

# Gorge Regional Transit Strategy

City of Stevenson: July 15, 2021



# Gorge Regional Transit Strategy

*Phase 1 will build on the recommendations of existing transportation plans to establish a foundation for a comprehensive transit strategy serving the bi-state, 5-county MCEDD region.*

## Phase I Objectives

- Build Partnerships
- Complete Foundational Assessments
- Synthesize Existing Goals and Policies
- Develop a High-Level Regional Transit Vision

# Gorge Transit Strategy: Phase I

## February 2020

Working Group Session 1  
*What regional challenges  
can public transit  
address?*  
Survey #1

## December 2020

Working Group Session 2  
*Existing Framework:  
Synthesize Plans  
WG Vision/Goals*  
Survey #2

## January 2021

Working Group Session 3  
*Gaps Analysis  
Refinement of Vision and  
Goals*

## May 2021

Working Group Session 4  
*Consensus on Vision and  
Goals*

## June-August 2021

Presentations to  
Transportation Provider  
Boards





# Vision and Goals

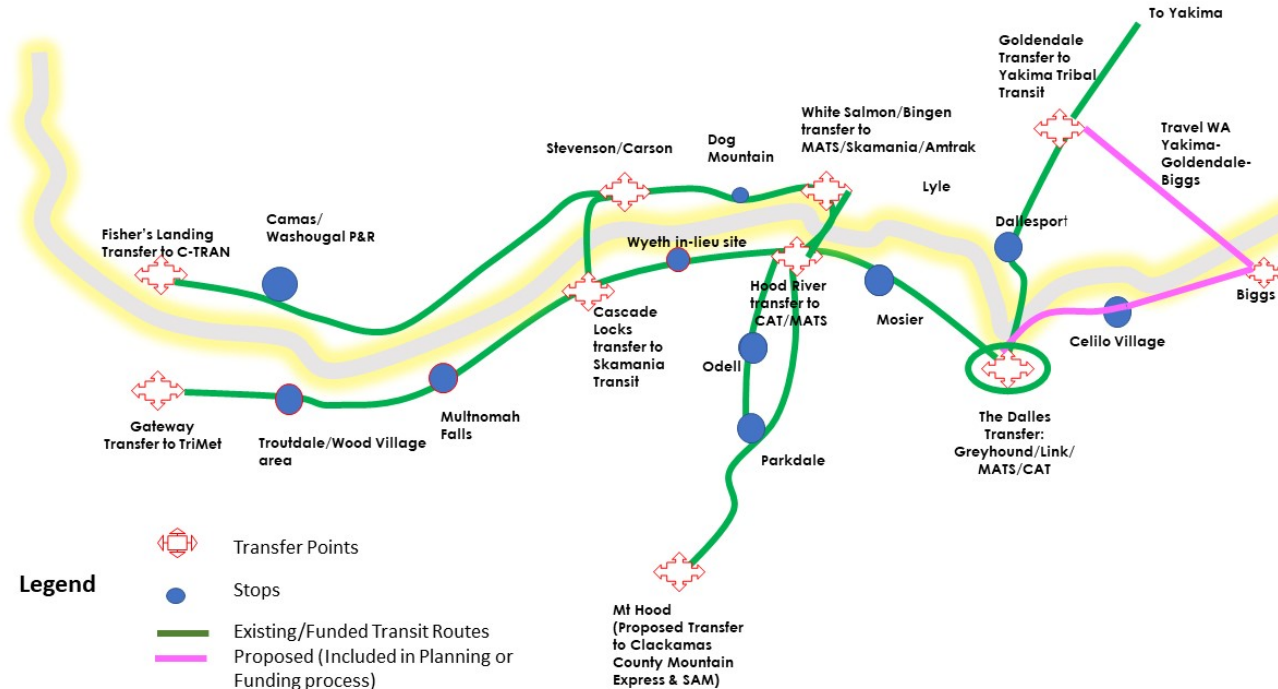
Public transit supports thriving Columbia River Gorge communities by providing access to critical services, higher education, jobs, and outdoor recreation while protecting the natural wonders of the Gorge.

## Goal Areas

- 1. Community and Economic Vitality:** Public Transit in the Gorge enhances
  - *economic and housing development*
  - *the multimodal transportation system*
  - *workforce mobility*
  - *regional resiliency*
- 2. High Quality Service and Experience:** *provides all residents and visitors with seamless and equitable access to community resources and to key connection points.*
- 3. Environmental Stewardship:** *protects the natural environment in the Columbia Gorge.*
- 4. Financial Sustainability:** *financially sustainable, expanding operations with increased capacity and new funding sources.*

# Celebrating Current Successes

## Gorge Transit: Existing and Proposed Routes





# Gorge Transit Strategy Phase II Objectives

In a nutshell:

- Operationalize the Vision – building on Phase I Vision Statement, Goal Areas & Goal Statements
- Identify and prioritize implementation actions to create a high-quality, reliable, seamless, efficient and well-coordinated regional transit service

A few of the details:

- Public engagement plan
- Baseline operational assessment
- Interim memos refining preferred regional transit future (mapped with high-level costs), policy changes, funding strategies and organization approaches to achieve vision
- Simple public-facing final document



# Gorge Transit Strategy: Phase II Schedule



**Present --July, 2021**

Develop SOW and RFP

**After July, 2021**

Release RFP

**Fall 2021**

Notice to Proceed

Working toward deliverables!

**June 2022**

Phase II Completed







# Gorge Transit Strategy Phase II Public Involvement Plan

## **Project Management Team**

*Overall guidance and project management*

- ODOT
- WSDOT
- MCEDD
- Transit Providers

## **Advisory Committee**

*Project guidance, deliverables review, policy guidance*

- Transportation providers
- SW WA RTC
- Local governments (transportation and land use planners)
- Tribal representative
- Human Service agencies

## **Stakeholder Advisory Group**

*Strategic direction on deliverables*

- Working Group participants

# Gorge Pass Update



# The GORge Pass

## Agreements between Transportation Providers

- CAT is working with each Provider on separate agreements.
- Agreements include distribution.
- Discussion re: 2022 Agreement in process.

## Soft Launch for July 2021

- Folder is available with all schedules
- GORge Pass website launch: [GORgepass.com](http://GORgepass.com)
- [GorgeTransLink.com](http://GorgeTransLink.com) website
- Riders Guide
- Press Releases to local media and fun local challenges

## Marketing the 2022 Pass

- MCEDD received ODOT grant for a 2-yr marketing project
- July 1: Begin working with consultant
- Nov 1: Launch
- Targeting Gorge residents, employers, Portland market
- Public education as well as marketing

