



Lessons Learned from the  
**West Salem Connector**  
**On-Demand Transit Pilot Project**

# Challenges serving West Salem with transit

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**Disconnected Street Network**



**Steep Hills**



**Large Houses and Lots**



**Lack of Sidewalks**



**Affluent Residents**

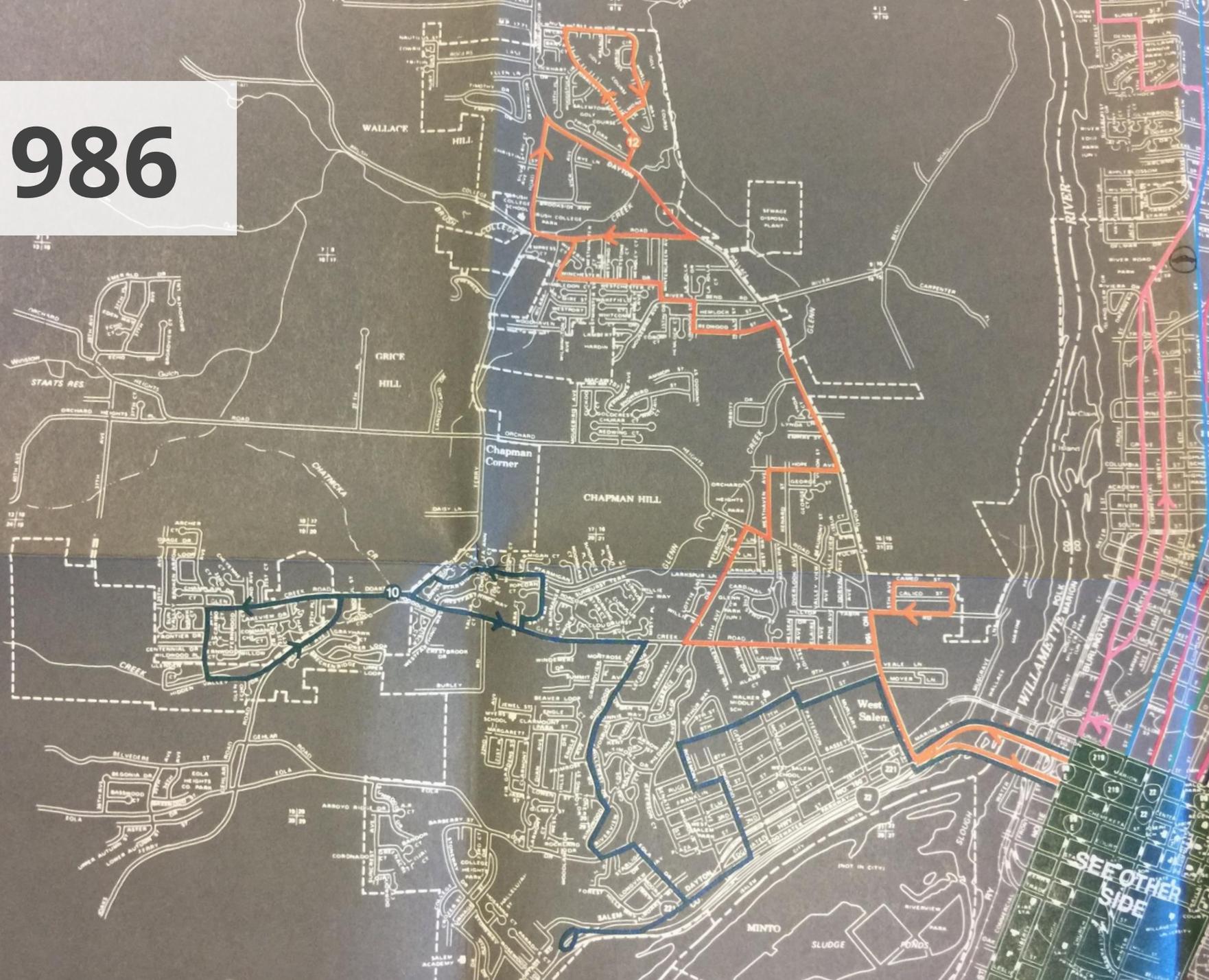


**Auto-Oriented Culture**

# 1970s



# 1986

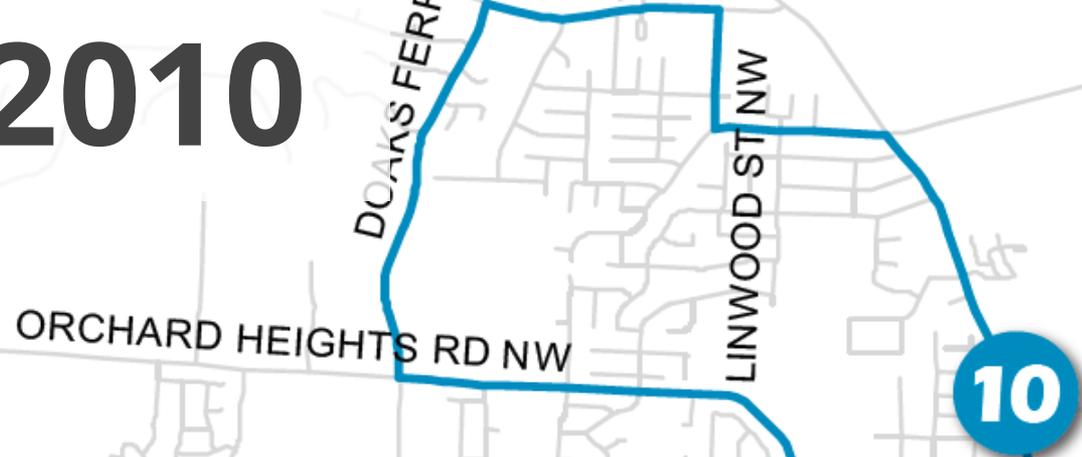




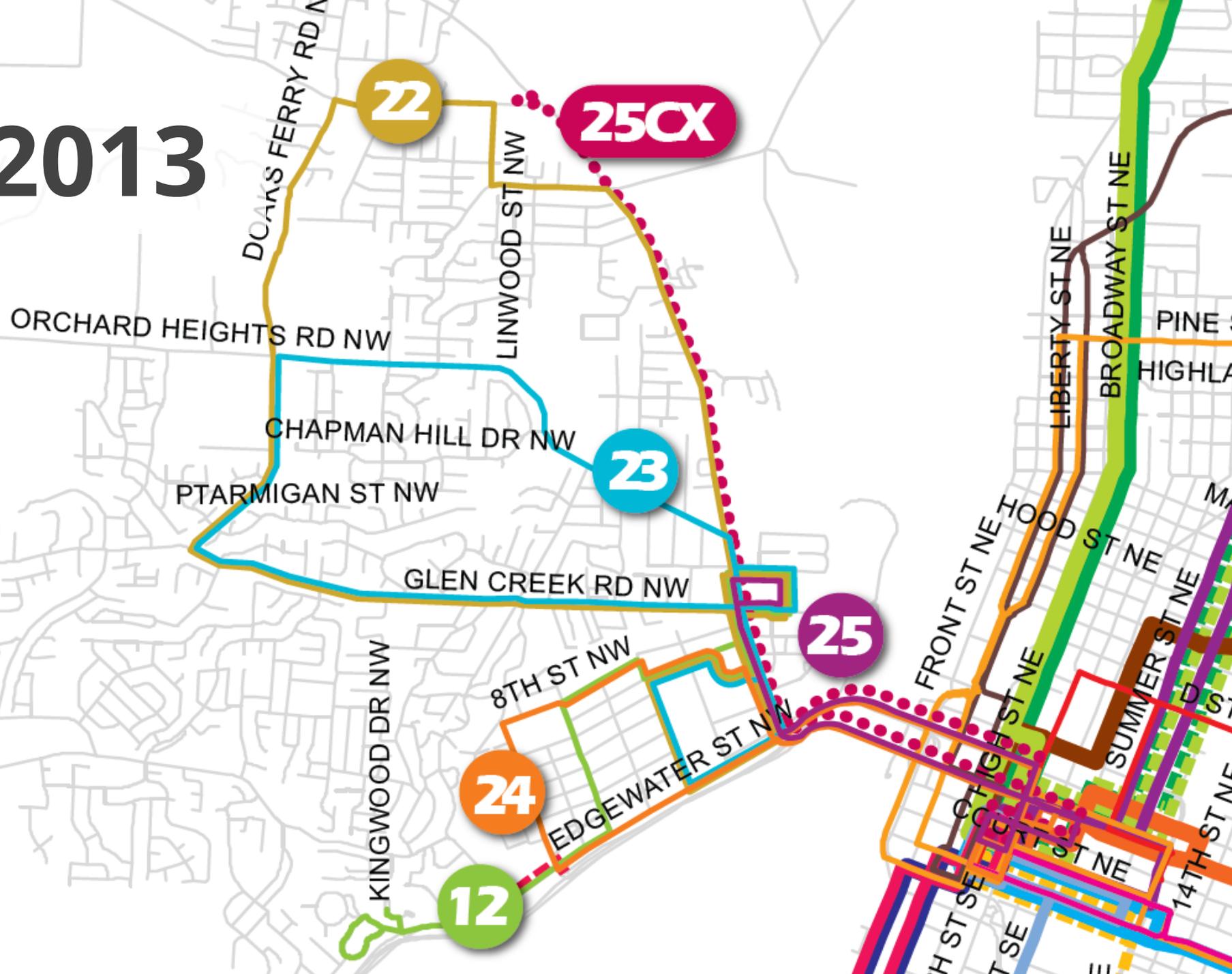
2001



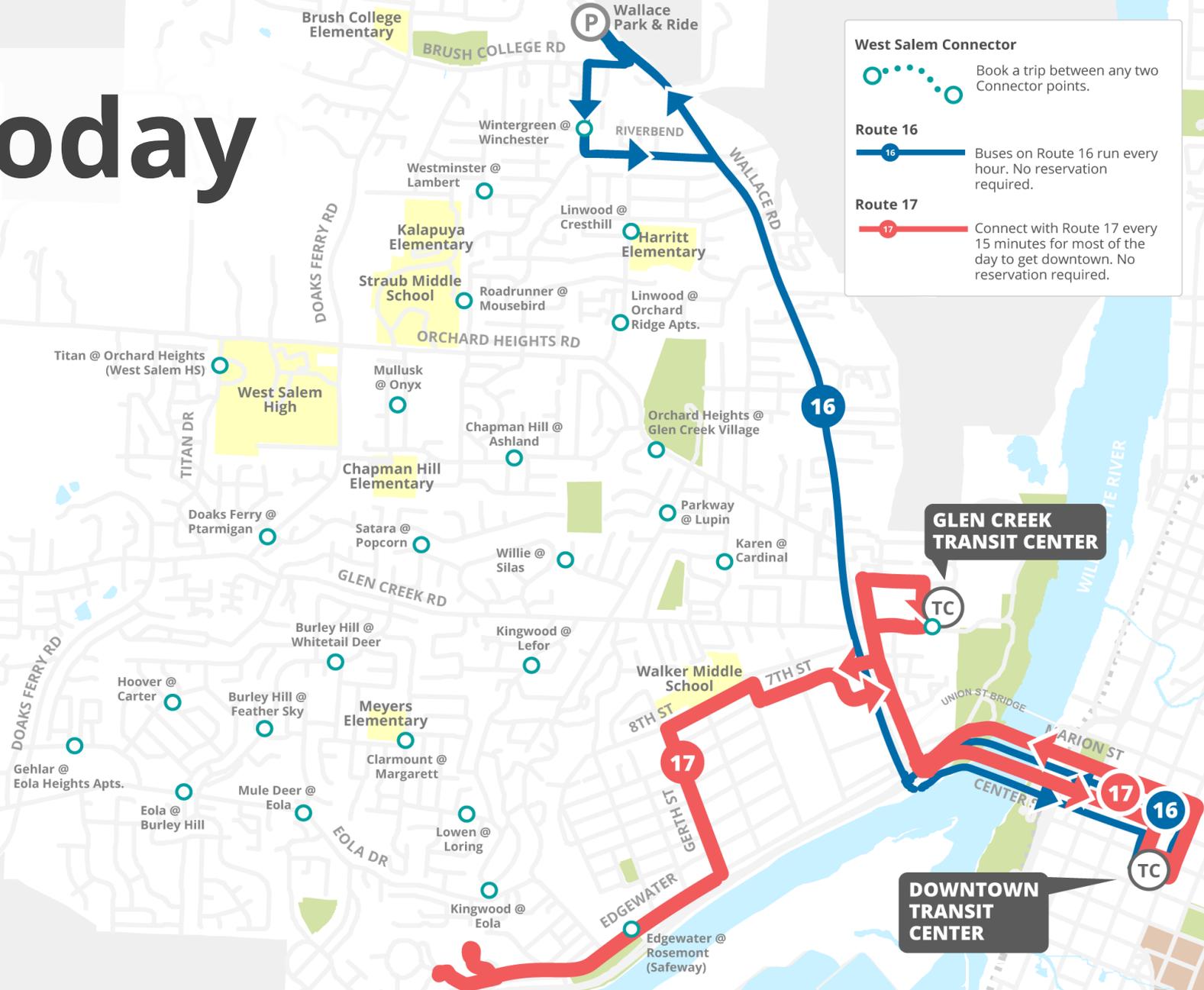
# 2010



# 2013



# Today



# What is the Connector?

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The Connector is a **coverage service** with the primary goal of providing **access to transit** *for those who need it at the time they need it* in order to connect those riders with Cherris fixed-route buses

**1** BOOK YOUR TRIP AS LITTLE AS 30 MINUTES IN ADVANCE  
CONFIRM YOUR 10-MINUTE PICKUP WINDOW  
[book.cherriots.org](http://book.cherriots.org)  
503-361-7551



**2** WE'LL SEND YOU A PICKUP ETA WHEN YOUR BUS IS ON THE WAY  
THE BUS WON'T LEAVE BEFORE THIS TIME

**4** TRACK YOUR BUS WHILE WAITING AT INTERSECTION  
BOARD BUS AND PAY WITH CASH, 1-DAY PASS, OR 30-DAY PASS



**6** ARRIVE AT DROP-OFF POINT AND WALK TO DESTINATION  
IF AT GLEN CREEK TRANSIT CENTER, TRANSFER TO GO DOWNTOWN



ROUTE 5 TAKES 10 MINUTES TO GET DOWNTOWN. RUNS EVERY 15 MINUTES





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WHEN YOUR BUS IS ON THE WAY

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**3** WALK TO PICKUP POINT



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**3** WALK TO PICKUP POINT

PICKUP ETA  
ON THE WAY

LEAVE  
TIME

6 ARRIVE AT  
AND WALK

IF AT GLEN CR  
TRANSFER TO

**4 TRACK YOUR BUS WHILE  
WAITING AT INTERSECTION**

BOARD BUS AND PAY WITH CASH,  
1-DAY PASS, OR 30-DAY PASS



PICKUP ETA  
ON THE WAY

LEAVE  
TIME

WALK TO PICKUP POINT



**4** TRACK YOUR BUS WHILE  
WAITING AT INTERSECTION

BOARD BUS AND PAY WITH CASH,  
1-DAY PASS, OR 30-DAY PASS



**5**

SHARE YOUR RIDE AS OTHER PASSENGERS GET PICKED UP AND DROPPED OFF



**6** ARRIVE AT  
AND WALK

IF AT GLEN CR  
TRANSFER TO



**6 ARRIVE AT DROP-OFF POINT  
AND WALK TO DESTINATION**

IF AT GLEN CREEK TRANSIT CENTER,  
TRANSFER TO GO DOWNTOWN



# Lessons learned from the pilot project

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1

# Define success in advance



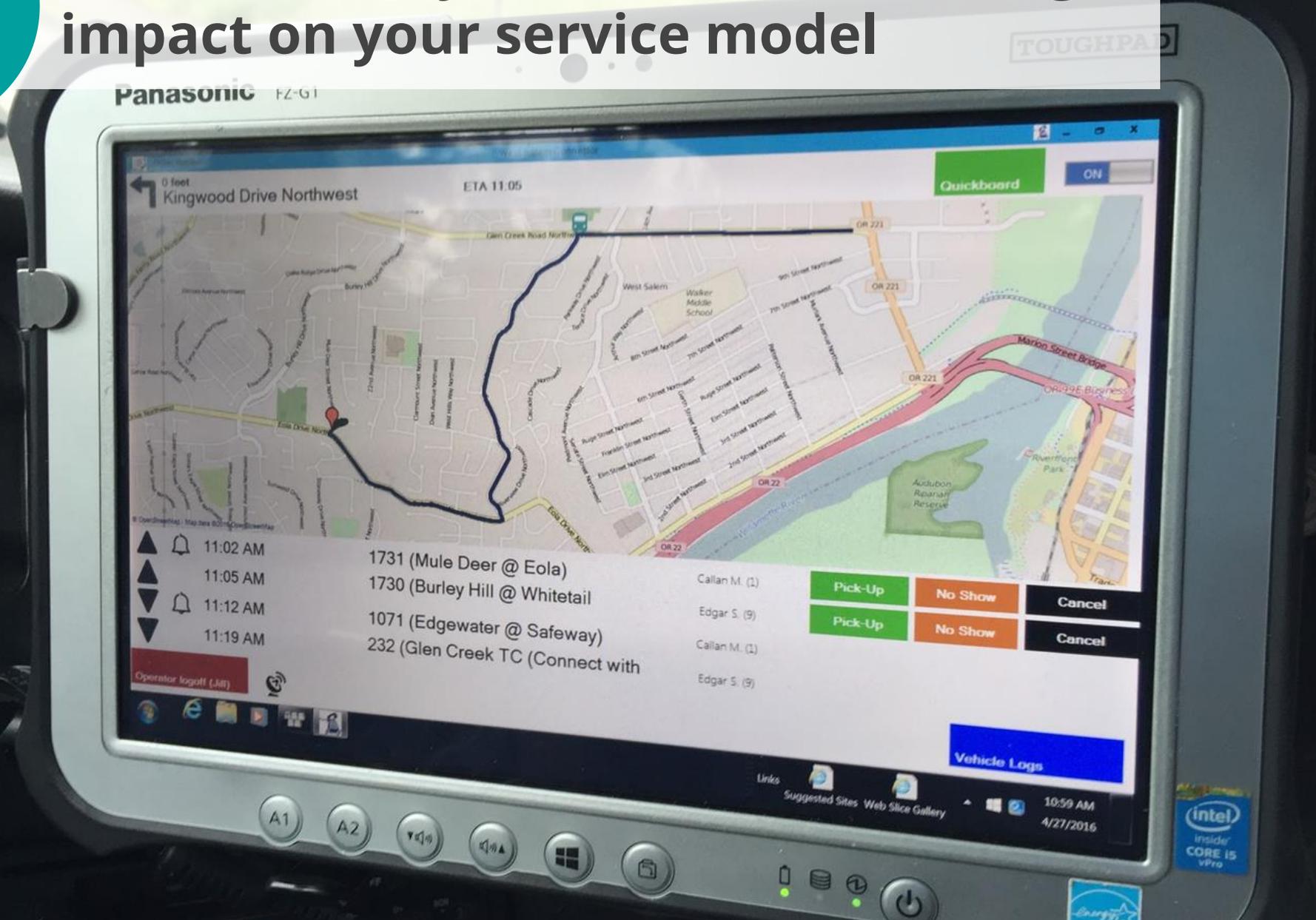
2

**Geometry limits the number of people you can serve, especially with one vehicle**



3

# The software you use will have a huge impact on your service model



4

## It's challenging to provide service to those without smartphones



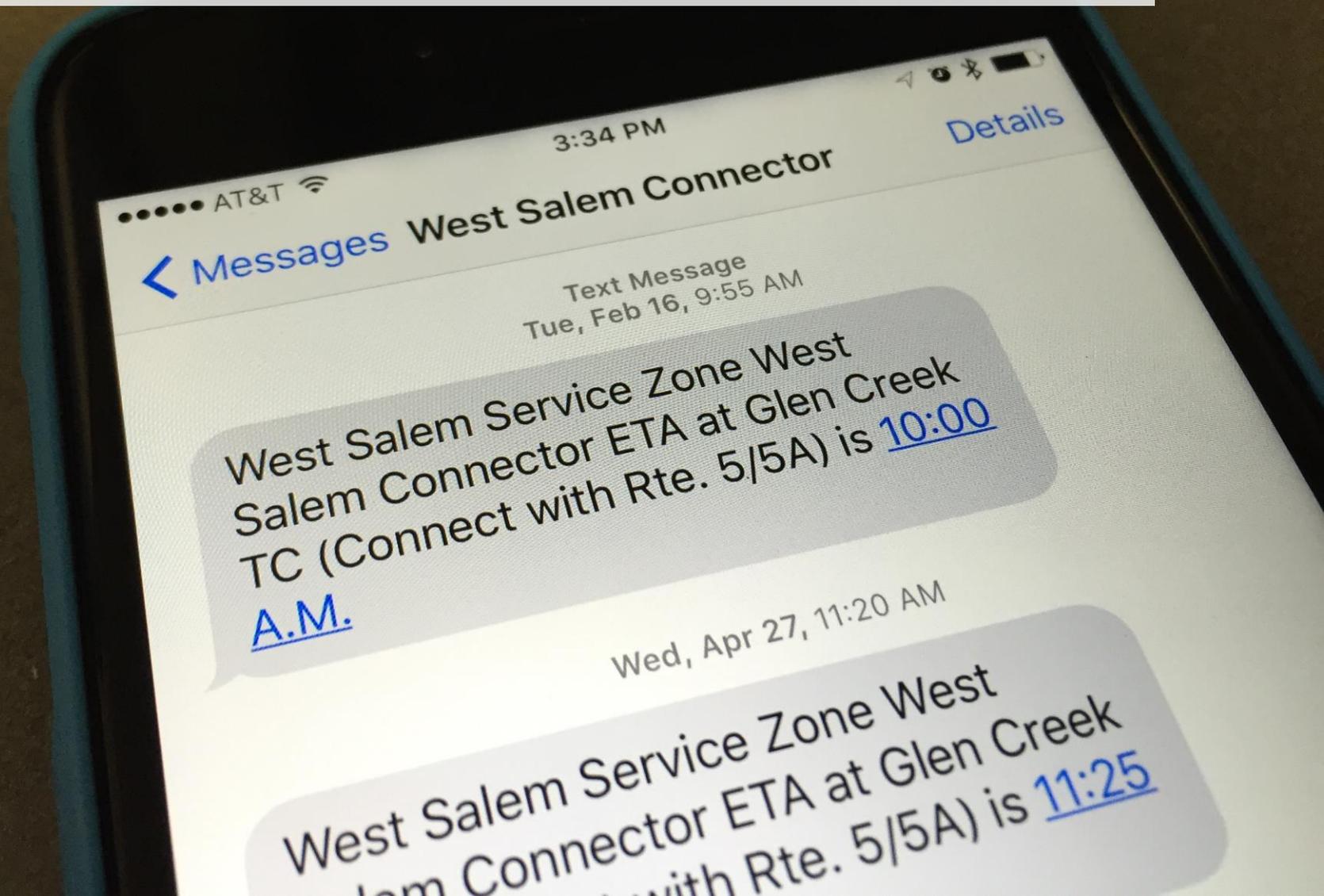
5

It's also challenging to do both realtime booking and advance reservations



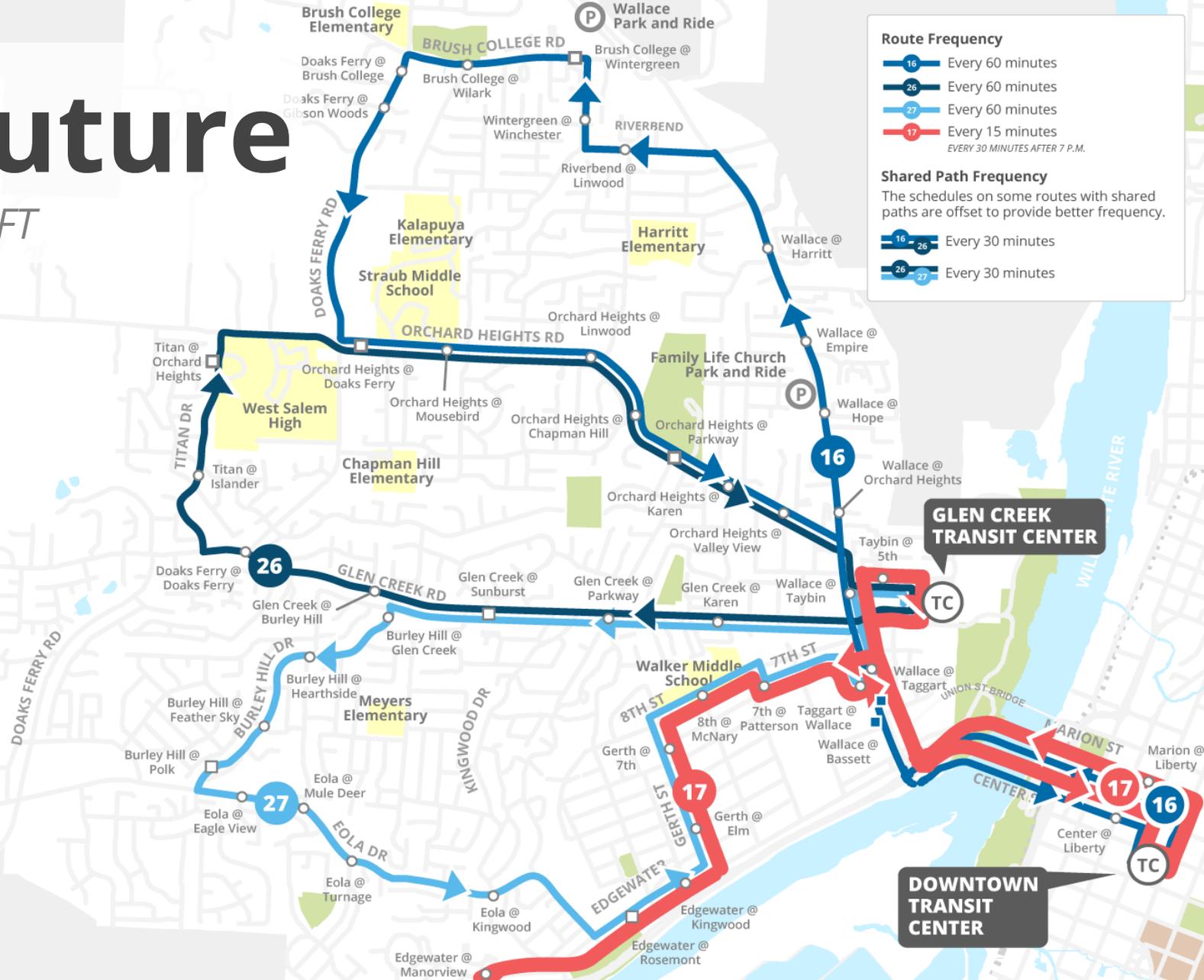
6

Providing certainty is key to convincing riders to rely on this type of service



# Future

DRAFT

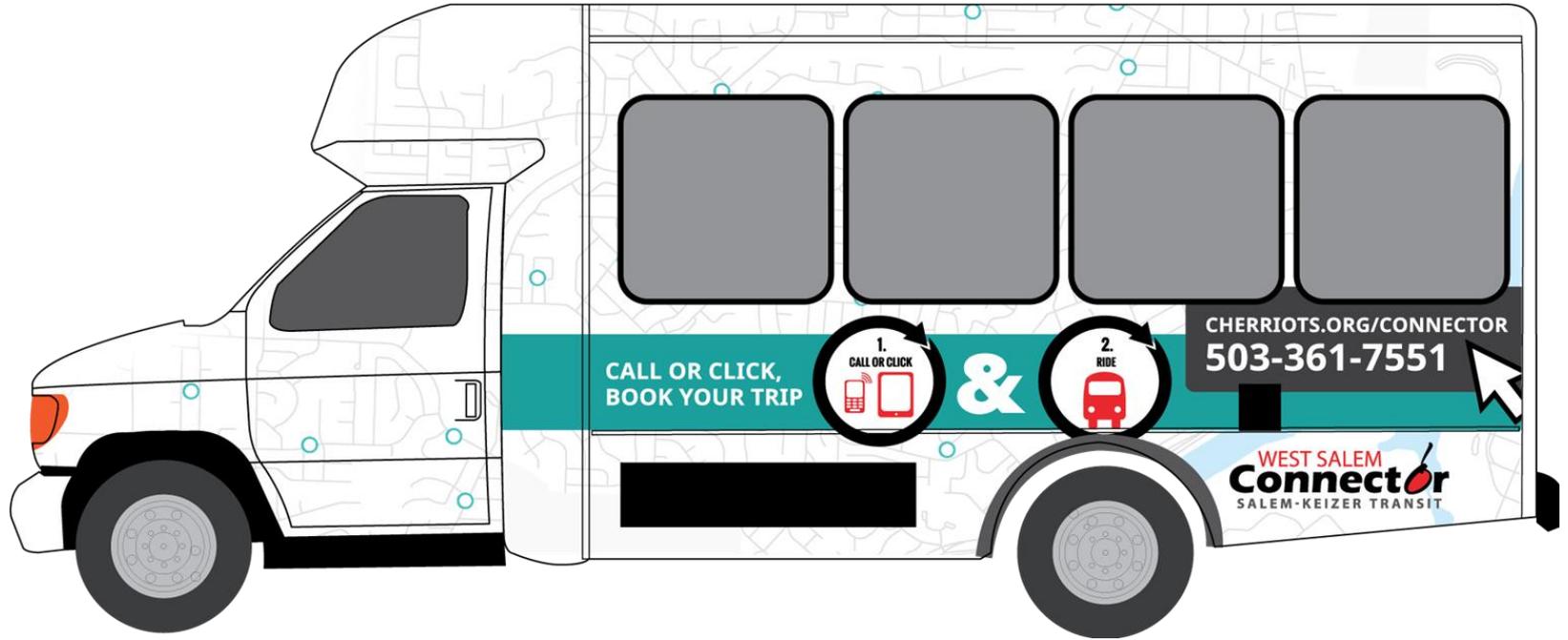


**Route Frequency**

- 16 Every 60 minutes
- 26 Every 60 minutes
- 27 Every 60 minutes
- 17 Every 15 minutes  
*EVERY 30 MINUTES AFTER 7 P.M.*

**Shared Path Frequency**  
The schedules on some routes with shared paths are offset to provide better frequency.

- 16 - 26 Every 30 minutes
- 26 - 27 Every 30 minutes



CALL OR CLICK,  
BOOK YOUR TRIP

1.  
CALL OR CLICK



&

2.  
RIDE

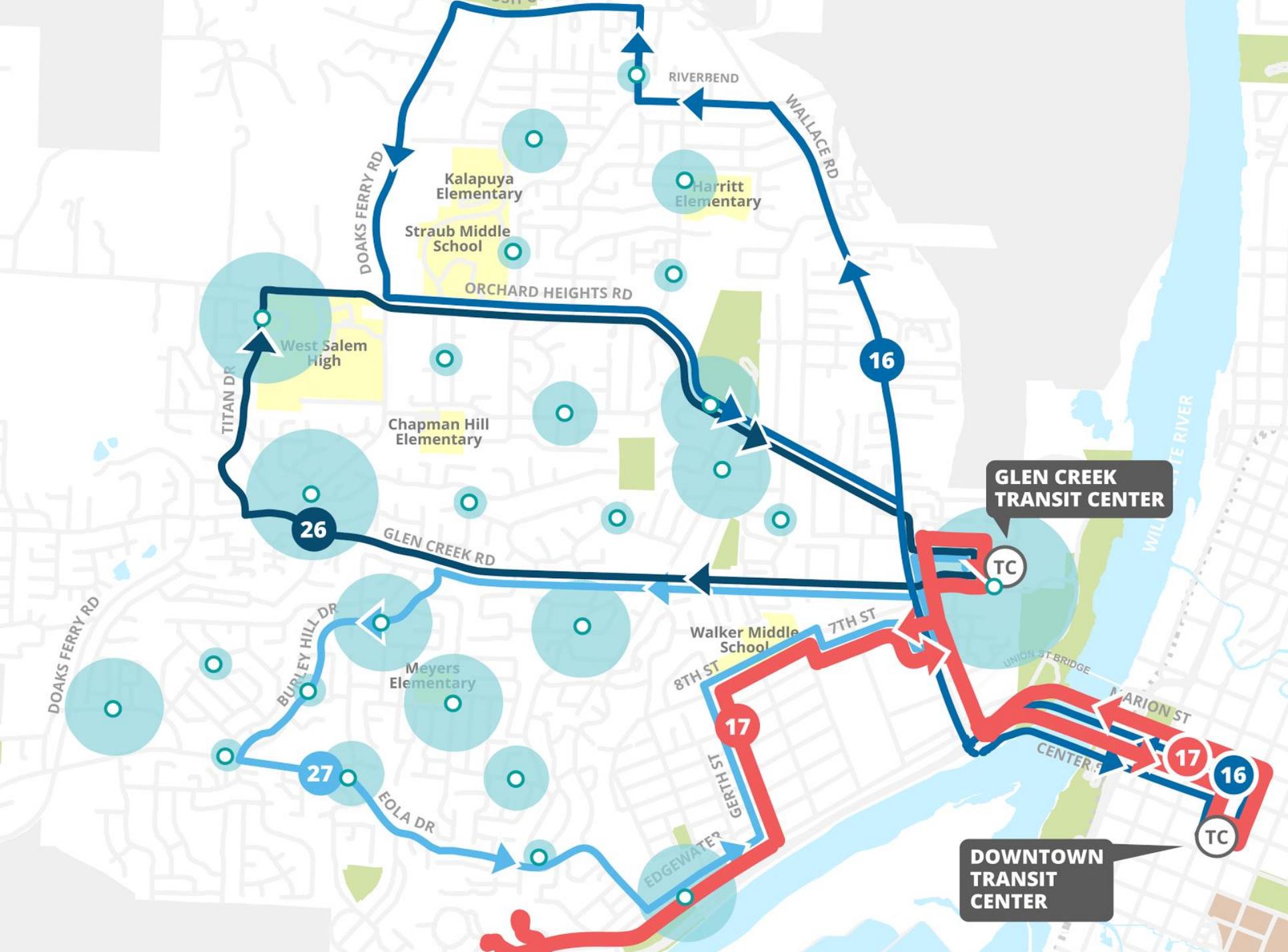


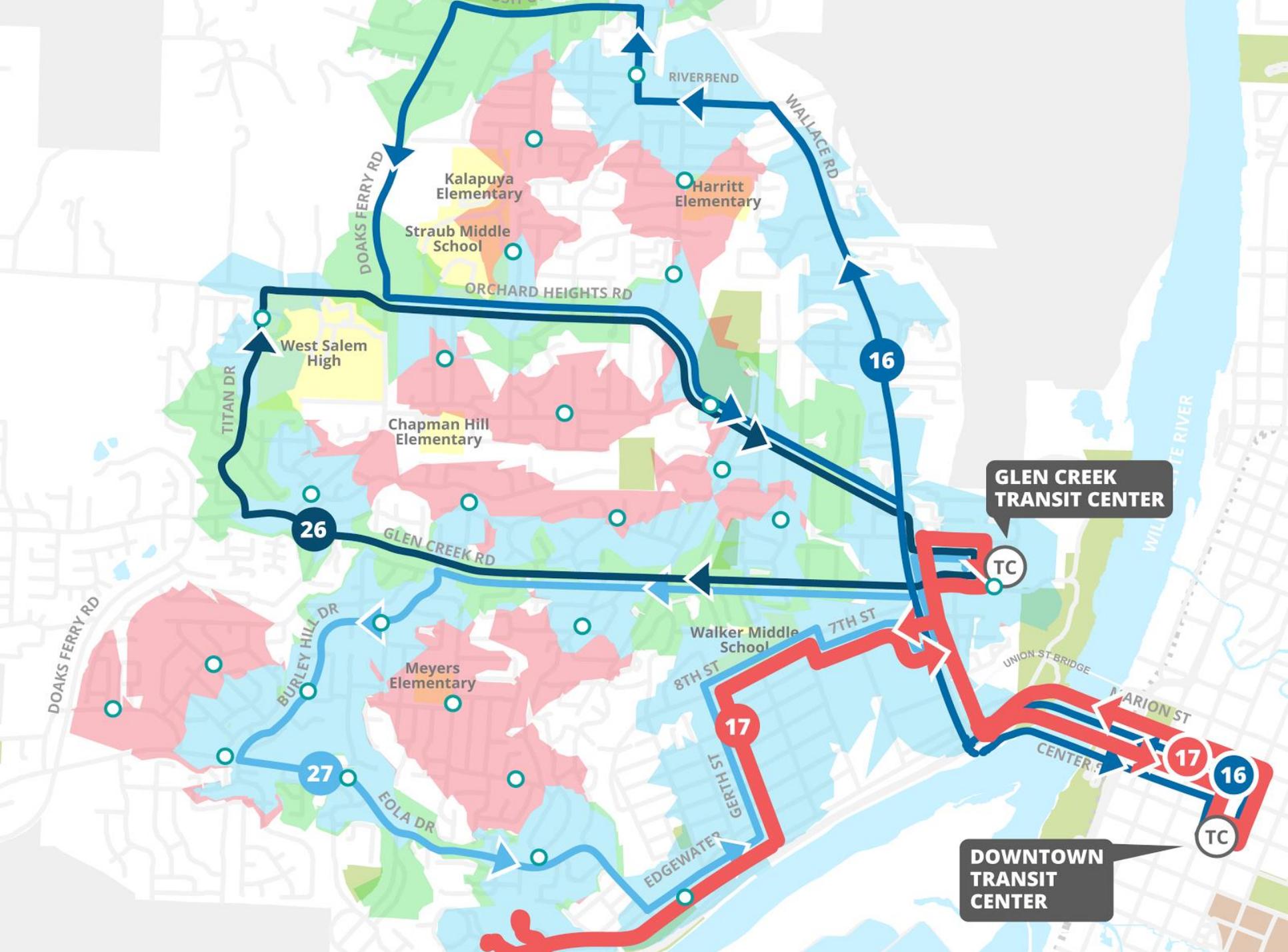
CHERRIOTS.ORG/CONNECTOR  
53-361-7551



WEST SALEM  
**Connector**  
SALEM-KEIZER TRANSIT







Kalapuya Elementary

Harritt Elementary

Straub Middle School

West Salem High

Chapman Hill Elementary

Meyers Elementary

Walker Middle School

**GLEN CREEK  
TRANSIT CENTER**

**DOWNTOWN  
TRANSIT CENTER**

16

26

17

27

17

16

TC

TC

RIVERBEND

WALLACE RD

DOAKS FERRY RD

ORCHARD HEIGHTS RD

TITAN DR

GLEN CREEK RD

BURLEY HILL DR

EOLA DR

EDGEWATER

7TH ST

8TH ST

GERTH ST

UNION ST BRIDGE

MARION ST

CENTER ST

WILLAMETTE RIVER





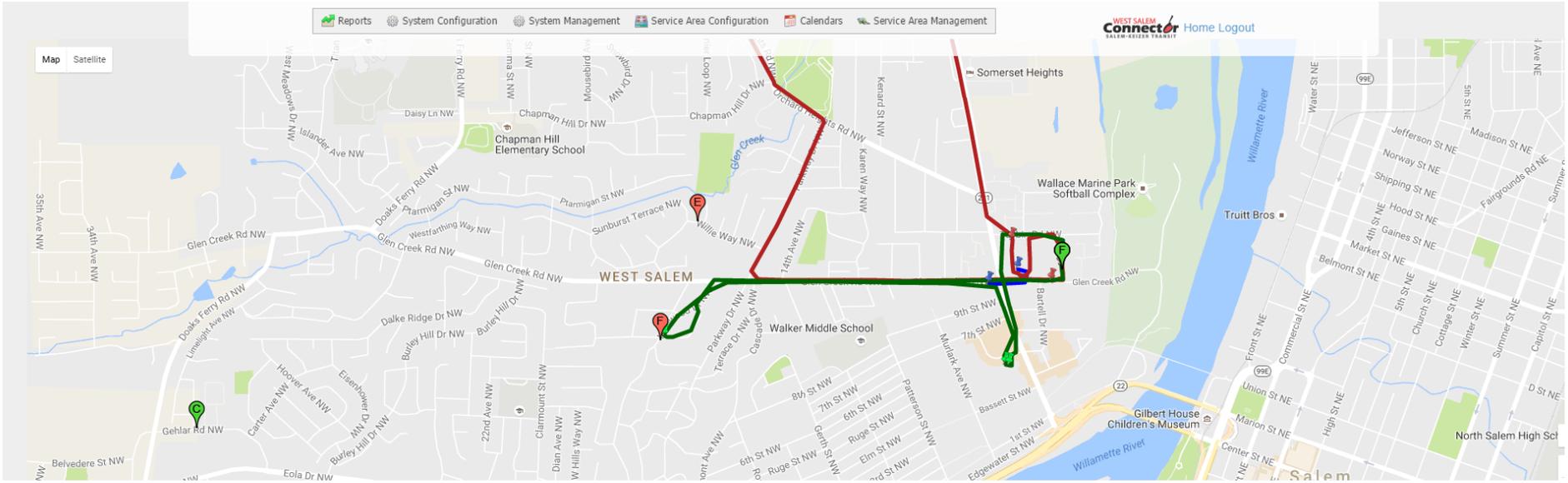
Connect  
BUS STOP

BUS  
STOP

Chamber







Block Details [Customer Lookup](#)

West Salem Service Zone | 
 West Salem - Block 3 | 
 10/05/2016 | 
 18:15 | 
 20:15 | 
 60 | 
  Routing | 
 Refresh

Trip	Status	Passenger	Trip Phone	Promised Time	Estimated PU	Actual PU	Estimated DO	Actual DO	PU Location	PU Address	DO Location	DO Address
A		N/A	N/A	Scd: 18:20	18:20	19:00 est DO			232	Glen Creek TC (Connect with Rte. 5/5A)		
B	End	QuickBoard Passenger	N/A	PU: 18:28	18:28	18:28	18:34	18:39	232	Glen Creek TC (Connect with Rte. 5/5A)	1717	Linwood @ Cresthill
C	Cancel	Adriane Amstutz	5038516871	PU: 18:55	18:55	18:55 (est)	19:00	19:00 (est)	1726	Gehlar @ Eola Heights Apts.	1746	Titan @ Orchard Heights (West Salem HS)
D		N/A	N/A	Scd: 19:20	19:20	20:00 est DO			232	Glen Creek TC (Connect with Rte. 5/5A)		
E	End	QuickBoard Passenger	N/A	PU: 19:30	19:30	19:18	19:34	19:25	232	Glen Creek TC (Connect with Rte. 5/5A)	1723	Willie & Silas

Woodburn / Salem  
**CARTS 10**  
Salem Brooks, Gervais, Woodburn

Silverton / Salem  
**CARTS 20**  
Salem Silverton, Mt Angel

Canyon Connector  
**CARTS 30**  
Salem, Turner, Aumsville, Sublimity, Stayton, Milhama, Lyons, Mill City, Gales

Polk County  
**CARTS 40**  
Salem Independence, Monmouth, Dallas

Dallas / Salem Express  
**CARTS 50**  
Salem Independence, Monmouth, Dallas

*Cherriots*  
SALEM AREA TRANSIT  
System Map

North Marion Flex  
**CARTS 25**

Canyon Flex  
**CARTS 25**

Polk Flex  
**CARTS 45**  
Dallas, Monmouth, Independence

WEST SALEM CONNECTOR  
SALEM-KEIZER TRANSIT  
West Salem Connector

Wilsonville / Salem Express  
**1X**  
Salem Wilsonville

Grand Ronde / Salem Express  
**2X**  
Salem Rickreall, Grand Ronde

**13**

**14**

**7**

**8/8A**

**9/9A**

**10**

**11**

**12**

**1**  
41 River Rd / Commercial

**2**  
Market / Brown  
November 2, 2015

**3**  
Portland Road  
November 2, 2015

**4/4A**  
State / Lancaster  
March 7, 2016

**5/5A**  
Edgewater / Center  
March 7, 2016

**6**  
Wallace / airview Industrial  
November 2, 2015

*Cherriots*  
SALEM AREA TRANSIT

**503-588-BUSS**



Panasonic FZ-G1

TOUGH PAD

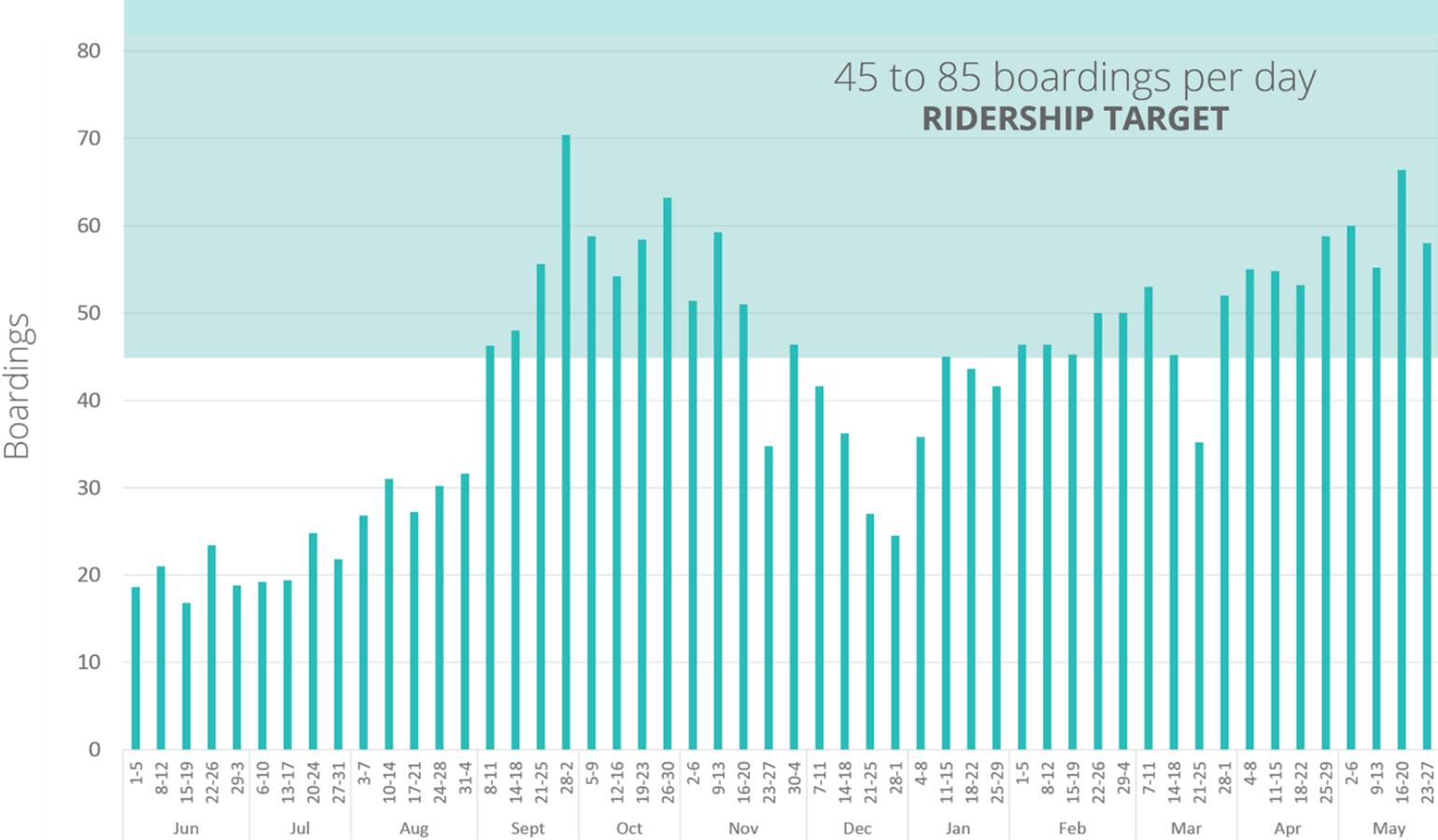
Start

Justin Harrison

<p>Wendy Teo</p> <p>RE: Dinner tonight? Sounds good. How about the new place with the back patio?</p> <p>Mail 8</p>	<p>Soccer practice</p> <p>Rec center</p> <p>5:30 PM - 8:00 PM</p> <p>8 Friday</p>	<p>Internet Explorer</p>	<p>Store</p>	<p>Bing</p>
<p>Photos</p>	<p>Maps</p>	<p>SkyDrive</p>	<p>Games</p>	<p>Camera</p>
<p>Messaging</p>	<p>ADATUM</p> <p>143.71 ▲ +0.53% (+0.76)</p> <p>Sept 08 12:32 PM PST</p>	<p>Sports</p>	<p>Music</p>	<p>Video</p>
<p>Desktop</p>	<p>71°</p> <p>Seattle, WA</p> <p>Mostly sunny 72° / 53°</p>	<p>Hot air balloon festival takes off in the valley this weekend</p>		

A1 A2 [Volume Down] [Volume Up] [Windows] [Store] [Battery] [Wi-Fi] [Bluetooth] [Power]

# Average Boardings by Week



[Learn about the proposed Connector replacement and make your voice heard by July 31, 2017](#)

You can book trips between Wed Jul 19, 2017 at 2:15 PM and Thu Aug 3, 2017 (14 days in advance)

Select Service Area

West Salem Service Zone 

 Origin

Gehlar @ Eola Heights Apts. 

 Destination

Glen Creek TC (Connect with Rt. 17) 

Trip Details

Date  

Time  

Is your trip time for:

Depart At  Arrive By



PRIORITY SEATING FOR PERSONS WITH PHYSICAL OR SENSORY DISABILITIES OTHER PASSENGERS SHOULD MAKE THESE SEATS AVAILABLE TO THOSE WHO WISH TO USE THEM

