Lessons Learned from the West Salem Connector On-Demand Transit Pilot Project
Challenges serving West Salem with transit
Disconnected Street Network
Steep Hills

Large Houses and Lots
Lack of Sidewalks

Affluent Residents
Auto-Oriented Culture
What is the Connector?
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 Cherriots fixed-route buses.
1. Book your trip as little as 30 minutes in advance

2. We’ll send you a pickup ETA when your bus is on the way. The bus won’t leave before this time.

3. Walk to pickup point

Confirm your 10-minute pickup window

book.cherriots.org
503-361-7551
1. **BOOK YOUR TRIP AS LITTLE AS 30 MINUTES IN ADVANCE**

   CONFRM YOUR 10-MINUTE PICKUP WINDOW

   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

3. **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.
4. TRACK YOUR BUS WHILE WAITING AT INTERSECTION

3. LEAVE HOME

2. PICKUP ETA ON THE WAY

1. WALK TO PICKUP POINT

5. SHARE YOUR RIDE AS OTHER PASSENGERS GET PICKED UP AND Dropped off

6. ARRIVE AT DESTINATION AND WALK IN WITH YOUR 1-DAY PASS OR 30-DAY PASS
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
Define success in advance
Geometry limits the number of people you can serve, especially with one vehicle.
The software you use will have a huge impact on your service model.
It’s challenging to provide service to those without smartphones.
It’s also challenging to do both realtime booking and advance reservations.
Providing certainty is key to convincing riders to rely on this type of service.
Learn about the proposed Connector replacement and make your voice heard by July 31, 2017

Select Service Area
West Salem Service Zone

Origin
Gehlar @ Eola Heights Apts.

Destination
Glen Creek TC (Connect with Rt. 17)

Trip Details
Date 7/19/2017
Time 02:15 PM

Is your trip time for:
Depart At Arrive By