

# Outreach Summary: Outreach Milestone #1

Cherriots – South Salem Transit Center Site Selection

## OVERVIEW

The study team completed the first phase of outreach between February to May 2021. The objectives during this phase of outreach were to:

1. Introduce and inform the community about the project
2. Gather early feedback on how people use the Cherriots system today and what kinds of potential transit improvements are most important to them

The feedback gathered during this phase will inform current and future opportunities for the transit market in South Salem. Feedback will also inform the development of measures of success / evaluation criteria and draft solutions.

## Outreach summary table

The table below summarizes the active deployment dates and audiences of each outreach method.

Outreach method	Dates active (all 2021)	Audiences
Project landing page	Launched on February 22	General public
Survey	April 9 to April 26	South Salem residents
Outreach postcards*	Sent on April 12 and April 19	7,000 households in south Salem
Transit center and on-bus notifications*	April 9 to April 26	Cherriots transit riders
Outreach emails*	Sent on April 12	General email: 3,914 recipients Email to organizations: 409 recipients
Social media posts*	Posted on April 12, April 20, and April 23	Followers of Cherriots social media accounts and their networks

\* these outreach methods were a part of survey recruitment

## OUTREACH ACTIVITIES

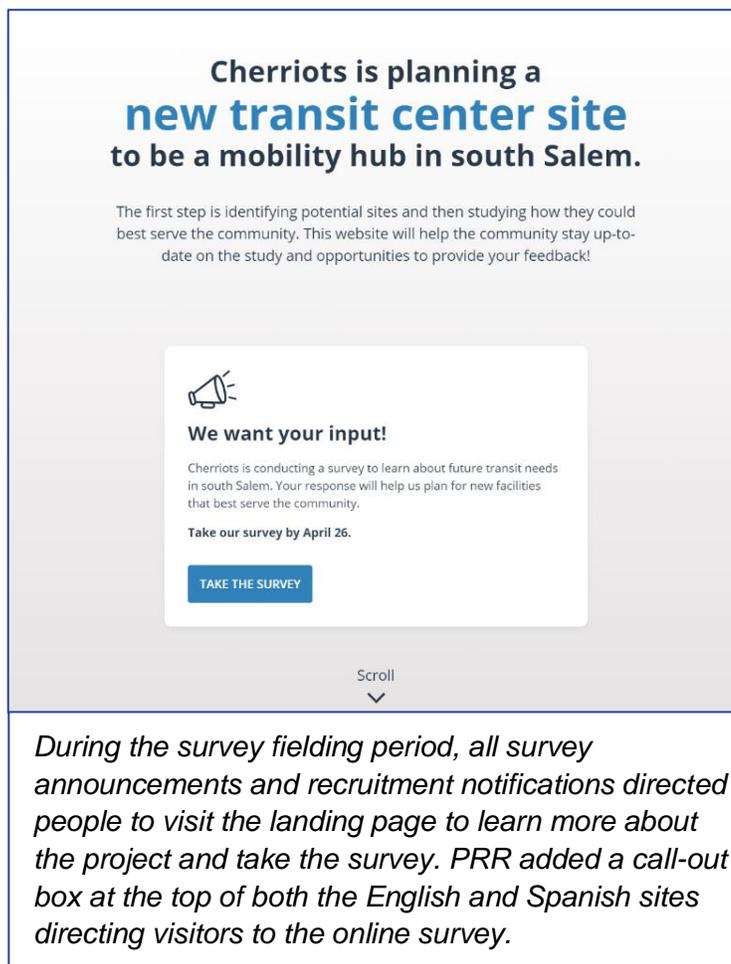
Phase one outreach activities included the launch of a project landing page and a community survey.

### Project landing page

This phase of outreach began with the development and launch of a project landing page, [www.SouthSalemTC.org](http://www.SouthSalemTC.org), to establish a virtual study presence and serve as an information hub. At launch, the site included background information about the project, an overview of the site selection study, a project schedule, information about getting involved, an opportunity to sign up for email updates, and a section for project resources. This landing page will be updated during subsequent outreach phases as additional project information and feedback opportunities are available. The site is available in English and Spanish.

Key landing page metrics from February 22, 2021 (date of site launch) through April 26, 2021 (survey end date):

- Total pageviews: 1,181
  - Unique pageviews: 1,053
- Total visitors: 859
  - Unique visitors: 854



The majority of pageviews occurred during the survey fielding period, with 988 total pageviews (914 unique) from 792 visitors between April 9 and April 26.

### Community survey

The project team developed an online survey to learn about community members' thoughts on future transit needs in south Salem to inform the design and location of a new transit center. The survey was available from April 9 to April 26, 2021 in both English and Spanish. A paper version of the survey content is available in [Appendix A](#).

### Survey notifications

PRR developed various notification content and materials to promote the community survey. Examples of all notification materials are available in [Appendix B](#). All notifications included content

in both English and Spanish and referred interested community members to the project landing page where they could access the survey.

#### *Notification and reminder postcards*

Two postcard invitations to participate in the community survey were sent to 7,000 random household addresses in the study area (see Figure 1). The first postcard left the mail house on April 12, and the remaining postcards left the mail house one week later on Monday, April 19. Both postcards were sent to the same set of addresses.

#### *Cherriots transit center / on-bus notifications*

PRR designed ads for display on transit center monitors, a poster for display on sandwich boards at transit centers and printed “take-one” flyers which Cherriots made available on buses during the survey fielding period.

#### *Outreach emails*

PRR developed two outreach emails for Cherriots to send out to their existing email lists:

- General community members
- Local organizations (e.g., businesses, nonprofits, places of worship) which included an ask for them to share information about the study and survey with their communities

Cherriots sent out both emails on Monday, April 12.

#### *Social media posts*

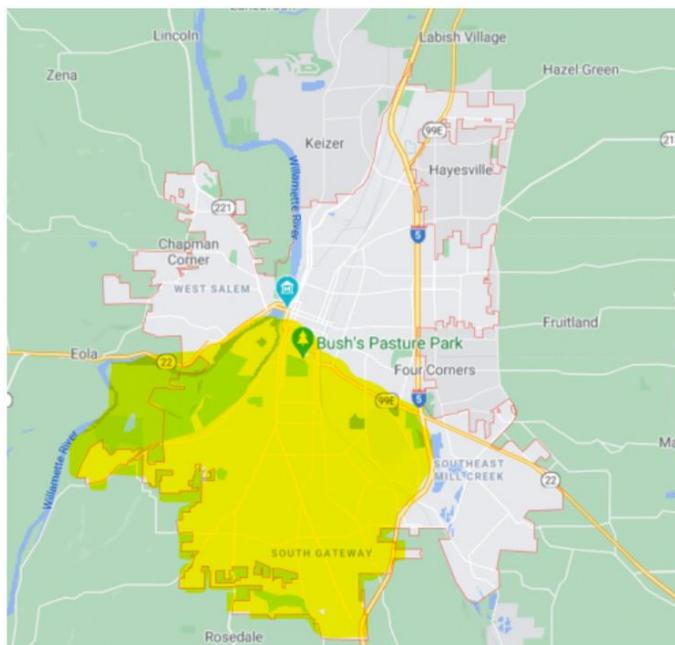
PRR developed three social media posts which Cherriots shared to their Facebook, Twitter, and Instagram accounts during the survey fielding period.

## **SURVEY RESULTS**

A full survey report is available in [Appendix C](#).

### **Respondent summary**

- In total, 588 people responded to the survey, including three people who responded in Spanish. All English-language respondents indicated they can speak English “very well” or “well”.



**Figure 1. Project Study Area**

The project team defined south Salem as south of downtown Salem, west of I-5, and east of the Willamette River; the address selection area is shown in yellow in the map above.

- The postcard invitations were the most effective tool for recruiting survey participants (40 percent), followed by social media and word of mouth (33 percent), and direct email marketing from Cherriots (25 percent).
- Survey outreach was successful in recruiting participation from people who regularly spend time in south Salem. Most respondents indicated they live (79 percent) and shop, recreate, or visit places and services in south Salem (73 percent). A fifth of respondents (21 percent) work in south Salem either as employees (18 percent) or they own, operate, or manage a business (3 percent). Only 2 percent of respondents do not currently spend time in south Salem.
- Half of the respondents (50 percent) have used public transportation to get around south Salem. The two most popular travel options for traveling around south Salem are driving a car or truck (78 percent) and walking (60 percent). The next most common options are riding a bicycle (25 percent) and using a taxi, Lyft, Uber, or other ride-hailing service (23 percent).

## Key takeaways

- **Half of the respondents (49%) said that Cherriots meets their travel needs.** When asked about what could improve Cherriots service, most respondents talked about expanding service and more convenient and frequent routes.
- **Respondents' top priorities for improving Cherriots service** were consistent they want 1) the bus to come more often, 2) the bus to have a stop closer to them, and 3) the bus to reach their destination faster.
- **Respondents said that the most important destinations** they would like to be able to ride Cherriots to and from are errands and shopping (76 percent), medical needs (50 percent), and recreational activities (48 percent). Other popular options include commuting to or from work (38 percent) and visiting family or friends (34 percent).
- **Three quarters of respondents (74%) indicated they feel positive about the new transit center**, with half of all respondents (49%) saying they feel very positive. Only 10% of respondents indicated that they feel negative about the new transit center.
- **Respondents are interested in a variety of station amenities at the new transit center**, prioritizing basic needs above additional amenities. They would like to see station amenities (86%), restrooms (77%), and park and ride spaces (56%). Purchasing food and beverages was the fourth most chosen amenity overall (42%) but was especially popular among Cherriots users (50% of users chose it).

## OTHER COMMENTS

One community member reached out to the project team via phone and shared that Cherriots should consider a transit center location near a rail line for intermodal connections. This community member also recommended the consideration of transit-oriented development in a location along Fairview Industrial Drive SE with a connection to passenger rail.

## **NEXT STEPS**

The project team will use the findings from this phase of outreach to inform early concepts. The next outreach phase will involve sharing these early concepts with the public for feedback and will include an online open house, a “findings folio” summarizing online open house content in a print alternative, and a series of community briefings. Planning for the next outreach phase will begin in June with the online open house launching in Fall 2021.

## APPENDIX A: COMMUNITY SURVEY

English	Spanish
<p>In 2021, Cherriots is working to identify potential future locations for a new transit center and mobility hub in south Salem, so we need to hear from you. Please take approximately 10 minutes to complete this survey to share your thoughts on future transit needs in South Salem and how we can best serve you.</p> <p><b>Please complete this survey by April 26.</b></p>	<p>En este, 2021, la agencia de tránsito Salem Cherriots se encuentra en la tarea de identificar posibles ubicaciones futuras para un nuevo centro de tránsito y movilidad en el sur de Salem. Por favor, tome esta encuesta, de aproximadamente 10 minutos, para que nos comparta sus pensamientos sobre las necesidades futuras de tránsito en el sur de Salem y cómo Cherriots puede mejorar el servicio para usted.</p> <p><b>Por favor complete la encuesta antes del 26 de abril.</b></p>
How well do you speak English?	¿Qué tan bien habla el inglés?
Very well	Muy bien
Well	Bien
Not well	No bien
Not at all	No hablo inglés
How did you hear about this survey? Please select all that apply:	¿Cómo se enteró de esta encuesta? Por favor seleccione todas las respuestas que correspondan:
Mailed invitation	Por correo
Email from Cherriots	Correo electrónico de Cherriots
Email from my employer	Correo electrónico de mi empleador
Sign/flyer on a bus	Anuncio o letrero en un autobús
Sign/flyer at a bus stop or transit center	Anuncio o letrero en una parada de autobús o centro de tránsito
Other (please tell us more)	Otro (por favor díganos más)
What do you do in south Salem? We consider south Salem to be south of	¿Qué hace en el sur de Salem? Consideramos que el sur de Salem está al sur del centro de la

downtown, west of I-5, and east of the river. Please select all that apply.	ciudad, al oeste de la I-5 y al este del río. Por favor seleccione todas las que correspondan.
I don't spend time in south Salem	No paso tiempo en el sur de Salem
I live in south Salem	Vivo en el sur de Salem
I work in south Salem	Trabajo en el sur de Salem
I own, operate, or manage a business in south Salem	Soy dueño, gerente, o administro un negocio en el sur de Salem
I shop, recreate, or visit other places or services in south Salem	Voy de compras, hago actividades recreativas, o visito otros lugares o servicios en el sur de Salem
What is your home zip code?	¿Cuál es su código postal?
What is the zip code that you travel to most often?	¿Cuál es el código postal al que viaja con más frecuencia?
Do you depend on a mobility aid such as a wheelchair, walker, motorized chair, or cane to get around?	¿Usted depende de una ayuda para la movilidad, como una silla de ruedas, un andador, una silla motorizada o un bastón para desplazarse?
No	No
Yes	Sí
How have you traveled in south Salem? Please select all that apply.	¿Cómo ha viajado por el sur de Salem? Por favor seleccione todas las que correspondan.
Drive a car or truck	Manejo un automóvil o camioneta
Public transportation	Usando el transporte público (autobús)
Bike	En bicicleta
Walk	A pie
Taxi, Lyft, Uber, or other ride hailing service	En taxi, Lyft, Uber u otro servicio de transporte compartido
Motorized scooter	Scooter, o patín motorizado
Carpool or vanpool	Carpool o vanpool (compartir un viaje con alguien)

Something else not listed here (please tell us more)	Algo más que no se encuentre en esta lista (por favor díganos más)
Which Cherriots services have you used? Please select all that apply.	¿Qué servicios de Cherriots ha utilizado? Por favor seleccione todas las que correspondan.
Cherriots Local bus	Autobús local de Cherriots
Cherriots Regional bus	Autobús regional de Cherriots
Cherriots LIFT	Servicio Cherriots LIFT
Cherriots Shop and Ride	Servicio Cherriots Shop and Ride
Something else not listed here (please tell us more):	Algo más que no se encuentre en esta lista (por favor díganos más):
None of these	Ninguna de estas
Thinking about the past three years, about how often did you ride Cherriots Local buses? If you travel a lot less now due to COVID, please answer based on your travel before COVID.	Pensando en los últimos tres años, ¿con qué frecuencia viajó en los autobuses de Cherriots Local? Si viaja mucho menos ahora debido a COVID, responda según su viaje antes de COVID.
Never	Nunca
Less than once per year	Menos de una vez al año
1-2 days per year	1-2 días al año
1-3 days per month	1-3 días al mes
1-2 days per week	1-2 días a la semana
3-4 days per week	3-4 días a la semana
5-7 days per week	5-7 días a la semana
Thinking about the past three years, about how often did you ride Cherriots Regional buses? If you travel a lot less now due to COVID, please answer based on your travel before COVID.	Pensando en los últimos tres años, ¿con qué frecuencia viajó en los autobuses de Cherriots Regional? Si viaja mucho menos ahora debido a COVID, responda según su viaje antes de COVID.
Never	Nunca

Less than once per year	Menos de una vez al año
1-2 days per year	1-2 días al año
1-3 days per month	1-3 días al mes
1-2 days per week	1-2 días a la semana
3-4 days per week	3-4 días a la semana
5-7 days per week	5-7 días a la semana
Thinking about the past three years, about how often did you ride Cherriots LIFT service? If you travel a lot less now due to COVID, please answer based on your travel before COVID.	Pensando en los últimos tres años, ¿con qué frecuencia usó el servicio Cherriots LIFT? Si viaja mucho menos ahora debido a COVID, responda según su viaje antes de COVID.
Never	Nunca
Less than once per year	Menos de una vez al año
1-2 days per year	1-2 días al año
1-3 days per month	1-3 días al mes
1-2 days per week	1-2 días a la semana
3-4 days per week	3-4 días a la semana
5-7 days per week	5-7 días a la semana
Thinking about the past three years, about how often did you use the Cherriots Shop and Ride service? If you travel a lot less now due to COVID, please answer based on your travel before COVID.	Pensando en los últimos tres años, ¿con qué frecuencia utilizó el servicio Cherriots Shop and Ride? Si viaja mucho menos ahora debido a COVID, responda según su viaje antes de COVID.
Never	Nunca
Less than once per year	Menos de una vez al año
1-2 days per year	1-2 días al año
1-3 days per month	1-3 días al mes

1-2 days per week	1-2 días a la semana
3-4 days per week	3-4 días a la semana
5-7 days per week	5-7 días a la semana
How has COVID impacted how often you currently use or don't use Cherriots public transit services?	¿Cómo ha impactado COVID la frecuencia con la que actualmente usa o no usa los servicios de transporte público de Cherriots?
I use Cherriots more than I did before COVID	Uso Cherriots más que antes de COVID
I use Cherriots as much as I did before COVID	Uso Cherriots con la misma frecuencia que antes de COVID
I use Cherriots less than I did before COVID	Uso Cherriots menos que antes de COVID
I no longer use Cherriots because of COVID	Ya no uso Cherriots debido a COVID
Something else has impacted how often I use Cherriots (please tell us more)	Algo más ha afectado la frecuencia con la que uso Cherriots (cuéntenos más)
Does Cherriots service meet your travel needs?	¿El servicio Cherriots satisface sus necesidades de viaje?
No	No
Yes	Sí
What could improve Cherriots service?	¿Qué podría mejorar el servicio de Cherriots?
What would make it easier or more comfortable for you to use Cherriots bus services? Please rank the following eight options from most to least important (1 = most important, 8 = least important).	¿Qué haría que fuera más fácil o más cómodo para usted utilizar los servicios de autobús de Cherriots? Clasifique las siguientes ocho opciones de mayor a menor importancia (1 = más importante, 8 = menos importante).
Having the bus come more often	Hacer que el autobús venga con más frecuencia
Having a bus stop closer to me	Tener una parada de autobús más cerca de mí
If there were sidewalks to my bus stop	Si hubiera aceras/banquetas hasta mi parada de autobús
If the bus reached my destination faster	Si el autobús llegara a mi destino más rápido

If there was more lighting at bus stops	Si hubiera más iluminación en las paradas de autobús
More information and signs to understand where and when buses travel	Más información y letreros para entender dónde y cuándo viajan los autobuses
Knowing it's safe to ride the bus	Saber que es seguro viajar en autobús
Something else not listed here (please tell us more)	Algo más que no esté en la lista aquí (por favor díganos más)
What are the most important destinations in south Salem you'd like to be able to travel to and from using public transportation? Please select all that apply.	¿Cuáles son los destinos más importantes en el sur de Salem a los que le gustaría poder ir y venir en transporte público? Por favor seleccione todas las que correspondan.
Commute to or from school	Viaje diario hacia o desde la escuela
Commute to or from work	Viajar diariamente hacia o desde el trabajo
Errands/shopping	Mandados /compras
Medical needs	Citas médicas
Work-related travel like delivery driving or visiting clients	Viajes relacionados con el trabajo, como reparto de cargas o visitas a clientes
Recreational activities	Actividades recreativas
Visit family or friends	Visitar con familia o amigos
Other (please tell us more):	Otro (por favor díganos más):
What are some of the features and amenities you'd like to see considered for a future transit center or mobility hub in south Salem? Please select all that apply.	¿Cuáles son algunas de las características y comodidades que le gustaría que se consideraran para un futuro centro de tránsito o centro de movilidad en el sur de Salem? Por favor seleccione todas las que correspondan.
Station amenities like benches, covered areas, trash receptacles, and signage	Servicios de la estación como bancos, áreas cubiertas, botes de basura y señalización
Areas for games, play, and entertainment	Áreas para jugar y entretenimiento.
Bike/scooter rentals	Alquiler de bicicletas / scooters o patines

Purchase food and beverages	Compra de alimentos y bebidas
Temporary shops and markets	Mercados y tiendas temporales
Electric vehicle charging	Carga de vehículos eléctricos
Restrooms	Baños
Transfer areas between the bus and taxis, Uber, or Lyft	Áreas para transferir entre el autobús y los taxis, Uber o Lyft
Park and ride parking spaces	Plazas y espacios para estacionar y luego tomar el transporte público.
Other (please specify)	Otra (por favor especifique)
Overall, how do you feel about potentially having the new transit center in South Salem?	En general, ¿cómo se siente acerca de la posibilidad de tener el nuevo centro de tránsito en el sur de Salem?
Very negative	Muy negativo
Somewhat negative	Algo negativo
Neutral	Neutral / indiferente
Somewhat positive	Algo positivo
Very positive	Muy positivo
Do you have any other thoughts to share with Cherriots about the future of south Salem and the new transit center?	¿Tiene otros pensamientos que compartir con Cherriots sobre el futuro del sur de Salem y el nuevo centro de tránsito?
Please take a few more moments to tell us about you. These questions are completely optional and will help Cherriots improve future outreach efforts.	Tómese unos minutos más para contarnos sobre usted. Estas preguntas son completamente opcionales y ayudarán a Cherriots a mejorar sus futuros esfuerzos para llegar a la comunidad.
How do you identify?	¿Cómo se identifica?
Male	Hombre
Female	Mujer
Gender(s) not listed here	Género (s) no listados aquí

What is your age?	¿Cuántos años tiene?
Do you have a vehicle you can use as the driver or a passenger?	¿Tiene un vehículo que pueda utilizar como conductor o pasajero?
No	No
Yes	Sí
What is your race?	¿Cuál es su raza?
American Indian or Alaska Native	Indio americano o nativo de Alaska
Asian or Asian American	Asiático o asiático-americano
Black or African American	Negro o afroamericano
Native Hawaiian or Pacific Islander	Nativo hawaiano o isleño del Pacífico
White	Blanco
Other or a combination of races (specify):	Otro o una combinación de razas (especifique):
What is your ethnicity?	Cuál es tu etnia?
Hispanic or Latino	Hispano o latino
Not Hispanic or Latino	No hispano o latino
What was your annual gross household income before taxes in 2020? This is the combined income of each person living in your home, whatever the source.	¿Cuál fue su ingreso familiar bruto anual antes de impuestos en 2020? Este se refiere al ingreso combinado de cada persona que vive en su hogar, sea cual sea el origen de los ingresos.
Less than \$10,000	Menos de \$ 10,000
\$10,000 to \$19,999	\$10,000 a \$19,999
\$20,000 to \$29,999	\$20,000 a \$29,999
\$30,000 to \$39,999	\$30,000 a \$39,999
\$40,000 to \$49,999	\$40,000 a \$49,999
\$50,000 to \$74,999	\$50,000 a \$74,999
\$75,000 to \$99,999	\$75,000 a \$99,999

\$100,000 to \$149,999	\$100,000 a \$149,999
\$150,000 to \$199,999	\$150,000 a \$199,999
\$200,000 to \$250,000	\$200,000 a \$250,000
More than \$250,000	Más de \$ 250,000
Don't know	No lo sé
What best describes your work status? Select all that apply.	¿Qué describe mejor su situación laboral? Seleccione todas las que correspondan.
Employed (full-time, part-time, self-employed)	Empleado (a tiempo completo, a tiempo parcial, autónomo)
Homemaker	Me dedico al hogar
Student (full or part-time)	Estudiante (tiempo completo o parcial)
Retired	Retirado
Unable to work (due to a disability, caring for a family member)	No puedo trabajar (debido a una discapacidad, o por cuidar a un miembro de la familia)
Other (please specify)	Otro (por favor especifique)
How many people including yourself live in your household?	¿Cuántas personas, incluido usted, viven en su hogar?
1	1
2	2
3	3
4	4
5	5
6	6
7	7
8+	8+

Do you primarily speak a language other than English at home?	¿Habla un idioma que no sea inglés?
No	No
Yes, we speak:	Sí. ¿Que idioma es ese?
South Salem Transit Center	Centro de tránsito del sur de Salem
South Salem Transit Center	Centro de tránsito del sur de Salem
<p>Thank you so much for taking the time and energy to give us your feedback! Your answers will help Cherriots design and choose the most beneficial location for the new transit center.</p> <p>To stay up to date on the project or to sign up for email updates, please visit the project website below:</p> <p><a href="https://www.southsalemmtc.org/">https://www.southsalemmtc.org/</a></p> <p>If you have any questions or comments about the survey, please contact <a href="mailto:research@prrbiz.com">research@prrbiz.com</a>.</p>	<p>¡Muchas gracias por tomarse el tiempo de enviarnos sus comentarios! Sus respuestas ayudarán a Cherriots a diseñar y elegir la ubicación más beneficiosa para el nuevo centro de tránsito en el sur de Salem.</p> <p>Para mantenerse actualizado sobre el proyecto o suscribirse para recibir actualizaciones por correo electrónico, visite el sitio web del proyecto a continuación:</p> <p><a href="https://www.southsalemmtc.org/es">https://www.southsalemmtc.org/es</a></p> <p>Si tiene alguna pregunta o comentario sobre la encuesta, comuníquese con <a href="mailto:research@prrbiz.com">research@prrbiz.com</a>.</p>

## APPENDIX B: SURVEY NOTIFICATIONS

Postcard:

**We want your input!**

Cherriots is conducting a survey to learn about future transit needs in south Salem. Your response will help us plan for new facilities that best serve the community.

Visit [SouthSalemTC.org](https://SouthSalemTC.org) to take the survey by **Monday, April 26.**

---

**¡Nos gustaría conocer su opinión!**

Cherriots está realizando una encuesta para conocer las necesidades futuras de tránsito en el sur de Salem. Sus respuestas nos ayudarán a planificar nuevas instalaciones para mejor servir a la comunidad.

Visite [SouthSalemTC.org/es](https://SouthSalemTC.org/es) para realizar la encuesta antes del **lunes 26 de abril.**

Transit center monitor ad:

**We want your input!**

Cherriots is conducting a survey to learn about future transit needs in south Salem.

[SouthSalemTC.org](https://SouthSalemTC.org)

**¡Nos gustaría conocer su opinión!**

Cherriots está realizando una encuesta para conocer las necesidades futuras de tránsito en el sur de Salem.

[SouthSalemTC.org/es](https://SouthSalemTC.org/es)

Sandwich board poster and “take-one” flyer (same design):



## We want your input!

Cherriots is conducting a survey to learn about future transit needs in south Salem. Your response will help us plan for new facilities that best serve the community.



Visit [SouthSalemTC.org](https://SouthSalemTC.org) to take the survey by **Monday, April 26**.

---

## ¡Nos gustaría conocer su opinión!

Cherriots está realizando una encuesta para conocer las necesidades futuras de tránsito en el sur de Salem. Sus respuestas nos ayudarán a planificar nuevas instalaciones para mejor servir a la comunidad.



Visite [SouthSalemTC.org/es](https://SouthSalemTC.org/es) para realizar la encuesta antes del **lunes 26 de abril**.

Outreach email (Spanish version follows English version in line):

No images? [Click here](#)



Dear neighbor,

As the south Salem region continues to grow, so do the transportation needs of the people who live and work here. Cherriots is working to identify potential locations for a new transit center in south Salem that would serve as a mobility hub for improved transit service, transfer points, and other transportation options.

**We want your input!**

We invite you to participate in a 10-minute survey to share your thoughts on future transit needs in south Salem.

To take the survey, click below:

[ENGLISH SURVEY](#)

[ENCUESTA EN ESPAÑOL](#)

Please complete this survey by **Monday, April 26**.

If you have any questions or comments, please contact PRR (the independent firm Cherriots hired to complete the research) at [research@prrbiz.com](mailto:research@prrbiz.com).

Thank you,

**Steve Dickey**

SSTC Project Manager  
Cherriots Director of Technology and Program Management

Querido vecino,

A medida que la región del sur de Salem continúa creciendo, también han crecido las necesidades de transporte de las personas que viven y trabajan aquí. La agencia de tránsito Salem Cherriots se encuentra en la tarea de identificar ubicaciones potenciales para un nuevo centro de tránsito en el sur de Salem que serviría como un centro de movilidad para mejorar el servicio de tránsito, los puntos de transferencia y otras opciones de transporte.

**¡Nos gustaría conocer su opinión!**

Lo invitamos a participar en una encuesta de 10 minutos para compartir su opinión sobre las necesidades futuras de tránsito en el sur de Salem.

Para realizar la encuesta, haz clic:

Social media post:



A screenshot of a Facebook post from the organization Cherriots. The post is dated April 12 at 4:02 PM. The text of the post asks if the user lives or works in South Salem and encourages them to take a survey to help plan for new facilities and services in the area, with a link to [www.SouthSalemTC.org](http://www.SouthSalemTC.org). The main image in the post shows a blue and white Cherriots bus driving on a multi-lane road. The bus has 'CHERRIOTS' written on its destination sign and the number '11806' on its front. The background shows a clear sky, traffic lights, and other vehicles on the road. Below the image, the post shows 24 likes and 9 comments, with 29 shares. At the bottom, there are buttons for 'Like', 'Comment', and 'Share'.

## APPENDIX C: SURVEY REPORT

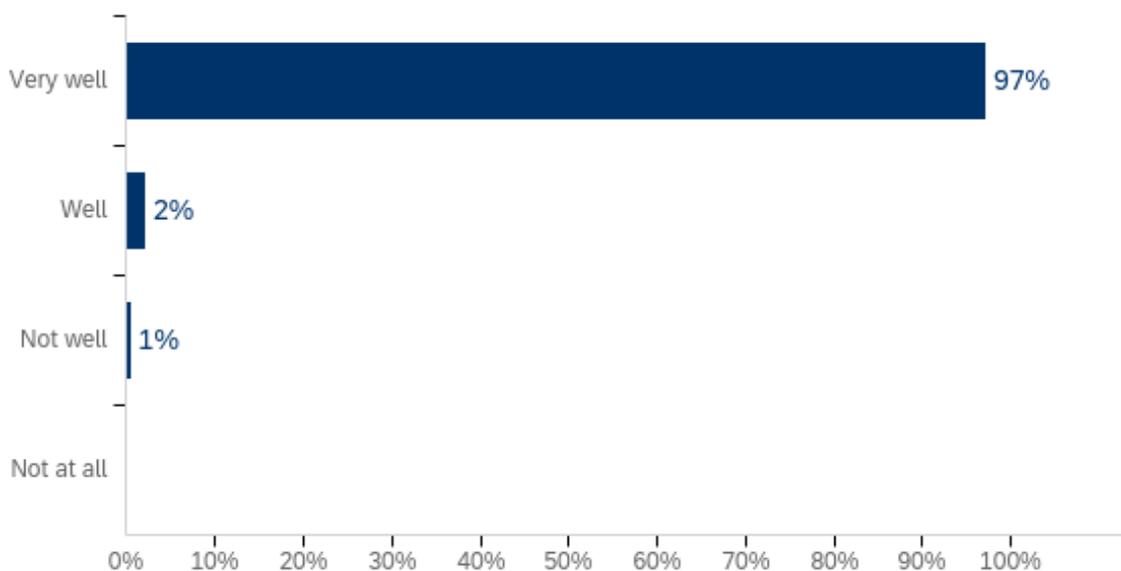
### South Salem Transit Center Research Results

588 people responded to the survey, including three people who responded in Spanish.

- Number of responses = 588
- Number of Spanish-language respondents = 3

All of the English-language respondents indicated they can speak English “very well” or “well”.

#### Q1 - How well do you speak English?

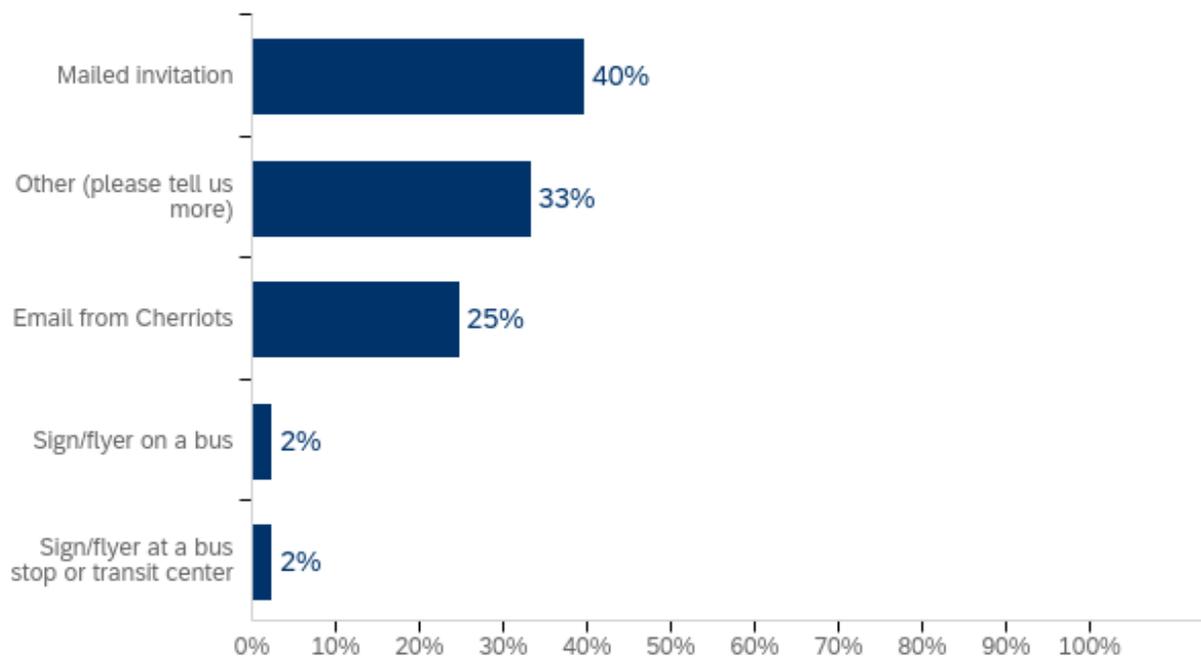


#### Languages other than English spoken at home by respondents:

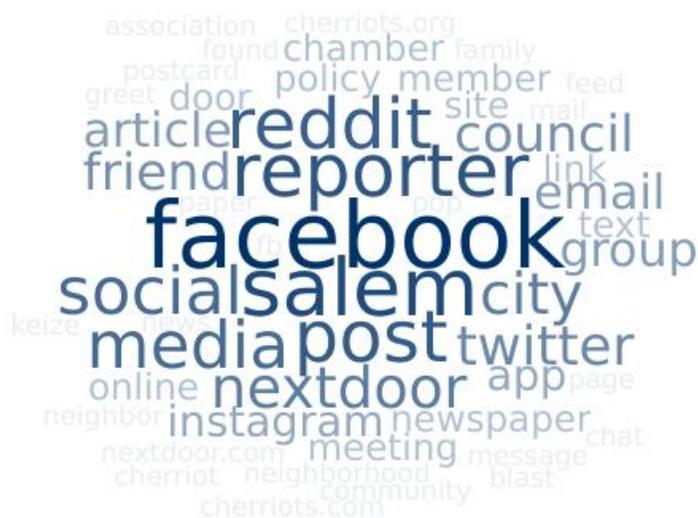
- Spanish (5)
- American Sign Language (3)
- German (3)
- Cantonese
- Japanese

The wide mix of recruitment options worked to engage participants. The most common recruitment option was the mailed postcard invitations (40%), and a third (33%) of participants were recruited through a combination of social media and other community resources, including word of mouth.

**Q2 - How did you hear about this survey? Please select all that apply:**

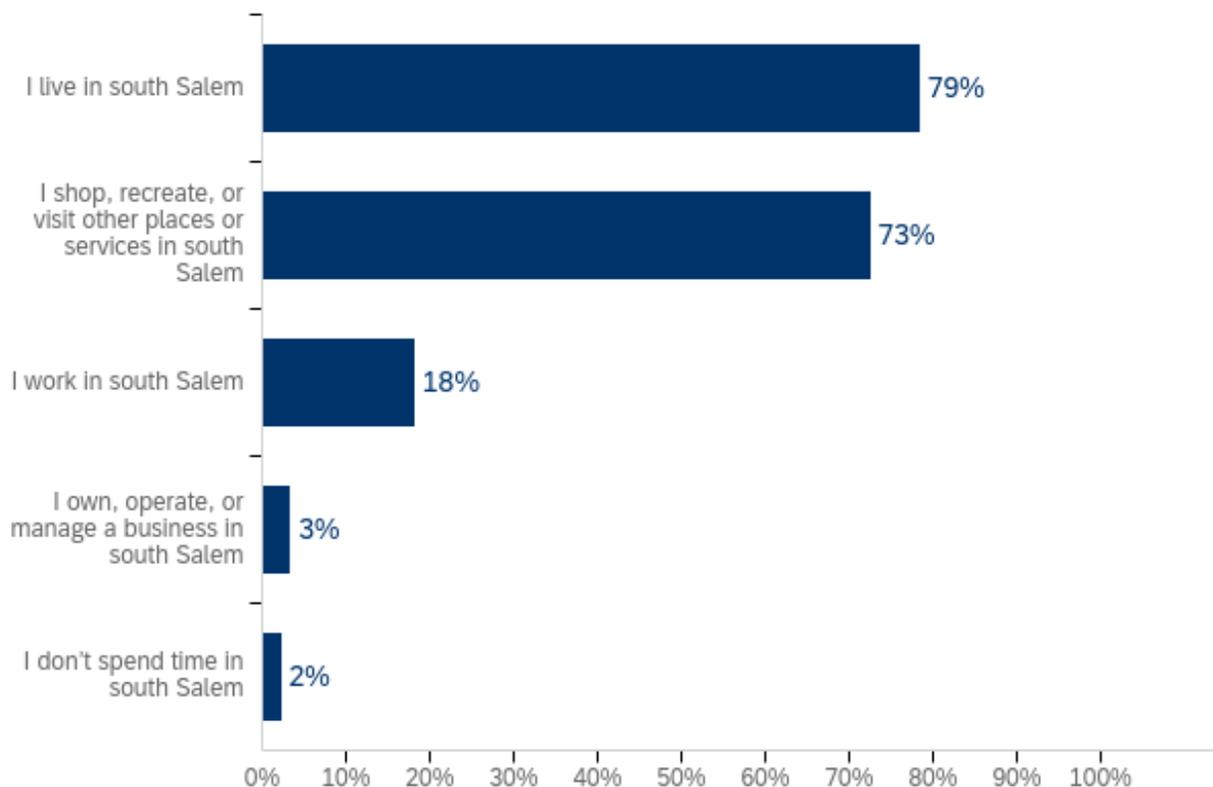


**Q2 – Other includes:**



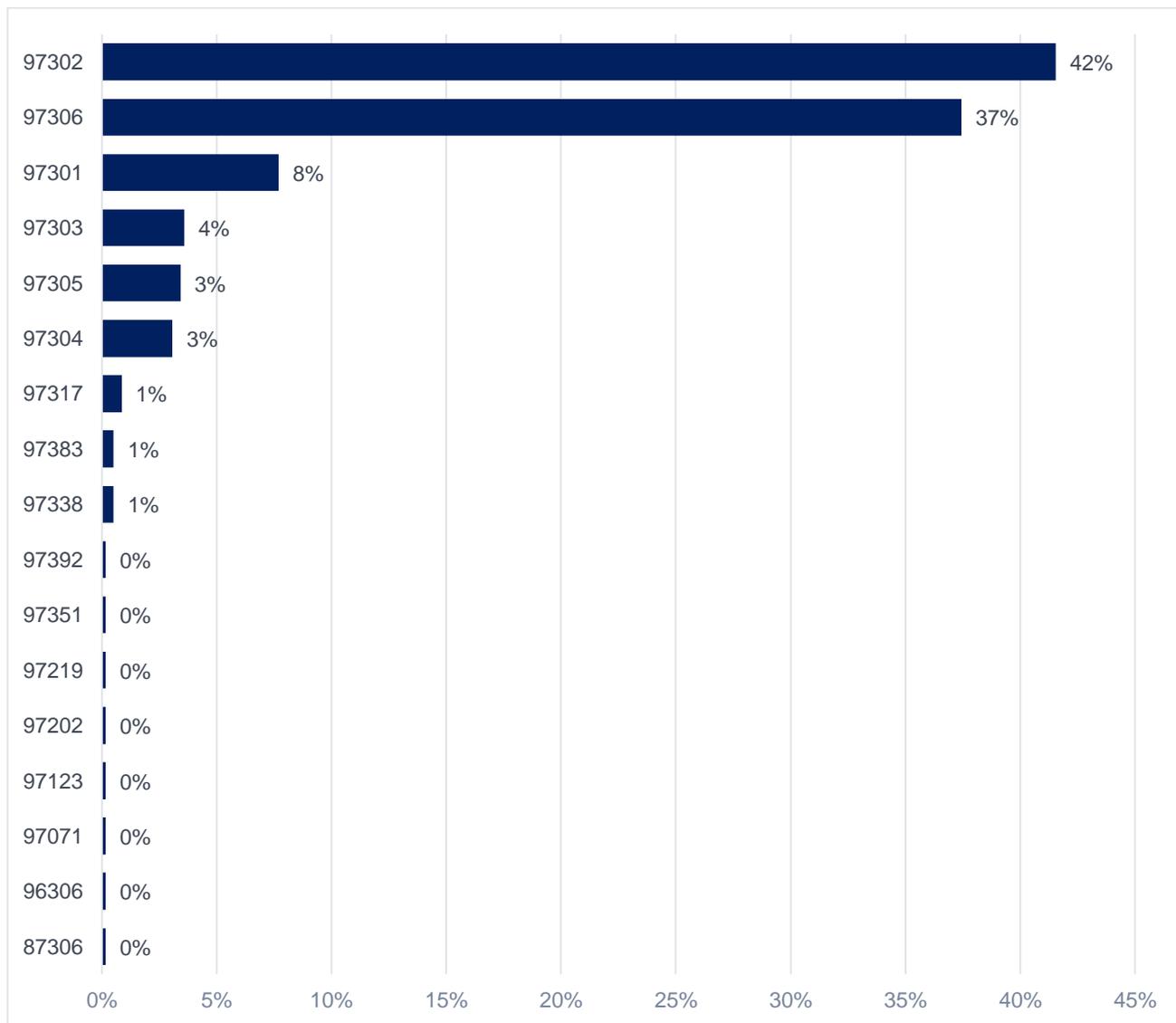
Most respondents either live (79%) or shop, recreate, or visit places and services in south Salem (73%). A fifth of respondents (21%) work in south Salem either as employees (18%) or they own, operate, or manage a business (3%). Only 2% of respondents do not currently spend time in south Salem.

**Q3 - What do you do in south Salem? We consider south Salem to be south of downtown, west of I-5, and east of the river. Please select all that apply.**



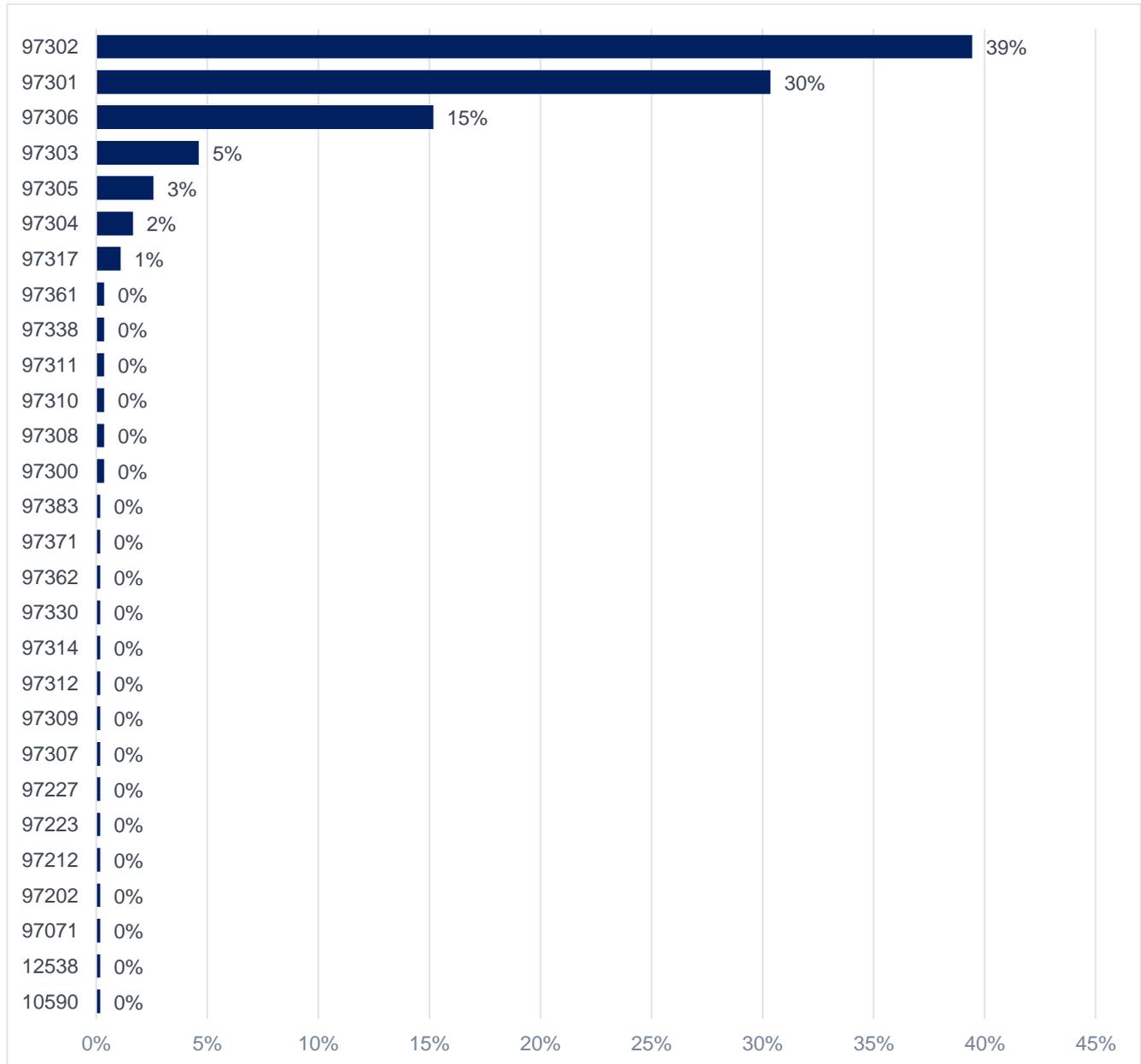
About four-fifths of respondents (79%) live in either the 97302 zip code (42%) or the 97306 zip code (37%).

**Q4 - What is your home zip code?**



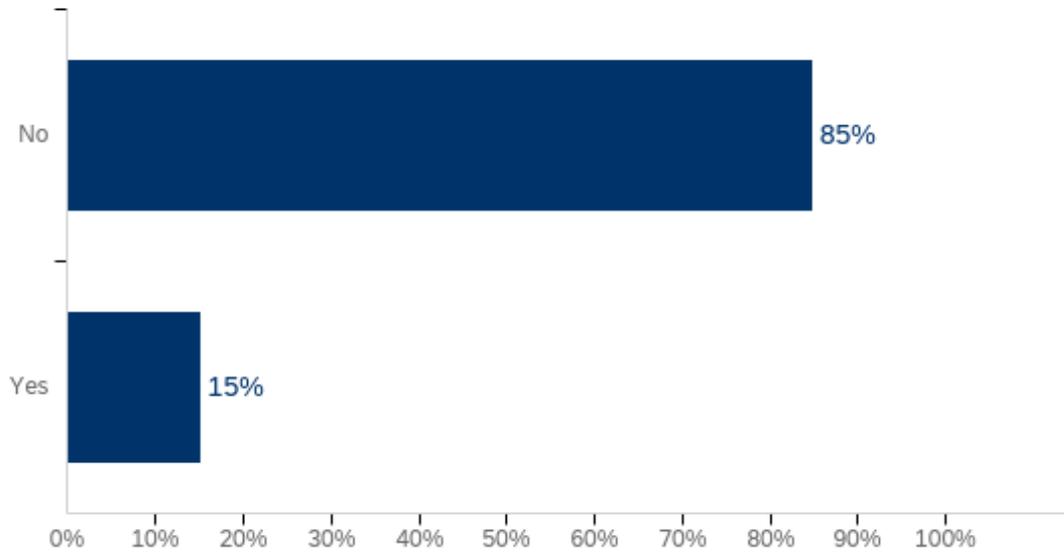
The zip codes that respondents travel to the most often are 97302 (39%), 97301 (30%), and 97306 (15%).

**Q5 - What is the zip code that you travel to most often?**



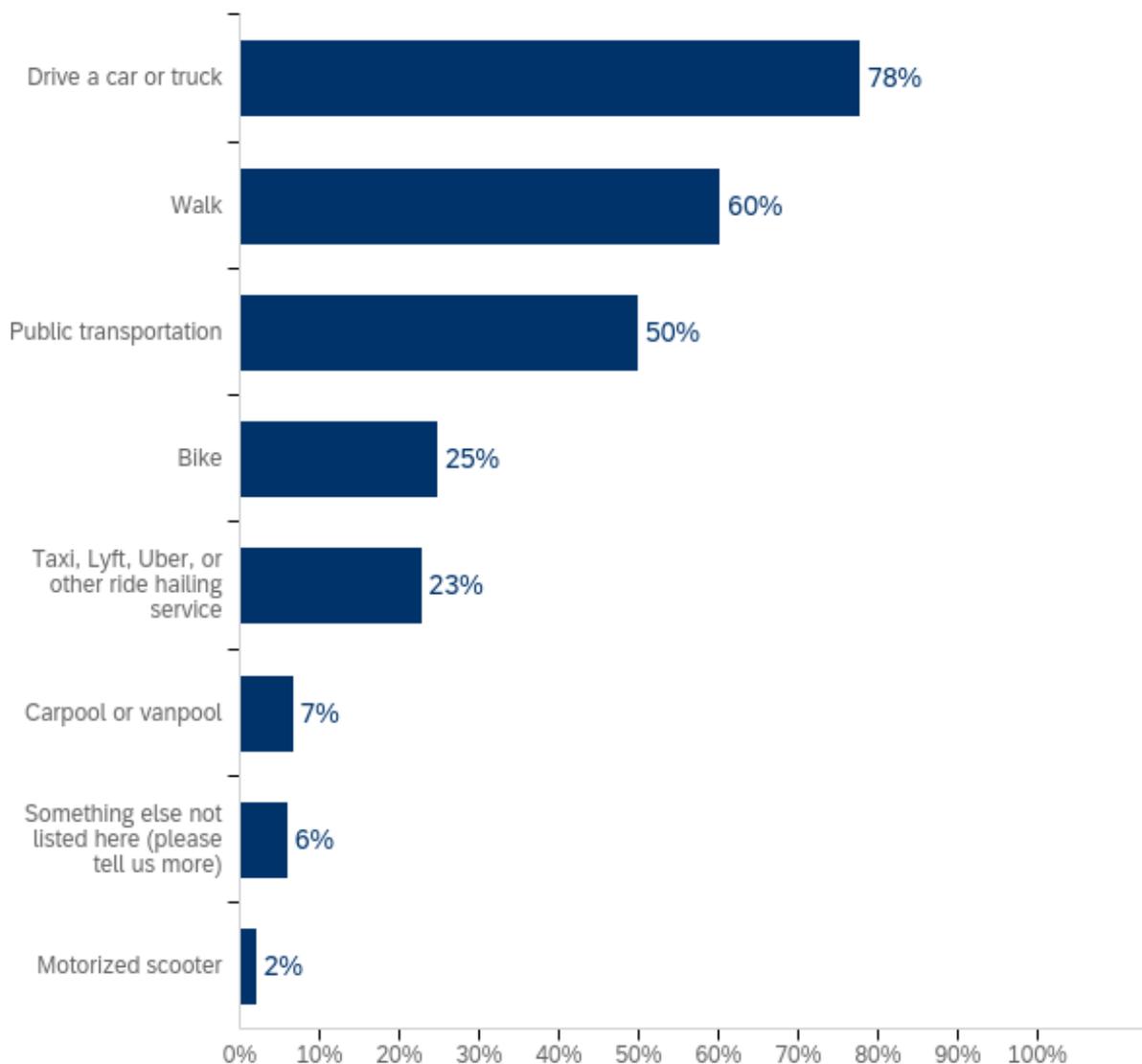
Fifteen percent of survey respondents use a mobility aid to get around.

**Q6 - Do you depend on a mobility aid such as a wheelchair, walker, motorized chair, or cane to get around?**



Half of the respondents (50%) have used public transportation to get around South Salem. Other popular travel options include driving a car or truck (78%) and walking (60%). The next most common options are riding a bike (25%) and using a taxi, Lyft, Uber, or other ride hailing service (23%).

**Q7 - How have you traveled in south Salem? Please select all that apply.**

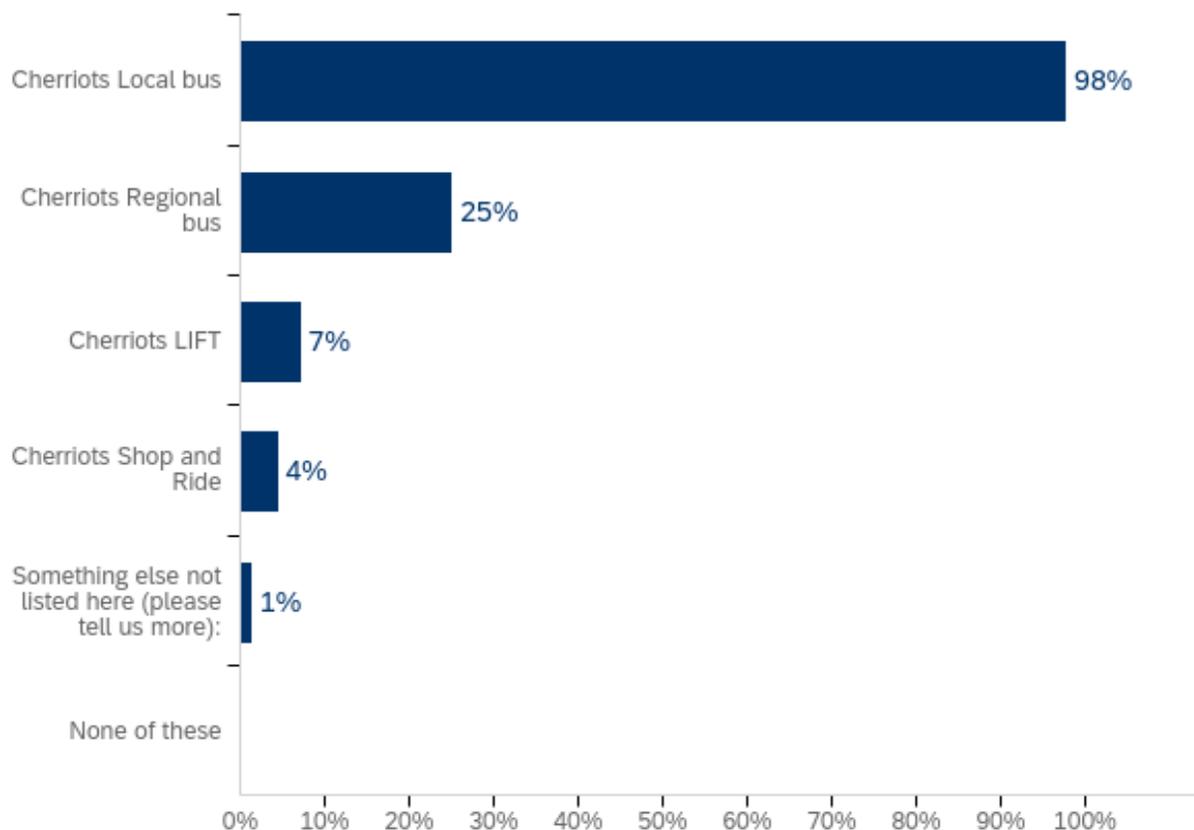


**Q7 – Other includes:**

- Get a ride from friends or family (some respondents did not see this as carpooling)
- Cherriots LIFT (some respondents did not see this as public transportation)
- Motorcycle
- E-bike

Of people who have used Cherriots services, almost all (98%) have used the Local bus and a quarter (25%) have used the Regional bus.

**Q8 - Which Cherriots services have you used? Please select all that apply.** (Asked of all 294 respondents who used public transit.)

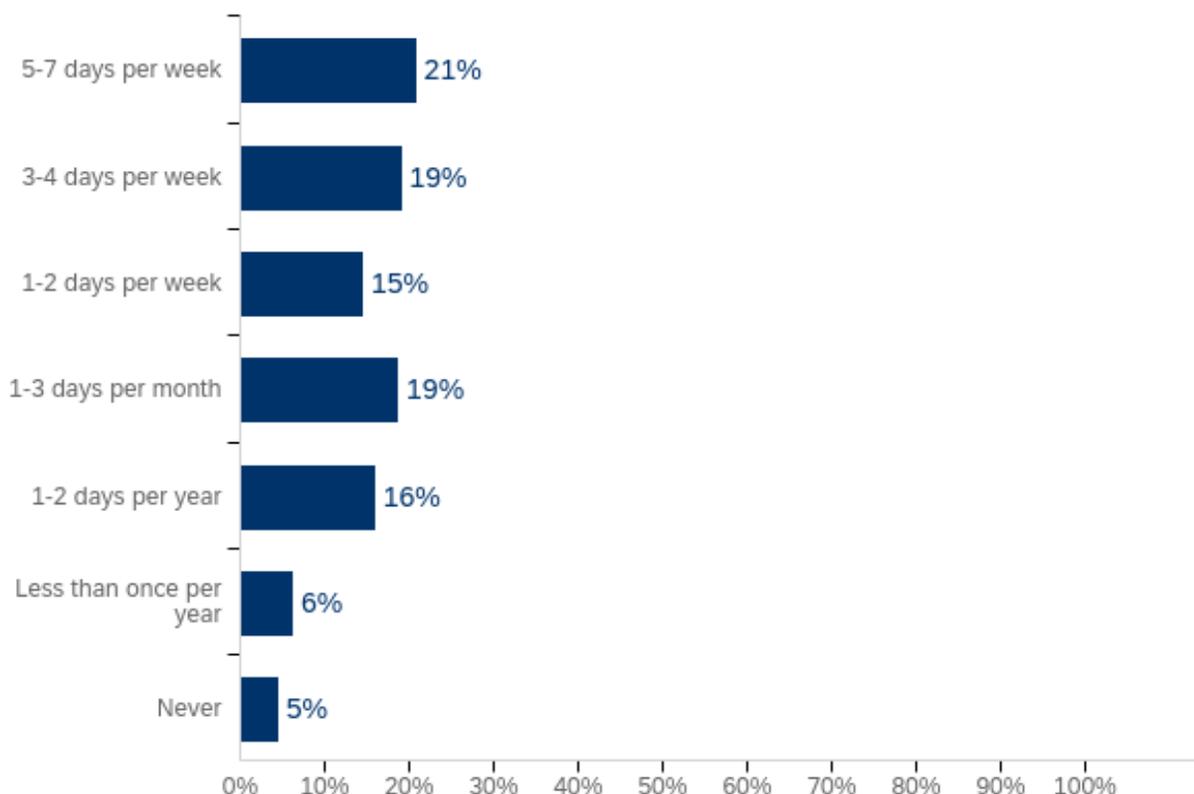


**Q8 – Other includes:**

- Dial a Ride
- Cherriots to Wilsonville
- Wheels

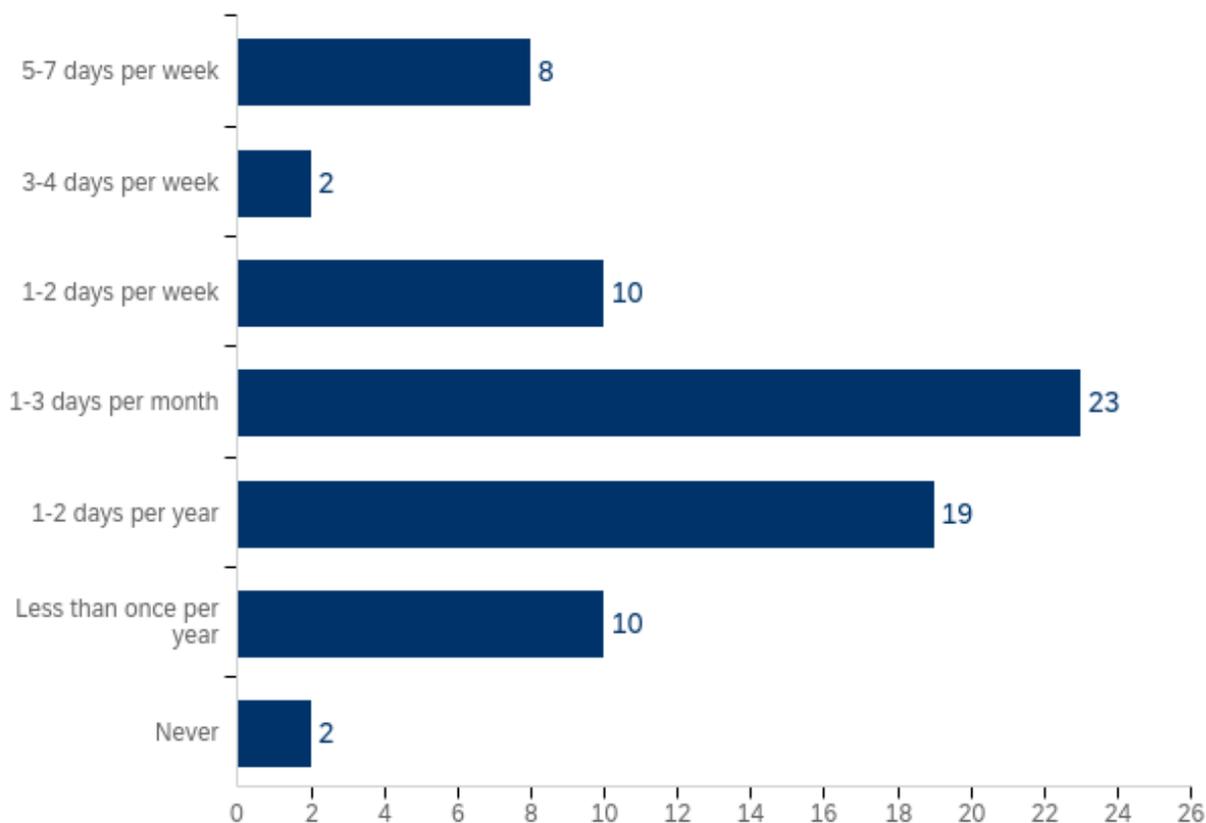
Overall, the frequency of respondents' use of the Cherriots Local buses is quite diverse. While more than half of the respondents (55%) typically rode the Local bus at least once a week in the past three years, they are somewhat evenly split between riding the bus 5-7 days per week (21%), 3-4 days per week (19%), or 1-2 days per week (15%). Another 35% of respondents rode the bus either 1-3 days per month (19%) or 1-2 days per year (16%).

**Q9 - Thinking about the past three years, about how often did you ride Cherriots Local buses? If you travel a lot less now due to COVID, please answer based on your travel before COVID.** (Asked of all 288 respondents who used Cherriots Local buses.)



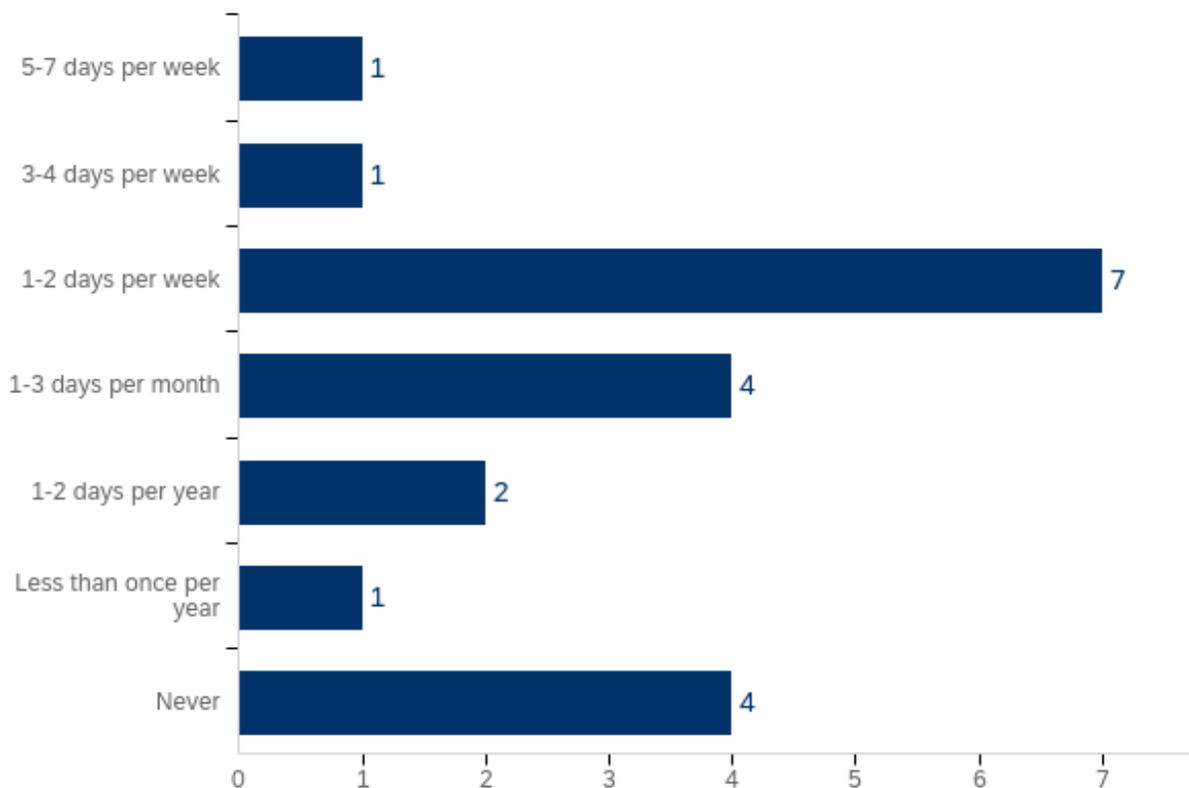
Most of the respondents who rode Cherriots Regional buses used them either 1-3 days per month (23 respondents) or 1-2 days per year (19 respondents). However, we also heard from 20 respondents who rode the Regional buses at least weekly, with 8 respondents riding 5-7 days per week.

**Q10 - Thinking about the past three years, about how often did you ride Cherriots Regional buses? If you travel a lot less now due to COVID, please answer based on your travel before COVID.** (Asked of all 74 respondents who used Cherriots Regional buses.)



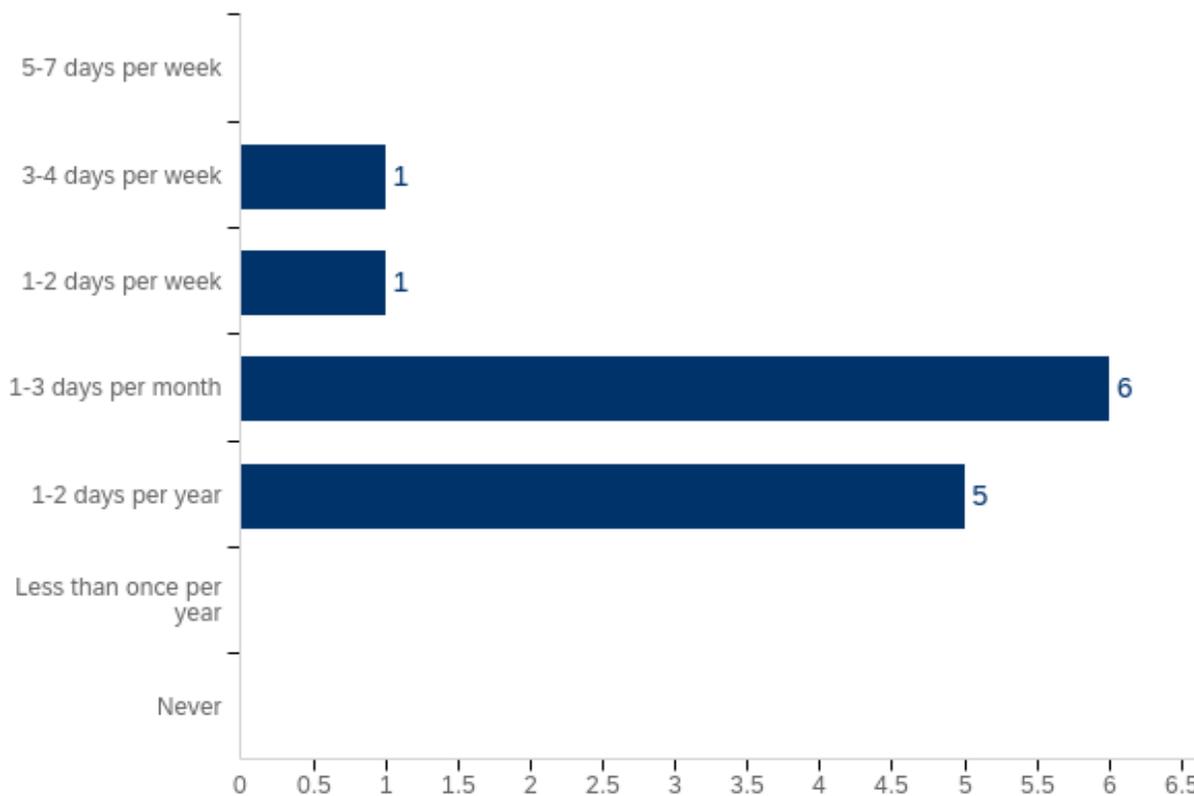
Most respondents who had used Cherriots LIFT use the service 1-2 days per week (7 respondents) or 1-3 days per month (4 respondents).

**Q11 - Thinking about the past three years, about how often did you ride Cherriots LIFT service? If you travel a lot less now due to COVID, please answer based on your travel before COVID.** (Asked of all 21 respondents who use Cherriots LIFT service.)



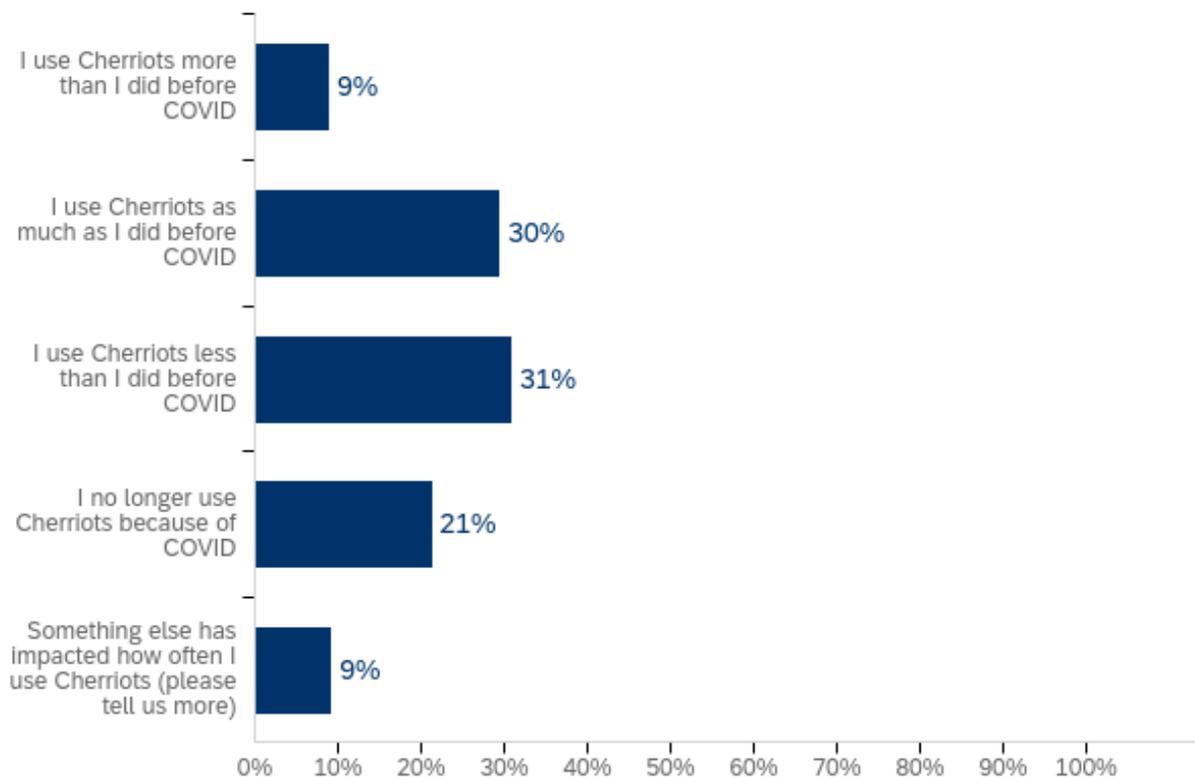
Our respondents who used the Cherriots Shop and Ride service tended to use it infrequently, either 1-3 days per month (6 respondents) or 1-2 days per year (5 respondents).

**Q12 - Thinking about the past three years, about how often did you use the Cherriots Shop and Ride service? If you travel a lot less now due to COVID, please answer based on your travel before COVID.** (Asked of all 13 respondents who use Cherriots Shop and Ride service.)



Changes in Cherriots during COVID were varied. Almost a third of respondents (30%) use Cherriots as much now as they did before COVID. About a third (31%) use Cherriots less now than they did before COVID and about a fifth (21%) of respondents no longer use Cherriots because of COVID. However, 9% of respondents use Cherriots more now than they did before COVID.

**Q13 - How has COVID impacted how often you currently use or don't use Cherriots public transit services?** (Asked of all 294 respondents who used public transit.)



**Q13 – Something else responses include:**

- Own/got a car
- Not convenient locations (some mentioned a stop or route near them was eliminated)
- Takes too long
- Retired
- Work requires using a car
- Got a driver's license
- Disability or injury limits transit use
- Use a service dog
- New to Salem
- Concerns about people experiencing homelessness

Overall, respondents were evenly split on whether Cherriots meets their travel needs, with 51% saying “no” and 49% saying “yes”. Of the respondents who have used Cherriots in the past, 65% said that Cherriots meets their travel needs. Interestingly, 33% of respondents who have never used Cherriots said that it meets their travel needs.

#### Q14 - Does Cherriots service meet your travel needs?



When asked about what could improve Cherriots service, most respondents talked about expanding service and more convenient and frequent routes.

#### Q15 - What could improve Cherriots service?

- Expand service area / more routes
  - More efficient routes
- More convenient routes
  - More neighborhood routes
  - Stops near my origin/destination (shopping centers and various work locations were cited the most)
- More frequent service
- Faster travel times
- Extend service hours (mid-day, early morning/late evenings, weekend)
- More interconnections, so connecting stops and hubs to get farther
  - However, others said to reduce the number of transfers and more direct routes
- More reliable service
- Better accommodations for people with limited mobility, limited English, or the elderly
  - Wheelchair accessibility on buses
  - Lower/kneeling buses, difficult to get on and off buses
  - Larger text on signs, multilingual signs
  - Louder speaker announcements

- Improve bus stops
  - Bus shelters / weather protection
  - Better placed stops for those with limited mobility (several talked about having to walk up/down hills)
  - Seating at bus stops
- Remove fares (some said population specific, like 55+, one or two said for universal)
- Concern about increased taxes
- Reduce the size of buses
- Better customer service from drivers and staff
- A few asked to enforce mask mandate while a few ask to eliminate mask mandate
- Easier information access (including how to buy a pass and timetables of route schedule)

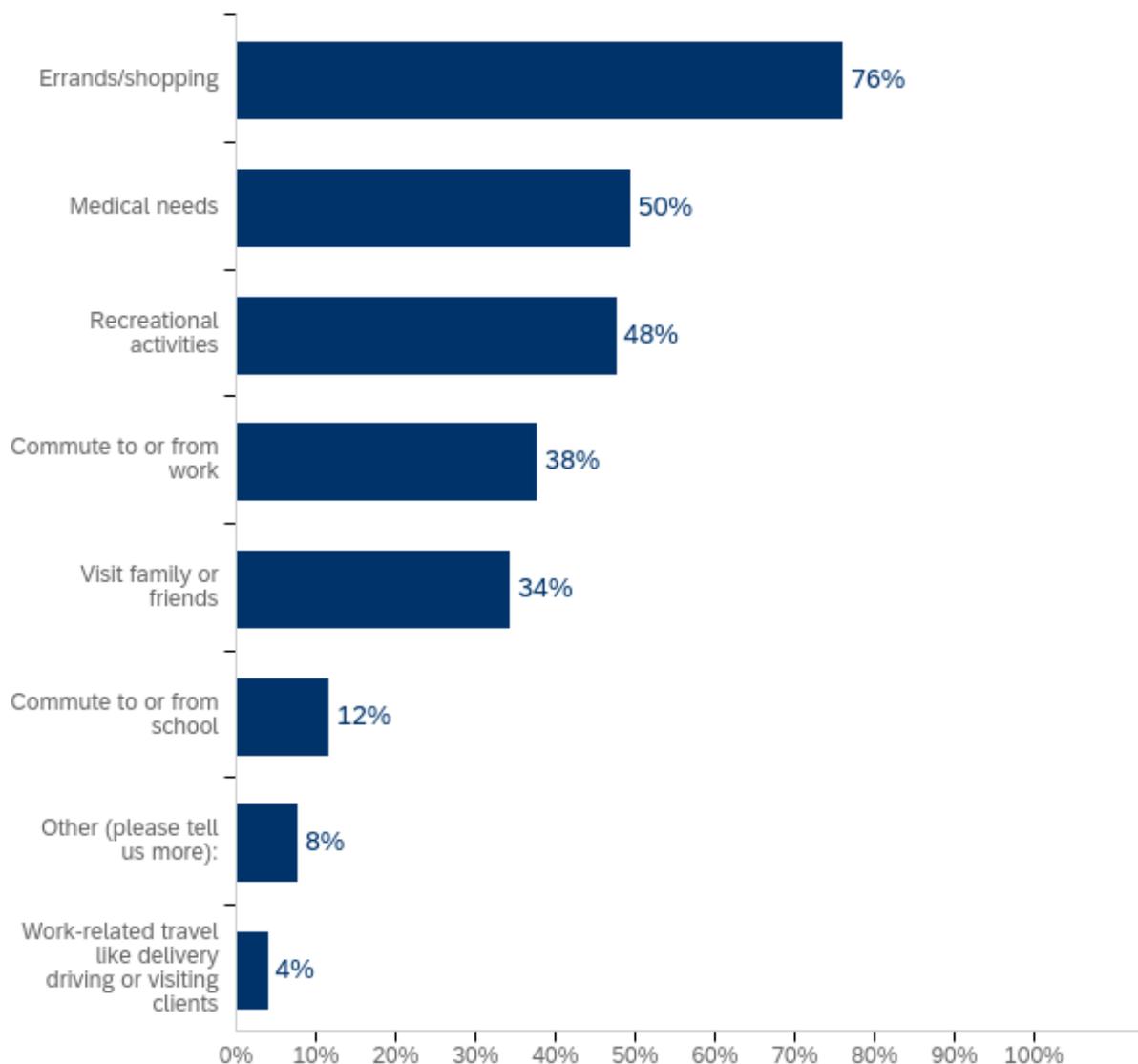
Respondents' top priorities for improving Cherriots service were consistent they want 1) the bus to come more often, 2) the bus to have a stop closer to them, and 3) the bus to reach their destination faster. The order of these priorities was notably the same for both Cherriots users and non-users.

**Q16 - What would make it easier or more comfortable for you to use Cherriots bus services? Please rank the following options from most to least important.**

1. Having the bus come more often
2. Having a bus stop closer to me
3. If the bus reached my destination faster
4. Three-way tie:
  - a. If there were sidewalks to my bus stop
  - b. More information and signs to understand where and when buses travel
  - c. If there was more lighting at bus stops
7. Knowing it's safe to ride the bus

Respondents said that the most important destinations they would like to be able to travel to and from using public transportation are errands and shopping (76%), medical needs (50%), and recreational activities (48%). Other popular options include commute to or from work (38%) and visit family or friends (34%). Once again, the order of these priorities was relatively consistent for both Cherriots users and non-users, with a virtual tie between medical needs and recreational activities for both groups of respondents.

**Q17 - What are the most important destinations in south Salem you'd like to be able to travel to and from using public transportation? Please select all that apply.**



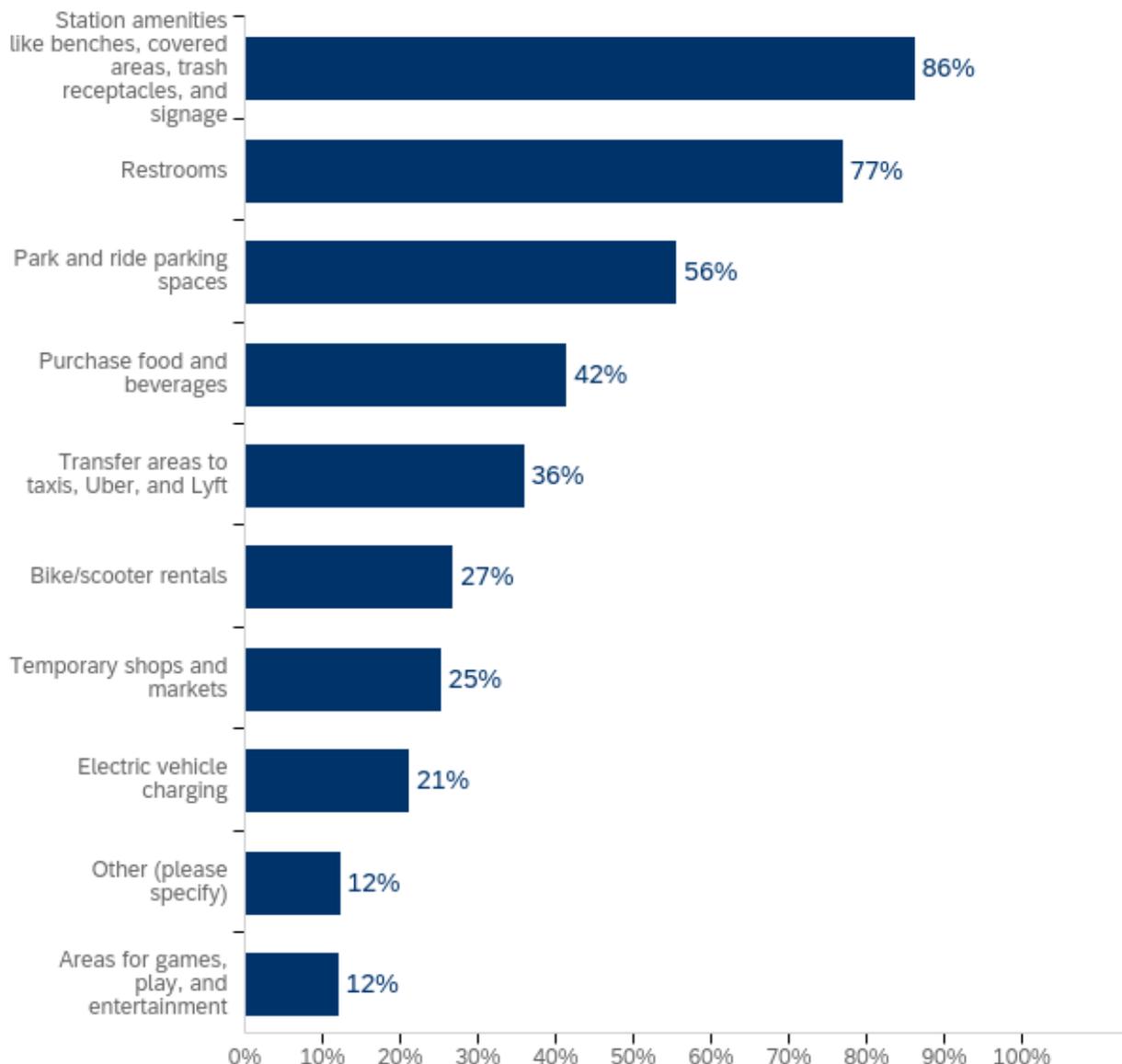
**Q17 - Other includes:**

- Church
- Minto Brown Park
- Volunteer work

- Post office
- Train station
- Library
- Shopping
- Dining and drinking
- Places where parking is difficult, including downtown and Lancaster Dr.
- Airport
- Parks
- Portland and Corvallis

Respondents are interested in a variety of station amenities at the new transit center, prioritizing basic needs above additional amenities. They would like to see station amenities (86%), restrooms (77%), and park and ride spaces (56%). Purchasing food and beverages was the fourth most chosen amenity overall (42%) but was especially popular among Cherriotics users (50% of users chose it). While the requests were otherwise fairly similar for both groups of respondents, temporary shops and markets were also more popular among Cherriotics users (30%) than non-users (20%).

**Q18 - What are some of the features and amenities you'd like to see considered for a future transit center or mobility hub in south Salem? Please select all that apply.**



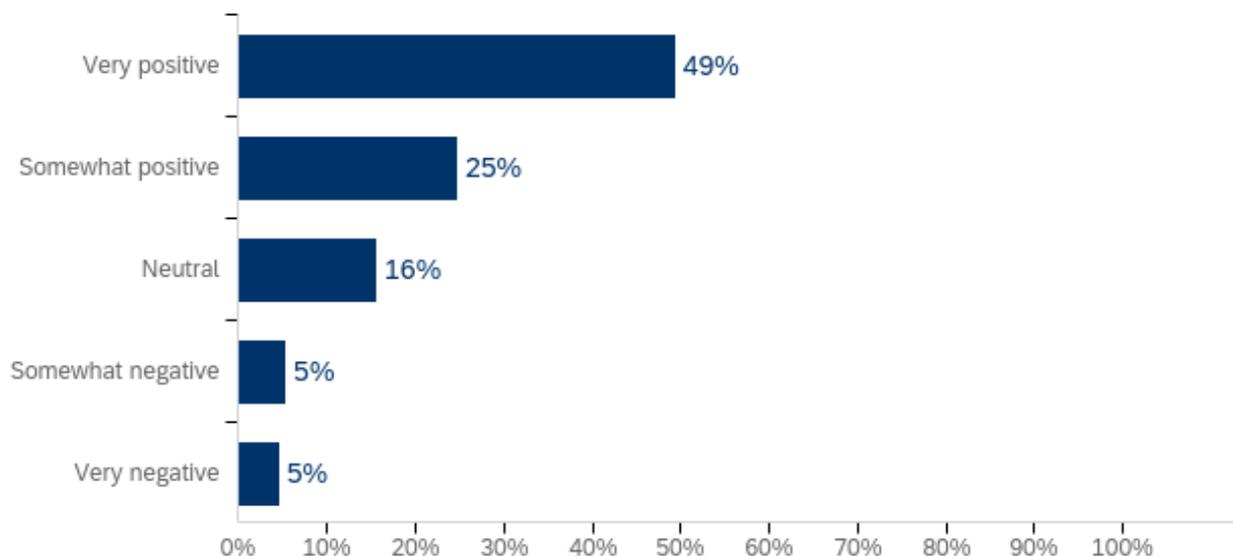
**Q18 – Other includes:**

- Security presence
- Do not need a hub Train/trolley connection

- Lighting and visibility
- Secure bike storage
- Wi-Fi service
- Clean
- Animal friendly, service dog friendly
- Bike shop
- Buy bulk day passes ahead of time
- Charging stations for phones and scooters
- Connection to Albany
- Connection to all points South
- Cover
- Customer service navigator
- Digital signs
- Easy to understand bus schedules
- e-fare payment with smartphones
- Express service to and from downtown and satellite routes
- Feel safe
- Flat, stable ground
- Fresh fruit and veggie stalls
- Less smog
- Library kiosk
- Printed schedules
- Sunday service
- Transfer to airport

Three quarters of respondents (74%) indicated they feel positive about the new transit center, with half of all respondents (49%) saying they feel very positive. Only 10% of respondents indicated that they feel negative about the new transit center. While Cherriots users were generally more positive than non-users, about two thirds (64%) of non-users said they feel positive about the new transit center and only 15% indicated they feel negative about the transit center.

**Q19 - Overall, how do you feel about potentially having the new transit center in South Salem?**

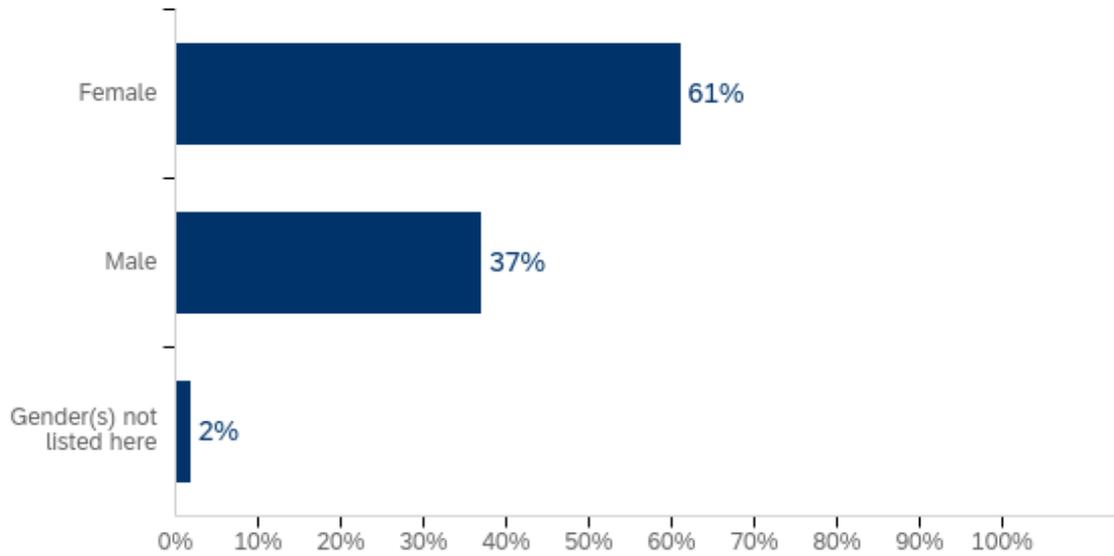


**Q20 - Do you have any other thoughts to share with Cherriots about the future of south Salem and the new transit center?**

- Many are excited for and support for the new center, hoping for:
  - Increased access to the city
  - Transition to a stronger public transit system
- Improve the bus system as a whole not just the transit center. Most of the same top concerns as above (more routes, greater accessibility, etc.)
- Large concerns over safety from others at the new stations and bus stops (many included anti-homelessness sentiments)
  - Reduce loitering at bus stops/center and increase enforcement
- Increasing transit access from South Salem
- Objection to transit center
- It will raise my taxes
- Public transit is inefficient and inconvenient to the city as a whole
- Environmental impact of new station
  - Spend resources on encouraging a greener transportation system (electric fleet or electric charging stations on park-n-rides)
- Focus on those most heavily impacted by public transit, such as marginalized communities
- Develop transit center in conjunction with the idea of multi-modal trips (biking, walking mostly)
- Reduce public transit and change to credit system for rideshare for those that need it
- Keep public informed of project updates

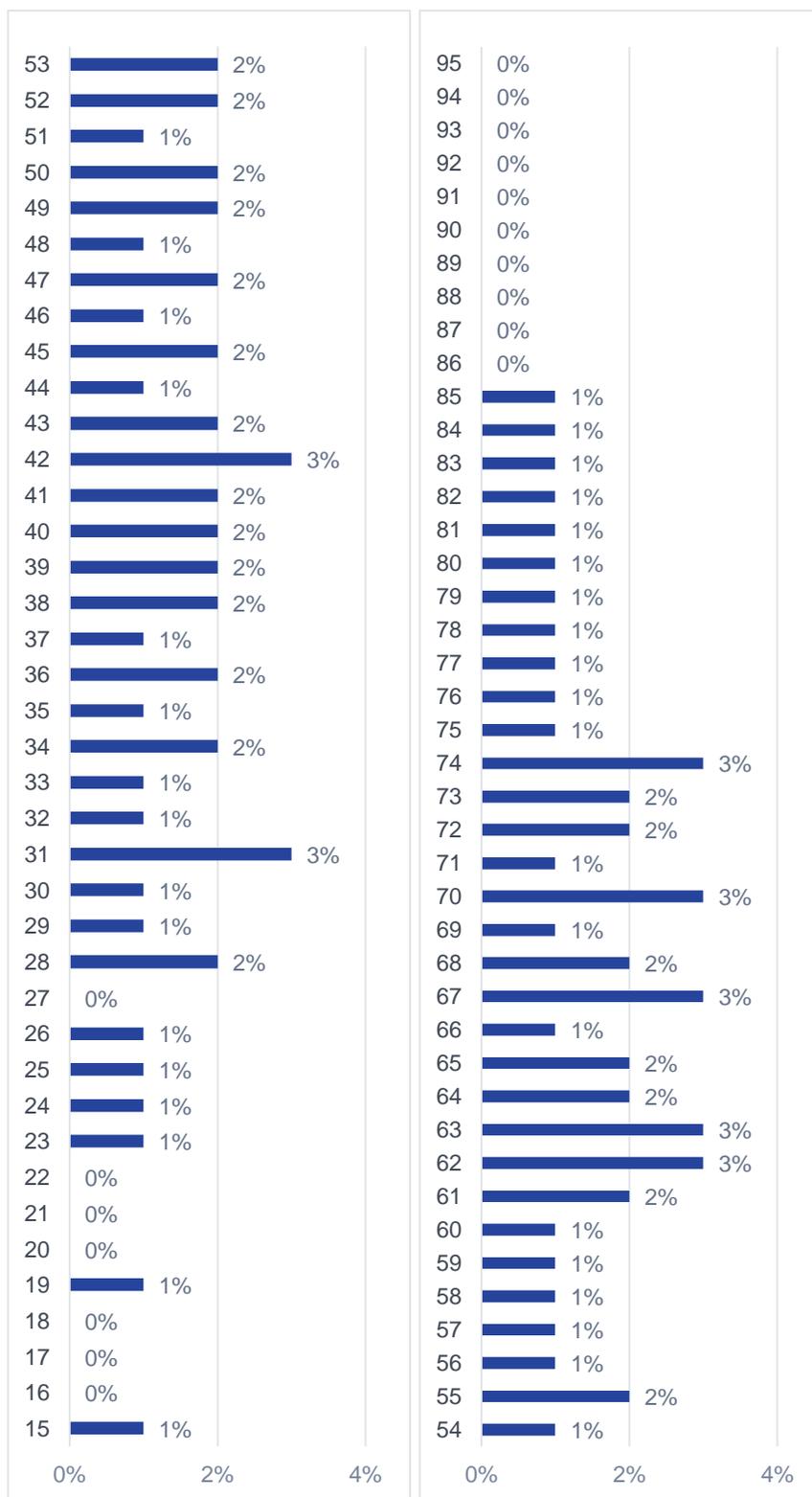
The survey respondents skewed female (61%), and this was true for both Cherriots users and non-users.

**Q21 - How do you identify?**



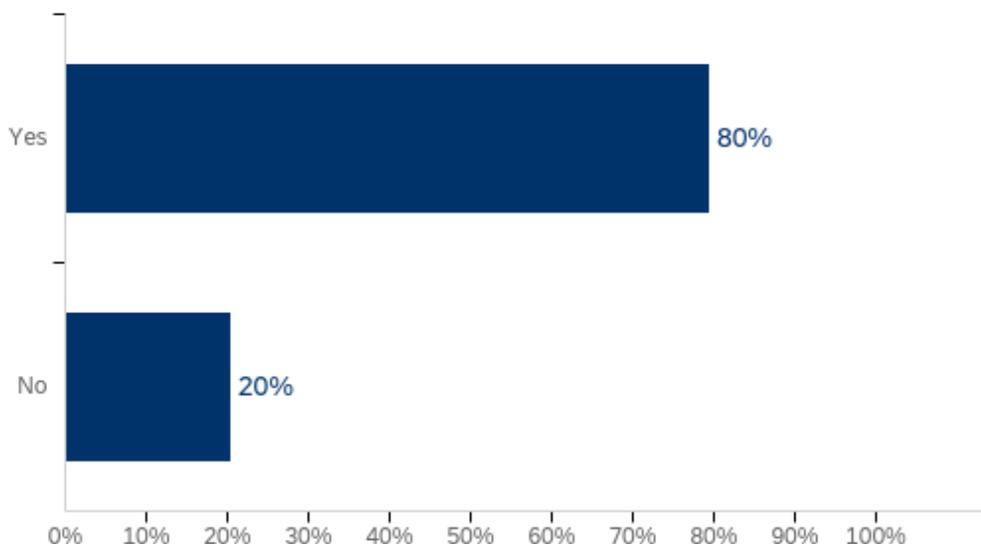
Respondents ranged in age from 15 to 95, with an average age of 53.

**Q22 - What is your age?**



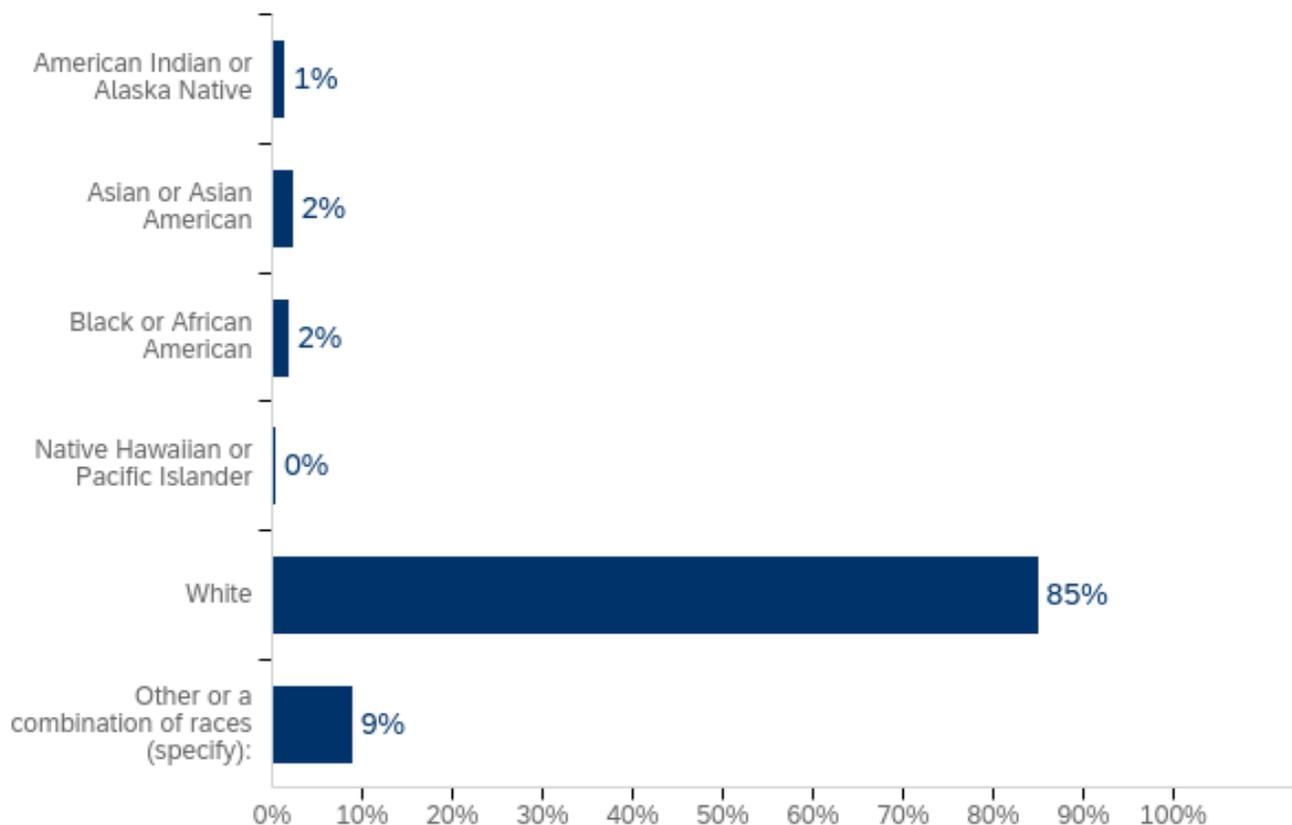
Four-fifths (80%) of respondents have a vehicle they can use as a driver or passenger. However, only about two-thirds (64%) of respondents who are Cherriots users have a vehicle they can use.

**Q23 - Do you have a vehicle you can use as the driver or a passenger?**



85% of respondents are white, which is roughly proportional for Salem as a whole.

**Q24 - What is your race?**

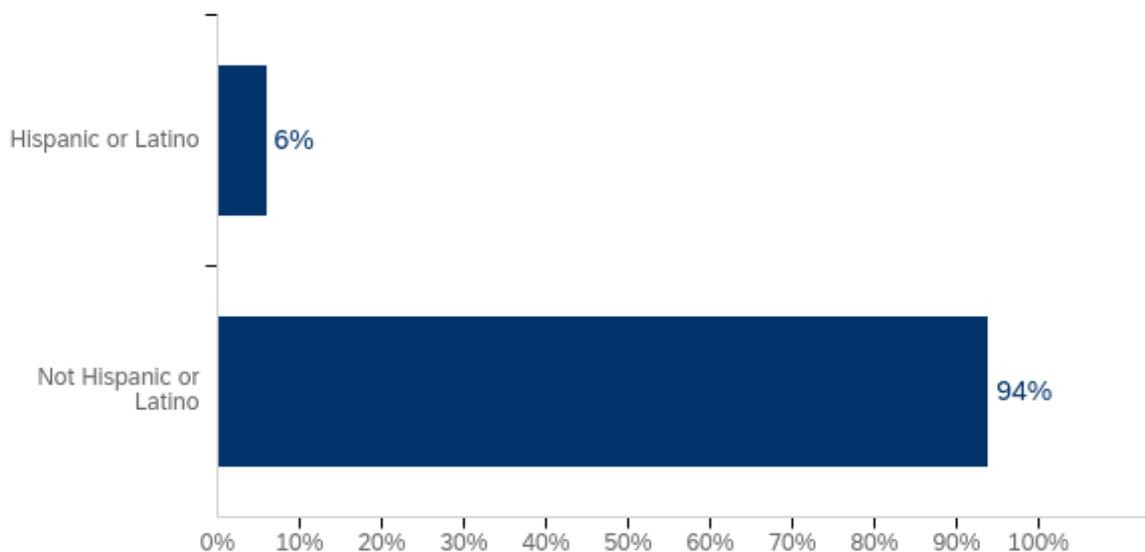


**Q24 - Other includes:**

- Multiracial or mixed (4)
- Asian and white (3)
- Hispanic and white (3)
- Hispanic or Mexican (3)
- Black and white (2)
- Native American and white
- Asian and Hispanic

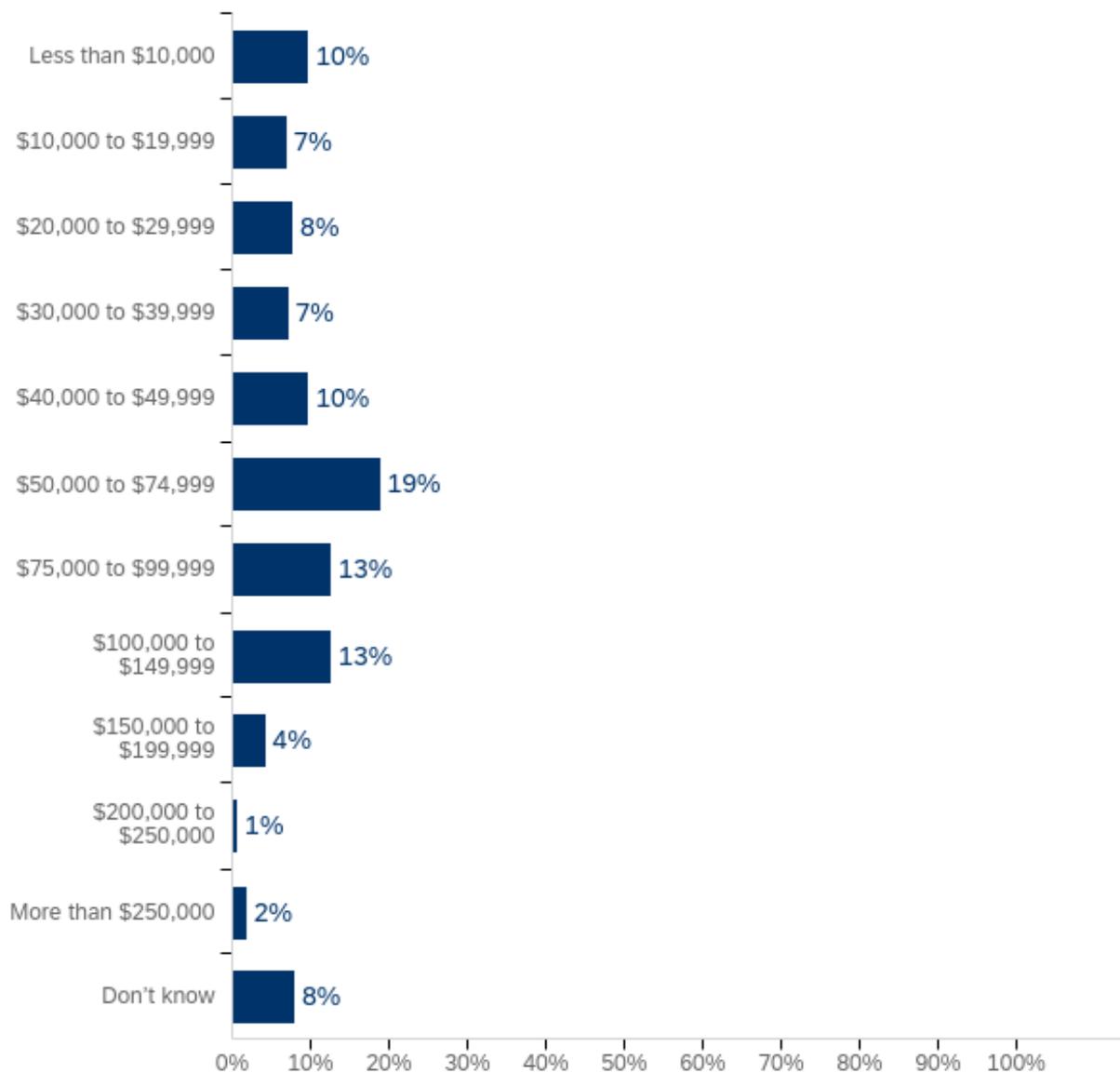
6% of respondents are Hispanic or Latino.

**Q25 - What is your ethnicity?**



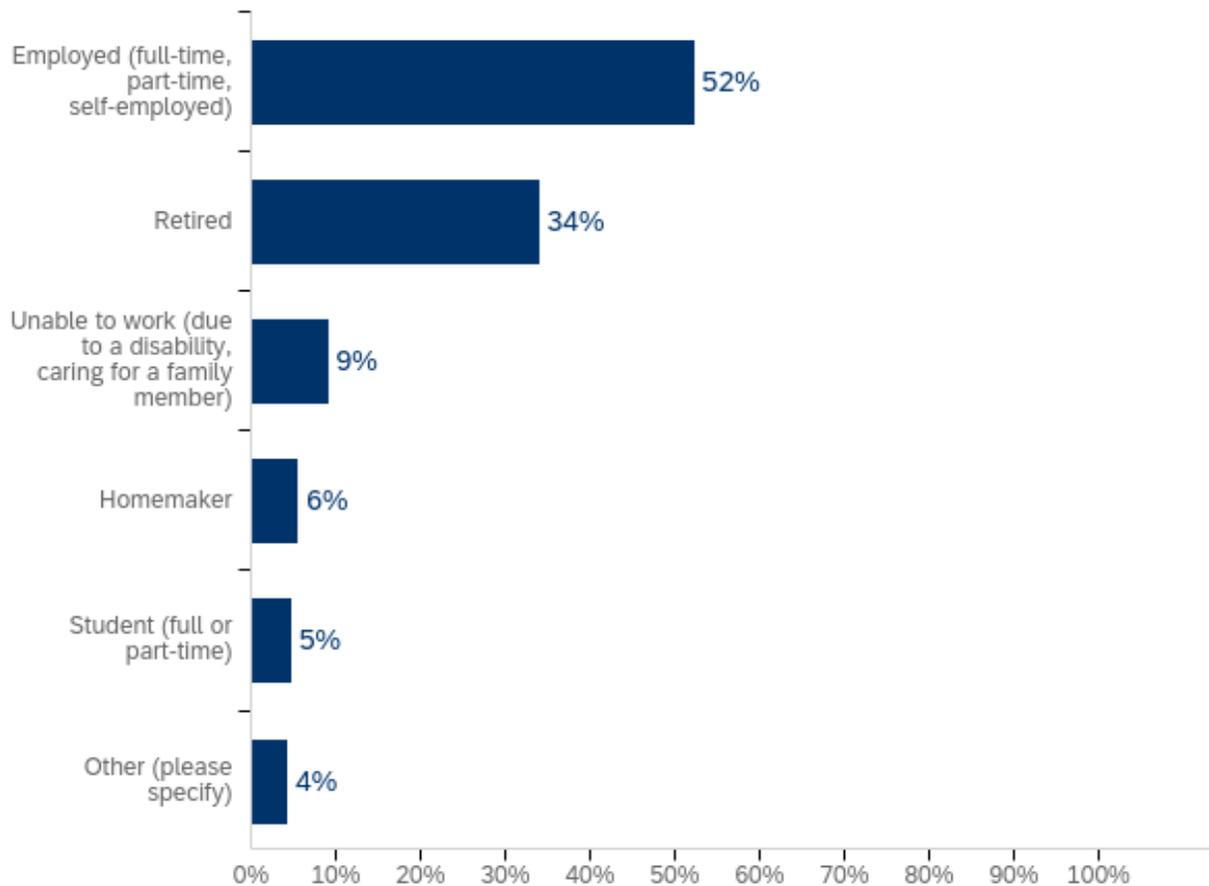
Respondents represent a wide variety of income levels, and 42% of respondents had a 2020 annual gross household income below \$50,000. Looking at Cherriots riders, 52% had a 2020 household income below \$50,000. The median household income in Salem is about \$54,000.

**Q26 - What was your annual gross household income before taxes in 2020? This is the combined income of each person living in your home, whatever the source.**



About half (52%) of all respondents are employed, and another third (34%) are retired. Cherriots riders are more likely to be employed (58%) and less likely to be retired (23%).

**Q27 - What best describes your work status? Select all that apply.**



**Q27 - Other includes:**

- Unemployed
- Looking for work
- Volunteer
- Chaplain

Most respondents live in a household of two (37%) or one (31%).

**Q28 - How many people including yourself live in your household?**

