



Transit Development Plan

Transportation Development Plan

Communications Plan Summary and Results

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Open House Survey Summary (Complete results, Appendix page 21-31)

- Online open house (July 25-August 31): 167 responses in English; 1 response in Spanish; 168 total
- Outreach events (between July 30-August 31); paper surveys: 114

URLs: English: <https://tdp.washcoopenhouses.org/>; Spanish: <https://tdp.washcoopenhouses.org/es/>

Q1. Before March 2020/COVID-19, how often did you use TriMet or other transit service?

Asked online only. (For all responses see Appendix page 21)

- 64 3 or more/1-2 days per week
- 24 1-2 days per month
- 62 Less than once a month/just for events
- 18 Not at all

Q2. How often did you use TriMet or other transit service in the last year?

Asked online only. (For all responses see Appendix page 21)

- 42 3 or more/1-2 days per week
- 19 1-2 days per month
- 52 Less than once a month/just for events
- 55 Not at all

Q3. How likely are you to use TriMet or other transit services regularly in the future?

Asked online only. (For all responses see Appendix page 21)

- 106 Very/somewhat
- 32 No change
- 10 Less
- 20 Not at all

Q4. What would encourage you to use transit more frequently? (Select all that apply)

(For all responses see Appendix page 22)

- ☐ 120 More direct or express transit service
- ☐ 101 More comfortable ways to walk to transit
- ☐ 99 More frequent transit service
- ☐ 96 Improve connections among services operated by different transit agencies
- ☐ 80 More Community Connector shuttle services
- ☐ 76 Better and more Park-and-Ride facilities
- ☐ 75 More comfortable ways to bike to transit
- ☐ 61 Expand service hours to better serve work shift times
- ☐ 65 Other

Comments Summary

On board safety/cleanliness	21
Don't want/don't use	7
Specific stops/schedules	6
Pedestrian accommodations	3
Bicycle accommodations	1
Overnight parking	1
Lower cost	1

Q5. Have you used any of these services in the last year? (Select all that apply)

(For all responses see Appendix page 23)

- ☐ 240 No/not sure
- ☐ 11 GroveLink
- ☐ 7 Tualatin Shuttle
- ☐ 6 Cross county services
- ☐ 5 North Hillsboro Link
- ☐ 5 WestLink
- ☐ 5 Door-to-door

Q5a-5d: What one change to [insert shuttle name] would better serve you?

Asked online only. (For all responses see Appendix page 23)

- ☐ Expand Monday-Friday hours 2 WestLink; 1 GroveLink; 1 North Hillsboro; 1 Tualatin Shuttle
- ☐ Expand Saturday service hours 1 North Hillsboro
- ☐ Add Sunday service hours 1 North Hillsboro
- ☐ Keep service the same 1 GroveLink; 2 Tualatin Shuttle
- ☐ Other 1 WestLink; 1 Tualatin Shuttle

Q6: What changes would encourage you to use cross county services? (Select all that apply)

Asked online only. (For all responses see Appendix page 23)

- ☐ 78 Universal pass program
- ☐ 74 Coordinated planning tools and scheduling
- ☐ 56 Better coordinated stops to make transfers more convenient
- ☐ 55 More transit connections to cross-county services
- ☐ 43 Better marketing
- ☐ 41 More frequent cross-county service trips
- ☐ 23 The system works well for me as is

Q7: What destinations do you most need to access with transit? (Select all that apply)

(For all responses see Appendix page 24)

- ☐ 141 Parks, recreation and destinations
- ☐ 129 Work
- ☐ 118 Other transit providers
- ☐ 103 Shopping
- ☐ 89 Essential services
- ☐ 37 Schools
- ☐ 25 Affordable housing
- ☐ 17 Other

Comments Summary

Don't want/don't use	6
PDX airport	2
Portland places of worship	1

Q8: Do you agree with the proposed for expanding community-connector shuttles?

(For all responses see Appendix page 25)

- ☐ 158 Yes
- ☐ 17 No
- ☐ 96 Not sure
- ☐ 11 Other

Comments Summary

Better connection of communities and outlying areas	5
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Q9: Are there other areas you would like for future community-connector shuttle services?

(For all responses see Appendix page 26-27)

Comments Summary Responses: 45

Specific stops/areas within the county	13
Connections in/out of the county	4
On board safety/cleanliness	4
Light rail related	3
Good as is	3
Better scheduling/coordinated connections	2
Didn't know shuttles existed	2

Q10: Anything else you want to share about needed transit improvements?

(For all responses see Appendix page 28-30)

Comments Summary Responses: 101

Specific stops/schedules	16
On board safety/cleanliness	6
Pedestrian accommodations	6
Reliability/speed	5
Light rail (pro/con)	4
Bicycle accommodations	3
Overnight parking	2
Don't want transit	2

Q11. Which ZIP code do you live in?

(For all responses see Appendix page 30)

- ☐ 41 97124
- ☐ 34 97229
- ☐ 28 97116
- ☐ 21 97007
- ☐ 20 97005
- ☐ 17 97123
- ☐ 16 97006
- ☐ 15 97223
- ☐ 13 97003
- ☐ 12 97113
- ☐ 9 97078
- ☐ 8 97106
- ☐ 6 97008, 97224, 97225
- ☐ 3 97062, 97133
- ☐ 2 97140, 97214, 97219
- ☐ 1 97018, 97034, 97051, 97101, 97119, 97126, 97127, 97201, 97210, 97220, 97221, 97233, 97301, 98683

Q12. Which of the following includes your age?

(For all responses see Appendix page 31)

- ☐ 64 35-44
- ☐ 53 55-64
- ☐ 43 45-54
- ☐ 42 25-34
- ☐ 41 65-74
- ☐ 13 18-24
- ☐ 13 75 and older
- ☐ 10 Prefer not to answer
- ☐ 2 Under 18

Q13. Within the broad categories below, where do you place your racial or ethnic identity?

(For all responses see Appendix page 31)

- ☐ 170 White
- ☐ 33 Prefer not to answer
- ☐ 23 Hispanic or Latino/a/x
- ☐ 17 Asian or Asian American
- ☐ 17 2 or more races/ethnicities
- ☐ 6 Native American, American Indian, Alaska Native
- ☐ 5 Black or African American
- ☐ 5 Ethnicity not listed
- ☐ 2 Native Hawaiian or other Pacific Islander

Q17. What language or dialect is used most in your home? (Select one)

(For all responses see Appendix page 31)

- ☐ 247 English
- ☐ 16 Spanish
- ☐ 14 Prefer not to answer
- ☐ 1 Arabic, ASL, Karen, Persian, Portuguese, Vietnamese, Language not listed

Q18. What is your household income before taxes?

(For all responses see Appendix page 32)

- ☐ 59 Don't know/Prefer not to answer
- ☐ 50 \$100,000 to \$149,000; \$150,000 or more
- ☐ 33 \$75,000 to \$99,000
- ☐ 24 \$50,000 to \$74,999
- ☐ 21 \$40,000 to \$49,000
- ☐ 11 \$20,000 to \$29,999
- ☐ 10 \$30,000 to \$39,999
- ☐ 10 \$10,000 to \$19,000
- ☐ 9 Less than \$10,000

Social Media Analytics Summary

Social Media Analytics

TWITTER	Impressions	Engagements	Clicks	Likes	Retweets	Comments
English	13316	144	54	25	54	3
Spanish	9756	36	14	5	2	0

Facebook	Reach	Clicks	Likes/Loves	Shares	Comments
English	5903	33	12	11	4
Spanish	1296	14	4	3	0

Nextdoor	Impressions	Reactions	Comments
English	9845	3	1
Spanish	14,793	1	23

Online Open House Webpage Analytics:

(For full analytics see Appendix page 20)

English:

- Unique pageviews: 1,197
- Average time on page: 00:01:45
- Bounce rate: 60.5%

Spanish:

- Unique pageviews: 35
- Average time on page: 00:02:54
- Bounce rate: 100%

Media Release Webpage Analytics:

(For full analytics see Appendix page 48)

English:

- Unique pageviews: 32
- Average time on page: 00:04:26
- Bounce rate: 60.5%

Spanish:

- Unique pageviews: 5
- Average time on page: 00:00:13
- Bounce rate: 66.67%

Constant Contact Email Service Analytics

Open rate industry average: 17.8%

Click-through rate industry average: 8.87%

Media release

Email date	7/25	Open rate	40.6%
Sent	144	Not opened	82
Opened	56	Click rate	8%

Links	Unique Click-thrus	Click-thru distribution
https://tdp2022.washcoopenhouses.org/	<u>8</u>	53.3%
https://www.co.washington.or.us/LUT/News/transitdevelopmentplan2022.cfm	<u>2</u>	13.3%
https://www.co.washington.or.us/LUT/Divisions/LongRangePlanning/PlanningPrograms/TransportationPlanning/PublicTransportation/transitdevelopment.cfm	<u>2</u>	13.3%
https://tdp2022.washcoopenhouses.org/es/	<u>1</u>	6.7%
https://www.co.washington.or.us/LUT/News/transitdevelopmentplan2022-es.cfm	<u>1</u>	6.7%

Project Update: Transit Development Plan

Email date	8/12	Open rate	33.2%
Sent	616	Not opened	403
Opened	200	Click rate	4.6%

Links	Unique Click-thrus	Click-thru distribution
https://tdp2022.washcoopenhouses.org/	23	82.1%
https://tdp2022.washcoopenhouses.org/table/transit-development-plan/meet-committee	4	14.3%

LUT News (Week 1)

Email date	7/29	Open rate	39.2%
Sent	1873	Not opened	1124
Opened	724	Click rate	5.2%

Links	Unique Click-thrus	Click-thru distribution
http://tdp2022.washcoopenhouses.org/	<u>18</u>	15.7%

LUT News (Week 1-corrected)

Email date	7/29	Open rate	41.6%
Sent	1873	Not opened	1079
Opened	768	Click rate	3.9%

Links	Unique Click-thrus	Click-thru distribution
https://tdp2022.washcoopenhouses.org/	<u>20</u>	20.7%
https://tdp2022.washcoopenhouses.org/table/transit-development-plan-online-open-house/share-your-voice#content-top	<u>15</u>	15.5%
https://www.co.washington.or.us/LUT/Divisions/LongRangePlanning/PlanningPrograms/TransportationPlanning/PublicTransportation/transitdevelopment.cfm	<u>3</u>	3.1%
https://files.constantcontact.com/5964d513301/083bce0a-3520-41e5-936a-159df577ffc8.pdf?rdr=true	<u>2</u>	2.1%

LUT News (Week 2)

Email date	8/5	Open rate	40.7%
Sent	1872	Not opened	1094
Opened	752	Click rate	6.6%
Links		Unique Click-thrus	Click-thru distribution
https://tdp2022.washcoopenhouses.org/		5	3.3%

LUT News (Week 3)

Email date	8/12	Open rate	40.2%
Sent	1865	Not opened	1105
Opened	744	Click rate	4.2%
Links		Unique Click-thrus	Click-thru distribution
https://tdp2022.washcoopenhouses.org/		7	7.6%

LUT News (Week 4)

Email date	8/19	Open rate	40.2%
Sent	1860	Not opened	1102
Opened	742	Click rate	4.3%
Links		Unique Click-thrus	Click-thru distribution
https://tdp2022.washcoopenhouses.org/		8	7%

LUT News (Week 5)

Email date	8/26	Open rate	41.6%
Sent	1861	Not opened	1078
Opened	767	Click rate	5.7%
Links		Unique Click-thrus	Click-thru distribution
https://tdp2022.washcoopenhouses.org/		6	4.5%

Transit Development Plan Communications Plan

Communication/outreach goals:

1. To reach many people living, working and visiting Washington County
2. To inform decision-makers about how to best meet the public transportation needs
3. To focus outreach to areas and community members that lack adequate access to transit, especially students (grades 9-12), low-income households and other historically marginalized persons.

Target audiences:

- Communities of Aloha, Banks, Bethany, Beaverton, Cedar Mill, Cornelius, Hillsboro, Forest Grove, Gaston, North Plains, Sherwood, Tigard and Tualatin
- Community members who could use transit services, with specific focus on:
 - Students
 - Older adults
 - Workers
 - Those without vehicles
- Employers
- Community/social services organizations
- Elected officials
- Transit providers

Communication/outreach objectives:

- Gain understanding of community public transit needs
- Learn specific transit improvements that would improve access/ease/convenience
- Provide education on the transit improvement options available

Key messages:

- How can we make access to transit more useful/convenient for your daily life needs?
- Help us prioritize transit improvements
- Visit the online open house and complete the survey
- Learn about the Transit Development Plan

Communications/outreach strategies (support objectives; utilize key messages)

1. Online Open House/Survey (supports all objectives; utilizes key messages)
 - a. Encourage public input on services/times they would use if available
 - b. Supply educational information on the possible improvements
 - c. Learn public ranking of improvement priorities
2. Promotion
 - a. Encourage visits to Open House with a goal of gathering input
 - Attendance at community events such as farmer's markets, county fair, etc.
 - Washington County Fair—July 30-31
 - Cornelius NNO—August 2
 - Hillsboro Tuesday Night –August 2 and 9
 - Cedar Mill Saturday —August 6
 - Aloha Market—August 11
 - North Plains Garlic festival (Saturday only)—August 13
 - Big Truck Day—August 13
 - Tigard Market—August 14
 - Beaverton Market—August 27
 - Orenco Market —August 28
 - Forest Grove—August 31
 - b. Increase awareness of the potentials for transit expansion
 - c. Share with partners and key stakeholders
 - Library System
 - N Plains
 - Banks
 - Forest Grove
 - Cornelius
 - Hillsboro-Central
 - Hillsboro Shute Park
 - Sherwood
 - Beaverton
 - Beaverton at Murray/Scholls
 - Tualatin
 - Tigard
 - West Slope
 - City newsletters
 - North Plains August water bill insert
 - Transit Committee members
 - Tualatin Rotary
 - Hillsboro Transportation Committee
 - CPO-1
 - Westside Economic Alliance

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Appendix

Glossary of terms

Analytics (Web pages)

- **Bounce:** A bounce is a single-page session on a website. A bounce is calculated as a session with only one action. Example: When a user opens a single page on website and then exits without any other action.
- **Bounce rate:** The percentage of visitors to a website who navigate away from the site after viewing only one page.
- **Clicks:** How many times a hyperlink was clicked by a user
- **Clickthrough rate (CTR):** The number of clicks a page/link receives divided by the number of times link is shown: $\text{clicks} \div \text{impressions} = \text{CTR}$. For example, if there were 5 clicks and 100 impressions, then the CTR is 5%.
- **Email open rate:** The percentage of the total number of subscribers who opened an email campaign.
- **Exit rate:** Indicates how often visitors exit from a webpage after visiting any number of pages on the site; as a percentage, exit rate is calculated as the number of exits divided by the number of pageviews for the specified page.
- **Pageviews:** Represent each individual time a webpage is loaded by a user. A single session can include many pageviews, if a user navigates to any other pages on the same website without leaving.
- **Sessions:** A single visit to a website. Whether a User lands on a webpage and leaves a few seconds later, or spends an hour reading every blog post on a site, it still counts as a single session.
- **Unique pageviews:** Aggregates pageviews that are generated by the same user during the same session. A unique pageview represents the number of sessions during which that page was viewed one or more times.

Constant Contact Emails

- **Click-through rate:** Comparison of the number who clicked a link against the unique number of opens.
- **Click-through distribution rate:** The click-through rate of a particular link calculated against the click-through rate of all links in an email
- **Open rate:** Measures the percentage of emails opened compared to the number sent.
- **Unique clicks:** The number of users who click on a link during one visit. If the same visitor clicks the same link multiple times during the same visit, the unique click remains "1."

Facebook

- **Clicks:** The number of times a user clicks on a hyperlink, hashtag or Twitter handle; a form of engagement
- **Comments:** When someone submits a comment on piece of content on Facebook.
- **Followers:** The number of people who have opted-in to "follow" a page. They will receive updates from pages they follow in their timeline.
- **Reaction:** Predefined emoticons that users click on to demonstrate love, haha, wow, sad, angry or like.
- **Reach:** Represents the number of users who saw the content of a post.
- **Shares:** When a user clicks the share button to share content on his/her own Facebook page.

Nextdoor

- **Impressions:** The number of residents who viewed a post in their newsfeed, the number of opens of email notifications sent when a public agency posts to Nextdoor and the number of clicks on an agency's post in the Daily Digest sent to Nextdoor members.
- **Reactions:** Predefined emoticons that users click on to demonstrate thanks, like, agree, haha, wow or sad.

Twitter

- **Clicks:** The number of times a user clicks on a hyperlink, hashtag or Twitter handle; a form of engagement.
- **Detail expands:** The number of times people "expanded" a tweet to read/view the entire message.
- **Engagements:** The number of interactions with a tweet; includes retweets, comments, clicks and likes.
- **Engagement rate:** The number of engagements divided by the number of impressions.
- **Followers:** People who follow a Twitter account.
- **Impressions:** Represent how many times a tweet has been seen. This includes how many times it has appears in a followers' timeline, how many times it has appeared in a search or as a result of someone liking or commenting on it.
- **Likes:** The number of times people clicked on the heart emoticon.
- **Media engagements:** Engagement specifically with media; the number of clicks on videos, vines, gifs and images.
- **Mentions:** When a Twitter handle is included in another user's tweet.
- **Retweets:** The number of times an original tweet was shared by others.

Open House Survey Summary

DATES: 8 a.m. Aug. 25, 2022 – 6 p.m. September 3, 2022

English: <https://tdp.washcoopenhouses.org/> Spanish: <https://tdp.washcoopenhouses.org/es/>

RESPONSES: 169 (English: 168; Spanish 1)

Online Open House webpage analytics

English:

	1,394 Pageviews	1,197 Unique Pageviews	00:01:45 Avg. Time on Page	60.50% Bounce Rate
/share-your-voice	318	287	00:04:37	50%
/background	267	235	00:01:39	72.73%
/community-connector-opportunities	242	208	00:01:20	92.59%
/cross-county-services	218	175	00:01:23	30.00%
/timeline	166	148	00:00:18	80.00%
/meet-committee	136	119	00:00:27	0.00%
/community-connectors	26	6	00:00:55	0.00%

Spanish:

	51 Pageviews	35 Unique Pageviews	00:02:52 Avg. Time on Page	100% Bounce Rate
/oportunidades-de-conexion-en-la-comunidad	12	8	00:04:15	100%
/servicios-en-todo-el-condado	11	5	00:02:14	0.00%
/comparta-su-opinion	8	7	00:05:43	0.00%
/antecedentes	7	5	00:00:52	0.00%
/conozca-al-comite	5	4	00:00:11	0.00%
/cronologia	4	3	00:00:09	0.00%

Q1. Before March 2020/COVID-19, how often did you use TriMet or other transit service?

<i>Asked online only</i>	ONLINE SURVEY	
	Total	%
3 or more days a week	53	31.5%
1-2 days per week	11	6.6%
1-2 days per month	24	14.3%
Less than once a month	19	11.3%
Just for events	43	25.6%
Not at all	18	10.7%
Total	168	100 %

Q2. How often did you use TriMet or other transit service in the last year?

<i>Asked online only</i>	ONLINE SURVEY	
	Total	%
3 or more days a week	22	13.1%
1-2 days per week	20	11.9%
1-2 days per month	19	11.3%
Less than once a month	27	16.1%
Just for events	25	14.9%
Not at all	55	32.7%
Total	168	100%

Q3. How likely are you to use TriMet or other transit services regularly in the future?

<i>Asked online only</i>	ONLINE SURVEY	
	Total	%
Very	57	33.9%
Somewhat	49	29.2%
No change	32	19.0%
Less	10	6.0%
Not at all	20	11.9%
Total	168	100%

Q4. What would encourage you to use transit more frequently? (Select all that apply)

	ONLINE SURVEY		PAPER SURVEY		COMBINED	
	Total	%	Total	%	Total	%
More Community Connector shuttle services	54	11.0%	26	9.2%	80	10.3%
More frequent transit service	73	14.9%	26	9.2%	99	12.8%
Improve connections among services operated by different transit agencies	57	11.7%	39	13.7%	96	12.4%
More comfortable ways to walk to transit	55	11.2%	46	16.2%	101	13.1%
More comfortable ways to bike to transit	41	8.4%	34	12.0%	75	9.7%
Better and more Park-and-Ride facilities	39	8.0%	37	13.0%	76	9.8%
More direct or express transit service	80	16.4%	40	14.1%	120	15.5%
Expand service hours to better serve work shift times	39	8.0%	22	7.7%	61	7.9%
Other	51	10.4%	14	4.9%	65	8.4%
Total	489	100%	284	100%	773	100%

<ul style="list-style-type: none"> More North/South connections 		
<ul style="list-style-type: none"> more secure bike parking at transit stops 		
<ul style="list-style-type: none"> Overnight parking areas 		
<ul style="list-style-type: none"> Build protection against inclement weather in bus stops (TV Highway is an example of the deficit of this) 		
<ul style="list-style-type: none"> Cost - not economical for a family of 5; Access/shuttle service to local hiking trailheads 		
<ul style="list-style-type: none"> Improve greenway crossings for pedestrians and bikes, especially on HWY 10. More traffic calming devices. 		
<ul style="list-style-type: none"> There is no way to cross the street along 185th to get to the numerous bus stops. The traffic is too heavy and fast. Those that try are a safety hazard to everyone. More crossing points would help along with benches for us seniors. Years ago I used Max al 		
<ul style="list-style-type: none"> Stop/Access not close enough: I live out in the country. Public Transportation is not convenient.; I live in Bethany but work in Salem, so Trimet is not feasible for me; My nearest Transit is on 185th 2 miles from my house; I can walk to a bus stop for line 76, but it's a long walk. I am 76 years old and I am finding it more and more difficult to walk so far. I would not be able to carry much with me on this fairly long walk. I would like to have bus stops on SW Main Ave. 	4	
<ul style="list-style-type: none"> CLEAN! Cleaner & safer; Cleaner interiors inside the buses, trains, trams; enforcement of covid protocols, too many defying protocols; less covid; Clean up and update our bus stop in Banks! 	6	
<ul style="list-style-type: none"> Safety concerns stop me from using public transportation; Safety and enforcement; Keep the criminal element off the service; Safety, increase police presence; Safety Officers on board at all times; Address safety issues and create a cleaner trimet; Safety on trains; more fare inspectors; No longer feel safe on Max; Having monitors on the train to help with unruly riders or those who make it unsafe to ride; (reduce thefts and break-ins too), and on the Max; more Tri-Met personnel on trains (like WES does) to discourage unruly behavior; I actually consider our public transit very dirty and dangerous; Safety, both health and community-wise; It's not safe and trips take much longer than going by car 	15	
<ul style="list-style-type: none"> No interest in using transit Nothing currently; I would not choose to use it at all.; It can hardly be considered a viable alternative to personal vehicle travel.; None; I enjoy using my car like an adult and not be told when and where I'm allowed to go; take away my car.; No issue. I plan on getting a job walking distance, so no longer need Trimet as much. 	7	

Q5. Have you used any of these services in the last year? (Select all that apply)

	ONLINE SURVEY		PAPER SURVEY		COMBINED	
	Total	%	Total	%	Total	%
No	146	86.9%	84	75.7%	230	82.4%
Door-to-door	1	0.6%	4	3.6%	5	1.8%
Grovelink	6	3.6%	5	4.5%	11	3.9%
North Hillsboro Link	3	1.8%	2	1.8%	5	1.8%
Tualatin Shuttle	4	2.4%	3	2.7%	7	2.5%
WestLink	2	1.2%	3	2.7%	5	1.8%
Cross county services (WAVE, Yamhill Co. Transit, etc.)	4	2.4%	2	1.8%	6	2.2%
Not sure	2	1.2%	8	7.2%	10	3.6%
Total	168`	100%	111	100.0%	268	100.0%

Q5a-5d: What one change to [insert shuttle name] would better serve you

ONLINE SURVEY ONLY				
<i>Asked online only</i>	Westlink	GroveLink	N. Hillsboro	Tualatin Shuttle
Expand Monday-Friday hours	2	1	1	1
Expand Saturday service hours	0	0	1	0
Add Sunday service hours	0	0	1	0
Keep the service the same	0	1	0	2
Other	1	0	0	1
Total	3	5	3	4

Grovelink: Rethink the separate east and west side loops. If you are on the west side you have to take 2 buses to reach a grocery store, new developing business areas or senior center.

Tigard Shuttle: The amount of time taking shuttles can be a barrier. Reduced time spent on the shuttle would help make it feel more comparable to driving and encourage those folks to opt for the shuttle rather than drive into work.

Q6: What changes would encourage you to use cross county services? (Select all that apply)

<i>Asked online only</i>	ONLINE SURVEY	
	Total	%
More transit connections to cross-county services	55	13.0%
More frequent cross-county service trips	41	9.7%
Better coordinated stops to make transfers more convenient	56	13.5%
Universal pass program among transit providers	78	18.5%
Reduced fares to destinations like the Coast	51	12.1%
Better marketing	43	10.2%
Coordinated planning tools and scheduling	74	17.5%
The system works well for me as is	23	5.5%
Other	0	13.0%
Total	421	100%

Q7: What destinations do you most need to access with transit? (Select all that apply)

	ONLINE SURVEY		PAPER SURVEY		COMBINED	
	Total	%	Total	%	Total	%
Connect to work	81	19.7%	48	19.4%	129	19.6%
Connect to area schools	20	4.9%	17	6.9%	37	5.6%
Connect to parks, recreation and destinations	90	21.9%	51	20.6%	141	21.4%
Connect to shopping	61	14.8%	42	16.9%	103	15.6%
Connect to and other transit providers	68	16.5%	50	20.2%	118	17.9%
Connect to other essential services	62	15.1%	27	10.9%	89	13.5%
Connect to affordable housing	13	3.2%	12	4.8%	25	3.8%
Other	16	3.9%	1	0.4%	17	2.6%
Total	411	100%	248	100%	659	100.0%

I would love to have closer transit available, especially on Friday evenings and Saturday mornings, that stop near several synagogues in Portland.	
Restaurants, wine country	
Airport, Portland and events	
Connect to PDX	
downtown Portland System works well as is	
It takes too long to get to my place of work on Swan Island.	
easy, frequent connection between tanasbourne, orenco and downtown hillsboro areas (inspiring example - the 'Hop' in Boulder, CO)	
I don't; Currently I don't need transit and in its current state, it isn't a viable alternative; None; None; None; None. I have a job. I pay taxes. I don't need to catch covid or get stabbed and mugged on transit.	6

Q8: Do you agree with the proposed for expanding community-connector shuttles?

	ONLINE SURVEY		PAPER SURVEY		COMBINED	
	Total	%	Total	%	Total	%
Yes	75	44.6%	83	72.8%	158	56.0%
No	12	7.1%	5	4.4%	17	6.0%
Not sure	71	42.3%	25	21.9%	96	34.0%
Other	10	6.0%	Not in paper		10	3.5%
If no/not sure, what changes would you propose?	Not asked online		1 response=Don't know, no publicity		1	0.4%
Total	168	100%	114	100%	282	100%

It looks like most of the plans focus on connecting housing areas to the MAX - which is good. But I'd like to see a little more balance with plans to better connect areas around the county with each other.
I would like to see better detailed plans about North/South lines in the Hillsboro area.
I like the short and long term timing overall, but I have friends in north Hillsboro who have been unable to work due to disability and they live too far from bus service to reach trimet. I think in addition to the proposed route service needs expansion into the residential areas of ne and now Hillsboro, and/or expansion of ride connection to pick up individuals who would otherwise lose out
Make what we have useable. Its not cost effective to have a system that the community can't safely access.
"It needs to be frequent enough and be able to reserve it. How will the riders be selected? What if there are more people waiting for it than the available seats ?
Needs to be electric, no gas, diesel or natural gas.
Neighborhood penetration is the key.
We need more and better coverage in NW Washington County. Banks has two options with very restricted times. If more times were added and maybe additional connectors & service providers (CC rider) and then you actually promote it out here, Riders will come! Our bus stop is hardly used because it is not promoted well and times are limited. New housing is coming to the City in a couple years with up to 165 new units. We need the additional transit to get people around. If you want to help with climate change, then provide transit equally throughout the county!
Pay more attention to serving the outlying areas. The current services are buried within dense traffic areas, giving me an unpleasant drive to get to MAX or bus. For my needs, it's almost always better to take back roads to within a mile of my destination, and then suffer the traffic for a limited time. Very simply, taking TriMet does not reduce my time in congestion, and it certainly isn't faster than my car. Even at current gas prices, it's still only marginally cheaper than driving myself. When I include the value of my own time, TriMet isn't in the mix of reasonable options.
My answer would be no, but the survey does not allow that. I think the poorer communities in the far west of the county have the most need. It is extremely underserved
No idea what the plan is - you have an * but no reference to where to get the info???

Q9: Are there other areas you would like for future community-connector shuttle services?

	ONLINE SURVEY	PAPER SURVEY	COMBINED
Responses	45		

Spanish:
(translated) Bus 96 needs to operate more hours during the day. If you don't take it in the morning you miss out and have to walk a mile or more to access the 76 bus. With the new housing development in Norwood and Boones Ferry there should be more transportation opportunities. My elderly mother relies on public transportation when I can't get her to medical appointments. Not everyone in Tualatin has access to a car.
English:
Wine country and those small cities/towns. Adding weekend options.
Better connectivity between Intel Jones Farm campus and the light rail.
add services to Cooper Mountain- North and South.
keep it moving east.
Provide short lift from remote areas or parking lots to downtown BT near the Farmers Market.
Earlier pick up times for Grovelink and weekend service
Banks, Manning area, L.L. Stub Stewart State park. Then promote the heck out of the fact you have it!!
I work in washington county, i shop in washington county, yet, there is no availability for me to get on in columbia county to get to these places.
Walkable routes from residential neighborhoods north of Hwy 26 to Sunset Transit Center. St. Vincent's and Catlin Gabel (incl OCAC) could partner better with the neighborhood to offer walkable routes that are more direct and safer in the winter months.
We'd use connectors to the coast and to shopping/rec destinations like Bethany Village, but not sure if those are intended for this service.
Why are all the opportunities Hillsboro and east? The west side of the County, parts of Hillsboro and Aloha are lower income areas that can use the most access.
Any area in the county where the low-income families live should have priority (equity!)
I live in Beaverton, between SW Erickson Avenue and SW Main Avenue. I am close to SW 7th Street.
Tigard
park and ride that is safe and secure to the airport.
I want to be able to get to coast towns and several cities outside of Washington County, including Bend, McMinnville, Salem, and Eugene. I also want to be able to get to scenic places like Multnomah Falls.
Re-activate the route that serves Vernonia.
I think for cross county service making sure there are both morning and evening times so that people can make a roundtrip in one day.
Please focus on arrival and departure times matching up to make longer trips between multiple communities easier.
Information is limited. I have newly moved here and do not understand the system. I do not do computer so I have no way to get information on your services. I used the bus always when I lived in Denver.
I'd didn't know many of these services even existed. At least there should be a website that has information about each of these services that is easy for the public to find. It was nice to see them and a description of each here.
Information is limited. I have newly moved here and do not understand the system. I do not do computer so I have no way to get information on your services. I used the bus always when I lived in Denver.
I'd didn't know many of these services even existed. At least there should be a website that has information about each of these services that is easy for the public to find. It was nice to see them and a description of each here.
COVID precautions. I am older and have compromised immunity.
Focus on growing elder population
Cheaper

A ride connect that can be hailed using a cell phone, like a ride share.
These seem like they cover the needs.
None that I can think of at the moment.
I am impressed at the scope of the system and enhancements, and no other opportunities come to mind.
Force people to get jobs and pay taxes. Show ID. LESS criminals riding transit the better.
Please ensure that Trimet is clean and safe before expanding. Most homes along Trimet lines face increased crime.
Express service into Portland would also help anyone who needs to get up to Vancouver/Clark County. The max service is great, but for folks with long trips it really adds time compared with an express bus that can drive on the freeway. Actually, a whole fleet of express buses on the freeway would benefit everyone, not just long distance transit riders.
Would like to see MAX extended to Forest Grove
Trains
No, I don't especially think shuttle services are the answer. I'd rather see expanding light rail, and more stops like Beaverton Central.

Q10: Anything else you want to share about needed transit improvements?

	ONLINE SURVEY	PAPER SURVEY	COMBINED
Responses	101	0	

Transit would be much more usable if there were more late night routes
Just more weekend schedule availability with buses.
more bike lockers, please
more electric charging stations with fast chargers
Please, help people waiting for the bus to be protected when raining or sun.
Would love to see some decent overnight parking options in the smaller communities.
park and ride that is safe and secure to the airport
Suburb to suburb connections. Not just to a center. Think circle.
add services to Cooper Mountain- North and South
Better transit service to south 8th Hillsboro
We need more service availability and reliability.
Better personal security
Public transportation needs to be cleaner and safer. They are currently a shadow of its former self. The max especially used to be much cleaner and safer.
Need to promote that this is a safe service.
provide short lift from remote areas or parking lots to downtown BT near the Farmers Market
It would be wonderful to be able to get to Salem without having to do two transfers (max to WES to 1X) and pay two separate fees.
There is no transit option at or near the county line or anywhere on cornelius pass (from highway 30 to west union as an example) to park and ride. With scarce resources, concerned that we are spending funds for shuttles that have zero to low ridership.
We'd really like expanded transit to help us get to and from performances and other arts/entertainment events in Portland, Hillsboro, and Beaverton. But weekend service often stops at night or is so infrequent it forces us to drive. We'd also like to be able to walk to most frequent service stops and know there's a bus coming every 15 minutes so we don't have the friction of schedule planning. We'd also like more and more frequent neighborhood connections to the Max from Bethany area , so we could walk less than 15 minutes and be at a bus stop that takes us to Max at least every hour and preferably more frequently than that. Those changes would allow us to stop driving our fossil fueled car and just rely on bikes, walking, and transit.
If we want to promote alternative modes of transportation for our citizens and visitors to Washington County, then we need to adequately provide better transit options in all areas of the county. Housing is a need in all areas of the county but as we grow, we need to help with traffic congestion by having these resources. Western Washington County is some of the last land available to be developed but why would we do that if we do not have the transit infrastructure in place or start planning for it. Banks is due to have multiple large housing projects start within the next 5 years but yet right now for the 2000 citizen of Banks and the additional community members in surrounding areas, transit is almost non-existent. Routes and times are very limited. Ridership is low because of that and lack of promotion. Please think seriously of updating current route with more times, adding additional connectors & vendors and then promoting it to local citizens. This will also help with the visitor experiences for out-of-town guests that come to enjoy recreation adjacent to Banks like the Banks-Vernonia State Trail and L.L. Stubb Stewart State Park.
You are wasting money on the River Terrace, Durham and Central Tigard locations. People have cars and use them. The River Terrace area has multi-family homes selling for over \$400,000. There is a very small area in the Tigard plan that is considered low income/equity, and living in the area north of MacDonald I can definitely tell you that people have and use cars, even (and especially) if they are lower income. And while there is a cluster of apartments they are not all low income.
More dependable schedules. If the Tri-Met Planner gives a suggested schedule, it needs to be reliable for connections.

If it's not in development already, a shuttle service that connects major transit hubs to medical centers , like kaiser and providence. That would make it a lot easier to make medical appointments without the need for multiple transfers or traveling long distance on foot/via mobility aid
I would be happy to use public transportation more often if there were more direct or express services or the services ran more frequently. The main constraints for me are time and safety.
Grovelink (forest grove) needs to be outfitted to run when winter conditions are rough (chains). Right when I want to use transit most, they stop running.
I would like to see more bus shelters instead of nothing at all at many stops or just a small bench for one or two people to sit on. Also, some of the bus stops are right next to busy streets and there should be some protection from traffic for people waiting or who are getting off the bus. Sometimes, people then have to cross a busy street and there's no light or pedestrian crosswalk . I am amazed that there aren't more accidents due to people having to cross these streets or walk along the street for awhile.
Crosswalks where there are bus stops. 45 mph traffic whizzing by multiple lanes is not conducive to accessing bus stops when you need to cross the street.
We need protected bike lanes and expanded opportunities to secure bikes onto buses
It should be much easier to cross ODOT speedways (fka 'highways'). Pedestrians have to wait excessively at lights, even when trying to cross with traffic -- currently vehicles are prioritized and pedestrians expected to wait, even when there are no vehicles using the intersection or approaching.
Concentrate your routes in areas where the residents don't have the resources to have their own transportation
I'm an educator at West Union Elementary. Due to our location many parents dependent on public transportation are not able to access our school or if there is a way for them to none of us are aware of it. A quarter of our families live at Quatama Crossing and many do not have cars. Being able to access our school if they miss the bus, there's an accident or illness, an appointment or a school event is an equity issue at our school. Many kids will miss an entire school day for appointments because there is no transportation available for their parent to get them to school late or pick them up early. School staff have had to transport I'll students home because parents had no way to come pick them up.
These kinds of connecting services really help create community and comfort.
Transporting from home to transit centers is not feasible for most.
Why are people allowed to get on without paying? Also, why are they allowed to bring animals aboard that are clearly not service animals.
I am concerned about users who use the service to harass or harm others.
All light rail did was bring the crime out for Portland
Keep MAX out of Cornelius/Forest Grove. Trimet bus is enough
Less buses, more trains
Honestly the light rail is far easier to use just because you always know exactly where it's going without having to do research before your journey. There are tracks it follows and they are permanent and obvious.
Airport express, safer Max rides
Beaverton Central is amazing, and a model for what our major light rail drops should be - destinations in of themselves instead of out of the way inconveniences.
I would not feel safe on Trimet today. Please fix the issues in the base system. It is also much less frequently used with a lot of people working from home.
1x an hour non-stop Max runs or fewer stops anyway just stopping at high traffic destinations not all the piddley stops that take forever... time is a huge deterrent for using MAX - I'd love to commute from Vancouver to Hillsboro but it take FOREVER... longer than sitting in traffic.
Roadway expansion is a not a solution to increased traffic. In most every instance, road expansion has simply led to more vehicle usage and a repeat of traffic saturation.
Stop 9667 - if you get off the bus at the back door, you end up in the bushes instead of on pavement. There should not be bushes there.
Beaverton Central is amazing, and a model for what our major light rail drops should be - destinations in of themselves instead of out of the way inconveniences.

Better bike infrastructure that connects major destinations, better crossings along Hall Blvd, and better crossroad infrastructure at the intersections of major thoroughfares (Farmington, Canyon Rd, Murray, TV Highway, etc). Overall make it more enjoyable/safer to walk and bike around Washington County, and make some of these unnecessarily multilane roads into complete streets.

We need Waterhouse Trail to connect across 26, so people can get to shops. There is currently no safe way to get from Bronson to Cornell except by car. It's a huge missed opportunity for community and commerce.

Get rid of it.

It's a waste of money

I am impressed at the quality of these surveys. I recently took the MSTIP survey and recognize use of the same platform. Nice going.

Q11. Which ZIP code do you live in?

ZIP	ONLINE SURVEY		PAPER SURVEY		COMBINED	
	TOTAL	%	TOTAL	%	TOTAL	%
97003	7	4.2%	6	5.6%	13	4.7%
97005	11	6.5%	9	6.5%	20	7.2%
97006	11	6.5%	5	4.6%	16	5.8%
97007	13	7.7%	8	7.4%	21	7.6%
97008	5	3.0%	1	0.9%	6	2.2%
97018	0	0%	1	0.9%	1	0.4%
97034	0	0%	1	0.9%	1	0.4%
97051	1	0.6%	0	0%	1	0.4%
97062	2	1.2%	1	0.9%	3	1.1%
97078	3	1.8%	6	5.6%	9	3.3%
97101	1	0.6%	0	0%	1	0.4%
97106	6	3.6%	2	1.9%	8	2.9%
97113	9	5.4%	3	2.8%	12	4.3%
97116	12	7.1%	16	14.8%	28	10.1%
97119	0	0%	1	0.9%	1	0.4%
97123	11	6.5%	6	5.6%	17	6.2%
97124	26	15.5%	15	13.9%	41	14.9%
97126	1	0.6%	0	0%	1	0.4%
97127	0	0%	1	0.9%	1	0.4%
97133	2	1.2%	1	0.9%	3	1.1%
97140	1	0.6%	1	0.9%	2	0.7%
97201	0	0%	1	0.9%	1	0.4%
97210	1	0.6%	0	0%	1	0.4%
97214	1	0.6%	1	0.9%	2	0.7%
97219	1	0.6%	1	0.9%	2	0.7%
97220	1	0.6%	0	0%	1	0.4%
97221	1	0.6%	0	0%	1	0.4%
97223	6	3.6%	9	8.3%	15	5.4%
97224	5	3.0%	1	0.9%	6	2.2%
97225	5	3.0%	1	0.9%	6	2.2%
97229	23	13.7%	11	10.2%	34	12.3%
97233	0	0%	1	0.9%	1	0.4%
97301	1	0.6%	0	0%	1	0.4%
98683	1	0.6%	0	0%	1	0.4%
Total	168	100%	108	100%	276	100%

Q12. Which of the following includes your age?

Age	ONLINE SURVEY		PAPER SURVEY		COMBINED	
	Total	%	Total	%	Total	%
Under 18	0	0.0%	2	1.8%	2	0.7%
18-24	7	4.2%	6	5.3%	13	4.6%
25-34	23	13.7%	19	16.8%	42	14.9%
35-44	45	26.8%	19	16.8%	64	22.8%
45-54	30	17.9%	13	11.5%	43	15.3%
55-64	26	15.5%	27	23.9%	53	18.9%
65-74	21	12.5%	20	17.7%	41	14.6%
75 and older	7	4.2%	6	5.3%	13	4.6%
Prefer not to answer	9	5.4%	1	0.9%	10	3.6%
Total	168	100%	113	100%	281	100%

Q13. Within the broad categories below, where do you place your racial or ethnic identity?

	ONLINE SURVEY		PAPER SURVEY		COMBINED	
	Total	%	Total	%	Total	%
Native American, American Indian, Alaska Native	2	1.2%	4	3.6%	6	2.2%
Asian or Asian American	4	2.4%	13	11.8%	17	6.1%
Black or African American	3	1.8%	2	1.8%	5	1.8%
Native Hawaiian or other Pacific Islander	2	1.2%	0	0%	2	0.7%
White	107	63.7%	63	57.3%	170	61.2%
2 or more races/ethnicities	8	4.8%	9	8.2%	17	6.1%
Hispanic or Latino/a/x	14	8.3%	9	8.2%	23	8.3%
Ethnicity not listed	3	1.8%	2	1.8%	5	1.8%
Prefer not to answer	25	14.9%	8	7.3%	33	11.9%
Total	168	100%	110	100%	278	100

Q17. What language or dialect is used most in your home? (Select one)

	ONLINE SURVEY		PAPER SURVEY		COMBINED	
	Total	%	Total	%	Total	%
Arabic	1	0.6%	0	0%	1	0.4%
English	142	84.5%	105	90.5%	247	87.0%
Spanish	9	5.4%	7	6.2%	16	5.6%
Prefer not to answer	13	7.7%	1	0%	14	4.9%
American Sign Language	1	0.6%	0	0%	1	0.4%
Karen	1	0.6%	0	0%	1	0.4%
Persian	0	0%	1	0.9%	1	0.4%
Portuguese	1	0.6%	0	0%	1	0.4%
Vietnamese	0	0%	1	0.9%	1	0.4%
Language not listed	0	0%	1	0.9%	1	0.4%
Total	168	100%	116	100%	284	100%

Q18. What is your household income before taxes?

Income range	ONLINE SURVEY		PAPER SURVEY		COMBINED	
	Total	%	Total	Total	%	Total
Less than \$10,000	3	1.8%	6	5.5%	9	3.2%
\$10,000 to \$19,999	4	2.4%	6	5.5%	10	3.6%
\$20,000 to \$29,999	5	3.0%	6	5.5%	11	4.0%
\$30,000 to \$39,999	4	2.4%	6	5.5%	10	3.6%
\$40,000 to \$49,999	9	5.4%	12	11.0%	21	7.6%
\$50,000 to \$74,999	13	7.7%	11	10.1%	24	8.7%
\$75,000 to \$99,999	20	11.9%	13	11.9%	33	11.9%
\$100,000 to \$149,000	32	19.0%	18	16.5%	50	18.1%
\$150,000 or more	29	17.3%	21	19.3%	50	18.1%
Don't know/Prefer not to answer	49	29.2%	10	9.2%	59	21.3%
Total	168	100%	109	100 %	277	100%

Social Media Metrics Summary Detail

Twitter – English

Total impressions: 14,024

DATE	TIME	CHANNEL	MESSAGE	IMPRESSIONS	ENGAGEMENTS	ENGAGEMENT RATES	MEDIA ENGAGEMENT	RETWEETS	CLICKS	LIKE HEARTS	REPLIES
Monday, July 25, 2022	7 a.m.	TwCo	Improve your connections! Help us update our transit development plan to shape the future of public transportation by participating in the Transit Development Plan online open house. Visit tdp2022.washcoopenhouses.org #TransitPlan	514	8	1.56	1	1	6	0	0
Tuesday, July 26, 2022	11 a.m.	TwCo	What rural transit improvements will help you get to work, school, shopping, appointments and more? Learn how you can help with the Transit Development Plan! Visit tdp2022.washcoopenhouses.org #TransitPlan	356	2	0.56	0	0	2	0	0
Friday, July 29, 2022	9:45 a.m.	TwCo	Do you find it difficult to access transit in Washington County? Give us your opinions by participating in the Transit Development Plan online open house. tdp2022.washcoopenhouses.org #TransitPlan	526	10	1.9	2	0	2	2	0
Sunday, July 31, 2022	1 p.m.	twCo	Do you take public transit in rural Washington County? Would you like to see more buses? Expanded bus routes? Better connections between buses, shuttles and MAX? Tell us more! Visit tdp2022.washcoopenhouses.org and give us your feedback. #TransitPlan	2,064	46	2.23	0	8	16	11	3
Monday, August 1, 2022	1:30 p.m.	TwCo	Give us your input! Visit the Transit Development Plan online open house. Help identify transit priorities and service improvements in the rural areas. Take the survey: tdp2022.washcoopenhouses.org #TransitPlan	629	6	0.95	0	1	2	1	0
Saturday, August 6, 2022	9 a.m.	TwCo	Would you benefit from better transit service in rural Washington County and other areas not well served by bus routes? Take a 10-minute Transit Development Plan survey at tdp2022.washcoopenhouses.org #TransitPlan	622	6	0.96	0	0	6	0	0
Sunday, August 7, 2022	1:15 p.m.	TwCo	More community connector services, more door-to-door services, better cross county transit coordination. What's your vision for public transit in Washington County and other areas not well served by bus routes? Tell us! Visit tdp2022.washcoopenhouses.org #TransitPlan	693	7	1.01	0	1	2	0	0

Thursday, August 11, 2022	4 p.m.	TwCo	Do you take public transit in Washington County? Would you like to see better connections between buses, shuttles and MAX? Tell us more! Visit tdp2022.washcoopenhouses.org and give us your feedback. #TransitPlan	634	7	1.1	0	1	5	0	0
Friday, August 12, 2022	1 p.m.	TwCo	Where do you want to go? Tell us how we can improve transit in rural Washington County and other areas not well served by bus routes. Participate in the updating Transit Development Plan by completing the survey at tdp2022.washcoopenhouses.org #TransitPlan	618	6	0.97	0	0	1	1	0
Sunday, August 14, 2022	2:15 p.m.	TwCo	Improve transit in the rural Washington County and other areas not well served by bus routes. Let us know what improvements you'd like to see. Visit tdp2022.washcoopenhouses.org #TransitPlan	794	4	0.5	0	0	2	0	0
Wednesday, August 17, 2022	7 p.m.	TwCo	Improve transit in the rural Washington County and other areas not well served by bus routes! Join us in updating our Transit Development Plan. We need your feedback. Share your thoughts at tdp2022.washcoopenhouses.org #TransitPlan	702	7	1	0	0	1	1	0
Thursday, August 18, 2022	5 p.m.	TwCo	Tell us how we can improve transit in rural Washington County and other areas not well served by bus routes. Participate in updating the Transit Development Plan by completing the survey at tdp2022.washcoopenhouses.org #TransitPlan	708	2	0.3	0	0	1	0	0
Saturday, August 20, 2022	8:40 AM	TwCo	Improve transit in rural Washington County and other areas not well served by bus routes. Let us know what improvements you'd like to see. Visit tdp2022.washcoopenhouses.org #TransitPlan	1,259	11	0.87	0	2	5	3	0
Monday, August 22, 2022	7:20 a.m.	TwCo	How can we help you? More shuttles? Expanded shuttle routes? More door-to-door services? Better connections? Tell us! Visit tdp2022.washcoopenhouses.org #TransitPlan	666	3	0.45	0	0	0	2	0
Thursday, August 25, 2022	4 p.m.	TwCo	Join us in updating our Transit Development Plan to improve transit in rural Washington County and other areas not well served by bus routes. We need your feedback. Share your thoughts at tdp2022.washcoopenhouses.org #TransitPlan	554	1	0.2	0	0	0	0	0
Saturday, August 27, 2022	7 a.m.	TwCo	We want to hear from you! Do you find it difficult to access transit in Washington County? Give us your opinions online at: tdp2022.washcoopenhouses.org #TransitPlan	839	5	0.6	0	1	1	2	0
Sunday, August 28, 2022	4:45 p.m.	TwCo	Your chance to be a part of the future of transit in rural Washington County and other areas not well served by bus routes ends at 5 p.m. on Wednesday. Visit tdp2022.washcoopenhouses.org and share your comments. #TransitPlan	1,026	14	1.4	0	4	3	2	0

Tuesday, August 30, 2022	2:15 p.m.	TwCo	Improve your connections! Help us update our transit development plan to shape the future of public transportation by participating in the Transit Development Plan online open house. Visit tdp2022.washcoopenhouses.org #TransitPlan	496	1	0.2	0	0	0	0	0
Wednesday, August 31, 2022	10:25 a.m.	TwCo	Your chance to be a part of the future of transit in rural Washington County and other areas not well served by bus routes ends at 5 p.m. on Wednesday. Visit tdp2022.washcoopenhouses.org and share your comments. #TransitPlan	324	0	0	0	0	0	0	0
			TOTAL	14,024	146		• 0	55	55	25	3

Facebook – English

Total impressions: 5,903

DATE	TIME	CHANNEL	MESSAGE	REACH	CLICKS/ ACTION	LIKES	LOVE	SHARES	COMMENTS
Monday, July 25, 2022	7 a.m.	FbCo	We're asking for comments on the creation of a Transit Development plan to meet the transportation needs of those living, working and visiting rural Washington County. Visit the online open house here tdp2022.washcoopenhouses.org and take the survey.	123	0	2	0	1	0
Wednesday, July 27, 2022	11:15:00 a.m.	FbCo	Comment now! Help us identify rural transit improvements needed in the next two to five years. We're creating a Transit Development Plan and need your input. Take the survey at tdp2022.washcoopenhouses.org	2,246	9	2	0	8	0
Tuesday, August 2, 2022	2:15 p.m.	FbCo	Better stops? Cheaper fares? More frequent service? More park-and-rides? What would encourage you to use rural transit more often? We're putting together a transit plan and could use your input. Visit tdp2022.washcoopenhouses.org	44	0	2	0	1	1
Friday, August 5, 2022	7 a.m. /7:10 a.m.	FbCo	What transit improvements will help you get to work, school, shopping, appointments and more? Learn how you can help with the Transit Development Plan! Visit tdp2022.washcoopenhouses.org #TransitPlan	4	0	1	0	0	0
Monday, August 8, 2022	4:30 p.m.	FbCo	Is it hard for you to find convenient public transportation? We're looking for input on how to improve transit in rural Washington County and other areas not well served by bus routes. You can help! Share your voice! Comment here: tdp2022.washcoopenhouses.org	2	0	2	0	0	0
Wednesday, August 10, 2022	6:20 a.m.	FbCo	Comment now! Help us identify transit improvements needed over in the next two to five years in rural Washington County and other areas not well served by bus routes. We're updating our Transit Development Plan and need your input. Take the survey at tdp2022.washcoopenhouses.org	639	4	1	0	1	0

Saturday, August 13, 2022	9 a.m.	FbCo	Do you take public transit in Washington County? Would you like to see better connections between buses, shuttles and MAX? Tell us more! Visit tdp2022.washcoopenhouses.org and give us your feedback. #TransitPlan	429	0	1	0	0	0
Wednesday, August 17, 2022	6 p.m.	FbCo	What's your vision for public transit in the rural Washington County and other areas not well served by bus routes? More shuttles? Expanded shuttles routes? More door-to-door services? Better connections. Tell us! Visit tdp2022.washcoopenhouses.org	561	2	1	0	0	0
Saturday, August 20, 2022	9 a.m.	FbCo	Improve transit in rural Washington County and other areas not well served by bus routes. Let us know what improvements you'd like to see. Visit tdp2022.washcoopenhouses.org	446	1	0	0	0	0
Tuesday, August 23, 2022	7:45 a.m.	FbCo	How can we help you? More shuttles? Expanded shuttle routes? More door-to-door services? Better connections? Tell us! Visit tdp2022.washcoopenhouses.org	515	12	0	0	0	3
Saturday, August 27, 2022	7 a.m.	FbCo	We want to hear from you! Do you find it difficult to access transit in Washington County? Give us your opinions online at: tdp2022.washcoopenhouses.org	331	2	0	0	0	0
Monday, August 29, 2022	3:15 p.m.	FbCo	Your chance to be a part of the future of transit in rural Washington County and other areas not well served by bus routes ends at 5 p.m. on Wednesday. Visit tdp2022.washcoopenhouses.org and share your comments. #TransitPlan	272	1	0	0	0	0
Wednesday, August 31, 2022	10:25 a.m.	FbCo	Your chance to be a part of the future of transit in rural Washington County and other areas not well served by bus routes ends at 5 p.m. on Wednesday. Visit tdp2022.washcoopenhouses.org and share your comments.	291	2	0	0	0	0
			TOTAL	5,903	33	12	0	11	4

Nextdoor – English

Total impressions: 9,845

DATE	TIME	CHANNEL	POSTS	IMAGE	IMPRESS IONS	REACTI ONS	COMMENTS
Friday, August 12, 2022		Nextdoor	<p>Share your thoughts- take the Transit Development Plan survey. Visit the Transit Development Plan online open house at https://tdp2022.washcoopenhouses.org and take the survey to help identify improvements to public transportation in rural Washington County and other areas not well served by bus routes. The survey runs through August 31.</p> <p>Washington County, in partnership with Ride Connection Inc. is preparing a new round of public transportation priorities, continuing to meet Keep Oregon Moving (House Bill 2017) legislation requirements.</p> <p>The online open house survey asks for feedback on:</p> <ul style="list-style-type: none"> - Maintain, enhance and add first-last leg community connector services - Rural door-to-door and workforce vanpool programs - Better bus stop improvement program - Better cross county transit coordination <p>A Transit Committee, appointed by the Washington County Board of Commissioners, is helping to develop the plan. Meetings are open to the public and include time for public comment.</p> <p>The Transit Development Plan online open house survey takes about 10 minutes to complete. The Transit Committee will consider all comments received when developing the plan.</p>	tdp-social	14793	1	23

Twitter – Spanish

Total impressions: 9,756

DATE	TIME	CHANNEL	MESSAGE	IMPRESS	ENGAG	ENGAG	MEDIA	RETWEETS	CLICK	LIKE	REPLIES
Monday, July 25, 2022	7 a.m.	TwCo	¡Mejore sus conexiones! Ayúdenos a actualizar nuestro plan de desarrollo de transporte público participando en la jornada de puertas abiertas en línea del Plan de Desarrollo del Transporte Público. Visite tdp2022.washcoopenhouses.org #TransitPlan	426	4	0.94	0	0	2	1	0
Tuesday, July 26, 2022	11 a.m.	TwCo	¿Qué mejoras en el transporte público ayudarán a llegar al trabajo, a la escuela, a salir a hacer las compras, a sus citas y más? ¡Obtenga información sobre cómo puede ayudar con el Plan de Desarrollo del Transporte Público! Visite tdp2022.washcoopenhouses.org #TransitPlan	338	2	0.59	0	0	1	1	0
Friday, July 29, 2022	9:45 a.m.	TwCo	¿Le resulta difícil acceder al transporte público en el condado de Washington? Comparta su opinión participando en la jornada de puertas abiertas del Plan de Desarrollo del Transporte Público. Comente aquí: tdp2022.washcoopenhouses.org #TransitPlan	493	2	0.41	0	0	2	0	0
Monday, August 1, 2022	1:30 p.m.	TwCo	Visite la jornada de puertas abiertas en línea del Plan de Desarrollo del Transporte Público. Ayúdenos a identificar las prioridades en los áreas que no tienen suficientes servicios de autobuses. Realice la encuesta: tdp2022.washcoopenhouses.org #TransitPlan	551	2	0.36	0	0	0	0	0
Sunday, August 7, 2022	1:15 p.m.	TwCo	Más servicios de conexión en la comunidad, o puerta a puerta; mejor coordinación de tránsito entre condados. ¿Qué opina sobre el transporte público del condado de Washington y otras áreas no bien comunicadas por rutas de autobús? Visite https://tdp2022.washcoopenhouses.org/es #TransitPlan	692	3	0.43	0	0	3	0	0
Thursday, August 11, 2022	4 p.m.	TwCo	¿Usa el transporte público del condado de Washington? ¿Le gustaría ver mejores conexiones entre los autobuses, los servicios de enlace y MAX? ¡Cuéntenos más! Visite https://tdp2022.washcoopenhouses.org/es y haga sus comentarios. #TransitPlan	573	1	0.17	0	0	1	0	0

Friday, August 12, 2022	1 p.m.	TwCo	Cuéntenos cómo podemos mejorar el transporte público del condado de Washington y otras áreas no bien comunicadas por rutas de autobús. Participe en la actualización de nuestro Plan de Desarrollo del Transporte Público completando la encuesta: https://tdp2022.washcoopenhouses.org/es #TransitPlan	601	1	0.17	0	0	0	0	0
Sunday, August 14, 2022	2:15 p.m.	TwCo	¡Mejore el transporte público en el condado rural de Washington y otras áreas no bien comunicadas por rutas de autobús! Cuéntenos qué mejoras le gustaría ver. Visite https://tdp2022.washcoopenhouses.org/es #TransitPlan	755	3	0.4	2	0	0	1	0
Wednesday, August 17, 2022	7 p.m.	TwCo	¡Mejore el transporte público en el condado rural de Washington y otras áreas no bien comunicadas por rutas de autobús! Cuéntenos qué mejoras le gustaría ver. Visite https://tdp2022.washcoopenhouses.org/es #TransitPlan	709	1	0.14	0	0	0	0	0
Thursday, August 18, 2022	5 p.m.	TwCo	Cuéntenos cómo podemos mejorar el transporte público del áreas del condado de Washington no bien comunicadas por rutas de autobús. Participe en la actualización de nuestro Plan de Desarrollo del Transporte Público completando la encuesta en https://tdp2022.washcoopenhouses.org/es #TransitPlan	654	2	0.31	0	1	1	0	0
Saturday, August 20, 2022	8:40 AM	TwCo	Mejore el transporte público en el condado rural de Washington y otras áreas no bien comunicadas por rutas de autobús! Cuéntenos qué mejoras le gustaría ver. Visite https://tdp2022.washcoopenhouses.org/es #TransitPlan	658	3	0.46	0	0	0	0	0
Monday, August 22, 2022	7:20 a.m.	TwCo	¿En que podemos servirle? Más servicios de enlace? Rutas de transporte ampliadas? Más servicios puerta a puerta? Mejores conexiones? ¡Cuéntenos! Visite https://tdp2022.washcoopenhouses.org/es #TransitPlan	544	2	0.37	0	0	1	1	0
Thursday, August 25, 2022	4 p.m.	TwCo	Únase a nosotros en la actualización de nuestro Plan de Desarrollo del Transporte Público para mejorar el transito en el condado rural de Washington y otras áreas no bien comunicadas por rutas de autobús. Comparta sus ideas en https://tdp2022.washcoopenhouses.org/es #TransitPlan	562	4	0.7	0	0	0	0	0

Saturday, August 27, 2022	7 a.m.	TwCo	¡Queremos saber lo que piensa! ¿Le resulta difícil acceder al transporte público en el condado de Washington? Comparta su opinión a: #TransitPlan	688	4	0.6	1	0	2	1	0
Sunday, August 28, 2022	4:45 p.m.	TwCo	Su oportunidad para ser parte del futuro del transporte en el condado rural de Washington y otras áreas no bien comunicadas por rutas de autobús finaliza hoy a las 5 p. m. el Miercoles. Visite https://tdp2022.washcoopenhouses.org/es y comparta sus comentarios. #TransitPlan	721	2	0.3	0	1	1	0	0
Tuesday, August 30, 2022	2:15 p.m.	TwCo	¡Mejore sus conexiones! Ayúdenos con nuestro plan de desarrollo del transporte público para dar forma al futuro del transporte público participando en la jornada de puertas abiertas en línea del Plan de Desarrollo del Transporte Público. https://tdp2022.washcoopenhouses.org/es #TransitPlan	463	0	0	0	0	0	0	0
Wednesday, August 31, 2022	10:25 a.m.	TwCo	Su oportunidad para ser parte del futuro del transporte en el condado rural de Washington y otras áreas no bien comunicadas por rutas de autobús finaliza hoy a las 5 p. m. Visite https://tdp2022.washcoopenhouses.org/es y comparta sus comentarios.	328	0	0	0	0	0	0	0
TOTAL				9756	36		3	2	14	5	0

Facebook – Spanish

Total impressions: 1,296

DATE	TIME	CHANN EL	Message ES	REACH	CLICKS/ ACTION	LIKES	LOVE	SHARES	COMMENTS
Monday, July 25, 2022	7 a.m.	FbSp	Comentar la elaboración de un Plan de Desarrollo del Transporte Público para abordar las necesidades de transporte de quienes viven, trabajan y visitan las zonas rurales del Condado de Washington. Visite la jornada de puertas abiertas en línea en tdp2022.washcoopenhouses.org .	0	0	0	0	0	0
Wednesday, July 27, 2022	11:15:00 a.m.	FbSp	¡Comente ahora! Ayúdenos a identificar las mejoras en el transporte público de las zonas rurales y de conectores de la comunidad en el primer-último tramo necesarias para los próximos dos a cinco años. Estamos actualizando nuestro Plan de Desarrollo del Transporte Público y necesitamos sus ideas. Realice la encuesta en tdp2022.washcoopenhouses.org	295	2	0	0	1	0
Tuesday, August 2, 2022	2:15 p.m.	FbCo	¿Mejores paradas de transporte? ¿Tarifas más baratas? ¿Servicios más frecuentes? ¿Más instalaciones para estacionamientos combinados con el transporte público? ¿Qué le motivaría a usar el transporte público de las zonas rurales más a menudo? Estamos elaborando un plan de transporte público y nos vendrían bien sus ideas. Visite https://tdp2022.washcoopenhouses.org/es	2	0	1	0	0	0
Thursday, August 4, 2022	5 p.m.	FbCo	¡Hoy! Visite la jornada de puertas abiertas en línea del Plan de Desarrollo del Transporte Público para compartir sus ideas sobre el transporte público del condado rural de Washington y otras áreas no bien comunicadas por rutas de autobús. Comente aquí: https://tdp2022.washcoopenhouses.org/es #TransitPlan	1	0	0	0	0	0
Friday, August 5, 2022	7 a.m./7:10 a.m.	FbSp	¿Qué mejoras en el transporte público lo ayudarán a llegar al trabajo, a la escuela, a salir a hacer las compras y más? ¡Obtenga información sobre cómo puede ayudar con el Plan de Desarrollo del Transporte Público! Visite https://tdp2022.washcoopenhouses.org/es	44	0	0	0	0	0

Saturday, August 6, 2022	9 a.m.	FbSp	¿Se beneficiaría de un mejor servicio de transporte público en el condado rural de Washington y otras áreas no bien comunicadas por rutas de autobús? Haga una encuesta de 10 minutos sobre el Plan de Desarrollo del Transporte Público en https://tdp2022.washcoopenhouses.org/es #TransitPlan	255	11	0	0	0	0
Monday, August 8, 2022	4:30 p.m.	FbSp	¿Es difícil para usted encontrar transporte público conveniente? Buscamos ideas sobre cómo mejorar el transporte público en en el condado rural de Washington y otras áreas no bien comunicadas por rutas de autobús. ¡Usted puede ayudar! ¡Comparta su opinión! Comente aquí: https://tdp2022.washcoopenhouses.org/es	0	0	0	0	0	0
Wednesday, August 10, 2022	6:20 a.m.	FbSp	¡Comente ahora! Ayúdenos a identificar las mejoras del transporte público necesarias para los próximos dos a cinco años en el condado rural de Washington y otras áreas no bien comunicadas por rutas de autobús. Estamos actualizando un Plan de Desarrollo del Transporte Público y necesitamos sus ideas. Realice la encuesta en https://tdp2022.washcoopenhouses.org/es	73	0	0	0	0	0
Saturday, August 13, 2022	9 a.m.	FbSp	¿Usa el transporte público del condado de Washington? ¿Le gustaría ver mejores conexiones entre los autobuses, los servicios de enlace y MAX? ¡Cuéntenos más! Visite https://tdp2022.washcoopenhouses.org/es y comparta sus comentarios.	51	0	0	0	0	0
Wednesday, August 17, 2022	6 p.m.	FbSp	¿Qué opina sobre el transporte público del condado rural de Washington y otras áreas no bien comunicadas por rutas de autobús? Más servicios de enlace? Rutas de transporte ampliadas? Más servicios puerta a puerta? Mejores conexiones. ¡Cuéntenos! Visite https://tdp2022.washcoopenhouses.org/es	42	0	2	0	1	0
Saturday, August 20, 2022	9 a.m.	FbSp	¡Mejore el transporte público en el condado rural de Washington y otras áreas no bien comunicadas por rutas de autobús! Cuéntenos qué mejoras le gustaría ver. Visite https://tdp2022.washcoopenhouses.org/es	24	0	0	0	0	0

Tuesday, August 23, 2022	7:45 a.m.	FbSp	¿En que podemos servirle? Más servicios de enlace? Rutas de transporte ampliadas? Más servicios puerta a puerta? Mejores conexiones? ¡Cuéntenos! Visite https://tdp2022.washcoopenhouses.org/es	53	0	0	0	0	0
Saturday, August 27, 2022	7 a.m.	FbSp	¡Queremos saber lo que piensa! ¿Le resulta difícil acceder al transporte público en el condado de Washington? Comparta su opinión a: https://tdp2022.washcoopenhouses.org/es	31	0	0	0	0	0
Monday, August 29, 2022	3:15 p.m.	FbCo	Su oportunidad para ser parte del futuro del transporte en el condado rural de Washington y otras áreas no bien comunicadas por rutas de autobús finaliza hoy a las 5 p. m. el Miercoles. Visite https://tdp2022.washcoopenhouses.org/es y comparta sus comentarios.	404	1	0	0	0	0
Wednesday, August 31, 2022	10:25 a.m.	FbSp	Su oportunidad para ser parte del futuro del transporte en el condado rural de Washington y otras áreas no bien comunicadas por rutas de autobús finaliza hoy a las 5 p. m. Visite https://tdp2022.washcoopenhouses.org/es y comparta sus comentarios.	21	0	1	0	1	0
			TOTAL	1296	14	4	0	3	0

Nextdoor – Spanish

Total impressions: 14,793

DATE	TIME	CHANNEL	POSTS	IMAGE	IMPRESS IONS	REACT IONS	COMMENTS
Friday, August 12, 2022		Nextdoor	<p>Comente en la jornada de puertas abiertas del Plan de Desarrollo del Transporte Público - https://tdp2022.washcoopenhouses.org/es. Visite a la jornada de puertas abiertas del Plan de Desarrollo del Transporte Público antes del 31 de Agosto para ayudar a identificar mejoras para el transporte público en el área rural del condado de Washington y otras áreas que no tienen suficientes servicios de autobuses.</p> <p>La encuesta de la jornada de puertas abiertas en línea solicita comentarios sobre los siguientes temas:</p> <ul style="list-style-type: none">• Mantener, mejorar y agregar servicios de conectores comunitarios de primera y última etapa• Programas rurales puerta a puerta y de vanpool para la fuerza laboral• Mejor programa de mejora de paradas de autobús• Mejor coordinación de tránsito entre condados• Ampliar los servicio de transporte para llenar las brechas de servicio <p>El Condado de Washington, en colaboración con Ride Connection, Inc., está preparando el plan para identificar las prioridades del transporte público para cumplir los requisitos legales de Keep Oregon Moving [Mantener a Oregon en Movimiento] (Ley de la Cámara 2017).</p>	tdp-social	14793	1	23

Comments not included as they were unrelated to transit.

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Transit Development Plan

Comment on the Transit Development Plan open house

Visit the Transit Development Plan online open house and take the survey to help identify improvements to public transportation in rural Washington County and other areas not well served by bus routes.

Washington County, in partnership with Ride Connection Inc., is preparing a new round of public transportation priorities, continuing to meet [Keep Oregon Moving](#) (House Bill 2017) legislation requirements. [Learn more](#)

The [online open house survey](#) asks for feedback on:

- Expansion of bus routes and more frequent service
- More service hours earlier and/or later in the day
- Improved connections among services offered by different transit providers in Washington, Clackamas, Columbia, Tillamook and Yamhill counties
- Improved access to transit including bike lanes, sidewalks, ADA ramps and crosswalks
- Transit stop improvements such as lighting, seating, curb ramps and more
- More park-and-ride facilities

A [Transit Committee](#), appointed by the Washington County Board of Commissioners, is helping to develop the plan. Meetings are open to the public and include time for public comment.

The [Transit Development Plan online open house survey](#) takes about 10 minutes to complete. The Transit Committee will consider all comments received when developing the plan.

Comente en la jornada de puertas abiertas del Plan de Desarrollo del Transporte Público

Realice una encuesta en línea sobre el proyecto del Plan de Desarrollo del Transporte Público para ayudar a identificar mejoras para el transporte público en el área rural del condado de Washington y otras áreas que no tienen suficientes servicios de autobuses.

El Condado de Washington, en colaboración con Ride Connection, Inc., está preparando el plan para identificar las prioridades del transporte público para cumplir los requisitos legales de Keep Oregon Moving [Mantener a Oregon en Movimiento] (Ley de la Cámara 2017). [Obtenga más información](#)

La encuesta de [la jornada de puertas abiertas en línea](#) solicita comentarios sobre los siguientes temas:

- Expansión de las rutas de autobús y servicios más frecuentes
- Horarios de servicio adicionales más temprano o más tarde en el día
- Conexiones mejoradas entre los servicios ofrecidos por los distintos proveedores de transporte público en los condados de Washington, Clackamas, Columbia, Tillamook y Yamhill
- Acceso mejorado al transporte público, incluyendo bicisendas, aceras, rampas en virtud de ADA y cruces peatonales
- Mejoras en las paradas de transporte, como el alumbrado, los asientos, las rampas para aceras y más
- Más instalaciones para estacionamientos combinados con el transporte público

Un [Comité de Transporte Público](#), designado por la Junta de Comisionados del Condado de Washington, está ayudando desarrollar el plan. Las reuniones son abiertas al público e incluyen tiempo para los comentarios del público.

La encuesta de [la jornada de puertas abiertas en línea](#) sobre el Plan de Desarrollo del Transporte Público presenta 18 preguntas breves sobre los servicios de transporte de las zonas rurales y sobre las características demográficas de los participantes. Los participantes también tienen la oportunidad de compartir comentarios adicionales que las preguntas no cubran. La encuesta lleva menos de 10 minutos en completarse. El Comité de Transporte Público tendrá en cuenta todos los resultados de la encuesta cuando desarrolle el plan.

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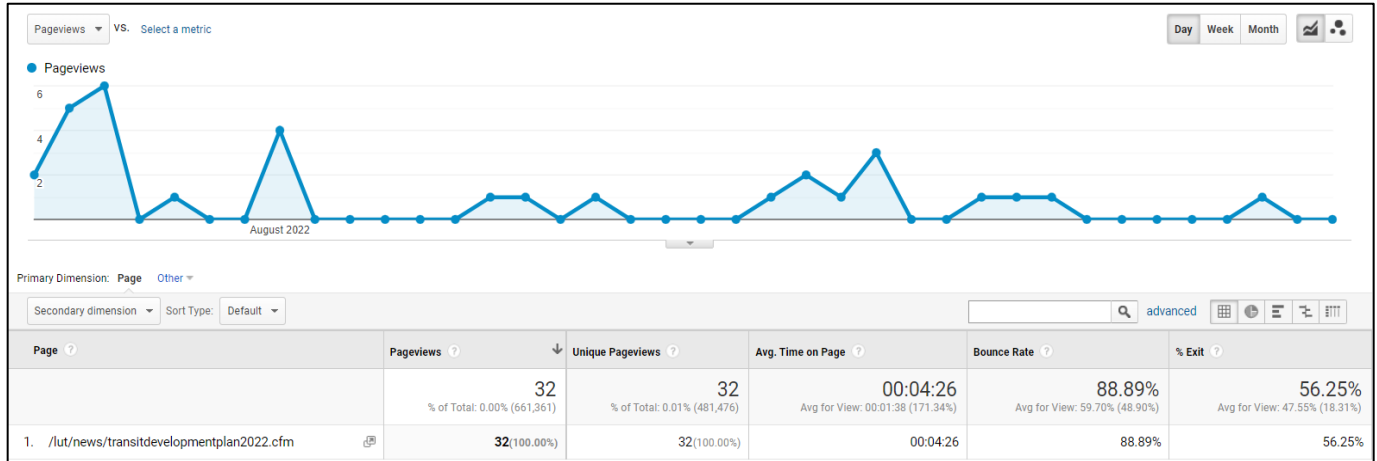
Español



Media Releases Webpage Analytics

English:

- Unique pageviews: 32
- Average time on page: 00:04:26



Spanish:

- Unique pageviews: 5
- Average time on page: 00:00:13

