



## SURVEY SUMMARY

Date: October 20, 2022  
To: Project Management Team  
From: Kittelson & Associates, Inc.  
Subject: Transit Development Plan

Project #: 27387

### Table of Contents

Introduction .....	1
Key Findings .....	2
Initial Questions .....	3
Existing Rider .....	<b>Error! Bookmark not defined.</b>
Potential Riders .....	<b>Error! Bookmark not defined.</b>
Service and Quality Improvements .....	<b>Error! Bookmark not defined.</b>
Demographic and Personal Information .....	24
Additional Feedback .....	27

### Introduction

An online survey was conducted for Umatilla County transit riders and non-riders throughout September 2022. The survey asked about:

- awareness and use of existing transit and bus providers,
- preferences on route alternatives for new and existing routes
- which routes should have higher frequency, extended weekday service, weekend service,
- necessary facility, technology, other improvements, and,
- demographic information.

There were 102 responses to the survey. The findings from the survey are provided below. *The online and onboard surveys are provided in Attachment A.*

## Key Findings

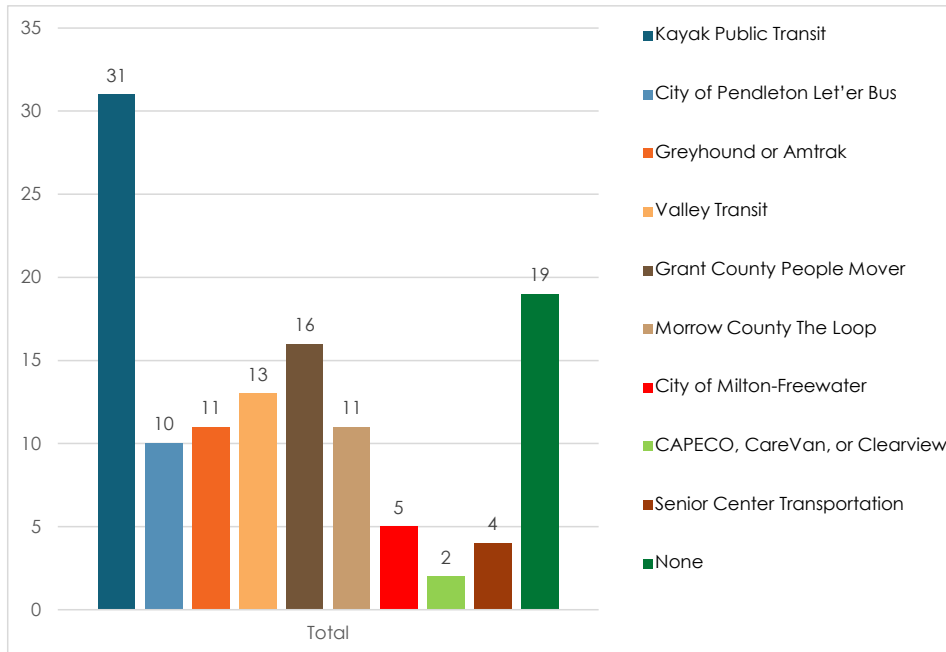
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- Most respondents had used Kayak Public Transit's services and had heard of Kayak Public Transit, Greyhound or Amtrak, Pendleton Let'er Bus, Grant County People Mover, and Morrow County The Loop.
- For the Hermiston – Boardman Connector and the Boardman – Port of Morrow Circular, the top frequency for riders was several times per week. Although there are non-riders who use the service every now and then, most have not ridden the service at all.
- Pendleton Let'er Bus riders prefer the existing route, while non-riders prefer Alternative B. Riders would ride their preferred option several times per week or month, while ridership across non-riders is inconsistent.
- Mission Metro riders prefer the existing route, while non-riders prefer Alternative A. Riders would ride their preferred option several times per week, while ridership across non-riders is inconsistent.
- Hermiston Hopper riders equally prefer the existing route and Alternative A, while non-riders prefer Alternative B. Riders would ride their preferred option several times per month, while ridership across non-riders is minimal.
- Hermiston HART riders equally prefer the existing route and Alternative A, while non-riders prefer Alternative B. Riders would ride their preferred option several times per week, while ridership across non-riders is minimal.
- Both riders and non-riders would like a new route between Hermiston and the Tri-Cities. Riders would ride this new route several times per month and week, while non-riders would ride it several times per year.
- Milton-Freewater riders prefer the existing route, while non-riders do not prefer both the existing route and Alternative A. Riders would ride their preferred option several times per month, while ridership across non-riders is minimal.
- Walla Walla Whistler riders mostly prefer the existing route, while non-riders prefer Alternative A. Riders would ride their preferred option several times per month, while ridership across non-riders is minimal.
- Riders want the La Grande Arrow, Hermiston HART, and the Pilot Rocket to have more frequent trips, while non-riders want the same for Hermiston Hopper and the Hermiston HART.
- Riders want the Mission Metro, Hermiston Hopper, and the Tutuilla Tripper to have earlier morning service and later evening service, while non-riders want the same for the Hermiston Hopper and the Hermiston HART.
- Riders want the Mission Metro to have weekend service, while non-riders want the same for the Hermiston Hopper.
- For facility improvements, riders want more bus stops and bus shelters, while non-riders want more bus shelters, walking/biking connections, and park-and-ride lots.

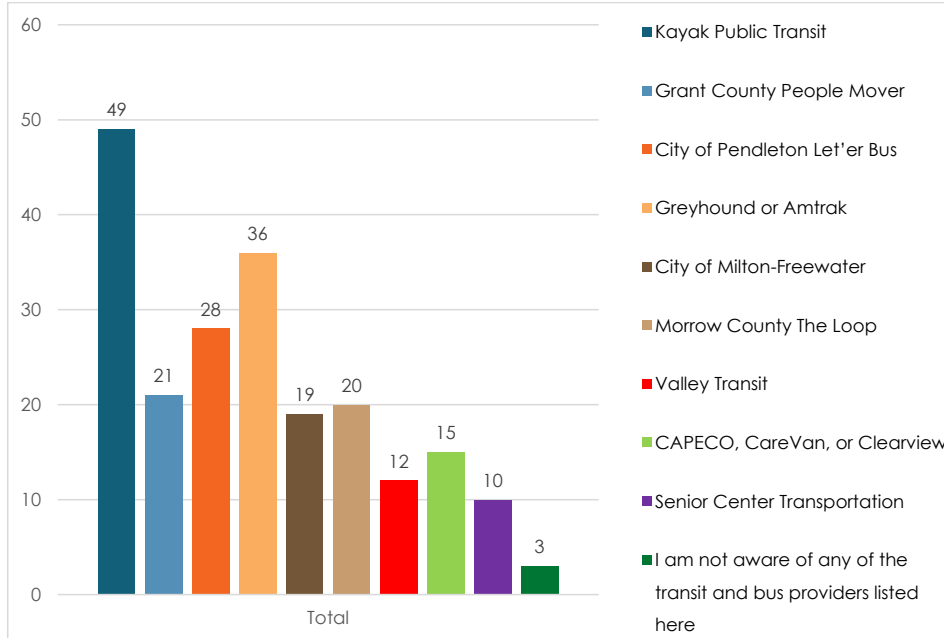
- Both riders and non-riders ranked the supporting improvements with real-time vehicle arrival information as the highest, followed by online/mobile trip planning tools and wi-fi on board.
- Generally, for all routes, respondents would like to see more frequent service, extended service hours (earlier morning and later evening), and service to more destinations.
- Compared to non-riders, riders were more likely to:
  - Have a driver's license
  - Have more vehicles in their household
  - Be older
  - Identify as female
  - Be a racial or ethnic minority
  - Have a disability that affects their mobility
  - Be a part-time worker, full-time worker, or unemployed and seeking employment

## Initial Questions

**Figure 1. Which of these services have you ridden in the last 24 months?**

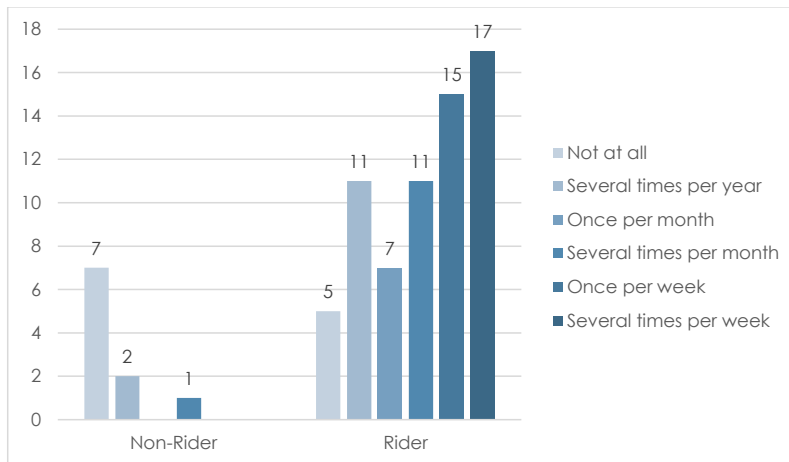


**Figure 2. Before this survey, which transit services were you aware of?**



## Service Routes

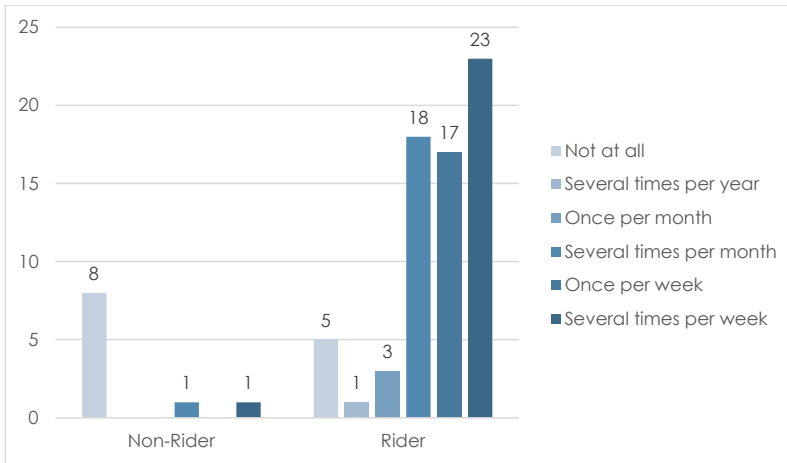
**Figure 3. How often would you ride the Hermiston – Boardman Connector?**



Online respondents were asked to respond to the open-ended question, **“What would improve the Hermiston-Boardman Connector?”** Key themes that appeared in multiple responses included:

- More service frequency and return trips
- More stop locations
- Provide a stop in Umatilla for Tri-Cities commuters

**Figure 4. How often would you ride the Boardman – Port of Morrow Circular?**



Online respondents were asked to respond to the open-ended question, **“What would improve the Boardman – Port of Morrow Circular?”** Key themes that appeared in multiple responses included:

- Want to operate at a higher speed
- Nighttime service
- Increase number of buses/open more lines
- Free broadband services on board

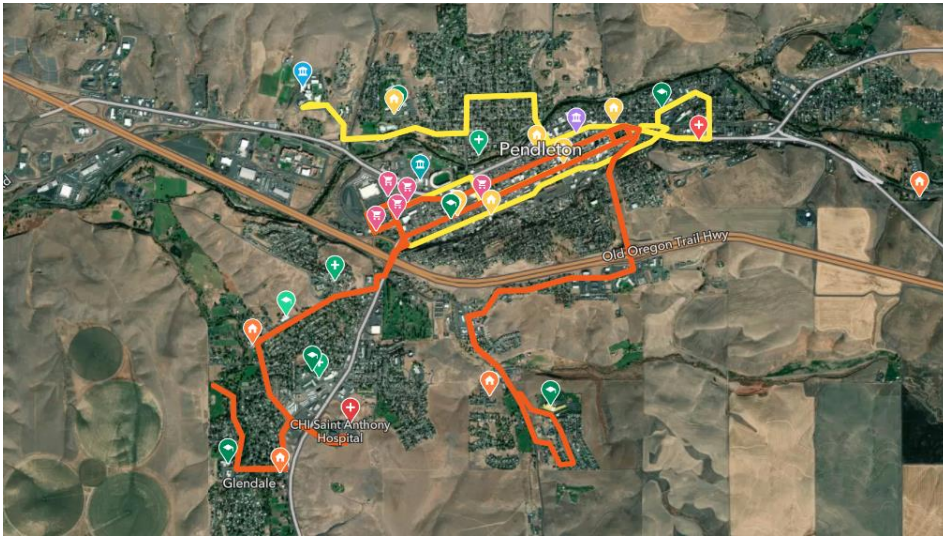
- Commented [DA1]:** Other responses:
- Commented [DA2R1]:** Traffic tools
- Commented [DA3R1]:** Lowered gas prices
- Commented [DA4R1]:** The bus
- Commented [DA5R1]:** The Boardman-Port Morrow Loop is a service that deviated from a fixed route and is planned to be operated by the Circle Line Company of Morrow County
- Commented [DA6R1]:** Start with the problem
- Commented [DA7R1]:** would this connect to specific shops or other locations in Hermiston?
- Commented [DA8R1]:** More federal funding

- Commented [DA9]:** Other responses:
- Commented [DA10R9]:** Times of day for opportunities.
- Commented [DA11R9]:** Does that route go by the plants in the Boardman area?
- Commented [DA12R9]:** It will also connect to the Hermiston Hopper, allowing connections to Pendleton and transfer services such as Greyhound, Pendleton Let'er Bus, other Kayak public transport services.

Figure 5. Pendleton Letter Bus: Existing Route (N-E and S-W Routes)

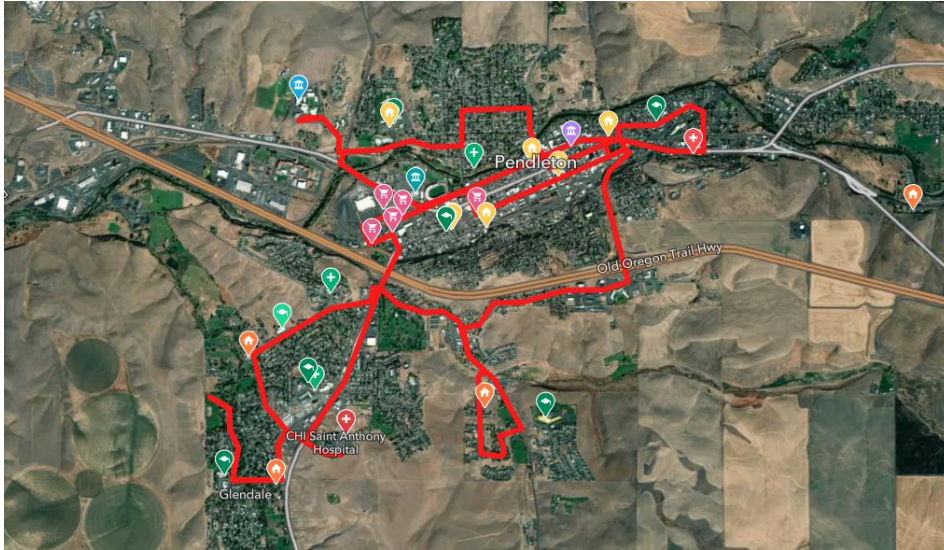


Figure 6. Pendleton Letter Bus: Alternative A

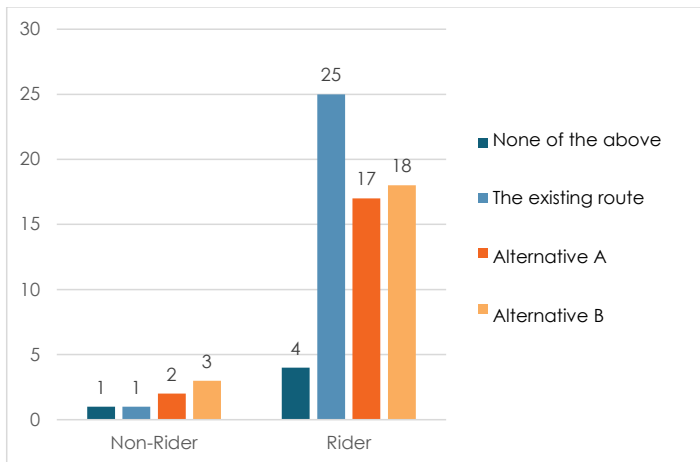




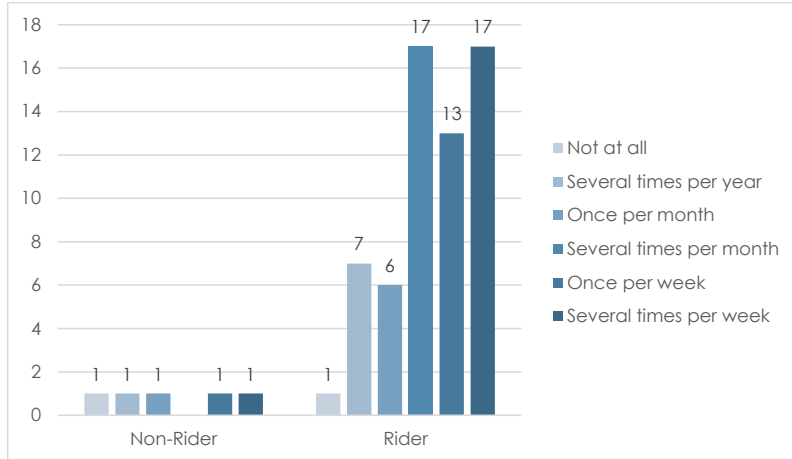
**Figure 7. Pendleton Letter Bus: Alternative B**



**Figure 8. Pendleton Letter Bus: Which option fits your needs best?**



**Figure 9. Pendleton Let'er Bus: How often would you ride your preferred option?**



Online respondents were asked to respond to the open-ended question, “What would improve this service option?” Key themes that appeared in multiple responses included:

- Nighttime service
- Add an extra vehicle to provide service
- Reduce the number of stops in Pendleton and rely on the Let'er Bus service for local circulation

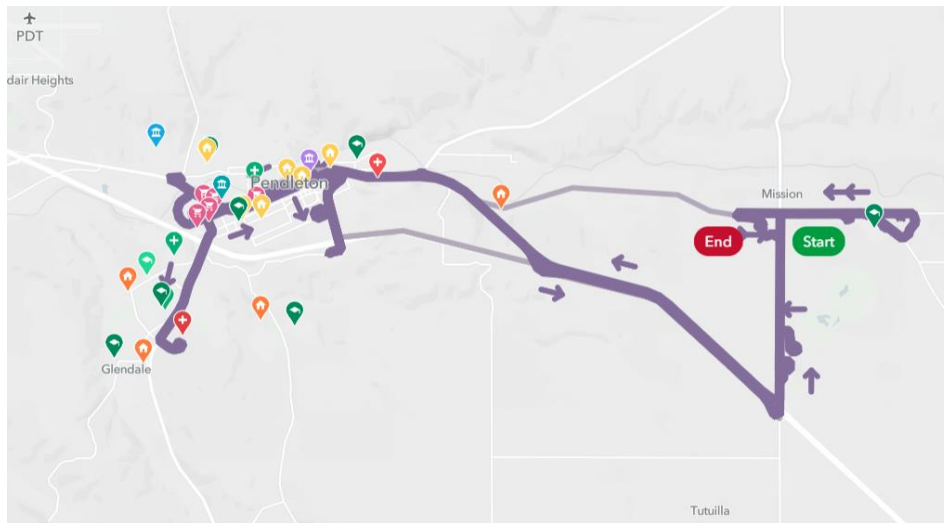
**Commented [DA13]:** Other responses:

**Commented [DA14R13]:** Adjust the time

**Commented [DA15R13]:** Company owner donating to the routes for local tourist attractions and whatnot

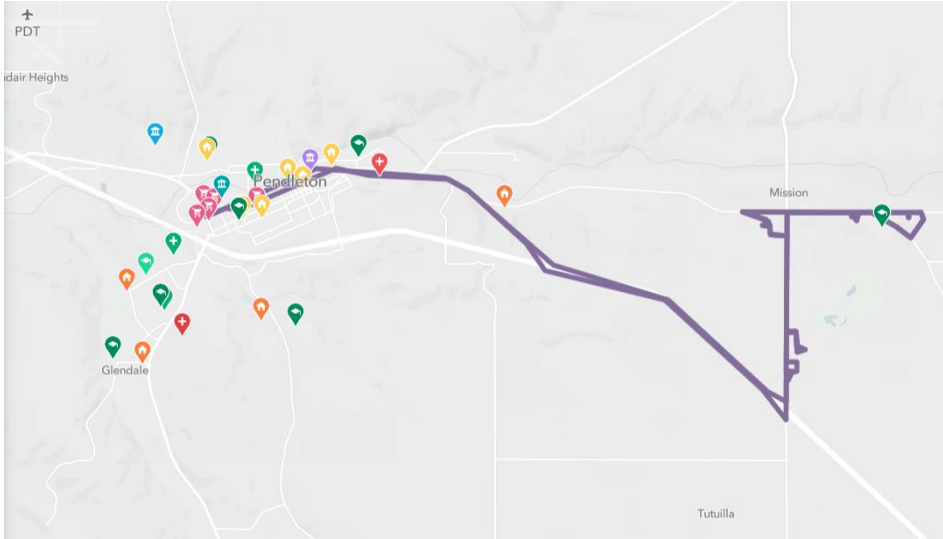
**Commented [DA16R13]:** Comment: I typically ride a bicycle or walk in lieu of driving. That said, Alternate A with the interlining appears to be preferred.

**Figure 10. Mission Metro: Existing Route**

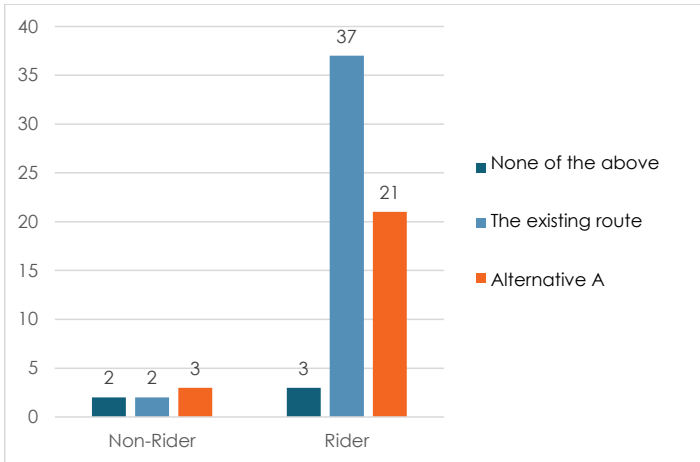




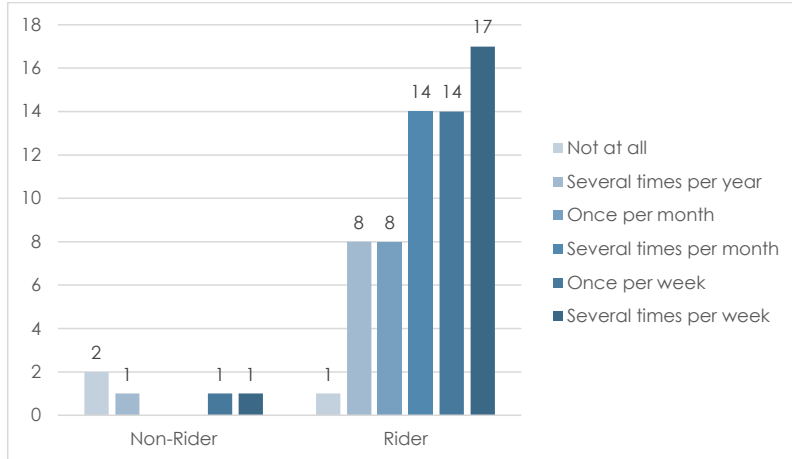
**Figure 11. Mission Metro: Alternative A**



**Figure 12. Mission Metro: Which option fits your needs best?**



**Figure 13. Mission Metro: How often would you ride your preferred option?**



Online respondents were asked to respond to the open-ended question, “What would improve this service option?” Key themes that appeared in multiple responses included:

- Security
- Reduce the number of stops in Pendleton and rely on the Let'er Bus service for local circulation
- Increase the number of buses

**Commented [DA17]:** Other responses:

**Commented [DA18R17]:** Money

**Commented [DA19R17]:** Comment: I typically ride a bicycle or walk in lieu of driving. That said, Alternate A appears to be preferred.

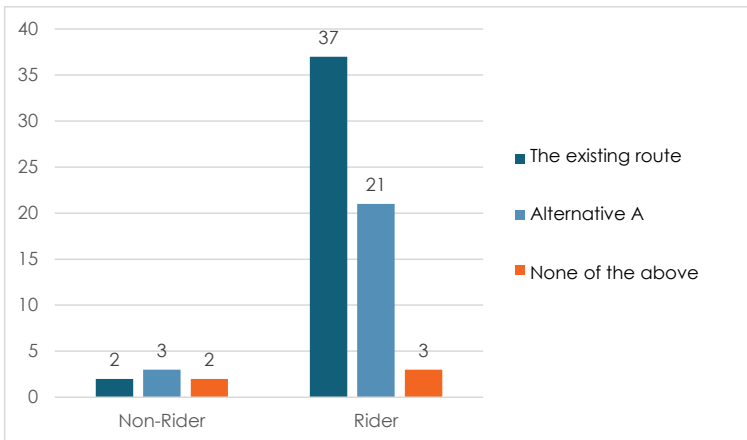
**Figure 14. Hermiston Hopper: Existing Route (to Irrigon twice per day)**



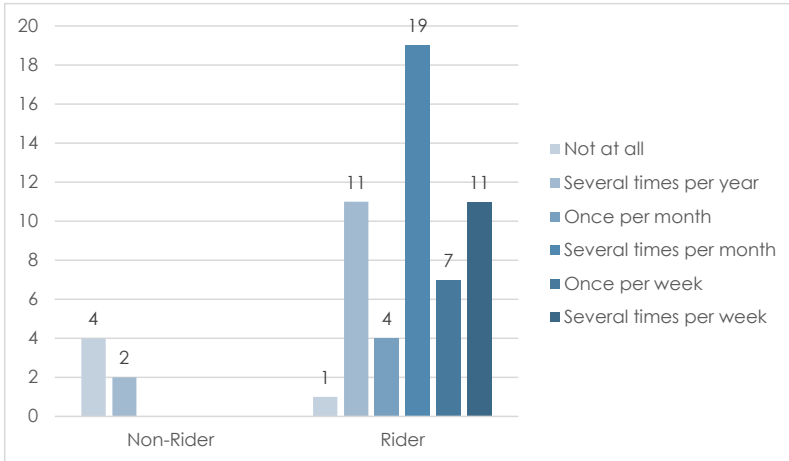
**Figure 15. Hermiston Hopper: Alternative A**



**Figure 16. Hermiston Hopper: Which option fits your needs best?**



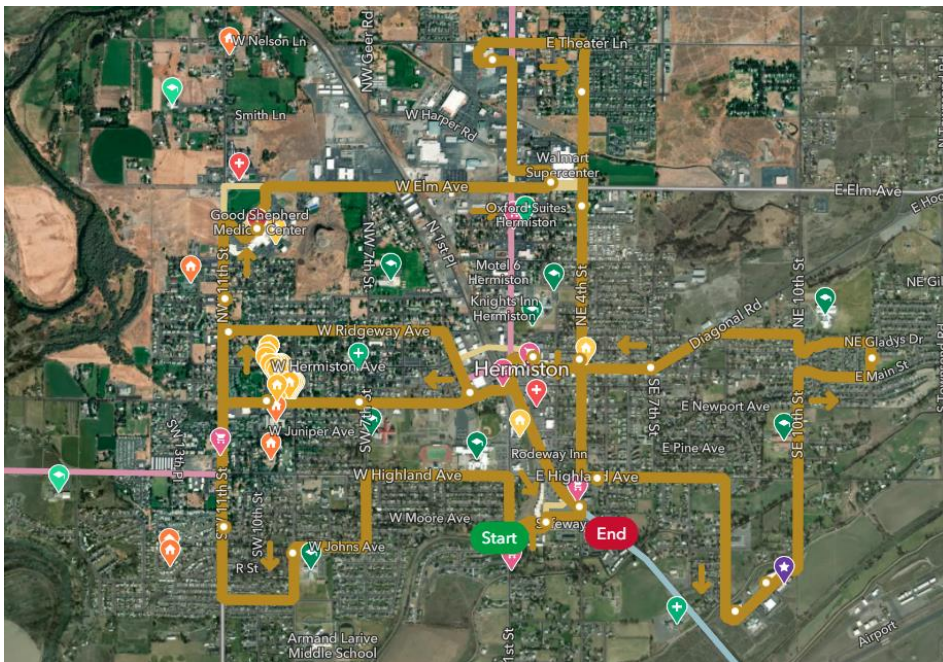
**Figure 17. Hermiston Hopper: How often would you ride your preferred option?**



Online respondents were asked to respond to the open-ended question, **“What would improve this service option?”** Key themes that appeared in multiple responses included:

- More routes to Hermiston and Stanfield per day

**Figure 18. Hermiston HART: Existing Route**



- Commented [DA20]: Other responses:
- Commented [DA21R20]: Increase the propaganda
- Commented [DA22R20]: Leave it alone
- Commented [DA23R20]: Existing system to best to remain, with maybe different locations
- Commented [DA24R20]: Money
- Commented [DA25R20]: Adjust the route

Figure 19. Hermiston HART: Alternative A

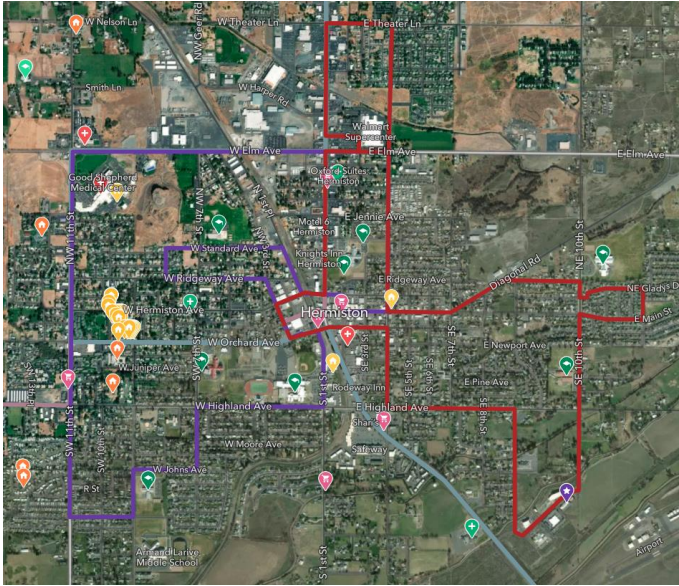
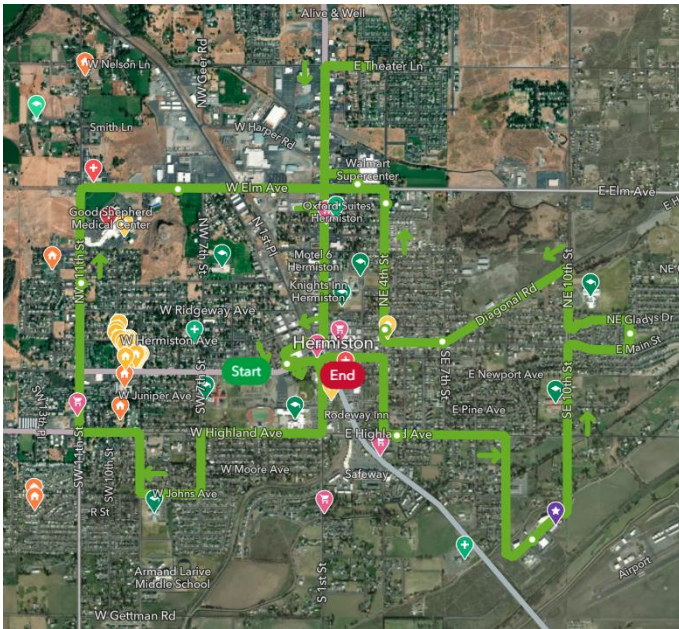
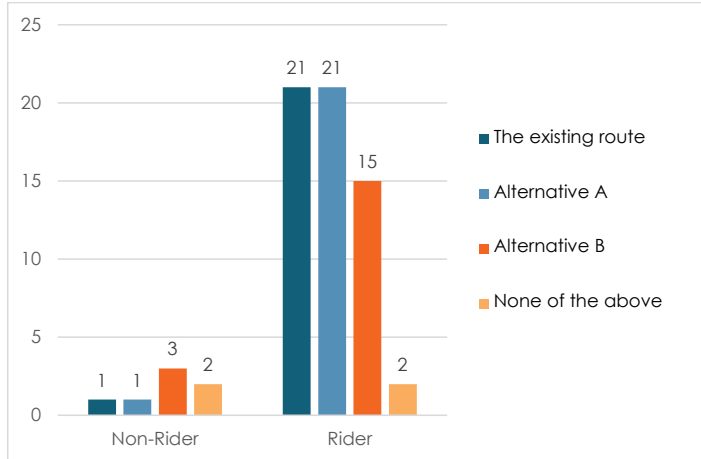


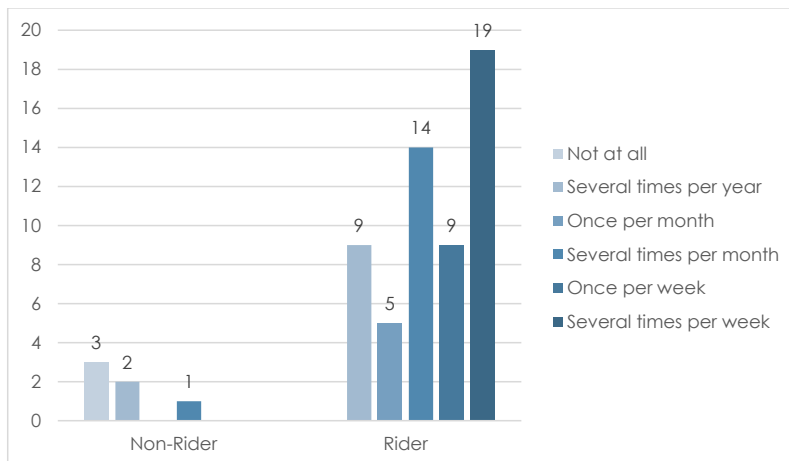
Figure 20. Hermiston HART: Alternative B



**Figure 21. Hermiston HART: Which option fits your needs best?**



**Figure 22. Hermiston HART: How often would you ride your preferred option?**



Online respondents were asked to respond to the open-ended question, **“What would improve this service option?”** Key themes that appeared in multiple responses included:

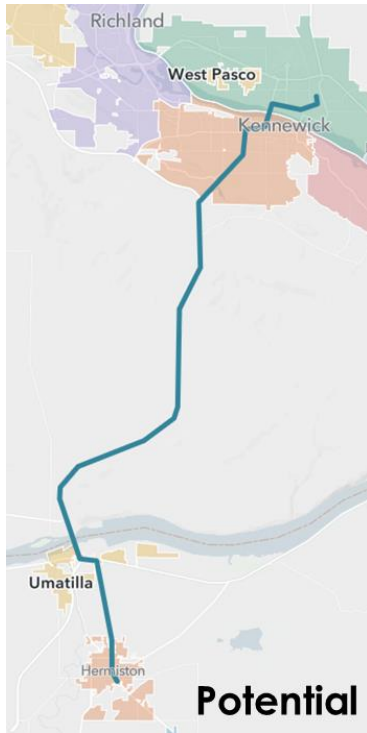
- Adjust the time

**Commented [DA26]:** Other responses:

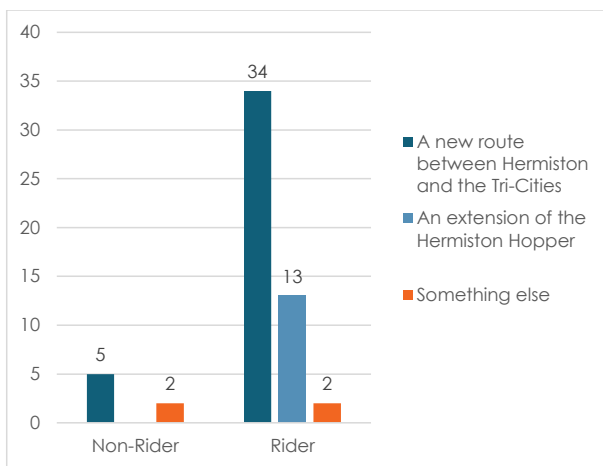
**Commented [DA27R26]:** Don't need to improve



**Figure 23. Tri-Cities: Alternative A**

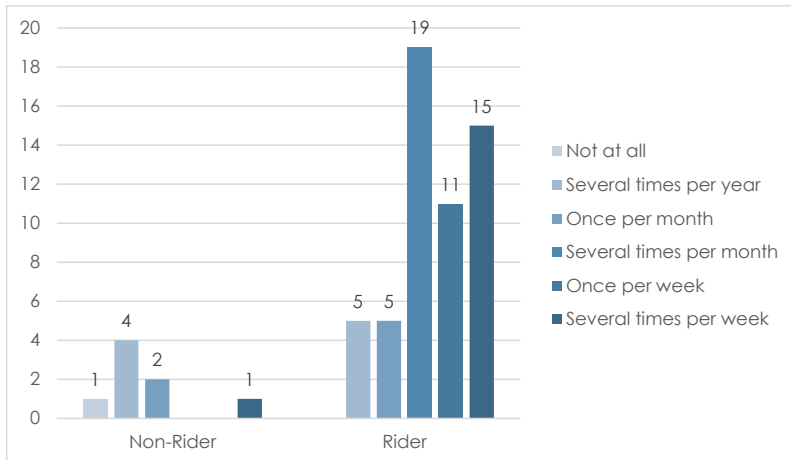


**Figure 24. Tri-Cities: Which option fits your needs best?**





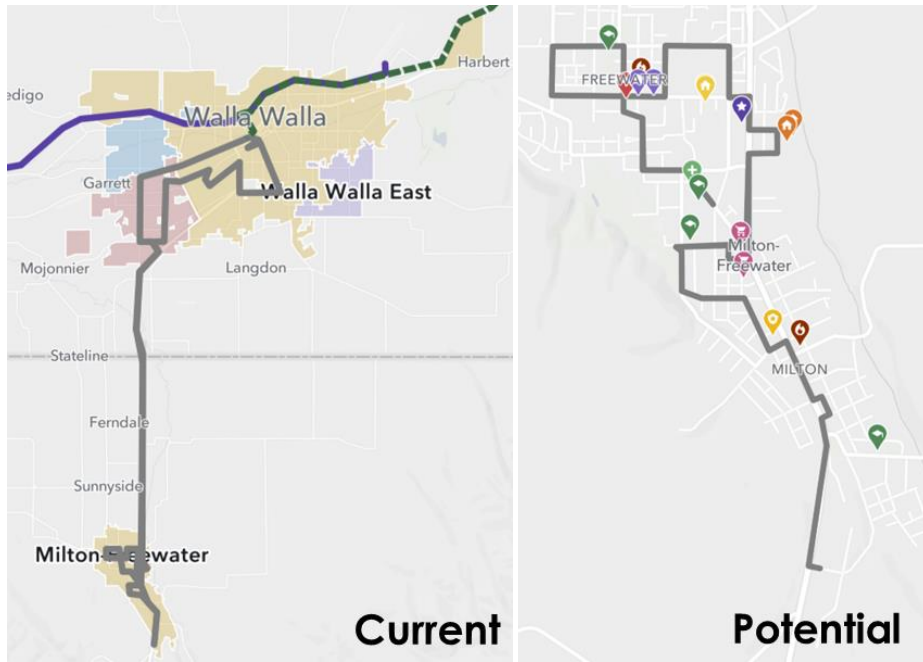
**Figure 25. Tri-Cities: How often would you ride your preferred option?**



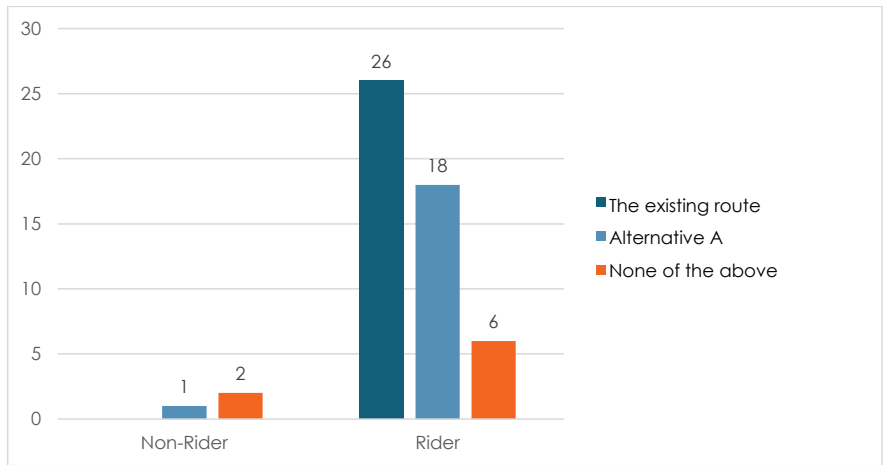
Online respondents were asked to respond to the open-ended question, **“What would improve this service option?”** Key themes that appeared in multiple responses included:

- Options between Stanfield, Hermiston, and the Tri-Cities
- Nighttime service
- Connect to Boardman route
- Ensure large enough stop/connection in Umatilla area

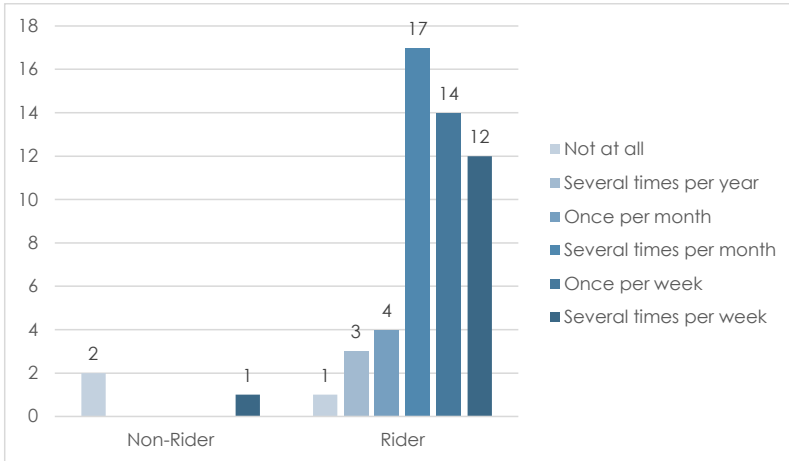
**Figure 26. Milton-Freewater: Existing Route and Alternative A**



**Figure 27. Milton-Freewater: Which option fits your needs best?**



**Figure 28. Milton-Freewater: How often would you ride your preferred option?**



Online respondents were asked to respond to the open-ended question, “What would improve this service option?” Key themes that appeared in multiple responses included:

- An option like Alternative A but to Walla Walla as well
- Increase the number of buses

**Commented [DA28]:** Other responses:

**Commented [DA29R28]:** If you left the Tribal bus stop a little after 4:00pm Mon-Fri and stopped in Athena on the way to Walla Walla

**Figure 29. Walla Walla Whistler: Existing Route**

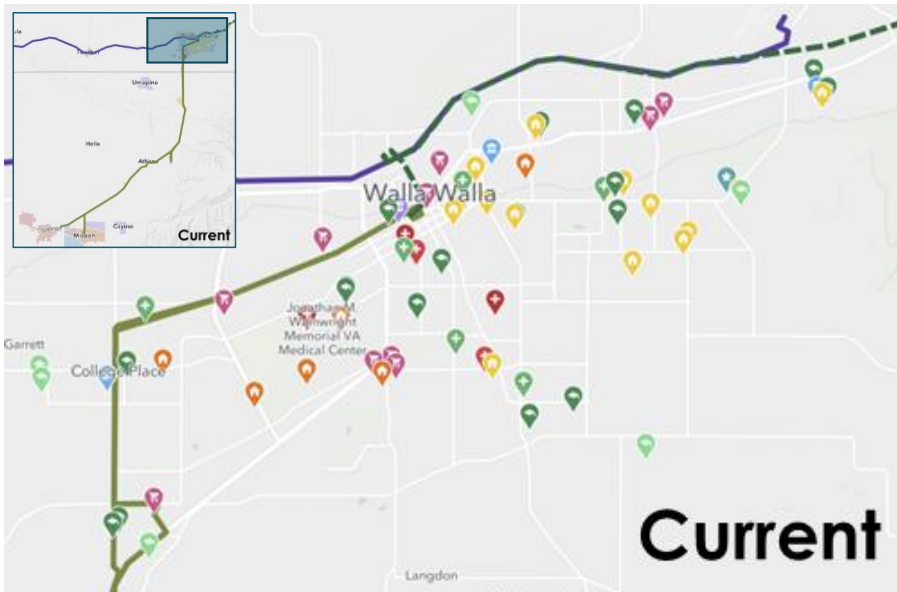


Figure 30. Walla Walla Whistler: Alternative A

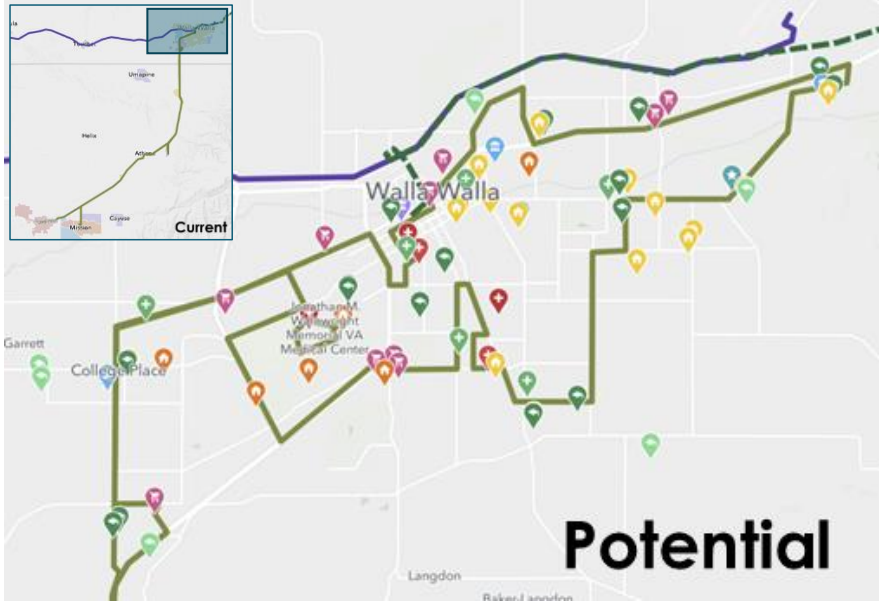
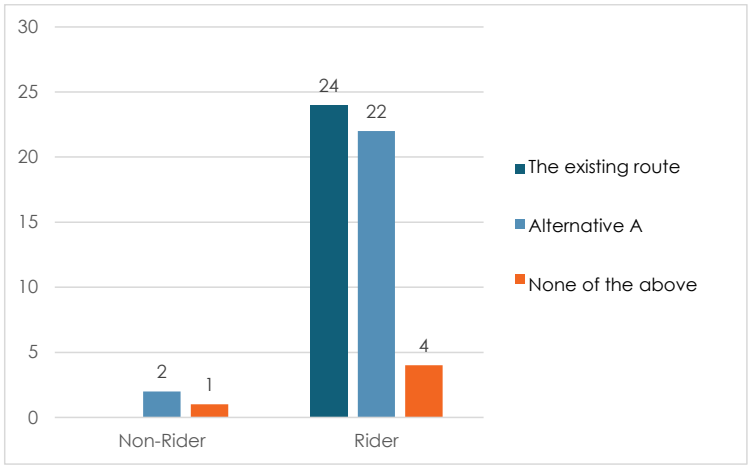
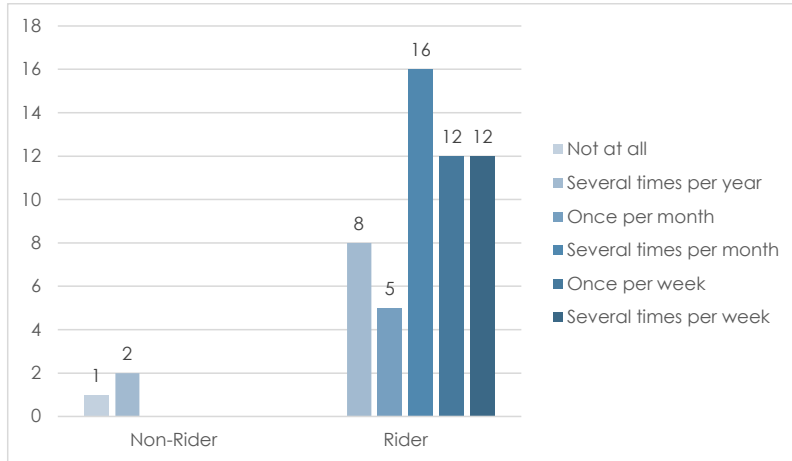


Figure 31. Walla Walla Whistler: Which option fits your needs best?



**Figure 32. Walla Walla Whistler: How often would you ride your preferred option?**



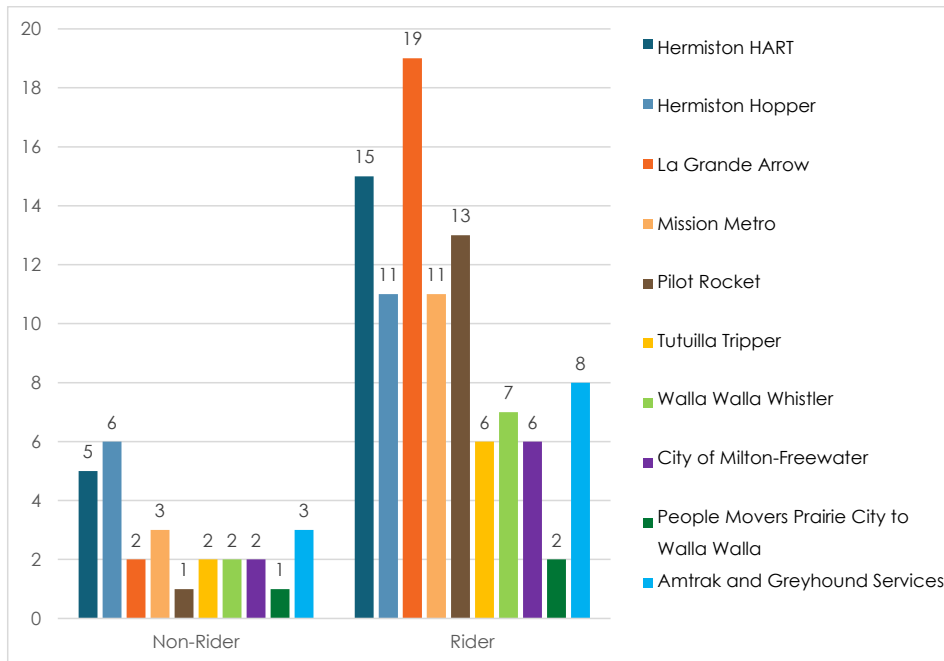
Online respondents were asked to respond to the open-ended question, “What would improve this service option?” Key themes that appeared in multiple responses included:

- Increase the number of buses

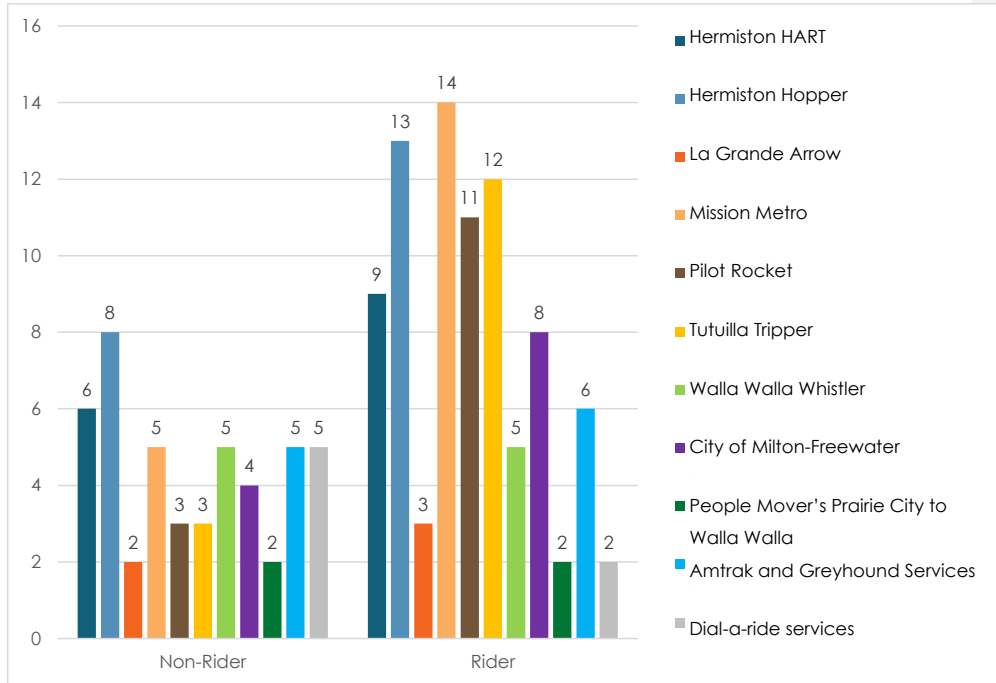
**Commented [DA30]:** Other responses:

**Commented [DA31R30]:** If you left the Tribal bus stop a little after 4:00 pm Monday-Friday and stopped in Athena on the way to Walla Walla

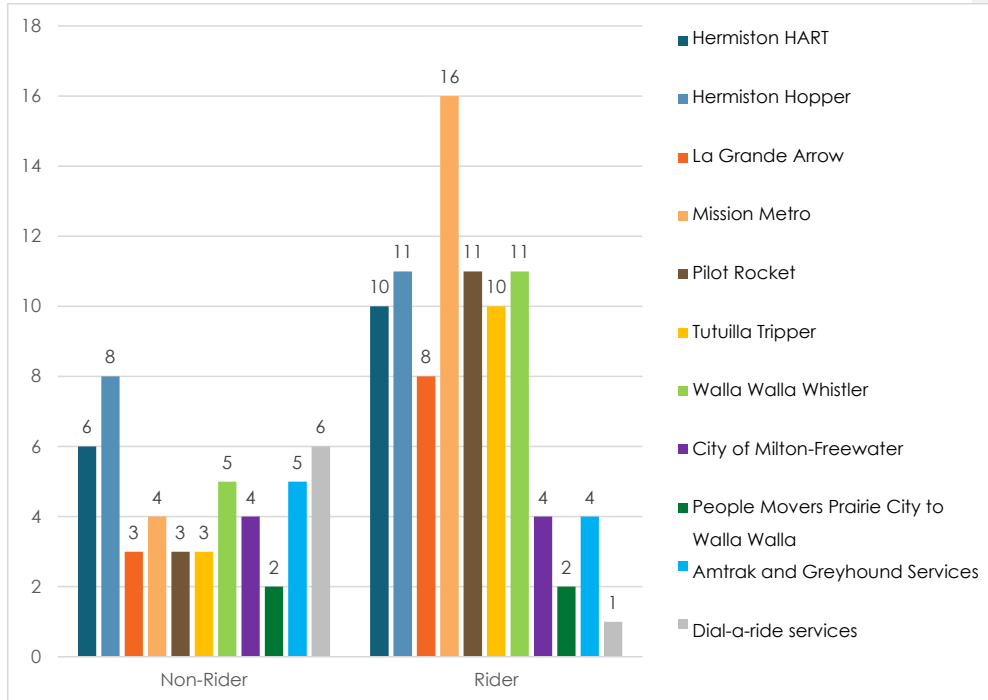
**Figure 33. Which routes should have higher frequency (the bus would come more often)?**



**Figure 34. What routes should have earlier morning or later services?**



**Figure 35. Which routes should have more weekend services?**

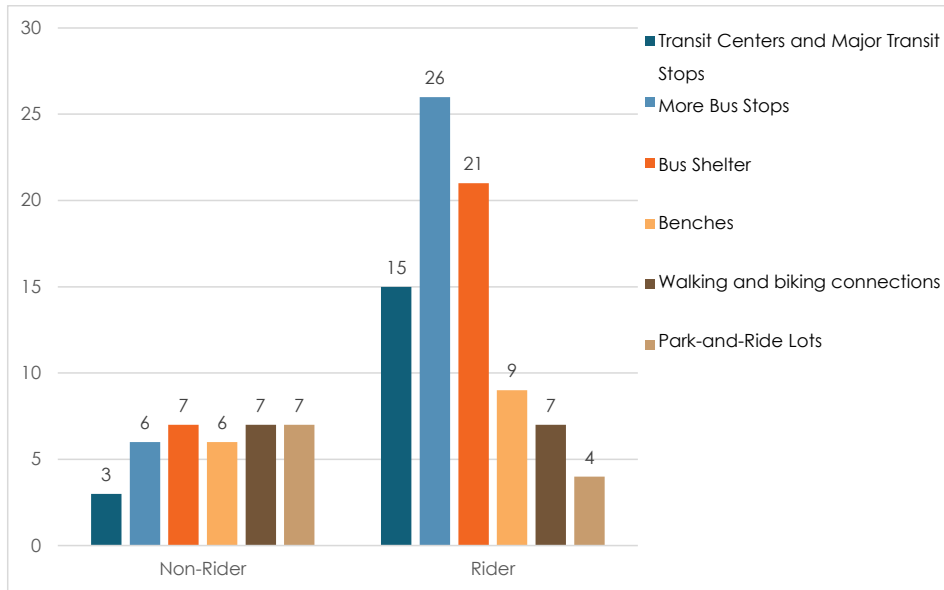


Online respondents were asked to respond to the open-ended question, “**Are we missing any routes?**” Key themes that appeared in multiple responses included:

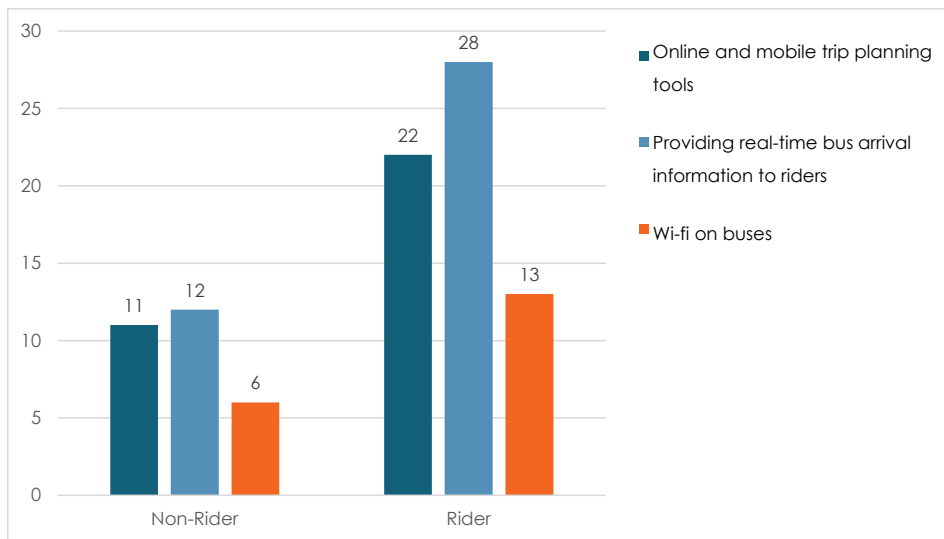
- Boardman



**Figure 36. What are the most important facility improvements?**



**Figure 37. What are the most important technology improvements?**



Online respondents were asked to respond to the open-ended question, **“What else would you like us to evaluate?”** Key themes that appeared in multiple responses included:

- Pet-friendly transportation

**Commented [DA32]:** Other responses:

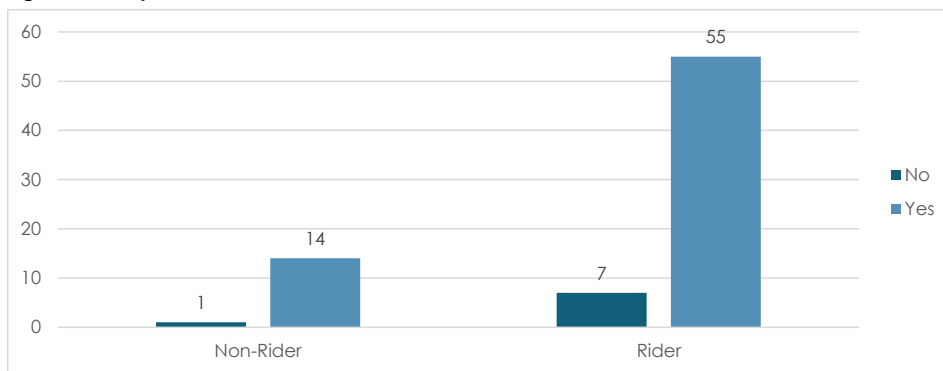
**Commented [DA33R32]:** I know that this is a Umatilla county survey, but connecting the tri cities labor market to both Morrow and Umatilla counties will be important

**Commented [DA34R32]:** Several of your drivers have become very dangerous and cavalier about lane changes and intersections; I've very narrowly avoided being sideswiped in my vehicle twice in the week before Round-Up. The driver was on her phone both times.

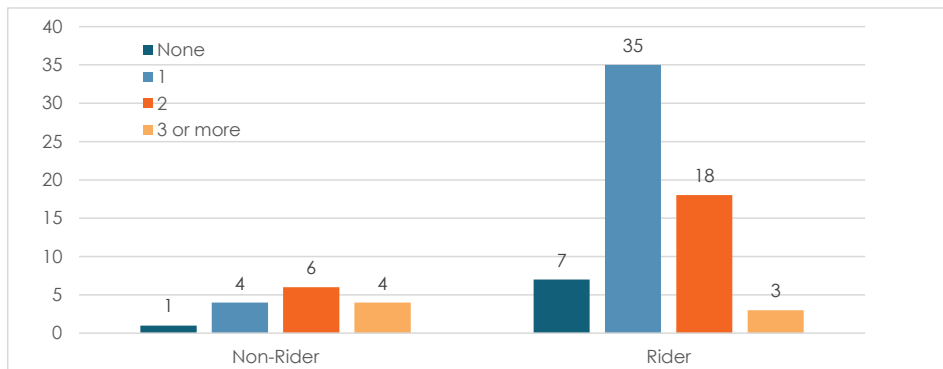
- More trip opportunities
- Connection between Morrow and Umatilla Counties to the Tri-Cities labor market
- Need dedicated bike infrastructure that is separated from motor vehicle traffic by physical barriers
- Rules/training for drivers

## Demographic and Personal Information

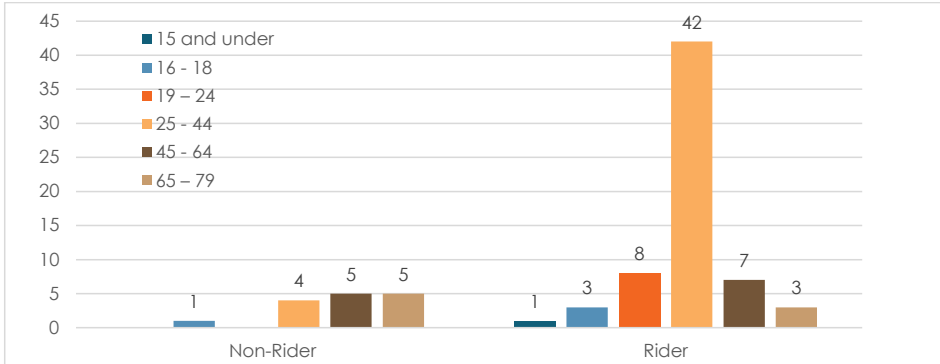
**Figure 38. Do you have a valid driver's license?**



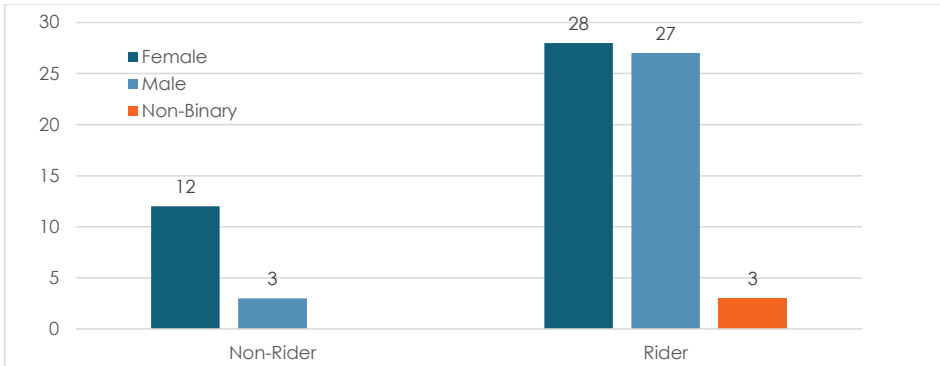
**Figure 39. How many working motor vehicles are available to your household?**



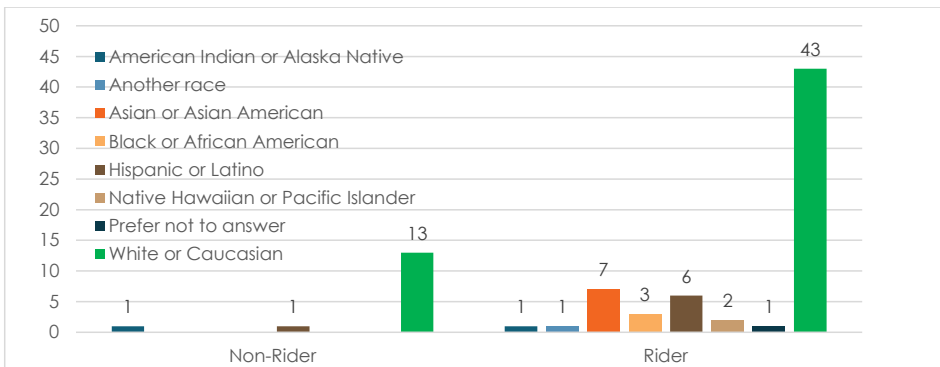
**Figure 40. What is your age?**



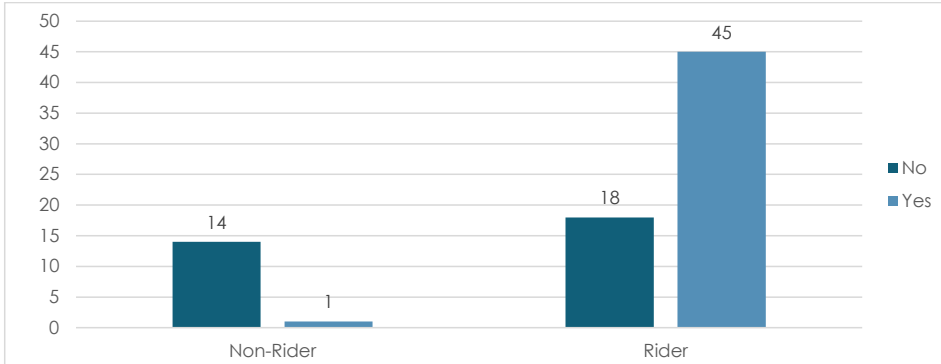
**Figure 41. What is your gender identity?**



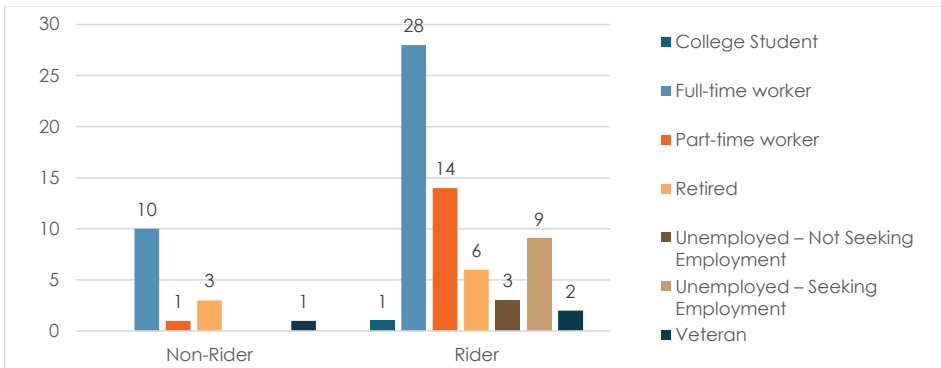
**Figure 42. What is your race or ethnicity?**



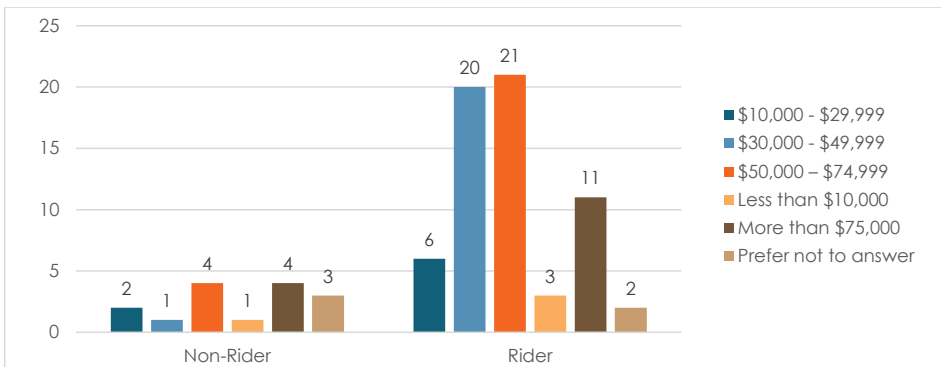
**Figure 43. Do you have a disability that affects your mobility?**



**Figure 44. What is your employment status?**



**Figure 45. What was your individual income (before taxes) last year?**



## Additional Feedback

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Respondents also shared verbal comments with the survey administrator, incorporated above where appropriate and provided as follows:

- Lots of stops (especially the stops in the small cities like Echo, Athena, Weston, etc.) do not have stop signs.
- Regarding the Whistler: The Fry's True Value stop needs to be reevaluated and likely relocated. It should probably move behind Safeway, closer to the many apartment complexes. Right now it is difficult to turn in/out of the Fry's parking lot either due to the line at Dutch Bros, or the traffic on Highway 11. It could be positioned behind Safeway where there is a light to turn onto the highway. Most of the riders walk down to Safeway anyway, either to shop or to go to the apartments.