

OUTREACH 2 SUMMARY



Transit Planning for Rural Lane County

Participation Outcomes

The project conducted two online meetings and an online survey to obtain input on the second phase of the Link Lane Public Transit Development Plan. The meeting presentation content included the Outreach #1 outcomes, innovative transit ideas, and a discussion of proposed trade-offs between service location, cost, frequency, and flexibility. The project team gathered input on community and visitors' existing travel needs and barriers, opportunities, and preferences.

Participation outcomes included:

- 164 responses to the online survey (offered in both English and Spanish)
- 15 participants total in two online meetings, one in English and another in Spanish. Areas represented included the McKenzie corridor, Oakridge, Florence, Eugene/Springfield, and South Lane County.
- Proactive outreach to 66+ organizations, encouraging them via individual emails or phone calls to participate in meetings, share the survey, and schedule a project presentation.
- Email communications with individuals representing 170 organizations. Emails included links to the surveys and invitations to the meetings.
- Media coverage through the KLCC Spanish Speaking radio program klcc.org/show/ahora-si.
- Facebook posts announcing the survey and meeting reaching 3000+ individuals.
- Numerous visits to the Link Lane Transit Development Plan webpage during the timeframe of the online survey and meeting. The webpage provided links to the survey, regular updates, meeting recordings, and information in Spanish as well as English.

KEY FEEDBACK AND TAKE-AWAYS

Held on zoom from noon to 1 PM on May 18 (English) and June 20 (Spanish speaking), the meetings began with introductions by the project team followed by a 10 minute Powerpoint presentation on Outreach 1 outcomes and examples of innovative transit services. After a few minutes of general questions and answers about the project, the team introduced the following key questions:

Which option would better serve community needs?

1. **Serves more locations** but may have **less frequent** service
2. **More frequent service** but that may serve **fewer locations**

Which option would better serve community needs?

1. **Cheaper rides** (ex. \$5) but the bus stop may be **further** from where I am trying to go

2. **Bus stops closer** to where I am trying to go but may be more **expensive** (ex. \$10)

Out of 30 registrants, 14 people participated in the English meeting. Participants split into break-out groups with facilitators to answer the questions, then reconvened as a large group for the last ten minutes of the meeting to share takeaways and discuss next steps. The Spanish speaking meeting included just one participant, so the group remained whole for discussion and next steps. The project team encouraged participants to share the online survey and schedule a presentation with their organizations.

May 18 Project Team members included:

Kate Wilson, LCOG, Welcome and thank you
Krista Purser, Kittelson, Presenter
Kelly Clarke, LCOG, Break out facilitation
Sophia Semensky, Kittelson, technology and notes
Julie Fischer, Cogito, Technology

June 20 Project Team members included:

Johanna Clemente-McNutt, Cogito Presenter and facilitation in Spanish
Additional outreach support from Patricia Toledo and Eloisa Ortiz
Kate Wilson, LCOG
Julie Fischer, Cogito, Technology

Following is a summary list of comments shared during the two online meetings:

Oakridge Area

- LCC and UO students are paying for fares through their fees. Why are they not getting to use Link lane and Diamond Express as part of their fares/partnerships?

McKenzie Corridor

- Need for service up and down 126 and offshoot loops

South Lane Area

- Add a midday route on the 98. What's Link Lane's role in this? Feasibility study for mobility hub in South Lane area?

Florence/Yachats

- Add a stop at the beach in Florence. Once Eugene residents get to Florence, there's no way to get to the trails and recreation opportunities. Visitors need to take a cab out to the beach, and some areas don't have cell service to call for a return ride.
- The Yachats-to-Eugene transfer doesn't always time well with the Cottage Grove service.

Responses to the Key Questions

Which option would better serve community needs? See below red for the most common response

- **Serves more locations** but may have **less frequent** service
- **More frequent service** but that may serve **fewer locations**

- Preferred option for most participants, recognizing this doesn't work for people with disabilities. A mobility hub would make the extra distance more comfortable and convenient.
- Currently there is no cleanup route in Oakridge. Evening route isn't late enough for people doing evening things. Want to be able to get back up after something in Eugene.

Which option would better serve community needs? See below red for the most common response

- **Cheaper rides (ex. \$5) but the bus stop may be further from where I am trying to go**
 - Preferred by all participants. Lower costs are most important, except for those that need paratransit.
 - Agreement that \$15 would be unaffordable for most transit riders. However, it is also very difficult to walk long distances, for example on Highway 36.
 - Impressed with LTD's hub-based system out of Eugene. There's a lot that can be accessed from Eugene station & Springfield station.
 - There is a high need for fee waivers. Would it be possible to offer more free services?
- **Bus stops closer to where I am trying to go but may be more expensive (ex. \$10)**

Responses to Innovative Ideas

- Love the idea of a volunteer network.
- Tap into funding streams. In Oakridge, there are companies in need of workers who would likely join LTD's system if they could pull more rural workers.
- On-demand is the only thing that will work for very rural communities.
- Communication between agencies and an integrated fare payment system would increase ridership.

Spanish Speaking Meeting Responses

- The meeting participant utilized transit for 14 years in Eugene until he purchased a car, it was an essential way to get around for a long period of his life.
- Transit continues to be a very important service for the Latino community in this area.
- Safety and frequency are most important. People can walk a little longer to get to a stop, but having the bus come more frequently is most helpful.
- Overall, finding voice and leadership for the Latino community is really important and will help improve services.
- At the conclusion of the meeting, the participant offered to highlight the project on his KLCC Spanish Speaking music radio show: klcc.org/show/ahora-si. As a result, Armando Morales and Patricia Toledo discussed the project, talked transit, and shared the survey link on the Sunday evening Ahora Si radio hour. Thirteen Spanish Speaking survey responses were received.



KLCC
 KLCC
 Think Out Loud
 NEXT UP: 1:00 PM Fresh Air
 Livestream
 ABOUT - KLCC NEWS - MUSIC - PEOPLE - PROGRAMMING - STREAMING OPTIONS - SUPPORT - AMPLIFYING OREGON VOICES CAMPAIGN



Ahora Si!

Sundays 9:00pm-1:00am

Hosted by Jill Torres, Armando Morales

Ahora Si! provides music, news and events information for the Latino community. The program is bilingual, but the music is mostly in Spanish. Every Sunday, hosts progress through a series of different segments changing themes every hour. Each week the show starts with youth music with ¿Por Qué No? They play a blend of everything from rock, pop, to reggaeton, alternative, and more. At 10 and 11 we hear traditional music of the Americas, African/Caribbean music, and music from the Iberian Peninsula. The last hour of the show plays a mix of older and newer romantic music.

The oldest Spanish speaking public radio program in the state of Oregon, Ahora Si! (meaning "Now yes!") has provided this cultural service to the area's Latino community for more than 20 years.



Hosts of Ahora Si! L to R: Jill Torres, Armando Morales, Herman Hope, Carolina Arredondo Sanchez Lira

Ahora Si! is hosted by [Armando Morales](#), [Jill Torres](#), [Herman Hope](#), and [Carolina Arredondo Sanchez Lira](#). Armando Morales joined the program in 1982, and still presides as father figure of the show. He has shaped the program over the years into its current four unique segments, bringing in community guests for interviews, as well as providing information and news. Jill (Evita) Torres joined the program in the beginning of 2004 and has worked with Armando to help provide top quality programming on the show. Carolina Arredondo Sanchez Lira joined the team in 2012 and has been a co-host of the youth music segment since. Herman Hope brings his amazing music every two weeks.

Exito Magazine published this story about Ahora Si! in 2012:

[Ahora Si: programa de radio en español en KLCC de Eugene](#)

Current Playlists: Search below by date, time, artist or song
Archive Playlists (Prior to October 2013)

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Introduction

A second online survey titled “Transit Planning for Rural Lane County” was conducted throughout June 2023. The survey asked about:

- Transit usage
- Where respondents lived and visited regularly
- Transit improvements respondents would like to see

There were 152 English survey responses and 12 Spanish survey responses for a total of 164 responses. The survey was publicized through the Link Lane website, Link Lane Facebook page, Lane Council of Governments Facebook and Instagram, as well as an Interested Parties email list. Charts and graphs shown here are the combined responses from both the English and Spanish survey.

Initial Questions

Figure 1. What Services Respondents Use

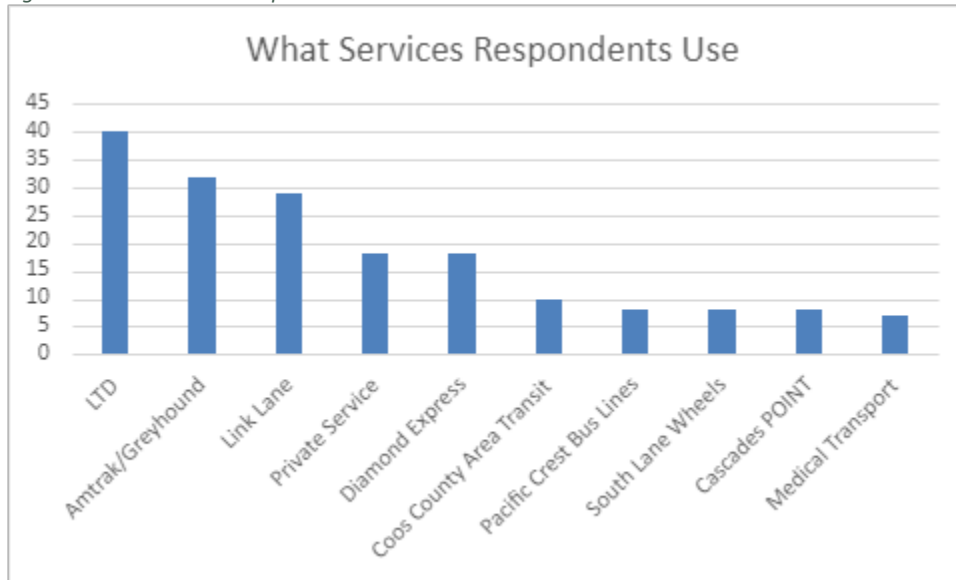


Figure 1 shows all services respondents reported using. 62 respondents reported that they did not use transit.

Figure 2. Did the Respondent Take Our First Survey

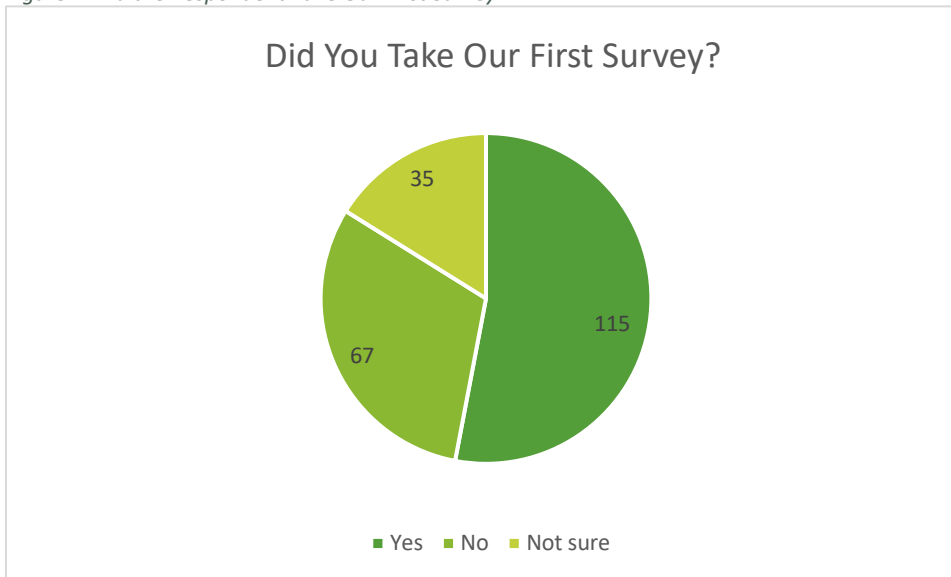
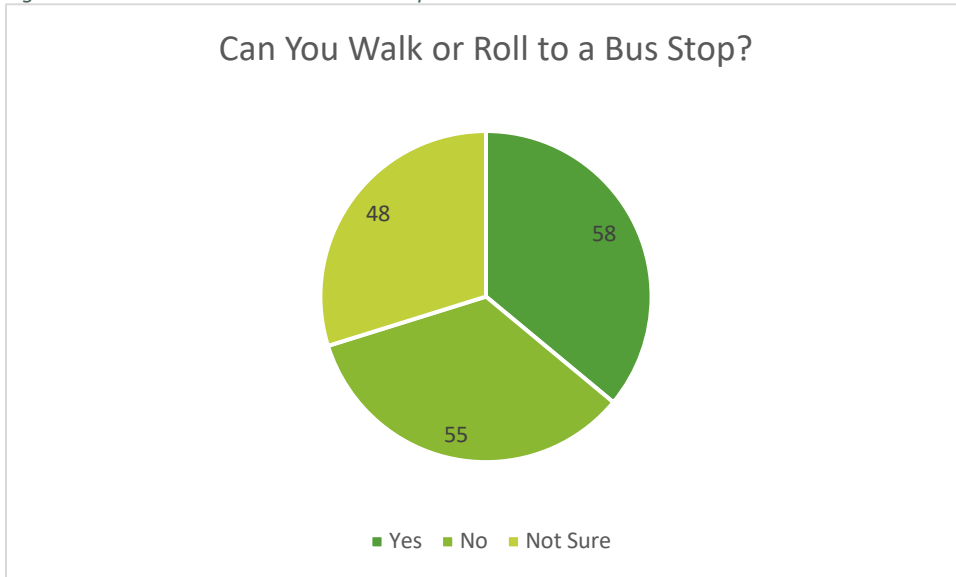


Figure 2 shows respondents answer to the question "did you take our first survey?". Most respondents (115), 53% self-reported that they took survey one, while 67 respondents, or 31% reported to having not taken survey one. 35 respondents, or 16%, were uncertain if they had responded to survey one.

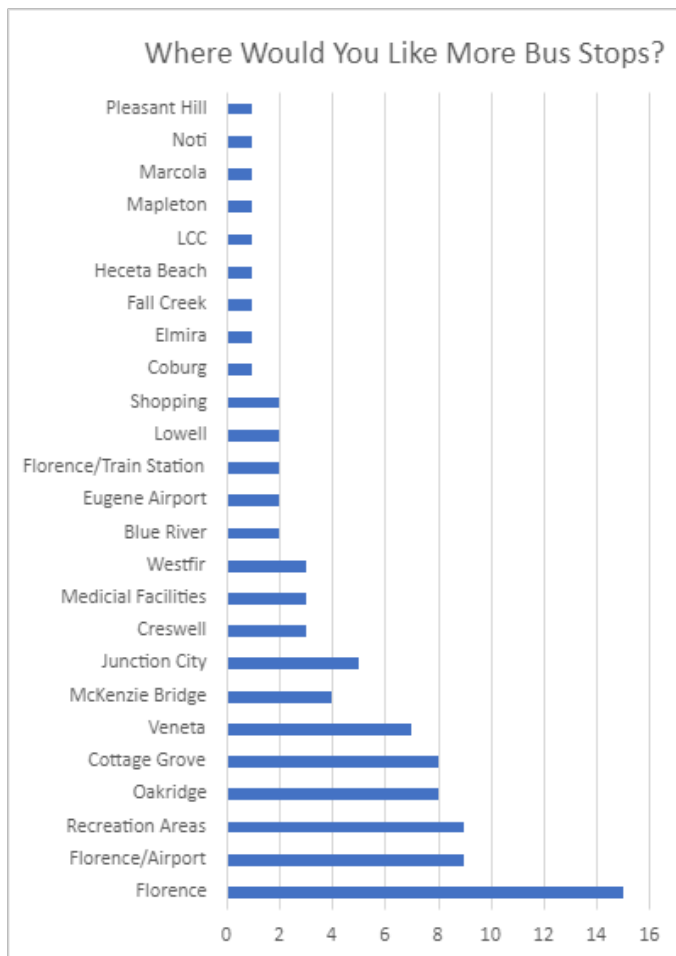
Figure 3. Can You Walk or Roll to a Bus Stop?



Respondents answered the question: "Can you walk or roll to a bus stop?". 36% of respondents (58), answered "yes". 34% of respondents (55) answered "no", and 30% (48) answered "not sure".

Route Information

Figure 4. Bus Stop Locations

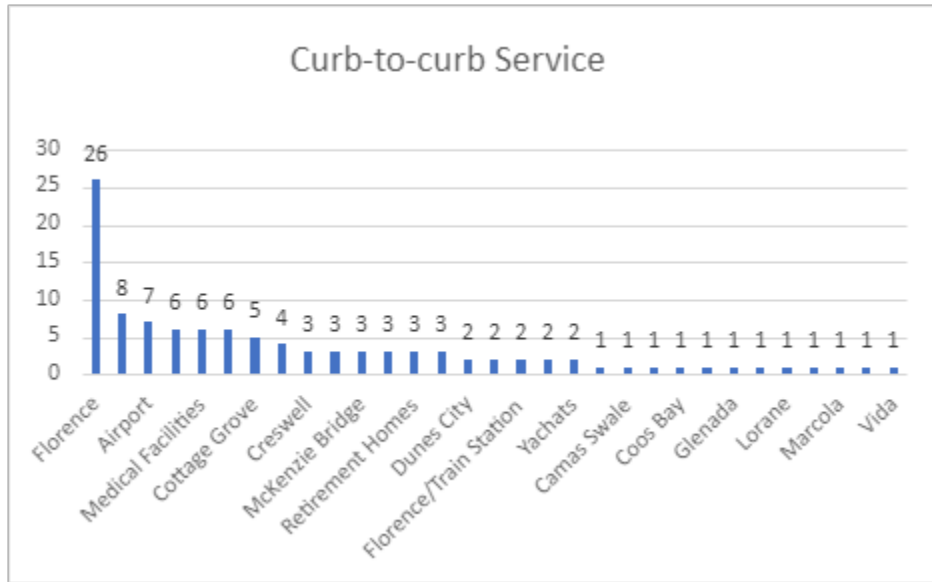


Respondents were asked “Where in rural Lane County would you want to see more bus routes that follow a designated route with set stops and schedules (fixed-route services)? (“Rural” defined as meaning at least one start or stop outside of the Eugene/Springfield area).”

15 respondents answered with somewhere in Florence, with 9 extra respondents requesting a route to/from Florence to the Eugene Airport. 2 respondents answered the Eugene Airport, without detailing where the route would go beyond the airport.

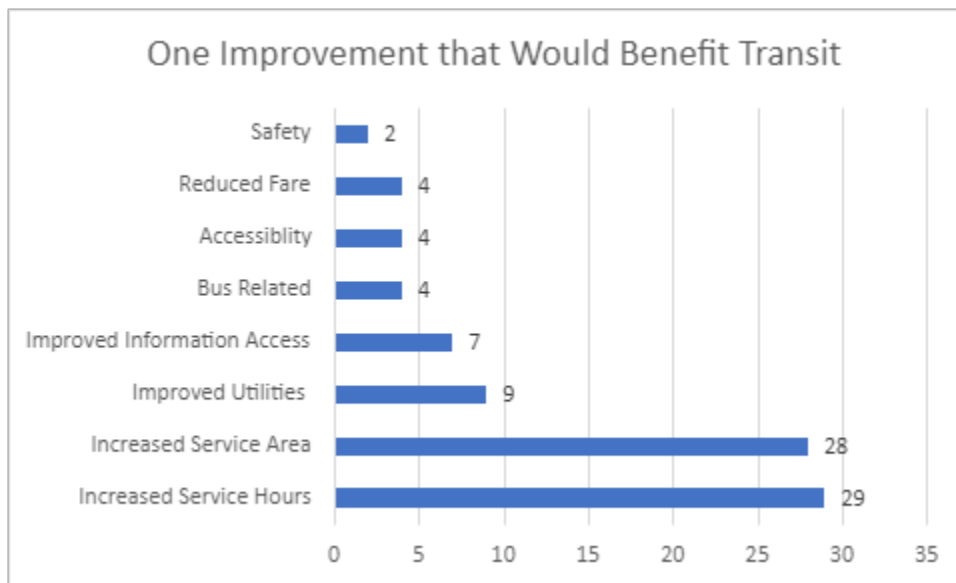
9 respondents also noted they would like more routes going to natural recreation areas, such as state parks, popular hiking trails, and popular river and lake recreation areas.

Figure 5. Curb-to-curb Services



Respondents were asked the question: “Where in rural Lane County (outside of Eugene-Springfield) would you want to more “curb to curb” service? This is often called “on-demand, paratransit, or microtransit” and includes a smaller bus or van that provides direct service between your start and end points by request and is typically scheduled in advance.” 26 respondents requested this service in and around Florence.

Figure 6. One Improvement that Would Benefit Transit



Respondents were asked to free-write a response to this question: “What one improvement would benefit transit and transit users in Lane County the most?”

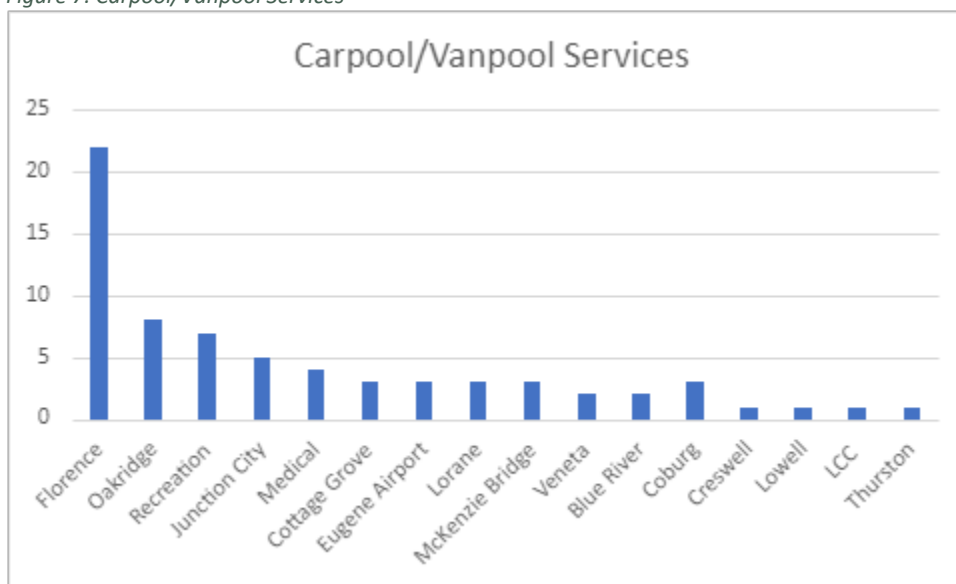
These free-write responses were taken and coded to find common themes and have been compiled here.

The most notable improvements were “increased service hours,” with 29 respondents, followed by “increased service area,” with 28 respondents.

Increased service hours were coded from answers regarding requests for more daily service to routes or expanded service hours into the early morning or late night.

Increased service area was coded from answers regarding requests for service to areas otherwise currently unserved or under-served.

Figure 7. Carpool/Vanpool Services

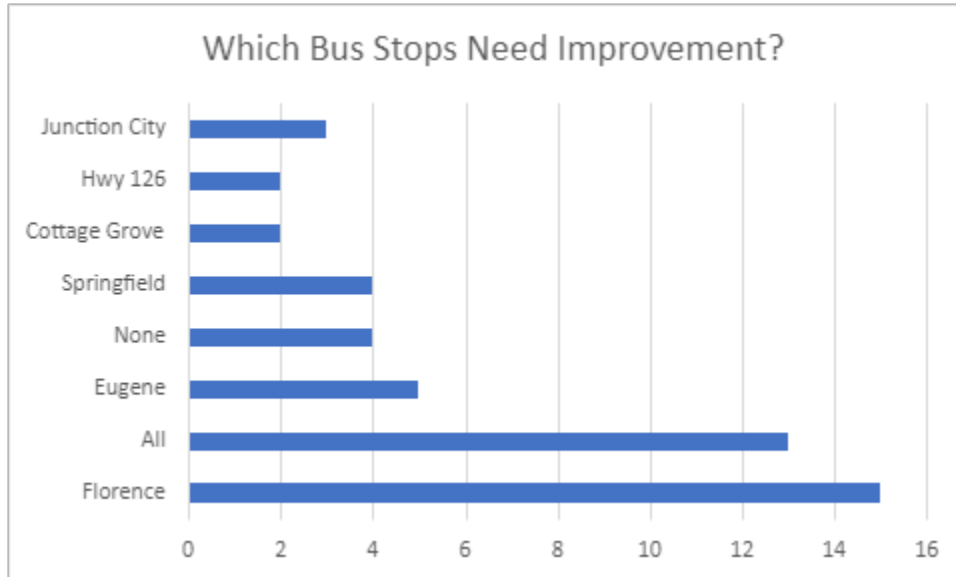


Respondents were asked “Where in rural Lane County (outside of Eugene-Springfield) would you want to see more carpool or vanpool options (riding together with others, typically for a specific type of trip like carpooling to work or vanpool to major medical or shopping centers)?”

Many respondents requested a carpool/vanpool option for Florence. Oakridge was the second most popular town location. Recreation came up as well as a popular request, with several

respondents asking for carpool or vanpool options to shopping centers, or to natural recreation areas.

Figure 8. Which Bus Stops Need Improvement?



Respondents were asked: “Which bus stop(s) in rural Lane County (outside of Eugene-Springfield) need improvements (e.g. shelters, benches, etc.)? Write the name of the cross streets or location.”

15 respondents requested changes be made for Florence bus stops. 13 respondents suggested that all the bus stops need improvements to have an improved experience. Most cited lack of covering for weather, cleanliness, and comfort as reasons for stops needing improvements.

Demographic Information

Demographic information was collected to better understand which population groups were reached through the outreach methods used during this campaign. This information can also help improve understanding about which populations benefit most from improvements in rural transit in Lane County.

Figure 9. Respondent Age

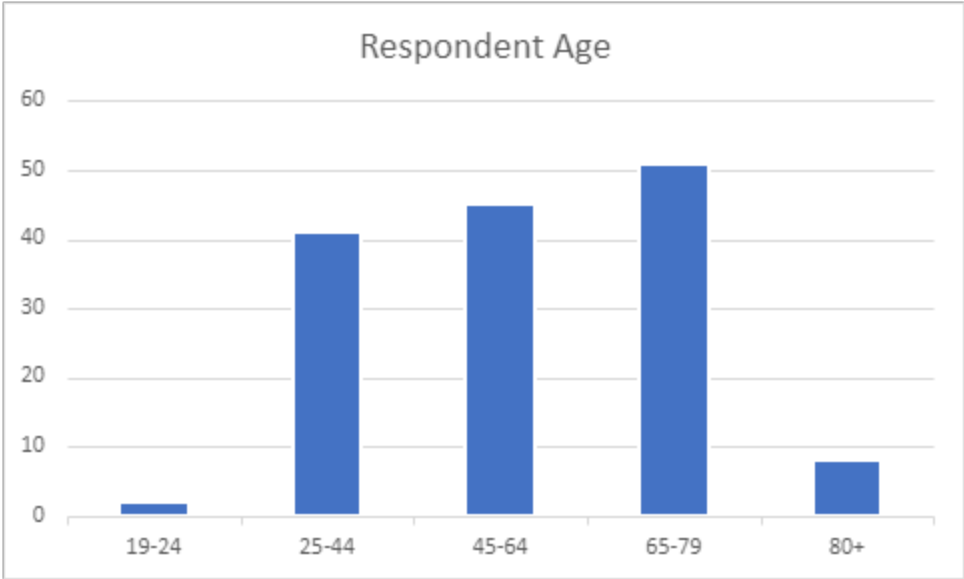


Figure 10. Respondent Gender

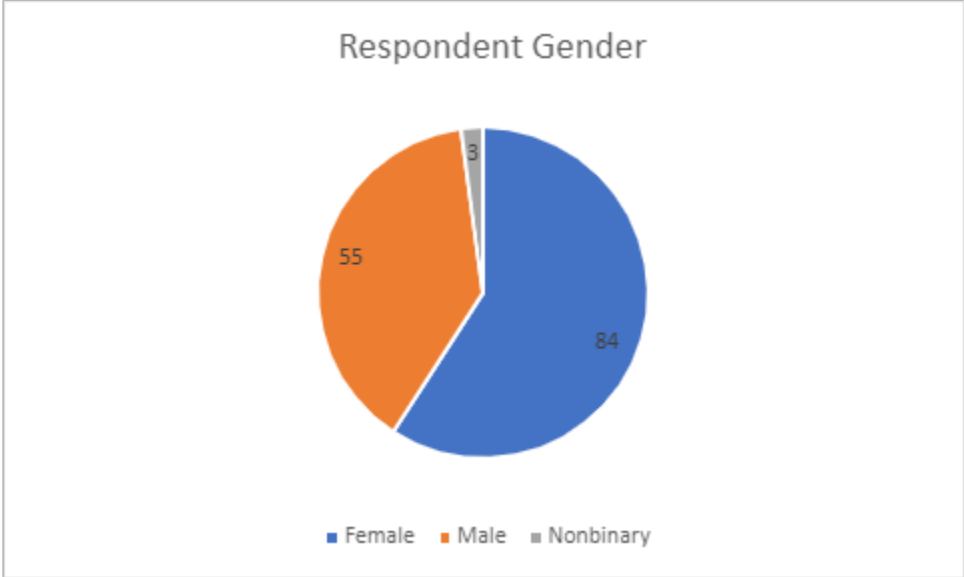


Figure 11. Respondent Race or Ethnicity

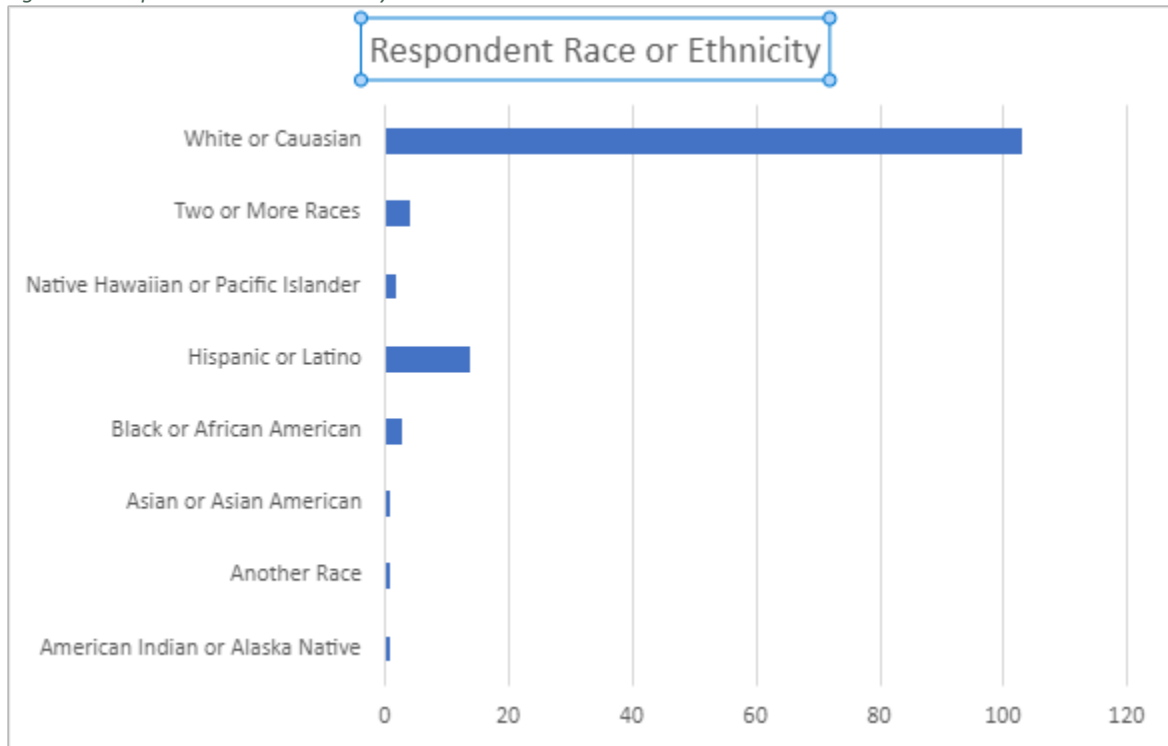


Figure 12. Respondent Physical Ability

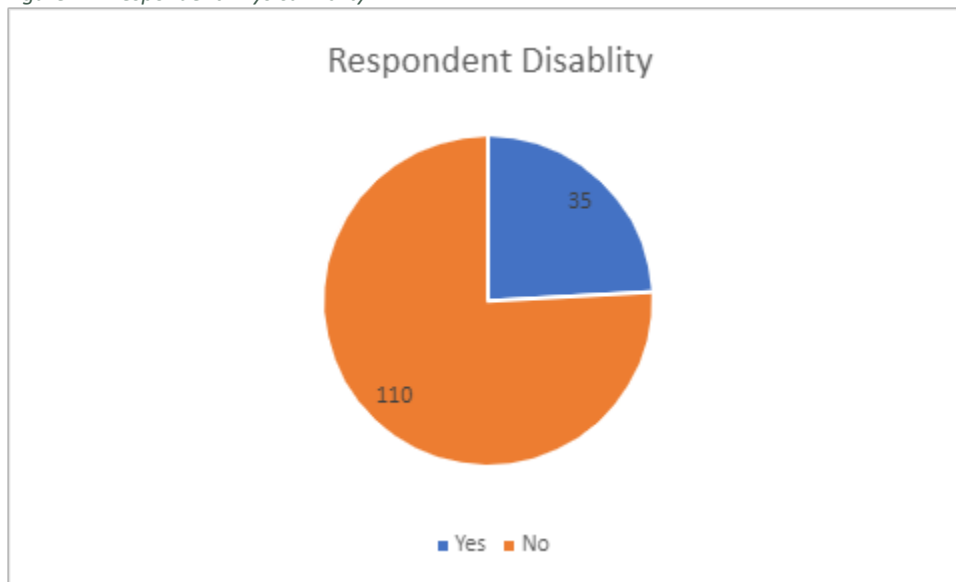


Figure 13. Respondent Employment

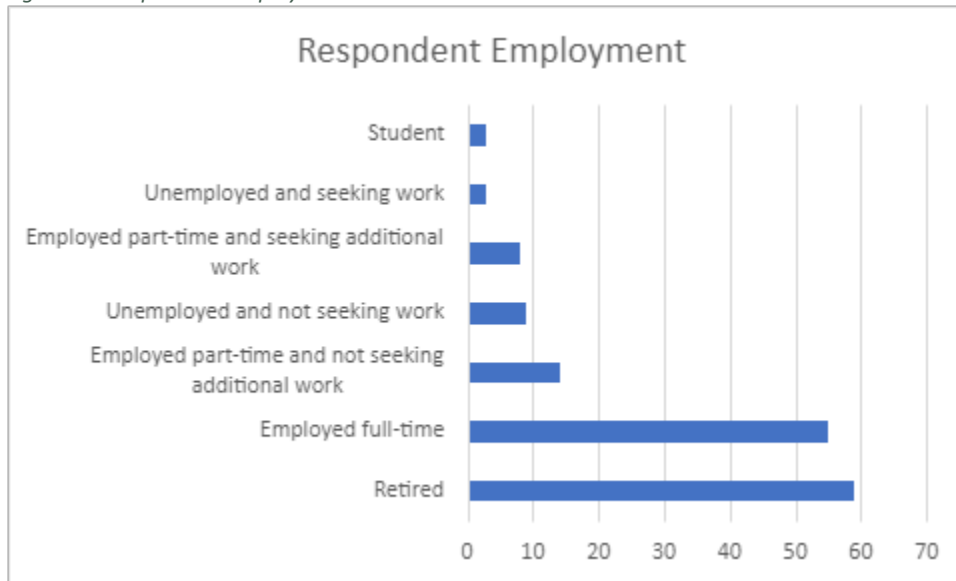


Figure 14. Respondent Income Level

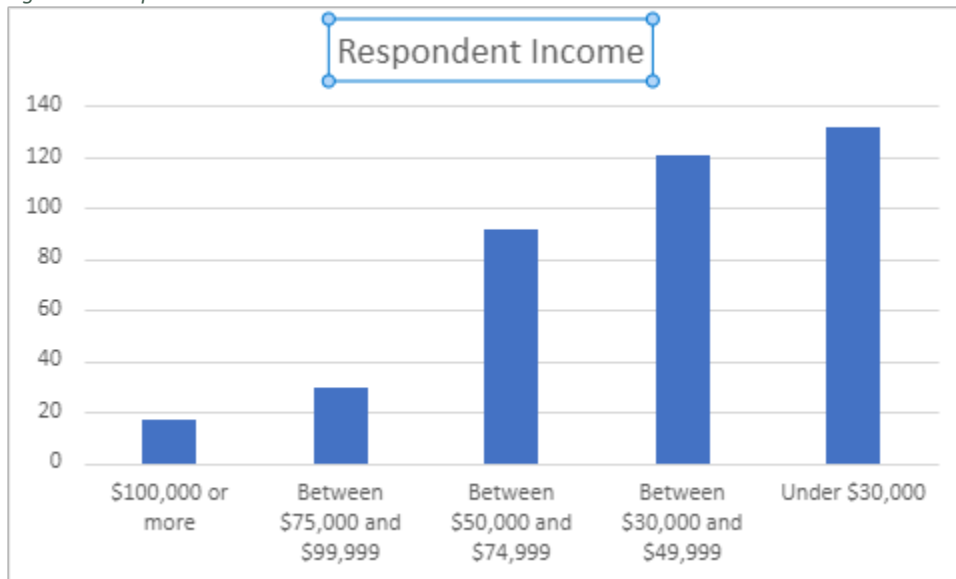


Figure 15. Respondent Working Vehicles in Household

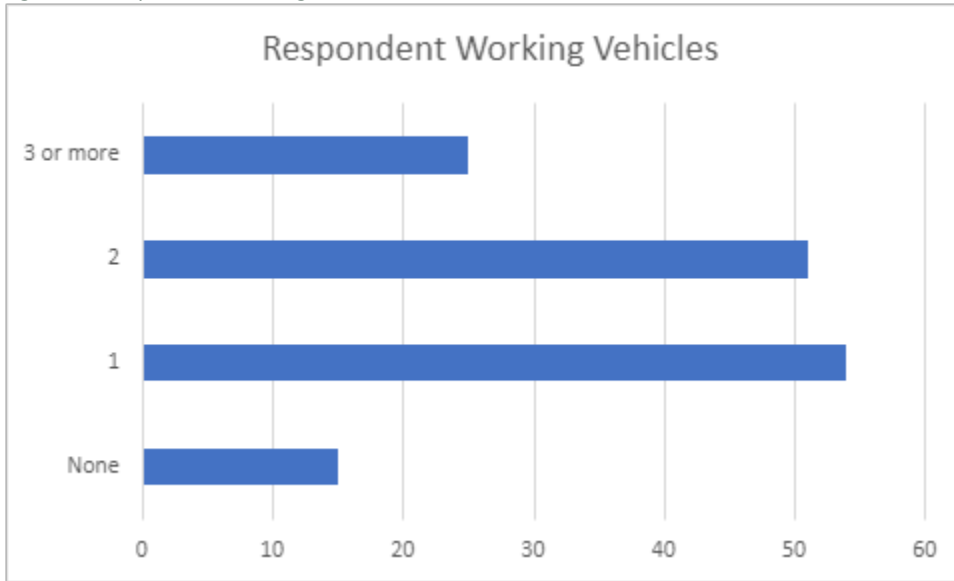


Figure 16. Respondent Household Size

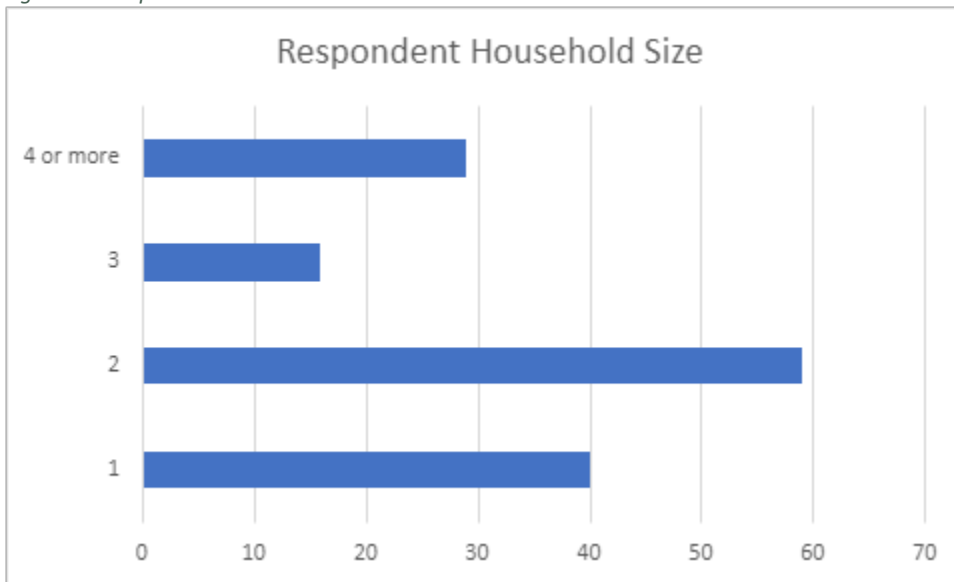
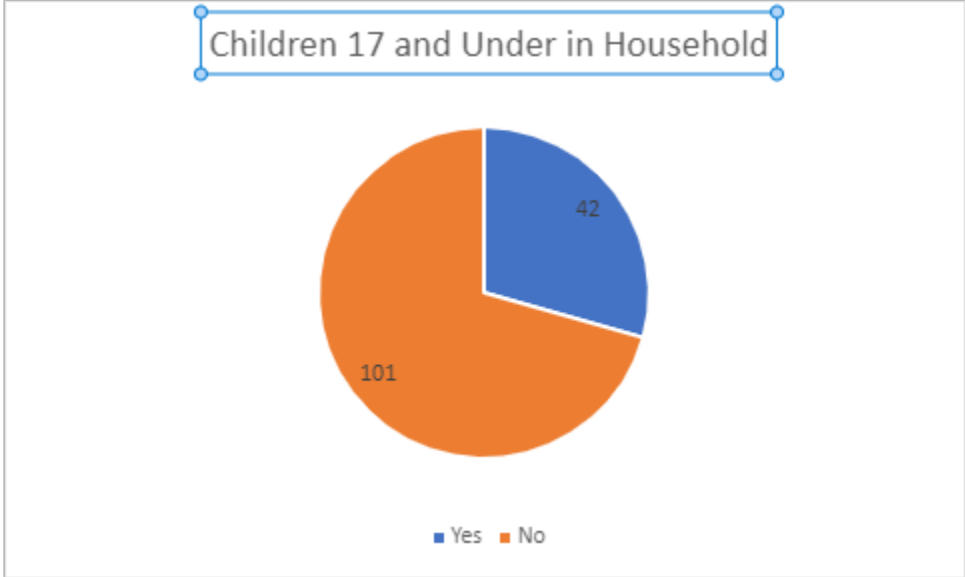


Figure 17. Respondent: Children 17 and Under in Household



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Equity and inclusion

Following is a list of groups and organizations included in the project outreach as well as meeting attendees and registrants:

Organization	Rural	BIPOC	Seniors/ Disabilities	Low-income	Businesses & visitors	Youth & families	City/Area	May & June Meetings	Feb 8&9 Meetings
1. 4J School District						x	Eugene		
2. AARP Oregon			X				Oregon		
3. Association of Oregon Counties	x						Oregon		
4. Be Your Best	x						Cottage Grove		
5. Better Eugene Springfield Transit							Eugene/ Springfield		
6. Blachly School District #90	x					x	Blachly		
7. Blackstone, Inc.	x				x		Cottage Grove		
8. Blue River Post Office	x						Blue River		
9. Bureau of Land Management	X						Oregon	Registered	
10. Café 60 - Florence Senior Center	x		X				Florence		
11. Café 60 - Viking Sal Senior Center - Junction City	x		x				Junction City		
12. Centennial Elementary School				x		x	Springfield		
13. Centro Latino Americano		x		x			Eugene		
14. Church of the Nazarene	x						Oakridge		
15. City of Cottage Grove	x						Cottage Grove		

16. City of Florence	x						Florence		Attended
17. City of Oakridge, Planning	X						Oakridge	Registered	Attended
18. Coburg Chamber of Commerce	x				x		Coburg		
19. Coburg Rural Fire District	x						Coburg		
20. Community Kitchen at the Trinity Lutheran Church	x		x	x		x	Cottage Grove		
21. Community Sharing	x		x	x		x	Cottage Grove		
22. Confederated Tribes of Coos, Lower Umpqua and Siuslaw Indians	x	x					Oregon		
23. Confederated Tribes of Siletz Indians	x	x					Oregon		Attended
24. Cottage Grove Chamber of Commerce	x				x		Cottage Grove		
25. Cottage Grove Community Hospital	x						Cottage Grove		
26. Cottage Grove Sentinel	x						Cottage Grove		
27. Creswell Chamber of Commerce	x				x		Creswell		
28. Creswell Chronical	x						Creswell		
29. Creswell Pantry	x		x	x		x	Creswell		
30. Creswell School District	x					x	Creswell		
31. Crow-Applegate-Lorane-School District	x					x	Lorane		

32. Dead Mountain Echo	x						Oakridge		
33. Dexter Post Office	x						Dexter		
34. Downtown Eugene					x		Eugene	Attended	
35. Elmira High School	x					x	Veneta		
36. Emergence Addiction and Behavioral Therapies - Juntos				x			Springfield		
37. Eugene School District						x	Eugene		
38. Eugene-Springfield Fire & Rescue							Springfield		
39. Family Relief Nursery	x			x		x	Cottage Grove		
40. Family Resource Center	x			x		x	Oakridge		
41. Fern Ridge Library	x		x	x		x	Veneta		
42. Fern Ridge Review	x						Veneta		
43. Fern Ridge School District	x					x	Veneta		
44. Florence Area Community Coalition, Siuslaw Vision, Helping Hands	x		x	x		x	Florence		Attended
45. Florence Chamber of Commerce	x				x		Florence		
46. Florence Food Share	x		x	x		x	Florence		
47. Florence Planning Dept/Commission	x						Florence	Registered	Attended
48. Food for Lane County	x		x	x		x	Lane County		

49. Friends of Marcola Schools & Library	x					x	Marcola		
50. Friends of the Yachats Commons Foundation	x						Yachats		
51. Frontier Village Mobile Court	x		x	x			Cottage Grove		
52. Fusion Lodging	x				x		Yachats		
53. God's Food Box	x		x	x		x	Junction City		
54. Goodwill Industries	x		x	x			Cottage Grove		
55. Highway 58 Herald	x						Oakridge		
56. HIV Alliance - Cottage Grove	x			x			Cottage Grove		
57. Homes for Good	x		x	x		x	Cottage Grove, Florence, Veneta		
58. Houston Vineyards Inc	x				x		Eugene		
59. Iris Vineyards	x				x		Eugene		Registered
60. Ironwood Village Mobile Home Park	x			x			Oakridge		
61. Junction City Fire Department	x						Junction City		
62. Junction City Local Aid	x		x	x		x	Junction City		
63. Junction City Public Works	x						Junction City		
64. Junction City School District	x					x	Junction City		
65. Juniper Park	x		x	x			Cottage Grove		
66. King Estate Winery	x				x		Eugene		
67. KLCC Radio Program Ahora Si	x		x		x		Lane County	Attended	Attended

68. Lane Community College	x			x		x	Eugene, Florence, Cottage Grove		
69. Lane County Community Health Council	x		x	x		x	Lane County		
70. Lane County Public Health	x		x	x		x	Lane County		
71. Lane County Sheriff	x						Lane County		
72. Lane Education Service District	x					x	Lane County		
73. Lane Fire Authority	x						Lane County		
74. Lane Transit District	x		x	x	x	x	Lane County	Attended	Attended
75. Laurel Hill Center - Psychiatric Rehabilitation Services	x		x	x		x	Junction City, Eugene		
76. League of United Latin American Countries		x					Lane County		Attended
77. Long Tom Watershed Council	x						Lane County		
78. Lorane Grange	x						Lorane		
79. Lorane Rural Fire Protection District	x						Lorane		
80. Low Pass Market	x				x		Lorane		
81. Lowell School District	x					x	Lowell		
82. Mapleton Food Share	x		x	x		x	Mapleton		
83. Mapleton Post Office	x						Mapleton		
84. Mapleton School District	x					x	Mapleton	Registered	

85. Marcola School District	x					x	Marcola		
86. McKenzie Communications	x						McKenzie		
87. McKenzie Community Partners	x				x		McKenzie	Attended	Attended
88. McKenzie Education Foundation	x					x	McKenzie		
89. McKenzie Fire & Rescue	x						McKenzie		
90. McKenzie River Lavender	x				x		McKenzie		
91. McKenzie River Ranger District	x						McKenzie		
92. McKenzie River Trust	x						Lane County		
93. McKenzie School District	x					x	McKenzie		
94. McKenzie Valley Long Term Recovery Group	x		x	x	x	x	McKenzie		Attended
95. McKenzie Valley Wellness	x		x	x		x	McKenzie		
96. Meals on Wheels - Florence, Oakridge, Veneta	x		x	x		x	Lane County		
97. Mid Lane Cares	x		x	x		x	Veneta		Registered
98. Mid Coast Watershed Council	x						Veneta		
99. Middle Fork Ranger District	x						Westfir		
100. Mohawk Valley Fire & Rescue	x						Marcola		
101. Mohawk Valley Neighbors	x						Marcola		

102. O'Brien Memorial Library	x		x	x		x	McKenzie		
103. Oakridge Chamber of Commerce	x					x	Oakridge		Attended
104. Oakridge Library	x		x	x		x	Oakridge		
105. Oakridge Mountain Respite and Mission Rescue Safety Animal Clinic	x						Oakridge		Attended
106. Oakridge School District	x					x	Oakridge		
107. Oakridge Westfir Family Resource Center	x			x		x	Oakridge		
108. Oakridge/Westfir Chamber of Commerce	x					x	Oakridge		
109. Occupy Medical				x			Springfield		
110. OR Parks and Rec Dept, Lowell	x						Lane County		
111. Orchid Health Clinic	x		x	x		x	Lane County		Registered
112. Oregon Chapter of American Planning Association (OAPA)							Lane County		
113. Oregon Community Foundation	x		x	x		x	Lane County		
114. Oregon Country Fair	x					x	Veneta		
115. Oregon Department of Human Services			x	x		x	Lane County		Attended 2/9
116. Peace Harbor Community Health Board	x		x	x		x	Lane County		Attended 2/8

117. PeaceHealth	x		x	x		x	Lane County		
118. Pleasant Hill School District	x					x	Pleasant Hill		
119. Port of Siuslaw	x				x		Florence		
120. River City Taxi					x		Oakridge		Attended 2/8
121. Riverside Gardens Park	x		x	x			Cottage Grove		
122. Roseburg Forest Products Company	x				x		Veneta		
123. Rural Organizing Project	x		x	x		x	Cottage Grove		
124. Safe Routes to School						x	Lane County		
125. Siuslaw Outreach Services	x			x		x	Florence		
126. Siuslaw Public Library	x		x	x		x	Florence		
127. Siuslaw School District	x					x	Florence		
128. Siuslaw Valley Fire & Rescue	x						Florence		
129. Siuslaw Vision, representing Florence, Dunes City, Mapleton, Swishoe, and Deadwood	x						Florence	Attended	Attended
130. Siuslaw Watershed Council	x						Florence		
131. South Lane County Fire & Rescue	x						Cottage Grove		
132. South Lane Mental Health Recovery Center	x		x	x		x	Cottage Grove		
133. South Lane School District	x					x	Cottage Grove		

134. South Lane Wheels	x		x	x		x	Cottage Grove		
135. South Willamette Wineries Assoc.	x				x		Cottage Grove		
136. Southern Willamette Forest Collaborative	x				x		Cottage Grove		
137. Springfield Chamber of Commerce					x		Springfield		
138. Springfield School District						x	Springfield		
139. Suicide Prevention Coalition of Lane County	x	x	x	x	x	x	Lane County	Attended	
140. SVDP Mobile Home Parks	x		x	x		x	Lane County		
141. Swisshome- Deadwood Rural Fire District	x						Veneta/Florence		
142. The Chronicle	x						Cottage Grove, Springfield		
143. Thomas H. Ireland, Inc.					x		Myrtle Creek		
144. Three Rivers Casino	x				x		Florence		
145. Travel Lane County					x		Lane County		
146. Travel Oregon, Destination Development					x		Oregon		
147. Trillium Health	x		x	x		x	Lane County		Attended
148. United Way of Lane County			x	x		x	Lane County		
149. University of Oregon						x	Eugene		

150. Upper McKenzie Community Center (UMCC)	x		x	x		x	McKenzie		
151. Upper McKenzie Rural Fire Protection District (RFPD)	x		x	x		x	McKenzie	Attended	
152. Upper Willamette Stewardship Network	x						Lane County		
153. US Forest Service - Willamette National Forest	x						McKenzie, Oakridge		
154. Veneta Farmer's Market	x				x		Veneta		
155. Veneta-Fern Ridge Chamber of Commerce	x				x		Veneta		
156. View the Future	x						Yachats		
157. Walterville Community Center	x		x	x		x	McKenzie		
158. Walterville Grange	x						McKenzie		Registered
159. Walton Post Office	x						Florence/Veneta		
160. Western Lane Ambulance District	x						Florence		
161. Westfir Lodge	x				x		Oakridge		
162. Westfir Post Office	x						Oakridge		
163. Weyerhaeuser	x				x		Springfield		
164. WorkSource Lane - Florence Office	x				x		Florence		
165. Yachats Arts Guild	x						Yachats		
166. Yachats Community	x						Yachats		

Presbyterian Church									
167. Yachats Farmers Market	x						Yachats		
168. Yachats Ladies Club	x						Yachats		
169. Yachats Lions Club	x						Yachats		
170. Yachats Youth and Family Activities Program	x					x	Yachats		