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Public notice was given to *The Register-Guard* for publication on June 17, 1996.

**LANE TRANSIT DISTRICT  
SPECIAL BOARD MEETING/WORK SESSION**

**June 19, 1996  
5:30 p.m.**

**LTD BOARD ROOM  
3500 E. 17th Avenue, Eugene  
(off Glenwood Blvd.)**

*No public testimony will be heard at this meeting.*

**A G E N D A**

Page No.

- I. ROLL CALL  
Bailey \_\_\_\_\_ Bennett \_\_\_\_\_ Hocken \_\_\_\_\_ Kleger \_\_\_\_\_  
Montgomery \_\_\_\_\_ Murphy \_\_\_\_\_ Saydack \_\_\_\_\_
- II. CALL TO ORDER
- III. WORK SESSION ON TRANSPLAN
  - A. TransPlan Update Process
  - B. Transit Service Options Modeling Results
- IV. PRELIMINARY REPORT ON BUS RAPID TRANSIT FOCUS GROUPS
- V. ADJOURNMENT

**Alternative formats of printed material (Braille, cassette tapes, or large print) are available upon request. A sign language interpreter will be made available with 48 hours' notice. The facility used for this meeting is wheelchair accessible. For more information, please call 741-6100 (voice) or 687-5552 (TTY, for persons with hearing impairments).**

## AGENDA ITEM SUMMARY

**DATE OF MEETING:** June 19, 1996

**ITEM TITLE:** TRANSPLAN UPDATE

**PREPARED BY:** Stefano Viggiano, Planning and Development Manager

**ACTION REQUESTED:** None. Information only

**BACKGROUND:** Tom Schwetz and Bud Reiff from Lane Council of Governments will attend the meeting and provide the Board with an update on the TransPlan Update process and a preview of the process from this point forward. There will also be information on modeling results of specific transit service options, including a couple of variations of Bus Rapid Transit. Much of the time will be available for Board questions and discussion.

**ATTACHMENT:** Various materials on the TransPlan Update

**PROPOSED MOTION:** None

H:\WPDATA\TRANSPLN\SUMMARY.DOC

# **LOG** Lane Council of Governments

125 East Eighth Avenue Eugene, Oregon 97401 (503) 687- 4283 Fax: (503) 687- 4099 TDD: (503) 687- 4567

June 19, 1996

**TO: Lane Transit District Board**

**FROM: Tom Schwetz**

**SUBJECT: TransPlan Public Open House Results and Update Status Report**

## **Background**

As part of the TransPlan Update public involvement process two Open Houses have been conducted and a series of focus groups and a community survey have been recently completed. Additional analysis of alternative strategies has also been completed. This memo presents the major highlights of these efforts.

## **Open Houses**

Two TransPlan Update Open Houses were conducted on May 22<sup>nd</sup> (at Springfield City Hall) and 23<sup>rd</sup> (at the Eugene Hilton). A total of 115 citizens attended the workshops, including 15 stakeholders, 59 citizens (general public) and 41 “informed” citizens (people on the TransPlan mailing list and staff from local jurisdictions not working at the event).

The purpose of these open houses was to provide the public with both information on the current status of the update and an opportunity to provide input on some of the preliminary results. Conducted as “Information Tours,” the open houses included the following steps:

- Stop 1: The TransPlan Trek
- Stop 2: Goals and Objectives
- Stop 3: Strategies Tool Box
- Stop 4: Concept Junction
- Stop 5: Evaluation Station
- Stop 6: New Directions

[Note: A set of materials illustrating the range of information provided was mailed under separate cover.]

The focus of the information was on bringing together the various strategies available in the ‘Tool Box’ to address issues, goals and objectives. An illustration of the possible results from various

levels of strategy integration was provided in Stop 5: Evaluation Station. Staff will provide more detail on these results as part of the presentation on June 13<sup>th</sup>.

### **Community Survey Results**

In May, a survey of 429 residents was conducted by Williams Research. The purpose was to get a statistically valid response from the community regarding transportation issues, possible solutions and reactions to several strategies now under consideration. The survey was developed using results from the series of residential focus groups conducted in December, 1995.

The survey included questions asking respondents to identify major transportation issues, their ideas on possible solutions, and their reactions to a set of strategies organized into Transportation System Improvements, Transportation Demand Management Measures, and Land Use Measures.

Staff will provide more detail on the results of the survey at the presentation on June 13<sup>th</sup>.

### **Next Steps**

On the basis of results from initial technical analysis and feedback from stakeholders attending the open houses, the Symposium, originally scheduled for June 12<sup>th</sup> is being postponed to late summer or early fall. This will allow for development and evaluation of a broader range of alternative packages of strategies and more thorough consideration of input from the open houses and survey results.

The following are key steps in completion of the updated TransPlan:

- Late Summer or early fall 1996:* The TransPlan Stakeholders will meet to consider the information developed for the TransPlan Update and make recommendations to the Eugene, Springfield and Lane County Planning Commissions concerning the framework and direction for the draft updated TransPlan.
- Early Fall 1996:* The Planning Commissions will consider the Stakeholders' recommendations, results of the technical evaluation, public involvement efforts and staff analysis. The Planning Commissions will make recommendations to the elected officials.
- Late Fall 1996:* The Eugene and Springfield City Councils, the Lane County Board of Commissioners, and the Lane Transit District Board will consider the recommendations of the Planning Commissions and give direction to staff regarding the preparation of the draft updated TransPlan.
- Spring 1997:* Draft updated TransPlan available for public review.
- Summer 1997:* Elected Officials adopt updated TransPlan.

**ACTION REQUESTED:** *Information and discussion.*

## Preliminary Results of Technical Evaluation

Example Strategy Packages	Mode Choice (All Trips)					Congested Miles of Travel	Daily Vehicle Miles of Travel per Capita	Percent of Person Trips Under 1 Mile	Daily Fuel Use (in 1,000s of Gallons)	Vehicle Emissions (Annual Tons of Carbon Monoxide)	
	Percent Walk Trips	Percent Bike Trips	Percent Bus Trips	Percent Drive Alone Auto Trips	Percent Shared Ride Auto Trips						
Objective >>>	Increase	Increase	Increase	Reduce	Increase	Minimize	Reduce to 16.3	Increase	Minimize	Reduce	
<b>Add Demand Management (Pricing)</b>	9.5%	3.6%	3.1%	35.7%	48.1%	4.9%	17.25	16.3%	272	11,865	
<b>Add Land Use Measures (Nodal Development)</b>	↑	7.7%	3.0%	3.0%	43.1%	43.1%	11.4%	19.41	14.5%	301	13,566
<b>Add System Improvements (Transit Improvements)</b>	↑	6.8%	2.9%	3.1%	43.1%	44.0%	12.0%	19.72	12.7%	307	13,642
<b>Add System Improvements (Road Improvements)</b>	↑	6.9%	3.0%	2.2%	43.4%	44.5%	12.0%	19.79	12.7%	307	13,470
<b>2015 Base Case Projections</b>	↑	6.9%	3.0%	2.2%	43.4%	44.5%	18.9%	20.11	12.7%	315	14,072
<b>1995 Existing Conditions</b>	↑	8.0%	3.5%	2.1%	42.5%	43.9%	3.0%	18.07	13.8%	192	14,111

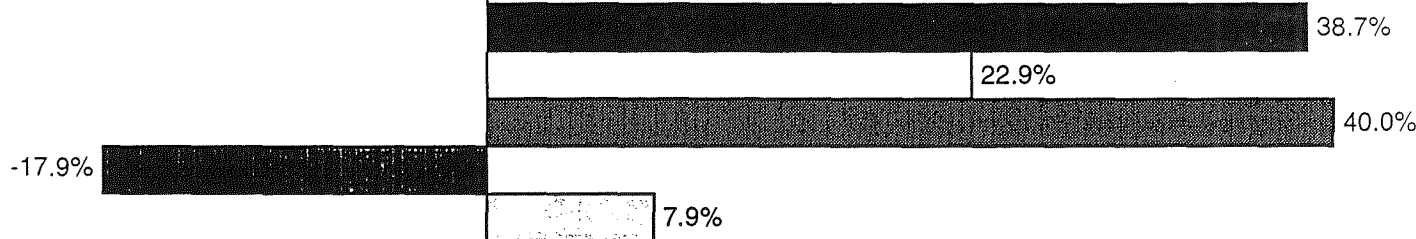
# Effect of Alternative Strategies on Mode Choice

% Change from the 2015 Base Case

-25%      -15%      -5%      5%      15%      25%      35%      45%

This chart illustrates the effects alternative strategies can have on choice of mode.

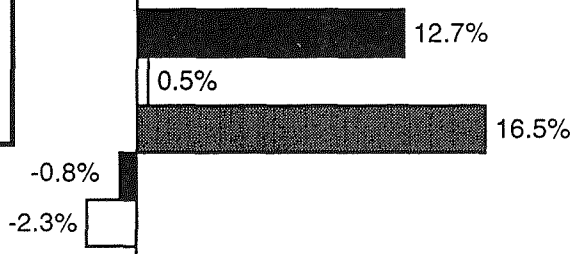
Add Demand Management (Pricing)



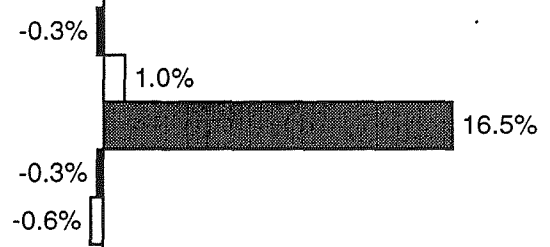
Drive Alone trips are affected only slightly until pricing measures are introduced.

Walk and bike trips increase with the introduction of Land Use Measures

Add Land Use Measures (Nodal Development)

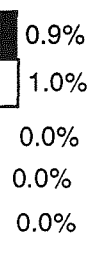


Add System Improvements (Transit Improvements)



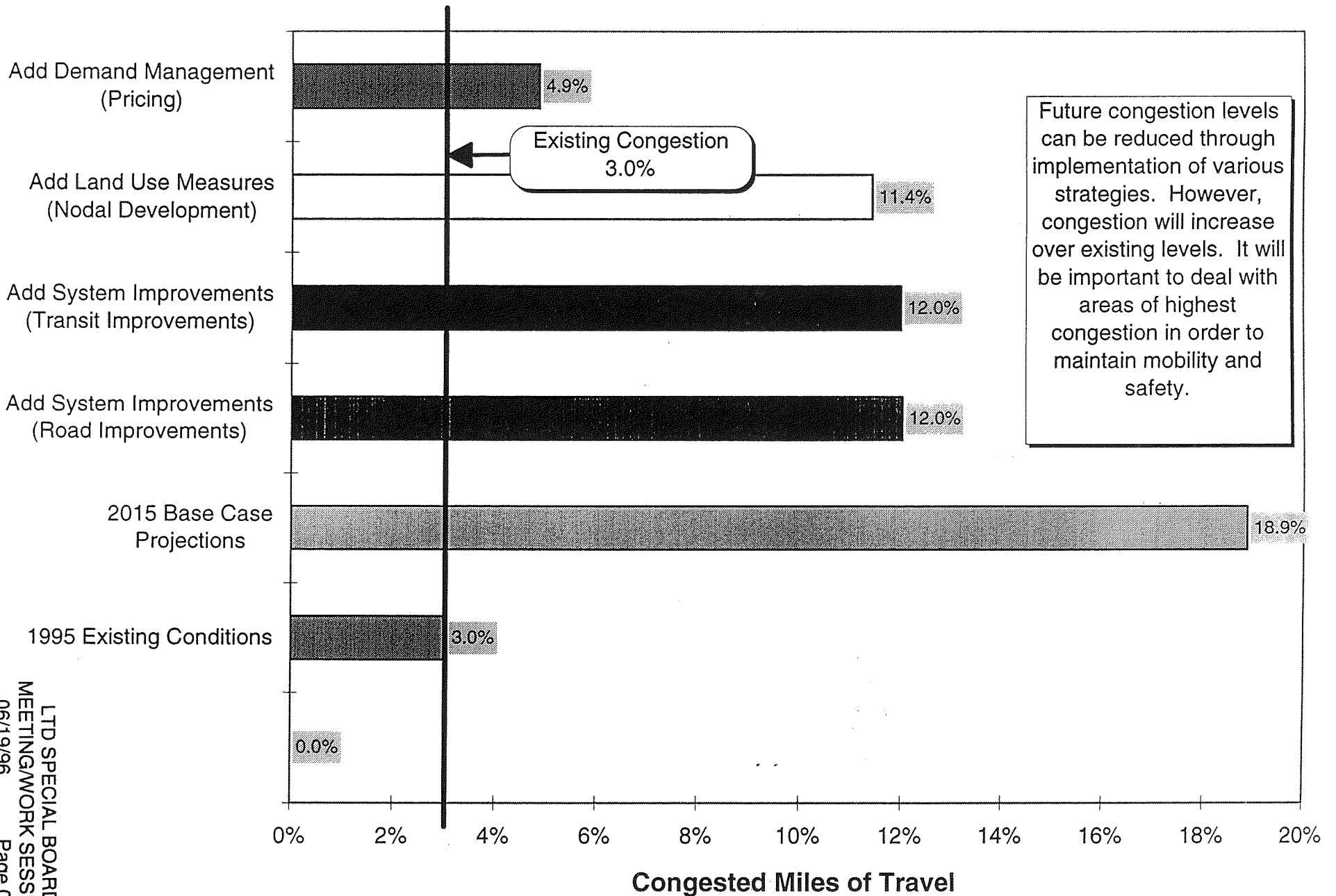
Bus trips increase with the introduction of transit improvements.

Add System Improvements (Road Improvements)



- Percent Change Walk Trips
- Percent Change Bike Trips
- Percent Change Bus Trips
- Percent Change Drive Alone Auto Trips
- Percent Change Shared Ride Auto Trips

## Congested Miles of Travel (As a Percent of Total Miles Traveled)

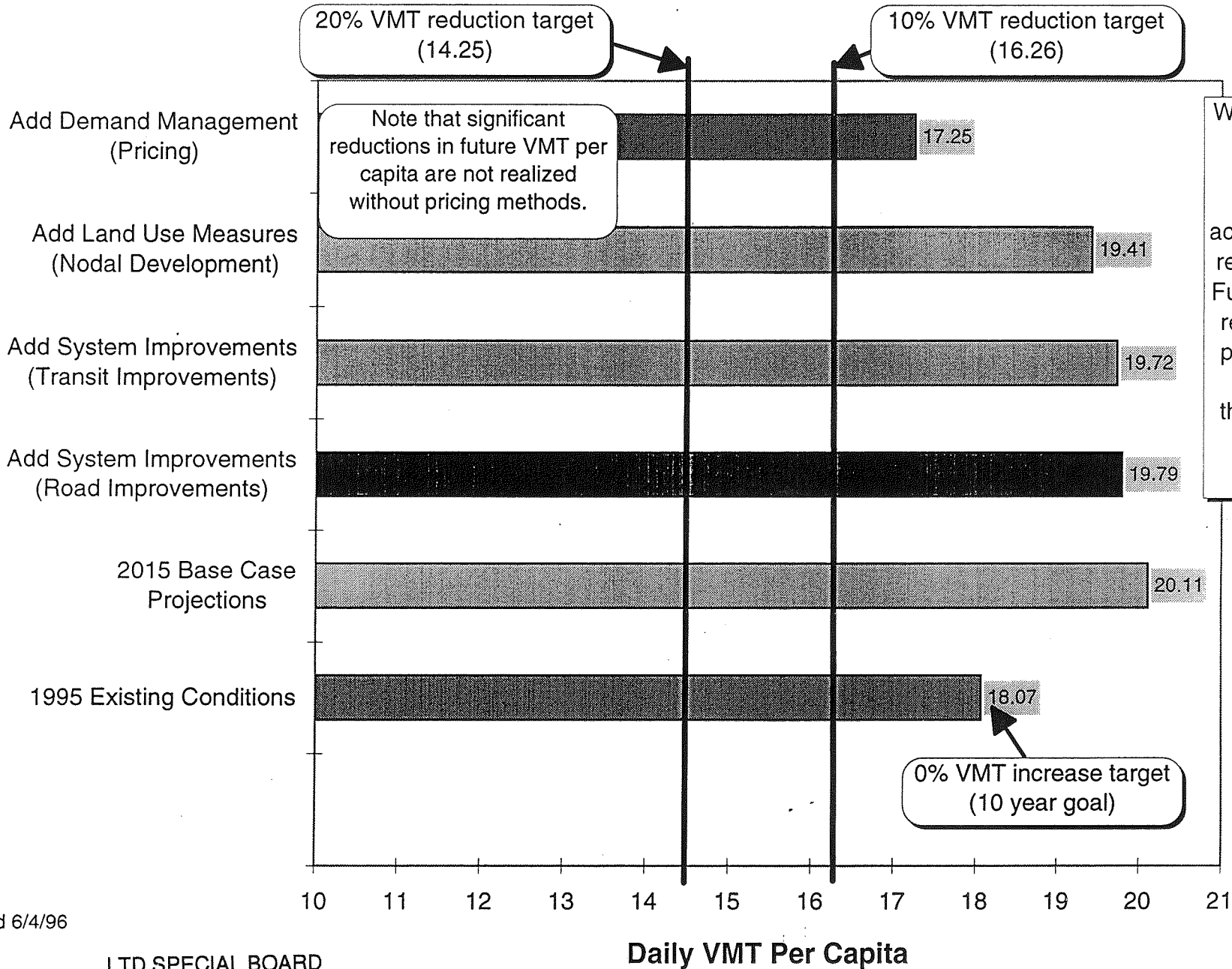


Future congestion levels can be reduced through implementation of various strategies. However, congestion will increase over existing levels. It will be important to deal with areas of highest congestion in order to maintain mobility and safety.

Example Strategy Packages

# Daily Vehicle Miles of Travel Per Capita

Example Strategy Packages



While preliminary, these results illustrate the difficulty of achieving the VMT reduction targets. Further analysis is required to more precisely assess the impacts of these strategies.

Updated 6/4/96



# LCOG Lane Council of Governments

125 East Eighth Avenue Eugene, Oregon 97401 (503) 687-4283 Fax: (503) 687-4099 TDD: (503) 687-4567

June 6, 1996

Handwritten initials and a stamp that reads "LANE TRANS PLAN".

Dear Stakeholder,

We hope you were able to attend one of the *TransPlan* Update Open Houses, conducted on May 22<sup>nd</sup> and 23<sup>rd</sup>. A total of 115 citizens attended the workshops, including 15 stakeholders, 59 citizens (general public) and 41 "informed" citizens (people on the *TransPlan* mailing list and staff from local jurisdictions not working at the event).

The next step in the *TransPlan* Update public involvement process is to conduct the third stakeholder **Symposium**. This event comes at a critical stage in the *TransPlan* update -- we need *your* input and recommendations before we can go to the Eugene, Springfield, and Lane County Planning Commissions concerning the framework and direction for the draft plan. The following information and materials will be presented at the symposium to assist you in providing direction on the draft plan:

- Results of the technical evaluation, including the measurement of impacts of various strategies and combinations of strategies;
- Professional staff analyses and recommendations concerning the feasibility and potential effectiveness of applying various strategies and combinations of strategies in Eugene-Springfield; and
- Public comments, concerns and preferences concerning the type of transportation system desired and the strategies to use to obtain the preferred system.

In order to allow staff to further develop the range of alternatives, we are rescheduling the symposium originally slated for June 12<sup>th</sup>. Since it is important that as many stakeholders attend the symposium as possible, we need your help in setting a new date for the late summer. The symposium will be a one-day event and is anticipated to last 5 hours, including a catered lunch. The following dates are being considered:

- Wednesday, August 28 (AM or PM)
- Thursday, August 29 (AM or PM)
- Wednesday, September 11 (AM or PM)

Please let us know ASAP which of these days and times you could attend. In order to reserve a meeting facility and schedule key note speakers and panelists, we need your response by **Wednesday, June 12<sup>th</sup>**. We will let you know soon thereafter what day is selected.

## AGENDA ITEM SUMMARY

**DATE OF MEETING:** June 19, 1996

**ITEM TITLE:** BUS RAPID TRANSIT COMMUNICATIONS FOCUS GROUPS

**PREPARED BY:** Ed Bergeron, Public Affairs Manager

**ACTION REQUESTED:** None

**BACKGROUND:** A series of local focus groups were conducted by Williams Research on June 10, 11, and 12 to study various communications options associated with the Bus Rapid Transit (BRT) project. Staff will make a presentation at the June 19 Board work session regarding the results of the focus groups.

**ATTACHMENT:** None

**PROPOSED MOTION:** None

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*From the TelePort of:* Williams Research fax: (541) 343-7507

**Date:** Tuesday, June 18, 1996

**Number of Pages:** 13

**To:** Ed Bergeron, LTD

**Fax Number:** 541 741-6111

**Memo:** Here are preliminary findings from last week's BRT focus groups.

Don't hesitate to call if you would like to meet Wednesday (6/19) to go through them.

Jane

cc: Kathy Wiltz/Caroline Craven, CMWK

**Exploratory Research on  
Bus Rapid Transit (BRT)**

**TOPLINE REPORT**

**Prepared for  
LANE TRANSIT DISTRICT  
and  
CAPPELLI MILES WILTZ & KELLY**

**June 18, 1996**

## METHODS

Four (4) focus group discussions were held on reactions to Bus Rapid Transit (BRT) between June 10 and 12, 1996. Two full focus groups were conducted with community members who live, work or attend school on a likely BRT corridor -- one with regular transit users, the other with users of motor vehicles and/or bicycles. In addition, two mini-focus groups were conducted with owners of locally owned or franchised businesses along the corridor -- one mini-group with Eugene owners, the other with Springfield and Glenwood owners.

For the purposes of this study, the likely corridor extended along West 11th Avenue in Eugene, Franklin Boulevard in Eugene and Glenwood, and Main Street in Springfield. West 11th at Bertelson and Main Street at 58th were used as corridor end points.

### Group Composition

	<u>Males</u>	<u>Females</u>	<u>Total</u>
<u>Community Groups</u>			
Transit Users	4	3	7
Non-Transit	5	5	10
Total	9	8	17
<u>Business Mini-Groups</u>			
Eugene Owners	3	1	4
Springfield/Glenwood Owners	2	2	4
Total	5	3	8

\*\*\*\*\*

## PRELIMINARY FINDINGS

The findings contained in this Topline Report are presented prior to detailed analysis of the transcripts and, as such, should be viewed as tentative.

### IMPRESSIONS OF LANE TRANSIT DISTRICT (LTD)

#### 1. LTD appears to lack a cohesive image currently.

- a range of impressions and associations voiced, as follows:

2. **On the one hand, LTD evokes community praise for providing "good service for special events."**
  - all four groups aware of special event service (including non-regular users)
  - Country Faire
  - football games
  - "it's free."
3. **LTD service tends to be thought of as generally running "on time."**
  - most groups commented on this
  - relatively "good at (keeping to) their schedule"
  - but users noted buses can be "up to 20 minutes late."
4. **The "new" advertising on LTD buses seems well liked.**
  - spontaneous positive comments in all four groups.
5. **On the other hand, opinions about LTD drivers tend to be mixed.**
  - some considered "polite," "helpful," "friendly," hardworking
  - others considered "rude," "unfair," unhelpful.
6. **Some LTD drivers are criticized for inconsiderate driving.**
  - pull away from stops without waiting, indicating
  - "no warning" when they stop.
7. **Another problem for transit users appears to be the behavior and "foul language" of "some kids."**
  - rude, swearing
  - perceived as largely uncontrolled by LTD.
8. **This community would like to see LTD introduce a range of service improvements.**
  - as mentioned in other studies, group suggestions included:
    - less transferring, more direct connections
    - later evening service
    - more service to outlying areas
    - more bike racks on buses.

9. **In general, LTD tends to be viewed as "a bus company" or "a business," rather than as "a leader in transportation issues."**
- slight majority considered LTD "just a bus company"
  - minority felt leader "because it's the only one."

### BUS RAPID TRANSIT (BRT)

#### REACTIONS TO THE CONCEPT

1. **Reactions to the BRT concept were generally very favorable. Most participants thought it was "a great idea," "a must" for the future of Eugene-Springfield.**
- three out of 4 groups favorable overall
  - except for Springfield/Glenwood business owners.
2. **BRT was viewed as a "faster," "more convenient" way to "move more people" along the corridor.**
- "faster" than regular LTD
  - "less hassle," "more convenient," "easier"
  - "not as crowded."
3. **BRT was recognized as a means of getting cars off the road, "if people will ride it."**
- acceptable to add more transit vehicles if number of cars is reduced
  - (although some doubted the latter)
  - environmental benefits noted.
4. **A slight majority of participants felt that BRT would be likely to increase ridership, especially among those who work downtown.**
- current transit users would use
  - downtown business people would use if efficient
  - could help downtown parking situation.
5. **A "prepayment system" generally elicited favorable comments.**
- safer for bus drivers -- wouldn't carry money
  - but several unclear about this.

6. **Some confusion was evident regarding how BRT would connect with other transit service.**
  - needs to connect without long waits
  - some anticipated waiting.
  
7. **The interaction between BRT and regular LTD service along the corridor was unclear.**
  - would both run?
  - if so, some felt too many buses along the corridor
  - if not, business along the corridor would suffer.
  
8. **Several participants did not understand how "traffic signal priority" would work.**
  
9. **At the same time, most felt there was insufficient room for "exclusive bus lanes" along the corridor.**
  - residential West 11th
  - downtown Springfield on Main
  - not wanted in place of parking.
  
10. **Instead, "pull outs" were suggested for BRT (and for regular LTD service).**
  - transit does not impede other traffic.
  
11. **Most participants felt BRT should serve the corridor exclusively, rather than making detours into neighborhoods.**
  - would "defeat the purpose" of an express service
  - feeder routes are more acceptable.
  
12. **Several felt that BRT vehicles would simply be "too big."**
  - based on concept description and brochure, before seeing bus designs
  - "too long"
  - "bigger than a Marathon coach."
  
13. **Many participants wondered about "the cost" of BRT and how it would be funded.**



- would taxes be raised?
- what would it cost to ride?
- Springfield/Glenwood business owners -- "looks pretty expensive."

**14. Business owners in Springfield and Glenwood didn't see a need for BRT, now or in the future.**

- buses along their section are "empty."

## **REACTIONS TO VEHICLE DESIGNS**

### **Electric Shuttle**

- 1. Favored by the vast majority of focus group participants, this design was praised for its "smaller," more "compact" size and attractive, "cool" appearance.**

**Overall the Electric Shuttle was much preferred to the other two options.**

- 35 feet (versus 40 feet for regular LTD vehicles)
- good maneuverability around corners
- "easier to pull around it" for autos.

- 2. The electric-powered feature of this design was also appealing.**

- several favored alternative sources of energy.

- 3. A few rejected this design for being "too small for the express service."**

- wouldn't hold enough people.

### **NeoPlan**

- 4. This design and the "New Flyer" were liked about equally, both considerably less than the "Electric Shuttle."**

**Ease of getting on and off the "NeoPlan" express bus was noted as the primary benefit of this design.**

- the only one to show the doors

- four sets of double doors shown
- benefit noted in most groups.

**5. At 45 feet, this design was generally considered "too big."**

- bigger buses represent a hazard for other drivers
- "overkill for now," may be needed "in 10 to 15 years."

**New Flyer**

**6. About as many participants responded favorably to this design as to the NeoPlan option.**

The few who liked the New Flyer favored the "accordion" design for ease of getting around corners.

- noted by just a few.

**7. A small minority noted the New Flyer would be able to "move twice as many people" as a regular bus.**

- at 60 feet in length.

**8. The great majority of participants viewed the length of the New Flyer as its predominant drawback, however.**

- too long and too cumbersome for the corridor
- large turning circle anticipated (despite text to the contrary)
- unruly riders in back.

**9. Questions arose about the number of doors this design would feature.**

- only shown on the NeoPlan design
- "transit or suburban seating options" confusing to some.

**REACTIONS TO COLOR SCHEMES**

**Purple**

**1. The "distinctive," "cool" solid purple color scheme evoked primarily favorable comments from these focus groups.**

- preferred by the vast majority
- most felt BRT should look different from regular bus service.

2. **Most participants liked the purple color covering the entire bus, from top to bottom. Many liked the gradual shading incorporated into this design.**
3. **Some respondents liked the concept of this color scheme, but would have preferred a different color besides purple.**

### Clouds

4. **Shown with the purple color scheme, the cloud design was liked almost as well and for similar reasons.**
  - covering the entire bus is different, new and attractive.
5. **Some participants wondered if this design might not be rather "distracting" for auto drivers.**

### Fun Design

6. **Several respondents liked the concept of the "fun" design, showing a type of "mural" which covered the entire bus.**
  - businesses could sponsor, use murals for advertising.
7. **Some felt this type of design could be confusing, however.**
  - confuse with advertising
  - how to incorporate advertising?
8. **Others felt the designs used were "odd," and felt they would be "too distracting."**
  - houses joined by winding road
  - cars with fingers pointing.

### White with Yellow Stripe

9. This design was the least well liked overall, although one group preferred it to any other option describing it as "clean."
  - Eugene business owners.
10. The vast majority of participants, however, found this design "plain" and "boring."
  - "tired," "blasé."

## REACTIONS TO NAMES

### LTD Express

1. The great majority of focus group participants favored LTD Express as by far the best name for Bus Rapid Transit.

LTD Express, they felt, was clearly associated with the bus company and obviously referred to an express service.

- "tells you what it is"
  - easy to understand
  - riders would not be confused.
2. A few respondents rejected LTD Express as "boring."
    - not unique/different.
  3. One participant noted that Limited and Express are two clothing stores.
    - Ltd. can mean "Limited."

### COSMO

4. This name evoked mixed reactions, unfavorable on balance.  
The few who liked Cosmo found it unique and "unusual."
  - a small minority.

5. **Some criticized Cosmo for being "too trendy," others for being reminiscent of "the Jetsons" or "Cosmopolitan magazine."**

- most found it inappropriate for BRT
- some found it funny or "dumb."

**The EM (Emerald Metro)**

6. **Rejected by the majority of participants, the EM evoked "baseball" for many.**

- immediate association with "the Ems."

**XL (Express Lane)**

7. **XL evoked mostly negative comments from these focus group participants because "it doesn't mean anything," it's not "a real name."**

- even with "Express Lane" explanation
- a computer program for some -- Excel.

**COMMUNICATING ABOUT BRT**

1. **The vast majority of study participants wanted to be informed about developments in BRT, particularly if their input would be taken into account.**

- whether in favor or opposed
- "important to involve people"
- take public views into account
- LTD should make ultimate decisions however.

2. **Key items of interest to this community, around BRT, include:**

- **the cost of BRT** -- cost to the community, cost to users, funding sources;
- **establishing the need for BRT** -- current ridership figures for the corridor, projected ridership for the future, rider demographics, rider destinations;

- **effects on "the environment"** -- street system changes, location and design of stops and stations, location of pull-outs and Park & Ride sites;
  - **expected "time frame" and long-term goals.**
3. **Potential BRT riders are also interested in features such as, which routes will be served, "how often it's going to run," and "will we be able to use our bus pass?"**
- questions from transit users.
4. **Direct "mail" and "newspaper" articles are viewed as by far the most effective methods for reaching this community with information about BRT. "Radio" and "television" are also viewed as quite effective.**
- newspaper -- Register Guard
  - radio -- KLCC, "Bill Barrett"
5. **Public meetings appear to have little appeal to the general community.**
- one vote only
  - other occasional suggestions -- information/questionnaires on buses, in the bus schedule, visit businesses in-person, e-mail.

## LIGHT RAIL

1. **Opinions appear mixed as to the appropriateness of light rail for the future of Eugene-Springfield.**
- some find it appropriate and desired
  - others view as unnecessary and far too costly;
  - transit users and Eugene business owners in favor
  - non-transit users mixed
  - Springfield/Glenwood business owners opposed.
2. **Those in favor of light rail for the future tend to view BRT as a logical first step.**
- some want to move straight to light rail.

## REACTIONS TO FEEDER ROUTE BUS DESIGNS

(Three 25 foot buses were shown to three of the four groups as potential feeder route vehicles.)

### UTA

1. Practically all participants responded favorably to this design. The UTA design was praised for looking "like a bus," as well as looking "airy" and welcoming.
2. The door configuration on the UTA bus was also well liked.
  - two sets of double doors
  - not shown clearly on other options.
3. Hardly anything about the UTA bus was disliked.

### European Model

4. Disliked by a slight majority of participants, this model was described as looking "like a motor home" or "Winnebago" rather than a bus.
5. Some participants felt this design looked like it would be "for old people" or some kind of "private" service.
6. Several were confused by the door on the "wrong" side.

### Diamond

7. One or two participants favored this bus design because it "looks like it would cost less" than the other options.
8. Overall this feeder bus design was rejected by most respondents however, reminding many of "Ridesource" or "a bus for the handicapped."