



**LANE TRANSIT SPECIAL-PURPOSE DISTRICT OF OREGON (LTD)
STRATEGIC PLANNING COMMITTEE MEETING AGENDA**

**Tuesday, May 6, 2025, 5:30 p.m.
Glenwood Administrative Office – Boardroom
3500 E 17th Avenue, Eugene, OR 97478**

LTD Public meetings are also available via web video stream. Anyone can access the broadcast live or view archived meetings at <https://govhub.ompnetwork.org/>

The Strategic Planning Committee provides the LTD Board of Directors with independent advice and recommendations on strategic planning issues related to advancing the goals of the Long-Range Mobility Plan, including, but not limited to, developing the Frequent Transit Network, making better connections, reducing trip and waiting times, bridging the first and last mile, creating safer ways to access service, and optimizing solutions for urban and rural areas.

Representing	Members
Springfield City Councilor	Beth Blackwell
Eugene City Councilor	Greg Evans
Lane County Commissioner	Heather Buch
LTD Board Member	Gino Grimaldi
LTD Board Member	Kelly Sutherland
Better Eugene-Springfield Transportation	Rob Zako
United Way	Alma Jesus (Chair)
City of Eugene Chambers	Tiffany Edwards (Vice Chair)
Oregon Department of Transportation	Vidal Francis
Former Eugene City Councilor	Claire Syrett
Student	Scooter Milne

Public Comment:

Public comment occurs at the beginning of each meeting. In-person sign-up is available on the day of the meeting in the Boardroom. Attendees can participate virtually via Zoom. To join virtually, follow the link provided on LTD's Events Calendar on the day of the meeting at <https://www.ltd.org/events-calendar/>. In order to provide public comment, participants should use the "Raise Hand" feature on Zoom. For phone participants, press *9. Speakers will be called by name when it's their turn. Individual comments are generally limited to three minutes; however, the presiding Board officer will determine the final time limits based on the number of speakers and the time available.

For those unable to attend in person or virtually but who wish to submit written testimony, email clerk@ltd.org. Comments must be received by noon on the day prior to the meeting.

STRATEGIC PLANNING COMMITTEE:

1. **CALL TO ORDER & ROLL CALL:** Alma Hesus (Chair), Tiffany Edwards (Vice Chair), Vidal Frances, Greg Evans, Beth Blackwell, Heather Buch, Claire Syrett, Gino Grimaldi, Pete Knox, Rob Zako, Scooter Milne, Vacant, Vacant
2. **PUBLIC COMMENT**
3. **STAFF UPDATES**
4. **AGENDA ITEMS**
 - City of Eugene Transportation and Land Use Briefing
 - Eugene Downtown Circulator Pilot
 - Legislative Updates
 - Rural Services Pilot Goals and Performance Measures
 - FY26 Strategic Planning Committee Work Plan
5. **COMMITTEE REPORTS**
6. **ADJOURN**

The facility used for this meeting is accessible for those using mobility devices. 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: Terri Harding, Principal Planner,
Rob Inerfeld, Transportation Planning Manager,
and Jody Trendler, Senior Transportation
Planner

AIS Title: City of Eugene Transportation and
Land Use Briefing

Action: Discussion and Feedback

Agenda Item Summary

Terri Harding, Principal Planner, Rob Inerfeld, Transportation Planning Manager, and Jody Trendler, Senior Transportation Planner from the City of Eugene will provide the LTD Strategic Planning Committee with a briefing on current and upcoming land use and transportation initiatives and projects including:

- Climate-Friendly and Equitable Communities (CFEC) Implementation Project
- Urban Growth Strategies Project
 - Housing Needs & Actions
 - Mixed Used Centers & Corridors Planning
- Safe Streets and Roads for All (SS4A) Transit Access Study

This agency partner briefing will provide members of the Strategic Planning Committee with an opportunity to learn about upcoming work in Eugene and consider ways in which LTD services and city work can be mutually supportive.

Attachments: Presentation

I certify that my Department Chief has reviewed and approved this AIS: ☒

Urban Growth, Housing, & Transportation Planning

LTD Strategic Planning Committee Update | May 6, 2025

URBAN
GROWTH
STRATEGIES



Agenda

- ▶ Urban Growth Strategies
 - Housing Need & Actions
 - Mixed Use Centers and Transportation Corridors
- ▶ Transportation Planning
- ▶ Future Coordination



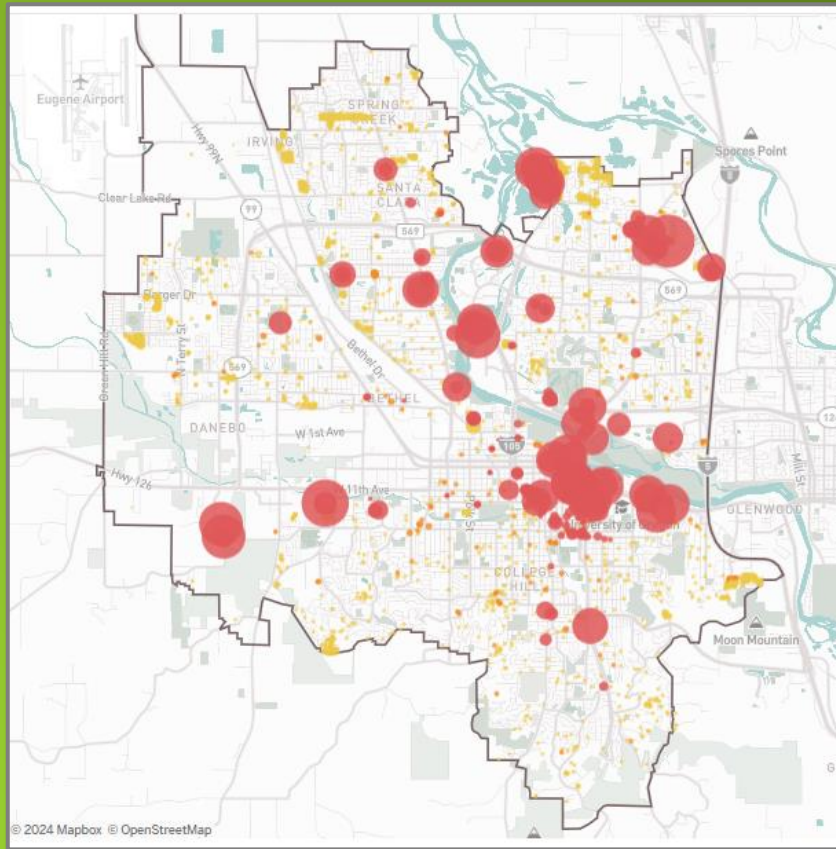


URBAN GROWTH STRATEGIES

Homes & Jobs for 2045



Project Overview



New Dwellings Map

Source: Growth Monitoring Data Dashboard

Community Engagement

Understanding needs and priorities

Engagement Activities

- ▶ General Outreach
 - Open Houses & Info Sessions
 - Online Surveys & Mapping Activity
 - Boards & Commissions, Neighborhoods
 - Communications & Info Sharing
- ▶ Focused Outreach
 - Equity Advisory Panel **(New!)**
 - Tabling at Cultural Events
 - Listening Sessions
 - Working Groups
 - Social Engagements

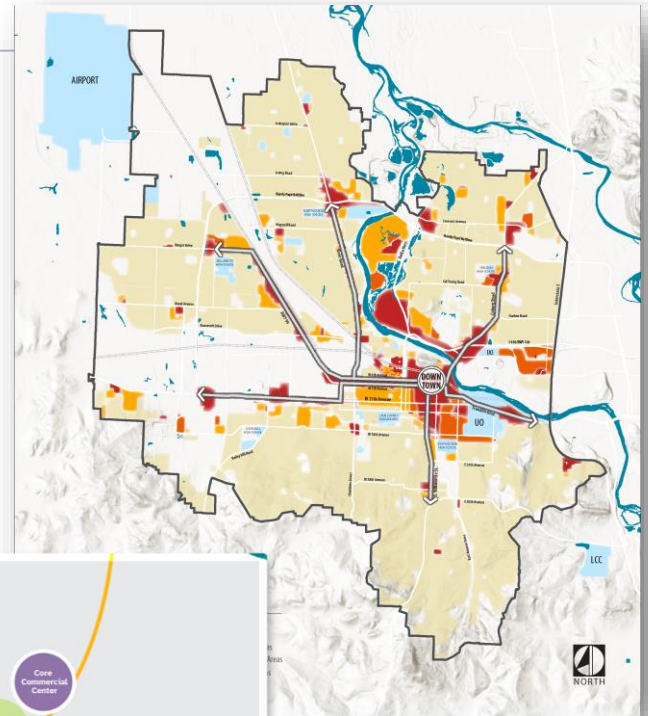


Policy Development

Goals and policies guiding land use in Eugene

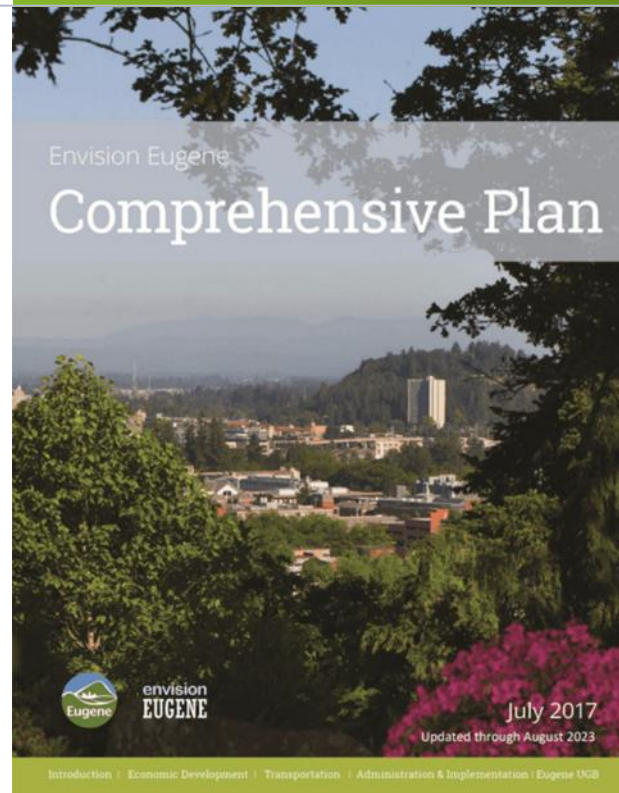
Community Vision

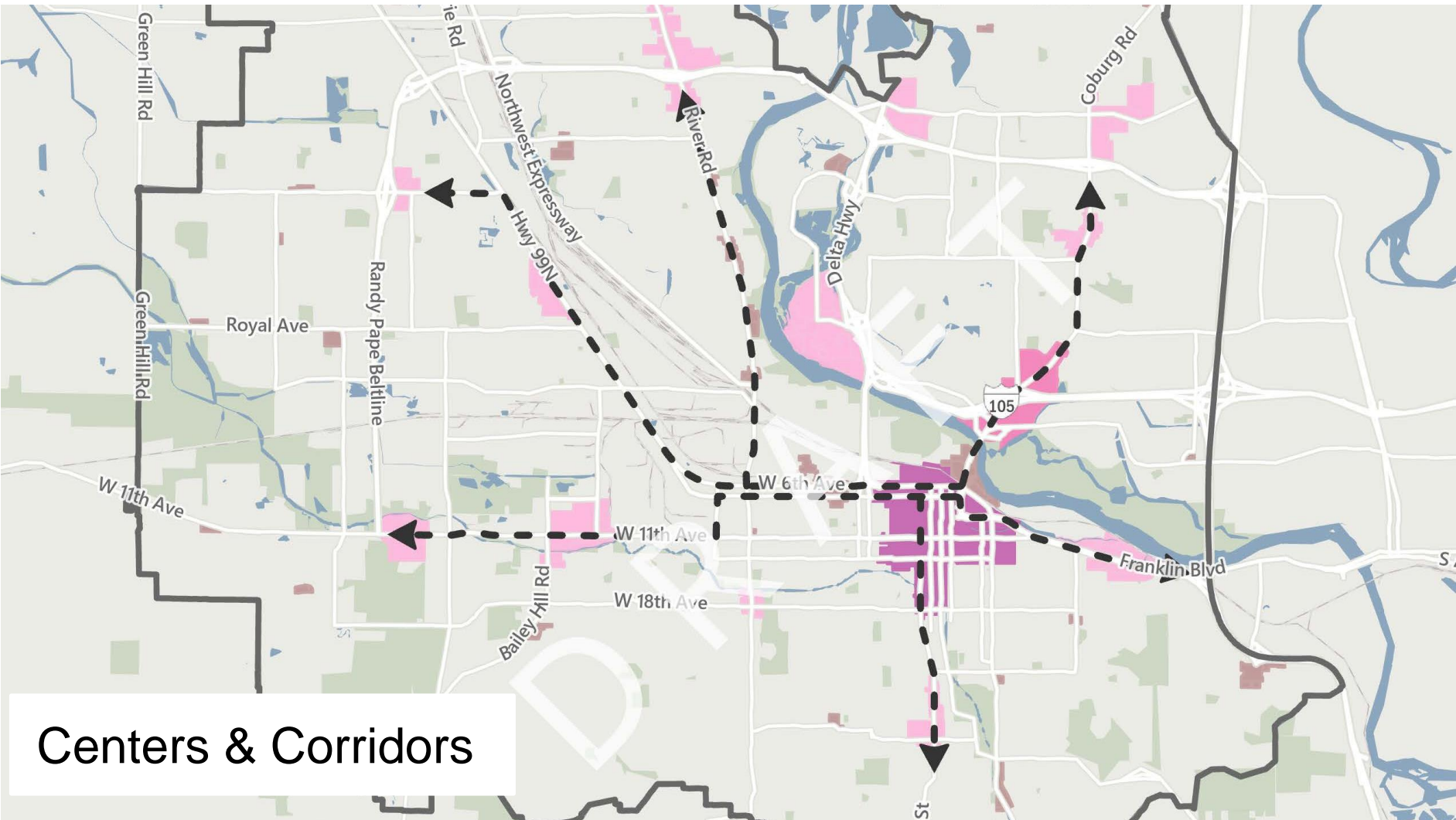
- ▶ Mixed use centers & corridors
 - Convenient and climate-friendly
 - Connected
 - Comfortable and safe
 - A range of sizes



Comprehensive Plan Updates

- ▶ Policy Chapters on:
 - Community Engagement
 - Compact Development and Urban Design
 - Housing
 - Community Health
 - Land Use (Land Use Designation Map)
 - Public Facilities and Services (Public Facilities Plan)



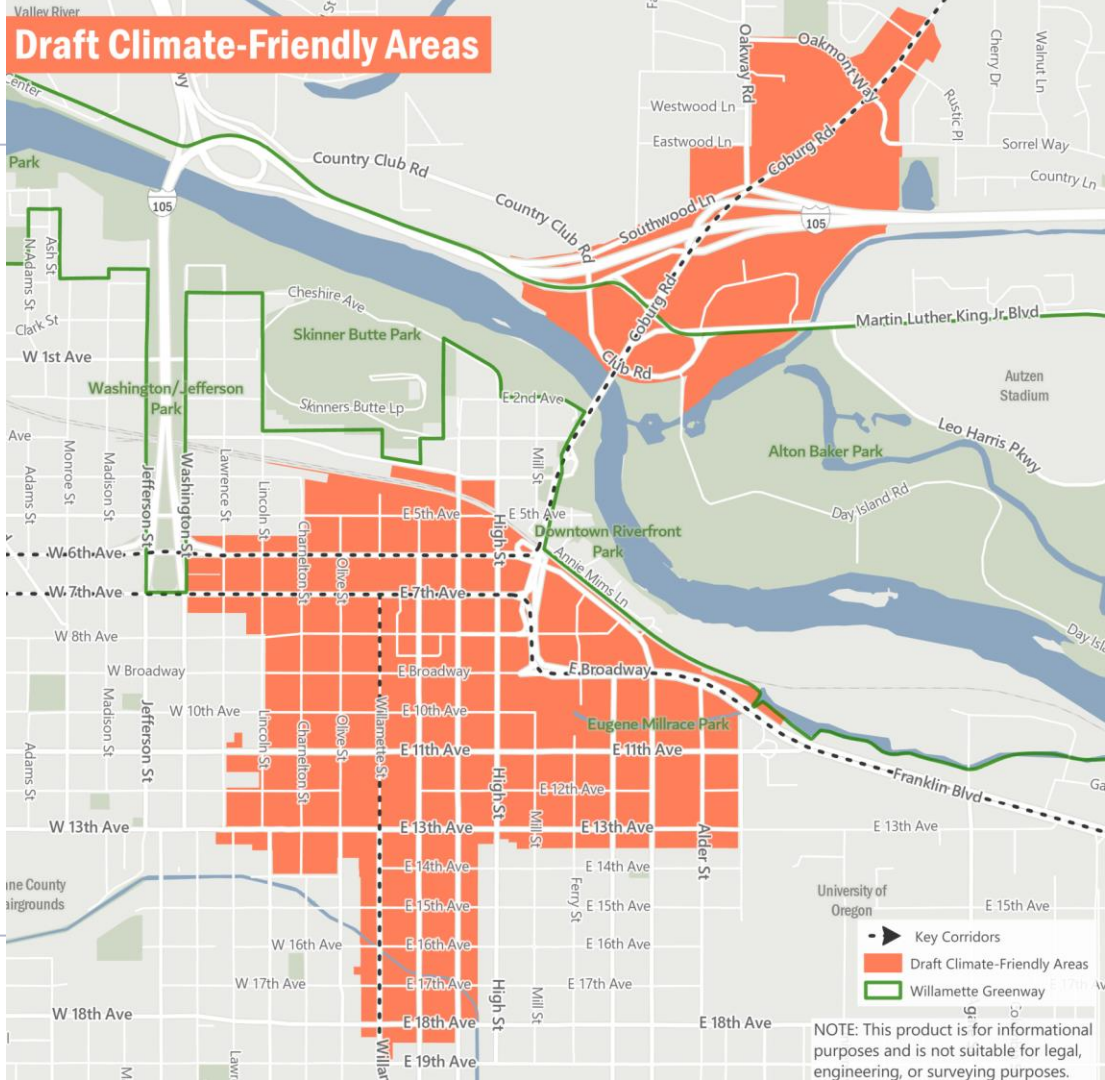


Centers & Corridors



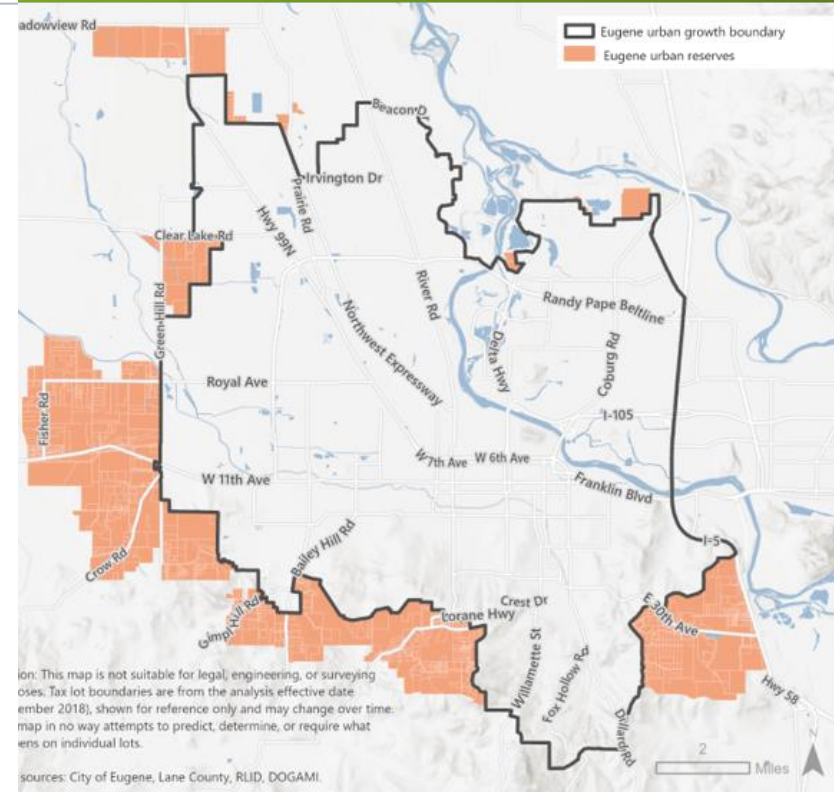
Climate-Friendly Areas

Greater Downtown Eugene
& Lower Coburg Road



Urban Reserves

- ▶ Land for Eugene to grow into as needed
- ▶ Consider areas closest to the UGB first
- ▶ Make expansion more efficient
- ▶ Coordinate with Service Providers



Housing Planning

New approach to planning for state and local housing needs



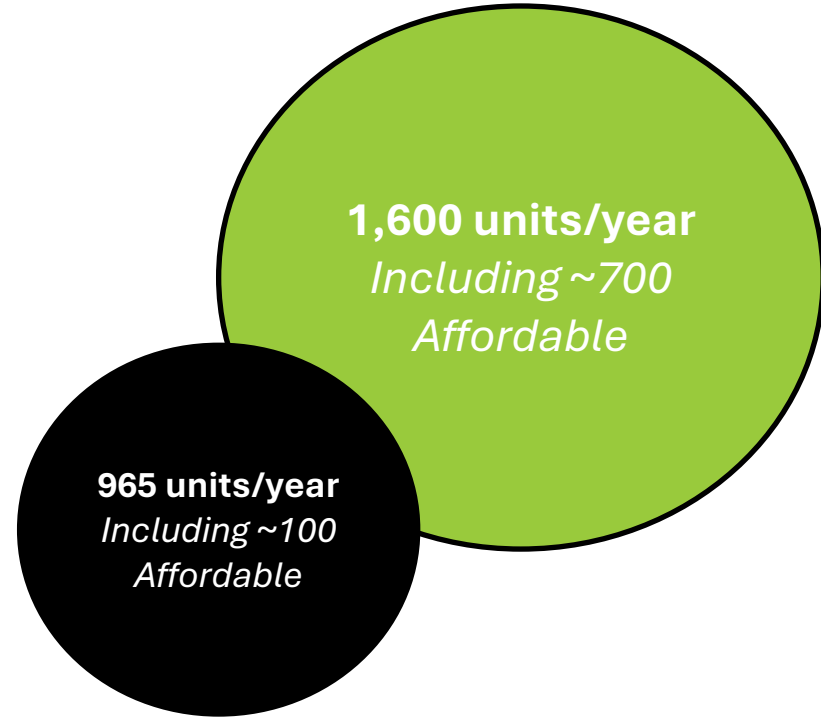
The new landscape of housing

Eugene's Housing Need

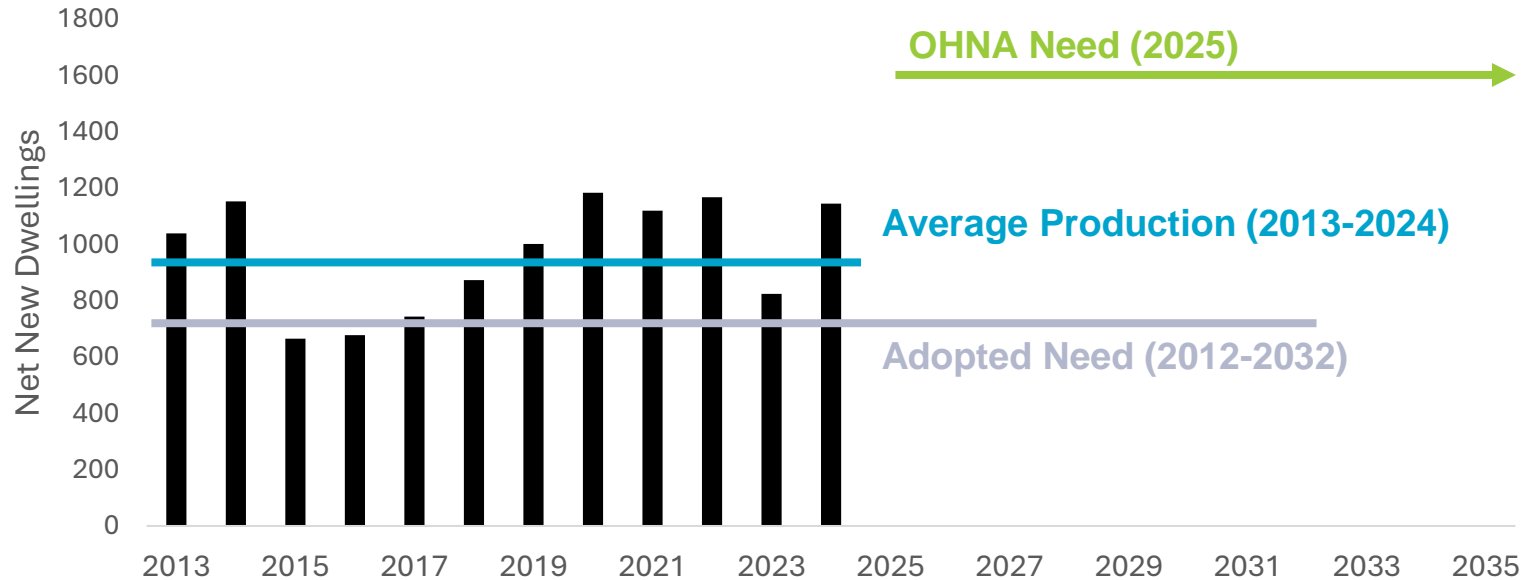
20-Year Need → 26,273 units

Needs vs. Trends

- ▶ Need to produce 70% more units annually compared to the last 10 years

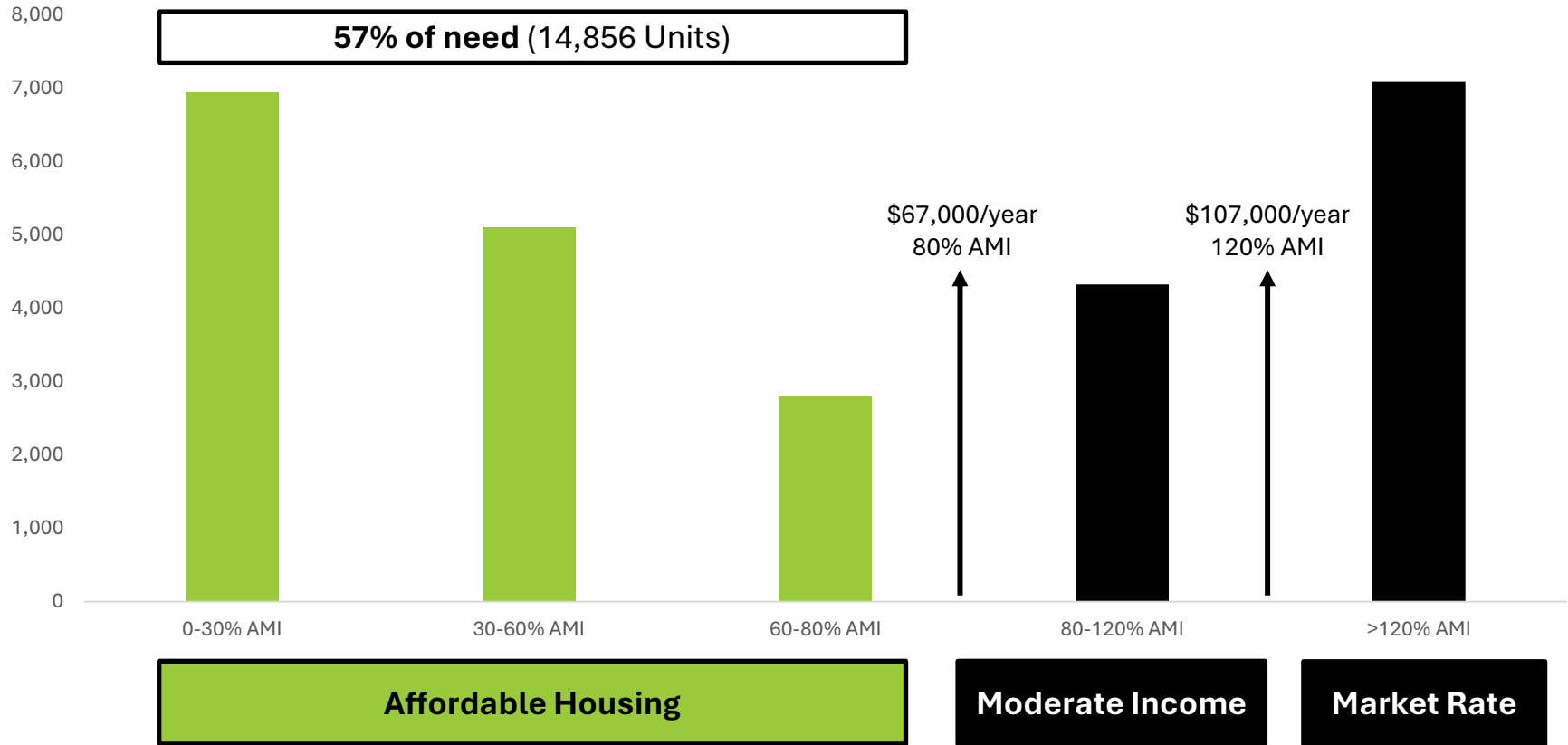


Needs vs. Trends



Adapted from Growth Monitoring Data

20-Year Housing Need by Income Level (AMI)



Local Context

- ▶ Connect the data to people and their needs. Plan for housing that is...
 - **Affordable** to people with all incomes
 - Advancing fair **housing choice** and mitigates issues
 - Detailed by housing **types, characteristics, and locations**



Possible New Housing Actions

To support housing production, affordability, and choice

Housing Actions

Information &
Partnerships

Regulatory
Reduce Barriers

Regulatory
Increase Capacity

Financial
Incentives

Investments
& Land
Acquisition

Infrastructure
Projects

Financial Incentives



By Affordability
Polk 2.0, DevNW



By Location
1059 Willamette

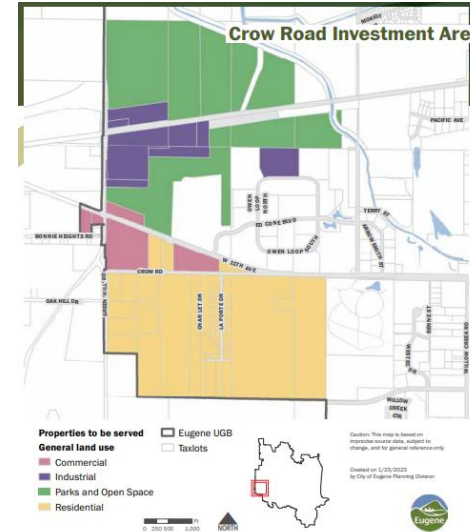


By Type
ADU

Investments & Infrastructure



Iris Place, SVdP



Transportation Planning

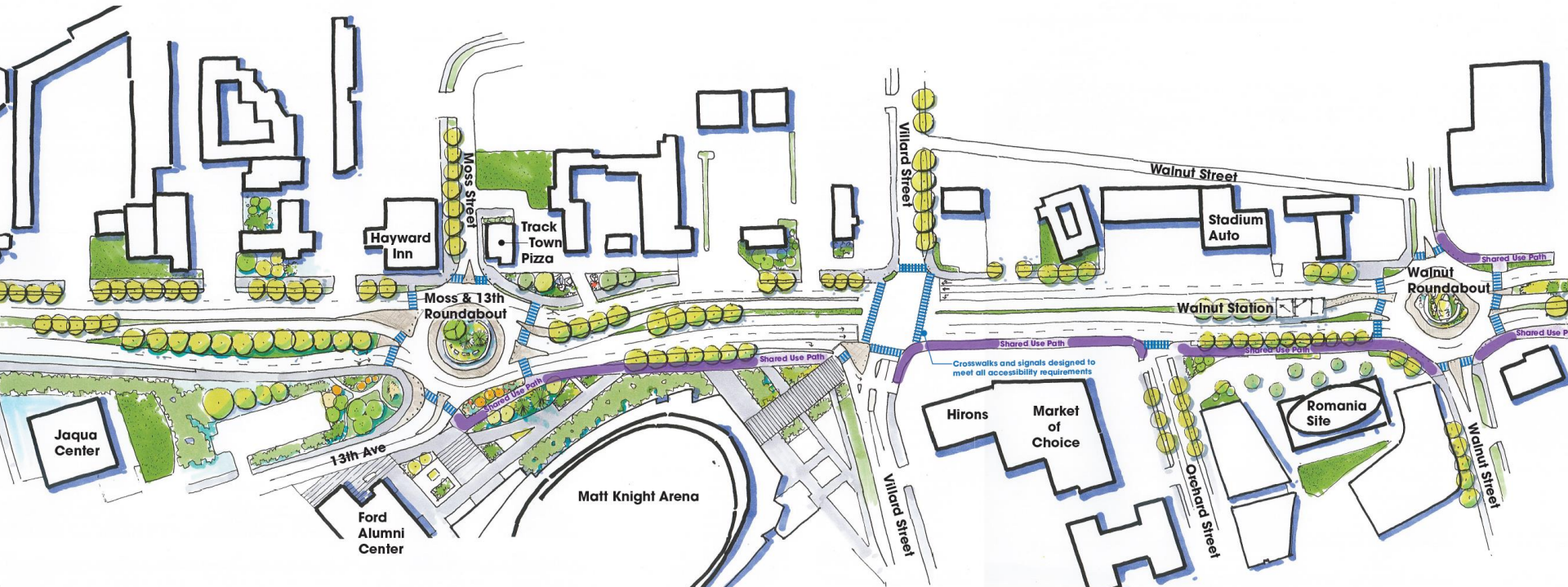
System planning, multimodal connections, parades, and more

Transit Corridor Planning

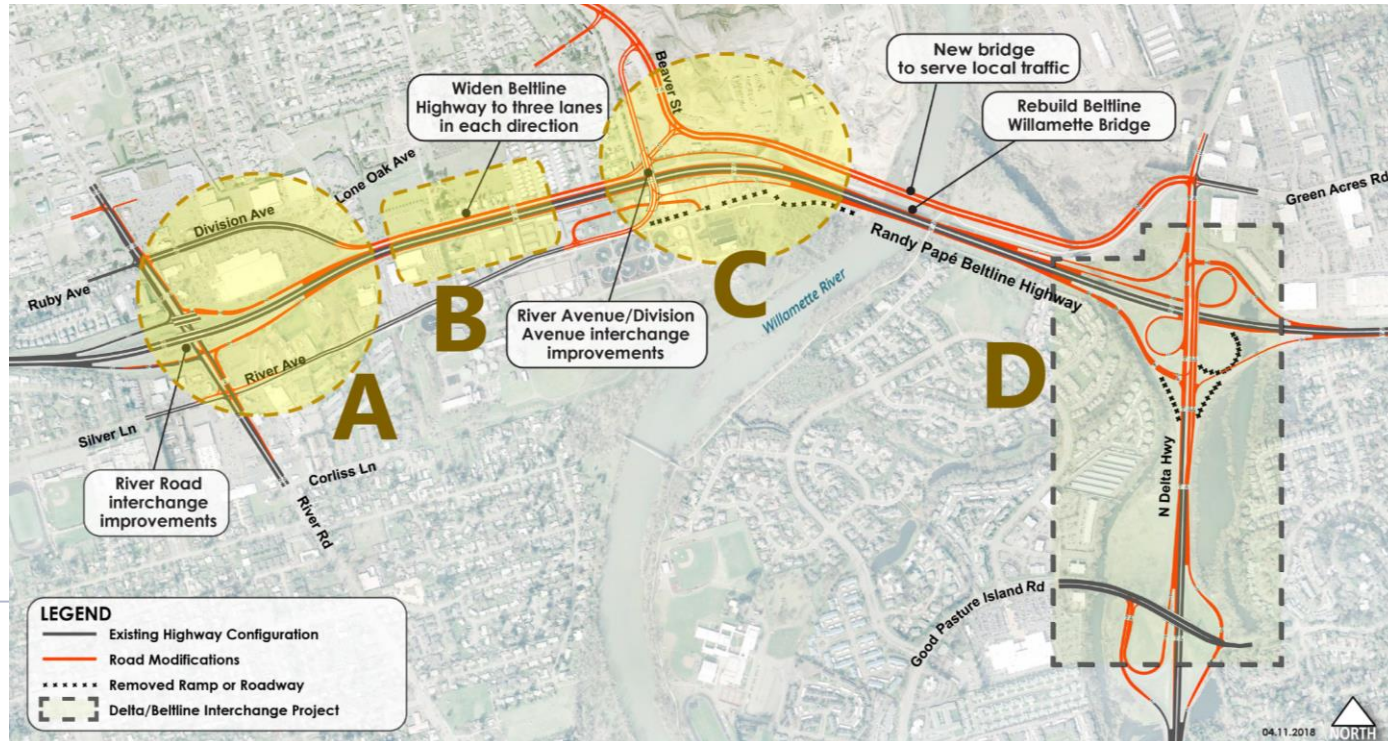
- ▶ MovingAhead developed plans for five key corridors in Eugene
- ▶ MLK Jr Corridor improvements completed in 2024
- ▶ Up next: Coburg Road, River Road and Hwy 99 Corridor Refinement Plans



Franklin Blvd Transformation



Beltline Local Arterial Bridge



Downtown Eugene Transit Study and Service Pilot

- ▶ Completed Downtown Transit Study in 2024
- ▶ Pilot downtown service improvements launch in Fall 2025



Pilot Program Implementation Guide

May 2023



Access to Transit Projects

- ▶ Martin Luther King Jr Blvd at Chase Village



Before



After

Access to Transit Projects

- ▶ E 30th Avenue at University Street



Before



After

Bike Parking at Transit Facilities



Shared Mobility

- ▶ LTD and City of Eugene collaborate with partners to oversee the city-owned PeaceHealth Rides bike share system
- ▶ Over 1 million rides on PeaceHealth Rides since program launch



First Mile Last Mile Safety Study

- ▶ Study will identify safety barriers to walking and biking to bus stops in Eugene
- ▶ Results to include project recommendations and demonstration project installations
- ▶ LTD contributing matching funds



Transportation Options Programs



Encouragement
E-Ride Expo



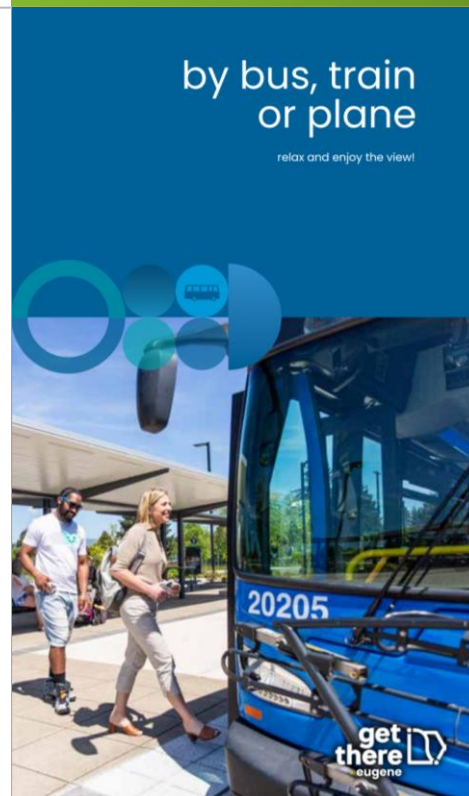
Events
BRiGHT Parade



Education
Learn to Ride

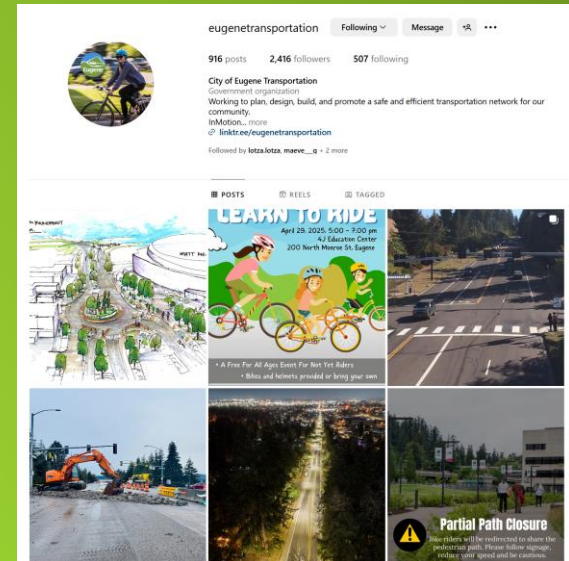
Get There New Movers Program

- ▶ Welcome Packet
- ▶ Bus-Train-Plane-Carpool Kit
 - Includes tons of info plus 5 day passes for the local bus system



Public Engagement

- ▶ InMotion Monthly Newsletter
 - Subscribe online at <https://www.eugene-or.gov/3839/InMotion-E-News>
- ▶ Social Media
- ▶ Aqui en la Ciudad



Future Coordination – Eugene/LTD

- ▶ Coburg Road, River Road, and Hwy 99 Corridor Planning
- ▶ Eugene Transportation System Plan (TSP) Update
- ▶ UGB Expansion Area/Transit Oriented Development (TOD) Planning



Eugene 2035 Transportation System Plan

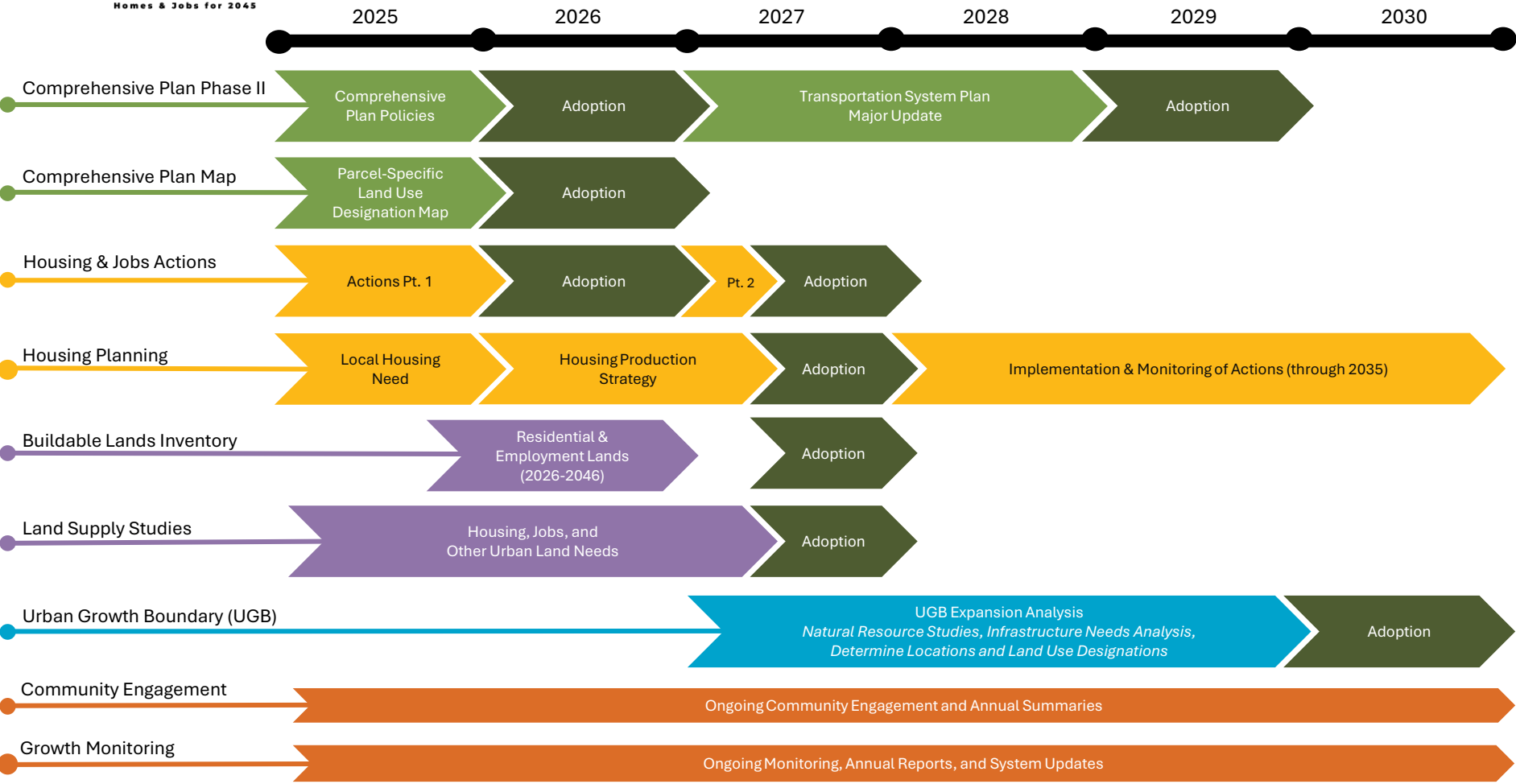
Volume 1

February 2017



Questions & Discussion

Reference Slides





Lane Transit District Agenda Item Summary (AIS)

Presented By: Bret Smith, LTD Senior Service Planner and Jody Trendler, City of Eugene Senior Transportation Planner

AIS Title: Eugene Downtown Circulator Pilot

Action: Discussion and Feedback

Agenda Item Summary:

LTD and City of Eugene Staff will provide a briefing to SPC members regarding the new FY26-FY27 Statewide Transportation Improvement Fund (STIF) Discretionary-funded Eugene Downtown Circulator Pilot Project.

Collaboratively designed by LTD and the City of Eugene, this new pilot service will modify LTD's existing Route 1 to serve a larger geographic area, increase frequency to every 30 minutes, and offer trips later into the evening. The new route will begin on September 7, 2025, and conclude in summer 2027. At that time, its route and frequency may change depending on how the pilot performs and availability of funding.

The City of Eugene and LTD began considering Downtown bus improvements because more housing and destinations are being built in Downtown Eugene and the new riverfront area. Improving transportation to these developing areas, as well as established businesses and homes, makes it easier for people living and working Downtown to access services such as grocery stores, pharmacies, healthcare providers, jobs and schools. Downtown visitors will also benefit from improved service as they access the Saturday and Farmer's Markets, Fifth Street Market and other shopping destinations.

Eugene's Downtown area is changing in many ways:

- New housing has been built in various areas of Downtown,
- A new neighborhood is being built along the Riverfront,
- The Fifth Street Public market has expanded in recent years, and
- The former EWEB building along the Riverfront will become the new City Hall.

These developments change the way people use Downtown and the way they travel to and from Downtown. The City of Eugene wants public transportation to serve the destinations that people live, work, and visit Downtown, now and in the future. Therefore, the city conducted a study to examine the best way for buses and shared mobility to serve Downtown, the Riverfront, and the new City Hall. The City of Eugene worked with Lane Transit District (LTD) on this project.



Lane Transit District Agenda Item Summary (AIS)

The Downtown Transit Study examined existing bus routes and looked at which areas of Downtown and the Riverfront could be better served by public transportation. The study then developed several options to improve bus routes, add or change bus stops, or provide other forms of transportation. Successful examples from other cities in the United States or abroad helped identify the best potential options.

In recent years, the City has asked people living in or visiting Downtown Eugene what they think should be improved through several public engagement initiatives, listed below. Community comments and suggestions from these efforts informed this plan:

- The Downtown Priorities and Projects survey
- The Move EUG Planning Project
- LTD System Review and Rider Survey

The team also heard from various stakeholders, including businesses, people living in or visiting Downtown, and local government groups about their ideas for public transportation Downtown. These stakeholders helped the team determine how we can best improve Downtown public transportation.

Attachments: Presentation

I certify that my Department Chief has reviewed and approved this AIS: ☒



Lane Transit District

Connecting our Community

**FY26-FY27 STIF Discretionary Funded Pilot Project –
Downtown Eugene Circulator Project** May 6th, 2025

Lane Transit District | LTD.org



MISSION

Connecting Our Community

VISION

In all that we do, we are committed to creating a more connected, sustainable, and equitable community

VALUES

Respect, Integrity, Innovation, Equity, Safety, and Collaboration

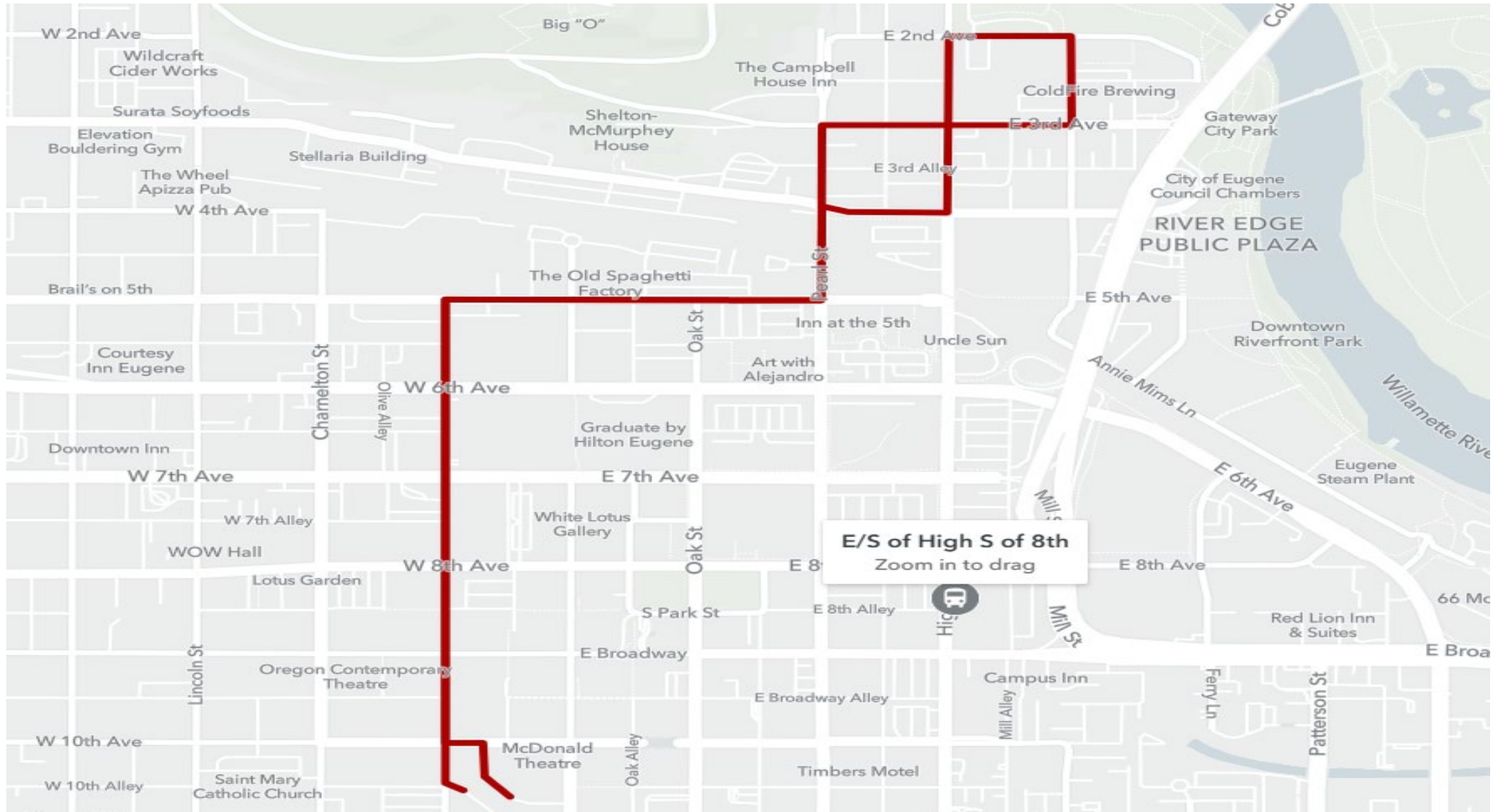
Downtown Eugene Circulator Pilot



- Why are we doing this pilot?
- Awarded Discretionary funds for the Biennium: \$1,000,020 (\$500,010/annually for two years)
- Lane Transit District Match from Route 1 cost of service for Biennium \$1,038,730 (\$519,365/annually for two years)



Existing Conditions: Route 1



Proposed Pilot Routing

- 30 minute frequency
- Increased Span
- Service to grocery stores, pharmacies, eateries, etc.
- Increased connectivity





Pilot Branding and Marketing

- Distinct route name and brand
- LTD and City of Eugene are exploring branded bus stop signs
- Downtown engagement and outreach
- Target audiences include downtown businesses, residents, and visitors

■ Timeline



- Route design, schedule, and funding complete by May 16th, 2025
- Community Outreach, Campbell Center, Ya-Po-Ah, etc.
- Goals
- Establish Pilot measures for success
- Launch September 7th, 2025
- Questions?



Lane Transit District Agenda Item Summary (AIS)

Presented By: Brandon Melton

**AIS Title: Rural Services Pilot Goals and
Performance Measures**

Action: Discussion and Feedback

Agenda Item Summary:

LTD Staff will lead a discussion and seek feedback from SPC regarding Rural Services Pilot draft Goals and Performance Measures outlined in the attached memo. Five draft goals and associated performance measures have been identified utilizing the Link-Lane Transit Development Plan and LTD's Pilot Project Guidance. The attached memo also discusses potential impacts and evaluation of these services and outlines what might be learned from this pilot project.

Attachments: Project Goals and Performance Measures Memorandum

I certify that my Department Chief has reviewed and approved this AIS: ☒

DATE: 4/3/2025

TO: LTD Strategic Planning Committee

FROM: Brandon Melton, Senior Planner

RE: Rural Shuttle Pilot Goals and Performance Measures

In keeping with LTD's Pilot Program Implementation Guide, LTD Staff have developed a hypothesis, goals and draft performance measures for the Rural Shuttle Pilot program. This pilot program is funded for a two-year period, between July 1 2025, and June 30 2027.

HYPOTHESIS

Creating mobility connections from rural locations to goods and services improves the health, independence, and quality of life of rural residents in a meaningful way

GOALS AND PERFORMANCE MEASURES

1. Goal: Facilitate first/last mile connections
Performance Measure: Ridership
2. Goal: Improve mobility equity and access
Performance Measures: Population Served, general population within ¼ mi of service area.
3. Goal: Test the viability of technology in a rural setting
Performance Measures: Number of trips booked through application vs by phone/dispatcher. Customer feedback.
4. Goal: Fill service gaps
Performance Measures: Ridership in each service area, Trip Purpose
5. Goal: Experience to develop the right level/mode of service for rural communities
Performance Measures: Annual Operating Costs/Ridership, Passenger Miles Traveled, Rides/Revenue Hour, Rides/Revenue Mile

EVALUATION

Data collected will be compared to the Metro Shuttle pilot numbers as well as comparable rural services in other areas. This service is not expected be as efficient or productive as urban services due to the nature of serving low density rural areas; however it is an opportunity to understand how creating access from these rural areas to larger communities can benefit the quality of life for residents. These three rural areas are each unique, and the project provides an opportunity to understand how we might design service in the future to meet the needs of our diverse rural communities if additional resources become available.

Providing these services may:

- Have the potential to connect people to essential services such as food, healthcare, pharmacy, and maintain social connections all of which contribute to both mental and physical health;
- Reduce the number of trips made by single occupancy vehicles and thus reduce emissions, improve transportation safety, and air quality;
- Allow for more opportunities for older adults to extend their independence and age in place which could have an impact on housing demand.

The trip purpose will be collected for each journey and surveys will be conducted periodically throughout the pilot to get a full picture of how the service is impacting these rural Lane County Residents.

CONCLUSION

As we gain experience with the pilot in these three rural areas, we will be evaluating the possibility of 1) continuing to serve these areas, 2) how we would serve each area, and 3) potential redesign of rural services. It is important to note that this pilot is funded through a state discretionary grant, with funding for only two years of operations. Funding would need to be identified if service is to continue or potentially be redesigned.



Lane Transit District

Connecting our Community

LTD Rural Shuttle Pilot Goals and Performance Measures

Lane Transit District | LTD.org

Hypothesis

Creating connections from rural locations improves the health, independence and quality of life of residents in a meaningful way.

Goals and Performance Measures

Goal 1: Facilitate first/last mile connections

Performance Measures:

1. Ridership
 2. Transfers to fixed route service*
- Metro Shuttle Annual Ridership 2024: 1748
 - Collect ridership from other similar rural services for comparison.
 - Transfers will be difficult to track (survey, mobile validators, umo/tap card adoption)

Goals and Performance Measures

Goal 2: Improve mobility, equity and access

Performance Measures:

1. Population served
2. Demographics of population within ¼ mi of service area.
3. Survey results – how have we made a difference in people’s lives: health, housing, work, education

Service Area	Population	% in Poverty	% non-White	% of car free households
Lane County	382,971	15%	22%	8%
OR 36	300	16%	17%	7%
Mohawk Valley	600	7%	15%	2%
South Lane	19,300	10%	19%	7%
South Lane without Cottage Grove	11,700	7%	17%	7%

*Statistics from Remix, estimated based on overlap of selected geographies and underlying data geometries. Methodology assumes data for each geometry is evenly distributed by area, so there may be a significant margin of error, especially for larger regions or smaller selections.

Goals and Performance Measures

Goal 3: Test the viability of technology in a rural setting

Performance Measures:

1. Number of trips booked through app vs by phone/dispatcher
 2. Customer feedback (Survey)
 3. Contractor feedback
- No option to book through an app on Metro Shuttle.
 - Cottage Grove Connector utilizes VIA app. 26% of trips booked through the app

Goals and Performance Measures

Goal 4: Fill service gaps

Performance Measures:

1. Ridership in each service area
 2. Trip purpose (collected at scheduling)
- Compare South Lane to Metro Shuttle

Goals and Performance Measures

Goal 5: Strengthen transportation network

Performance Measures:

1. Route 98 Ridership
2. Cottage Grove Connector Ridership
3. Fixed Route & EmX ridership near Mohawk Valley
4. Link Lane Ridership
5. Rhody Express Ridership

Goals and Performance Measures

Goal 6: Understand the needs and resources required to operate the right level/mode of service for rural communities.

Performance Measures:

1. Annual operating costs/ridership (costs per trip)
2. Passenger miles traveled
3. Rides/revenue hour (productivity)
4. OTP/wait times

Evaluation

- Compare data with Metro Shuttle Pilot and other comparable rural service in other regions
- Rural service is not expected to be as efficient or productive as urban services
- Important to gain understanding of how these services can benefit quality of life
- Three unique service areas
- Pilot



Lane Transit District Agenda Item Summary (AIS)

Presented By: Dave Roth, Director of Mobility
Policy and Planning

AIS Title: FY26 Strategic Planning Committee
Work Plan

Action: Discussion and Feedback

Agenda Item Summary:

LTD staff will share proposed FY26 Strategic Planning Committee (SPC) meeting topics and will present a proposed FY26 SPC Work Plan to be approved by the LTD Board. Staff seeks discussion and feedback from SPC members.

SPC meeting topics are developed in coordination between LTD staff and the SPC Chair and Vice Chair. Key meeting topics will be aligned with an annual work plan to be presented to the LTD Board.

The Work Plan serves as a structured roadmap for SPC activities in support of the committee's charge to provide independent advice to the LTD Board; advance the goals of the Long Range Transit Plan; develop the Frequent Transit Network; make better connections; reduce trip and wait times; bridge first and last mile connections; improve safety; optimize urban and rural solutions; and consider the implications of decisions on individuals who are transit dependent, especially older adults, or people with disabilities.

The Work Plan provides an advanced look at future meeting agenda items related to LTD's major planning projects, initiatives, and programs. The Work Plan is a living document and is subject to change depending on factors such as project timing and progress and the need for Board recommendations.

For fiscal year 2026, there are three major planning initiatives underway. Each of the following projects will be brought to the SPC for a recommendation to the LTD Board of Directors to approve or adopt upon completion.

- 1) Long Range Mobility Plan "LTD Connect 2045"
- 2) Lane Coordinated Human Services Plan Update
- 3) Service Policy Minor Update

In addition to major planning initiatives, other smaller-scale planning projects and relevant items will be brought to SPC for discussion and feedback.



Lane Transit District Agenda Item Summary (AIS)


Proposed LTD Strategic Planning Committee (SPC) FY26 Meeting Topics	
Date	Meeting Agenda Topics
July 1, 2025	<ul style="list-style-type: none">• Meeting Canceled
September 2, 2025	<ul style="list-style-type: none">• Long Range Mobility Plan Project Briefing, Discussion, and Feedback• Lane Coordinated Human Services Plan Update Project Briefing, Discussion, and Feedback
November 4, 2025	<ul style="list-style-type: none">• Long Range Mobility Plan Discussion, and Feedback
January 6, 2026	<ul style="list-style-type: none">• LTD Service Policy Update Briefing, Discussion, and Feedback• Long Range Mobility Plan Discussion, and Feedback
March 3, 2026	<ul style="list-style-type: none">• Lane Coordinated Human Services Plan Update Discussion and Feedback• LTD Service Policy Update Discussion and Feedback
May 5, 2026	<ul style="list-style-type: none">• Lane Coordinated Human Services Plan Update Recommendation to Board• LTD Service Policy• SPC Annual Report

Attachments: FY26 SPC Work Plan Gantt Chart

I certify that my Department Chief has reviewed and approved this AIS: ☒

Proposed Motion: I move to improve the FY26 Strategic Planning Committee Work Plan.

FY26 SPC Work Plan		FY26											
		July	August	September	October	November	December	January	February	March	April	May	June
				SPC		SPC		SPC		SPC		SPC	
1	Long Range Mobility Plan (Connect 2045)												
2	Lane Coordinated Human Services Plan Update												
3	Service Policy Update												

- Feedback and Discussion 
- Recommendation to Board 