



## LANE TRANSIT DISTRICT STRATEGIC PLANNING COMMITTEE MEETING

Tuesday, July 24, 2018  
5:30 p.m. to 7:30 p.m.

### LTD BOARD ROOM

3500 E. 17<sup>th</sup> Avenue, Eugene  
(Off Glenwood Boulevard in Glenwood)

## AGENDA

<u>Time</u>		<u>Page</u>
5:30 p.m.	I. CALL TO ORDER	
5:31 p.m.	II. ROLL CALL	
	<input type="checkbox"/> Mike Eyster (Chair) <input type="checkbox"/> Josh Skov (Vice Chair) <input type="checkbox"/> Frannie Brindle <input type="checkbox"/> Carl Yeh <input type="checkbox"/> Gerry Gaydos <input type="checkbox"/> Andy Vobora <input type="checkbox"/> Sid Leiken <input type="checkbox"/> Annie Loe <input type="checkbox"/> Sheri Moore <input type="checkbox"/> Kate Reid <input type="checkbox"/> Rick Satre <input type="checkbox"/> Greg Evans <input type="checkbox"/> Lindsey Hayward <input type="checkbox"/> Amy Cabbage <input type="checkbox"/> Matt Nelson	
5:32 p.m.	III. COMMENTS FROM THE CHAIR	
5:35 p.m.	IV. AGENDA REVIEW	
	<i>This agenda item provides a formal opportunity for the Chair to announce additions to the agenda, and for Committee members to make announcements.</i>	
5:40 p.m.	V. AUDIENCE PARTICIPATION	
	<ul style="list-style-type: none"> <li>◆ <i>Public Comment Note: This part of the agenda is reserved for members of the public to address the Committee on any issue. The person speaking is requested to sign-in on the Audience Participation form. When your name is called, please step up to the podium and give your name and address for the audio record. If you are unable to utilize the podium, you may address the Committee from your seat.</i></li> <li>◆ <i>Citizens testifying are asked to limit testimony to three minutes.</i></li> </ul>	
5:45 p.m.	VI. APPROVAL OF MEETING MINUTES	3
	<b>Action Needed:</b> <i>Vote to approve minutes from June 5, 2018</i>	
5:50 p.m.	VII. TRANSIT TOMORROW CHOICES REPORT	
	<b>Action needed:</b> <i>Discussion and action.</i>	
	<i>The Committee will be provided with the Transit Tomorrow Choices Report for review and discussion</i>	
7:15 p.m.	XI. NEXT/FUTURE MEETING AGENDAS: WORK PLAN DEVELOPMENT	
	<b>Action Needed:</b> <i>Additions/Changes to SPC Working Agenda (formerly work-plan).</i>	
	<i>The Chair will ask for updates to be added to the working agenda and which month they should be placed.</i>	
7:20 p.m.	XII. ADJOURNMENT	

**The facility used for this meeting is wheelchair accessible. If you require any special physical or language accommodations, including alternative formats of printed materials, please contact LTD's Administration office as far in advance of the meeting as possible and no later than 48 hours prior to the meeting. To request these arrangements, please call 682-5555 (voice) or 7-1-1 (TTY, through Oregon Relay, for persons with hearing impairments.**

## STRATEGIC PLANNING COMMITTEE MEETING

### LANE TRANSIT DISTRICT

Tuesday, June 5, 2018

Pursuant to notice given to *The Register-Guard* for publication on May 29, 2018, and distributed to persons on the mailing list of the District, the Strategic Planning Committee of the Lane Transit District held a meeting on Tuesday, June 5, 2018, beginning at 5:30 p.m., at the LTD Board Room, 3500 E. 17th Avenue, Eugene, Oregon.

Present: Mike Eyster, Chair  
Josh Skov, Vice Chair  
Frannie Brindle  
Amy Cabbage  
Sheri Moore  
Kate Reid  
Rick Satre  
Andy Vobora  
Carl Yeh (via teleconference)  
Aurora Jackson, LTD General Manager

Absent: Greg Evans  
Gerry Gaydos  
Lindsey Hayward  
Sid Leiken  
Annie Loe  
Matt Nelson

**CALL TO ORDER/ROLL CALL** — Mr. Eyster convened the meeting of the Strategic Planning Committee (SPC) and called the roll.

**COMMENTS FROM THE CHAIR** — There were no comments.

**AGENDA REVIEW** — Mr. Skov asked that a discussion of LTD's proposed services changes be added to the agenda. Mr. Eyster said the discussion would occur following approval of the minutes.

### **AUDIENCE PARTICIPATION**

**Rob Zako**, Eugene, Oregon, representing Better Eugene-Springfield Transportation (BEST), distributed copies of a memorandum dated June 5, 2018, from BEST to the SPC regarding coordination of LTD's major efforts. He noted that LTD's Service Committee reviewed proposed service changes, but the SPC also had an interest in them as it represented the community and should be aware of what LTD was considering. He said one of the proposed changes was to split the EmX line in two, with a West Eugene to Springfield line and a Springfield to Gateway line and since the SPC was formerly the EmX Steering Committee that was something in which it should be interested.

Mr. Zako pointed out the list of major efforts in which LTD was involved, as set forth in the memorandum. He said while the SPC discussed those projects at different times, it should be aware of the big picture and suggested a "cheat sheet" that included all of the projects, relationships among them, timelines and how decisions about one project affected others.

**MOTION APPROVAL OF MEETING MINUTES** — Ms. Moore moved to approve the May 1, 2018, Strategic Planning Committee minutes as submitted. Mr. Satre provided the second.

**VOTE** The motion was approved as follows:

AYES: Brindle, Cabbage, Eyster, Moore, Reid, Satre, Skov, Vobora, Yeh (9)

NAYS: None

ABSTENTIONS: None

EXCUSED: Evans, Gaydos, Hayward, Leiken, Loe, Nelson (6)

**PROPOSED SERVICE CHANGES** — Mr. Skov distributed a document entitled *Areas for Improvement in Service Changes Documentation*. He said the document addressed how LTD was communicating with the public about service changes. He expressed concern that the very limited information provided on LTD's website did not allow the public or transit users to understand the impact of the changes on specific routes or the system overall, nor did it provide a context for the changes or allow people to draw conclusions about them. He said that while the service adjustments were characterized as "changes," in fact they represented cuts to service and should be called that, otherwise it was misleading to the community.

Mr. Vobora said that he agreed that it was difficult to understand the service changes and including football service on the list as a consideration, with no additional information, was confusing. He stressed the importance of transparency and the need to be out in front to such issues in order to avoid a backlash in the community. He noted that LTD had recently increased service to support EmX West, but the community did not have a context for why other services were now being cut.

Ms. Moore asked about the origin of the proposed cuts. Ms. Jackson said LTD's financial position and service delivery over the past three years were under review and staff had been tracking the efficiency and productivity that had been added over that period. She said some of the added service, such as on weekends, had been very productive, but there had not been concurrent adjustments in areas where service was unproductive. Once service adjustments to support EmX West had been completed, staff took a two-pronged approach to review of the system. Some adjustments made during the winter had been very productive, which served to protect and sustain those routes. The agency, however, determined it would need to inflate its budget in order to sustain routes that were non-productive. Public conversations with the Board about budgetary issues began in September 2017 and after a series of discussions staff began to develop strategies for addressing those issues. Because of the other major initiatives under way at that time, including the launch of EmX West and moving quickly to implement the COA process, there was insufficient time to conduct a traditional annual route review. Instead, non-productive routes were reviewed for adjustments that could be made within the existing budget. She emphasized that the Board had not made any decisions about the proposed changes and there would be an open engagement process. She said the list of changes had been presented to the Board at its last meeting and staff had been given direction on how to proceed, including changes to how University of Oregon football service was provided.

Director of Public Affairs Edward McGlone said opportunities for public comment included submission of comments via email, online and in writing, a public hearing at the June 20 Board meeting, direct outreach to the community at the Eugene and Springfield stations and community groups.

In response to a question from Mr. Eyster, Ms. Jackson said the Board would be provided with all of the community feedback at its June 20 meeting and it would be up to the Board to decide if it wanted to take action on the proposed changes at that time.

Mr. Vobora asked if the changes would be implemented in the fall bid or could be delayed past that point. Ms. Jackson said implementation of changes could be moved to the winter bid if the Board postponed its decision.

Mr. Eyster said he had received considerable input from a variety of people over the past weeks and the message he heard had less to do with whether the cuts were a good idea or necessary, but more related to concern that LTD was not putting itself in the customer's place and the lack of details about what was being considered. He said that when he was on the Board and service adjustments were being considered, the meeting space would be filled with people who wanted to testify at the public hearing. He noted that only one person had testified during the public hearing on service adjustments at the Board's May 16, 2018, meeting. He implored the District to be more sensitive to the needs and concerns of bus riders. Ms. Jackson thanked Mr. Eyster and invited any suggestions for increasing public engagement, particularly at Board meetings. She said it had been difficult to achieve engagement at public hearings.

Ms. Reid said LTD had a flexible public engagement plan that employed a wide range of options and multiple platforms for providing input. She said when service adjustments around EmX West were being considered a large amount of feedback had been provided through online comments and the Board found that very helpful, but in-person comments at meetings had been very low. She said LTD was engaged in many activities on which public comment was needed and as a Board member she wanted to know what communication paths were best from the perspective of the community.

Ms. Jackson said LTD was aware that those most affected by service changes were the riders and that was why staff conducted tabling at transit stations during peak times. She said staff had reached out to news media about covering a tabling event as a way to reach more people.

Mr. McGlone said that just over 15 comments had been received to date. He said the website had endeavored to provide key information without over-burdening people with too much detail. He said website information related to scheduling or route changes included maps and new proposed schedules so riders could determine if they were going to be affected by a proposed change. He said typically transit agencies did not provide revised schedules this far in advance of implementing changes, but LTD chose to do that so the community would be better informed. Helpful feedback had already resulted in working with the University to avoid problems for students and faculty. A second public hearing would be held at the June 20 Board meeting and a press release would be issued. Tabling to reach bus riders was also continuing.

Mr. Skov said that he appreciated the information from staff, but remained concerned about the quality of website information regarding service changes when LTD was trying to foster conversations about the system as a whole.

Mr. Eyster urged LTD to identify the service adjustments as service cuts.

**MAIN STREET PROJECTS** — Ms. Reid reported that the Main/McVay Governance Team had recently met and engaged in a robust discussion of transit's role of the Main Street safety study currently in progress. She said there was agreement that transit was an integral part of the safety study along that busy route and the team also approved moving forward with the Main/McVay transit study concurrently with the safety study. She said LTD would remain the lead for the transit study and the safety study lead would be clearly identified to distinguish it from LTD's project. She said LTD would remain part of the Governance Team to support its work and help to identify the transit mode choice for the corridor.

Mr. Eyster was pleased that the transit study was no longer on pause and it was now clear that the City of Springfield wanted it to move forward. He noted the Governance Team was scheduled to meet quarterly and could maintain momentum. He said that he felt the two projects were now better integrated.

Ms. Brindle said the Governance Team also agreed on protocols and when the safety project was discussed publicly members of the team would be informed about the information to be provided and the audience that would receive it. She said team members placed high importance on avoiding confusion for constituencies along the corridor who would be affected by the processes, either as a transit user, business owner or transportation provider, by providing a coordinated message.

Mr. Skov asked if there would be a cost associated with renewing work on the transit study and how would the study fit with LTD's capacity given all of the other projects in progress. Director of Planning and Development Tom Schwetz replied that the transit project was already funded and even those the project had been paused, those funds were still available. He said the technical work done to date was adequate to develop a decision-making process for choosing a transit mode, whether that was EmX, enhanced corridor or no build. He said being aligned with the safety project would help to confirm input during the early stages of public engagement about the preferred transit mode on the corridor, which would provide focus for the study.

**STATE TRANSPORTATION IMPROVEMENT FUND (STIF) POLICY PRIORITIES** — Ms. Jackson provided an overview of LTD's service investments over the past three years. She said about \$6 million of service had been added during that time, the most recent being additions related implementation of EmX West and redesign of West Eugene service to better connect with the new EmX line.

Mr. Skov clarified that his request for this agenda item was intended to help inform the SPC about policy priorities so it could, when acting as the STIF Advisory Committee, provide guidance based on what LTD wanted to achieve with the transit system.

Ms. Jackson said projects that came before the STIF advisory Committee for review and recommendation should be evaluated from the perspective of alignment with the state's priorities

and the District's Long-Range Transit Plan (LRTP). The approach would include consideration of what capital investments would be needed to support future service additions and what other investments would support access to public transportation. She said the Board and the SPC had also been very supportive of a youth pass program and an ad hoc committee was investigating how that program might be structured. She said state goals also related to providing more transit options for low-income households and deploying transit to areas where those households were concentrated. Projects presented to the STIF Advisory Committee would be consistent with those goals and priorities. She noted that more details were provided in the agenda packet.

Mr. Vobora asked for clarification of the allocation of STIF funds between the metro area and rural service. Ms. Jackson said the state had provided a preliminary estimate of \$2.5 million, with \$2.1 million targeted for the metro area and \$400,000 available for rural areas. Mr. McGlone said the state had determined the division of STIF funds, but the LTD Board could, on the advice of the STIF Advisory Committee, choose to allocate more than \$400,000 to communities outside of LTD's service area.

Mr. Vobora observed that under state rules STIF funds could be used for a wide range of activities and asked if LTD would provide a narrower list of uses that were specific to its LRTP. Ms. Jackson said that a primary concern during the legislative and rule-making processes associated with STIF was the need for more service; however, it was recognized that in order to provide more and sustainable service infrastructure improvements were needed. For example, LTD had historically used its capital funds for operating expenses and thus many buses in the fleet were old and operated on diesel, which was not consistent with environmental responsibility.

Ms. Jackson said the Board had been focusing on LTD's financial situation and ways to avoid having to make major service cuts during periods of recession and instead adjust services for better efficiency while protecting core service. She said STIF funds would help the District build reserves in order to sustain service during difficult economic times.

Mr. Skov said it was important to articulate high-level priorities for use of STIF funds, such as expanding ridership and expanding transit options and access in ways directly related to housing and land use goals of the communities being served. He said that he hoped that connecting to emerging modes such as Lyft and Uber would also be a goal in the future. He asked how and when the committee would be able to weigh in on the use of funds.

Ms. Jackson said there was an opportunity to submit projects to the state before the end of the calendar year and another opportunity would occur in May 2019, although submitting projects in the second round would not preclude the District from being reimbursed back to July 1. She said SPC members would be asked to submit an application online for STIF Advisory Committee membership and then staff would determine if there were gaps that needed to be filled in the list of required representation. Lane Council of Governments (LCOG) would assist in reaching out to additional applicants to assure the committee was in full compliance. She noted the STIF Advisory Committee would be staffed by LCOG and specific STIF project proposals would not be discussed with the SPC in order to avoid any appearance of conflict. She said if the SPC had projects it had prioritized and wished to see LTD submit during the first round that could be communicated to the Board and staff could prepare applications.

In response to a question from Mr. Skov, Ms. Jackson explained that if LTD began a STIF eligible project before an application was submitted and the project was prioritized for funding, the District could be reimbursed for project expenditures that occurred between July 1, 2018, and approval of the application. An example was the contract with LCOG to staff the STIF Advisory Committee and project application process, which would begin in July 2018. Another example was a youth pass program.

Ms. Reid said the Board had formed an ad hoc fare committee to discuss fare policy and structure as a whole, including a youth pass program, rather than examining only certain pieces. She said the intent was to look at how the entire fare system was meeting community needs and adapt service and policies to meet those needs.

Mr. Skov left the meeting at 6:30 p.m.

In response to a question from Ms. Cabbage, Mr. McGlone said the fare committee included members with backgrounds in economics and social services.

Ms. Cabbage asked if staff would develop scoring criteria for evaluating STIF project applications and method for prioritizing and would the advisory committee have an opportunity to provide feedback on those. Ms. Jackson said the COA, now called Transit Tomorrow, was the first step in identifying community needs, how service was currently provided and ways to improve delivery of service. She said those results, and the state's priorities, would form the basis for LTD's business plan. She said initial priorities would be capital investments to position the District to expand services. Those decisions would reflect the community conversations that identified needs and priorities.

Ms. Reid commented that the criteria for evaluating STIF projects would be based on state parameters and the STIF Advisory Committee would be functioning as a state advisory committee on the use of STIF funds being used locally. When functioning as the SPC, the committee would staff by LTD and focused on LTD transit community priorities.

Mr. McGlone said that the state would provide a template for STIF project applications and would ask applicants to discuss how projects addressed the state's seven criteria. That would allow for objective comparisons of projects, although a project that did not address the criteria could be considered if the objective values of the project were determined to be worth funding.

In response to a question from Ms. Moore, Ms. Jackson said the STIF Advisory Committee bylaws would be approved by the LTD Board, once final guidance was provided by the state. She expected the bylaws would be approved at the Board's July meeting and encouraged SPC members to submit applications for STIF Advisory Committee membership so the Board could also begin appointments at the July meeting. Any additional appointments to meet committee membership requirements could be made at the Board's August meeting.

**COMPREHENSIVE OPERATIONAL ANALYSIS** — Mr. McGlone distributed a fact sheet entitled *Transit Tomorrow* that identified the purpose and desired outcomes for the COA. The Transit Tomorrow project began in January 2018 and the first public engagement phase was scheduled from about the end of June through the month of July. The first phase was about gaining a sense of people's values, needs and goals for the transit system from a broader perspective. Based on



technical analyses, a choices report would be released on or near June 25, 2018, and there would be a stakeholder forum on June 26 to which all SPC members were invited. He said a number of forums would also be held across the region to gather public input. An online open house would also give people an opportunity to provide interactive feedback. SPC would be notified when the open house went live and were encouraged to spread the word to encourage participation. When the public engagement phase was completed a preliminary report would be prepared and the technical consultants would take that information and combine it with the large amount of data that had been collected and conduct a multi-day design workshop with transportation planners from across the region to develop a series of scenarios that would be presented in the fall and winter during the second public engagement phase. He said staff was available to make presentations to any interested group or organization.

Several committee members commended LTD for moving forward with the major initiative that Transit Tomorrow represented.

#### **WRITTEN REPORTS AND UPDATES**

**Moving Ahead** — A written report was provided. There were no questions.

**State Transportation Improvement Fund Implementation Update** — A written report was provided. There were no questions.

**NEXT/FUTURE MEETING AGENDAS: WORK PLAN DEVELOPMENT** — Mr. Eyster polled the committee and there was consensus to schedule the next meeting on July 10.

Mr. Eyster suggested that the memorandum from BEST distributed by Mr. Zako might provide some structure for scheduling future agenda items. Mr. McGlone said staff was preparing reports on the projects listed in the memorandum.

#### **ADJOURNMENT**

Mr. Eyster adjourned the meeting at 7:00 p.m.

*(Recorded by Lynn Taylor)*

# Transit Tomorrow

## Existing Conditions and Choices Report

Lane Transit District

JARRETT WALKER + ASSOCIATES

June 2018

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### **Appendix B - Title VI Baseline**

### **Appendix C - RideSource Technical Assessment**

# 1 Introduction and Summary

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# Transit Tomorrow is a review of LTD's services, their performance, and the values they reflect.

## What is Lane Transit District?

Lane Transit District (LTD) is the public transportation provider in the Eugene/Springfield metropolitan area and surrounding communities. LTD's district includes Eugene and Springfield, as well as Veneta, Junction City, Coburg, Lowell, Creswell, Cottage Grove, and the McKenzie River Highway corridor. LTD's transportation services include:

- **Fixed-route transit.** This includes all LTD bus routes, such as EmX, other metro area routes, and commuter routes to small towns and rural communities. These services are open to the general public. Anyone can ride.
- **Demand-response (RideSource).** This includes paratransit for persons with disabilities, non-emergency medical trips, and transportation for human services agencies. Only passengers meeting eligibility requirements (e.g. disability, Medicaid etc.) may ride.
- **Vanpools.** This is a specialized program for interested groups of commuters who work relatively far from home, near each other, and on similar schedules. LTD helps pay for a share of the rental and fuel costs of a shared van. Members of the group use the van to get to and from work.

LTD also serves as a source of public information on transportation through the Point2point **regional travel options** program. Point2point helps individuals and business understand the alternatives to driving alone. This includes transit, but also walking, cycling, and vehicle sharing.

**Fixed-route buses are the largest component of LTD's service; they account almost 95% of LTD ridership.**

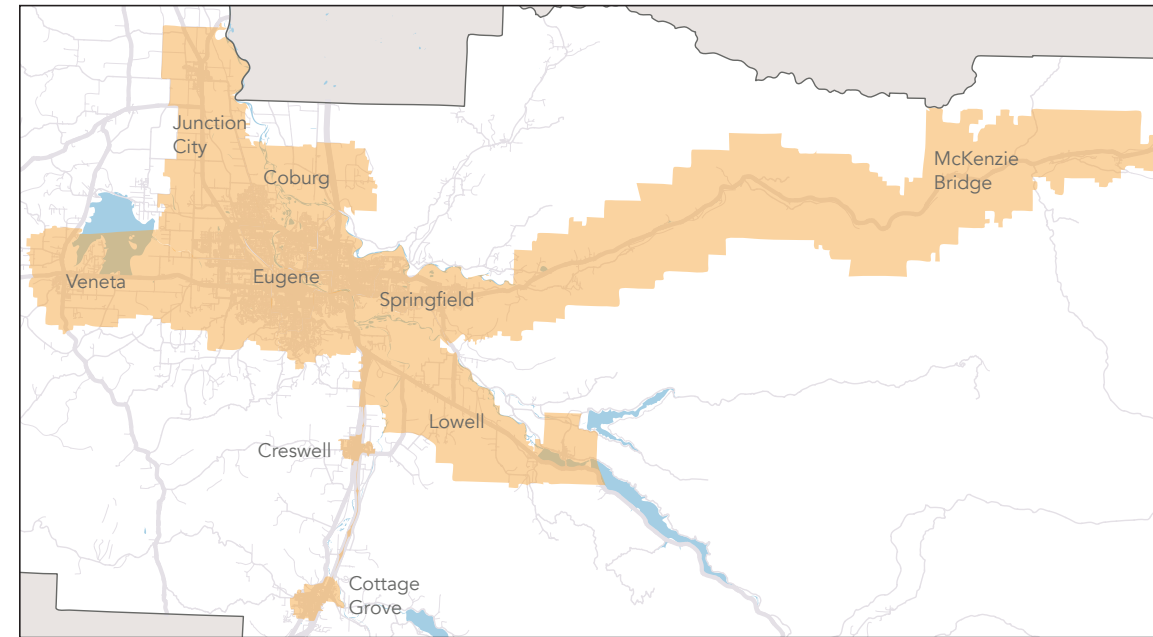


Figure 1: LTD district boundaries. The district extends beyond the metro area to cover significant portions of Lane County.

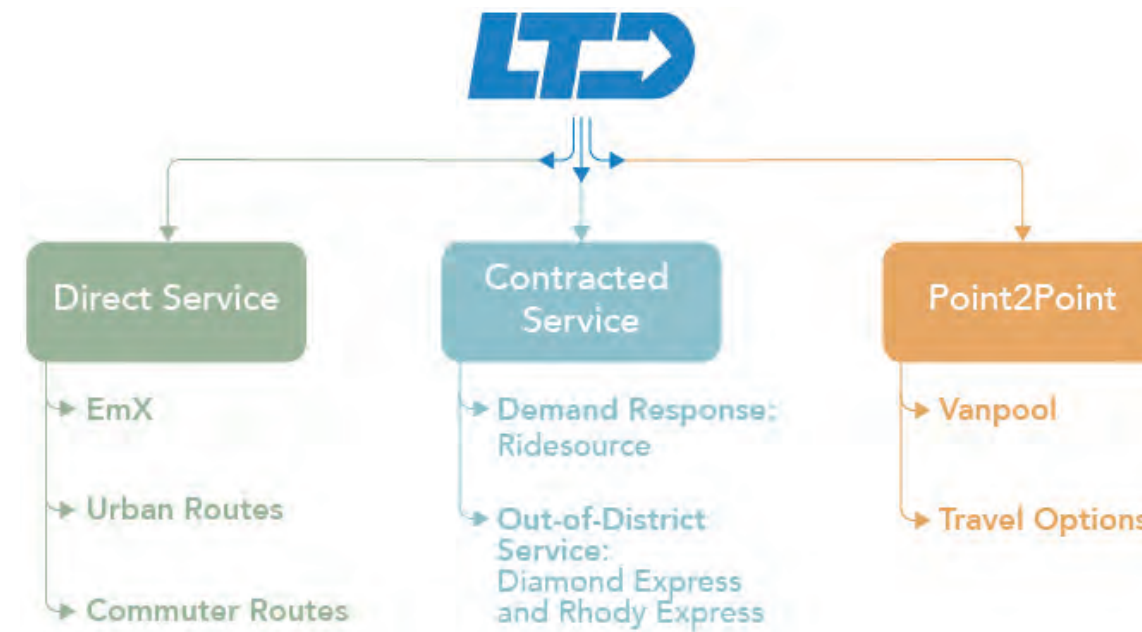


Figure 2: Organization of LTD services. LTD directly operates all fixed routes within the district, but contracts out demand-response service through the RideSource program. The Point2point program administers Valley Vanpool, in addition to coordinating efforts to inform the public of available non-driving travel options.



# LTD's existing transit network (May 2018).

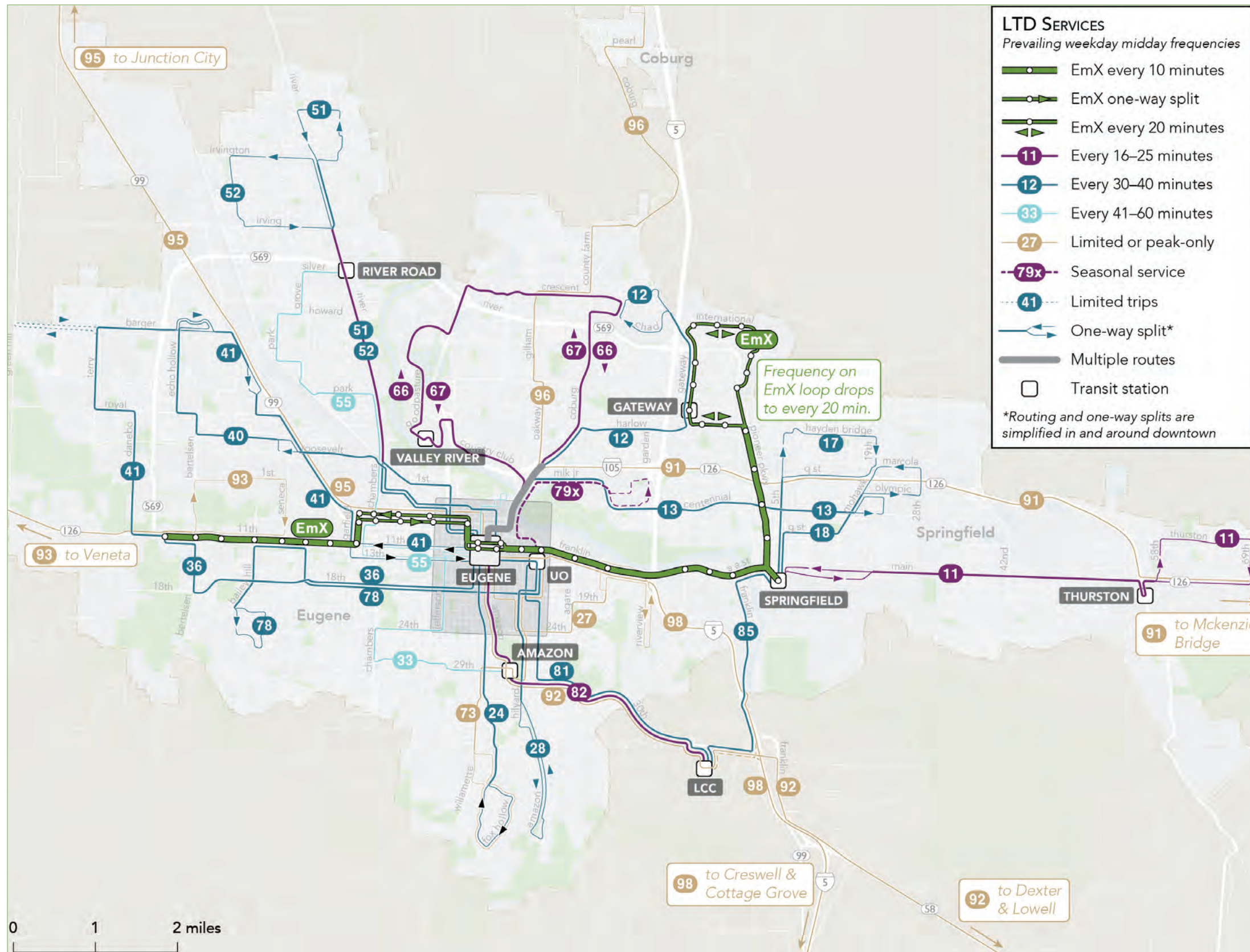


Figure 3: LTD bus network in the Eugene/Springfield metro area. This includes EmX (in green), other lines that travel within the urbanized area (Routes 1 to 85), and connections to nearby communities (Routes 91 to 98).

# Where does transit fit in our region's transportation system?

## Transit Tomorrow and our mobility

In the right conditions, transit can do two things:

- Extend how far people can go on foot, or on a bicycle, providing some of the benefits of access to a private vehicle.
- Replace driving trips in times and places where driving a car is inconvenient or too expensive.

But transit can't meet every transportation need at all times. Walking and biking will be more useful for many shorter trips. Longer, very urgent, or more isolated trips may always require a car.

**Transit Tomorrow will focus on how to improve mobility in our region, focusing on transit specifically. But the goal isn't to create a bus system that competes with every other mode at all times. Rather, we are seeking to understand the best way to use buses to get the outcomes most valued by the community.**

## Why focus on transit?

Transit can't serve every trip, but it has many personal and community benefits, such as:

- **Transit is very inexpensive.** LTD's day pass costs \$3.50. According to AAA, it costs about \$15 per day to own a car. Transit can help improve individuals' economic freedom by reducing the amount of money they spend on transportation.
- **Transit can move many people.** The average LTD bus carries 45 passengers per hour, and operates 12 to 16 hours per day. Most cars carry one or two people, and sit parked most hours of the day.
- **Transit requires very little space.** A typical sedan requires 70 square feet of road space for a single person. A typical bus carries ten to 60 people on 400 square feet of road space. That's up to ten times less road space per person!
- **Transit requires less fuel, and produces fewer emissions than driving alone.** A diesel bus gets 4 to 8 miles per gallon. That means it only takes 5 passengers on board to make a bus more fuel efficient than most cars.
- **Transit is available to everyone.** Not everyone can drive or cycle for their travel needs, and not everyone wants to. Transit allows all individuals the freedom not to rely on a personal vehicle, and not to depend on friends and family for transportation.

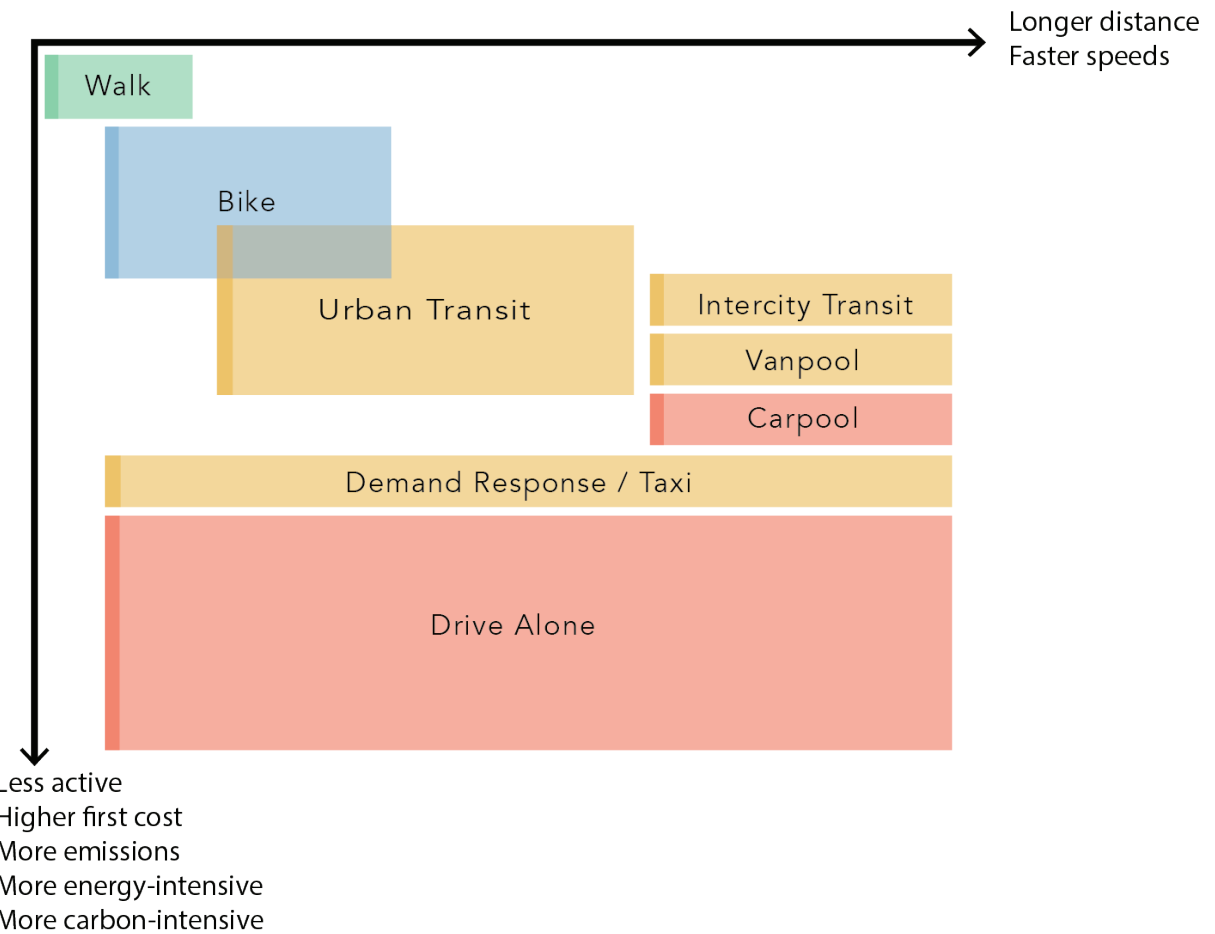


Figure 4: Different transportation modes are useful for different types of trips. When conditions are right, transit can extend the reach of biking or walking trips, or replace driving.

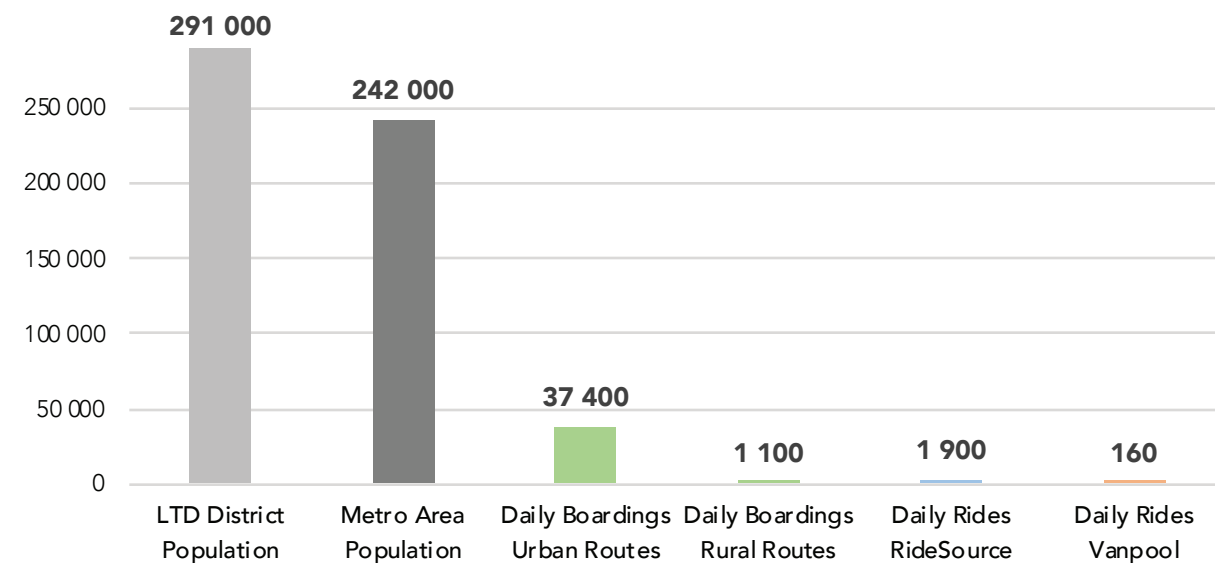


Figure 5: A sense of scale. Nearly 300,000 people live in LTD's service district; transit receives about 40,000 boardings per weekday. The vast majority of boardings are on buses in the metro area.



# How do LTD's services perform?

## How do we measure LTD's performance?

Many different measures provide insights into the effectiveness and efficiency of LTD's services. But LTD's performance as a transit agency isn't just a function of its services. Factors outside the agency's control also have a direct bearing on the likely performance of any public transit.

Transit Tomorrow starts with this Choices Report, which examines how LTD is performing through a comprehensive lens. In this report:

- **Chapter 2: How Transit Works** explains what makes transit service valuable, and how land use, neighborhood design and street design contribute to how useful a bus network can be.
- **Chapter 3: Market and Needs Assessment** describes how the location of population, jobs, and universities in the Eugene/Springfield area influence the demand for transit service.
- **Chapter 4: The Fixed-Route Network** is a detailed look at LTD's existing network. This includes facts, analysis and discussion on topics like the following:
  - » How LTD's bus routes combine to form a network, and the ways in which different routes complement and conflict each other.
  - » How well the existing network does (or doesn't) facilitate access to jobs and opportunity.
  - » The relationship between ridership and service levels and how that has changed over time.
  - » How ongoing changes in revenues and service costs are influencing the amount and types of service LTD can provide.
- **Chapter 5: Demand Responsive Services** describes how LTD's unique RideSource model combines ADA-required paratransit with medical and human services transportation, and how that is beneficial to riders, to the agency and to the general public.
- **Chapter 6: Travel Options (Point2point)** describes LTD's regional travel options program, how its activities interact with transit and the overall transportation system, and opportunities to further increase its reach.

## Key Findings

The following is a selection of the most important findings of this Choices Report:

- **Most people can access an LTD bus route within a short walk, but few have access to frequent service.** As a result, public transit is not a viable transit option for many people, even though it reaches nearly everyone in the Eugene/Springfield metro area within a half-mile.
- **The usefulness of LTD's transit network depends a lot on your location.** People who live or work near more frequent services can use transit to reach far more places in the same amount of time than people elsewhere. Because of its frequency and speed, the EmX provides more benefit than any other LTD bus route. When transit is more useful to reach places quickly, it is a more viable alternative to driving.
- **Ridership responds strongly to frequency.** Transit's usefulness is strongly correlated to how often the bus comes. LTD's more frequent routes attract more riders per hour of service than routes that operate every 30 minutes or less often. And system ridership is much lower in the evenings and weekends, when most routes operate only every 60 minutes, and some routes don't operate at all.
- **Most of LTD's network is centered around timed connections that take place every 30 minutes at Eugene Station.** This timed connection provides significant benefit to riders on less frequent routes, allowing them to travel across town without long waits for a transfer. But it doesn't fix the long wait at the bus stop (or knowledge of the schedule) required in the first place.
- **Quality of service on LTD's more frequent routes is negatively impacted by the desire to make timed connections.** Frequent routes are useful in part because riders know they can show up anytime, and the bus will come shortly. Requiring frequent routes to make timed connections requires scheduling uneven waits or holding buses for several minutes at transfer locations. Added time waiting at a bus stop (or while a bus holds) makes frequent transit a less viable alternative to driving than it otherwise might be.
- **LTD has made significant investments in infrastructure on selected corridors. These investments support frequent service, and improve the pedestrian and cycling environment.** Development of EmX and its Gateway and West Eugene extensions served as the catalyst for improved pedestrian and bicycle facilities

near transit stops. This is also reflected in the ongoing MovingAhead and Main/McVay studies defining the types of infrastructure that would best support frequent transit service in other corridors.

- **The University of Oregon is the largest single source of transit ridership in the region.** At least 17% of all LTD weekday trips start or end within one block of UO. The vast majority of these (74%) take place on EmX.
- **Ridership on most LTD routes is down 20% since 2011, but ridership on EmX is up 35%.** Ridership losses have been especially significant (-50%) on the 70- and 80-series routes that are specifically geared to providing service to UO and LCC.
- **The amount of service LTD provides is vulnerable to increasing costs and swings in the economy.** Most of LTD's revenue comes from a local payroll tax; this is significantly and immediately impacted during recessions. Furthermore, the cost of providing service has increased much faster than inflation in recent years.
- **LTD's RideSource program provides both all-purpose ADA paratransit and externally funded non-emergency medical transportation. This reduces the amount of local public funds required for paratransit, while increasing the total amount of transportation provided to special-needs populations.** The whole community benefits, as funds that would otherwise be necessary for paratransit are instead available for fixed route service that is available to the general public. In many other communities, a significant portion of trips taken on paratransit are medical in nature, but are paid for by the transit agency's general funds.
- **The Point2point travel options program leverages LTD's investments in service and infrastructure, by ensuring that more people are aware of the different travel options available to them.** Point2point's emphasis extends beyond transit to cover events and information campaigns that promote walking, cycling, carpooling and vanpools.

# How much access to opportunity does LTD's existing network provide?

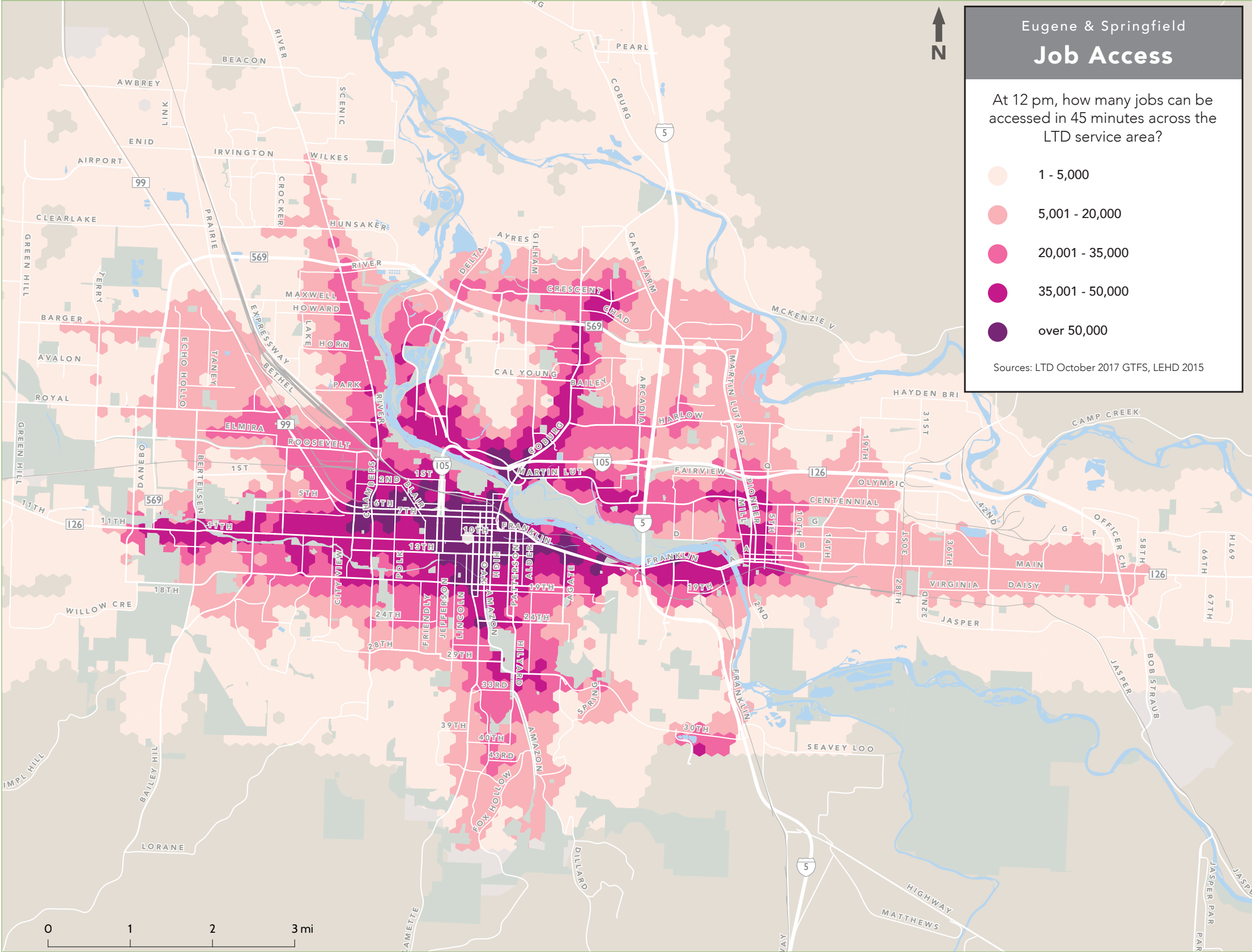


Figure 6: Number of jobs that can be reached from any location in the Eugene/Springfield metro area within 45 minutes by transit and walking at 12 PM (noon) on a weekday. High job access is an indicator that the transit network is providing access to many opportunities, including shopping, education and socializing. On this map, darker shades of purple tend to indicate a combination of nearby employment, and access to higher-frequency transit. EmX provides the most job access, but other higher-frequency routes also provide significant benefits, such as Routes 66/67 on Coburg Road and Routes 51/52 on River Road.



# Transit Tomorrow will examine what future LTD service could and should look like.

## What choices does the system reflect?

Transit Tomorrow is a unique opportunity to rethink the purpose of LTD's transit system, and how it relates to other ways of getting around such as walking, cycling and driving.

**The amount and types of transit service available today reflect not only technical decisions, but also value judgements about what LTD should and should not provide.**

For example, a quick look at the network map in Figure 3 (see page 6) shows that the existing bus network provides some level of service within a half-mile of nearly all developed areas in Eugene and Springfield. As shown in Figure 7, over 90% of the metro area's residents live within a half-mile of a bus stop.

This is not necessarily a given: there are benefits and costs to deciding to serve the entire metro area. On the one hand, it ensures that nearly everyone is at least near a lifeline service to Downtown Eugene or Springfield. On the other hand, it means finding ways to operate in neighborhoods that were never designed with transit service in mind.

Transit Tomorrow will re-examine some of these choices. We've summarized the most important trade-offs in this Choices Report, as **Chapter 7: Key Choices**, asking you to consider some of the choices LTD is facing:

- » **How should we balance high ridership and extensive coverage?** Is it more important to provide frequent service for long hours in places that will attract the most riders, or to get a little bit of service as close as possible to every possible place?
- » **How should we balance walking and waiting?** Is it more important to have a bus stop very nearby, or to know that if you walk a little farther the bus will come sooner and move more quickly?
- » **Does LTD's network need small adjustments, or a major overhaul?** Is it more important to make small improvements to the system we already have, or does it need to be redesigned completely from a blank slate?

**None of these questions have "correct" answers: there are valid reasons to go either way, or to fall anywhere in between the two extremes.**

## Ridership vs. Coverage

The most basic choice is the degree to which the transit system should be pursuing ridership or coverage. Pursuing high ridership or high coverage leads to substantially different outcomes.

Pursuing high ridership means focusing service on places where many people go, and designing service so the bus is always coming soon. Service focused primarily on ridership:

- Expands the range of trips for which transit is a viable option.
- Limits the amount of car traffic, congestion and pollution.
- Reduces the amount of public subsidy required for transit.

Pursuing high coverage means reaching as many places as possible with a basic level of service. Service focused primarily on coverage:

- Ensures every neighborhood has access to the transit system.
- Provides lifeline access to critical services for all.
- Doesn't provide a viable transportation option for most people.

**LTD can pursue high ridership and extensive coverage within the same budget, but not with the same dollar. The more it does of one, the less it does of the other.**

## Walking vs. Waiting

Another way to think about the question of ridership and coverage is to think specifically about how far a person should have to walk to reach a bus stop, and how long they should have to wait, on average, before the next bus comes.

Walking and waiting are important to consider on their own, because both of these activities add time and inconvenience to any transit trip, and different people have a wide variety of preferences regarding each.

A transit system designed to minimize how far people walk requires many routes near each other. This means most routes will be infrequent.

Conversely, a transit system designed to minimize waits requires high frequencies. In that case, many people need to walk longer distances to reach service.

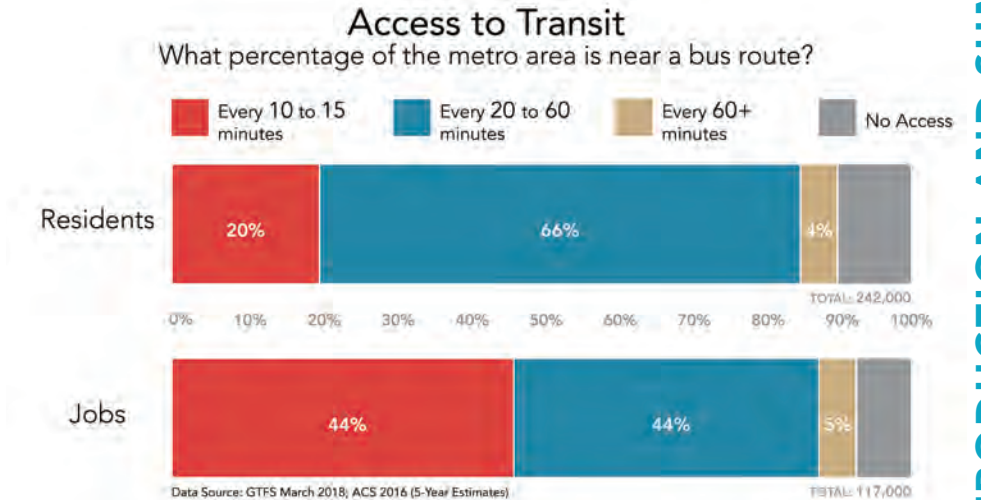


Figure 7: Percentage of the Eugene/Springfield metro within a half-mile of an LTD bus route. The network is designed to get some service within a half-mile of almost everyone. As a result, the percentage of the population near frequent service (in red) isn't very high. This isn't the only possible choice: if LTD served fewer places, more of its routes could run every 10 to 15 minutes. What is more valuable?

## Adjustments vs. Overhaul

As a general rule, the more a transit system changes, the more disruption it produces in existing riders' lives. On the other hand, a bigger change can make it possible to achieve much greater benefits for the community as a whole.

To date, LTD customers have experienced seasonal adjustments to routes and schedules, three times per year. Some of these changes, like the route changes and frequency improvements associated with EmX extensions, have been larger than others.

**Transit Tomorrow is an opportunity to consider whether the community would generally prefer LTD to make improvements to the network in its current form, or to rethink the network from the ground up.**

# Community input is critical in making the decisions on LTD's future service.

## What is the public input process?

Transit Tomorrow will combine technical analysis and broad-based community input to develop a public transit network for the future. Along the way, we'll take the following steps:

- **June 2018: Choices Report.** This report provides facts and analysis about the existing network, and describes the general choices and trade-offs that LTD will need to weigh in designing future service.
- **July - August 2018: Public Input on Values and Priorities.** LTD will be presenting key information online and at community events, and seeking public feedback through a variety of channels, including:
  - » Meeting the public at community events, and holding dedicated listening sessions.
  - » Online open house seeking public feedback: <http://openhouse.jla.us.com/transit-tomorrow>
  - » Project web page: [www.ltd.org/transit-tomorrow](http://www.ltd.org/transit-tomorrow)
  - » Project e-mail address: [transit-tomorrow@ltd.org](mailto:transit-tomorrow@ltd.org)
- **August - December 2018: Analyze Public Input and Design Alternatives.** LTD will use public feedback to help guide the design of up to three different alternatives for future service. Each alternative will reflect a different direction and set of priorities.
- **Winter 2019: Public Review of Alternatives.** LTD will ask the public for feedback on the alternatives. Each alternative will illustrate the real-world consequences of applying different values to the transit network, so that members of the public can make more informed judgements on the type of service they'd prefer.
- **Early Spring 2019: Refine Alternatives.** Community input will help LTD understand which alternative(s) should be studied further. LTD will develop more detailed plans.
- **Late Spring 2019: Board Decision.** Taking into account public feedback and the refined alternative(s), the LTD Board of Directors will make a decision on the preferred structure of the future transit network. Depending on community input, the future network could be similar to what exists today, or it could be very different.
- **2020: Service Changes.** LTD will make regular seasonal adjustments to service throughout this process. If the preferred version of the future network looks very different from existing service, significant service changes will likely come in 2020.



Figure 8: Project and community input timeline. LTD will seek public feedback in two phases. The first phase will focus on the public's values and priorities. This will help LTD design several alternative visions for future service. In the second phase of input, LTD will share these alternatives, so the public can see the real-world consequences of different priorities. Public feedback on alternatives will be critical in shaping the final LTD Board decision, leading to possibly significant changes in the LTD transit network in 2020.



**JAN**

**FEB**

**MAR**

**APR**



**MAY**

**JUNE**

**JULY**

**AUG**



**SEPT**

**OCT**

**NOV**

**DEC**

