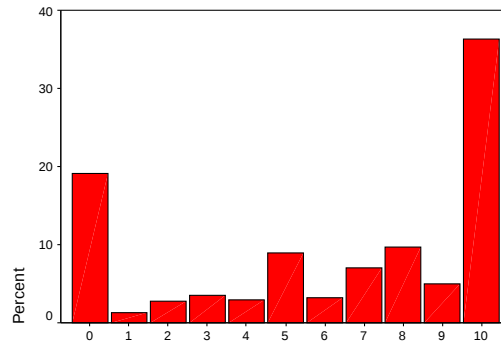


Q16 - ...an on-line service to help find ride share partners for reg

Q16 - ...commuter rail to run on tracks between St. Helens and Portland.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	76	18.8	19.0	19.0
1	5	1.2	1.3	20.3
2	11	2.7	2.8	23.1
3	14	3.5	3.5	26.6
4	12	3.0	3.0	29.6
5	36	8.9	9.0	38.6
6	13	3.2	3.3	41.9
7	28	6.9	7.0	48.9
8	39	9.6	9.8	58.6
9	20	4.9	5.0	63.7
10	145	35.8	36.3	100.0
Total	399	98.5	100.0	
Missing System	6	1.5		
Total	405	100.0		

Q16 - ...commuter rail to run on tracks between St. Helens and Portland.

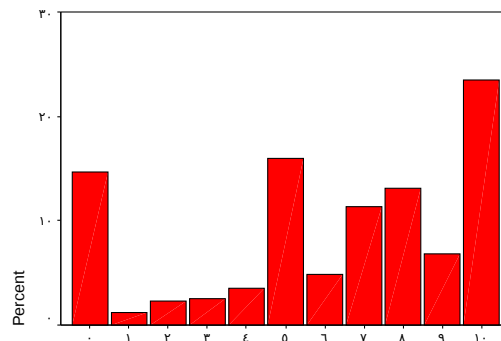


Q16 - ...commuter rail to run on tracks between St. Helens and Portland.

Q17 - ...adding new bus routes within the County where service does not currently exist.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	0	0.0	0.0	0.0
1	0	0.0	0.0	0.0
2	9	2.2	2.2	2.2
3	10	2.0	2.0	4.2
4	14	3.0	3.0	7.2
5	73	10.7	10.9	17.9
6	19	4.7	4.8	22.7
7	40	11.1	11.4	34.1
8	02	1.2	1.2	35.3
9	27	7.7	7.8	43.1
10	93	23.0	23.0	66.1
Total	390	97.0	100.0	
Missing System	10	2.0		
Total	400	100.0		

Q17 - ...adding new bus routes within the County where service does not currently exist.

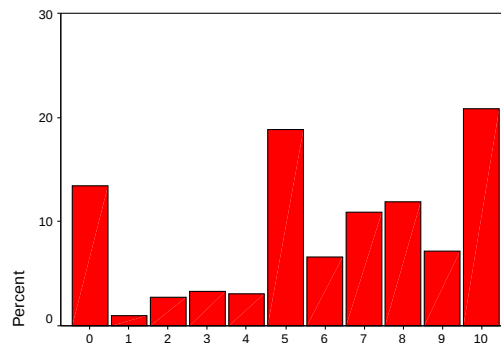


Q17 - ...adding new bus routes within the County where service does not currently exist.

Q16 - ...adding more frequent bus service within and between towns in Columbia County.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	53	13.1	13.5	13.5
1	4	1.0	1.0	14.5
2	11	2.7	2.8	17.3
3	13	3.2	3.3	20.6
4	12	3.0	3.1	23.7
5	74	18.3	18.8	42.5
6	26	6.4	6.6	49.1
7	43	10.6	10.9	60.1
8	47	11.6	12.0	72.0
9	28	6.9	7.1	79.1
10	82	20.2	20.9	100.0
Total	393	97.0	100.0	
Missing System	12	3.0		
Total	405	100.0		

Q16 - ...adding more frequent bus service within and between towns in Columbia County.



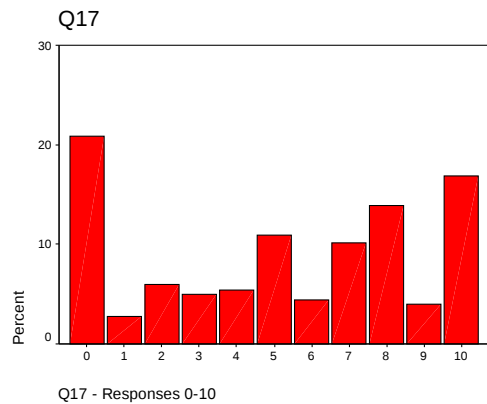
Q16 - ...adding more frequent bus service within and between towns in Columbia County.

Q17. If public transportation in Columbia County was expanded, how likely would your household be to use it in the future?

The meanscore on this question was 5.2 on the scale of 0 to 10. Below is the corresponding table and bar chart.

Q17

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
0	18	20.7	20.8	20.8
1	11	12.4	12.4	33.2
2	24	26.9	26.9	60.1
3	20	22.5	22.5	82.6
4	22	24.5	24.5	107.1
5	44	48.9	48.9	156.0
6	18	20.0	20.0	176.0
7	18	20.0	20.0	196.0
8	41	45.3	45.3	241.3
9	57	62.7	62.7	304.0
10	78	86.1	86.1	382.1
Total	80.8	89.8	100.0	
Missing System	1	.2		
Total	81.8	100.0		



Q18. Which of the following best describes where you live?

Q18 - Q18. Which of the following best describes where you live? Is it (READ 1-2)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid (1) Within City Limits (Scappoose, St Helens, Columbia City,	198	48.9	48.9	48.9
(2) Farm or Rural (Warren, Deer Island, Mist Etc.)	206	50.9	50.9	99.8
(3) Don't know/refused	1	.2	.2	100.0
Total	405	100.0	100.0	

Q19. Do you own a business in Columbia County?

Q19 - Q19. Do you own a business in Columbia County?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	03	13.1	13.1	13.1
No	352	86.9	86.9	100.0
Total	355	100.0	100.0	

Q19a. How might public transportation help local businesses?

Verbatim responses to 19A can be found in the appendix.

Q19b. Some counties have an employer tax per employee to support public transit needs. Would you support this in Columbia County?

19B - Q19b. Some counties have an employer tax per employee to support public transit needs. Would you support this in Columbia County?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	24	5.9	45.3	45.3
No	29	7.2	54.7	100.0
Total	53	13.1	100.0	
Missing System	352	86.9		
Total	405	100.0		

Q19c. Why or why not? _____

Verbatim responses to 19C can be found in the appendix.

Q20. In what range does your age fall...

Q20 - Q20. In what range does your age fall...

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18-24	15	3.7	3.7	3.7
25-34	34	8.4	8.4	12.1
35-49	92	22.7	22.7	34.8
50-65	161	39.8	39.8	74.6
Over 65	101	24.9	24.9	99.5
Refused	2	.5	.5	100.0
Total	405	100.0	100.0	

Q21. Was your combined household income in 2007...

Q21 - Q21. Which range describes your yearly household income...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than \$10,000	33	8.1	8.1	8.1
	\$10,000 to under \$20,000	39	9.7	9.7	17.8
	\$20,000 to under \$30,000	74	18.5	18.5	36.3
	\$30,000 to under \$40,000	71	17.8	17.8	54.1
	\$40,000 to under \$50,000	48	12.1	12.1	66.2
	Or \$50,000 or more	100	25.4	25.4	91.6
	Refused	0	0.0	0.0	91.6
	Total	265	100.0	100.0	

Q22. Do you rent or own your home?

Q22 - Q22. Do you rent or own your home?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rent	54	13.3	13.3	13.3
	Own	347	85.7	85.7	99.0
	Refused	4	1.0	1.0	100.0
	Total	405	100.0	100.0	

Q23. Record gender

The gender participation of the survey is typical of prior surveys into the county with a 60 / 40 split favoring females.

Q23 - Q23. Record gender **DO NOT ASK UNLESS ABSOLUTELY NECESSARY**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	153	37.8	37.8	37.8
	Female	252	62.2	62.2	100.0
	Total	405	100.0	100.0	

Q24. ADDITIONAL RESPONDENT COMMENTS

47%- Public transportation is good or needed

- 17%- Expand the service
- 16%- More forward with plans & don't give up
- 12%- Promotion is needed
- 11%- No new taxes
- 10%- More study needed
- 9%- Raise fares or be fare driven
- 6%- Don't use or have opinion
- 3%- Maintain or lower the fares if possible
- 3%- Find other money, grant etc.
- 2%- Need this measure and tax
- 1%- Public transportation is fine as is

This is a summary of the final comments respondents were allowed to make at the end of the survey. To read through the actual comments please see Q24 in the Open ended questions appendix.

Attachment B

Rider Survey - Detailed Findings

STUDY METHODOLOGY

Surveys on fixed-route buses were distributed on southbound bus trips to Portland throughout the day on two midweek days in October 2008; and on eastbound trips on U.S. 30 for two days in early November. Bus operators were instructed to hand out surveys to each boarding passenger. Large print surveys were available upon request for visually impaired passengers. Each trip had a unique envelope for distribution and collection of surveys. Passengers also had the option to complete the surveys later and then return them in the mail. Postage was paid by Kittelson & Associates, Inc.. Boxes of pencils were provided on each bus for passenger use.

The same implementation process was used for Flex-Route and Dial-a-Ride service except that bus operators distributed surveys to all passengers on all trips, regardless of direction. Flex-route surveys were conducted on the same mid-week day as the fixed-route surveys. The Dial-a-Ride surveys were distributed on all trips between Tuesday and Friday of the same week.

There were a total of 239 surveys returned; 123 from St. Helens to Downtown Portland, 21 from St. Helens to PCC and Willow Creek, 7 from Westport/Clatskanie to Rainer and Longview/Kelso, 45 from St. Helens Dial-a-Ride, 16 from Rainer Dial-a-Ride, 8 from Clatskanie Dial-a-Ride, and 19 from Flex-Route. It should be noted that there were no surveys collected from the Vernonia Dial-a-Ride. The survey data were weighted based on the number of surveys from each route and the number of riders on the days the surveys were distributed.

TOTAL ROUTE RESPONSES

The following tables show the origins and destinations summarized for all responses on all of the routes.

Question 2/4-Where did your bus trip originate? What is your bus trip destination?

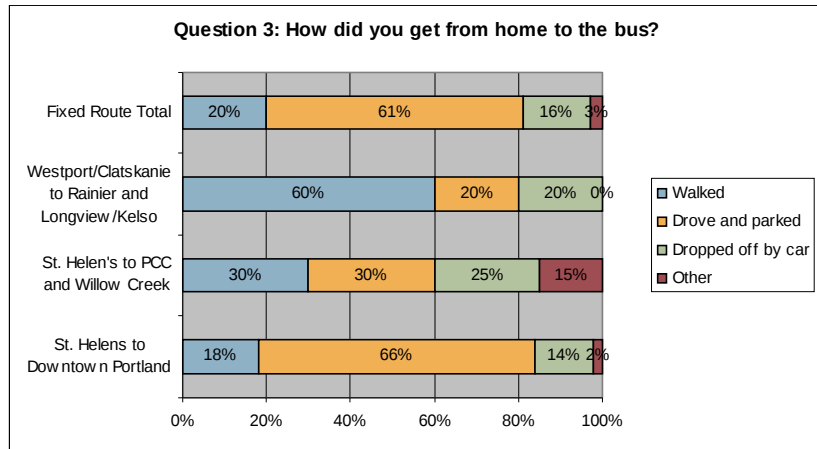
The location in the left hand column is the home end of their trip. The locations along the top are the destinations.

RouteName	Columbia City	Longview	Other	PCC Rock Creek	Portland: Downtown	Scappoose	St. Helens	Warren	Willow Creek TC	Clatskanie	Rainier	Kelso	Grand Total
Clatskanie Total	0%	33%	0%	0%	0%	17%	0%	0%	0%	33%	17%	0%	100%
Columbia City Total	10%	0%	0%	0%	69%	0%	21%	0%	0%	0%	0%	0%	100%
Other Total	0%	53%	0%	0%	27%	20%	0%	0%	0%	0%	0%	0%	100%
PCC Rock Creek Total	0%	0%	0%	0%	0%	0%	100%	0%	0%	0%	0%	0%	100%
Portland: Downtown Total	0%	0%	0%	0%	33%	0%	67%	0%	0%	0%	0%	0%	100%
Rainier Total	0%	39%	0%	0%	0%	19%	10%	0%	0%	10%	10%	13%	100%
Scappoose Total	0%	0%	1%	8%	70%	11%	10%	0%	0%	0%	0%	0%	100%
St. Helens Total	0%	0%	2%	7%	47%	6%	32%	2%	2%	1%	0%	0%	100%
Warren Total	0%	0%	0%	0%	92%	8%	0%	0%	0%	0%	0%	0%	100%
Longview Total	0%	100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	100%
Grand Total	0%	5%	2%	6%	50%	9%	23%	1%	1%	2%	1%	1%	100%

FIXED-ROUTE RESPONSES

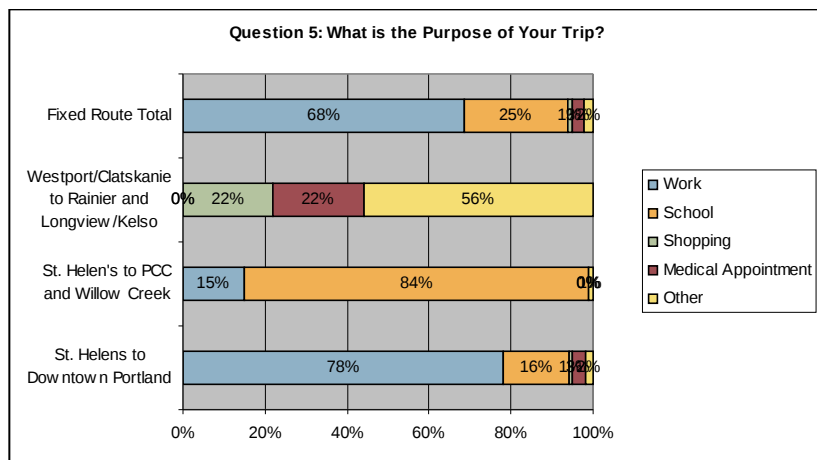
Question 3- How did you get from home to the bus today?

Access to the bus varied by route. The Westport to Kelso route is primarily walk access (60% walk) while the St. Helen to downtown Portland is 66% park and ride. St. Helen to PCC is fairly evenly split, including 15% Other (mostly bike).



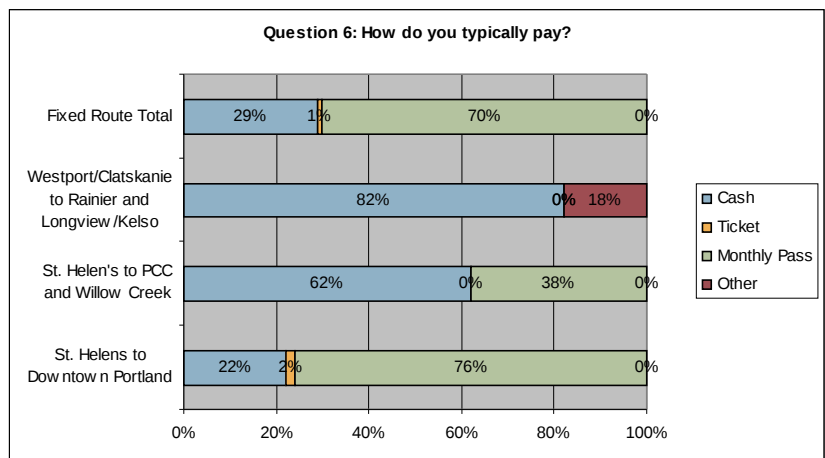
Question 5- What is the purpose of your trip?

The primary trip purpose varies by route. For downtown Portland, 78% of those surveyed were making a work trip. The PCC route is serving the student market, with 84% of those surveyed on the route making a school trip. The Longview/Kelso route shows no one making work or school trips, mostly likely because the route runs limited hours and days.



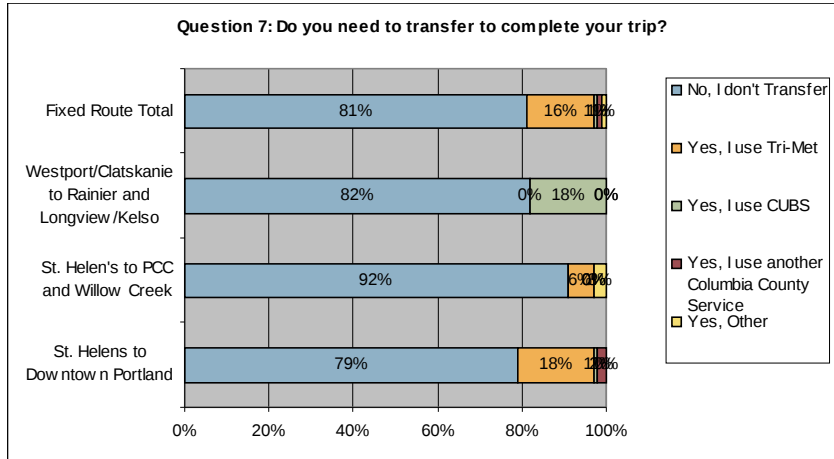
Question 6- How do you typically pay your fare when riding the Columbia County Riders service?

The commuter market to downtown Portland route has 76% paying with a monthly pass, while the student market on the PCC route has 38% pass riders. The Longview/Kelso route is almost all cash (82%) reflecting the lack of daily work and school commuters.



Question 7-Do you need a transfer to complete your trip?

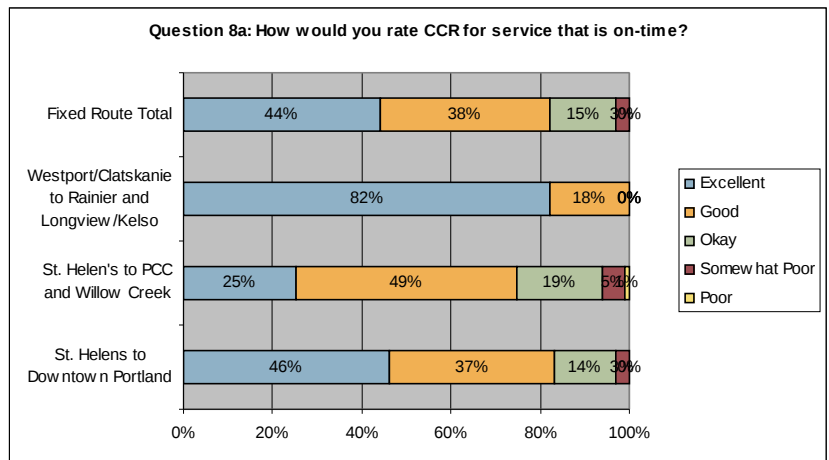
Overall, 81% of those surveyed responded they don't transfer, which was fairly consistent overall routes. Of the downtown Portland riders, 18% transfer to TriMet. The Longview/Kelso route saw the same number of transfers to CUBS (18%).



Question 8-How would you rate the Columbia County Riders service for these criteria?

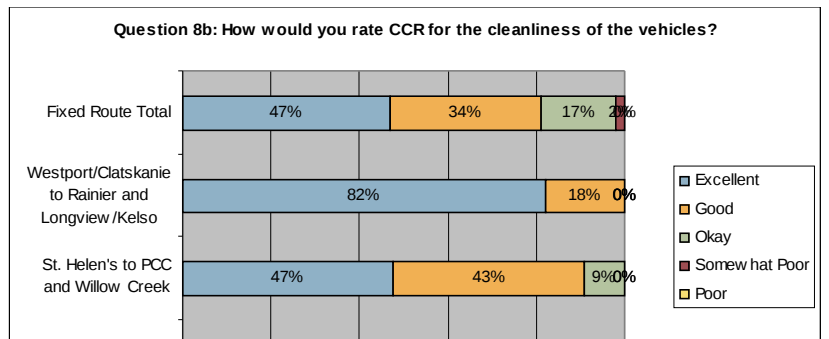
A. Service that is on-time

Overall, 44% of those surveyed rated the on-time performance as excellent, while another 38% rated it good. The best service is on the Longview/Kelso route, with 82% excellent. The route with the least satisfaction regarding timeliness of service is the PCC route, with just 25% rating it excellent.



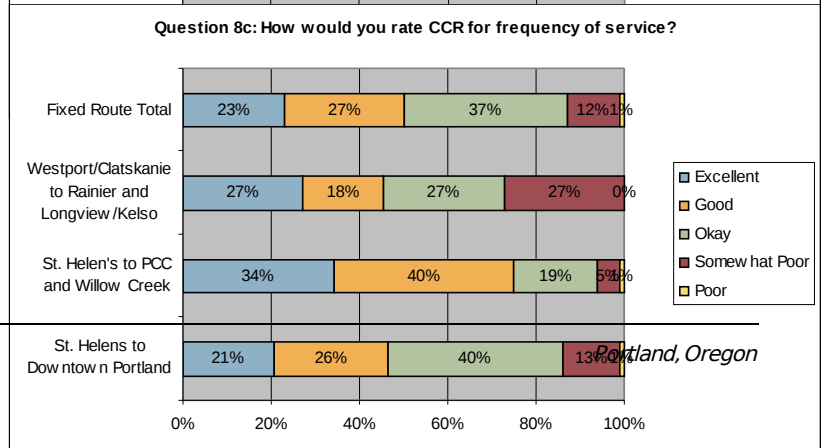
B. Cleanliness of the vehicles

Overall, vehicle cleanliness was rated excellent by 47% of those surveyed, with another 34% rating it good. Longview/Kelso riders were the most satisfied, with 82% rating the vehicle cleanliness as excellent.



C. Frequency of service

This is the area where riders are least satisfied with their service. Overall, 23% of riders surveyed responded the frequency of service is excellent while 13% responded it was somewhat poor, or poor. This was fairly consistent across all



routes, except that the Longview/Kelso route had 27% saying somewhat poor, given the limited number of daily trips, and days of service.

D. Professionalism of the drivers

This is the area where the riders are the most satisfied. Overall, 66% of those surveyed responded the professionalism of the drivers is excellent. While there was some variation by route, the lowest excellent rating was still high at 63%. The combined good and excellent rating was 91%.

E. Value for the fair paid

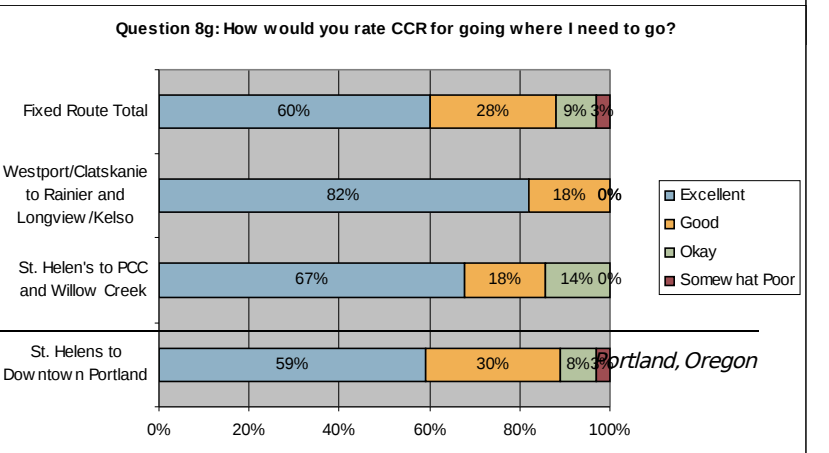
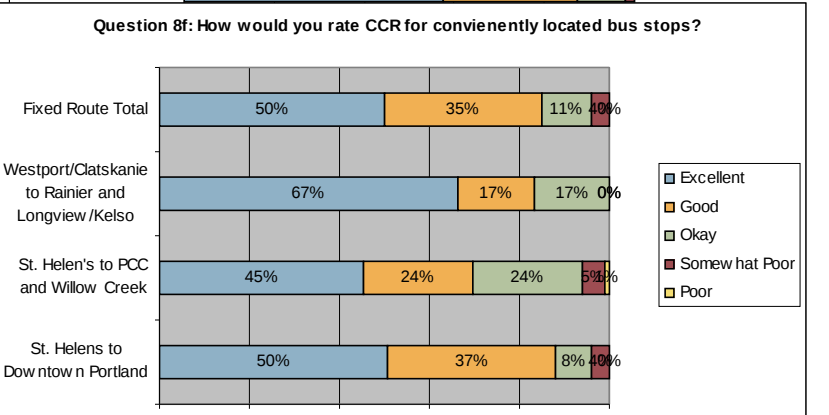
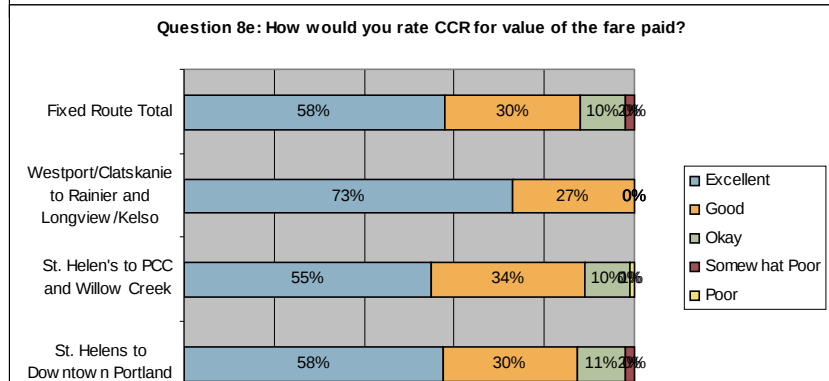
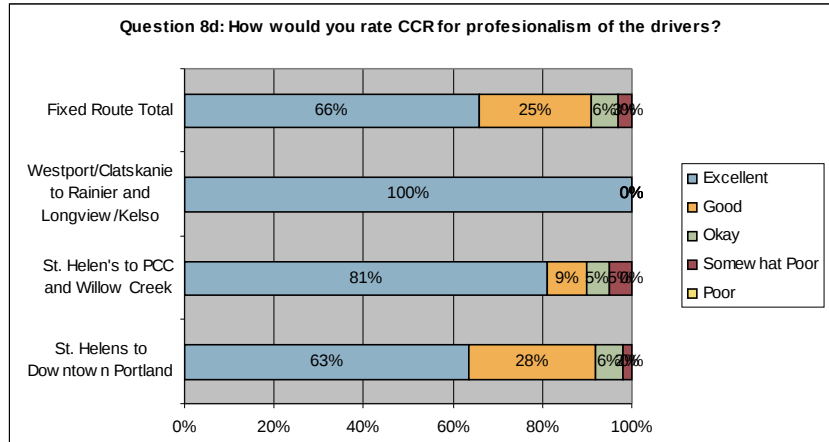
The routes to downtown Portland and PCC were surveyed prior to the \$0.80 per trip fare increase. The Longview/Kelso route was surveyed after the fare increase. It is notable that, despite the fare increase, overall, of those surveyed 58% rated the value of the fare paid as excellent and another 30% rated it good.

F. Conveniently located bus stops

Half of those surveyed rated the convenience of the bus stops locations as excellent. The Longview/Kelso route had the highest excellent rating, at 67%, which is especially important given the high percentage of riders who walk to the bus stop.

G. Goes where I need to go

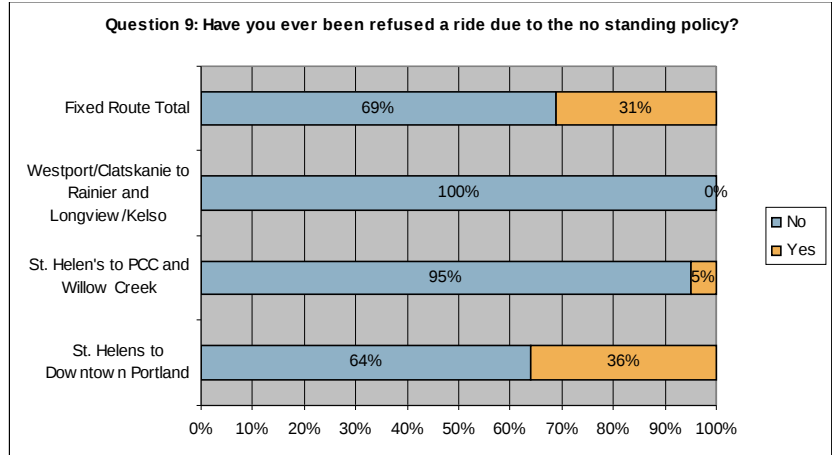
Overall, 60% of those surveyed responded the bus getting them where they need to go, with another 28% rating it as good. It should be noted that these results reflect the opinions of



existing riders, whose needs are being met. They don't reflect potential passengers whose needs are not met by existing service.

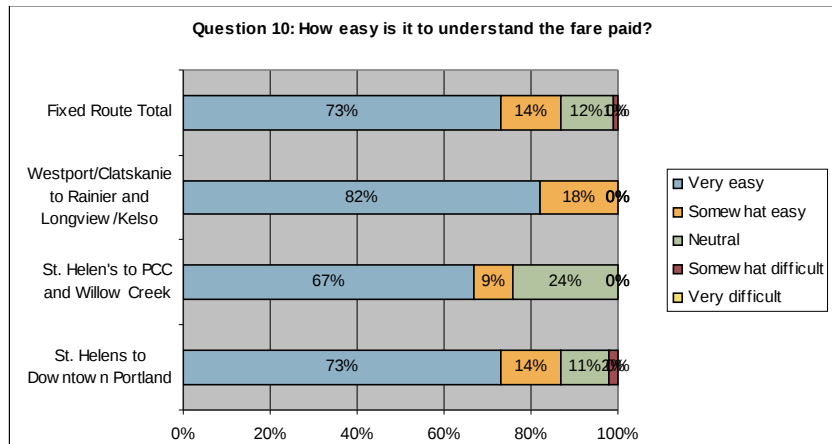
Question 9- Have you ever been refused a ride due to the "no standing" policy?

Overall, 31% of those surveyed responded they had been refused a ride due to the no-standing policy, almost all of whom were on the downtown Portland route. While this did show up on the PCC route also, the question did not ask which route they were waiting for when denied a ride.



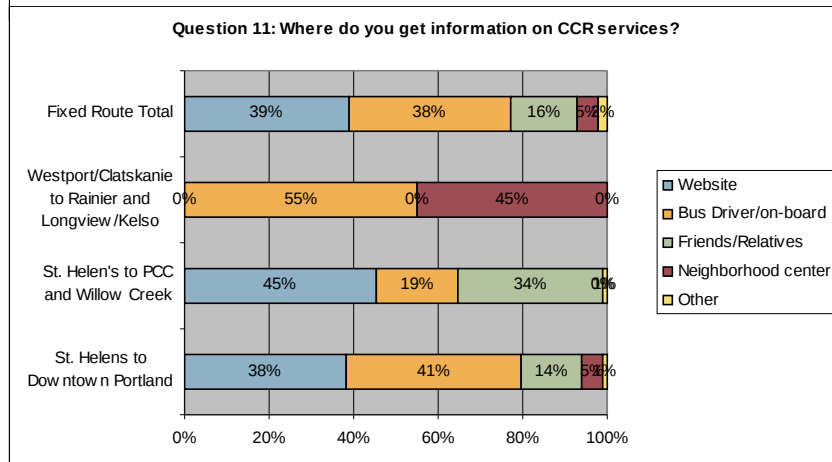
Question 10- How easy is it to determine the fare you need to pay?

The fare structure is well understood by the riders. Overall, 73% of those surveyed responded that the fare is very easy to understand with 14% stating the fare is somewhat easy to understand. The others were primarily neutral on the ease of understanding the fare.



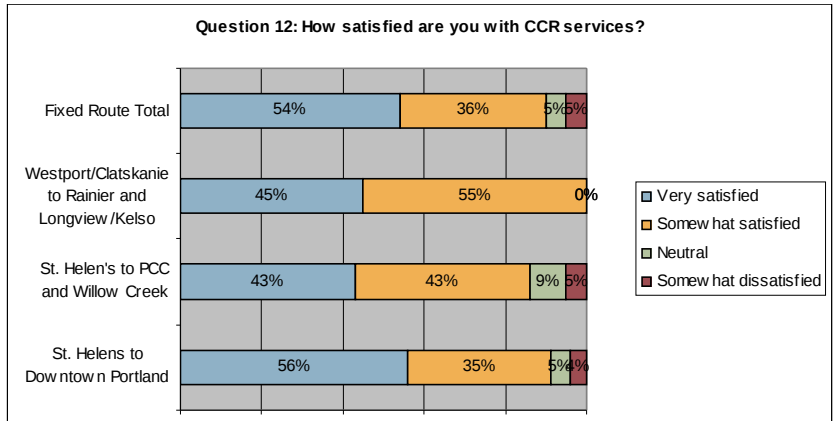
Question 11- Where do you get information on Columbia County Riders services?

Overall 39% of those surveyed responded they get their information from the website and 38% responded they get their information from the bus driver or on-board the bus. The Longview/ Kelso route was different 45% got their information at the neighborhood center.



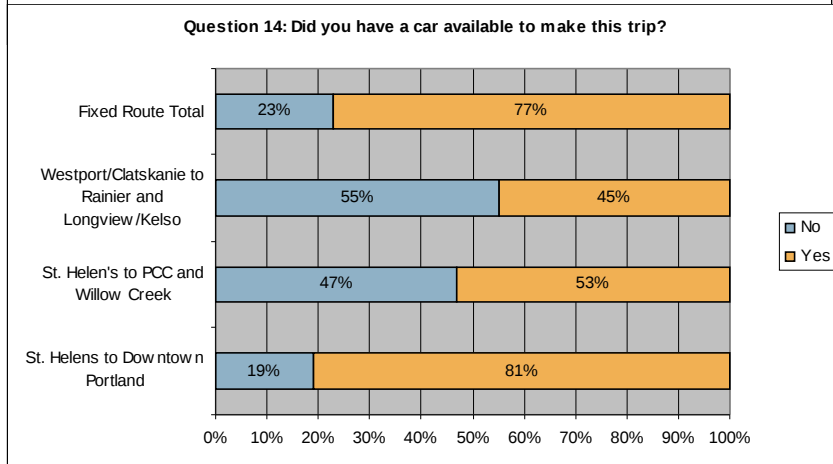
Question 12: How satisfied are you with Columbia County Rider Services?

Overall 90% of those surveyed responded that they were either the very or somewhat satisfied with Columbia County Rider service. This high level of satisfaction holds true across all fixed routes.



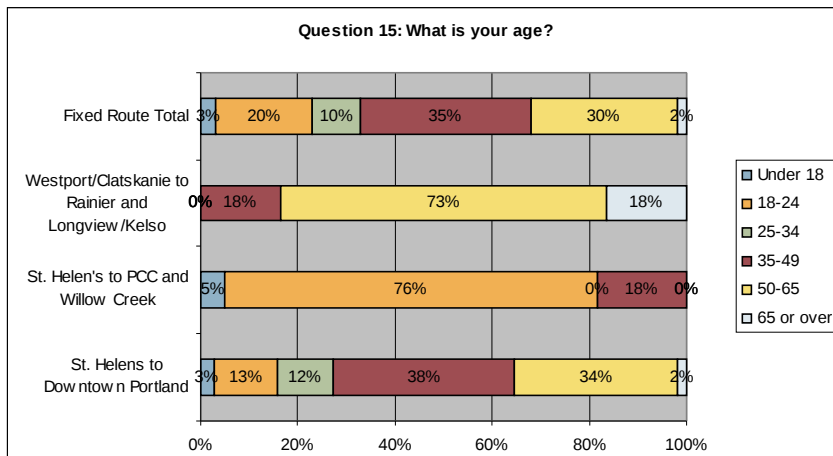
Question 14: Did you have a car available to make this trip?

77% of those surveyed responded they had a car available to make the trip. 23% of those surveyed responded they did not have a car available to make the trip.



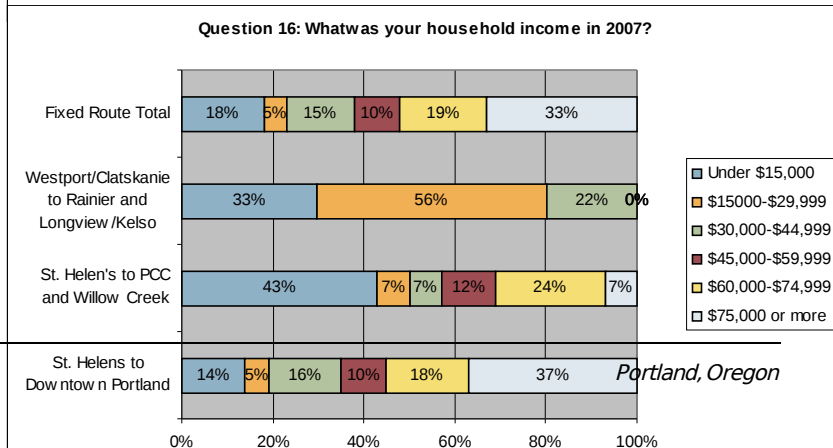
Question 15: What is your age?

The age of the riders varied significantly by route. The Longview/Kelso route has the oldest rider population with 73% ages 50-65 and 18% over 65. The PCC route has the youngest population, reflecting the high percentage of students, with 76% ages 18-24. The downtown Portland route is primarily middle-age workers, with 38% ages 35-49 and 34% ages 50-65.



Question 16: What was your household income in 2007?

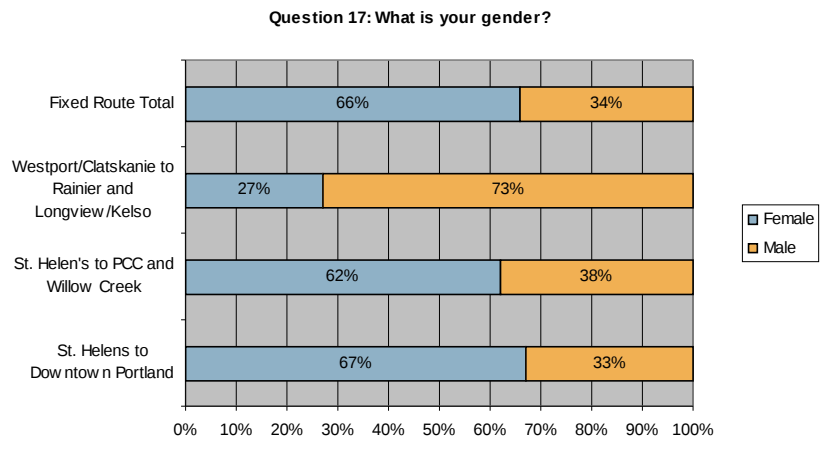
Income levels reflect the profile of each of the routes. Of those surveyed, the highest incomes were on the downtown Portland route where 37% reported an



annual income of \$75,000 or more. The Longview/Kelso route had the lowest income, with 89% under \$30,000.

Question 17: What is your gender?

Overall, 66% of those surveyed responded they were female. The Longview/Kelso route was significantly different however, in that only 27% of the respondents were female.



Question 13/18 Service Improvements and Additional Comments

The survey asked if there were any additional comments that the rider would like to share with Columbia County Rider. The responses are broken out by route.

St. Helens to Downtown Portland

Of those surveyed:

- 33% wanted longer hours of service both in the morning and evening times
- 11% wanted more frequent service throughout the day
- 8% wanted weekend service or weekend routes
- 5% were grateful for the Columbia County Rider and the service it provides
- 6% of those surveyed responded that they wanted the customer information to be improved, such as scheduling, notification of changes to routes and fares, communication with drivers
- 30% responded with a variety of other comments.

St. Helen's to PCC and Willow Creek Profile

Of those surveyed:

- 15% wanted longer hours of service both in the morning and evening times
- 15% wanted more frequent service throughout the day
- 12% wanted weekend service or weekend routes
- 12% wanted the arrival or departure times to change for their route
- 12% wanted fare to not be increased, to be able to purchase tickets in bulk, or for the fare to be in dollar increments
- 7% commented that the Columbia County Rider Website needs to be updated
- 7% commented that the Columbia County Rider drivers are great.
- 19% provided a variety of other comments.

Westport/Clatskanie to Rainier and Longview/Kelso Profile

Of those surveyed:

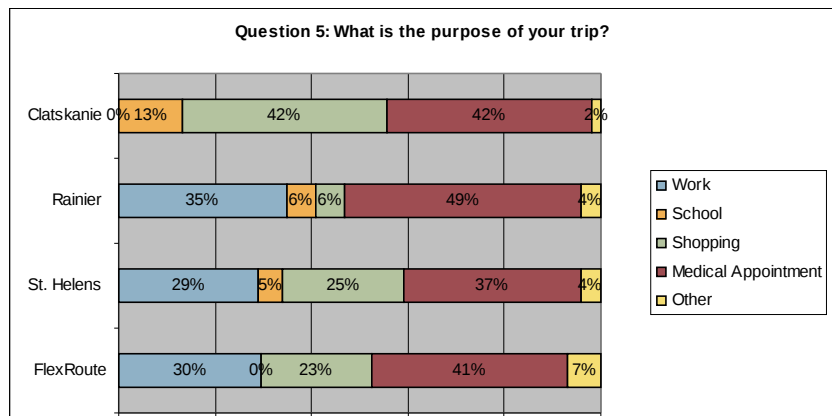
- 45% wanted longer hours of service both in the morning and evening times
- 18% wanted more frequent service throughout the day
- 18% wanted the customer service to be improved, specifically scheduling, notification of changes to routes and fares, and communication with drivers.
- 27% commented that the Columbia County Rider drivers are great.

FLEX-ROUTE AND DIAL-A-RIDE RESPONSES

The Flex-Route is included with the Dial-a-Ride services because the trip profile and passenger demographics are more closely aligned here than with the fixed-route services. It should be noted that no surveys were returned from the Vernonia Dial-a-Ride service that week.

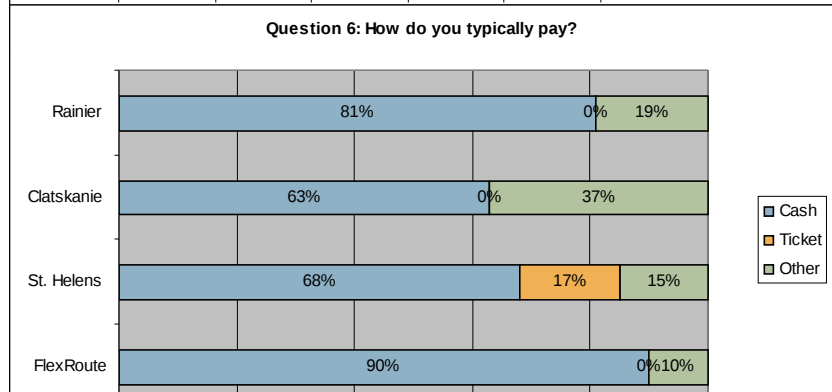
Question 5-What is the purpose of your trip?

During week of surveying, medical appointments were the primary trip purpose for the Dial-a-Ride and Flex-Route services. Work trips made up about one-third of all Dial-a-Ride and Flex-Route trips, except in Clatskanie where there were no work trips.



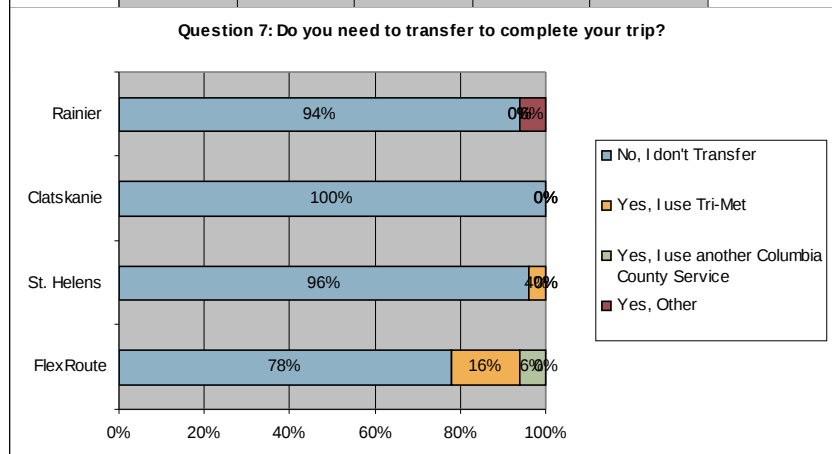
Question 6-How do you typically pay your fare when riding the Columbia County Riders service?

Across all services, cash was the primary means of paying the fare. St. Helens does have some riders who pay with tickets. Detail was not asked on "Other" types of fare payment.



Question 7-Do you need a transfer to complete your trip?

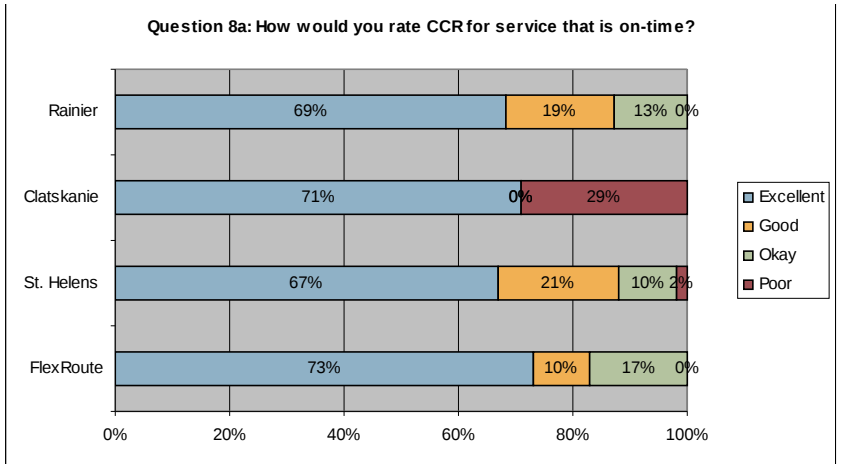
The Flex-Route is providing local service that connects to other Columbia County services. It is possible that the 16% who state they connect to TriMet are first connecting to the express service and then transferring in Portland or Hillsboro.



Question 8-How would you rate the Columbia County Riders service for these criteria?

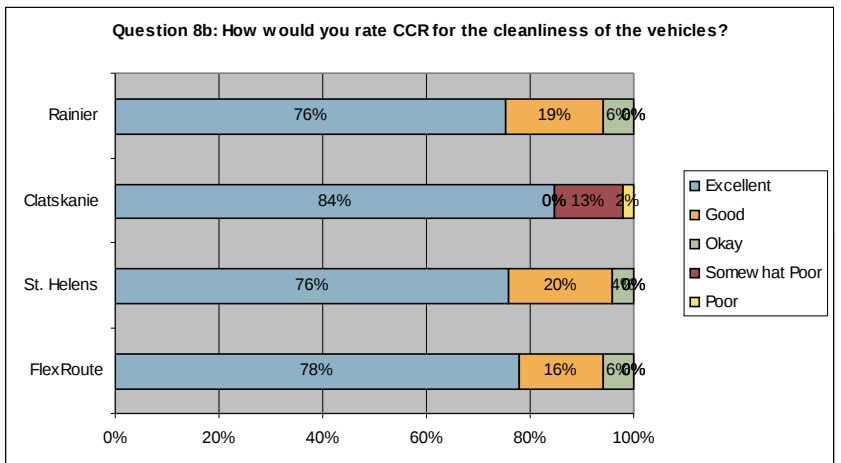
A. Service that is on-time

Overall, riders are very satisfied with on-time performance, with at least 67% rating on-time performance as excellent on all services. While most services saw the balance of the ratings in the good and okay categories, Clatskanie had 29% rating the on-time performance as poor.



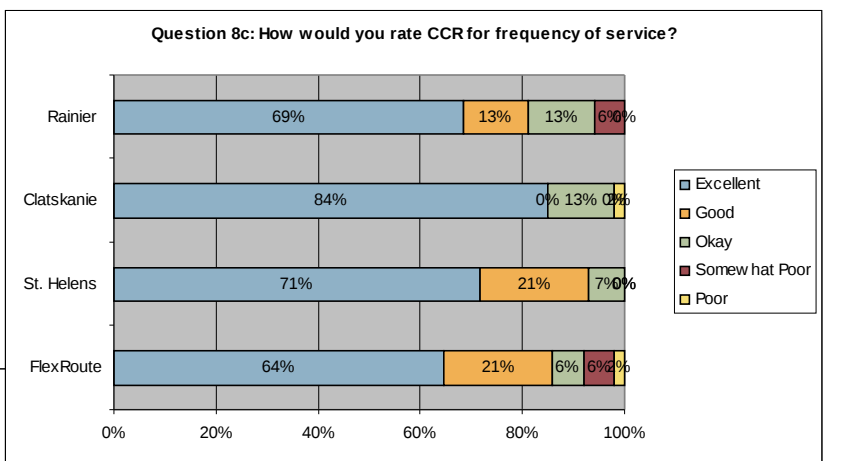
B. Cleanliness of the vehicles

Cleanliness of the vehicles was perceived well by the riders, with over 75% of all riders on all services rating it excellent. Clatskanie was the only service given somewhat poor (13%) and poor (3%) ratings.



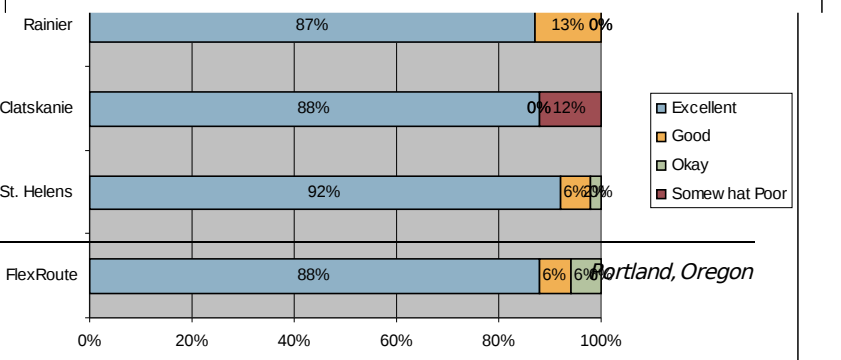
C. Frequency of service

Dial-a-Ride service is provided on demand, when a resident calls to schedule a trip. As such, service frequency is less of an issue than with fixed-route service. The Flex-Route runs six round trips a day. Of those surveyed 64% rated the frequency as excellent, with 9% rating it somewhat poor or poor.



D. Professionalism of the drivers

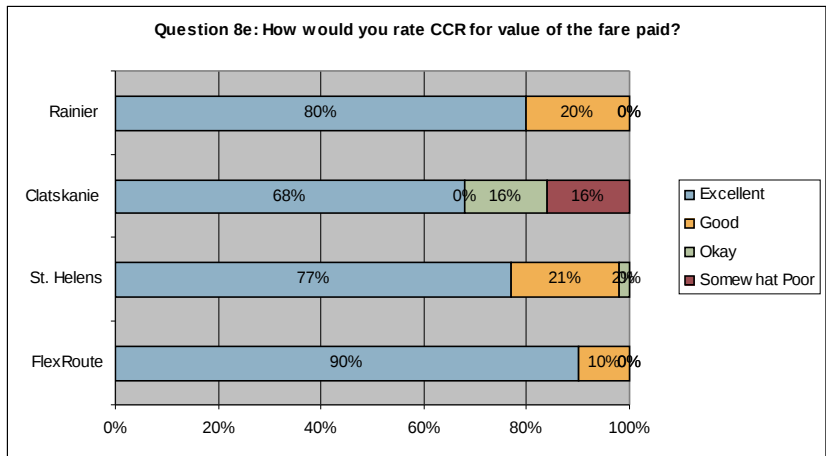
The professionalism of the drivers was rated highly by riders of all services,



with 88% to 92% rating it excellent. Clatskanie had the only negative rating with 12% giving it a somewhat poor rating.

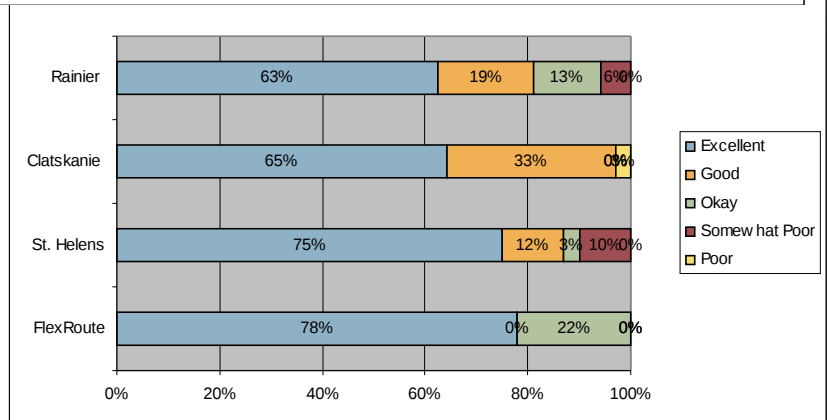
E. Value for the fare paid

Flex-Route riders had the highest rating for value for the fare paid, with 90% rating it excellent. In Clatskanie, the dissatisfaction of service from a few riders continues, with 16% rating the value for the fare paid as somewhat poor. The overall high ratings indicate that the fare increase will likely be accepted by most riders.



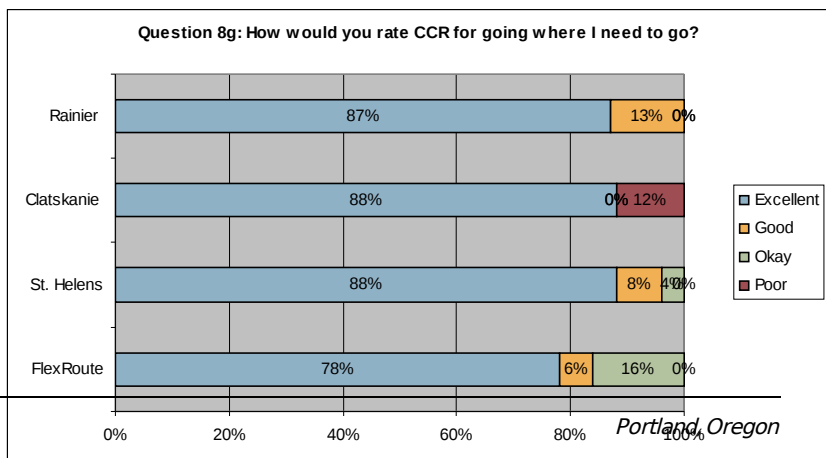
F. Conveniently located bus stops

Dial-a-Ride service typically picks up and delivers riders from their home to their destination. As such, location of the bus stop is less of an issue than with fixed-route service. The Flex-Route stops at the regular fixed-route stops and additional local stops, and can deviate off-route to service nearby locations. Of the Flex-Route riders 78% rated the service excellent.



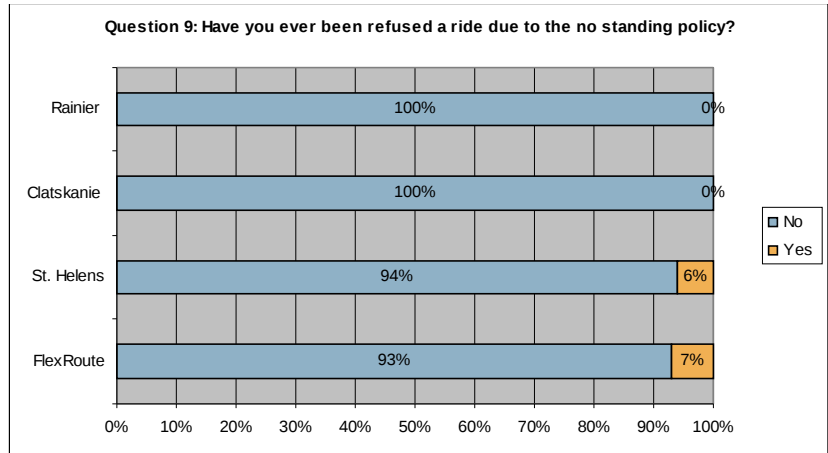
G. Goes where I need to go

Dial-a-Ride service is provided on demand, and takes the rider from their origin to their destination. As such, serving where the rider needs to go is less of an issue than with fixed-route service. The Flex-Route had high satisfaction with 78% rating it excellent and only 16% rating it okay.



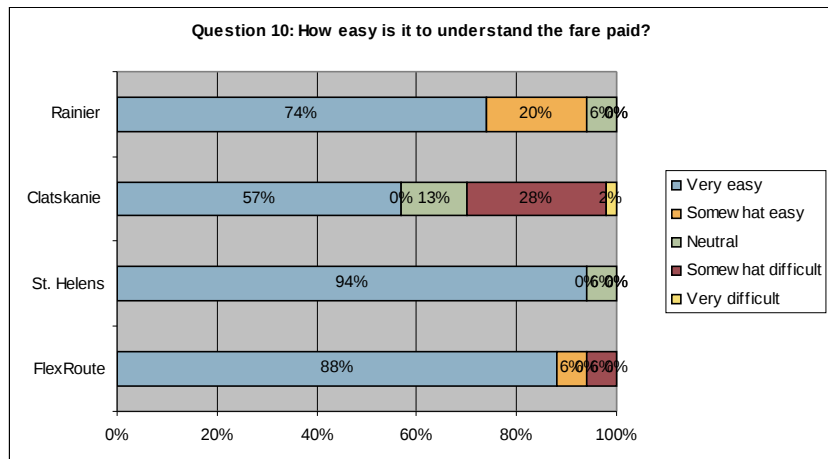
Question 9- Have you ever been refused a ride due to this policy?

In St. Helens, 6% of those surveyed responded they had been refused a ride due to the no-standing policy and 7% of the Flex-Route riders had been refused a ride. The survey did not ask what service they were attempting to ride when they were denied.



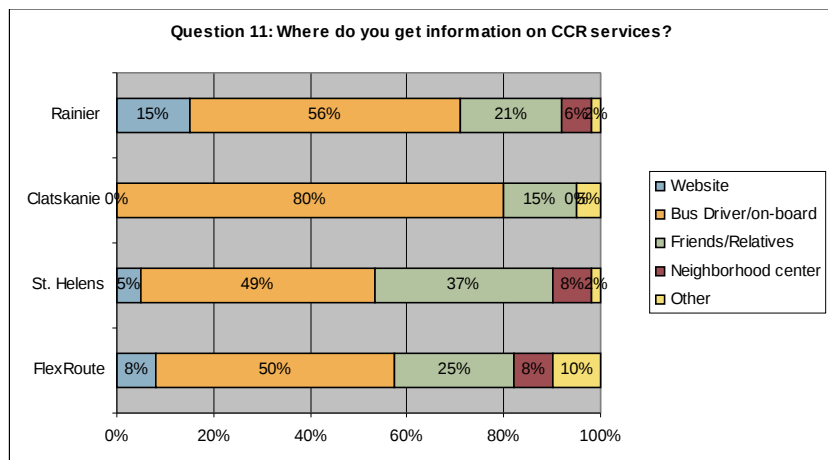
Question 10 How easy is it to determine the fare you need to pay?

Dial-a-Ride fares are established based on the origin and destination of the trip. The number of possible origins and destinations makes it difficult to publish the fare table. Nevertheless, most riders rated the ease of understanding the fare as excellent. Clatskanie had the most difficulty with only 57% rating it excellent.



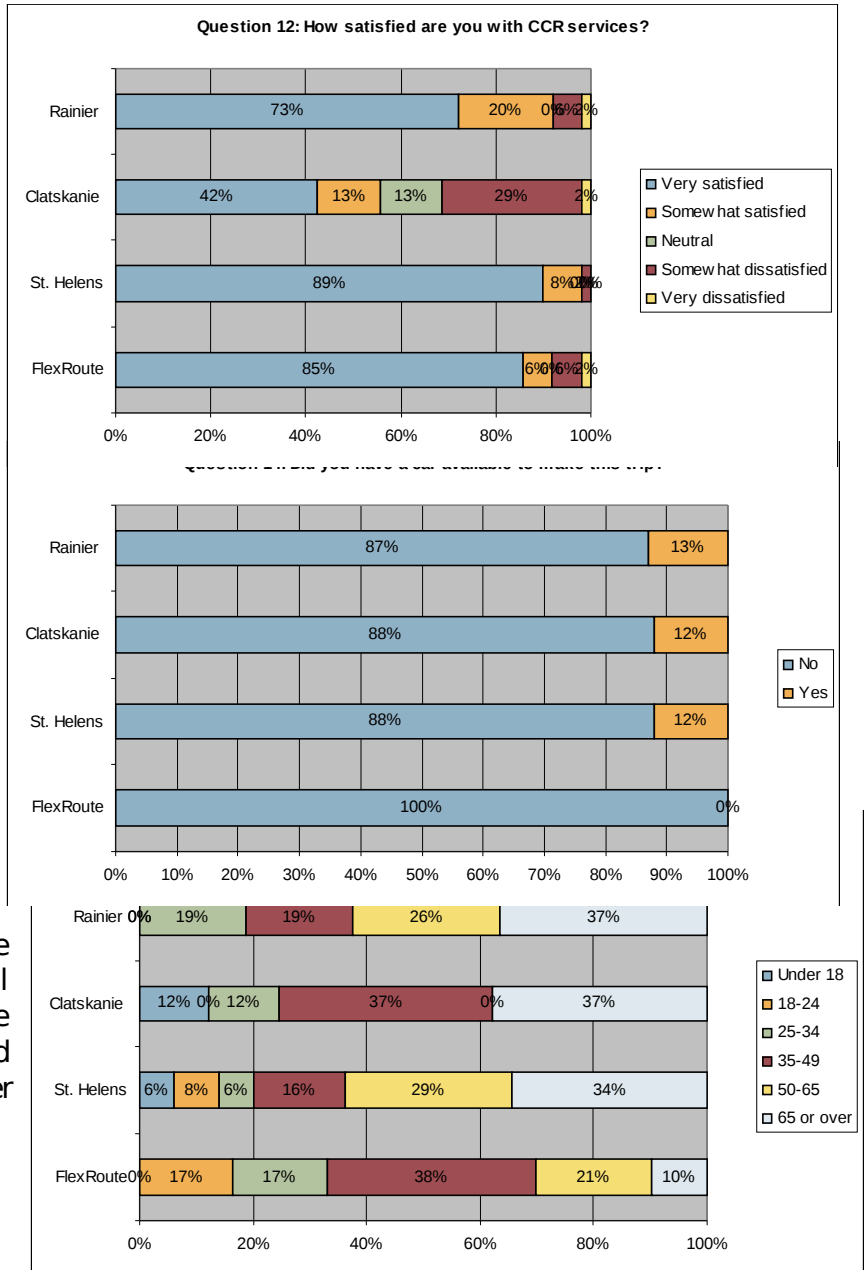
Question 11- Where do you get information on Columbia County Riders services?

Very few of the Dial-a-Ride and Flex-Route riders use the web for information. The main sources are the bus driver/on-board the vehicle, and friends/relatives. Some riders wrote in that they called the CC Rider offices for information.



Question 12: How satisfied are you with Columbia County Rider Services?

St. Helens Dial-a-Ride customers are the most satisfied, with 89% of those surveyed responding they are very satisfied. Consistent with ratings on service attributes, Clatskanie riders are, overall, the most dissatisfied with 31% stating they are either somewhat or very dissatisfied.



Question 14: Did you have a car available to make this trip?

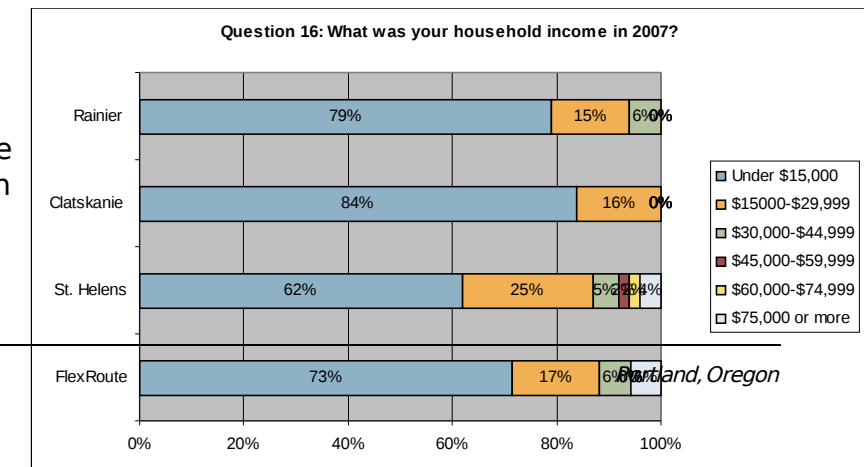
About 12% of the Dial-a-Ride customers have a car available for their trip, while 100% of the Flex-Route riders have no car and are reliant on transit.

Question 15: What is your age?

The age of residents varies by route. The Flex-Route riders are fairly well distributed across the age categories. The Dial-a-Ride services have over one-third age 65 or older, with about 20% under age 35.

Question 16: What was your household income in 2007?

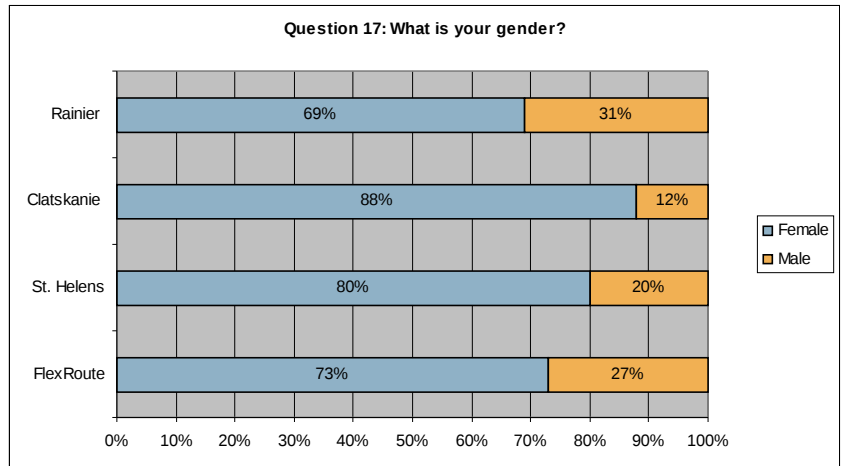
Dial-a-Ride and Flex-Route riders are predominantly low income, with



anywhere between 62% and 84% reporting annual income of less than \$15,000 and over 85% make less than \$30,000 per year.

Question 17-What is your gender?

Of those surveyed, women made up most of the respondents ranging from 66% to 88% female, depending on the service.



Question 13/18 Service Improvements and Additional Comments

The survey asked if there were any additional comments that the rider would like to share with Columbia County Rider. The responses are broken out by route.

Flex-Route Profile

Of those surveyed:

- 7% wanted weekend service or weekend routes.
- 5% wanted fare to not be increased, be able to purchase tickets in bulk, or for the fare to be in dollar increments.
- 6% wanted longer hours of service both in the morning and evening times.
- 5% wanted more frequent service throughout the day.
- 16% were grateful for the Columbia County Rider and the service it provides.
- 9% wanted the customer service to be improved, specifically scheduling, notification of changes to routes and fares, communication with drivers.
- 11% commented the Columbia County Rider drivers are great.
- 34% provided a variety of other comments.

Dial-a-Ride Profile

Of those surveyed:

- 16% wanted weekend service or weekend routes.
- 5% wanted fare to not be increased, be able to purchase tickets in bulk, or for the fare to be in dollar increments.
- 5% wanted longer hours of service both in the morning and evening times.
- 5% wanted more frequent service throughout the day.
- 16% were grateful for the Columbia County Rider and the service it provides.
- 10% wanted the customer service to be improved, specifically scheduling, notification of changes to routes and fares, communication with drivers.
- 10% commented that the Columbia County Rider drivers are great.
- 33% provided a variety of other comments.

Attachment C

Stakeholder Interviews - Detailed Findings

The Stakeholder Interviews were designed to get information regarding transit needs directly from stakeholders regarding current transportation needs, and support for a potential transit district and tax measure. The first section, Stakeholder Survey, summarizes the responses to a survey distributed to stakeholders in Columbia County, or through discussions at stakeholder meetings. The second section, Community Action Team, documents the discussions that took place at their November 25th meeting.

STAKEHOLDER SURVEY

Respondents:

- Sandra Davis - Turning Point Community Service Center
- Florence Bauder - Camp Emerald Forest
- Walt Pesterfield - Columbia County Probation Department
- Marsha Garver - DHS, Self Sufficiency
- Ed Serra - Clatskanie SD
- Pratiti Fullerton RGI, LMT - St. Helens Bowenwork Clinic
- Kristi Ward - Georgia Pacific
- Pat Ray - Vernonia Senior Center
- Larry Cole - Clatskanie Senior Center
- Tom McMahon - Oregon Hill Farms
- Adam Sommers - Sommers Financial Management
- Virginia Rose - Rainier Jr. Sr. High School
- Julianne Cullen - Child & Family Development Programs of Community Action Team
- Kajun Dana Hull - Great Vow Zen Monastery

Question 1: What is the overall impression of Columbia County Transit, the public transit provider in Columbia County?

There were a range of responses about the impressions of Columbia County Transit. The majority feel that it is a vital service for those who can't drive or are disabled. The majority also feel that the service is getting better and that the public needs to be made more aware that the service is provided and that it is user friendly. A few respondents didn't have an opinion, because they hadn't used the service or didn't know too much about it. Also some feel the service is too sporadic to utilize because the County is so big.

Question 2: Do the people you represent use Columbia County Rider? If not, Why?

The respondents were split in half as to those whose people use Columbia County Rider and those whose people do not. The main reasons for those who don't ride were:

- Already have their own transportation,

- Already provided with transportation as is the case with the schools,
- Is too expensive, or
- Times and locations of the stops are inconvenient for people to use.

Question 3: Do you see a need that is not being met? What is it? How can we fill it?

The majority of respondents see needs that aren't being met. These needs include:

- Weekend service to/from Portland, especially during big Columbia County events,
- Bus route from Clatskanie to St. Helens, Vernonia to St. Helens
- Free rides for those who have doctors or therapy appointments or interviews for jobs, or are doing volunteer work
- More stops in Downtown St. Helens on the other side of the railroad tracks,
- More service from Clatskanie to Longview and Clatskanie to Portland.

Question 4: Are there specific types of trips that you feel Columbia County should focus on?

The main trips respondents feel should be addressed are:

- Student trips to PCC and LCC
- Medical trips for seniors and disabled
- Trips to connect with the large Metro Transit Centers

Question 5: Are there specific areas of the County that aren't being served but would benefit from transit, and are these areas where people work, or destinations of trips? What time of day and days of the week need service?

The areas of the County respondents feel are not being served are:

- Local weekend service
- Commuter service directly to Hillsboro for those working at high-tech companies
- Weekend service to major Metro Transit Centers (Portland, Beaverton, PDX Airport)

Question 6: Knowing that there is never enough money to do everything, what would be your top priority for Columbia County Rider and why?

The top priorities given by respondents are:

- Senior citizens and low income to ride free or at a reduced rate

- Medical trips for seniors, children
- Increased routes and times for commuters

Question 7: Would you be likely to support a special district dedicated tax to help expand transit service in addition to current funding?

A majority of respondents would support the measure because they see it is needed for those without other means of transportation and that it is used by commuters getting to work. A minority would need to be convinced that it would help their people, or suggested people should pay for their own transportation.

Question 8: Do you think the people you represent would be supportive of the ballot measure?

The same responses were given as in the question above. A majority of respondents would support the measure because they see it is needed for those without other means of transportation and that it is used by commuters getting to work. A minority would need to be convinced that it would help their people, or suggested people should pay for their own transportation. A few responded they do not know the feelings of their people.

Question 9: Please provide us with any other comments or suggestions that you feel should be considered in developing the transit plan.

Most respondents did not have any additional comments or suggestions. The comments and suggestions that were made were:

- Make sure any request for tax increase for transit is identified by the need and bring personal stories to the marketing and media to help justify the request.
- There should not be property taxes to fund transit. Gas tax, snow tire tax, new tire tax, car registration taxes only to fund transportation issues.
- To help those with little income, provide vouchers to ride transit at a reduced rate.
- Perhaps people that could afford to pay more or if they are using the service for a non-essential trip (going on a trip vs. getting to the doctor)

COMMUNITY ACTION TEAM

Participants

Kittelson: Conor Semler, Chris Buckingham

Community Action Team Members and Departments:

Rocky Johnson - Executive Director
Jim Tierney - Community Investment
Bev D - Low Income Housing

Laura Huntington-Kid Care Program
Ginger-Fiscal Services
Julianne Cullen- Child & Family Development Programs
Joyce- HeadStart
Martha- Emergency & Transitional Housing

Meeting Notes

Pre-Meeting: Rocky gave introductions to all the Community Action Team Members. Jim discussed ideas for van-pooling options whether provided by CCR, or if funding could be provided by some other means (apartment complexes?).

Topic 1: What is the overall impression of Columbia County Transit? (General Discussion Ensued and is listed)

- Columbia County is currently transportation for seniors and the poor but is morphing into transportation for everyone.
- Seen as only transportation for old/poor. However, the fares are a barrier for both of those groups especially those needing weekly medical treatment and on a fixed income. Many needing treatments may go without because it is unaffordable.
- Need discounted bus passes for low income residents. Tried to get them before but were unsuccessful. Would be able to distribute through the four community service centers.
- Most seniors need to go into Portland for medical reasons, the timing and cost of the trips is prohibitive. The times in the early morning and evening are not convenient. Also the stop locations are not conducive for seniors. Also they are sometimes left behind if their appointments run over time.
- There are 1,300 clients served each month by the center, and so the center should be made a stop.
- Doesn't meet the needs of parents with children in Head Start. Particularly those in Rainer, and 8-10 miles off U.S. 30. Haven't been able to contract with other services. Would like to contract with CCR, but need the school buses to meet regulations. They already have the necessary seats for the buses and would provide them to CCR.
- The need for possible Park & Ride options services, was unaware one already existed

Topic 2: Do you see a need that is not being met?

Conor summarized the needs not being met as:

- Serving those on low incomes
- Those in the Chapman Area
- Those in the rural areas off US-30, have trouble getting to fixed-route, also suggested a possible attendance at monthly meeting of parents of HeadStart to address specific needs

- Need for St. Helens- Rainier Route
- Need Park and Ride or Website to match people for carpooling. Current Park and Ride needs to be advertised.

Topic 3: Are there specific trips that you feel Columbia County should focus on?

- Need to address school trips and medical trips in particular for low income families.
- Need for North County and South County to be connected. Many agencies and services (Employment office, DHA, etc.) are all located in St. Helens and North County Residents are unable to access those from the bus service.

Topic 4: Knowing there is never enough money to do everything, what would be your top priority for Columbia County Rider and why?

- Connecting North County with South County
- Need discounted tickets for low income, could be distributed by the five sites of the Community Action Team who already do Case Management for many other programs in general
- Need a robust and lasting transit system. CCR should evolve from Dial-a-Ride to expanded fixed and Flex-Route service.

Topic 5: Would you be likely to support a special district dedicated tax to help expand transit services in addition to the current funding? Would your clients support a ballot measure?

- Most enlightened people would support, but selling idea to voters would be the issue
- Needs to be sold to average guy and advertisement as service for all, not just low income and seniors
- Could a gas tax be levied instead of property tax? Yes? (Group believes they can) Would this be more accepted in the community? Would it make more sense and receive more support and pass to provide funding