



CAT On-Board Survey

Columbia Area Transit (CAT) conducted a rider survey in October 2016 as part of their Transit Development Plan process. This survey includes origin-destination questions for riders to/from The Dalles. Of the 34 survey respondents, 8 riders identified either their origin or destination in The Dalles. The findings of the survey are as follows:

- **Origins** of riders include home (4), work (1), school/college (1), shopping (1), and other (2).
- **Destinations** of riders include home (4), work (1), school/college (1), recreation (1), and other (1).
- Riders **got to the bus station by** walking (5), transferring from another transit service (1), getting dropped off by car (1), and transferring from another service after being dropped off by car (1).
- Riders planned to **get to their destination** by being picked up by car (3) and other (1).
- When asked if their trip **started and ended in Hood River**, 1 rider indicated yes and 4 riders indicated no.
- For **round trips** on the bus that day, 4 riders indicated yes and 4 riders indicated no.
- CAT **ridership frequency** was at 5 days per week (1), 2 to 4 days per week (4), 1 day per week (1), and 1 to 4 days per month (2).
- If there was no bus available, riders' **alternatives to the bus** included walk or bike (1), drive alone (1), be driven by someone else or take a taxi (5), or Greyhound (1).
- 3 riders had **access to a car** for that particular trip and 3 riders did not have access to a car.
- Riders' **ages** were under 16 years (1), 23-34 years (1), 25-49 years (2), 50-62 years (2), and 62 years or more (2).
- Riders' **ethnicities** were white/Caucasian (6), Asian (1), and other (1).
- Riders' **incomes** were under \$14,999 (3), \$30,000-\$49,999 (1), and \$50,000-\$74,999 (3).
- Riders' **employment** and student status were not currently employed (1), employed part-time (1), employed full-time (2), retired (3), and other (1).
- For potential **improvements to CAT service**, riders indicated a desire for early morning service (2), evening bus service (1), Hood River local bus service (1), and more service to Portland (2).

Survey responses indicate riders have a wide range of trip purpose, age, income, and employment status. Half of the riders indicated they had access to a car for that particular trip and had higher income; meaning up to 50% of riders may use the service by choice. Rather than walk, several riders were dropped off by car or intending to be picked up by car on the initial or final legs of their trip. This may indicate the walk to or from their stop is too long or physically straining. Fixed-route service could address initial and final connections to origins and destinations.