



Lane Transit District Agenda Packet

Strategic Planning Committee

Tuesday, October 01, 2024
5:30 – 6:45 p.m.

The meeting will be held in-person, remotely or via broadcasting.

Address: 3500 E. 17th Avenue, Eugene OR 97401

Zoom: Stream live via link: [Strategic Planning Committee](#)

Broadcasting: Watch live on channel 21 or via link: <https://metrotv.ompnetwork.org/>

AGENDA ITEM

- 5:30 – 5:35 **I. CALL TO ORDER & ROLL CALL:** Alma Hesus (Chair), Tiffany Edwards (Vice Chair), Vidal Francis (ODOT), Greg Evans (Eugene City Councilor), Beth Blackwell (Springfield City Councilor), Heather Buch (Lane County Commissioner), Claire Syrett, Brian Martsfield, Scooter Milne (LCC), Tina Thorson (CONSOR), Rob Zako (BEST), Gino Grimaldi (Board member), Pete Knox (Board member)

- 5:35- 5:40 **II. ADJUSTMENTS TO THE AGENDA**

- 5:40 – 5:45 **III. PUBLIC COMMENT** – Public comment may be provided in writing to clerk@ltd.org, via Zoom, or in-person at the meeting.

- 5:45 – 6:45 **IV. BUSINESS INFORMATION**
 - a. Alice Report.....Cosette Rees, Director of Mobility
 - b. LTD System Review.....Dave Roth, Director of Mobility Planning and Policy Planning
 - c. New STIF Concepts.....Dave Roth, Director of Mobility Planning and Policy Planning

- 6:45 **V. ADJOURNMENT**

The facility used for this meeting is wheelchair accessible. To request a reasonable accommodation or interpreter, including alternative formats of printed materials, please contact LTD’s Administration office no later than 48 hours prior to the meeting at 541-682-5555 (voice) or 7-1-1 (TTY through Oregon Relay).



Lane Transit District Agenda Item Summary (AIS)

Presented By: Noreen Dunnells,
President and CEO of United Way of Lane County

AIS Title: ALICE Report Discussion

Action: Discussion and Feedback

Lane Transit District is actively engaging the community in conversations of what the community needs LTD to be. This conversation probes beyond the normal transit conversations such as where and how often we run our buses. It ventures into the conversation of how LTD delivers, or partners to deliver, what our community needs us to be.

The ALICE Report provides extensive research and comprehensive analysis of the financial struggles of our households. In 2022, of Oregon's 1,712,073 households, 45% of those households were below the ALICE Threshold (poverty + ALICE divided by total households); 47% of Lane County households are below the Threshold. These households are left having to make really tough choices of basic needs.

The report reveals gaps and provides knowledge to drive programming, policy, evaluation, planning, and more.

This information is one of the critical lenses LTD intends to use to plan and measure our work, and provides a foundation for future decisions.

Based on the information in the report, some questions for SPC:

- How does this information inform how we plan and measure our work?
- What are potential metrics for transportation programs?

Key Terms:

ALICE: Asset Limited, Income Constrained, Employed – Households that earn above the Federal Poverty Level but cannot afford the basic cost of living in their county. Despite struggling to make ends meet, ALICE households often do not qualify for public assistance.

ALICE Threshold of Financial Survival: Derived from the Household Survival Budget, the minimum average income that a household needs to afford housing, child care, food, transportation, health care, and a smart phone plan, plus taxes. Calculated for all U.S. states and counties.

Below ALICE Threshold: Includes people in poverty-level and ALICE households combined.



Lane Transit District Agenda Item Summary (AIS)

Presented By: Jeramy Card, Project Manager, Dave Roth, Director of Mobility Planning and Policy, & Thomas Wittman, Principal Planner at Nelson-Nygaard

AIS Title: LTD System Review

Action: Committee Approval

Staff seeks a recommendation from the Strategic Planning Committee (SPC) for the LTD Board of Directors' approval of service change recommendations from the System Review Project. Over the past year, this project, led by consultant Nelson-Nygaard, has evaluated LTD's fixed-route network and developed service improvements in response to evolving demographics, land use, and travel patterns.

The proposed changes include:

- **Short-Term Recommendations:** Minor routing adjustments and frequency increases that can be implemented within the year.
- **Long-Term Recommendations:** Further frequency increases and routing changes contingent on the successful implementation of short-term measures, increased staffing, and capital improvements.

In June 2023, the Board awarded Nelson-Nygaard a contract for a comprehensive operational analysis, or System Review, which assessed LTD's transit service and identified areas for improvement. This review, not a system redesign, provided data-driven insights for effective service allocation as resources increase.

Additional tasks supporting the review include:

- Developing a Stop-Balancing Methodology of improved speed and reliability.
- Analyzing fleet and transit station usage.
- Conducting a Downtown circulation Study with the City of Eugene.

Public engagement included a survey with over 1,000 responses, an onboard survey with 2,041 completed responses, and various outreach efforts. A second engagement round in spring 2024 refined recommendations based on community feedback. The finalized recommendations are detailed in Attachment 1.

Short-Term Recommendations: Cost-neutral changes for implementation within a year, though some may require additional resources and time.

Long-Term Recommendations: Major improvements requiring more resources and capital projects, with further study and prioritization planned for the Long-Range Mobility Plan or future projects.

Attachments: Service Recommendations and Community Outreach Report, September 2024

Lane Transit District System Review

Service Recommendations and Community Outreach

September 2024



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1 SERVICE RECOMMENDATIONS

In late 2023 and early 2024, the project team evaluated the fixed route network and market conditions, conducted an on-board passenger survey, and conducted extensive community outreach with riders and non-riders. Based on this process, a series of short- and Long-Term service recommendations for LTD's fixed route services were developed, as described in more detail below.

It's important to note that the proposed service recommendations are not making major changes to the fixed route network. Rather, they are designed to better align service with changes in our community and ensure service can be operated with existing resources.

SHORT-TERM SERVICE RECOMMENDATIONS

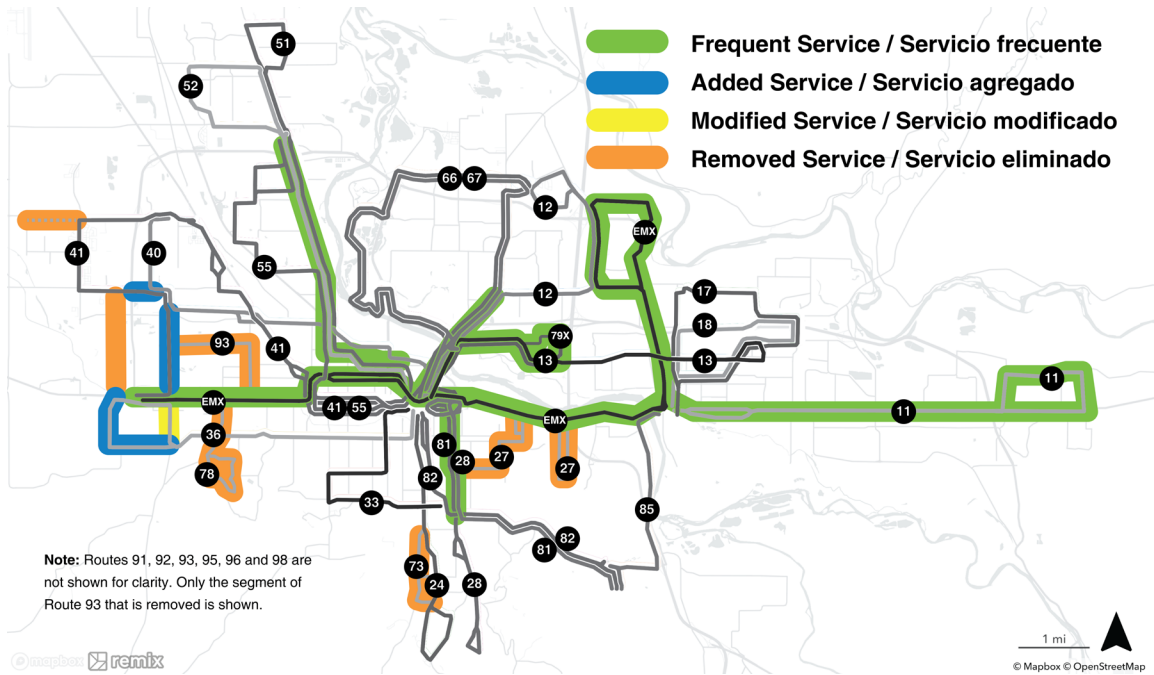
The Short-Term recommendations are cost-neutral changes LTD can make in the next year and do not significantly change the amount of service or how many bus operators are required to run the service. Changes that don't require additional resources can happen sooner, while other Short-Term changes may take more than a year to implement.

While there are other minor changes, the primary Short-Term themes include:

- **Most route alignments do not change**
- **Adding frequency to highest ridership routes**
 - The top priority is EmX and Route 11 weekday service.
 - Adding frequency back to mid-morning trips on Routes 24, 28, 36, and 40.
- **Creating high-frequency corridors**
 - Between Eugene Station and Santa Clara Station on River Road by adjusting schedules and alignments of Routes 40, 51, and 52.
 - On Coburg Road by adjusting schedules and alignments of Routes 12, 66, and 67.
 - Between Eugene Station, UO, and 30th/Hilyard by adjusting schedules and alignments of Routes 28 and 81.
- **Making permanent the reduction of service on suspended routes 27, 73, and 78**
 - The service suspension has resulted in changed travel patterns.
 - Targeted outreach to neighborhoods and stakeholders suggests an interest in Future Mobility Management solutions.

A map of the LTD network with Short-Term recommendations highlighted is provided below in Figure 1. A summary of Short-Term changes at the route level is provided below in Figure 3, along with recommendations from LTD’s service planning team on how these changes would be implemented.

Figure 1 Short-Term Service Recommendations



LONG-TERM SERVICE RECOMMENDATIONS

The market analysis, existing route performance, and public outreach all indicated that there were more potential route improvements than could be operated within existing resources. Long-term service recommendations represent opportunities for LTD to improve the route network that require additional resources, like buses and bus operators.

The goal with these changes is to add service as resources allow that match changes in the community. These changes cannot happen all at once and would be phased in over time depending on availability of resources and community input. Primary Long-Term recommendation themes include:

- **Improving frequency when additional operators become available**
 - A primary focus is on weekday morning service and weekend service.

- **Expand number of high-frequency corridors (W 18th, MLK/Centennial, and Hwy 99)**
- **Improving transit circulation in downtown Eugene**
 - Pending further study by the City of Eugene, changes to the route network in downtown Eugene may be recommended that make it easier to travel to, from, and around downtown by bus.
- **Improving service to rural routes**
 - The top priority is providing additional weekday trips to provide additional travel options.
- **Create policy framework to implement new flexible services that improve access to areas where a big bus cannot easily go**
 - LTD has developed a [Mobility Management Framework](#) that will consider different programs and services and how LTD services can help meet local and regional mobility needs where fixed-route service is not feasible.
- **Exploring capital improvements that help buses operate faster and more reliably**
 - Some routes may operate faster and more reliably if bus stops are relocated or consolidated

A map of the LTD network with Long-Term recommendations highlighted is provided below in Figure 2.

Figure 2 Long-Term Service Recommendations

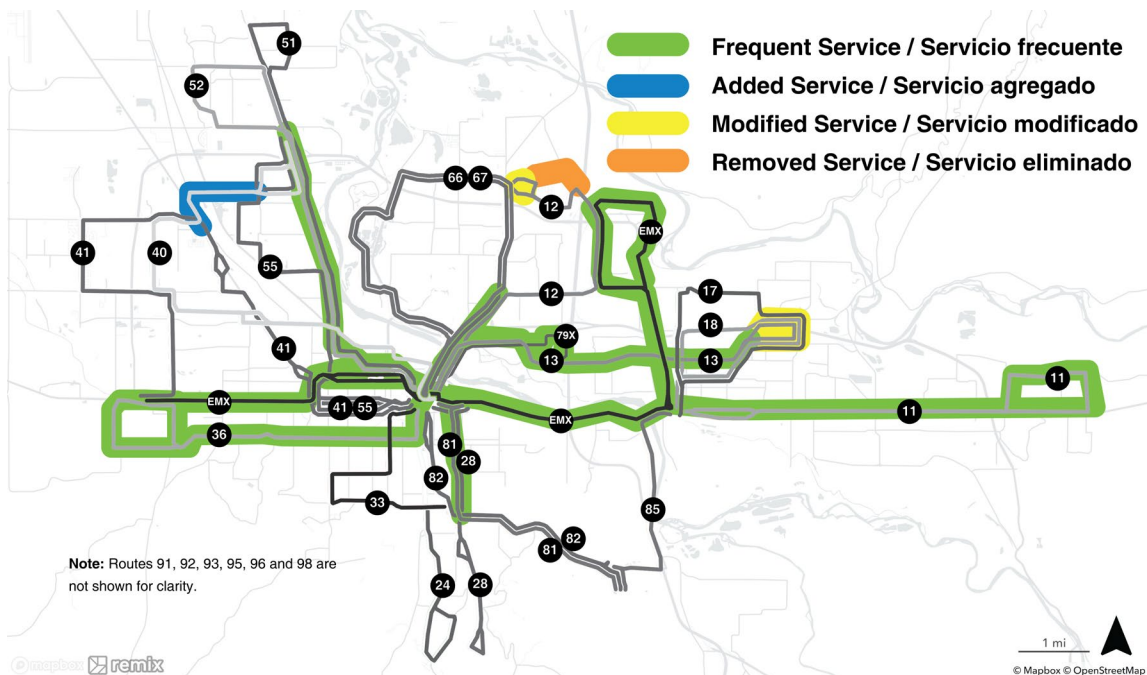


Figure 3 and Figure 4 provides a summary of the short-and Long-Term recommendations for each route, including frequency, service span and routing changes. Detailed recommendations by route are provided later in this chapter.

Figure 3 Short-Term Recommendations Summary

Route	Short-Term Frequency/Service Span Change Recommendations	Short-Term Routing Change Recommendations
EmX	Return to 10-minute weekday and 15-minute weekend frequencies*	No Change
1	No Change	No Change
11	Match EmX weekday and weekend frequencies	No Change
12	Offset schedules with Routes 66/67 to create 15-minute weekday service on Coburg Road	No Change
13	No Change	No Change
17	No Change	No Change
18	No Change	No Change
24	Return to 30-minute weekday frequency*	Remove 34th Place/Pearl deviation and add a stop on Willamette
27	Permanently suspend route	
28	Return to 30-minute weekday frequency*; offset schedules with Route 81 to create 15-minute service between Eugene Station and 30 th /Hilyard	Match Route 81 alignment serving UO
33	No Change	No Change
36	Return to 30-minute weekday frequency*	Extend route to serve Willow Creek
40	Return to 30-minute weekday frequency*	In conjunction with Route 51 changes, adjust downtown routing
41	No Change	Change alignment to use Bertelson Road and 1st Avenue to serve more jobs between Royal Avenue and 11th Avenue. Remove Green Hill loop
51	No Change; offset schedules with Route 52 to create 15-minute service between Eugene Station and Santa Clara Station	Match Route 52 alignment between Santa Clara and Downtown Eugene
52	No Change; offset schedules with Route 51 to create 15-minute service between Eugene Station and Santa Clara Station	During peak times, realign to use Calla St and Kalmia St to Irving Rd, so that buses could use a signal to safely and reliably make the left turn.

Route	Short-Term Frequency/Service Span Change Recommendations	Short-Term Routing Change Recommendations
55	No Change	No Change
66	No Change	Potential changes to downtown evening routing in conjunction with the Downtown Eugene Circulation Study
67	No Change	Potential changes to downtown evening routing in conjunction with the Downtown Eugene Circulation Study
73	Permanently suspend route	
78	Permanently suspend route	
79x	No Change	Potential alignment change on Kinsrow considered but further study needed based on feedback
81	Return to 30-minute weekday frequencies*; offset schedules with Route 28 to create 15-minute service between Eugene Station and 30 th /Hilyard	No Change
82	Reduce to 30-minute weekday frequencies during peak periods	No Change
85	No Change	No Change
91	No Change	Operate all trips in express service from Eugene Station to Thurston; remove seasonal deviation on McKenzie River Drive.
92	No Change	No Change
93	No Change	Change alignment from W. 1 st Avenue to W. 11 th Avenue; restore direct service to Eugene Station
95	No Change	No Change
96	No Change	No Change
98	No Change	No Change

* This recommendation was implemented on September 8, 2024.

Figure 4 Long-Term Service Recommendations Summary

Route	Long-Term Frequency/Service Span Change Recommendations	Long-Term Routing Change Recommendations
EmX	No Change	No Change
1	No Change	No Change
11	No Change	No Change
12	No Change	Extend to Coburg Road
13	Increase to 15-minute weekday frequencies and 30-minute frequencies on weekends	Extend route to Walmart and Marcola Road and new housing in Marcola Meadows
17	Increase to 30-minute weekday frequencies	No Change
18	Increase to 30-minute weekday frequencies	No Change
24	Increase to 15-minute weekday peak frequencies	Shift downtown alignment from Oak Street to Willamette Street (dependent on City of Eugene Willamette Street/18 th Avenue changes)
28	Increase to 15-minute weekday peak frequencies	No Change
33	No Change	No Change
36	Increase to 15-minute weekday frequencies and 30-minute frequencies on weekends	No Change
40	No Change	Extend to Santa Clara Station via Maxwell Road
41	Increase to 15-minute weekday frequencies between downtown and Barger Rd	No Change
51	No Change	No Change
52	Increase service span until 11 PM on weekdays and Saturday and until 9 PM on Sunday	No Change
55	No Change	No Change
66	Increase to 20-minute weekday frequencies between noon and 6:00 pm	Streamline route at Valley River Center and at Chad Drive
67	Increase to 20-minute weekday frequencies between noon and 6:00 pm	Streamline route at Valley River Center and at Chad Drive
79x	No Change	No Change

Route	Long-Term Frequency/Service Span Change Recommendations	Long-Term Routing Change Recommendations
81	Operate on Sundays and later service hours on Saturdays	No Change
82	No Change	No Change
85	No Change	No Change
91	Add two additional weekday round trips as resources are available	No Change
92	Add two additional weekday round trips as resources are available	No Change
93	Add two additional weekday round trips as resources are available	No Change
95	Add one additional weekday round trip as resources are available	Further study required to increase community participation on local routing alignment
96	No Change	No Change
98	Add one additional weekday round trip as resources are available	Further study required to increase community participation on local routing alignment

DETAILED RECOMMENDATIONS BY ROUTE

EmX

EmX is LTD's only Bus Rapid Transit (BRT) route and serves as the backbone of the transit network. Service is provided in the highest demand corridors in Eugene and Springfield, starting at the Commerce Station (Walmart) in West Eugene and ending at Gateway Station in Springfield.

Detailed Recommendations

Coverage (where it goes)

- No changes to alignment are recommended.

Frequency (how often it runs)

- As of September 8, 2024, LTD has hired and trained enough operators to restore 10-minute weekday service. This improvement meets a top requests from current and future riders.

Hours of service (when it runs)

- No changes.

Route 1 – Campbell Center

Route 1 is a community route connecting Eugene's Market District with Eugene Station primarily via Olive Street and E. 5th Avenue. This is a low-ridership route.

Detailed Recommendations

The City of Eugene has been studying how to improve transit access within downtown and how to better connect the River District with transit. Route 1, which currently functions as a downtown circulator, will be examined as a part of this effort.

No changes to Route 1 are recommended in the Short-Term. Pending the Downtown Eugene Transit Study, potential changes could be made to Route 1 as well as the evening routing of Routes 66 and 67.

Route 11 – Thurston

Route 11 is a core route serving Springfield from Springfield Station to the Thurston area via Main Street.

Detailed Recommendations

Coverage (where it goes)

- No changes to alignment are recommended.

Frequency (how often it runs)

- As of September 8, 2024, LTD has hired and trained enough operators to restore 10-minute weekday service. This improvement meets a top requests from current and future riders.

Hours of service (when it runs)

- No changes.

Route 12 – Gateway

Route 12 is a core route that connects downtown Eugene to the Gateway neighborhood in Springfield via Coburg Road, Harlow Road and Gateway Street. The route also extends into northeast Eugene via a terminal loop using Chad Drive, Shadowview, and Crescent Avenue.

Detailed Recommendations

Coverage (where it goes)

- In the Short-Term, no changes to alignment are recommended.
- In the Long-Term, Route 12 should be extended to Coburg Road to provide better access to WinCo and Costco. The extended Route 12 would replace Route 66/67 service on a small segment of Crescent Avenue, Shadowview Drive, and Chad Drive.

Frequency (how often it runs)

- In the Short-Term, the timing and arrival at Eugene Station should be changed. During weekdays from morning to early evening, Route 12 should be timed to leave Eugene Station 0:15 and 0:45 minutes past the hour. After 6:00 p.m. Route 12 should leave on the hour. On weekends, Route 12 should leave Eugene Station on the hour.
- In conjunction with Routes 66/67, changing the timing of Route 12 will improve frequencies between downtown and Oakway Center to 15-minutes on weekdays and every 30-minutes weekday evenings and weekends.

Hours of service (when it runs)

- No changes to how early or late Route 12 runs are recommended.

Route 13 – Centennial

Route 13 is a core route connecting Eugene and Springfield via MLK Jr Boulevard and Centennial Boulevard.

Detailed Recommendations

Coverage (where it goes)

- No changes to alignment are recommended in the Short-Term.
- In the Long-Term, Route 13 should be extended to Walmart and Marcola Road to improve access to the new housing in Marcola Meadows.

Frequency (how often it runs)

- No changes to frequency are recommended in the Short-Term.
- In the Long-Term, Route 13 frequency should be improved to 15-minute service on weekdays. Weekend service should be improved to 30-minute service.

Hours of service (when it runs)

- No changes to how early or late Route 13 runs are recommended.

Route 17 – 5th/Hayden Bridge

Route 17 is a community route in Springfield that connects several neighborhoods with Springfield Station and the commercial centers on Olympic Street with a clockwise-operating loop. Route 18 provides counterclockwise service.

Detailed Recommendations

Coverage (where it goes)

- No changes to alignment are recommended.

Frequency (how often it runs)

- While no changes to frequency are recommended in the Short-Term, the Long-Term recommendation for Route 17 is to improve frequency to every 30-minute service on weekdays.

Hours of service (when it runs)

- No changes to how early or late Route 17 runs are recommended.

Route 18 – Mohawk

Route 18 is a community route in Springfield that connects several neighborhoods with Springfield Station and the commercial centers on Olympic Street with a counterclockwise-operating loop. Route 18 provides clockwise service.

Detailed Recommendations

Coverage (where it goes)

- No changes to alignment are recommended.

Frequency (how often it runs)

- While no changes to frequency are recommended in the Short-Term, the Long-Term recommendation for Route 18 is to improve weekday frequency to 30-minute.

Hours of service (when it runs)

- No changes to how early or late Route 18 runs are recommended.

Route 24 – Donald

Route 24 is a core route connecting Eugene Station to South Eugene via Willamette Street and Donald Street with a terminal loop via E. 46th Avenue and Fox Hollow Road.

Detailed Recommendations

Coverage (where it goes)

- Improve route directness and speed of Route 24 by removing two deviations.
 - The 34th/Pearl deviation adds a minute of travel time and has two stops within 100 yards of Donald Street that serves approximately 6 riders. This change should be done in the Short-Term.
 - Route 24 deviates to Oak Street in the inbound direction. Historically, this was the most direct path, but Willamette Street is no longer a southbound one-way street. In the Long-Term when the City of Eugene makes changes to Willamette Street, Route 24 should stay on Willamette Street inbound between 17th Ave and 11th Ave to improve route speeds.

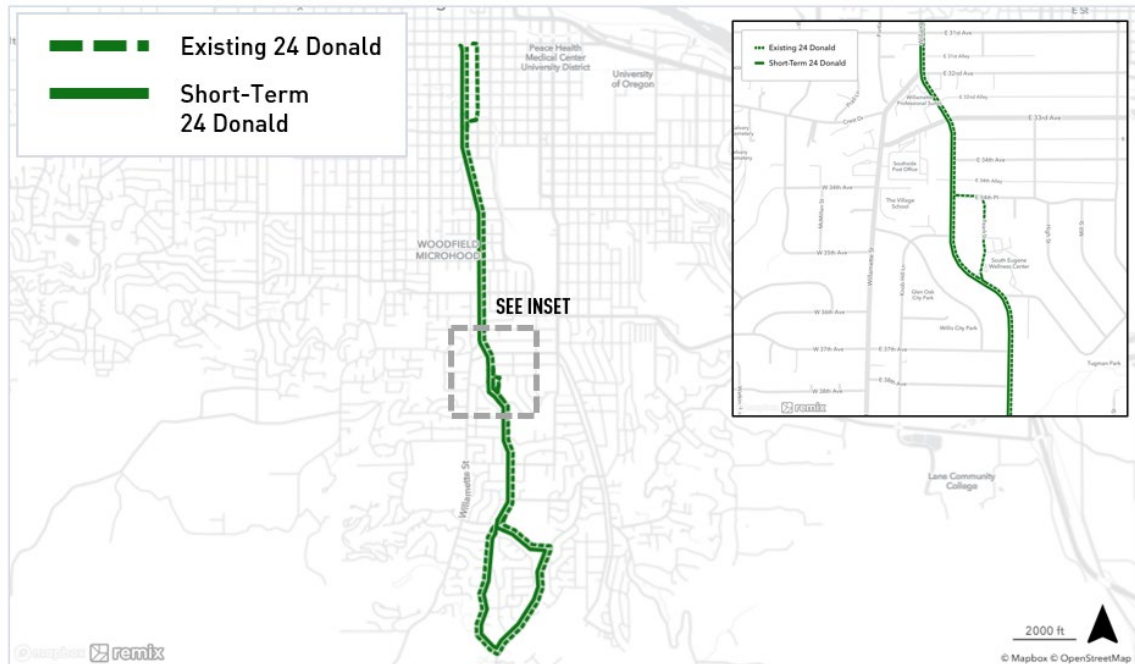
Frequency (how often it runs)

- Route 24's weekday late morning frequency was reduced from 30-minutes to 60-minutes due to a lack of operators. On September 8, 2024, this recommendation was implemented, and frequency was increased to every 30-minutes until 6:30 p.m.
- In the Long-Term, Route 24 frequency should be improved to every 15-minute service on weekdays during peak periods.

Hours of service (when it runs)

- No changes are recommended.

Figure 5 Route 24 Recommended Short-Term Route Changes



Route 27 – Fairmount

Route 27 is a community route that connected Eugene Station with the Augusta, Fairmount, and Laurel Hill Valley neighborhoods. This route is currently inactive and has been for the past three years.

Detailed Recommendations

Restoring Route 27’s historical routing is not recommended. Ridership historically was low. Riverview Street is narrow and lacks pedestrian infrastructure.

A big bus is not appropriate in Laurel Hill Valley. LTD recently developed a Mobility Management Framework (<https://www.ltd.org/mobility-management/>) that outlines more flexible mobility options such as on demand service, microtransit, and expanded bike share. These are more appropriate given the potential demand, density, and street network.

Route 28 – Hilyard

Route 28 is a core route connecting Eugene Station and UO to South Eugene via Hilyard Street/Patterson Street and Amazon Drive.

Detailed Recommendations

Coverage (where it goes)

- Routes 28 and 81 operate virtually the same alignment between Eugene Station and 30th Ave/Hilyard St. Route 28's outbound alignment at UO's campus should be changed to be identical to Route 81's and use E 11th Ave to travel to Patterson St. Route 81's alignment is more reliable and has less bicycle and pedestrian conflicts.

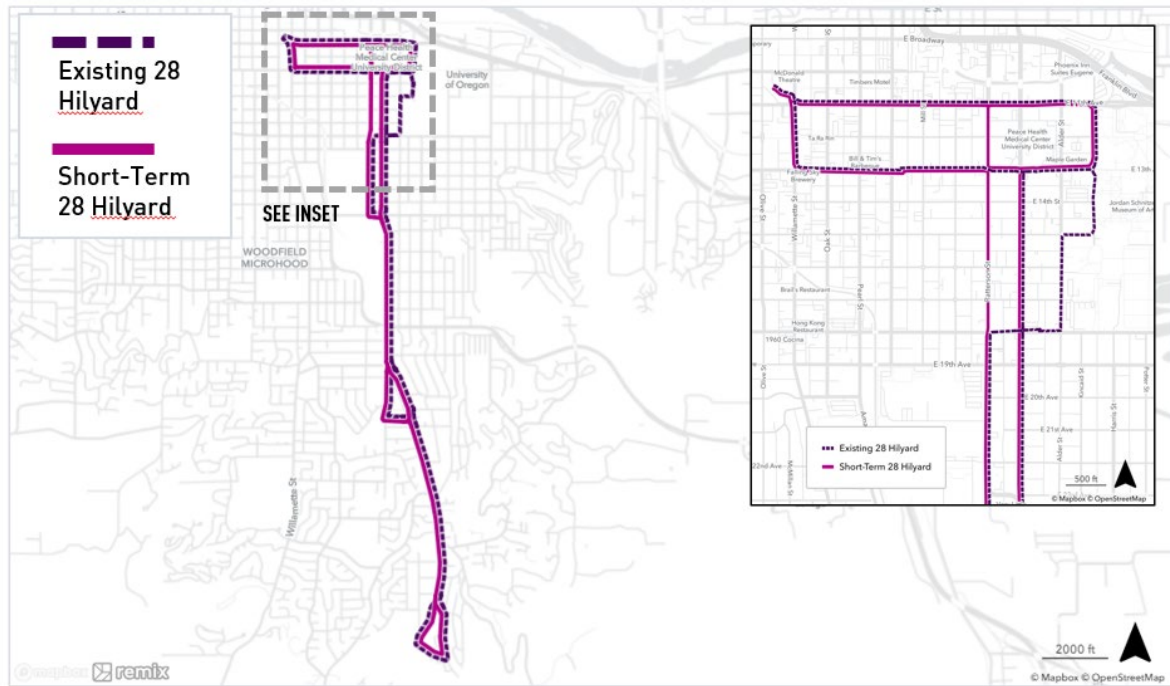
Frequency (how often it runs)

- Route 28's weekday late morning frequency was reduced from 30-minutes to 60-minutes but operate every 30 minutes for most of the day. On September 8, 2024, this recommendation was implemented, and weekday frequency was increased to every 30-minutes until 6:30 p.m.
- In conjunction with Route 81, adjust arrival and departure times on Route 28 so that the frequency between the two routes will be improved to every 15 minutes between Eugene Station and 30th Ave/Hilyard St on weekdays and every 30 minutes on weekday evenings and weekends.
- In the Long-Term, Route 28 frequency should be improved to 15-minute service during weekday peak times. Weekend service should be improved to 30-minute service.

Hours of service (when it runs)

- No changes to how early or late Route 28 runs are recommended.

Figure 6 Route 28 Short-Term Recommended Route Changes



Route 33 – Jefferson

Route 33 is a community route serving South Eugene from Eugene Station to Amazon Station via Jefferson Street, W 24th Avenue, Chambers Street, and W 28th Avenue.

Detailed Recommendations

Route 33 has traditionally been a low-ridership route, even when there were more trips. LTD recently developed a Mobility Management Framework (<https://www.ltd.org/mobility-management/>) that outlines more flexible mobility options such as on demand service, microtransit, and expanded bike share. These are more appropriate given the potential demand, density, and street network.

No recommendations for Route 33 are made until the Mobility Management Framework has been completed.

Route 36 – W 18th

Route 36 is a core route connecting Eugene Station to West Eugene via W 18th Avenue and S. Bertelsen Road.

Detailed Recommendations

Coverage (where it goes)

- In the Short-Term, extend Route 36 to Willow Creek Road with a one-way loop using W 18th Ave, Willow Creek Rd, W 11th Ave, and Bertelsen Rd. This will serve the new multi-family housing and employment opportunities on Willow Creek Rd.

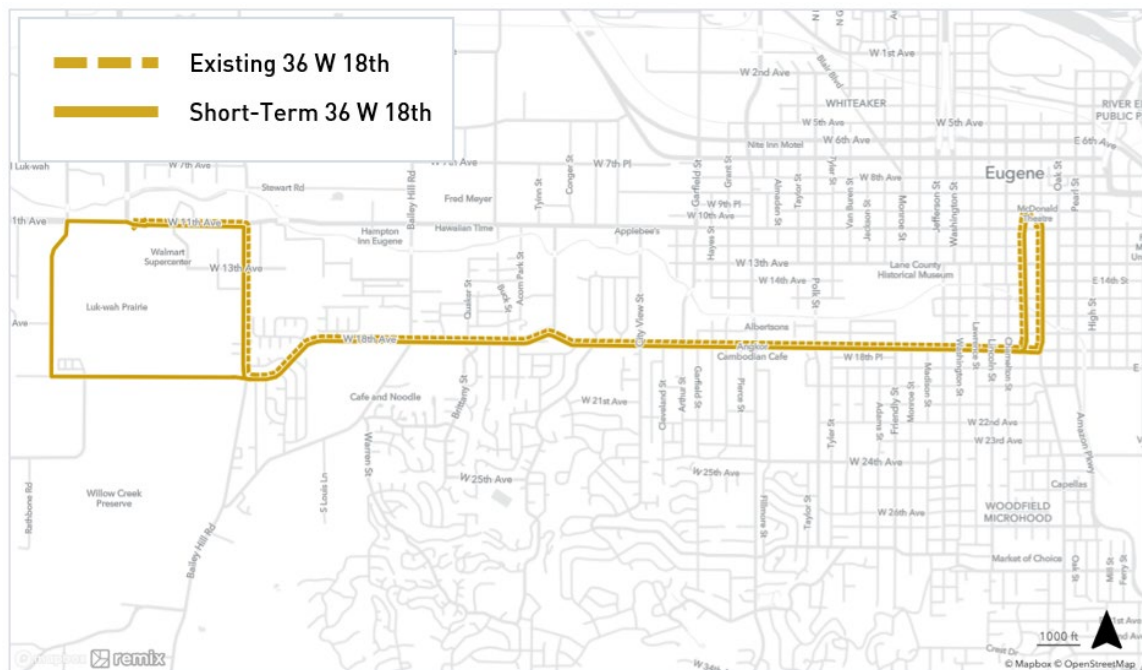
Frequency (how often it runs)

- Route 36’s weekday late morning frequency was every 60-minutes, but it was recommended to increase to every 30 minutes in the Short-Term. On September 8, 2024, this recommendation was implemented, and weekday frequency was increased to every 30-minutes until 6:30 p.m.
- In the Long-Term, when more operators are available, improve weekday frequency from 30-minute service to 15-minute service. In addition, improve weekday evening and weekend service from 60-minute frequency to 30-minute service.

Hours of service (when it runs)

- No changes to how early or late Route 36 runs are recommended.

Figure 7 Route 36 Short-Term Recommended Route Changes



Route 40 – Echo Hollow

Route 40 is a core route connecting Eugene Station to the Bethel-Danebo neighborhood in northwest Eugene via W 5th Avenue, Roosevelt Boulevard, and Echo Hollow Road.

Detailed Recommendations

Coverage (where it goes)

- In the Short-Term, Route 40's alignment between Chambers and downtown Eugene should be changed, in conjunction with changes to Route 51. Route 51 and 52 should operate on the same alignment between Chambers and downtown Eugene to create a frequent, convenient, and consistent service. Route 40 should replace Route 51 on W 1st Ave, and continue to downtown Eugene via Washington Street, W 5th Ave, and Oak/Pearl St.
- In the Long-Term with additional operators, Route 40 should be extended to Santa Clara Station via Maxwell Road. This will provide a key connection between two northwest Eugene areas, and provide better access to high density housing, North Eugene and Willamette High Schools, and Kelly and Cascade Middle Schools.

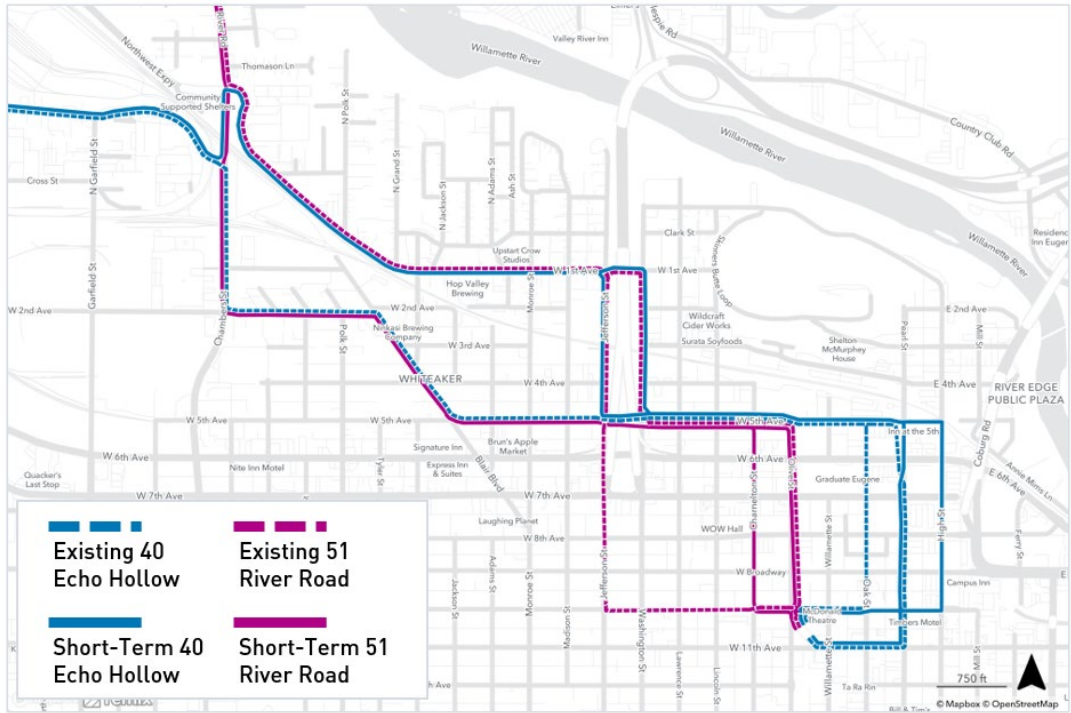
Frequency (how often it runs)

- Route 40's weekday late morning frequency was reduced from 30-minutes to 60-minutes, but it was recommended to increase to every 30 minutes in the Short-Term. On September 8, 2024, this recommendation was implemented, and weekday frequency was increased to every 30-minutes until 6:30 p.m.

Hours of service (when it runs)

- No changes to how early or late Route 40 runs are recommended.

Figure 8 Route 40 Short-Term Recommended Route Changes



Route 41 – Barger/Commerce

Route 41 is a core route connecting Eugene Station to West Eugene via Highway 99, Barger Road, and N Terry Street.

Detailed Recommendations

Coverage (where it goes)

- Route 41’s western alignment along Danebo Ave serves few passengers. Route 41’s alignment should be changed to use Bertelsen and 1st Ave to serve more residents and jobs between Royal Ave and W 11th Ave. The limited trip Green Hill deviation should not be restored due to low ridership and out of direction travel.

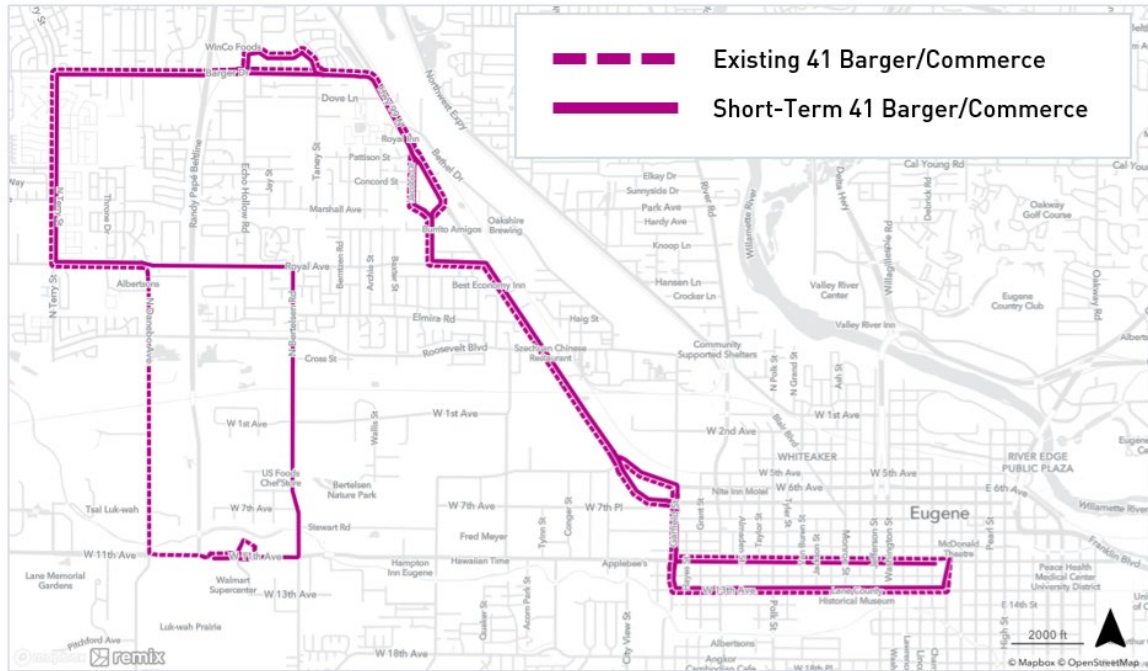
Frequency (how often it runs)

- In the Short-Term, no changes to frequency are recommended.
- In the Long-Term, as more operators become available, Route 41 should operate every 15-minutes between the WinCo on Barger and Eugene Station.

Hours of service (when it runs)

- No changes to how early or late Route 41 runs are recommended.

Figure 9 Route 41 Short-Term Recommended Route Changes



Route 51 – Santa Clara

Route 51 is a core route connecting Eugene Station to North Eugene, mostly via River Road.

Detailed Recommendations

Coverage (where it goes)

- Route 51’s alignment between Chambers and downtown Eugene should be changed, in conjunction with changes to Route 40. Route 51 and 52 should operate on the same alignment between Chambers and downtown Eugene via W 2nd Ave, Blair Blvd, and W 5th Ave to create a frequent, convenient, and consistent service. Route 40 should replace Route 51 on W 1st Ave.

Frequency (how often it runs)

- Route 51 would continue to operate at existing frequencies. Route 51 and Route 52 arrivals and departures at Eugene Station would be offset by 15-minute during weekdays and by 30-minutes on weekday evenings and weekends.

Hours of service (when it runs)

- No changes are recommended.

Route 52 – Irving

Route 52 is a core route connecting Eugene Station to North Eugene, mostly via River Road.

Detailed Recommendations

Coverage (where it goes)

- Route 51 and 52 should operate on the same alignment between Chambers and downtown Eugene via W 2nd Ave, Blair Blvd, and W 5th Ave to create a frequent, convenient, and consistent service.
- During peak times, the southbound left turn at the unsignalized intersection of Irving Rd / Arrowhead St causes delay. Consideration should be given to realign Route 52 to use Calla St and Kalmia St to Irving Rd, so that buses could use a signal to safely make the left turn.

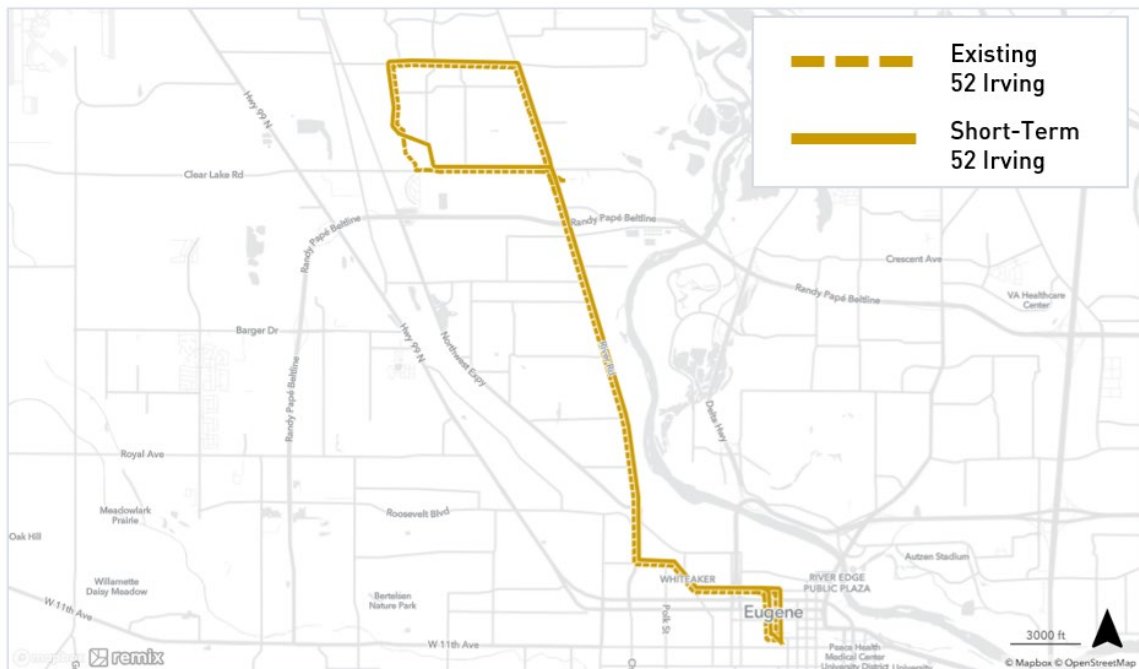
Frequency (how often it runs)

- Route 52 would continue to operate at existing frequencies. Route 51 and Route 52 arrivals and departures at Eugene Station would be offset by 15-minute during weekdays and by 30-minutes on weekday evenings and weekends.

Hours of service (when it runs)

- In the Long-Term, when additional operators become available, Route 52 should be extended to 11:00 p.m. weekdays and Saturdays and until 9 p.m. on Sundays.

Figure 11 Route 52 Short-Term Recommended Route Changes



Route 55 – North Park

Route 55 is a limited route that connects Eugene Station to Santa Clara Station and is provided largely for school and commute trips.

No changes are recommended for Route 55.

Route 66 & 67 – VRC/Coburg

Routes 66 and 67 are cores route beginning and ending at Eugene Station, serving Northeast Eugene via Coburg Road, Crescent Avenue, and Goodpasture Island Road. Route 66 travels the alignment in the counterclockwise direction while Route 67 operates in the clockwise direction.

Detailed Recommendations

Coverage (where it goes)

- Short-Term
 - During evenings, seven days a week, Route 66/67 deviates from Coburg Road to serve the Market District. This adds five minutes of travel time to almost all current evening Route 66/67 riders. Pending the outcome of a more focused study of transit circulation in Downtown Eugene that would provide service to this area in the evening, Route 66/67 could be streamlined to stay on Coburg Road. This will allow Route 66/67 patrons to transfer quickly to other routes at Eugene Station.
- Long-Term
 - Route 66/67 currently offers a timed transfer to most routes early weekdays, Saturdays, and Sundays when the running time is 55 minutes or less. During weekdays, due to traffic conditions, running times often exceed 55 minutes, so transfers are less convenient. Route 66/67's alignment should be streamlined to improve transfers.
 - The Valley River Center stop is on the back side of the mall and requires out-of-direction travel through parking lots to access. It has high ridership. Route 66/67 could access the Valley River Center more effectively on Valley River Drive but will require passenger waiting areas, bus stops, and pedestrian improvements. Moving the Valley River Center stop can save up to 4 minutes of travel time.
 - Route 66/67 deviates $\frac{3}{4}$ of a mile from Coburg Road to serve Shadowview Drive. In conjunction with an extension of Route 12 to Coburg Road, Route 66/67 should be realigned to directly travel between Crescent Avenue and Coburg Road.

Frequency (how often it runs)

- Short-Term
 - No changes in frequency are recommended.
- Long-Term
 - Route 66/67 weekday afternoon frequency is every 20 minutes between 3:00 and 6:00 p.m. As more operators become available, 20-minute service should start earlier, at noon.

Hours of service (when it runs)

- No changes to how early or late Route 66 or Route 67 runs are recommended.

Route 73 – UO/Willamette

Route 73 was a limited route that connected UO with southeast Eugene. This route has been inactive for the past three years.

Detailed Recommendations

Operating Route 73 is not recommended. Ridership historically was low and duplicated Route 28 on Hilyard/Patterson and Route 24 on Willamette.

Schedule adjustments on Routes 28 and 81 can improve frequency between Hilyard St / 30th Ave to every 15-minutes on weekdays, providing better service to UO's campus in this segment.

LTD recently developed a Mobility Management Framework (<https://www.ltd.org/mobility-management/>) that outlines more flexible mobility options such as on demand service, microtransit, and expanded bike share. These are more appropriate given the potential demand, density, and street network in the Donald neighborhood.

Route 78 – UO/Seneca/Warren

Route 78 was a limited route that connected UO with west Eugene. This route has been inactive for the past three years.

Detailed Recommendations

Operating Route 78 is not recommended. Ridership historically was low and duplicated Route 36 on W 18th Ave.

Given travel patterns in west Eugene, upgrading Route 36 to 15-minute service on weekdays would serve more people than restoring Route 78.

LTD recently developed a Mobility Management Framework (<https://www.ltd.org/mobility-management/>) that outlines more flexible mobility options such as on demand service, microtransit, and expanded bike share. These are more appropriate given the potential demand, density, and street network in the Churchill neighborhood.

Route 79X – UO/Kinsrow

Route 79X is an express route connecting apartments east of Autzen Stadium to the University of Oregon via MLK Jr Boulevard and Coburg Road.

While potential alignment changes were considered on Kinsrow Avenue, it was determined that further study was necessary. As such, no changes are recommended for Route 79x in the Short- or Long-Term.

Ridership trends for Route 79X show steadily declining utilization. If student population in the Kinsrow apartments continues to decline and ridership on Route 79X further declines, consider reallocating resources to operate Route 13 on MLK more often.

Route 81 – LCC/Hilyard

Route 81 is a college route connecting Eugene Station, UO Station, and LCC Station via Hilyard Road/Patterson Road and E 30th Avenue.

Detailed Recommendations

Coverage (where it goes)

- No changes are recommended.

Frequency (how often it runs)

- Routes 81 and 82 connect Eugene with LCC. Resources currently spent to operate Route 82 more frequently should be reallocated to Route 81 to provide a consistent 30-minute schedule between Eugene Station and LCC leaving 0:15 and 0:45 past the hour. On Saturday and weekdays after 6:00 p.m. Route 81 should leave Eugene Station on the hour.
- In conjunction with the Route 28 schedule, which will offset arrivals and departures from Route 81 at Eugene Station, frequencies between Eugene Station and 30th Ave/Hilyard St will be every 15-minutes on weekdays and every 30-minutes weekday evenings and Saturdays.

Hours of service (when it runs)

- In the Long-Term, as operators become available, Route 81 should operate on Sundays. Also, Route 81 should also operate later on Saturdays.

Route 82 – LCC/Pearl

Route 82 is a college route connecting Eugene Station to LCC Station via Amazon Pkwy and E 30th Avenue.

Detailed Recommendations

Coverage (where it goes)

- No changes are recommended.

Frequency (how often it runs)

- Routes 81 and 82 connect Eugene with LCC. Resources currently spent to operate Route 82 more frequently should be reallocated to Route 81. Route 82 service should be rescheduled to supplement Route 81 service.
- When LCC is in session, Route 82 should operate weekdays every 30-minutes between 8:30 a.m. and 11:00 a.m. and 2:00 p.m. and 5 p.m. Route 82 should be scheduled to arrive and depart Eugene Station on the hour and 30 minutes past the hour, creating effective 15-minute service with Route 81 between LCC and Eugene Station during peak LCC ridership times.

Hours of service (when it runs)

- With the improvement in Route 81 frequency, Route 82's span of service should be reduced to high ridership times only. Route 82 should operate weekdays every 30-minutes between 8:30 a.m. and 11:00 a.m. and 2:00 p.m. and 5 p.m.

Route 85 – LCC/Springfield

Route 85 is a college route connecting Springfield Station to LCC Station via Franklin Road and Main Street/S A Street in Springfield.

No changes are recommended for Route 85.

Route 91 – McKenzie Bridge

Route 91 is a rural route connecting Eugene Station to McKenzie River Ranger Station via I-105 and Highway 126.

Detailed Recommendations

Regional bus service between Bend to Eugene operates along Highway 126. Consideration should be given to partnering with this service to add a stop at McKenzie River Ranger Station, the highest ridership stop outside of Eugene.

Coverage (where it goes)

- There are several route alignment inconsistencies on Route 91, but the alignment should be consistent for all trips:
 - The 5:35 p.m. outbound trip to McKenzie Bridge stops at Springfield Station. This deviation, for one passenger on average, adds more than 15 minutes trip time. It is recommended that all trips operate express between Eugene Station and Thurston.
 - The route serves McKenzie Bridge Drive most of the year except between December 1st and February 28th, but boardings along this segment are very low. To maintain consistency and reduce confusion for passengers, Route 91 should stay on Highway 126 year-round.

Frequency (how often it runs)

- In the Long-Term, as more operators are available, additional trips should be added to Route 91 to improve customer convenience.

Hours of service (when it runs)

- In the Long-Term, one additional late morning trip and one additional afternoon trip should be added.

Route 92 – Lowell/LCC

Route 92 is a rural route connecting Eugene and LCC to Lowell via Highway 58.

Detailed Recommendations

Coverage (where it goes)

- Diamond Express, a regional bus service between Oakridge and Eugene/Springfield operates along Highway 58, overlapping with Route 92. Explore funding opportunities that would allow for an additional stop in Lowell on the Diamond Express and thus supplement Route 92 service.

Frequency (how often it runs)

- In the Long-Term, as more operators are available, additional trips should be added to Route 92 to improve customer convenience.

Hours of service (when it runs)

- In the Long-Term, when additional operators are available, an additional late morning trip and an early afternoon trip on weekdays should be added.

Route 93 – Veneta

Route 93 is a rural route connecting Veneta to the Seneca Park and Ride in Eugene via Highway 126.

Detailed Recommendations

Coverage (where it goes)

- Ridership on Route 93 dropped dramatically after it was shortened and no longer served Eugene Station. Restoring direct Veneta to Eugene Station service is recommended. Route 93 should no longer serve the Bertelsen / 1st Ave / Seneca loop and instead directly travel to downtown Eugene via W 11th Ave. Between Bertelsen and downtown Eugene, Route 93 should operate in limited stop mode, with pickups only in the westbound direction and drop offs only in the eastbound direction.

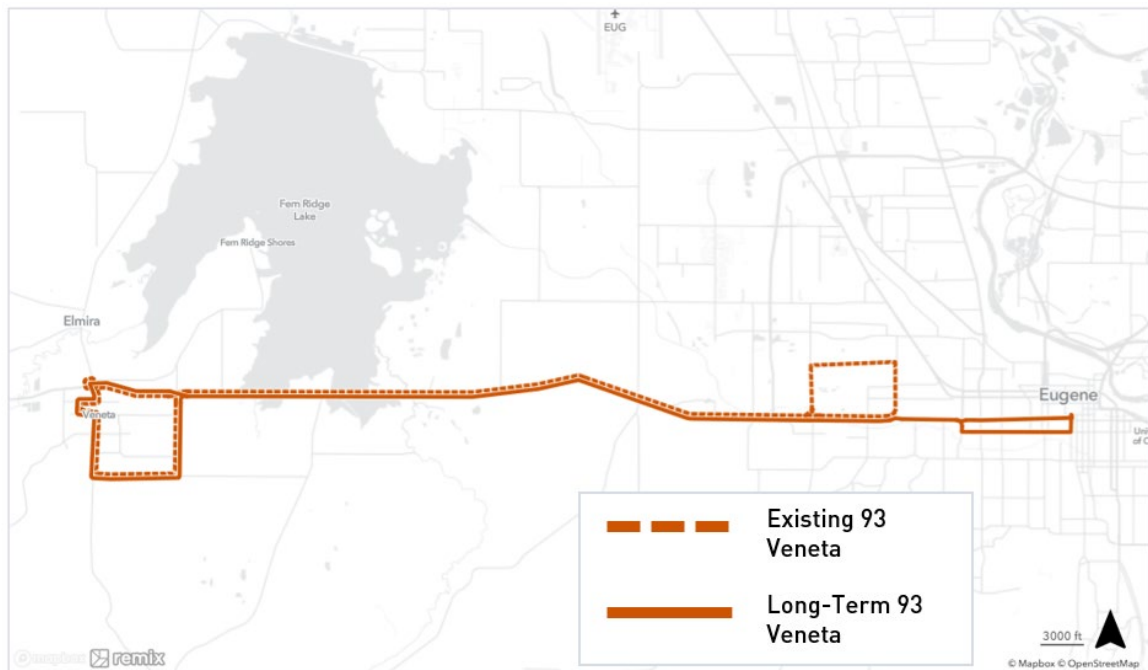
Frequency (how often it runs)

- In the Long-Term, as more operators are available, additional trips should be added to Route 93 to improve customer convenience.

Hours of service (when it runs)

- In the Long-Term, when additional operators are available, an additional morning trip and an early afternoon trip should be added.

Figure 12 Route 93 Short-Term Recommended Route Changes



Route 95 – Junction City

Route 95 is a rural route connecting Eugene and Junction City via Highway 99N.

No changes are recommended for Route 95.

Route 96 – Coburg

Route 96 is a rural route connecting Eugene and Coburg from Eugene Station to Coburg Industrial Park.

No changes are recommended for Route 96 in the Short-Term. In the Long-Term, when additional operators are available, one additional weekday round trip should be added.

Route 98 – Cottage Grove & Creswell

Route 98 is a rural route connecting Eugene to Creswell and Cottage Grove, largely via I-5.

Detailed Recommendations

Coverage (where it goes)

- While potential alignment changes were considered in Cottage Grove, it was determined that further study was necessary. As such, no changes are recommended in the Short- or Long-Term.

Frequency (how often it runs)

- In the Long-Term, as more operators are available, one additional round trip should be added to Route 98 on weekdays to improve customer convenience.

Hours of service (when it runs)

- No changes to how early or late Route 98 runs is recommended.

2 OUTREACH AND ENGAGEMENT SUMMARY

Community outreach was a critical component in the development of the System Review. Engagement efforts were conducted in two phases throughout the project. The first outreach phase was focused on understanding both rider and non-rider priorities through an on-board survey, a community survey, a virtual town hall, and targeted community outreach efforts.

The results and priorities of the first phase of outreach were incorporated into the service planning effort and initial recommendations reflected the input. A second phase of outreach was conducted to obtain feedback on the initial recommendations. A combination of community events, in-person outreach, and web-based surveys and open houses helped ensure that the System Review recommendations reflected community values.

Specific details on the outreach events is provided in **Appendix A**.

PHASE 1 OUTREACH

Phase 1 of community engagement started in October 2023 and lasted through February 2024. This phase of engagement focused on letting the community know that the LTD System Review was starting as well as getting feedback and priorities for how to improve LTD fixed route services.

The primary method for gathering input from **existing transit riders** was an onboard passenger survey. The goal of the onboard survey was to better understand trip origins and destinations, how often riders use fixed route service, preferences for improvements to the network, and demographics of existing riders. A summary of the survey results was provided in a separate report. The onboard survey was conducted in October and November 2023 and was available in both English and Spanish. Over 2,400 surveys were collected.

The primary method for gathering input from the **community** (not just existing transit riders) was an online survey called “Design Your Own Service Improvements.” The goal of the survey was to introduce a series of potential transit improvements and then require participants to constrain their choices to a fixed “budget” to better understand their priorities.

The Design Your Service Improvements survey was available from December 2023 to March 2024 and a total of 1,078 people completed the survey. The survey had its own URL (www.ltdsystemreviewsurvey.org) and English and Spanish versions were available. The survey was advertised to the community through a variety of sources listed below. All communication materials were provided in both English and Spanish.

- Project website (www.ltdsystemreview.org)
- LTD social media channels (Facebook and Twitter)
- Notifications on the Umo app
- Posters at the LTD Service Window at Eugene Station
- Nine Wind Master displays at Eugene and Springfield Stations
- Notifications at specific stops affected by service recommendations
- Quarter-page flyers with a QR code that went directly to the website
- Two online open house events
- Attendance at several community events in Eugene and Springfield
- Attendance at several existing community meetings
- Engagement in several rural communities.

In addition to the two surveys, other ways the project team engaged with the community included:

- **Operator input.** This included a comment form that had questions to engage with operators. The forms were included in all operator mailboxes and left behind in the breakroom. Results from this input is provided in the Appendix.
- **Targeted outreach to low-income and non-English speaking communities.** The project team organized a focus group meeting with Spanish-speaking transit riders. In addition to encouraging them to complete the online survey, participants were also asked to share service needs and priorities. Project team members also attended a networking event for Latino professionals and handed out flyers to encourage participation in the online survey.
- **Intercept surveys.** Project team members canvassed at Eugene Station and Springfield Station to encourage existing riders to complete the online survey.
- **Virtual town hall meetings.** Two meetings were held in early December 2023 to provide background on the project and solicit service needs and priorities.
- **Local and regional agency input.** The project team met with regional partners, including the City of Eugene, City of Springfield, University of Oregon, Lane Community College, Lane Council of Governments (LCOG).

A sample of Phase 1 outreach materials, survey samples, and photos from several community events are provided below.

Figure 13 Sample of Phase 1 Outreach Materials

Poster for Community Outreach Events and for LTD Customer Service Window



Social Media Posting



A-Board at Transit Stations and Community Outreach Events



Project Fact Sheet



Quarter Page Flyers

Figure 14 LTD Origin-Destination Study

LTD LTD Travel Survey - October 2023 If you have completed this survey in the past two weeks, check this box and complete only questions 1-19. Time: Surveyor Use Only Do Not Complete

Please tell us about the one-way trip that you are currently taking. An example of a one-way trip is going from home to work, even if you use more than one bus. Going from work back home would be a different one-way trip.

One-way-trip:

- Where did you START this one-way trip? (Mark the one best answer)

<input type="checkbox"/> Home	<input type="checkbox"/> Medical/Dental Appointment
<input type="checkbox"/> Work/Work-related	<input type="checkbox"/> Social Service Appointment
<input type="checkbox"/> College	<input type="checkbox"/> Visiting Others
<input type="checkbox"/> Middle/High School	<input type="checkbox"/> Entertainment/Recreation
<input type="checkbox"/> Store or Restaurant	<input type="checkbox"/> Other (specify) _____
- My Starting Point was located at:

Address (such as 123 W 1st Ave) _____

Or Cross streets (such as E. 18th Ave & Pearl) _____

City: Eugene Springfield Other _____
- How did you get to the first bus stop?

<input type="checkbox"/> Walked	<input type="checkbox"/> Dropped off by Cottage Grove Connector
<input type="checkbox"/> Drove alone	<input type="checkbox"/> Wheelchair/Scooter
<input type="checkbox"/> Drove with another rider and parked	<input type="checkbox"/> Biked and put bike on bus/EMX
<input type="checkbox"/> Dropped off by someone	<input type="checkbox"/> Biked and left bike at/near bus stop/station
<input type="checkbox"/> Dropped off by a taxi, Uber, or Lyft	<input type="checkbox"/> Other (specify) _____
<input type="checkbox"/> Bike Share or Scooter	
- Where did you get on the first bus?

Station name _____

Or Stop location (street name) _____

City: Eugene Springfield Other _____
- My first bus was on Route Number: _____
- Will you use more than one bus to complete this one-way trip?

<input type="checkbox"/> No, this is my only and last bus
<input type="checkbox"/> I will use a second bus route # _____
<input type="checkbox"/> I will use a third bus route # _____
- Where will you get off the last bus?

Station name _____

Or Stop location (street name) _____

City: Eugene Springfield Other _____
- How will you get to your destination when you get off the last bus?

<input type="checkbox"/> Walk	<input type="checkbox"/> Take Cottage Grove Connector
<input type="checkbox"/> Drive alone	<input type="checkbox"/> Wheelchair/Scooter
<input type="checkbox"/> Drive with another rider and park	<input type="checkbox"/> Bike and put bike on bus/EMX
<input type="checkbox"/> Drop off by someone	<input type="checkbox"/> Bike and leave bike at/near bus stop/station
<input type="checkbox"/> Drop off by a taxi, Uber, or Lyft	<input type="checkbox"/> Other (specify) _____
<input type="checkbox"/> Bike Share or Scooter	
- Where will you END this one-way trip?

<input type="checkbox"/> Home	<input type="checkbox"/> Medical/Dental Appointment
<input type="checkbox"/> Work/Work-related	<input type="checkbox"/> Social Service Appointment
<input type="checkbox"/> College	<input type="checkbox"/> Visiting Others
<input type="checkbox"/> Middle/High School	<input type="checkbox"/> Entertainment/Recreation
<input type="checkbox"/> Store or Restaurant	<input type="checkbox"/> Other (specify) _____
- My Ending Point is located at:

Address (such as 123 W 1st Ave) _____

Or Cross streets (such as E. 18th Ave & Pearl) _____

City: Eugene Springfield Other _____
- Did you use the Lmo mobile app/card to pay for this ride?

<input type="checkbox"/> Yes	<input type="checkbox"/> No
------------------------------	-----------------------------
- What was your fare payment for this one-way trip?

<input type="checkbox"/> Cash	<input type="checkbox"/> Student Transit Pass
<input type="checkbox"/> Day Pass	<input type="checkbox"/> Single Ride QR Code Ticket
<input type="checkbox"/> Ticket from 10-Ride Book	<input type="checkbox"/> Monthly Pass
<input type="checkbox"/> Ticket from fare machine	<input type="checkbox"/> Stored value on Lmo
<input type="checkbox"/> UO/LCC/Pacific University Pass	<input type="checkbox"/> Group Pass
	<input type="checkbox"/> Other (specify) _____
- How many separate one-way LTD trips will you make today? (circle a number)

1	2	3	4	5	6	or more
---	---	---	---	---	---	---------
- Including today, how many days have you ridden LTD in the past week? (circle a number)

1	2	3	4	5	6	7
---	---	---	---	---	---	---
- Do you have a valid driver's license? Yes No
- How many others in the household have valid licenses?


0	1	2	3	4	or more
---	---	---	---	---	---------
- How many working vehicles are owned or leased by your household?

0	1	2	3	4	or more
---	---	---	---	---	---------
- Please mark all of the following that apply to you. Are you:

<input type="checkbox"/> Employed for pay outside your home	<input type="checkbox"/> Other student
<input type="checkbox"/> Employed for pay in your home	<input type="checkbox"/> Stay at home parent/caregiver
<input type="checkbox"/> UO student	<input type="checkbox"/> Retired
<input type="checkbox"/> LCC student	<input type="checkbox"/> Unemployed
<input type="checkbox"/> Middle/High School student	<input type="checkbox"/> Disabled
- What is your age? _____

If you have completed this survey during the past two weeks, please stop here and return the questionnaire to the Surveyor.
If you have not completed this survey during the past two weeks, please turn the survey over and complete the questions on the back. ➔

Figure 15 Design Your Service Improvement Survey



LTD Design Your Service Improvements

How would you improve LTD service?

LTD is beginning to build back service while recovering from the effects of the COVID-19 pandemic. We can't do everything at once, but we want to know what your top priorities are for improving service. This is where we need your help!

This survey allows you to select potential improvements that you think will help make LTD work better for you. Do you want more frequent transit service? Or earlier or later service on a particular day of the week? Or would you like to see LTD invest in on demand services or better infrastructure? What is most important for you? This survey is your chance to share feedback with us and improve LTD service!

Benefit Categories

Ridership
Increase transit ridership

Speed & Reliability
Make transit faster and more reliable

Access
Increase the number of people who can easily access transit

Passenger Experience
Improve the experience of riding transit

Completar la encuesta en español

Design your service improvements

- Scroll down to see the strategies that could improve transit.
- You have a total budget of 16 dollar signs (\$). Mix and match potential improvements to see how the costs and benefits change by clicking the check boxes below.
- Spend your budget by selecting your preferred strategies.

Assistance completing the survey is available upon request. Please contact Cammie Harris at 541-682-6118 or Cammie.Harris@ltd.org.

Ridership




Speed & Reliability

Access

Passenger Experience

Total Cost (Max \$16)

Improve Existing Bus Routes

		Ridership	Speed & Reliability	Access	Passenger Experience	Cost
<input type="checkbox"/> EmX	Restore EmX service to every 10-minutes on weekdays Restore EmX service levels to pre-pandemic service levels.	████████	████████	████████	████████	\$\$
<input type="checkbox"/> 	Restore weekday service levels Restore weekday service hours systemwide to pre-pandemic service levels.	████████	████████	████████	████████	\$\$\$\$
<input type="checkbox"/> 	Restore Saturday service levels Restore Saturday service hours systemwide to pre-pandemic service levels.	████████	████████	████████	████████	\$\$
<input type="checkbox"/> 	Provide more frequent weekday service in more corridors Highest ridership routes operate more frequently than they do today. For example, a route that currently runs every 30 minutes would run every 15 minutes.	████████	████████	████████	████████	\$\$\$\$\$

The survey was available at (www.ltdsystemreviewsurvey.org)

Figure 16 Focus Group with the Latino Community



Figure 17 Latino Professionals Connect Event (February 2024)



Key Findings from Phase 1 Outreach

The following are key findings from the various outreach tools and activities conducted as part of Phase 1 outreach efforts:

- **Onboard passenger survey**
 - Additional frequency is the most desired improvement (weekdays as well as weekend days)
 - About a quarter of riders ride the bus seven days a week
 - Almost half of riders (45%) transfer to complete their trip
 - The large majority of riders are low income (about 71% have household income less than \$35,000 a year). Nearly half (42%) live in a household without access to a vehicle.
 - Students make up a significant proportion of ridership (about 37% of riders). Of these riders, about 46% are UO students, 23% are LCC students and the remaining 31% are middle or high school students.
- **Top priorities from the Design Your Service Improvements survey**
 - Bus stop improvements
 - Frequency
 - Restoring EmX service
 - Restoring weekday service levels
 - Intersection level transit priority treatments
- **Feedback from community meetings, events, etc.**
 - Overall, riders have a positive view on the existing fixed route services LTD provides
 - Desire to have better service on the rural routes
 - Desire to have better connections to LCC
 - Improved passenger amenities and information would make using the bus easier and more comfortable
 - Ongoing outreach is important beyond the System Review

PHASE 2 OUTREACH

The second phase of engagement started in April 2024 and ended in August 2024. This phase of engagement focused on getting input from the community on the short- and Long-Term service recommendations.

One tool for gathering this input was an online survey that allowed community members to say what they did or did not like about the service recommendations, as well as offer comments on each individual route. The survey was available from May to August 2024. A total of 149 people completed the survey. A summary of the feedback is provided below.

A link to the survey was available on the project website (www.ltdsystemreview.org) and was advertised to the community through a variety of sources listed below. All communication materials were provided in both English and Spanish.

- LTD social media channels (Facebook and Twitter)
- Posters for the LTD Service Window at Eugene Station
- Notifications at specific stops affected by service recommendations
- Quarter-page flyers with a QR code that went directly to the website

Other ways of engaging with the community during this phase of engagement included two online open house events, attendance at several existing community events in Eugene and Springfield and canvassing in several rural communities. In addition, LTD staff contacted existing neighborhood associations and attended several meetings to notify them about the project and solicit input on service needs and priorities.

- Churchill Area Neighbors Board Meeting on July 15, 2024
- Laurel Hill Valley Neighborhood Association Ice Cream Social on August 4, 2024
- Fairmount Neighborhood Association Board Meeting on August 12, 2024

More details on these events and some of the feedback that was received is provided in **Appendix A**.

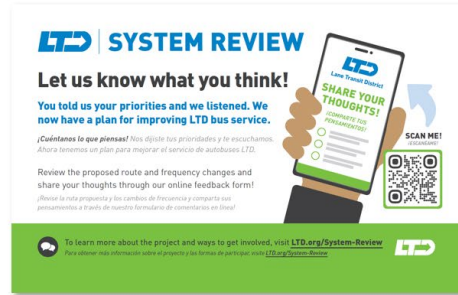
A sample of Phase 2 outreach materials and photos from one of the community events is provided below.

Figure 18 Sample of Phase 2 Outreach Materials

Poster for Community Outreach Events



A-Board for Community Outreach Events



Interior Bus Poster



Quarter-page flyer w/ QR code

Figure 19 Eugene Saturday Market Event



Key Findings from Phase 2 Outreach

The following are key findings from the outreach activities conducted as part of the Phase 2 outreach efforts:

Most people will not be negatively affected by the Short-Term service recommendations.

- Nearly half (43%) of respondents on the survey expect the Short-Term service recommendations to positively impact their travel. Less than 1% expect their travel to be impacted negatively.
- None of the comments who indicated that their travel will be negatively impacted provide concrete criticisms of the plan and instead largely focus on the routes that have previously been suspended: Routes 27 and 73.

Strong support for Long-Term recommendations

- About half (45%) expect the Long-Term recommendations to positively impact their travel.
- About 12% of respondents said that they expect the Long-Term recommendations to affect their travel negatively, though only three left specific comments.
- As with the Short-Term recommendations, many of the respondents that are dissatisfied with the Long-Term recommendations were related to Routes 27 and 73.

Strong overall support for the recommendations

- After reviewing the plan in more detail, 86% of survey respondents indicate either that they think the recommendations are good or mostly good changes.
- The primary dissatisfaction with the recommendations largely focus on the desire for additional improvements that go beyond the short- or Long-Term service recommendations.

General Comments or Suggestions for Improvement

- Several people from the in-person outreach suggest improvements related to service reliability, security on the bus, or restoring discontinued routes.
- Respondents indicate strong support for more frequent bus service and in many cases desire more frequent service than is proposed.
- There is a desire for longer service hours during weekends and evenings.
- Transit riders experience safety concerns while accessing the bus (e.g., crossing busy streets) and on the bus (e.g., from other passengers).

- Bell times for schools and work hours for industrial workers should be considered when modifying hours of service and arrival/departure times. Several people specifically mention improved connections in the Bethel neighborhood.
- The single most frequently mentioned destination that survey respondents would like to reach by transit is the airport. There is also a desire for improved connectivity to the Bethel neighborhood as well as demand for transit service wilderness areas such as Mt. Pisgah and Spencer Butte.
- Bus stop amenities such as better lighting, bilingual signage in English and Spanish, and charging ports would improve the experience of transit riders.
- Better service is desired to the rural communities, specifically more weekday trips and later hours on both the weekday and on weekends.

APPENDIX A: COMMUNITY OUTREACH DETAILS

Outreach efforts for the System Review took place for almost a year. A representation of specific events is located below. Appendix A also summarizes the outcomes of these events.

Outreach Tool, Event, or Activity	Date(s)	
Origin-Destination Study (Onboard Survey)	October 14-15, 2023 and October 28-November 1, 2023	Phase 1 Outreach
Operator Interviews	November 15, 2023	
Design Your Service Improvements Survey	December 1, 2023 – March 1, 2024	
Virtual Town Hall Meetings	December 6, 2023 (afternoon and evening)	
Latino Professionals Connect Networking Event	February 7, 2024	
Focus Group Conducted in Spanish	February 8, 2024	
Homes for Good Benefit Fair	May 2, 2024	Phase 2 Outreach
Communities of Color and Allies Network First Friday	May 3, 2024	
First Friday Art Walk	May 3, 2024	
Eugene Saturday Market	May 18, 2024	
BEST Better Ways Block Party	May 19, 2024	
Virtual Open House Meetings (2)	May 20, 2024	
Focus group with Spanish-speaking bus riders	June 8, 2024	
Tabling at El Torito Market in Eugene	June 9, 2024	
Virtual Open House Meeting	June 12, 2024	
Virtual Open House Meeting	June 20, 2024	
Tabling at Safeway in Cottage Grove	June 27, 2024	
Tabling at Bi-Mart in Veneta	June 28, 2024	
Tabling at Bi-Mart and bus stop in Junction City	June 28, 2024	
Tabling at Eugene Station and Springfield Station	June 27-28, 2024	
Churchill Area Neighbors Board Meeting	July 15, 2024	
Laurel Hill Valley Neighborhood Association Ice Cream Social	August 4, 2024	
Fairmount Neighborhood Association Board Meeting	August 12, 2024	

PHASE 1 OUTREACH

Operator Interviews

On November 15, 2023, the project team visited the LTD operating and maintenance facility on Glenwood Boulevard in Springfield to engage directly with operators to better understand strengths and weaknesses of the existing LTD network. A questionnaire was developed to help engage directly with operators. The questionnaire forms were included in all operator mailboxes and extra copies were available in the breakroom. The following questions were developed to solicit input:

- Is there something you would change about any of the routes you drive?
- Are there specific destinations or places we serve but shouldn't?
- Are there specific destinations or places that we aren't serving but should?
- Are there segments of any of the routes you drive where you rarely pick up passengers?
- What routes do you regularly experience overcrowded trips/segments?
- What routes do you experience regular schedule/reliability issues?
- Do you have other comments ore suggestions for improving LTD's fixed route service?

Based on responses to these questions on forms completed by operators, as well as using these questions as a guideline for engaging directly with operators, the following key themes were identified:

- Frequent issues brought up by operators about timepoints.
 - Travel time between timepoints being either too long or too short; i.e. not calibrated to actual conditions.
 - Example is that an operator may sit for several minutes at one timepoint because they are ahead, but then when they start going they are very quickly several minutes behind.
 - Locations of timepoints need to be reviewed
 - Too many timepoints on some routes
- There is a lot of variation in travel times and variation in ridership, day-to-day, hour-to-hour, and month-to-month. This makes it difficult to identify problem areas or where service should be added or reduced.
- LTD should focus on improving safety on buses so that people who need to use the service (students, workers, etc.) can do so without concern for safety or wanting to stop riding the bus

- Example was that some people are riding Route 41 to access the Walmart on W. 11th Avenue (instead of using EmX, which is perceived to have more safety/security problems)
- Springfield needs more service than it gets today
 - 32nd Street and Jasper Road could use service
 - 28th Street could get service connecting the Walmart to Main St
- Suggestion for a new north/south service on Chambers Street that would help provide improved connections without having to go to Eugene Station. Potential challenges with congestion.
- Potential opportunity for more cross-town routes connecting West Eugene, River Road, North Eugene and Gateway (Springfield).
 - Ideas include a route from Commerce St to Santa Clara and/or from Santa Clara to Gateway
 - Concerns about congestion on Beltline and its potential impacts to reliability and viability of scheduling service
- While LTD operated more express routes in the past (e.g., 7X from Thurston Station to Eugene Station and 3X from Santa Clara to Eugene Station and LCC), a new express route was suggested between the airport and Eugene Station.

2023 Origin-Destination Study (Onboard Survey)

A survey of passengers on LTD's fixed routes, including EmX, was conducted between October 14, 2023, and November 1, 2023. Surveyors boarded selected bus runs and provided self-administered questionnaires to riders. A total of 2,401 completed surveys were collected. A detailed report was developed that includes the methodology for collecting the surveys and a summary of the results. This report is available on the LTD System Review website (<https://www.ltdsystemreview.org/resources>).

Canvassing at Eugene Station and Springfield Station

Two JLA staff handed out quarter sheets at key bus stations in Eugene and Springfield from 11 AM – 4 PM on February 1, 2024. The team talked with hundreds of people, distributed almost 300 quarter sheets at Eugene Station, Gateway Station, and Springfield Station. The team visited Lane Community College and left 25 flyers and approximately 50 quarter sheets as well as received contact information for the student newsletter, the team left approximately 75 quarter sheets at The Arc of Lane County and visited United Way of Lane County, where they received contact information for flyer distribution.

The team received the following general feedback through conversations with community members:

- Better timing for transfers
- The bus service is good enough.

- It's great already.
- Upgrade payment system to allow wireless tapping for fares.
- LTD doesn't care what the public thinks.
- Fares are too expensive.
- EmX should be free.
- Explore seasonal prices, more expensive for tourist season, cheaper for locals during the off season.
- Service in Springfield needs to be better.
- One day a month should be free to encourage ridership.
- Bring back the 33!
- Busses need to be on time.
- More frequent buses please.
- We love the EmX.
- Better bike racks.
- Reconsider in-bound bus timing on weekends. Folks noted they would miss their connections by a few minutes.
- Better bathroom maintenance.
- The bus ambassadors onboard are great!
- Would like more visibility of ambassadors at stations.
- LTD service has improved over the last couple of years.
- The buses are clean, on time, and dependable.

Figure 20 February 2024 Outreach at Eugene Station



PHASE 2 OUTREACH

May 2024 In-Person Outreach Events

- Homes for Good (HFG) Benefit Fair (May 2, 2024)
- First Friday Art Walk (May 3, 2024)
- Communities of Color and Allies Network (CCAN) First Friday (May 3, 2024)
- Eugene Saturday Market (May 18, 2024)
- BEST Better Ways Block Party (May 19, 2024)

The goal of these events was to engage with LTD users about the draft recommendations and encourage them to complete the online survey.

The Homes for Good Benefit Fair was staffed by LTD representatives. For the other three events, one or two JLA staff and one representative from LTD tabled each; two events were held at the downtown Eugene Park Blocks, and one occurred at Kalapuya High School in the Northwest Eugene Bethel School District. During these events, staff handed out quarter sheets with survey information, spoke to attendees about the draft recommendations, and recorded comments.

Between all four events, the team spoke to upwards of 150 people and handed out around 200 project information quarter sheets. The team received the following general feedback through conversations with community members:

- LTD has good service, and is making good changes to improve service
- Users love student pass system
- Need for later service for non-traditional work schedules and safe downtown transportation on weekend nights.
- Some want 24-hour service
- Some brought up safety concerns around summer recreation sites and drunk driving – possibility to provide seasonal service to popular locations?
- Glad there will be connectivity and frequency improvements. Specific route mentioned: EmX, 11, 24, 28, 40, 41, 51, 52
- Would like airport transit service
- Need for neighborhood service/smaller scale routes
- Taking the bus should be more efficient than walking if we want to see ridership improvements
- Need to hire more staff/drivers
- Concern for service in the Bethel district aligning with school schedules; would like to explore aligning buses with am/pm bell schedule or adding extra service at bell times.

- There is also a general need for additional service in Bethel neighborhood area
- Need for alignment of timing between lines so people don't have long wait times between transfers
- Against EmX on River Road, but like the addition of frequency and connectivity to Santa Clara Station
- Feelings that LTD facilities and busses are not safe based on past experiences
- Mixed feelings about trailer/wagon ban on bus
- Some users felt it was safer without large cargo aboard the bus
- Some who have trailers/wagons feel that the ban strands them when they often can't or don't drive and have mobility problems that make walking difficult

Virtual Town Halls

Four virtual open house meetings were held as part of Phase 2 outreach. The first meetings were held on May 20, 2024 with one open house at noon and a second at 6 p.m. A third open house was held at noon on June 12, 2024. A fourth was held at 6 p.m. on June 20, 2024. Each virtual open house meeting lasted approximately one hour and included a brief presentation followed by a Q&A session. The primary goal of the virtual open house meeting was to encourage people to provide input on the draft Short- and Long-Term recommendations – either by completing the online survey or getting their questions answered by the project team directly. The recording of the May 2024 virtual open house meeting is available on the LTD System Review project website: www.ltdsystemreview.org/resources.

Figure 21 May 20, 2024 Virtual Open House



June In-Person Outreach Events

- Cottage Grove Safeway
- Veneta Bi-Mart
- Junction City Bi-Mart and bus stop
- Tabling at Eugene Station and Springfield Station

Two JLA staff members canvassed in Cottage Grove, Veneta, and Junction City, Oregon, on June 27th and 28th, shortly before the survey closed on the 30th. The summary is divided below according to location:

Cottage Grove - 6/27

- Spoke with about 25 people
- A majority did not ride the bus.
 - When asked why, several people said that rural living doesn't align with transit – they live too far out and need the independence their vehicle provides.
 - Several respondents said they supported bus system extension but didn't ride the bus themselves due to above reasons.
- Some residents mentioned not supporting the bus system because they believe it takes business and workers away from their small-town economy. These respondents were against the Eugene-Cottage Grove connection, but not against expansion of the bus system within their town.
- Many noted long wait times and asked for more frequency of buses.
- A few people noted the possibility of being stranded in Eugene once final bus departs (around 5:30pm?)
- A few people noted some positives they like:
 - They feel comfortable on the bus
 - Drivers are friendly.
 - Service is good
- One person noted that there was not adequate service to senior living communities (ex. Magnolia Gardens)
 - Seniors often don't drive, so would like to see built-out bus system
 - Community events, church, etc. – avoiding senior isolation
- One person noted they need weekend and evening service.
 - For example, this summer they are hosting Wed night concerts in Cottage Grove, but the bus service does not run during that time. Since bus is their sole means of transportation, they can't attend these events.
 - Another example - no access to church on Sundays.

- Several people noted they like the bus and would use it to get to LCC/UO classes, but the bus doesn't run early or late enough to work with their school schedule.
 - In order to be on time, rural students leave to catch the bus at 5:45/6am and arrive back home after 6pm.
- One person noted that not all stops are disability-friendly or ADA-compliant.

Veneta - 6/28

- Spoke with about 20 people.
- Many noted they do not ride the bus.
 - Most of those people said they use a car and have no need for the bus.
 - Others noted the bus stop is too far from their home to use.
 - Several respondents said they supported bus system extension but didn't ride the bus themselves due to above reasons.
- About 5 people said they are happy with the proposed change for route 93 to go to Eugene Station directly.
- Two people noted they live and work in Veneta and since there is no bus service within the town, they have no use for it.
- One person asked for increased frequency in the bus service.

Junction City - 6/28

- Spoke with about 5 people.
- Most people said they did not ride the bus.
- A few folks asked for the bus service to extend to Harrisburg.

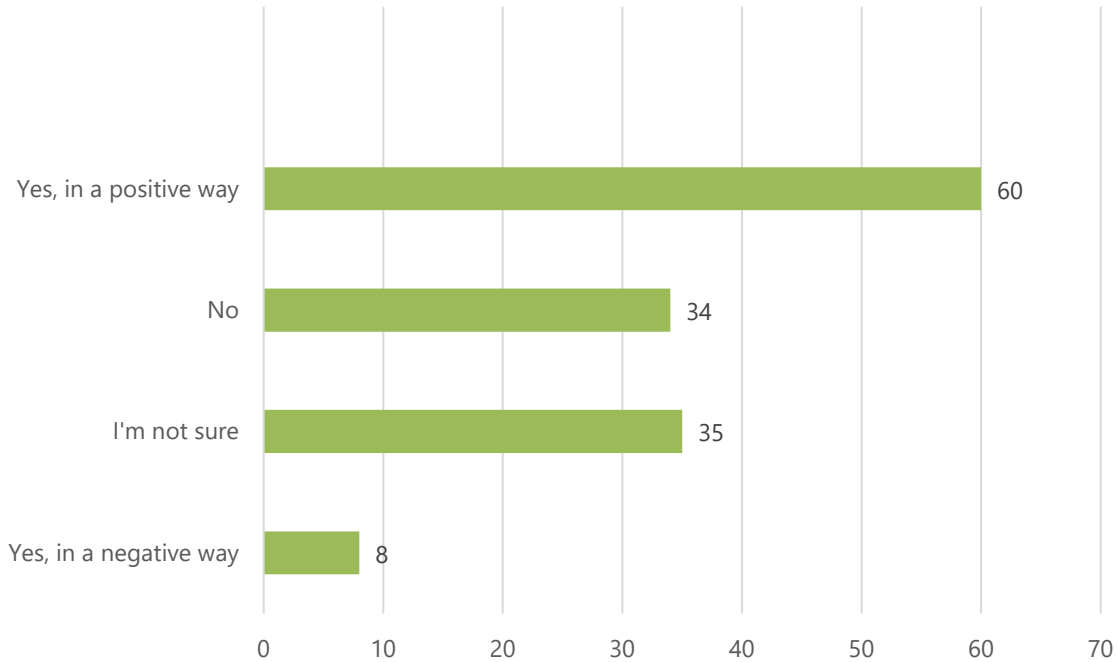
Focus Group with Spanish Speaking Riders and Tabling at El Torito Market in Eugene

A group of Spanish-speaking riders that attended a focus group in January 2024 was reconvened on June 8, 2024 to provide an overview of the draft service recommendations and encourage them to complete the survey. Project team members also tabled at the El Torito Market in Eugene on June 9, 2024 to hand out flyers. Flyers were handed out to about 60 participants and a total of 15 people completed the survey during the focus group meeting at El Torito Market.

Detailed Feedback from Service Recommendations Survey

The service recommendations survey provided route specific information for each proposed change and allowed for route level feedback. System level questions also asked about perceptions of the recommendations. Several key questions are summarized below:

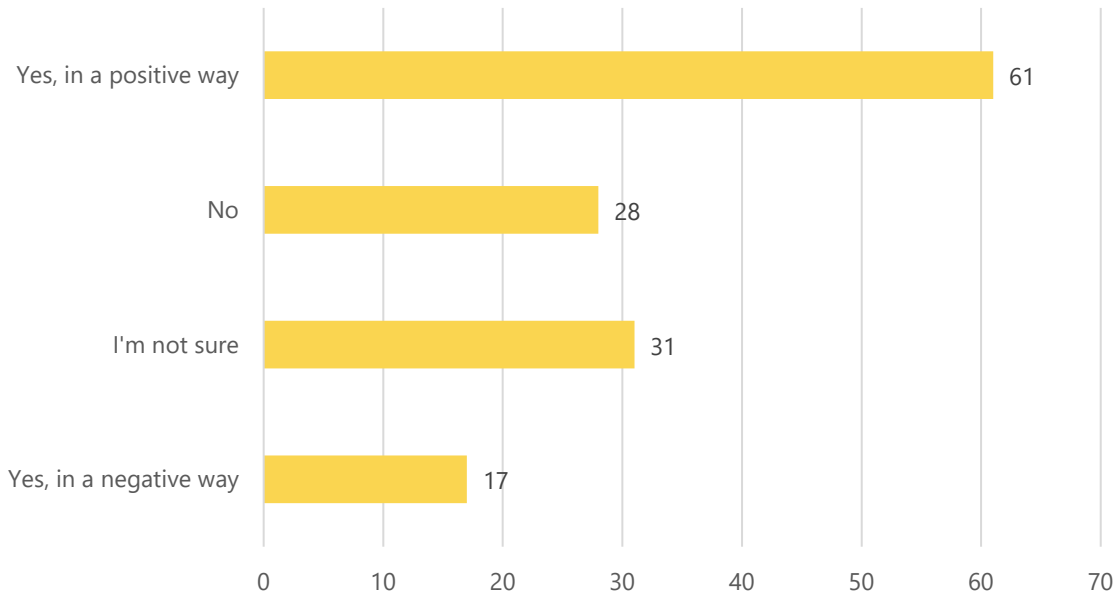
Figure 22 *Is your travel expected to be impacted by the Short-Term service recommendations?*



N=137

Of the survey respondents, 43% expect the Short-Term service recommendations to positively impact their travel, and only 6% expect their travel to be impacted negatively. None of the comments who indicated that their travel will be negatively impacted provide concrete criticisms of the plan and instead largely focus on the routes that have previously been suspended: Routes 27 and 73.

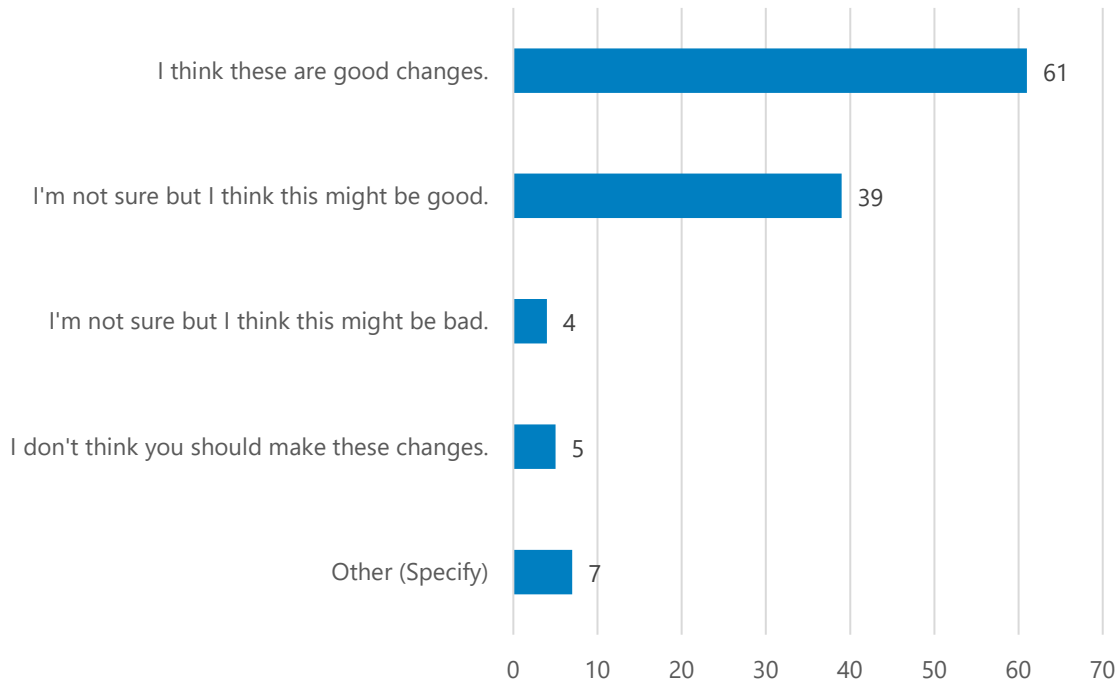
Figure 23 *Is your travel expected to be impacted by the Long-Term service recommendations?*



N=137

The overwhelmingly positive responses to the Long-Term service recommendations focused largely on increased frequency. Out of the 17 respondents that indicated that the Long-Term service recommendations will impact their travel in a negative way, only three respondents left comments specific to the suggested changes. Two comments pertain to longer walk times to access the bus due to changes to Routes 66/67, and one regards the possibility of increased traffic on River Road. The remainder of the dissatisfied respondents indicated that they want service to be reinstated on Route 27 and Route 73, wanted more information in Spanish, were concerned about drug use on transit, or did not finish the survey beyond the first few questions.

Figure 24 Now that you've had a chance to review the future service plan, how do you feel overall about the plan?



N=116

After reviewing the plan in more detail, 86% of respondents indicated either that they think the recommendations are good changes or that they are not sure but think the recommendations might be good. Of the five people who indicated that they have an overall negative view of the service plan after reviewing it and that Lane Transit District should not make the proposed changes, there are not any concrete critiques of the changes to the bus routes, service hours, or headways. One said that the plan does not go far enough to improve transit service, one said that the bus should be on time more often, one said that security on board needs to be improved, two would like service to be restored to discontinued lines (Route 73 and along 18th). These all indicate a desire for more future improvements rather than problems with the currently proposed plan.

Key Themes from Open-Ended Comments

- Respondents indicate strong support for more frequent bus service and in many cases desire more frequent service than is proposed.
- There is a desire for longer service hours during weekends and evenings.
- Transit riders experience safety concerns while accessing the bus (e.g., crossing busy streets) and on the bus (e.g., from other passengers).

- Bell times for schools and work hours for industrial workers should be considered when modifying hours of service and arrival/departure times.
- The single most frequently mentioned destination that respondents would like to reach by transit is the airport. There is also demand for transit service wilderness areas such as Mt. Pisgah and Spencer Butte.
 - Bus stop amenities such as better lighting, bilingual signage in English and Spanish, and charging ports would improve the experience of transit riders.

Route-Specific Comments

Only 80 out of 128 respondents (63%) made a comment about a specific route.

- **EmX (12 good; 2 maybe good; 5 maybe bad, 1 bad)**
 - Positive comments about better frequency
 - Earlier service request on weekends, even if it means only 15 minutes on weekdays
 - Prefers 15-minute frequency if other areas are improved, like bringing back the 73
 - Safety, security concerns
- **Route 1 (1 maybe good)**
 - Suggestion for new stop in front of new city hall
 - Concern about loss of access to Amtrak station (voiced in comment on Route 40)
- **Route 11 (4 good; 1 maybe good)**
 - Positive comments about better frequency
 - Improvement will help get to work in time
 - Request for better frequency in the evenings
- **Route 12 (3 good; 4 maybe good)**
 - Supports extension to Winco/Coburg Road on Route 12 but concerned about the 66/67 change and making people cross a busy road (Coburg) to access Winco
- **Route 13 (2 good; 2 maybe good)**
 - Suggestion for better frequency in the evening
 - .
 - Strong support for changes
 - These changes are fantastic, as I use the 13 route to get to work or connect to the EMX and winco, and because of the infrequency of routes i find my morning commute often ends in an overcrowded bus, and weekend shopping is tricky with hourly service.
- **Route 17 (1 maybe good)**

- No comments
- **Route 18 (1 good)**
 - No comments
- **Route 24 (4 good; 2 maybe good)**
 - Request for new stop NB on Donald by Pearl Street
 - Request for 15-minute service
 - Request for service extended to Spencer Butte
 - Request to put stop on Donald between Pearl and 34th as close as possible to the Village School
 - Comment about 20-minute layover and difficulty transferring at Eugene Station on weekends/off hours
- **Route 27 (2 good; 2 maybe good; 3 maybe bad; 6 bad)**
 - General support for bringing this route back
 - Multiple suggestions for a shuttle to Franklin Blvd EmX Station
 - Comment that this neighborhood has grown substantially since service was suspended
 - Even service a few times a day would be appreciated
 - Comment about lack of service east of Hilyard (not just to Laurel Valley)
- **Route 28 (8 good; 1 maybe good; 2 maybe bad)**
 - Strong support for proposed change
 - Request for more coverage in this area, especially in more hilly areas that are harder to walk in
- **Route 33 (1 maybe good; 2 bad)**
 - Support for maintaining this route
 - Support for returning direct service to UO on 18th
 - Request for more frequent service
 - Suggestion to combine this route with Route 55
- **Route 36 (5 good; 1 maybe good)**
 - Strong support for this change, especially to connect to housing and the high school
- **Route 40 (4 good; 2 maybe good)**
 - Support for extension to Santa Clara station
 - Request for more consistent 30-minute service
 - Consider health care shift and commute times when scheduling
 - Some confusion regarding how the route change will impact travel times

- **Route 41 (1 good; 3 maybe good; 3 maybe bad)**
 - Suggestion for service as far as Green Hill Road
 - Concern about this deviation taking longer
 - Support for service to Bertlesen Road
 - Suggestion not to terminate at Walmart but instead deviate to Terry St
 - Concern that irregular service along this line in conjunction with Emx route change will leave too little service along 11th/13th west of downtown
- **Route 51 (3 good; 3 maybe good)**
 - Strong support for these changes, especially for legibility and to avoid delay
 - General safety/security concerns
- **Route 52 (2 good; 3 maybe good)**
 - Support for using Calla/Kalima but be sure to contact neighborhood and neighboring businesses about schedule changes
 - Support for better frequency/service after 6pm
- **Routes 66/67 (6 good; 3 maybe good; 1 maybe bad; 1 bad)**
 - Request for more frequent service (20 min) and later evening service
 - Concern about crossing busy street (Coburg Road)
 - Concern about shortening the service at VRC
 - Concern about losing transfers
 - Support for streamlining this route
- **Route 73 (1 maybe bad; 5 bad)**
 - Strong support for the connection to UO (and LCC via Amazon Station)
 - Strong support to bring this route back
- **Route 78 (3 maybe bad; 1 bad)**
 - Support to bring this route back, but with changes:
 - This one is like the 33 and 73; ridership is low because you need to change the route somewhat. My teenager just walked 48 minutes up the hill the other night from 18th & Bailey Hill along the old 78 Warren route. It is NOT the same as the 36 route! But yeah don't run it to UO if no one wants that. There's a lot of new housing up there since that route was created, I suggest looking long term starting it at Bailey Hill EmX station as a Route 38, running it from Bailey Hill up Warren/Timberline, connecting it to Hawkins, City View, or Chambers through the hills, and then running it down to the McKinley or Garfield EmX station. I know the people up there are anti-transit but that's an old fashioned, anti-environment, and frankly antisocial idea they need to get over. Having a car should not be mandatory within our city limits.

- I'm wondering if considering a realignment with part of route 78 to service from UO station, or at least 18th and Alder. It would provide a better connection along 18th Avenue and be able to add some trips serving UO Station South, with a complimentary schedule with route 28.
- **Route 79x (1 bad)**
 - I think that reducing service is bad for the 79x, and if anything i think service needs to be increased. during UO term, every single time I board the AM bus towards UO the bus is completely full, and even during the end of finals week the bus has no shortage of riders from students taking summer courses or working. I think that 79x would even get service over UO breaks due to the abundance of student staff and non student staff who live near Autzen. I think that even a service running every hour or two in the summer should be added if resources became available, though if the 13 route were to get 15 minute service daily the impact may be lesser.
- **Route 81 (2 good)**
 - Support for change (and added frequency)
 - Request for better service on Sunday
- **Route 82 (1 good; 1 maybe bad)**
 - Request for route to Mt. Pisgah several times a day
 - Request for service on weekends (this route is serving more than just LCC)
- **Route 91 (no responses)**
- **Route 92 (3 good)**
 - General support for this change
- **Route 93 (1 maybe good; 1 maybe bad)**
 - Request for larger loop through Veneta
 - Suggestion that service to Eugene Station may not be as important as a direct connection to EmX or other locations (e.g., airport, county parks)
 - Request for additional trips
- **Route 95 (3 good; 1 maybe good; 1 maybe bad)**
 - Suggestion for service to the airport
 - Request for additional trips/better service
- **Route 98 (1 good)**
 - No comments

General Comments

- Riverview shuttle to EmX
- Route on the Beltline
- Shuttle to Walnut Street EmX Station through Laurel Hill Valley
- Request for more frequent service systemwide
- Reduce inefficient routing through parking lots, etc.
- Request for service to the airport (at least several times a day)
- Consider more frequent service past Autzen Stadium
- Improve weekend service
- Improve frequency on MLK
- Provide better/more information in Spanish (and for seniors who speak Spanish)
- Hire more bilingual (Spanish-speaking) operators
- Install lighting at all bus stops
- Align schedules with HS bell times
- Improve safety/security (enforce existing rules)
- Maintain service on Goodpasture Island Rd (especially for older adults)
- Consider route to Mt. Pisgah, Spencer's Butte, other wilderness areas
- Provide a living wage to all drivers
- Consider 24-hour service
- Consider additional EmX corridors (e.g., Coburg Road)
- Install trash receptacles and shelters at more stops
- Improved frequency on Route 55
- Improve information signs on EmX (especially Commerce)
- Fix fare kiosks at Eugene Station
- Consider later service hours on Friday/Saturday/Sunday night
- Consider a connection between Santa Clara and NE Eugene
- Consider shoulder operation on the Beltline to avoid traffic
- Consider redirecting money away from automated signs at stations in favor of frequency (since people have this information on their phones)
- Consider 40 minute headways on some routes
- Consider operating on fewer streets in downtown Eugene
- Consider offering the school year schedule year round
- Consider secure bike parking at stations (first/last mile connections)
- Consider stop next to Peterson Barn Community Center

- Bring back Route 73
- Consider service on Chambers between 2nd and 24th
- Consider service on W. 1st Ave or Roosevelt between Seneca and Bertelsen (for industrial jobs)
- Consider improved service to the 11th / 13th corridor between Garfield and Eugene Station
- Consider better service to Far West neighborhoods and Churchill High School
- Request to return service to “the hills” where it’s harder for people to walk to the bus
- Additional comments:
 - Increase service into the neighborhoods off River Road, Coburg, Willamette, City View. Incentivize new riders for a 30-day free service challenge or something. Send out postcards telling people where, when, and how to catch the bus near their home. Provide adequate service to schools without their own bus service. Run a bus to The Arc twice a day so those poor disabled people aren’t walking in inclement weather to access the 11 bus at 42nd. Do weird once a week (or even once a month), twice a day “in & out service” to cool places on the weekends that we car-free disabled folks can’t access, like Fern Ridge reservoir, Spencer Butte, Mt. Pisgah, etc. And holy moly don’t make us walk 43 minutes from the never-running JC bus to the airport!! Do a different PR campaign — ask local people to post videos explaining how to ride, showing how clean and safe it is, how friendly people are, etc. and offer prizes or Umo discounts for most viewed videos or something. “Transit influencers” are basically free, right? People just need the info from a trustworthy source to become more comfortable. My daughter’s dad has never ridden LTD and is convinced she is unsafe using it which to me is both sad and hilarious. Anyway I hope this helps; I love LTD so much and I just can’t convince people to use it. It’s a paradox: until it runs everywhere all the time people won’t use it, but until they use it you can’t justify better service!

Survey Demographics

Figure 25 Which category best describes yourself?

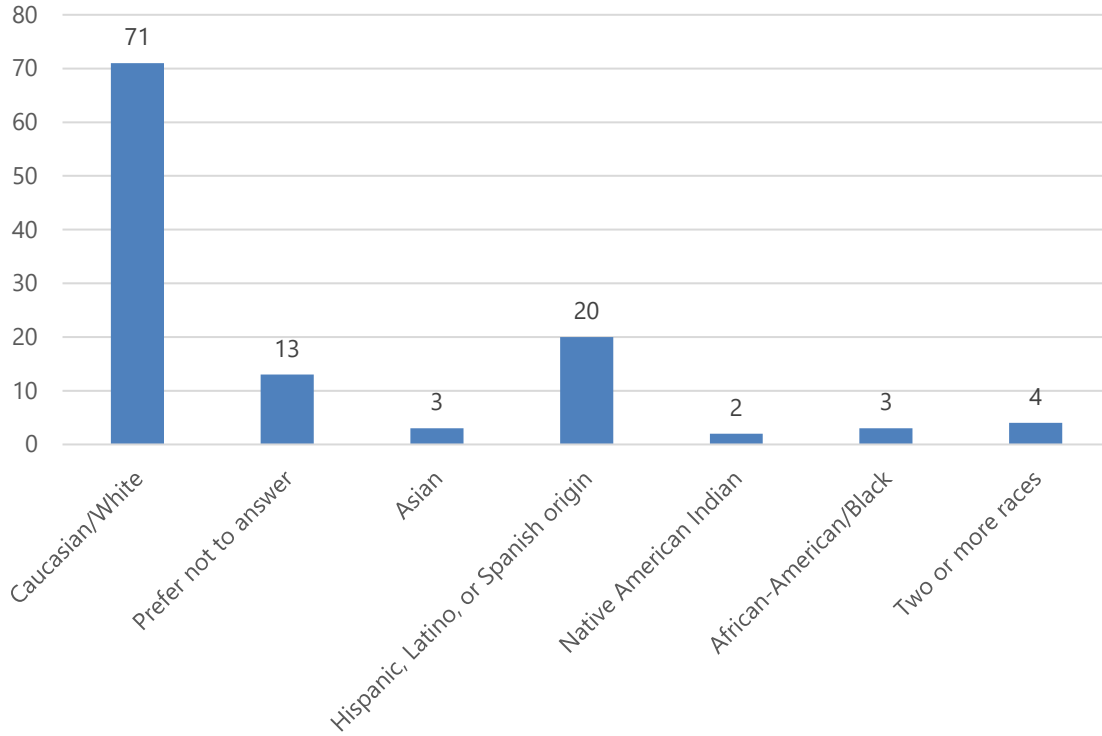


Figure 26 Please indicate your age range

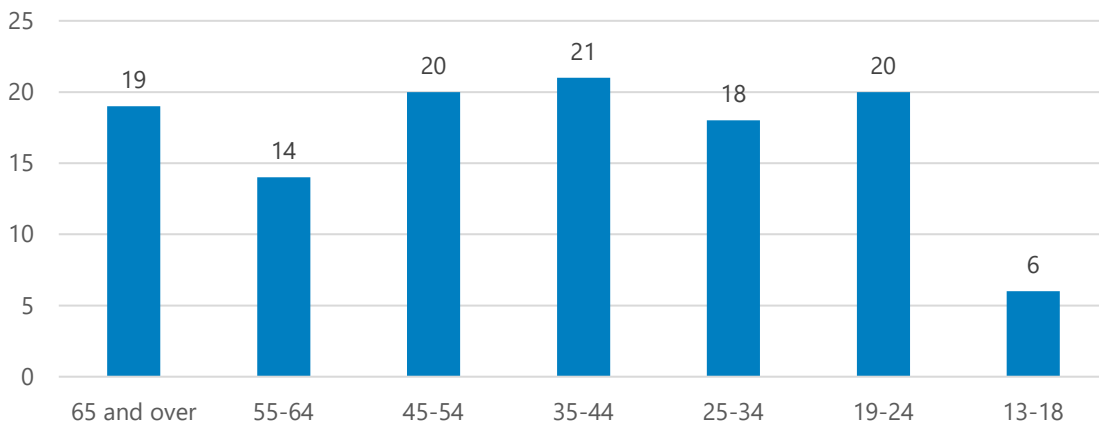


Figure 27 *What is your current employment status?*

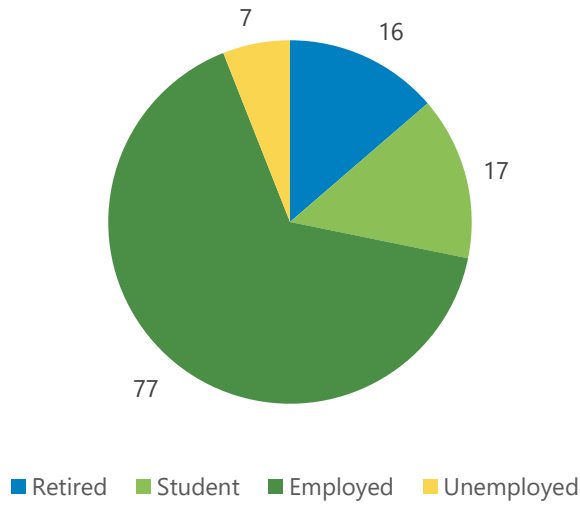


Figure 28 *What is your annual individual income?*

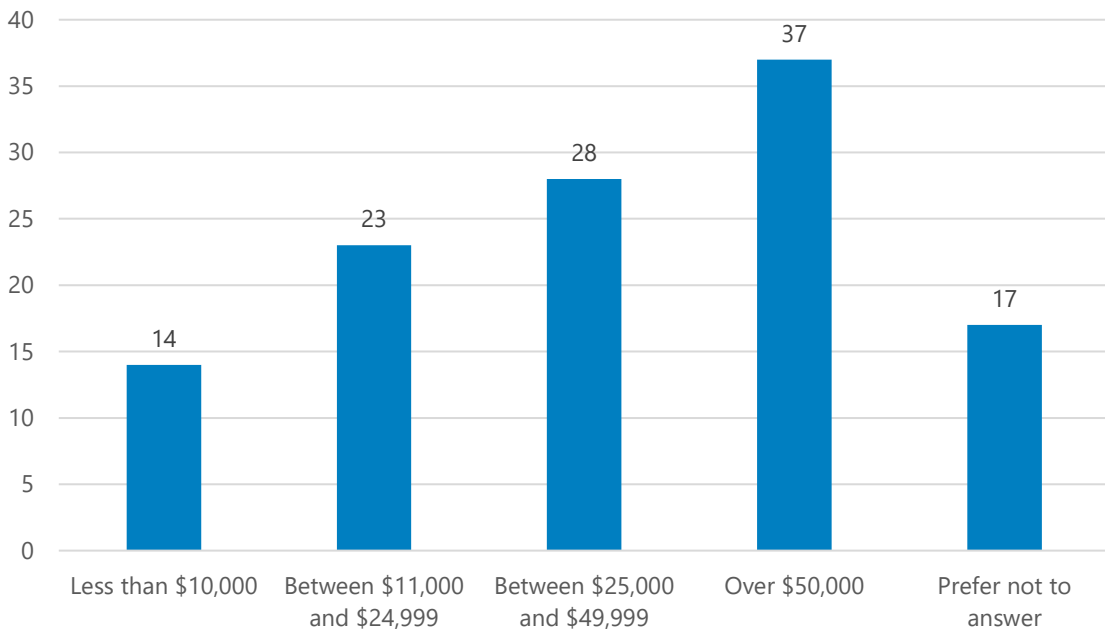
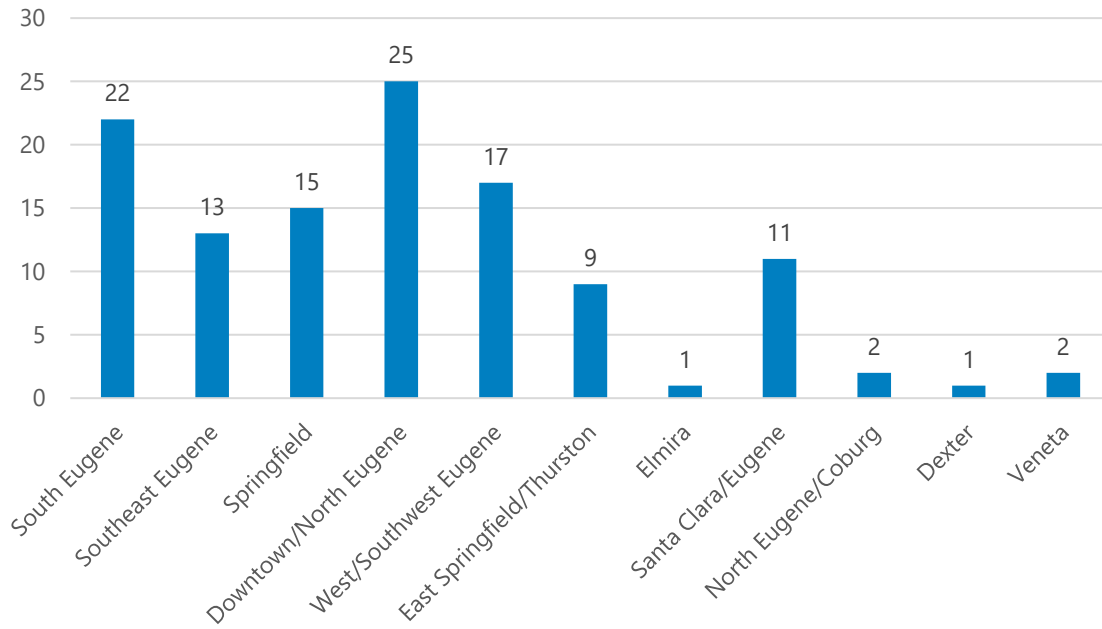


Figure 29 What is your home ZIP code?





Lane Transit District

Connecting our Community

Strategic Planning Committee Meeting

October 1, 2024

Lane Transit District | LTD.org

Why are we doing a System Review?



COVID-19

The pandemic changed when and how people travel



Staffing Shortages

Though pandemic-related mandates have been lifted, LTD has been unable to add back service due to lack of bus drivers and maintenance staff

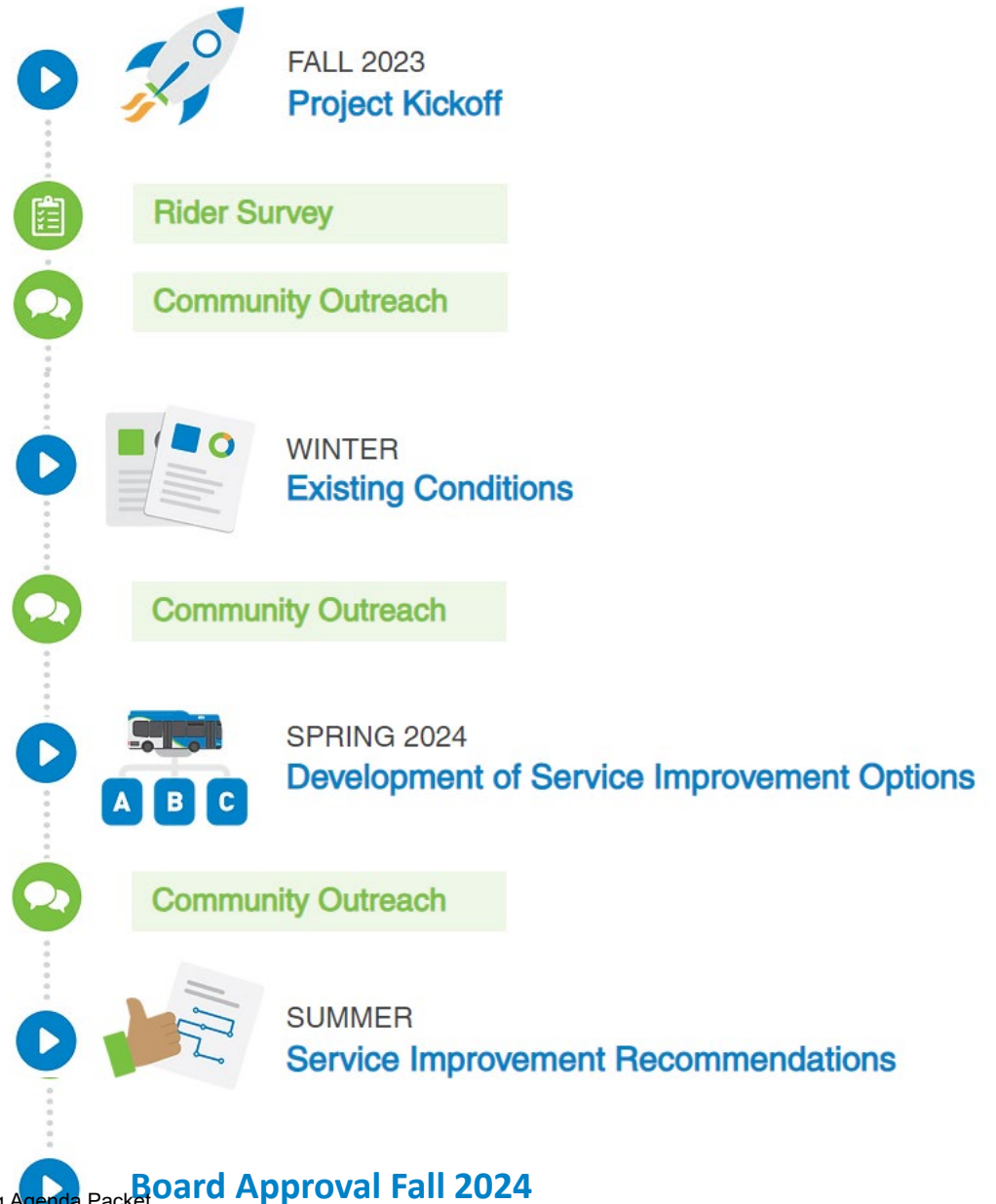


Service Levels

Quality and quantity of content LTD is operating at about 90% pre-pandemic service levels

A System Review provides the roadmap on how to build back service that was reduced after 2020 and matching LTD service levels to a changed travel market

System Review Schedule





Community Outreach

Outreach Elements

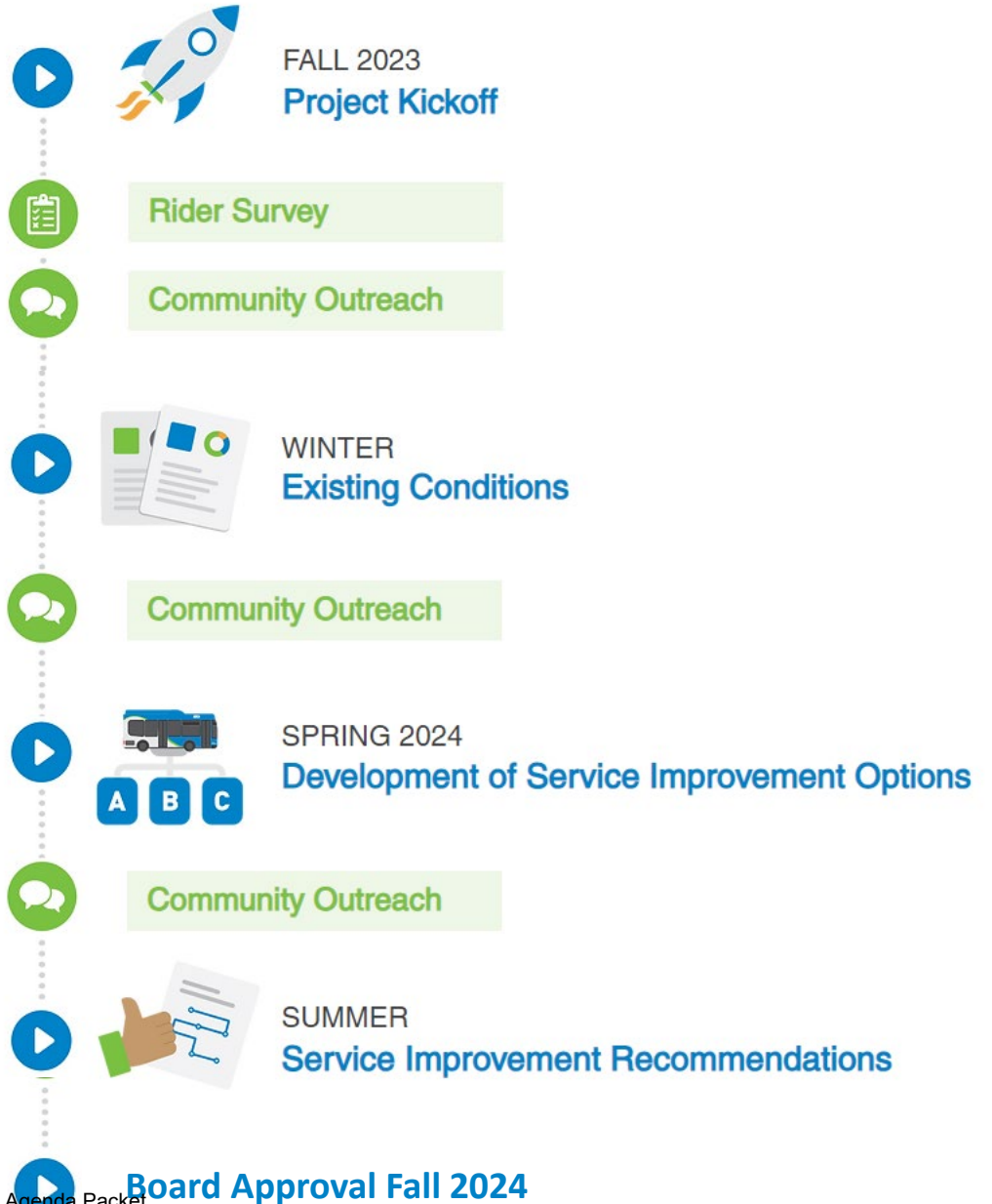
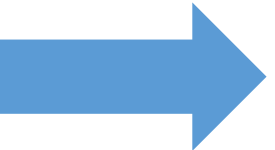
User and Community Surveys



Understanding Community Need



Final Service Recommendations Outreach



Outreach Shaped Recommendations

- **Fall 2023 Efforts focused on initial user and non-user input**
 - On board survey (2,400 responses)
 - Community survey (1,000+ responses)



LTD

LTD Travel Survey - October 2023

If you have completed this survey in the past two weeks, check this box and complete only questions 1-19.

Time: _____
 Surveyor Use Only
 Do Not Complete

Please tell us about the one-way trip that you are currently taking. An example of a one-way trip is going from home to work, even if you use more than one bus. Going from work back home would be a different one-way trip.

One-way-trip:

1. Where did you START this one-way trip?
(Mark the one best answer)

<input type="checkbox"/> Home	<input type="checkbox"/> Medical/Dental Appointment
<input type="checkbox"/> Work/Work-related	<input type="checkbox"/> Social Service Appointment
<input type="checkbox"/> College	<input type="checkbox"/> Visiting Others
<input type="checkbox"/> Middle/High School	<input type="checkbox"/> Entertainment/Recreation
<input type="checkbox"/> Store or Restaurant	<input type="checkbox"/> Other (specify) _____

2. My Starting Point was located at:
Address (such as 123 W 1st Ave) _____
Or Cross streets (such as E. 18th Ave & Pearl) _____
City: Eugene Springfield Other _____

3. How did you get to the first bus stop?

<input type="checkbox"/> Walked	<input type="checkbox"/> Dropped off by Cottage Grove Connector
<input type="checkbox"/> Drove alone	<input type="checkbox"/> Wheelchair/Scoter
<input type="checkbox"/> Drove with another rider and parked	<input type="checkbox"/> Biked and put bike on bus/EMX
<input type="checkbox"/> Dropped off by someone	<input type="checkbox"/> Biked and left bike at/near bus stop/station
<input type="checkbox"/> Dropped off by a taxi, Uber, or Lyft	<input type="checkbox"/> Other (specify) _____
<input type="checkbox"/> Bike Share or Scooter	

4. Where did you get on the first bus?
Station name _____
Or Stop location (street name) _____
(and nearest cross street) _____
City: Eugene Springfield Other _____

5. My first bus was on Route Number: _____

6. Will you use more than one bus to complete this one-way trip?

No, this is my only and last bus

I will use a second bus route # _____

I will use a third bus route # _____

7. Where will you get off the last bus?
Station name _____
Or Stop location (street name) _____
(and nearest cross street) _____
City: Eugene Springfield Other _____

8. How will you get to your destination when you get off the last bus?

<input type="checkbox"/> Walk	<input type="checkbox"/> Take Cottage Grove Connector
<input type="checkbox"/> Drive alone	<input type="checkbox"/> Wheelchair/Scoter
<input type="checkbox"/> Drive with another rider and park	<input type="checkbox"/> Bike and put bike on bus/EMX
<input type="checkbox"/> Drop off by someone	<input type="checkbox"/> Bike and leave bike at/near bus stop/station
<input type="checkbox"/> Drop off by a taxi, Uber, or Lyft	<input type="checkbox"/> Other (specify) _____
<input type="checkbox"/> Bike Share or Scooter	

9. Where will you END this one-way trip?

<input type="checkbox"/> Home	<input type="checkbox"/> Medical/Dental Appointment
<input type="checkbox"/> Work/Work-related	<input type="checkbox"/> Social Service Appointment
<input type="checkbox"/> College	<input type="checkbox"/> Visiting Others
<input type="checkbox"/> Middle/High School	<input type="checkbox"/> Entertainment/Recreation
<input type="checkbox"/> Store or Restaurant	<input type="checkbox"/> Other (specify) _____

10. My Ending Point is located at:
Address (such as 123 W 1st Ave) _____
Or Cross streets (such as E. 18th Ave & Pearl) _____
City: Eugene Springfield Other _____

11. Did you use the Umo mobile app/card to pay for this ride?
 Yes No

12. What was your fare payment for this one-way trip?

<input type="checkbox"/> Cash	<input type="checkbox"/> Student Transit Pass
<input type="checkbox"/> Day Pass	<input type="checkbox"/> Single Ride QR Code Ticket
<input type="checkbox"/> Ticket from 10-Ride Book	<input type="checkbox"/> Monthly Pass
<input type="checkbox"/> Ticket from fare machine	<input type="checkbox"/> Stored value on Umo Group Pass
<input type="checkbox"/> UO/LCC/Pacific University Pass	<input type="checkbox"/> Other (specify) _____

13. How many separate one-way LTD trips will you make today?
(circle a number)

1 2 3 4 5 6 or more

14. Including today, how many days have you ridden LTD in the past week?
(circle a number)

1 2 3 4 5 6 7

15. Do you have a valid driver's license? Yes No

16. How many others in the household have valid licenses?
0-none 1 2 3 4 or more

17. How many working vehicles are owned or leased by your household?
0-none 1 2 3 4 or more

18. Please mark all of the following that apply to you. Are you:

<input type="checkbox"/> Employed for pay outside your home	<input type="checkbox"/> Other student
<input type="checkbox"/> Employed for pay in your home	<input type="checkbox"/> Stay at home parent/caregiver
<input type="checkbox"/> UO student	<input type="checkbox"/> Retired
<input type="checkbox"/> LCC student	<input type="checkbox"/> Unemployed
<input type="checkbox"/> Middle/High School student	<input type="checkbox"/> Disabled

19. What is your age? _____

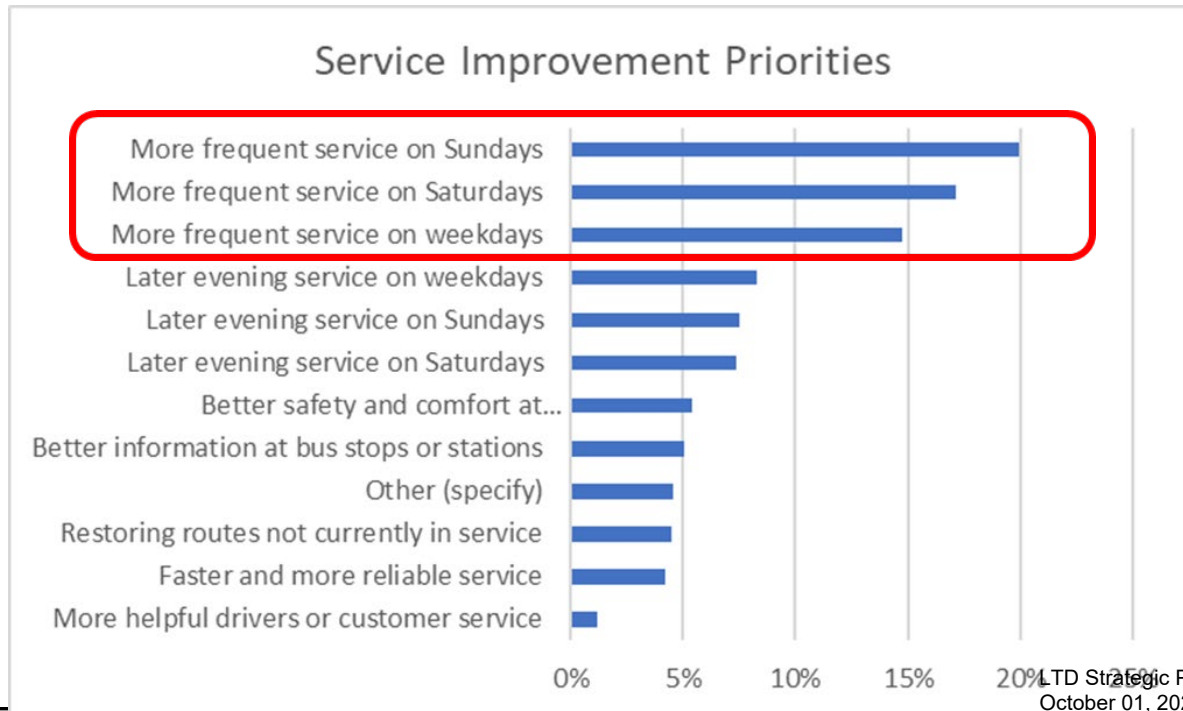
If you have completed this survey during the past two weeks, please stop here and return the questionnaire to the Surveyor.

If you have not completed this survey during the past two weeks, please turn the survey over and complete the questions on the back. ➔

www.ltdsystemreview.org/

Top Priorities for Users and Non-Users

- **Weekday frequency, particularly on EmX**
- **Saturday and Sunday frequency improvements**



LTD Design Your Service Improvements

How would you improve LTD service?
LTD is beginning to build back service while recovering from the effects of the COVID-19 pandemic. We can't do everything at once, but we want to know what your top priorities are for improving service. This is where we need your help!

This survey allows you to select potential improvements that you think will help make LTD work better for you. Do you want more frequent transit service? Or earlier or later service on a particular day of the week? Or would you like to see LTD invest in on demand services or better infrastructure? What is most important for you? This survey is your chance to share feedback with us and improve LTD service!

Benefit Categories

- Ridership**
Increase transit ridership
- Speed & Reliability**
Make transit faster and more reliable
- Access**
Increase the number of people who can easily access transit
- Passenger Experience**
Improve the experience of riding transit

[Completar la encuesta en español](#)

Design your service improvements

- Scroll down to see the strategies that could improve transit.
- You have a total budget of 16 dollar signs (\$). Mix and match potential improvements to see how the costs and benefits change by clicking the check boxes below.
- Spend your budget by selecting your preferred strategies.

Assistance completing the survey is available upon request. Please contact Cammie Harris at 541-682-6118 or Cammie.Harris@ltd.org.

Your Overall Benefits **Your Costs**

Ridership Speed & Reliability Access Passenger Experience Total Cost (Max \$10)

Improve Existing Bus Routes

EmX

We'll guide you through proposed changes at the

System Review

virtual Open House

Monday
MAY 20
12:00 PM - 1:00 PM and
6:00 PM - 7:00 PM

LTD

Outreach Shaped Recommendations

- **Winter / Spring 2024 focused on understanding the wider community need**
 - Operator engagement
 - Virtual and in-person meetings and popups
 - Neighborhood group feedback
 - Local and regional agency feedback
 - Targeted low-income and non-English speaking efforts



Final Service Recommendations Outreach

- Additional outreach was completed after developing recommendations to understand community support
- **Outreach efforts were consistent with the guidelines developed by the COCA**

Examples of Activities

- Two Virtual Open Houses
- Focus group with Spanish speaking riders
- Tabling at key locations in Cottage Grove, Veneta, Junction City, Eugene Station, and Springfield Station
- Tabling at El Torito Market in Eugene
- Neighborhood Associations, including with Churchill Area Neighbors, Fairmount Neighborhood Association, and Laurel Hill Valley Neighborhood Association
- Communities of Color and Allies Network First Friday
- First Friday Art Walk
- Eugene Saturday Market
- BEST Better Ways Block Party
- Homes for Good Benefit Fair

Getting The Word Out

- Staff and Operator Engagement
- Partner agency workshop and presentations
- LTD social media channels (Facebook and Twitter)
- Posters and displays at Eugene Station, onboard buses, and at stations
- Notifications at specific stops affected by service recommendations
- Materials with a QR code that went directly to the website and interested parties list
- *An on-line survey that summarized all recommendations and asked for feedback*

Poster for Community Outreach Events



A-Board for Community Outreach Events



Interior Bus Poster



Quarter-page flyer w/ QR code



Outreach Results

- Hundreds of touches at in-person events
- Almost 150 responses to online survey on preliminary route recommendations
- Strong support for plans to increase frequency on many routes
- Less response on potential changes to rural routes, which suggests further study/outreach is necessary before implementing any changes
- Concern expressed over service reductions on discontinued routes and open to Future Mobility Management solutions
- Adjustments to recommendations were made based on feedback





Final Recommendations

What data did we look at?



Ridership and connections for every route



Fall 2022 travel patterns – using cell phone data



Population and employment data



Socioeconomic data



Future growth projections and plans



Public Input

Goals for the Recommended Service Changes

- Improve Route Frequency
- Reduce route duplication
- Add weekend service
- Extend service to new high-density growth areas

Short-Term Recommendations	Long-Term Recommendations
<ul style="list-style-type: none">• Focus on improvements that do not require additional buses, operating hours, or operators• Lack of operators may delay implementation beyond a year	<ul style="list-style-type: none">• Invest in additional service that reflects today's travel patterns• Requires additional buses, operating hours, or operators• Phased implementation as operators are added – they cannot happen all at once

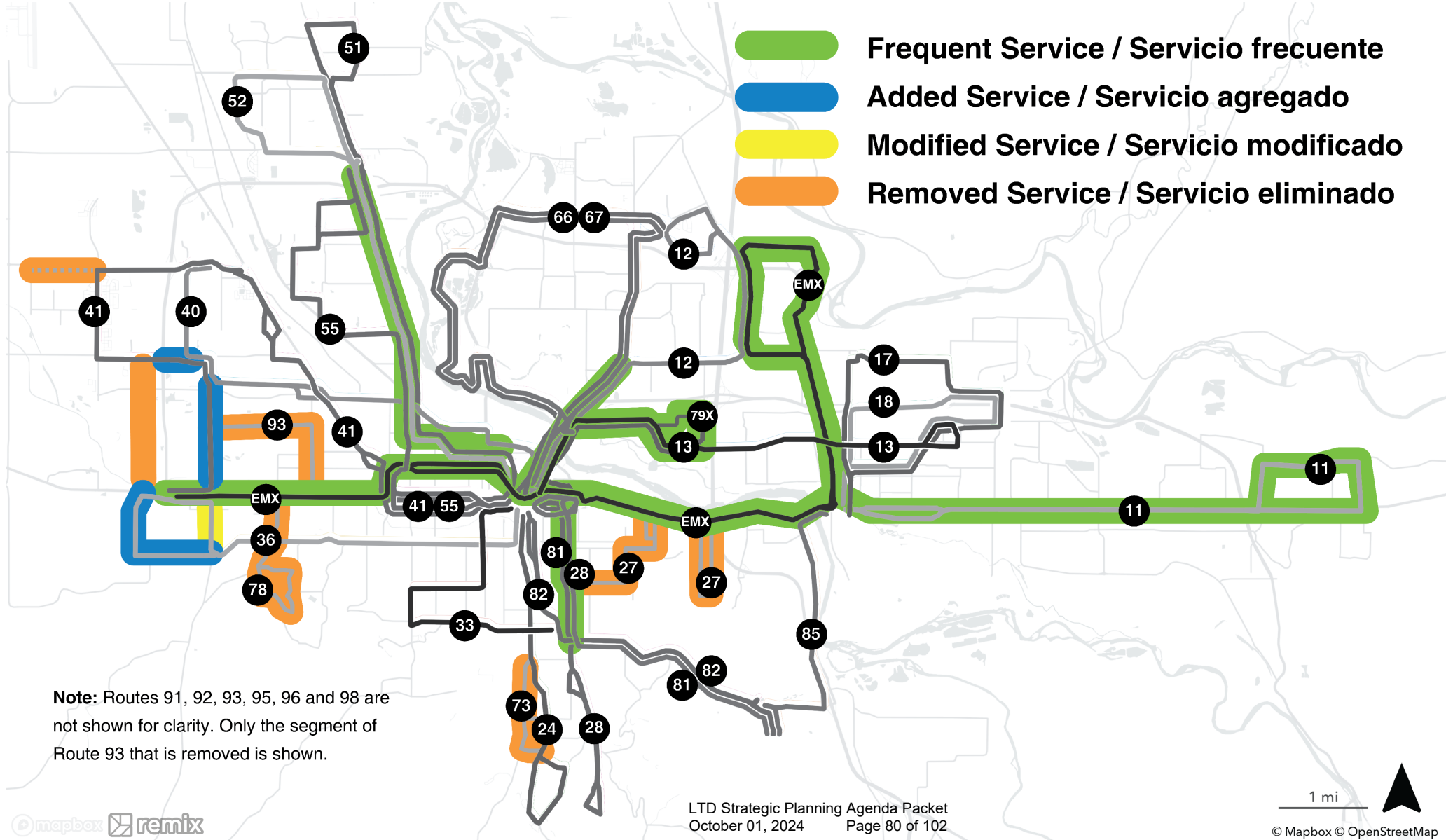
Some changes are dependent on others and implementation times may vary

Short-Term Recommendations

- Most route alignments do not change
- Adding frequency to highest ridership routes
 - EmX and Route 11 weekday
 - Mid-morning trips on Routes 24, 36, 40 and 28
- **Creating high-frequency corridors with 15-minute weekday service**
 - Between Eugene Station and Santa Clara Station on River Road by adjusting schedules and alignments of Routes 40, 51, and 52
 - On Coburg Road by adjusting schedules of Routes 12, 66, and 67
 - Between Eugene Station, UO, and 30th/Hilyard by adjusting schedules and alignments of Routes 28, 81, and 82
- **Making permanent the reduction of service on suspended Routes 27, 73, and 78**
 - The service suspension has resulted in changed travel patterns
 - Targeted outreach to neighborhoods and stakeholders suggest an interest in Future Mobility Management solutions

Increasing operator resources led to the implementation of frequency improvements
on **September 8, 2024**

Short-Term Recommendations



Note: Routes 91, 92, 93, 95, 96 and 98 are not shown for clarity. Only the segment of Route 93 that is removed is shown.

Short-Term Frequency Changes Recommendation

- **EmX:** Return to 10/15-minute frequencies
- **11 Thurston:** Match EmX frequencies
- **12 Gateway:** Offset with 66/67 to create 15-minute service on Coburg
- **24 Donald:** Return to 30-minute service
- **28 Hilyard:** Return to 30-minute service
- **36 18th Ave:** Return to 30-minute service
- **40 Echo Hollow:** Return to 30-minute service
- **81 Hilyard:** Increase to 30-minute service
- **82 LCC/Pearl:** Reduce to peak service (Dependent on Route 81 changes)

Short-Term Routing Change Recommendations

- **24 Donald:** Remove deviation on 34th & Pearl
- **27 Fairmount:** Permanently suspend route
- **28 Hilyard:** Match Route 81 alignment serving UO
- **36 18th Ave:** Extend route to serve Willow Creek
- **40 Echo Hollow:** In conjunction with Route 51 changes, adjust downtown routing
- **41 Barger:** Remove Green Hill deviation and Danebo service, add N. Bertelsen
- **51 Santa Clara:** Match 52 alignment between Santa Clara and downtown Eugene
- **73 UO/Willamette:** Permanently suspend route
- **78 UO/Seneca/Warren:** Permanently suspend route
- **79x UO/Kinsrow:** Alignment change on Kinsrow. **Further study needed based on feedback**
- **91 McKenzie Bridge:** Skip Springfield Station stop on last outbound trip
- **93 Veneta:** Restore direct Eugene Station service

Short-Term Recommendation Title VI Implications

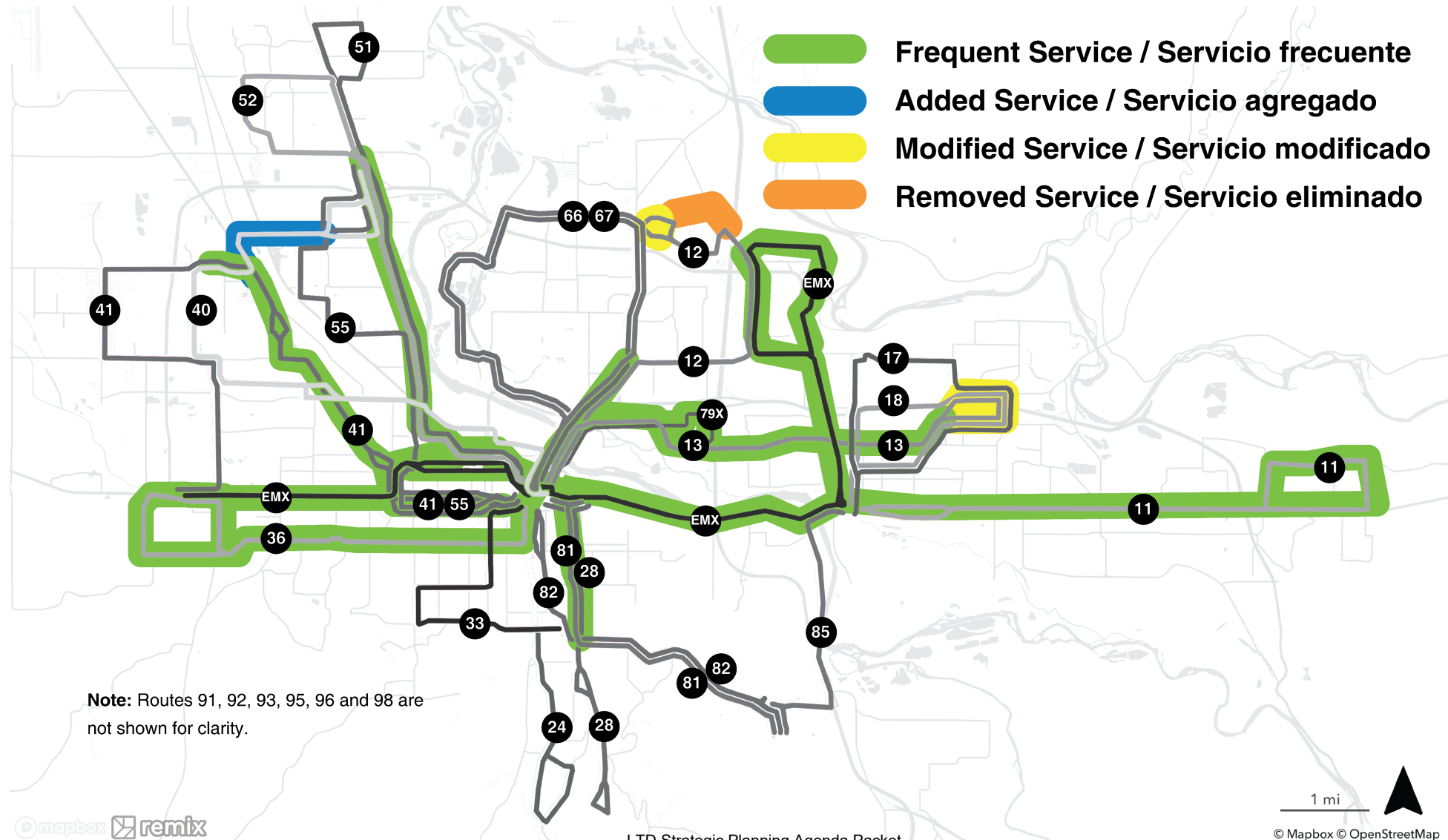
- Most routes do not have a change in alignment or span of service
- Eight routes have increases in frequency, while only one has a decrease in frequency
- We anticipate there being no disparate impacts to disadvantaged communities
- The final Title VI analysis is underway will be complete by October 2024

Long-Term Recommendations

- Improve frequency when additional operators become available
- Expand number of high-frequency corridors (W 18th, MLK/Centennial, and Hwy 99)
- Improve transit circulation in downtown Eugene
- Improve service to rural routes
- Explore capital improvements that help buses operate faster and more reliably
- Create policy framework to implement new flexible services that improve access to areas where a big bus cannot easily go

Increasing operator resources led to the implementation of frequency improvements
on **September 8, 2024**

Long-Term Recommendations



Note: Routes 91, 92, 93, 95, 96 and 98 are not shown for clarity.

Long-Term Frequency Changes Recommendation

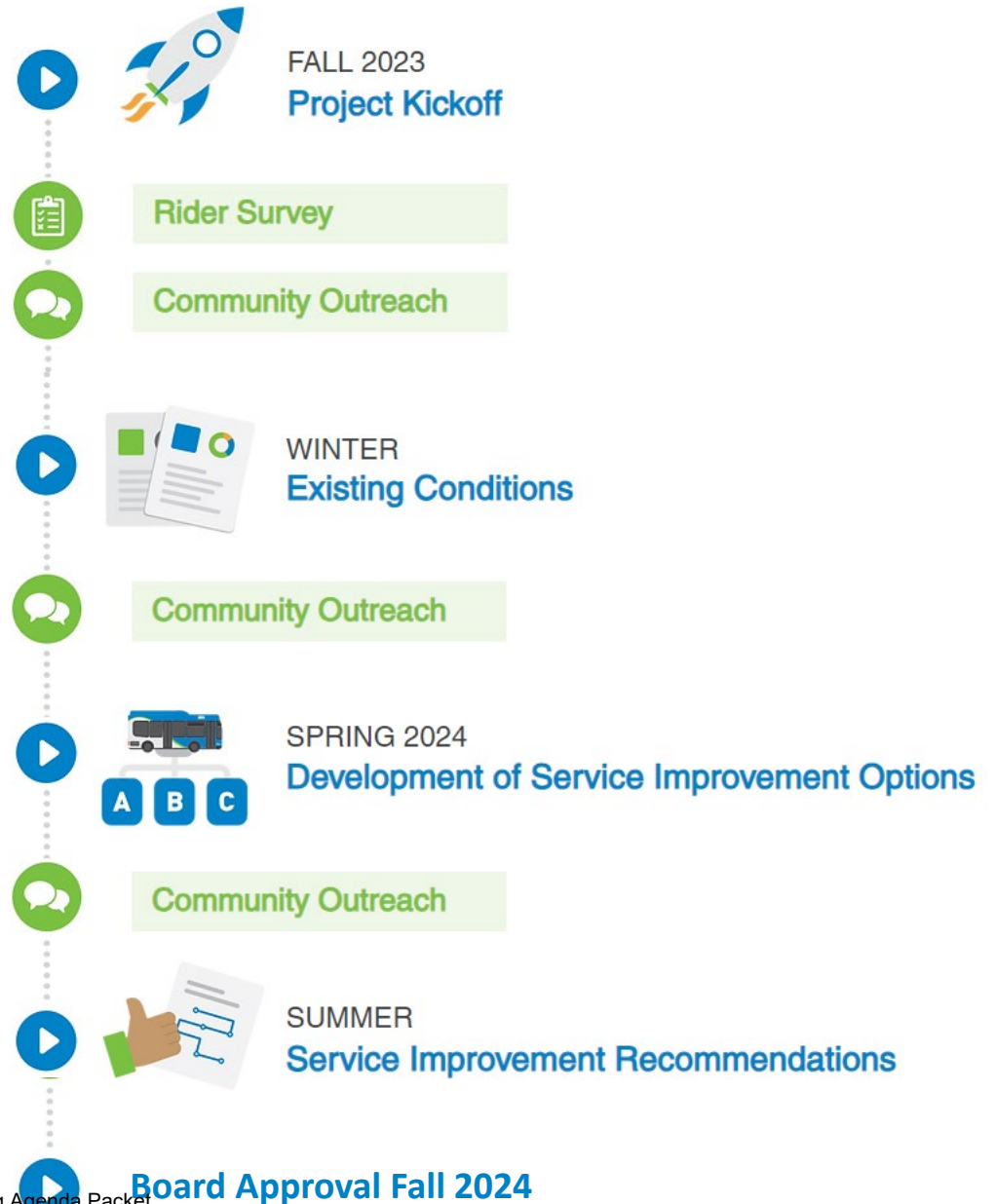
- **13 Centennial:** Increase to 15-minute service
- **17 Hayden Bridge:** Increase to 30-minute service
- **18 Mohawk:** Increase to 30-minute service
- **24 Donald:** Increase to 15-minute service
- **28 Hilyard:** Increase to 15-minute service
- **36 18th Ave:** Increase to 15-minute service
- **41 Barger:** Increase to 15-minute service
- **52 Irving:** Increase span until 11PM (Wkd/Sat) 9PM (Sun)
- **66/67 Coburg/VRC:** Increase to 20-minute service
- **81 Hilyard/LCC:** Operate Sundays. Later service Saturdays
- **Rural Routes:** Add additional trips as resources are available

Long-Term Routing Change Recommendations

- **12 Gateway:** Extend to Coburg Rd
- **13 Centennial:** Extend to Marcola Rd
- **24 Donald:** Shift downtown alignment from Oak to Willamette
 - Dependent on City of Eugene Willamette Street/18th Ave changes
- **40 Echo Hollow:** Extend to Santa Clara Station via Maxwell
- **66/67 Coburg/VRC:** Streamline route at VRC and at Chad Drive
- **95 Junction City:** Further study required to increase community participation
- **98 Cottage Grove:** Further study required to increase community participation

Next Steps

We are here!





Route Level Recommendations

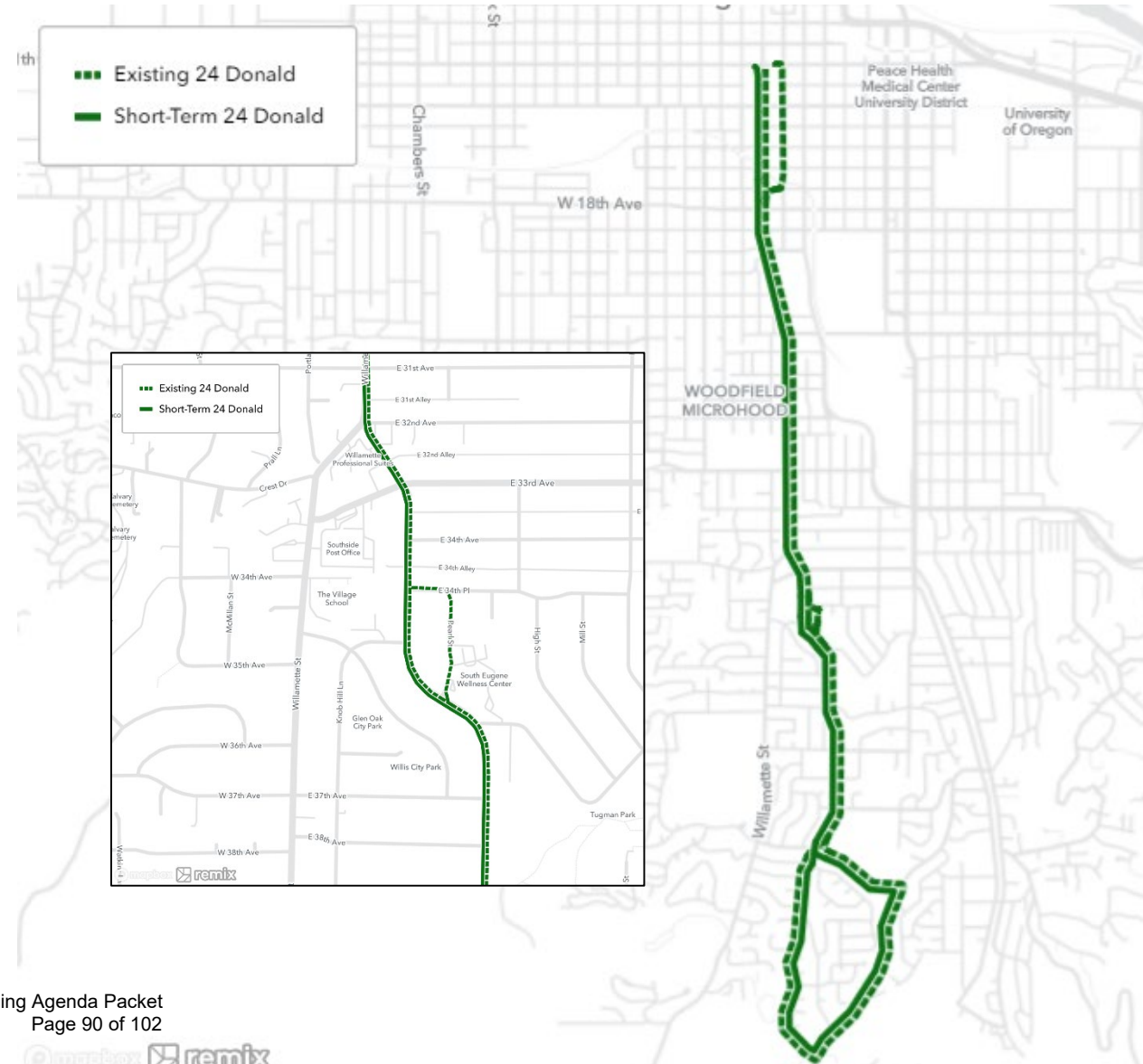
Route 24 Alignment Changes

Short-Term

- Remove the 34th/Pearl St deviation to improve travel times

Long-Term

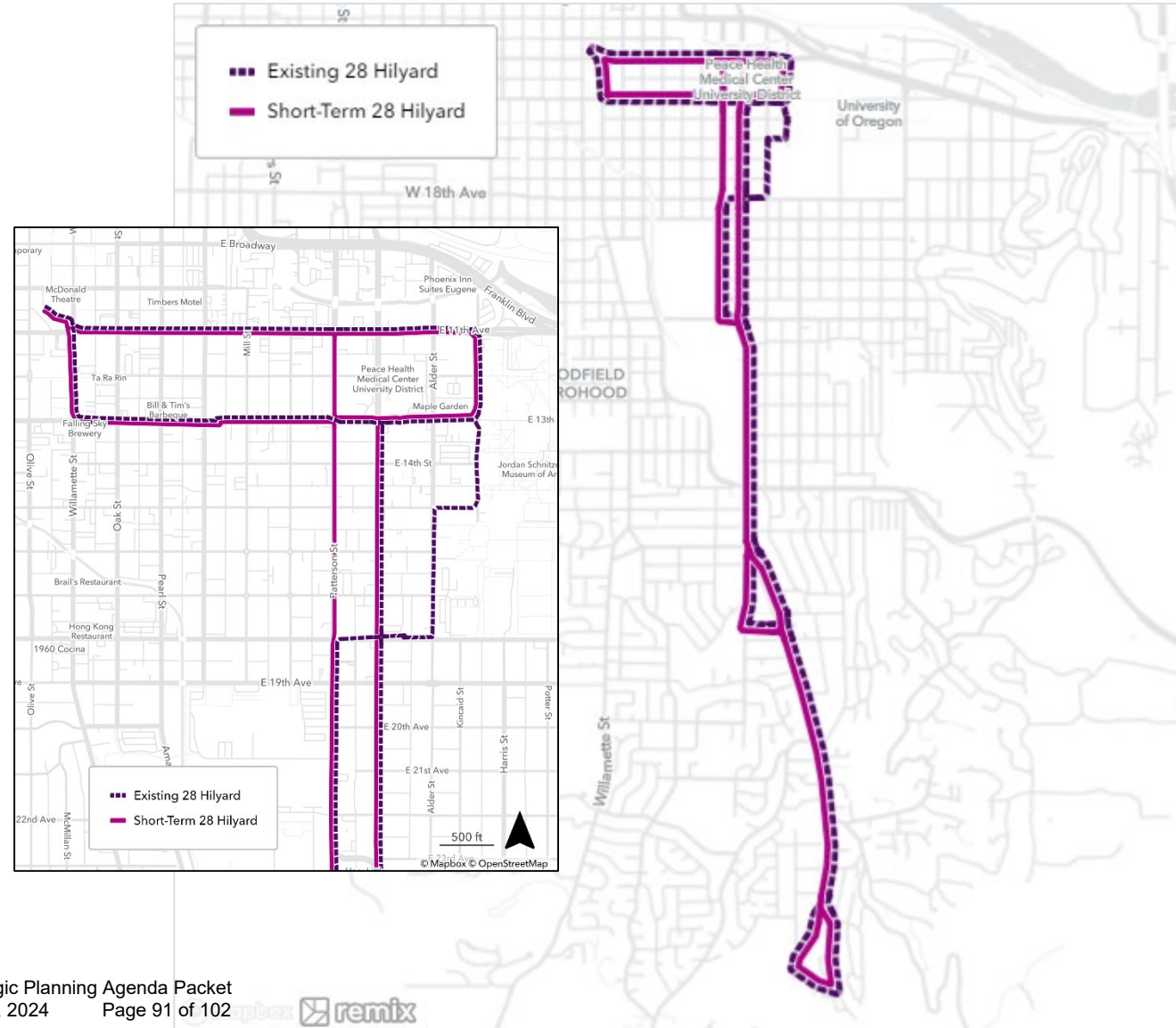
- Use Willamette St between Eugene Station and 20th Ave to improve travel times



Route 28 Alignment Changes

Short-Term

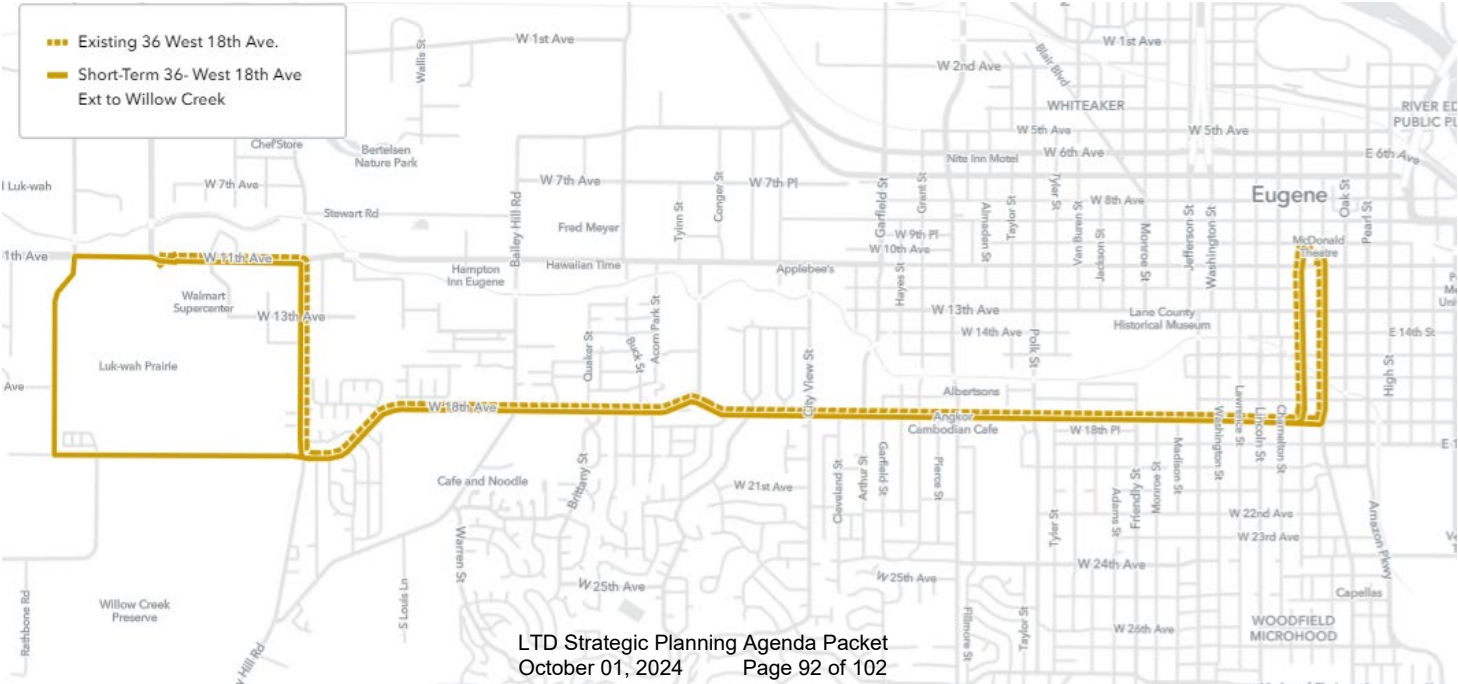
- Change alignment between UO and Hilyard to be consistent with Route 81 and avoid pedestrian/bicycle/auto conflicts on 15th Ave and Alder



Route 36 Alignment Changes

Short-Term

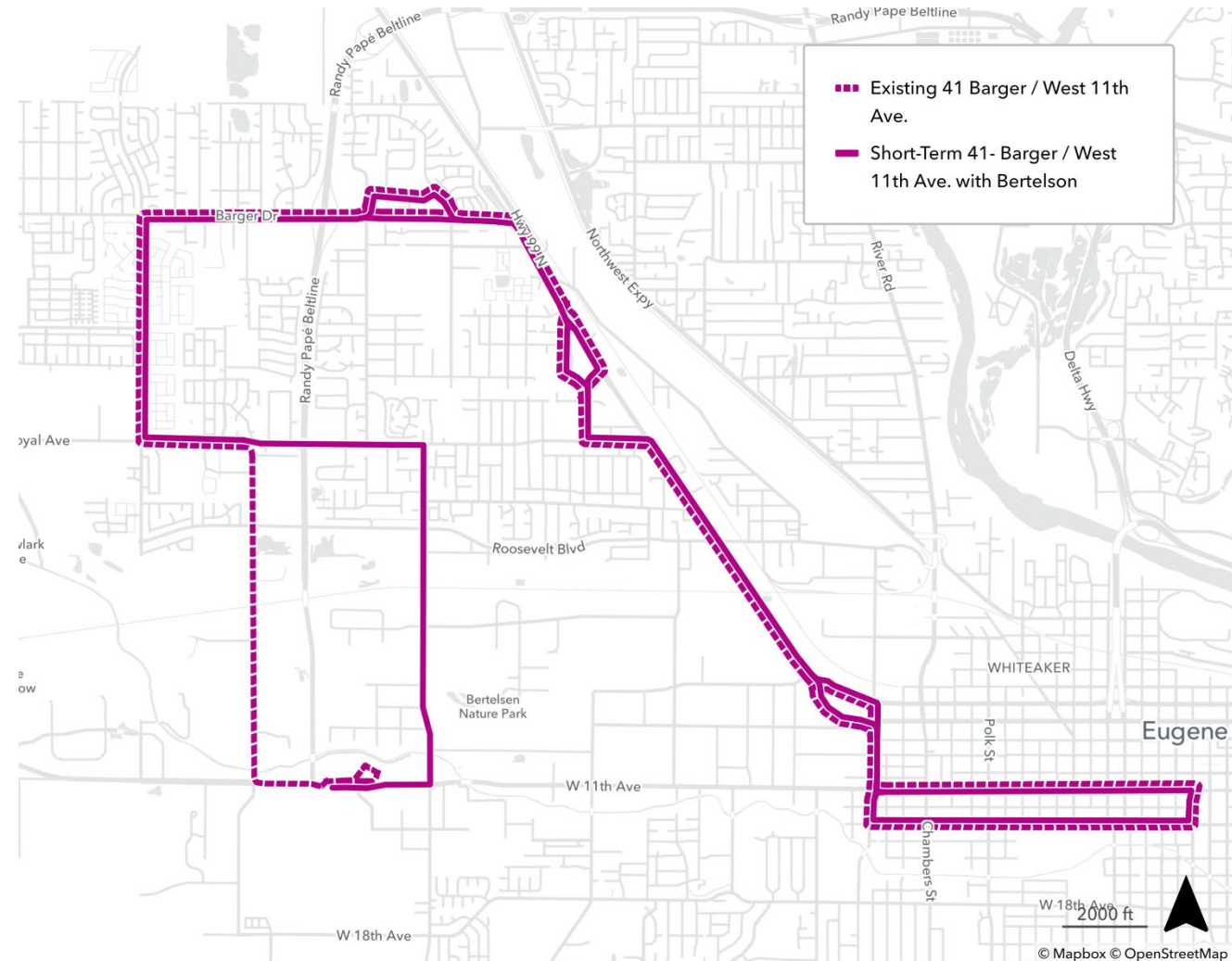
- Extend Route 36 to serve W 18th Ave, Willow Creek Road, and W 11th Ave. to serve more jobs and multi-family housing



Route 41 Alignment Changes

Short-Term

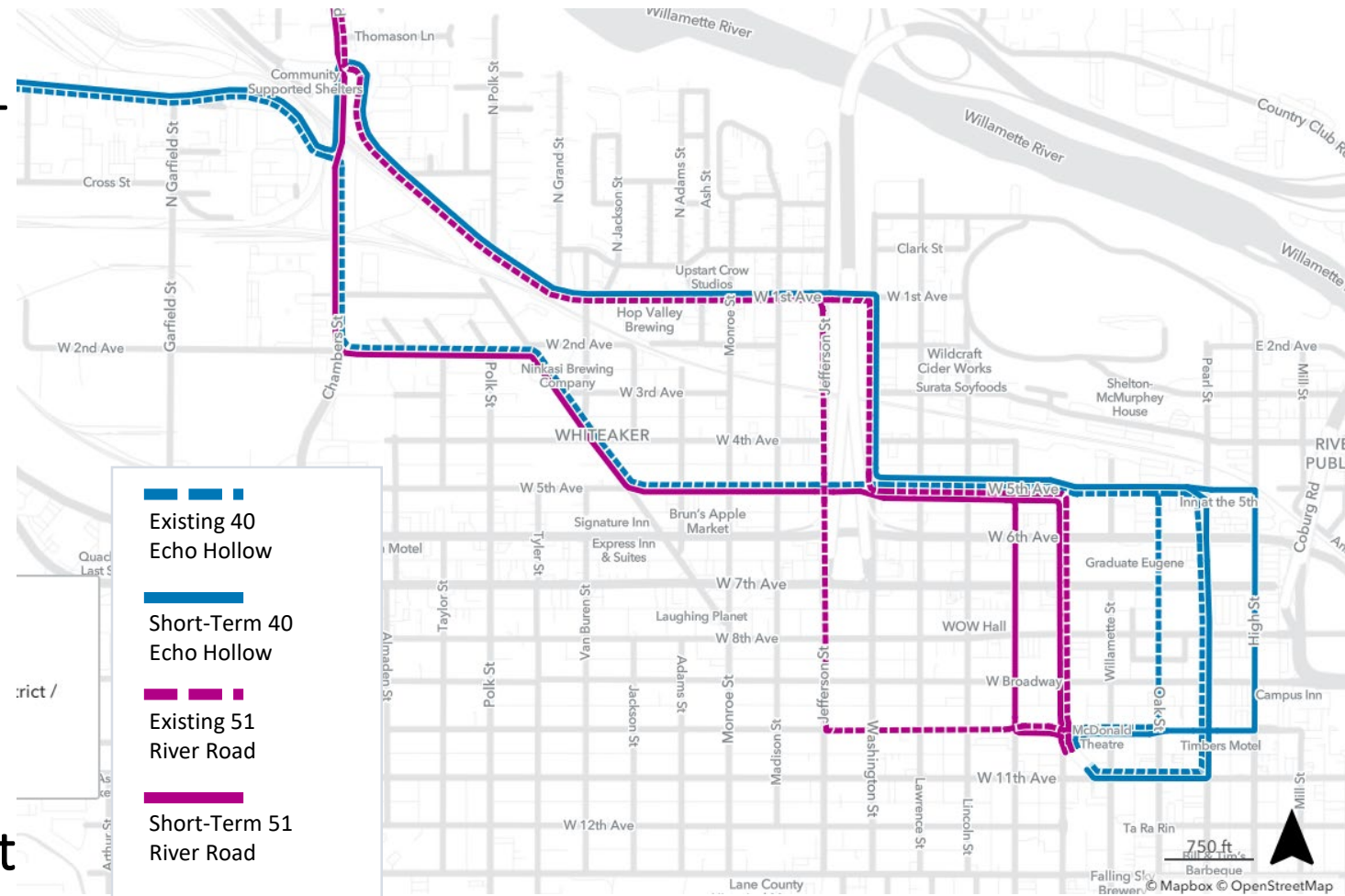
- Route 41's alignment should be changed to use Bertelsen and 1st Ave to serve more residents and jobs between Royal Ave and W 11th Ave.
- The limited trip Green Hill deviation should not be restored due to low ridership and out of direction travel.



Route 40 & 51 Alignment Changes

Short-Term

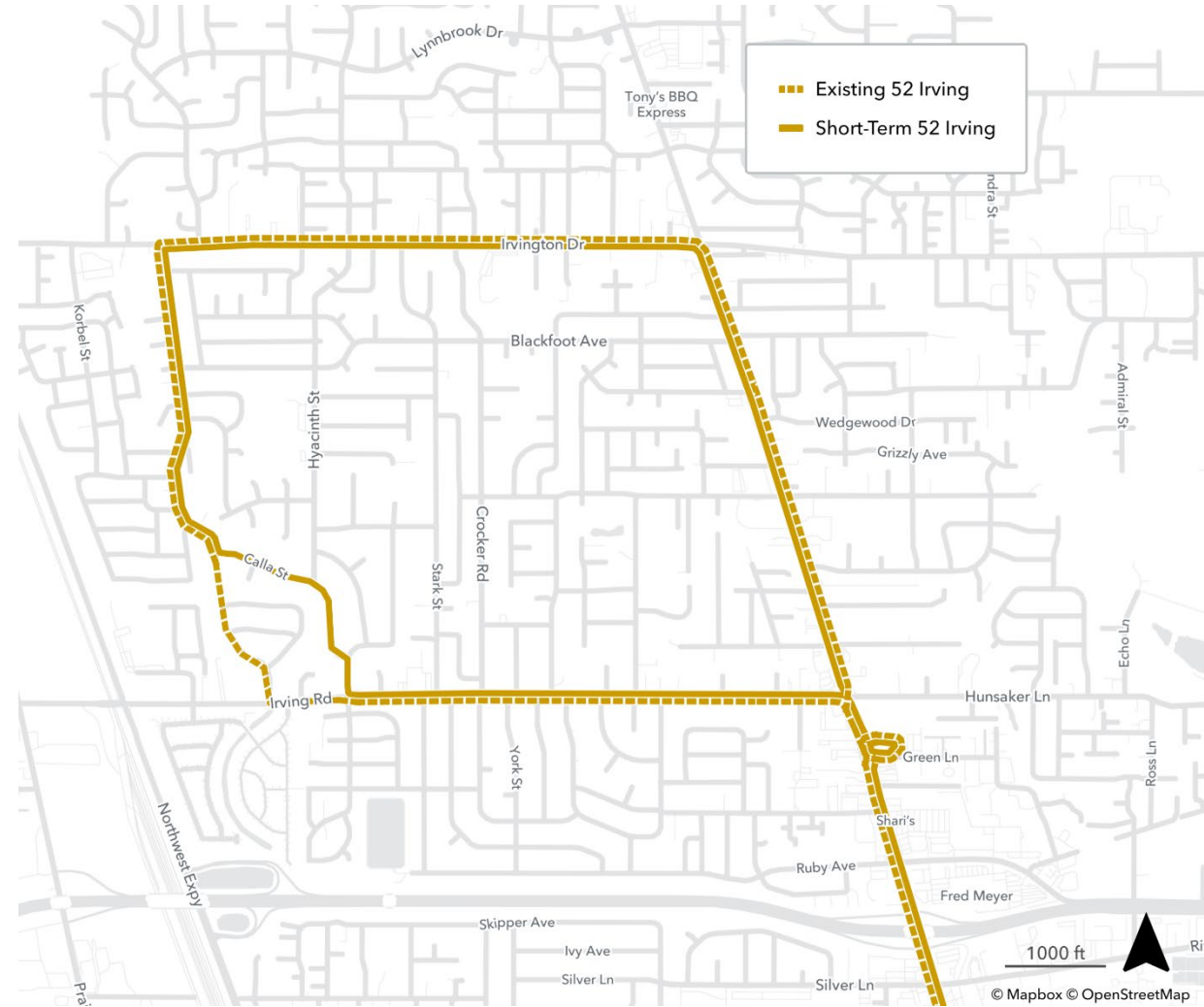
- Create 15-minute weekday and 30-minute weekend service between Santa Clara and Eugene
- Route 51 should follow Route 52's alignment between Santa Clara & Eugene
- Route 40 should replace Route 51 on W 1st Ave, and extend to downtown Eugene via Washington Street, W 5th Ave, and Pearl/High St



Route 52 Alignment Changes

Short-Term

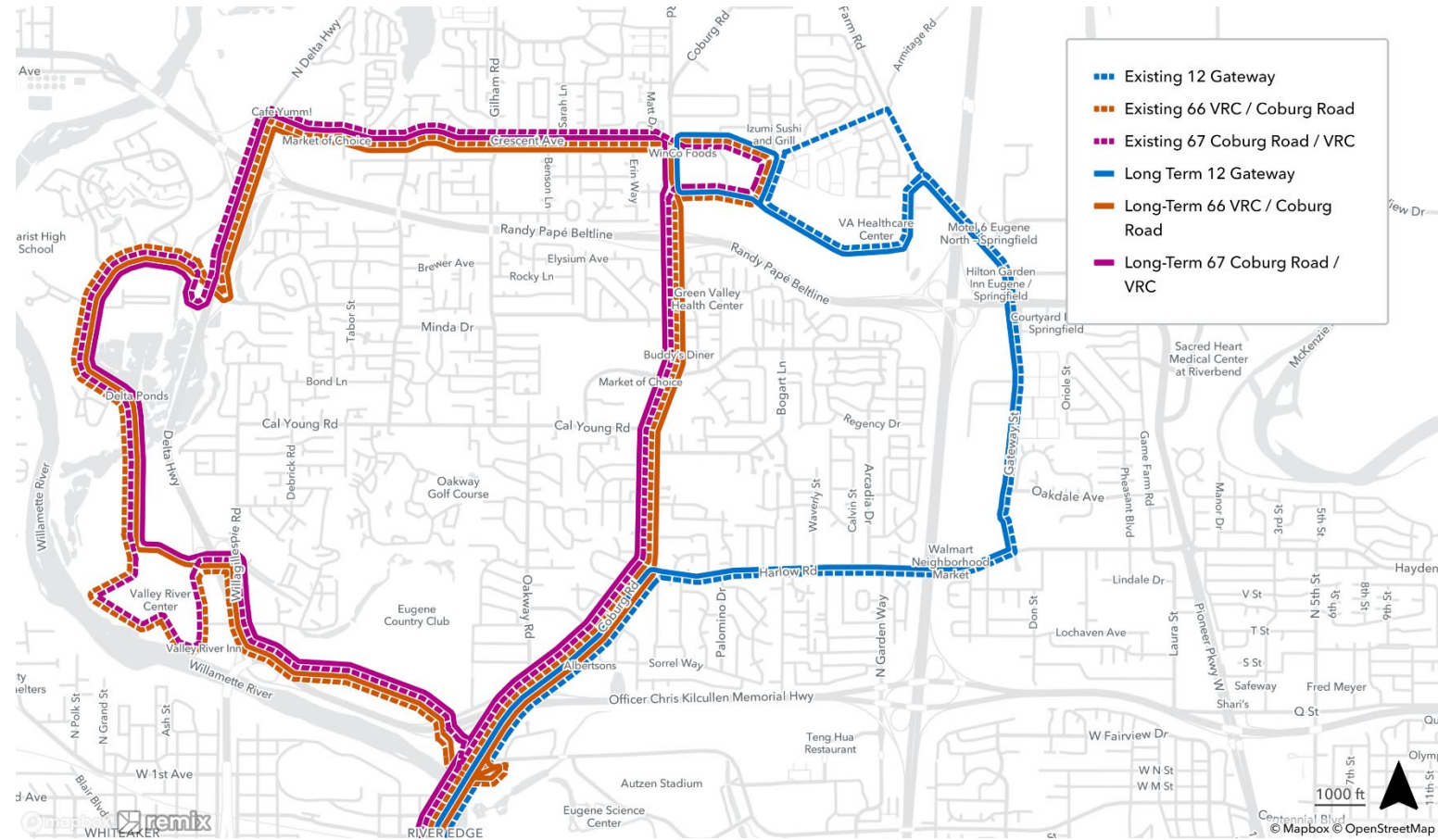
- Consideration should be given to realign Route 52 to use Calla St and Kalmia St to Irving Rd, so that buses could use a signal to safely make the left turn.



Route 66/67/12 Alignment Changes

Long-Term

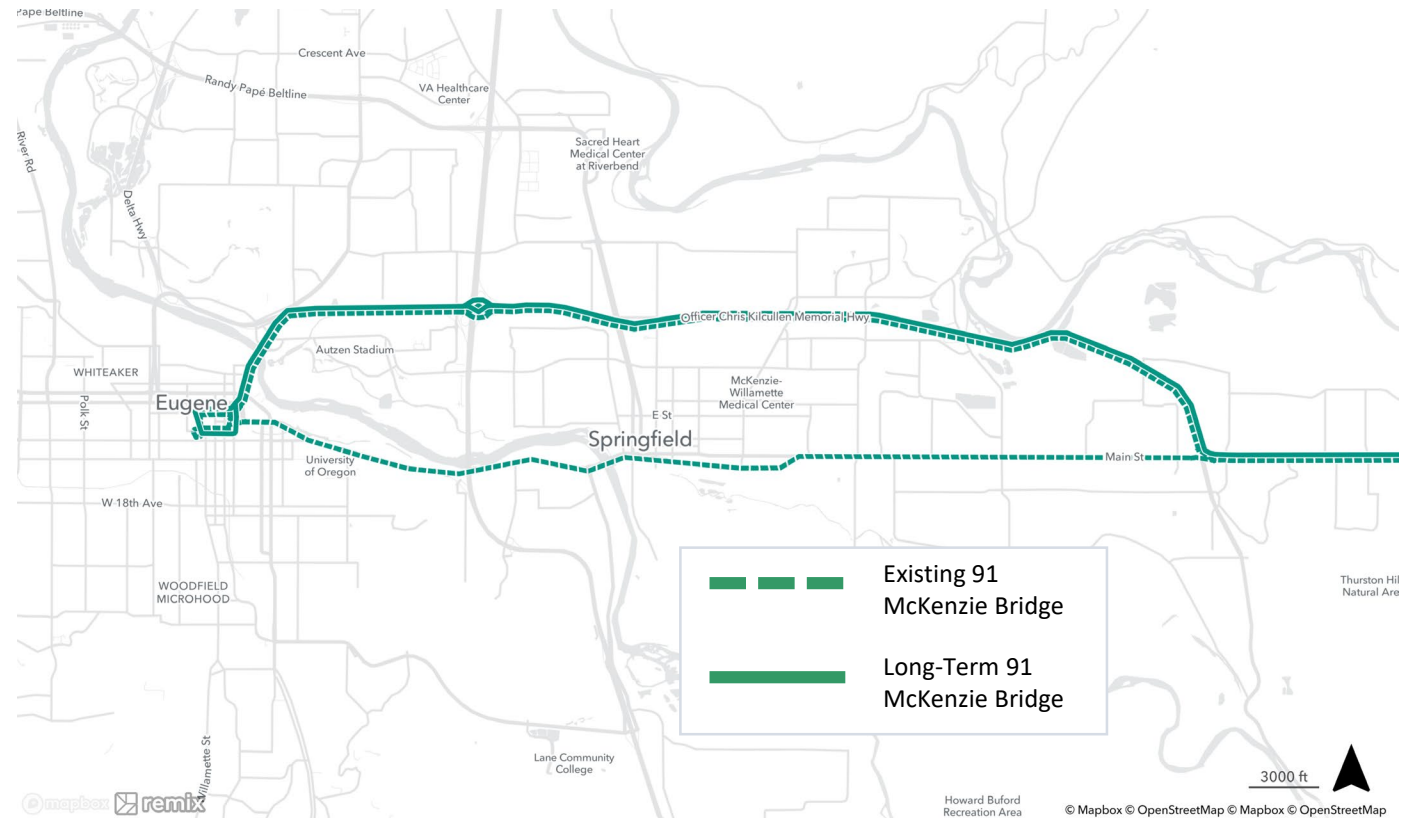
- Shorten Routes 66/67 to allow for better transfers at Eugene Station
- With a new capital facility, move the VRC stop to the north side of the mall
- Remove Shadowview Dr deviation and serve via Coburg Rd instead
- Extend Route 12 to Coburg Road



Route 91 Alignment Changes

Short-Term

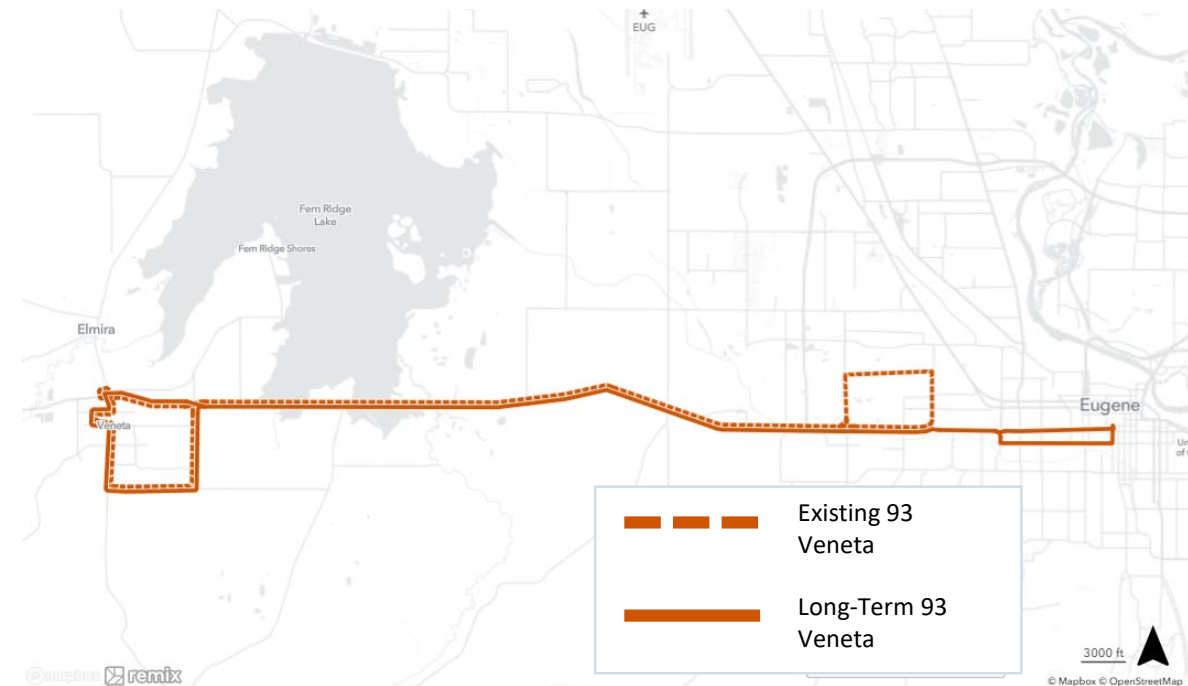
- Operate in express mode for all four eastbound trips
- Currently, one late afternoon eastbound trip serves Springfield Station, which slows trips for almost all riders



Route 93 Alignment Changes

Short-Term

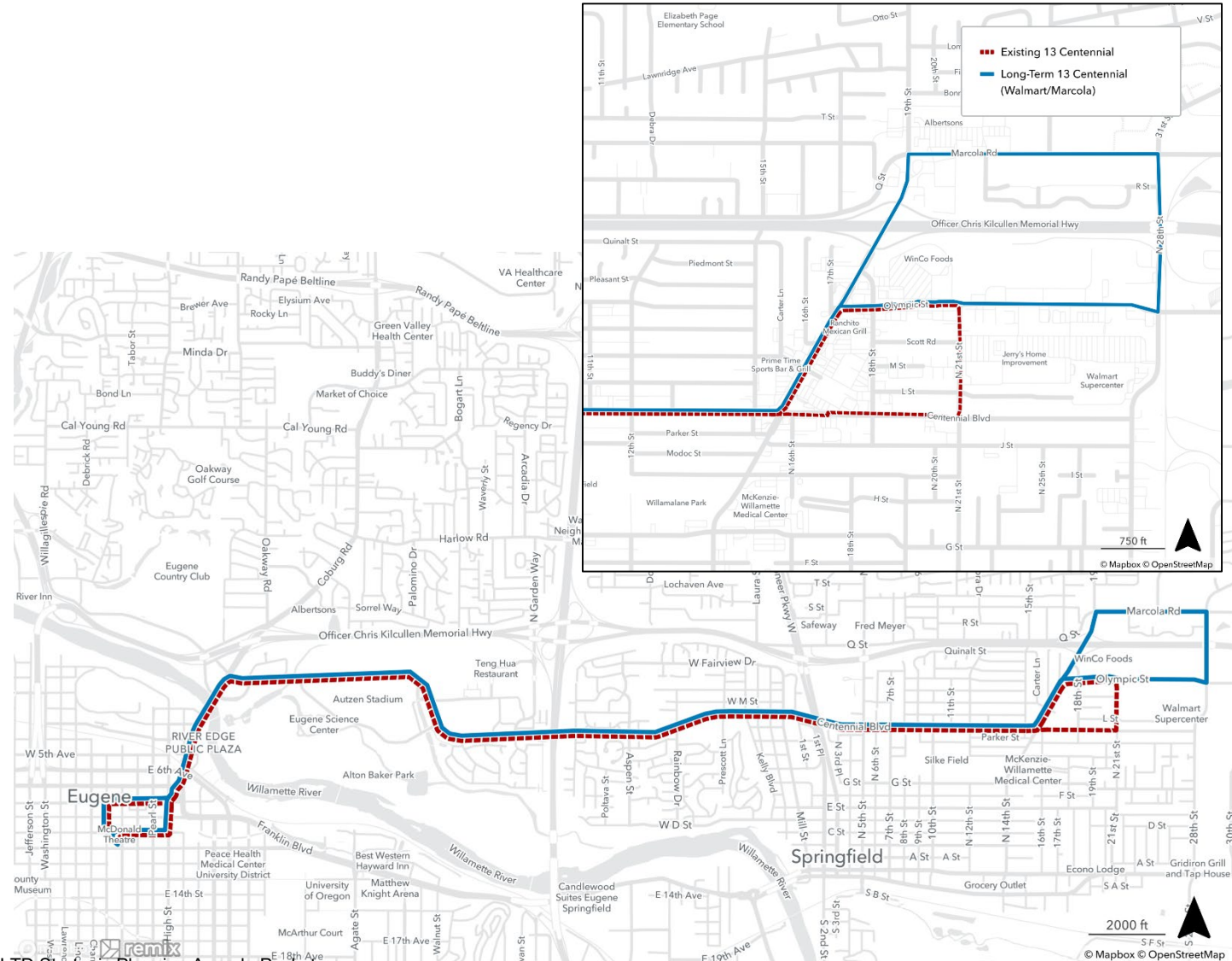
- Route 93 should no longer serve the Bertelsen / 1st Ave / Seneca loop and instead directly travel to downtown Eugene via W 11th Ave.
- Between Bertelsen and downtown Eugene, operate in limited stop mode, with pickups only in the westbound direction and drop offs only in the eastbound direction.



Route 13 Long-Term Alignment Changes

Long-Term

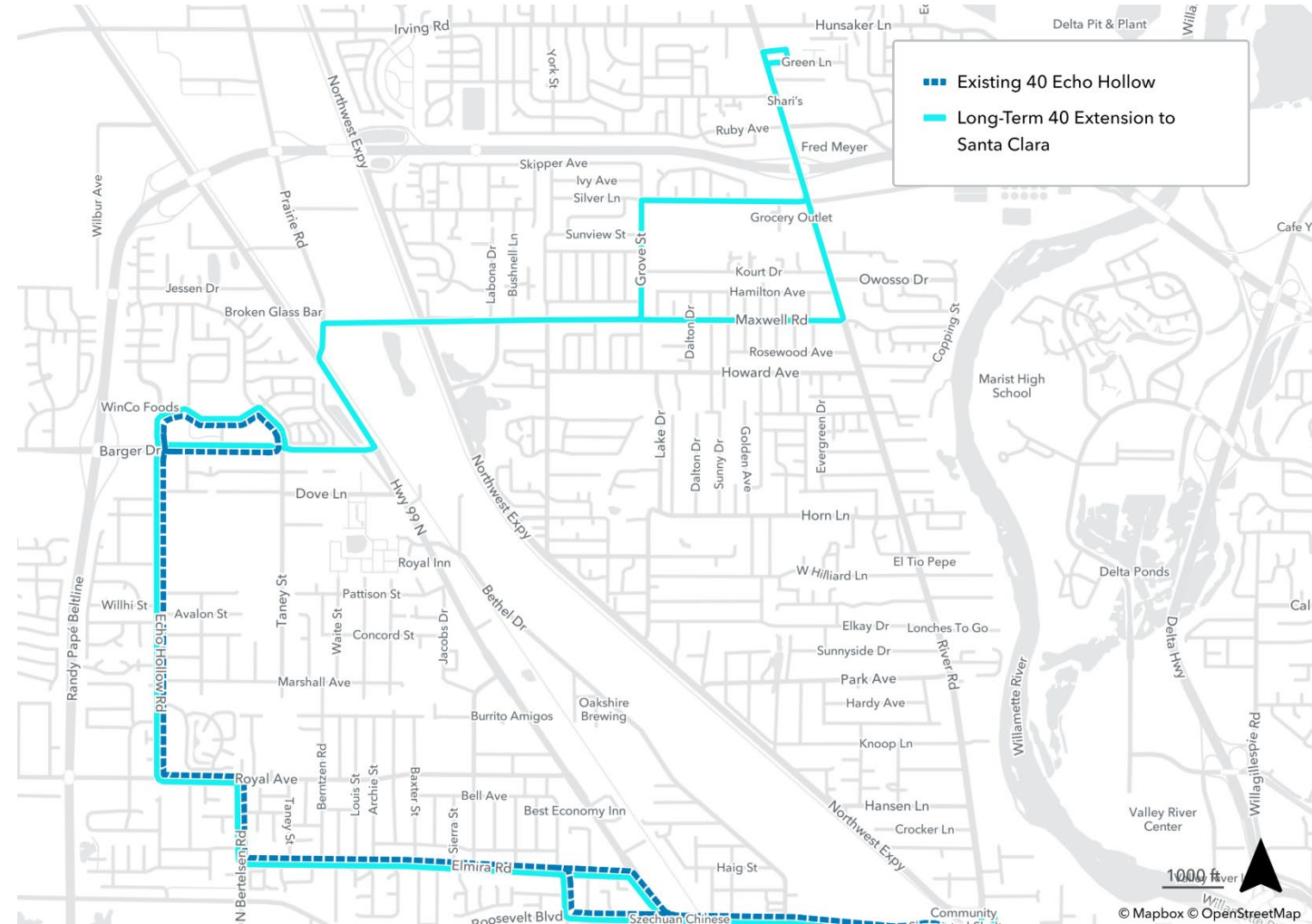
- Extend to Walmart and Marcola Road to improve access to the new housing in Marcola Meadows



Route 40 Long-Term Alignment Changes

Long-Term

- Extend Route 40 to Santa Clara Station to provide better connectivity commercial and residential growth happening along SR 99 and River Road





Lane Transit District Agenda Item Summary (AIS)

Presented By: Dave Roth, Director of Mobility Planning and Policy; and
Cosette Rees, Director of Mobility Services

AIS Title: New STIF Concepts

Action: Discussion and Feedback

In 2017, the Oregon Legislature made a significant investment in transportation by enacting House Bill 2017, which established the Statewide Transportation Improvement Fund (STIF). For additional details regarding STIF, please visit the Oregon Department of Transportation's (ODOT) website at <https://www.oregon.gov/odot/RPTD/Pages/STIF-Program-Overview.aspx>.

Lane Transit District (LTD) is currently seeking input from the Strategic Planning Committee (SPC) on four proposed additions to LTD's STIF Formula Plan. As we prepare for the fourth biennium of STIF funding, these proposals will be incorporated into the draft FY25-27 STIF Formula Plan and will undergo review by the LTD STIF Advisory Committee and the LTD Board before submission to the Oregon Department of Transportation.

In accordance with STIF program rules, LTD plays dual roles within Lane County. First, as a public transportation service provider, LTD may apply for funding to support projects that fulfill STIF program requirements. To date, LTD has utilized STIF Formula funding to sustain and expand specialized and accessible services; increase fixed-route transit service, design and implement passenger fare programs, acquire vehicles, make capital investments, launch pilot programs, and support rural and intercity services. Additionally, as the Qualified Entity (QE) for Lane County, LTD is responsible for programming STIF formula dollars allocated to the region. LTD is actively soliciting STIF formula funding applications for Lane County, with a submission deadline of October 15.

As part of the development of the draft FY25-27 STIF Formula Plan, LTD is considering the inclusion of four new programs and projects for this biennium:

Transit-Shared Mobility System Integration and Modernization

This project aligns with LTD's mobility management strategy and aims to modernize and integrate the Eugene-Springfield bike share system into LTD's portfolio of mobility services. A modernized and transit-integrated shared micromobility system will provide the community with new and more accessible mobility options and will extend the reach of LTD's fixed-route bus network. Capital funding would be directed toward the purchase and launch of a replacement fleet of pedal-assist electric bicycles, with integrated charging and docking stations distributed throughout Eugene and Springfield. LTD plans on utilizing established agency and stakeholder partnerships, through the Shared Mobility Work Group, to design and operationalize the integrated system. LTD would propose using STIF rollover funds from previous biennia for this one-time investment.

Rural On-Demand Service Pilot

LCOG currently provides an on-demand pilot service that connects residents in rural South Lane County to the metro area providing access to groceries and services that may not be available in their own



Lane Transit District Agenda Item Summary (AIS)

community. This service operates Monday through Friday. This project would modify and expand the existing program to serve up to 3-5 different rural communities during the week. LTD has applied for STIF Discretionary funding, and, if approved, would plan to utilize STIF Formula funds for the required 20% project match.

Transit Access and Safety Improvement Opportunity Fund

This project would establish a new program, administered by LTD, to fund transit access and safety improvements for city-owned rights of way within LTD's district boundary. The purpose of the program would be to improve safety conditions for transit users walking, bicycling, or using a mobility device to access fixed-route transit stops and stations. Typical projects funded would include pedestrian crossing safety improvements, sidewalk infill, transit stop improvements, lighting, and more that are tied to transit access. Roadway jurisdictional owners would be able to apply for funding to leverage existing planned and programmed capital projects.

Community Outcomes Opportunity Fund

This project would establish a new program, administered by LTD, to fund mobility projects and programs designed to improve community outcomes related to housing, education, public health, and workforce development. During the summer of 2024, LTD engaged with a diverse group of stakeholders representing governmental agencies and non-profit organizations responsible for these four community outcome areas. The proposed Community Outcomes Opportunity Fund would be designed to support new initiatives that directly improve housing, education, public health, and workforce outcomes through mobility investments.