

Proposed Priorities for Rural Transit in Lane County

Online Public Conversation #3
Wednesday, November 15, 12-1, on zoom



For today...

- Introductions
- Presentation:
 - Background
 - Proposed Priorities
- Discussion
- Next Steps



What's in a transit plan?

A **vision** for transit service in rural Lane County and **goals** to get there

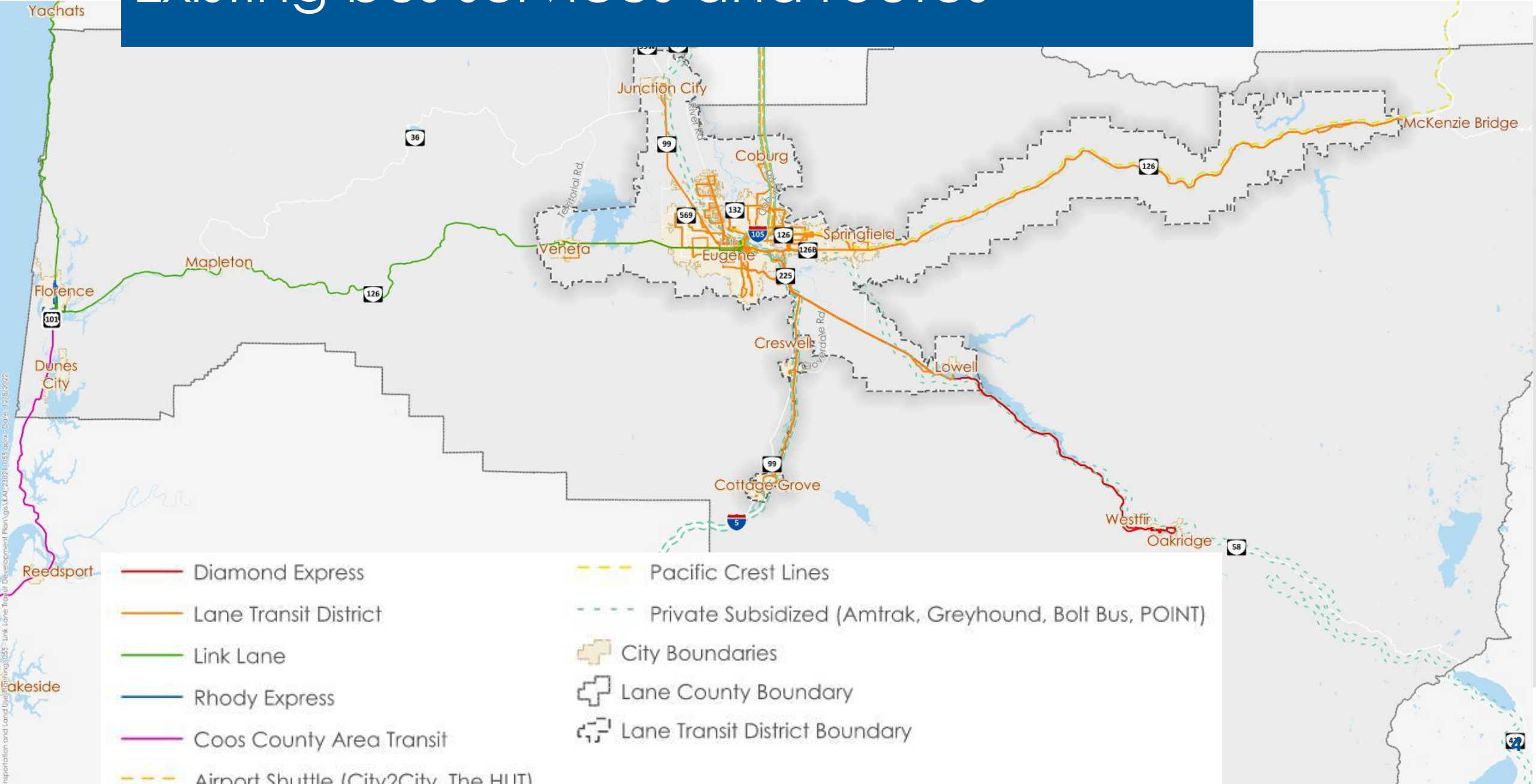
What **works** and what **doesn't** in rural Lane County right now

Success stories in other communities

Options for future improvements

A **final plan** and ways to fund improvements

Existing bus services and routes

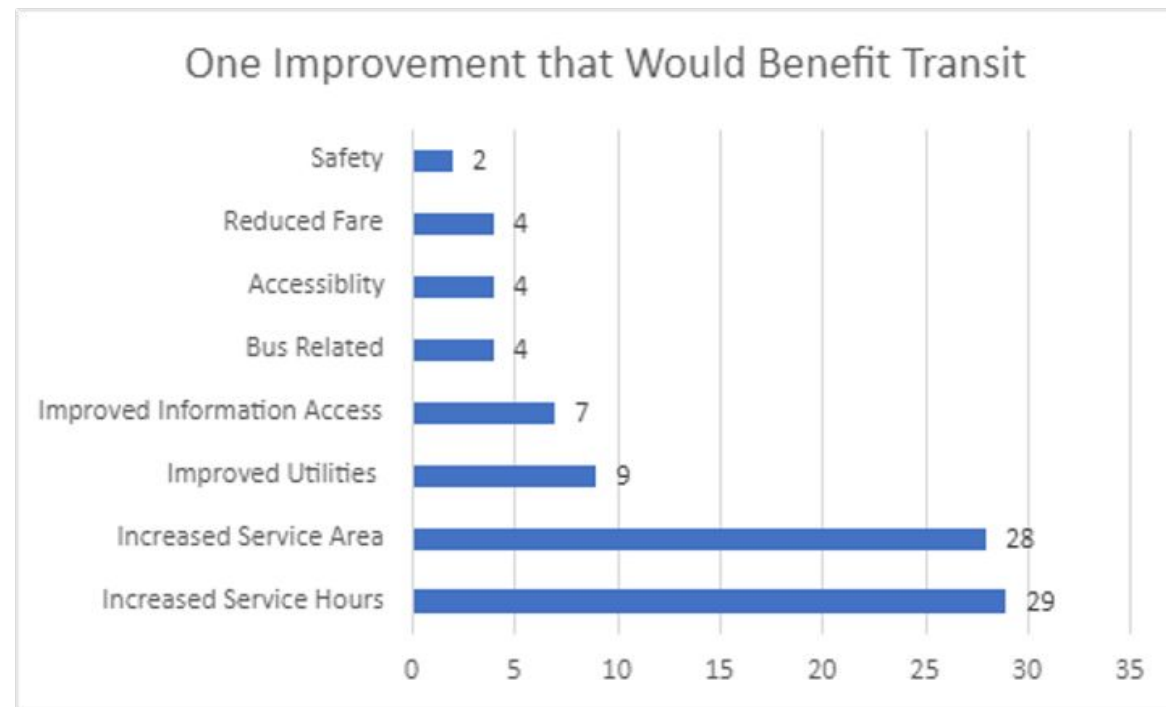


Transportation and Land Use Planning 055 - Link Lane Transit Development Plan Vghs.LAI 202011.055.aprx Date: 12/6/2022

Outreach Activities

PUBLIC INVOLVEMENT SCHEDULE					
Key Activities	Fall '22	Winter '23	Spring '23	Summer '23	Fall '23
Throughout: Providing Information					
Website					
Interested Parties List					
E-Updates/Social Media					
Key Milestones: Gathering Public Input					
Public Advisory Committee Meetings					
Online meetings					Present Draft Plan for Feedback
Public Survey		Existing Needs & Goals	Evaluate Service Options		
Community Presentations					
Individual and small group conversations					

Outreach 2 Take Aways



- Interest in increases to existing services, especially earlier morning and later evening service
- Interest in serving new areas of the County
- Desire for access to Eugene Airport, recreational areas, etc.
- Need for more fare payment/fare “sharing” across services
- Want for shelters/benches at specific stops

Link Lane Proposed Transit Service Improvements

- Eugene to Florence
- Florence to Yachats
- On Demand Services
- Local Deviated Fixed Routes
- Supporting Technology, Programs, Facilities

Fixed-Route Frequency Improvements

Eugene-Florence

- HIGH PRIORITY: Add weekday midday and late evening run
- MEDIUM PRIORITY: Add weekday early morning run

Florence-Yachats

- HIGH PRIORITY: Add two new Sunday runs
- mid-morning and afternoon

Pros

- Increases short-term ridership
- Serves locals and tourists
- increase access to jobs/ education/ medical

Cons

- Doesn't serve new areas or underserved populations

New Weekday Deviated Fixed Route Service Improvements

Add Local Deviated Fixed-Route Service in Oakridge/ Westfir: HIGH PRIORITY

- Serve key destinations along and near OR 58 such as Ray's Food Place, restaurants, Oakridge Hardware, hotels, and surrounding neighborhoods.
- Timed to connect to the Diamond Express at the Oakridge High School or another Diamond Express stop.

Pros

- Serves underserved areas
- Enhances mobility for those without a vehicle
- Offers increased flexibility and travel consistency

Cons

- Short-term ridership potential is moderate

New Weekday On Demand Service Improvements

Add On-Demand Service to OR 36 Communities: HIGH PRIORITY

- Mapleton, Brickerville, Rainrock, Swisshome, and Deadwood

Expand On-Demand Service in Cottage Grove: HIGH PRIORITY

- Veatch-Walden areas of Cottage Grove - 13 sq. miles of new service along I-5

Add On-Demand Service in Mohawk-Marcola: MEDIUM PRIORITY

- 10-17 square miles of new service

Add On-Demand Service in the McKenzie River/McKenzie Pass Area: LOW PRIORITY

- Provide on-demand, weekday service for the McKenzie River area along OR 126

Pros

- Serves underserved areas
- Enhances mobility for those without a vehicle

Cons

- Short-term ridership potential is low
- No set times, lack of service consistency or individual flexibility

Supporting Technology, Programs and Facilities

Real-Time Vehicle Arrival: Reduces wait times and uncertainty.

Trip Planning Technologies:
Improves understanding of routes and services

Fare Payment Options: Tap-to-pay, reusable cards, consider rural cell service issues and use “Pay offline”

Fare Reciprocity and Pass Programs:
Coordinate with LTD, CCAT, Rhody Express, Diamond Express.

Facility Improvements: Shelters at Old Town Florence, Grocery Outlet, Mapleton, and Yachats stops. Add signage to stops, investigate “mobility hub” in Florence and Cottage Grove.

Marketing: Education, translation, branding

Pros

- Promotes seamless travel
- Reduces fare confusion
- Enhances waiting experience
- Increased visibility

Cons

- Potential barriers to coordination with other agencies /jurisdictions
- Support services, not direct service

Public Input: Partner Opportunities

- LTD: Increase service frequency and routes, bus stop improvements
- Local Deviated Fixed-Routes or On-Demand Services in rural communities: Veneta/Elmira, Junction City, and Creswell.
- Eugene Airport
- Carshare or Vanpools: Partnerships with businesses, Lane County, Travel Lane County, and other organizations can help to fill recreational gaps
- Bike Share, particularly in Florence and Mapleton

Next Steps/ Adjourn

- Share the survey!
- Revise Transit Development Plan based on feedback
- Pursue adoption via Lane Council of Governments Board of Directors
- Track funding opportunities and work on implementation



<https://link-lane.org/tdp>