

# **Making Rural Oregon Accessible**



Morrow County Public Transit (MCPT) has experienced rapid growth, evolving from a volunteer-operated van service into a true transit operation. This growth highlights our dedication to serving our community, ensuring even the most rural, isolated residents have access to essential services and opportunities.

However, this journey has not been without its challenges. As we continue to expand, we remain focused on improving our services and addressing the hurdles that come with operating in such a vast rural area.



### **Expanded Service**

MCPT employs 8 full-time and 4 part-time employees, with additional part-time workers dedicated to providing reliable transportation options to our community. This growth reflects our commitment to meeting the increasing demand for services.

### **Serving Our Seniors**

We've connected rural seniors, veterans and persons with disabilities to essential medical appointments, bridging the gap between Morrow County and specialized clinics in Portland, The Dalles, Walla Walla, Tri-Cities and Hermiston.

#### **New Fixed Routes**

We've introduced fixed route service based on input from the community on where they need to go. We will continue to add and modify our routes based on rider feedback and need.



# **Our Struggles**

**Competitive Wages** – With the addition of a data center, our region is growing, making recruiting and retaining skilled employees more difficult.

Inefficient Deadheads – Operating in a rural area, one-hour deadheads are unavoidable to deliver our service.

Fleet Management – We manage a bus system operating in 2,049 square miles, which complicates fleet maintenance.





# **Our Future Goals**

# **A Regional Transit Hub**

A regional transit hub in Boardman would enable us to keep closer track of our fleet and personnel, provide a central location for the public and expand our services to connect people down the Columbia River Gorge and into the Willamette Valley.

This hub also would create opportunities for Kayak Public Transit to bring employees and riders from surrounding areas and give our community greater access to other parts of Eastern Oregon.

# **Enhanced Compensation**

To prosper, MCPT must offer wages and benefits that are competitive in our local market and will attract skilled workers from other regions with higher pay.

### **Improved Route Efficiency**

As we refine fixed routes, we aim to minimize deadheads and enhance overall efficiency. This may involve new technologies, partnerships and strategies to reduce travel times.

#### **Expanded Outreach**

We need to engage our riders, community leaders and stakeholders to gather feedback and insight on how to make data-driven decisions.

# **Training & Development**

We are committed to investing in our greatest asset – our staff – to ensure they are equipped with skills and knowledge to deliver the highest quality service.

