

# Link Lane Transit Development Plan

Adopted December 21, 2023



## PREFACE

The development of this plan was guided by the Project Management Team (PMT), Project Advisory Committee (PAC), and the Lane Council of Governments (LCOG) Board. Each individual devoted their time and effort to provide valuable input and feedback, and their participation was instrumental in the plan development.

### Project Management Team (PMT)

#### Oregon Department of Transportation/ Transportation Growth Management Grant Manager

David Helton

#### Lane Council of Governments

Kate Wilson, AICP  
Kelly Clarke, AICP

### Project Advisory Committee (PAC) Members

**Jenna Berman**

*Oregon Department of Transportation*

**Jennifer Boardman**

*Oregon Department of Transportation*

**Jake Boone**

*City of Cottage Grove*

**Jeremy Card**

*Lane Transit District*

**James Cleavenger**

*City of Oakridge*

**Katherine Julien**

*Lane Council of Governments*

**Clare Kurth**

*City of Florence*

**Matt Laird**

*City of Veneta*

**Russ Pierson**

*Lane Community College*

**Stephanie Sarles**

*Siuslaw Vision*

**Curtis Thomas**

*City of Creswell*

**Sasha Vartanian**

*Lane County*

**Andy Vobora**

*Travel Lane County*

**Rick Zylstra**

*City of Oakridge*

### Consultant Team

#### Kittelson & Associates, Inc.

Susan Wright, PE  
Krista Purser, PE  
Sophia Semensky

#### Cogito Partners

Julie Fischer

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## CHAPTER 1. INTRODUCTION

## 1.1 History and Organization of Lane Council of Governments

Lane Council of Governments (LCOG) was first established in 1945 and is one of the oldest councils of governments (COGs) in the nation. When first organized, LCOG was known as Central Lane County Planning Commission and had six members. The Central Lane County Planning Commission reorganized in 1971 under an intergovernmental agreement pursuant to the Oregon Revised Statutes Chapter 190 and rebranded as LCOG. Today, LCOG serves as a regional planning, coordination, program development, and service delivery agency for communities across Lane County, Oregon. LCOG's mission is to, "Coordinate, connect, enhance, and provide a wide range of service to the public, and public agencies, consistently and without bias." LCOG's programs vary widely. Such services range from senior & disability access, local government personnel support, technology support, business loans, and transportation—including the Link Lane Transit Service.

LCOG has 35 member organizations. These members are: Lane County, 12 cities, six school districts, one education district, one college, two parks and recreation organizations, three library districts, four utilities, a transit district, three emergency service districts, and a port. The Board of Directors consists of local elected and appointed officials designated to represent these member organizations, shown below.

- City of Coburg: Nancy Bell
- City of Cottage Grove: Candace Solesbee
- City of Creswell: Dave Stram
- City of Dunes City: Sheldon Meyer
- City of Eugene: Randy Groves
- City of Florence: Robert Ward
- City of Junction City: Kenneth Wells
- City of Lowell: Don Bennett
- City of Oakridge: Bryan Cutchen
- City of Springfield: Kori Rodley
- City of Veneta: Robbie McCoy
- City of Westfir: D'Lynn Williams
- Emerald People's Utility District: Patti Chappel
- Eugene Water and Electric Board: Sonya Carlson
- Fern Ridge Library District: Steve Recca
- Heceta Water PUD: Carl Neville
- Junction City RFPD: Don Lighty
- Lane Community College: Mike Eyster
- Lane County: Heather Buch
- Lane Education Service District: Sherry Duerst-Higgins
- Lane Library District: Vacant
- Lane Transit District: Pete Knox
- Port of Siuslaw: Robert Ward
- Rainbow Water and Fire District: James (Jim) McLaughlin
- River Road Park and Recreation District: Curt Kendall
- School District 19: Ken Kohl
- School District 4J: Jenny Jonak
- School District 40: Lacey Risdal
- School District 45J3: Sherry Duerst-Higgins
- School District 52: Rich Cunningham
- School District 68: Alyssa Brownlee
- Siuslaw Public Library District: Donna Oshel
- Siuslaw Valley Fire and Rescue: Jim Palisi
- Western Lane Ambulance District: Jim Palisi
- Willamalane Park and Recreation District: Greg James

## LCOG as a Transit Provider

Link Lane transit service has been provided by LCOG since 2019. In response to a gap in the statewide transit network connecting Florence and Eugene along Highway 126,, LCOG conducted the Eugene-Florence Feasibility Study to evaluate transit demand along this corridor (2018). The study, funded by the Oregon Department of Transportation (ODOT) and driven by the community, identified an overwhelming demand for transit service and an opportunity for LCOG to offer it through a partnership with the Confederated Tribes of Coos, Lower Umpqua and Siuslaw Indians. Timing was ideal as the first round of the Statewide Transportation Improvement Funds (STIF) opened shortly thereafter. LCOG submitted applications and was awarded funding to operate two pilot services: the Eugene-Florence Intercommunity Route and the Florence-Yachats Connector. .

The Florence-Yachats Connector is a service initiated through a partnership with ODOT and LTD in 2018. The service, initiated as a pilot, closed the last gap in service along the Oregon coast. In Fall 2019, LCOG took over the Florence-Yachats operations from LTD. The route is operated by River Cities Taxi. Service of the Eugene-Florence Intercommunity Route began on February 18, 2020 as a pilot. The service is operated by Pacific Crest Bus Lines and has additional funding from the Confederated Tribes of Coos, Lower Umpqua, and Siuslaw Indians. Both routes have now transitioned to permanent service after successful pilot initiation. In July, 2023, LCOG took over the Metro Shuttle as a new pilot, partnering with LTD to provide a reservation-based, door-to-door shuttle service operating on weekdays shuttle in south Lane County.

## 1.2 Project Purpose & Process

A collaboration between ODOT and LCOG, this Transit Development Plan (TDP) evaluated the needs and explored options for transit service for rural communities and connections into the Eugene/Springfield area to meet those needs.

The Link Lane Transit Development Plan establishes a framework to:

- Provide safe, affordable and reliable travel options that are not dependent upon owning a personal vehicle for all residents of and visitors to Lane County.
- Define Link Lane’s role as a public transportation service provider in Lane County and identify implementation strategies and funding sources to support and expand Link Lane services.
- Contribute to reducing greenhouse gas emissions through enhanced and expanded public transportation services.

A series of technical memoranda was developed during the development of the TDP to document findings and recommendations. The initial technical memoranda provided the building blocks for the project, addressing existing conditions and performance and identifying future needs. Subsequent technical memoranda identified strategies to meet those needs and evaluated future service options. The Project Management Team (PMT) guided the preparation of these technical memoranda in coordination with the Project Advisory Committee (PAC). These interactions helped guide the development of the Transit Development Plan as well as build consensus and support. Members of these groups are listed in the Acknowledgements section. The memoranda and documents developed during the process are provided in *References* and include:

- A. Memo #1: Public Involvement Plan
- B. Outreach Effort #1 Summary
- C. Outreach Effort #2 Summary
- D. Outreach Effort #3 Summary
- E. Memo #2: Vision, Goals, Objectives, and Performance Measures
- F. Memo #3: Market Analysis

- G. Memo #4: Peer Provider Analysis and Transit Innovations
- H. Memo #5: Service Options Evaluation
- I. Memo #6: Alternatives for Transit Service

More information about the outreach can be found in *Reference A: Public Involvement Plan*, *Reference B: Outreach Effort #1 Summary*, *Reference C: Outreach Effort #2 Summary*, and *Reference D: Outreach Effort #3 Summary*.

## 1.3 Public Involvement Process

Development of the TDP included ongoing outreach and several key milestones where the community could provide input. A full summary of these activities is included in the *References*.

### Project Website

LCOG created and maintained a project webpage on the Link Lane website that provided information about the project, schedule, technical memoranda, and opportunities to provide input. Interested parties could sign up for notification. Additionally, content posted on the site was distributed through LCOG and its partners' social media pages.

### Outreach Efforts

Larger outreach efforts were conducted at three key milestones of the project:

- First, in the winter of 2022/2023 to gather information on existing needs and goals,
- Second, in the spring of 2023 to evaluate service options, and
- Third, in the fall of 2023 to present the draft TDP for feedback.

More information on what each outreach effort included is shown below.

#### Online Survey

Online surveys were available for 4-5 weeks of each outreach period asking questions about existing transit use, gaps in the rural areas of Lane County, ideas for improvements, and information about participants' preferences and priorities. The results provided an important picture of how and where people use the system, and how they want to use the system in the future. The surveys were available in both English and Spanish and shared on the project website, interested parties list, through direct outreach to community organizations, and via social media.

#### Live Events

An online live event was available in both English and Spanish during each round of outreach for the public to engage the project team, provide feedback, and ask questions about the project. Discussion from these groups helped to supplement the needs, service options, and priorities of the community. These were also advertised on the project website, via the interested parties list, through direct outreach to community organizations, and via social media.

### Project Advisory Committee (PAC)

Technical memoranda and the draft TDP were provided for review to the PAC, which provided insights and feedback on the materials. PAC members represented other transit providers in the region, ODOT, local cities, colleges, tourism organizations, rural community organizations, and others with key perspectives on the transit needs in rural Lane County.

### LCOG Board of Directors

Prior to adoption, the draft recommendations were presented to the LCOG Board of Directors for insights and adoption of the final TDP document. The Board asked questions about services today and the project, and agreed with the plan's recommendations as proposed.





## CHAPTER 2. GOALS AND OBJECTIVES

## 2.1 Policy Framework

State, regional, and local plans were surveyed as context for applicable goals and objectives, including:

- Oregon Public Transportation Plan (OPTP) and related ODOT Plans
- Central Lane MPO 2045 Regional Transportation Plan (RTP)
- Lane County Transportation System Plan (TSP)
- Eugene 2035 TSP
- Springfield TSP
- Florence TSP
- Cottage Grove TSP
- Coburg TSP
- Creswell TSP
- Junction City TSP
- Oakridge TSP
- Veneta TSP
- Cottage Grove Area Transportation Development Plan
- Lane Coordinated Public Transit-Human Services Transportation Plan
- Confederated Tribes Coordinated Tribal Transit Plan
- Eugene-Florence Feasibility Study
- LTD Long Range Transit Plan

More information on this Chapter's contents is available in *Reference E: Vision, Goals, Objectives, and Performance Measures Memorandum*.

Several key themes, goals, and objective areas that emerged from this review include equity, connectivity, and environment. City TSPs generally focus on the public transit system in terms of connectivity to other modes and a way to provide travel choices and access for all. The Oregon Public Transportation Plan, Regional Transportation Plan, and Lane County TSP have multi-modal goals and objectives, ranging from equity to environment to improved customer service.

## 2.2 Vision

The vision for the TDP is as follows:

*Provide guidance for an equitable, safe, convenient, and connected transit network throughout Lane County that will support the health and well-being of individuals, communities, the economy, and the environment.*

The foundation for the vision for the TDP is rooted in key themes and goals from local, regional, and state transportation plans.

## 2.3 Goals and Objectives

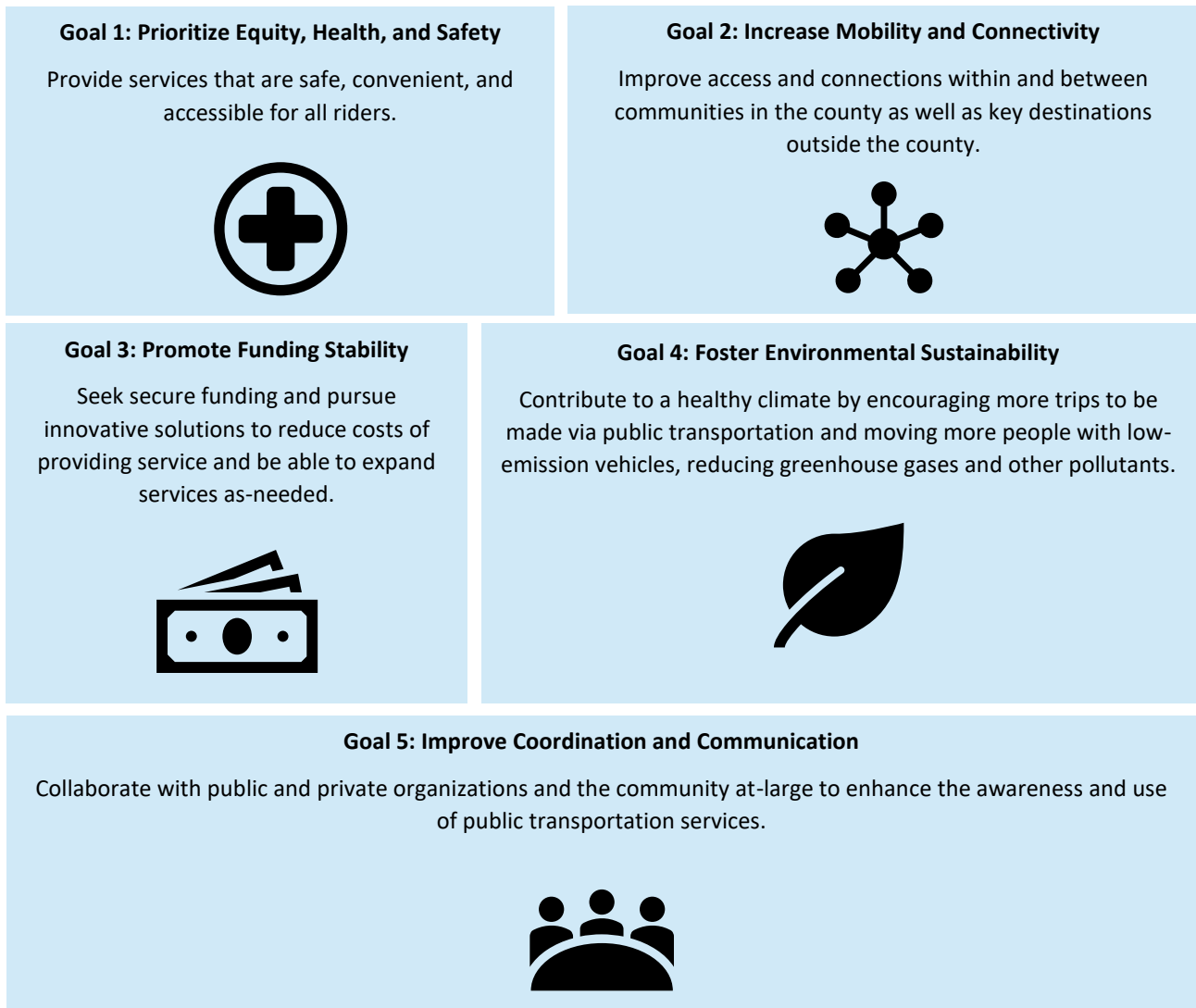
The goals and objectives recommended for the future of transit service in Link Lane Transit helped guide the selection of appropriate TDP strategies intended to enhance transit service, facilities, and amenities in Lane County.

TDP goals and objectives language in this section draws from the documents reviewed in the Policy Framework section. In particular, the Central Lane MPO 2045 Regional Transportation Plan and the Oregon Public Transportation Plan help shape the goals, objectives and performance measures, given their focus on mobility, equity, and customer experience. The TDP defines goals and objectives as:

- Goals - Guiding statements that set priorities for TDP implementation by describing the desired result. Goals establish the overall policy direction and organizational philosophy. They are typically value statements.
- Objectives - Offer a means to meeting a goal. They are typically action-oriented strategy statements and should be understandable, specific, attainable, and measurable. Objectives can be met through a variety of actions. Icons indicate which goals the objectives primarily benefit.

Figure 1 shows the goals for the Link Lane Transit Development Plan, followed by the objectives and which goals they support in Table 1. The goals are weighted equally, not prioritized in any order.

**Figure 1. Link Lane Transit Development Plan Goals**



**Table 1. Link Lane TDP Objectives**

Objective	Primarily				
	Relates to Goal				
	1	2	3	4	5
Eliminate barriers that people of color, low-income people, youth, older adults, people with disabilities, and other disadvantaged populations face meeting their travel needs.	X	X			
Improve public health by providing safe, comfortable, and convenient transit options that support active living and physical activity for all ages and abilities to meet daily needs and access services.	X	X			
Support equity criteria integration into funding decisions and incorporate relevant state, regional, and local Americans with Disabilities Act (ADA) implementation plans and policies in funding decisions to ensure ADA compliance.	X				
Increase travel options along key corridors and connect to employment, education, and services.		X			
Identify gaps in public and private transportation access to health and social services.	X	X			
Address gaps in access to health and social services by forming collaborative partnerships between public transportation, health, and social service organizations such as health departments, non-profits, coordinated care organizations, and veterans agencies.	X	X			X
Support regional travel and tourism by providing intercommunity transit access that provides visitors and tourists with travel options to access regional destinations. Collaborate with tourism agencies to identify places in and connected to Lane County where public transportation can better serve tourist destinations. Seek creative partnerships to provide such service.		X			X
Evaluate the economic benefits that public transportation investments can provide to Lane County in order to understand impacts and demonstrate value to elected officials and the public.			X		
Develop a sustainable funding structure to provide reliable transportation services over the long term.			X		
Increase the percentage of trips made using active and low carbon transportation modes while reducing vehicle miles traveled within our region.	X			X	
Support state efforts to lower carbon emissions by using more fuel-efficient vehicles and alternative-fuel vehicles.				X	
Leverage technological advances, fare payment options, and trip planning tools to increase efficiency of travel across all modes for all travelers, but particularly for vulnerable populations.	X				X
Increase access to outreach, education, incentives, and other tools that increase use of transit. Identify resources to support communication and marketing strategies to share transit system information with community members and attract and retain riders.	X	X			X
Identify infrastructure barriers that inhibit rider access to Link Lane services. Coordinate with municipalities to address barriers.	X	X			X
Provide Link Lane services in a way that improves connectivity and reduces fragmentation between all modes, including between Link Lane and other transit providers.	X	X			X



## CHAPTER 3. EXISTING AND FORECAST CONDITIONS

### 3.1 Service Overview

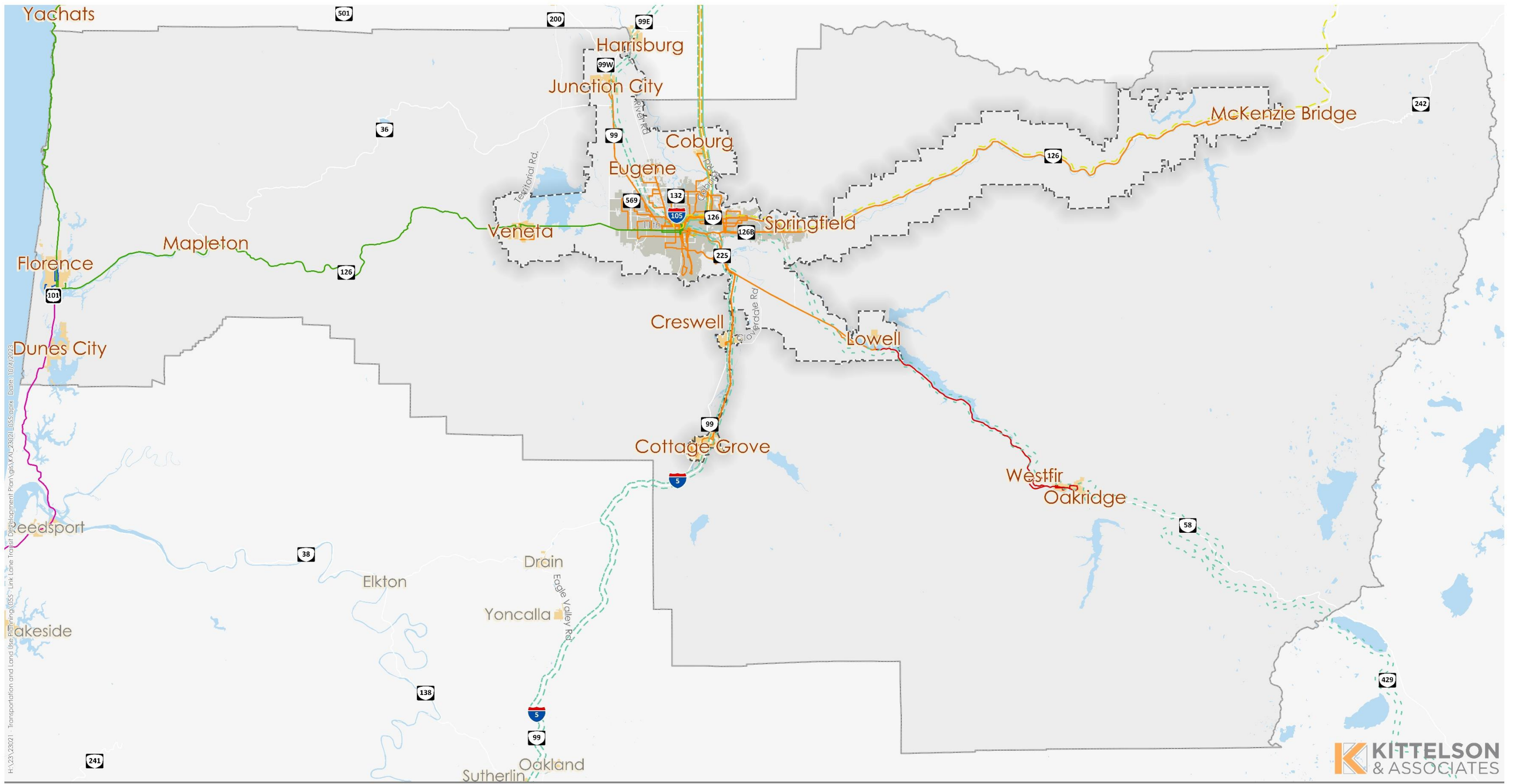
Table 2 summarizes each transportation provider and service in Lane County by the provider type (public or private), type(s) of service, operating hours, and general service areas. The remainder of this section describes the providers and service types in more detail. Figure 2 maps the services provided in the county. Further information about each provider is provided below the table.

More information on this Chapter’s contents is available in *Reference F: Market Analysis Memorandum* and *Reference G: Peer Provider Analysis and Transit Innovations Memorandum*.

**Table 2. Transportation Service Options within Lane County**

Transportation Provider	Provider Type	Service Type	Operating Hours	Service Area
<b>Link Lane</b>	Public	Intercity Fixed-Route	Eugene – Florence: Daily, 2 trips each direction, 7:30 AM – 11 AM, 3:30 PM – 7 PM  Florence – Yachats: Monday through Saturday, 4 trips each direction, 7 AM – 7 PM  South Lane County Metro Shuttle: Door-to-Door reservation based, Weekdays 7:30 AM – 5:30 PM	Eugene – Florence along Highway 126  Florence – Yachats along Highway 101  South Lane County, outside of Cottage Grove
<b>Lane Transit District (LTD)</b>	Public	Local and Regional Fixed-Route  Bus Rapid Transit  ADA Paratransit  On-Demand	Local Fixed-Route: Varies.  Regional connectors: Weekdays, 2–4 trips each direction  91 (McKenzie Bridge): Daily, 2-4 trips per direction, 6 AM – 7 PM  92 (Lowell/LCC): Monday – Saturday, 2-3 trips per direction, 6:30 AM – 7 PM  93 (Veneta): Daily, 2-3 trips per direction, 6:45 AM – 6:30 PM  95 (Junction City): Daily, 2-4 trips per direction plus one extra circulation through Cottage Grove, 6 AM – 7 PM  96 (Coburg): Monday – Saturday, 2 trips per direction, 6:30 AM – 6:00 PM  98 (Cottage Grove): Daily, 2-5 trips per day, 5:30 AM – 7:30 PM  Bus Rapid Transit: Weekdays 5:30 AM – 11:30 PM; Saturdays 7 AM – 11:30 PM; Sundays 8 AM – 9 PM  ADA Paratransit: Weekdays 8 AM – 5 PM; Saturdays and Sundays 11 AM – 5 PM	Eugene, Springfield, Veneta, Junction City, Coburg, McKenzie Bridge, Lowell, Creswell, Cottage Grove

Transportation Provider	Provider Type	Service Type	Operating Hours	Service Area
			LTD Connector shuttle service: Weekdays, 8:30 AM – 5:00 PM	
<b>Rhody Express (LTD service operated by River Cities Taxi)</b>	Public	Local Fixed-Route  ADA Paratransit	Local Fixed-Route: Weekdays, hourly service, 10 AM – 6 PM  ADA paratransit: Weekdays, 10 AM – 6 PM	Florence
<b>Diamond Express (LTD service operated by Pacific Crest Bus Lines)</b>	Public	Intercity Fixed-Route with flag stops in Oakridge	Weekdays, 4 trips each direction, 6 AM – 7 PM  Saturdays, 2 trips each direction	Eugene – Oakridge along Highway 58
<b>Amtrak</b>	Public	Interstate Rail	Coast Starlight – 1 daily trip each direction, 12:30 PM – 5 PM  Cascades – 2 daily trips each direction, 5:30 AM – 9 PM	Seattle – Portland – Eugene – Sacramento – Los Angeles  Eugene – Portland – Seattle – Vancouver BC
<b>Greyhound (acquired by FlixBUS, still marketed as Greyhound)</b>	Private	Interstate Bus	2 daily trips in each direction, 6 AM – 9:30 PM	Sacramento – Medford – Eugene – Portland – Seattle
<b>FlixBUS</b>	Private	Interstate Bus	2 daily trips in each direction, 7 AM – 11 PM	Eugene – Corvallis – Salem – Portland – Seattle
<b>Pacific Crest Bus Lines</b>	Private	Non-stop Intercity Bus	1 daily trip each direction	Eugene – Bend along Highway 126
<b>Cascades POINT</b>	Public	Intercity Fixed-Route	5 daily trips each direction, 7 AM – 1 AM	Eugene – Albany – Salem – Portland along I-5
<b>Lincoln County Transportation Service District</b>	Public	Intercity Fixed-Route	4 trips each direction, Monday through Saturday, 7 AM – 6 PM	Yachats – Newport along Highway 101
<b>Coos County Area Transit</b>	Public	Intercity Fixed-Route	2 trips each direction, Monday through Saturday, 7 AM – 7 PM	Coos Bay – Reedsport – Florence along Highway 101



- Diamond Express
- Lane Transit District
- Link Lane
- Rhody Express
- Coos County Area Transit
- PDX Airport Shuttle (Groome)
- - - Pacific Crest Lines
- - - Regional Providers (Amtrak, Greyhound, POINT, Flix Bus)
- Lane County Boundary
- Lane Transit District Boundary
- Eugene - Springfield
- Rural Community



**Figure 2. Existing Transit Services  
Lane County, Oregon**



## Link Lane

Link Lane is a public transit service with fixed-route bus service between Eugene and Florence and between Florence and Yachats. Connections to other regional and intercity services are available at the LTD Eugene Station transfer center, the Eugene Amtrak Station, Veneta, the Florence Grocery Outlet, and the Log Church in Yachats.

For the Eugene – Florence Connector, the cost of a one-way ticket is \$5, with a \$1 fare for trips between Florence and Mapleton. For the Florence – Yachats Connector, the cost is \$2.50 for a one-way ticket or \$5 for all day service. Key information about these services is as follows:

- **Eugene – Florence Connector:** The Eugene – Florence Connector is a fixed-route intercity service that offers two daily trips per direction, seven days a week. The route travels between the Eugene Amtrak Station and the Florence Grocery Outlet, with stops in Mapleton and Veneta. Trips depart Eugene at 7:25 AM and 3:30 PM, and depart Florence at 9:26 AM and 5:31 PM.
- **Florence – Yachats Connector:** The Florence – Yachats Connector is a fixed-route intercity service that offers four daily roundtrips through Saturday. The route runs between Florence Grocery Outlet and the Log Church in Yachats, with a stop at Carl G. Washburne State Park. The route departs from Florence at 7:30 AM, 10:30 AM, 2:45 PM, and 5:35 PM; it arrive in Yachats at 8:30 AM, 11:30 AM, 3:45 PM, and 6:35 PM. The operating hours are 7:30 AM to 7:25 PM.
- **South Lane County Metro Shuttle:** The South Lane County Metro Shuttle is an “origin to destination” service offering rides of 10 miles or more to or from the southern region of Lane County. Rides can be booked in advance by phone. Service is available on weekdays from 7:30 AM to 5:30 PM.

## Lane Transit District (LTD)

Lane Transit District (LTD) is a public mass transit district, funded through a combination of fares, employer payroll taxes, and state and federal sources. LTD serves the Eugene/Springfield metro area with 25 local bus routes, five regional bus routes to rural communities, and one EmX bus rapid transit (BRT) line. LTD’s paratransit service, RideSource, provides services for people with disabilities and Medicaid recipients along the local fixed-route system. For both the fixed-route and EmX services, fares are \$1.75 for a single ride, with day passes (\$3.50), 1-month passes (\$50), and 3-month passes (\$135) also available. Youth ages 6–18 and people with disabilities pay half the regular fare. Students in kindergarten through 12<sup>th</sup> grade, children ages 5 and younger, and adults ages 65 and older ride free. Key information about these services as of January 2023 is as follows:

- **Regional Fixed-Route:** Routes 91 (McKenzie Bridge), 92 (Lowell/LCC), 93 (Veneta), 95 (Junction City), 96 (Coburg), and 98 (Cottage Grove) are regional routes connecting outlying communities to Eugene. Route 93 connects to Link Lane’s Eugene – Florence Connector at the Veneta Park & Ride, while the other 90-series routes connect to the Eugene – Florence Connector and to other LTD local routes at LTD’s downtown Eugene Station transit center.
- **LTD Connector:** LTD offers the LTD connector shuttle service in Cottage Grove, operated by South Lane Wheels. This is a pilot program operating only within the Cottage Grove city limits, with continued service dependent on service results. Rides can be booked via the LTD Connector app or via phone, with rides costing \$1 per ride. Service and call-in requests are offered between 9:00 a.m. and 4:00 p.m. Monday-Friday. The LTD Connector is a Mobility On Demand (MOD) service of LTD. LTD also provides “origin-to-destination” service within Cottage Grove/Creswell and surrounding rural areas.
- **Local Eugene-Springfield Service:** LTD also provides local fixed-route and EmX BRT services within Eugene and Springfield. Service hours vary, with all services running Monday-Saturday and several additionally offering Sunday services.

- Dial-a-Ride Paratransit Service:** RideSource provides origin-to-destination ADA complementary paratransit for people unable to use a local fixed-route bus due to a disability (90-series routes regional services are exempt). The service operates within approximately 3/4 miles of fixed bus routes in the LTD service area. The service operates Monday through Friday from 8 AM to 5 PM and on Saturday and Sunday from 11 AM to 5 PM. Rides must be requested by 5 PM the day before the trip; same-day service is not available.

### Rhody Express

The Rhody Express is managed by LTD who contracts with River Cities Taxi for service operation. Its service includes two loops in Florence. The north loop runs from the Florence Grocery Outlet to the Florence Fred Meyer and the south loop runs from the Florence Grocery Outlet to Old Town Park and Three Rivers Casino. Key information about these services is as follows:

- Fixed-Route:** The Rhody Express connects to Link Lane’s Eugene – Florence Connector and Florence – Yachats Connector, and to CCAT’s Florence Express at the Florence Grocery Outlet, with 60-minute headways for both the north loop and south loop. The service hours are from 10 AM to 6 PM, Monday through Friday. Fares are \$1 for a single trip, \$2 for a day pass, and \$20 for a 20-ride ticket (all valid only on the Rhody Express).
- ADA Paratransit:** Rhody Dial-A-Ride is provided in Florence, and is available to those who live within 3/4 of a mile from the bus route and have successfully completed in an in-person eligibility assessment.

### Diamond Express

The Diamond Express is managed by LTD who contracts with Pacific Crest Bus Lines for operations. It is a fixed-route service with flag stops allowed that runs from the Eugene Amtrak Station to Ray’s Food Place in Oakridge. Connections to other regional, intercity, and interstate services, including Link Lane’s Florence – Eugene Connector, are made at the Eugene Amtrak Station and LTD’s downtown Eugene Station transit center. Key information about the Diamond Express is as follows:

- Fixed-Route with Flag Stops:** The Diamond Express operates two morning trips and two afternoon trips in each direction on weekdays. On Saturdays, it operates one morning trip and one afternoon trip in each direction. The service operates as fixed-route with limited designated stops outside of Oakridge, but allows flag stops within Oakridge. The service hours are from 6 AM to 7 PM, Monday through Friday. The fare is \$2.50 for a single ride (valid only on the Diamond Express) and \$5.00 for a day pass (includes a round-trip on the Diamond Express and an LTD Day Pass).

### Amtrak

The Amtrak Cascades route runs from Vancouver, BC to Eugene, terminating at the Eugene Amtrak station. The route currently has two daily arrivals and departures per day, Monday through Sunday. The Amtrak Coast Starlight route runs from Seattle to Los Angeles with a stop in Eugene. This route operates one daily trip in each direction. Fares vary.

Services are described as they were at the point of TDP adoption and may change over time.

### Greyhound

Greyhound, acquired by FlixBUS and still marketed as Greyhound, operates an I-5 service from Sacramento to Seattle with a stop at the Eugene Amtrak Station. The service currently provides two daily arrivals and departures in each direction. Fares vary.

## FlixBUS

FlixBUS operates a Eugene – Seattle service with a stop at the University of Oregon campus and in Corvallis, Salem, and Portland. The route runs daily at 7 AM and 3:35 PM from Eugene to Portland and 11:45 AM and 8 PM from Portland to Eugene. The route stops in Salem only on the 7 AM and 11:45 AM runs. Fares vary.

## Pacific Crest Bus Lines

Pacific Crest Bus Lines offers a non-stop route connecting Eugene to Bend. Key information about this route is as follows:

- **Fixed-Route:** This route runs non-stop from the Bend Hawthorne Station to the Eugene Amtrak Station, and then returns to Bend. There is one daily trip from Eugene to Bend (departs at 9:45 AM, arrives at 12:30 PM) and one daily trip from Bend to Eugene (departs at 1 PM, arrives at 3:35 PM). Onward connections available in Bend include local and regional bus service operated by Cascades East Transit, Eastern POINT to Burns and Ontario, and People Mover to Grant County. The fare ranges from \$35 (Eugene to Bend) to \$76 (Eugene to Ontario via POINT connection).

## Cascades POINT

ODOT offers the Cascades POINT intercity route connecting the University of Oregon and the Amtrak station in Eugene to Portland Union Station via Albany, Salem, Woodburn, and Tualatin. Connections to local bus service are available at all stops. Connections are available in Albany to the Coast to Valley Express to Corvallis and Newport, in Salem to Tillamook County Transportation District service to Lincoln City and Tillamook County, and in Portland to various intercity and interstate transportation services. Key information about this route is as follows:

- **Fixed-Route:** Cascade POINT operates five daily trips in each direction. The first southbound bus departs from Portland at 7 AM and the last bus departs at 9:55 PM. The first northbound bus departs from the University of Oregon at 8 AM and the last bus departs at 6 PM. Adult fares range from \$5 to \$28, depending on distance traveled, and are sold by Amtrak.

## Lincoln County Transportation Service District (LCTSD)

LCTSD runs several intercity fixed-route bus services, one of which connects to Link Lane services. The South County route runs between Newport and Yachats. The route connects to Link Lane's Florence – Yachats Connector at the Log Church in Yachats. At Newport City Hall, connections can be made to the Coast to Valley Express, LCTSD's North County route to Lincoln City, and LCTSD's East County route to Toledo and Siletz. Key information about this route is as follows:

- **Fixed-Route:** The South County route operates four times daily from 7 AM to 6 PM, Monday through Saturday. There are three segments on the route, and fares are \$1 per segment.

## Coos County Area Transit (CCAT)

CCAT runs several intercity fixed-route bus services, one of which connects to Link Lane services. The Florence Express connects Florence to Coos Bay via North Bend and Reedsport. Connections can be made in North Bend to local and regional CCAT service and to the Coastal Express to Curry County. Connections can be made at the Florence Grocery Outlet to Link Lane's Florence – Eugene Connector and Florence – Yachats Connector, and to the Rody Express.

- **Fixed-Route:** The Florence Express runs from the Coos Bay Library to the Three Rivers Casino in Florence. There is one AM and one PM round trip, Monday through Saturday. The southbound trips depart Grocery Outlet at 9:38 AM and 5:38 PM. There are six zones on the route, with the fare based on the number of zones traveled. The full Coos Bay to Florence fare is \$12.00.

## Other Transportation Providers

There are several other transportation providers in Lane County that offer medical and private transportation. Coordinated Care Organizations (CCOs) comprise a network of all types of health care providers (physical health care, addictions and mental health care, and dental care providers) who work together in their local communities to serve people who receive health care coverage under the Oregon Health Plan (Medicaid). The CCOs for Lane County are Trillium Community Health Plan and PacificSource Community Solutions. Both of these CCOs use RideSource to provide medical transportation service. Friends of Florence provides medical transportation for cancer patients for radiation treatments in Eugene/Springfield. In addition, Uber/Lyft, taxis, and medical facilities also provide transportation services in the County.

## Discontinued Services

Cottage Grove operated the Lane – Douglas Connector (LDC) from 2021 through June 2023. The LDC was a pilot transit service that intended to provide the public with a public transportation option between Roseburg and Eugene. The LDC made two round trips on Tuesdays and Thursdays between Roseburg and Eugene, with stops in Cottage Grove and Drain. It connected to UTrans at the Roseburg Veteran’s Affairs Center. The service was free for veterans with ID and free for the public during an introductory period. The LDC was not a productive route as designed and was not continued beyond its pilot phase. Improving transit service between Eugene and Roseburg remains a priority.

## Transit Centers and Park-and-Ride Facilities

Transit centers that connect to Link Lane routes are the Eugene Amtrak Station (which also connects to LTD, Diamond Express, Pacific Crest Bus Lines, Cascade POINT, and Amtrak services), and the Veneta Park & Ride (which also connects to LTD).

There are several park-and-ride lots in Eugene, Springfield, Junction City, Creswell, and Cottage Grove that are served by LTD but do not connect directly to Link Lane services.

## 3.2 Population and Employment

Understanding current demographics and projected population and employment growth is key to determining travel demands and potential service considerations. The following sections rely on US Census Bureau information and state population and employment projections.

### Existing Demographics

Title VI of the Civil Rights Act of 1964 prohibits discrimination in the provision of federally supported benefits and services, including public transportation service. In addition to Title VI populations, this analysis presents information about the study area populations that are more likely to have high rates of transit-reliance, including poverty status, age, racial/ethnic composition, and English proficiency, and proportion of people with disabilities. These populations tend to be reflected higher in transit ridership across Oregon, especially in rural areas, compared to the general population. Considerations for each population includes:

- **People Experiencing Poverty** – individuals who live within a set of income thresholds established by the US Census Bureau, which vary by family size and composition. For example, the federal poverty level for a family of four in 2022 was \$27,750. Low-income households tend to rely on public transportation, as it is less expensive than owning and operating a vehicle. ODOT uses 200% poverty level for service assessments and funding criteria. The 200% poverty level for a family of four in 2022 was \$55,500.

- **Youth** – individuals under 18 years old likely have limited access or ability to drive a vehicle.
- **Older Adults** – individuals aged 65 and older may become less comfortable driving as they age or are no longer physically able to drive.
- **Racial/Ethnic Minority** – people who are part of a racial/ethnic minority often live in neighborhoods that have suffered systemic disinvestment and other barriers to transportation.
- **Zero Vehicle Households** – people residing in households without access to a vehicle typically rely on walking, biking, public transportation, or carpooling to meet their mobility needs.
- **Limited English Proficiency Households** – limited English proficiency (LEP) can be a barrier for interacting with the transportation system, particularly in terms of owning and operating a vehicle. Typically, households with limited English proficiency rely on other modes to meet their mobility needs.
- **People with Disabilities** – people with a disability often have difficulty operating a vehicle and require access to public transportation.

Table 3 breaks down these metrics for Lane County and its communities, in addition to overall population and household information. This analysis provides information regarding populations who are typically more reliant on transit or have been historically underrepresented in planning processes. Values higher than the state average are in **bold and green shading**. As shown, most cities in Lane County exceed the statewide average in most metrics. Overall, Lane County has higher percentages for households below 200% poverty, older adults, people with disabilities, and veterans than Oregon as a whole. *Memorandum #1: Public Involvement Plan* includes more information about the locations of these populations and outreach methods to engage people of all backgrounds.

**Table 3. Title VI and Transportation-Disadvantaged Populations**

Geography	Total Pop	Total Households	Below 100% Poverty	Below 200% Poverty	Youth (Under 18)	Older Adults (65 and older)	Racial/ Ethnic Minority	Zero Vehicle Households	Households with LEP	People with Disability	Veteran
Oregon	4,096,744	1,642,579	12.4%	29.3%	20.7%	17.7%	17.3%	7.2%	2.4%	14.3%	8.3%
Lane County	370,192	154,516	<b>17.2%</b>	<b>35.7%</b>	18.2%	<b>19.5%</b>	14.1%	<b>8.0%</b>	1.2%	<b>16.9%</b>	<b>8.8%</b>
Coburg	1,382	442	10.2%	<b>42.3%</b>	<b>24.7%</b>	<b>20.3%</b>	8.0%	0.0%	0.0%	<b>19.1%</b>	5.2%
Cottage Grove	10,168	4,186	<b>19.0%</b>	<b>40.4%</b>	<b>21.0%</b>	15.2%	12.7%	<b>12.0%</b>	1.2%	<b>21.2%</b>	8.3%
Creswell	5,408	2,023	6.0%	22.7%	<b>24.7%</b>	14.1%	10.7%	1.3%	0.0%	<b>17.3%</b>	<b>10.2%</b>
Dunes City	1,208	575	4.8%	15.9%	11.8%	<b>44.5%</b>	9.3%	3.3%	1.7%	<b>17.7%</b>	<b>13.0%</b>
Eugene	164,905	71,738	<b>20.3%</b>	<b>38.4%</b>	17.0%	17.0%	<b>17.5%</b>	<b>10.7%</b>	1.6%	14.0%	6.9%
Florence	8,999	4,649	12.3%	<b>34.5%</b>	10.3%	<b>44.4%</b>	9.1%	6.4%	0.6%	<b>25.9%</b>	<b>12.9%</b>
Junction City	6,049	2,293	<b>13.3%</b>	28.5%	<b>24.3%</b>	11.0%	9.9%	7.2%	0.0%	<b>18.3%</b>	<b>9.1%</b>
Lowell	1,027	409	5.2%	<b>34.4%</b>	<b>22.2%</b>	<b>22.4%</b>	5.1%	2.2%	0.0%	<b>18.7%</b>	<b>13.8%</b>

Geography	Total Pop	Total Households	Below 100% Poverty	Below 200% Poverty	Youth (Under 18)	Older Adults (65 and older)	Racial/ Ethnic Minority	Zero Vehicle Households	Households with LEP	People with Disability	Veteran
Oakridge	3,336	1,414	<b>37.7%</b>	<b>58.0%</b>	15.2%	<b>24.8%</b>	10.6%	1.1%	0.0%	<b>24.0%</b>	<b>12.9%</b>
Springfield	61,948	25,210	<b>18.3%</b>	<b>39.7%</b>	20.7%	14.9%	14.9%	<b>8.9%</b>	1.0%	<b>19.1%</b>	<b>9.2%</b>
Veneta	4,922	2,055	8.2%	<b>40.0%</b>	<b>22.8%</b>	17.3%	<b>20.3%</b>	4.8%	1.9%	<b>19.0%</b>	<b>9.1%</b>
Westfir	315	139	11.4%	28.9%	13.7%	<b>30.2%</b>	2.2%	7.2%	0.0%	<b>23.8%</b>	<b>15.1%</b>

Source: American Community Survey 2016-2020 5-Year Estimates; Tables S1602, S1701, S1810, B25044. Values higher than the state average are in bold and green shading.

### Employment & Commute Patterns

The following sections describe employment and commuting patterns for Lane County and for several cities within Lane County. This information is largely based on Longitudinal-Employer Household Dynamics (LEHD) employment data from the U.S. Census Bureau.<sup>1</sup> This dataset provides valuable information about where workers live and work. Because this dataset is generated based on administrative records, some work locations may be over- or underrepresented resulting in data limitations. For example, if workers in Eugene have their paychecks processed with an address in Salem, their job site may be shown as being in Salem instead of in Eugene, if no local address was given in the administrative data. All data in this section are from 2019, which is the most recent year with complete data. This data is being used to understand general commute patterns and includes only data for jobs that are not work-from-home as well as not student commutes or other trip purposes.

Key findings include:

- Eugene and Springfield are the top two employment destinations for the County, with over one-half of employees located in these two cities.
- Florence was the top work location for employees living in Dunes City and Florence, while Oakridge was the top work location for Oakridge and Westfir. Eugene and Springfield are the top employment destination for the remainder of the small cities in Lane County.
- The data indicate that many employees in Lane County live or work in Portland, Salem, Corvallis, and Bend; however, the distances to Portland and Bend in particular imply that this is a result of the administrative data limitations described above, perhaps due to state jobs and/or University of Oregon satellite campuses. In addition, some employees may telecommute, as this has become more common post-pandemic.

Table 4 shows the major commute pairs (ex. Eugene-Springfield) by number of total commuters in both directions (ex. Eugene residents commuting to Springfield and Springfield residents commuting to Eugene) and the available transit service. Note these numbers remove “internal” commuters, who both live and work in their own community, as well as commuters to and from Portland, Salem, Bend, and Corvallis due to the potential data issues. Table 5 shows the transit routes, commuters associated with that route from the top 10 list, the number of

<sup>1</sup> <https://onthemap.ces.census.gov/>

roundtrip transit runs the service makes per day, and a comparison of the total number of commuters to the number of transit runs. While not all commuters can feasibly use transit services to commute, the results indicate substantial amounts of commuters compared to the amount of transit service available, which suggests that more commuters could be attracted to transit if more choices of travel times were available. Further, the next section of this memorandum presents ridership information that shows LTD’s routes 93, 95, 96, and 98 providing substantial rides per hour, particularly for an intercity service.

**Table 4. Major Commutes and Transit Availability**

Rank	Commute Pair	Total Commuters (Both Directions)	Transit Route(s) Serving Commute Pair
1	Eugene – Springfield	19,661	EmX/Others
2	Eugene – Junction City	1,579	Route 95
3	Cottage Grove – Eugene	1,540	Route 98
4	Veneta – Eugene	1,159	Route 93 <i>or</i> Eugene – Florence Connector
5	Creswell – Eugene	1,062	Route 98
6	Coburg – Eugene	839	Route 96
7	Cottage Grove – Springfield	643	EmX Transfer via Route 98
8	Creswell – Springfield	485	EmX Transfer via Route 98
9	Florence – Eugene	418	Eugene – Florence Connector
10	Junction City – Springfield	410	EmX Transfer via Route 95

**Table 5. Transit Frequency Compared to Number of Commuters**

Transit Route	Commuters in the Corridor Served by the Transit Route	Transit Runs per Day	Ratio of Commuters to Transit Runs
Route 93	1,577	3	500
Route 95	1,989	4	500
Route 96	839	2	400
Route 98	3,730	4	900
Eugene – Florence Connector	418	2	200

## Future Population and Employment

Future population and growth forecasts were developed from Portland State University (PSU) Population Research Center’s population forecasts<sup>2</sup>. Figure 3 shows projected 20-year population growth rates. As shown, the largest population growth rates relative to their current population are anticipated in Coburg (2.1% annually), Creswell (1.8%), Lowell (1.4%), and Veneta (1.4%). Westfir and Junction City, and Oakridge are also forecast to experience substantial population growth relative to their current population. Larger cities (Eugene, Springfield, Cottage Grove) are forecasted to have larger net population growth, but growth rates are below 1% per year on average. The population outside Lane County’s UGBs is expected to stagnate over the next 20 years.

<sup>2</sup><https://www.pdx.edu/population-research/population-forecasts>

**Figure 3. Projected Population Growth – 2020 to 2040 Annual Growth Rate**

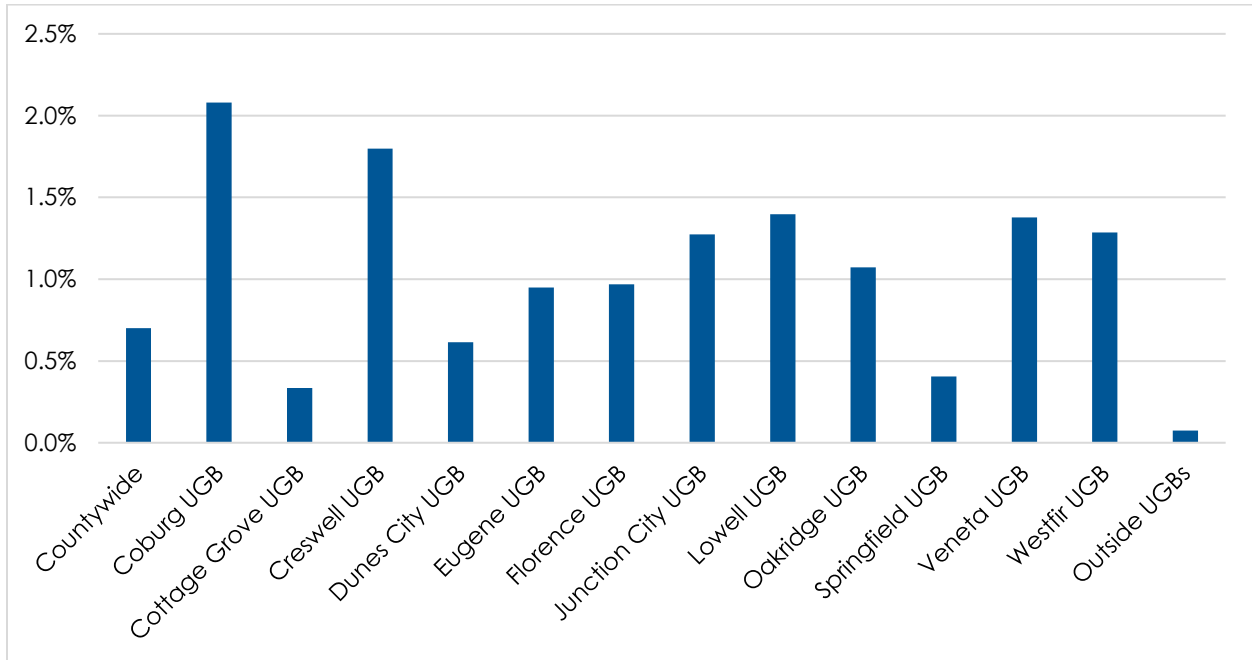
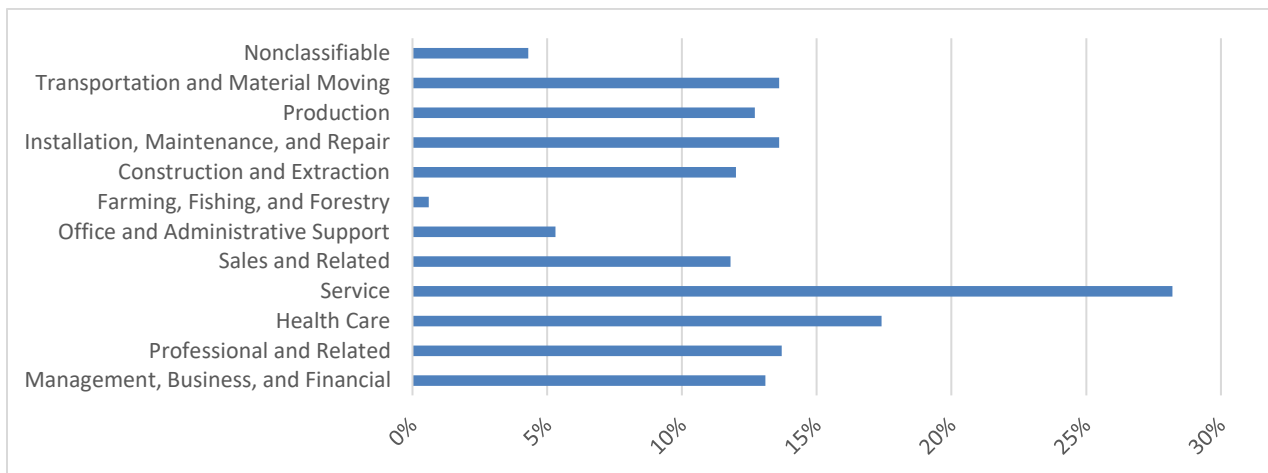


Figure 4 presents the percentage of forecasted job growth between 2020 and 2030, by total number of jobs and not accounting for full-time equivalency. Employment related to farming, fishing, and forestry is anticipated to experience minimal growth between 2020 and 2030. Most other sectors are anticipated to grow by 12% or more. Employment in the following sectors is forecast to grow at the fastest rate:

- Service
- Healthcare
- Professional and related services
- Transportation and material moving
- Installation, maintenance, and repair

**Figure 4. Projected Employment Growth – Percentage Growth 2020 to 2030**





### 3.3 Needs Summary

Key gaps and needs identified from the analysis and outreach are as follows.

Needs related to **connectivity and frequency of rural routes** include:

- Several services, such as the Florence – Yachats Connector, Rhody Express, Lane Transit District (LTD) Routes 92 and 96, and Diamond Express, as well as connecting services operated by Lincoln County Transportation Service District (LCTSD) and Coos County Area Transit (CCAT), do not operate on Sundays. Expanding these services to Sundays would provide increased mobility options. More weekend bus service will provide families with the ability to recreate and experience nature outside of Eugene-Springfield. It will also provide Lane County and neighboring coastal county residents and visitors with better intercity travel options.
- Improved evening services would facilitate access to evening activities, such as classes and events at local schools and universities and help serve travel needs of persons working outside traditional office hours.
- There is good geographical service coverage in rural areas, with transit service provided from these areas to Eugene and surrounding towns, as well as in and around Florence. However, a limited number of trips per day are operated. Increasing frequency would provide more choices of travel times for riders and better opportunities for connections to other services.
- People in most towns in Lane County outside of the Eugene-Springfield metro area can reach the metro area via transit without a transfer. However, because travelling between communities usually requires a transfer in Eugene, connections between services should be well-timed to facilitate those transfers. Connections between the Eugene – Florence Connector and other transit services are well-timed for CCAT's Florence Express and the Florence – Yachats Connector on each trip. There are connections within an hour for the Rhody Express in Florence, and Cascades POINT and LTD Route 95 in Eugene for some of the runs. However, connections to other regional routes require more than an hour's wait. Opportunities for improved connections via lower wait times with other regional routes should be explored.

Needs related to **underserved areas and populations** include:

- While Oakridge and Florence already have some coverage, additional routes or service are needed within and to these communities and others such as Mapleton, as well as on-demand service in rural areas. Additionally, connections beyond Lane County, such as to Harrisburg and Roseburg, can help to fill gaps in the transit network. .
- There are no services available in the Marcola/Mohawk area.
- The largest growth in population in the 20-year projections outside Eugene-Springfield is anticipated in Creswell (+7,400), Florence (+6,700), Junction City (+4,250), and Veneta (+4,200). Coburg, Westfir, Lowell, and Florence are also forecast to experience substantial population growth relative to their current population. Additional demand for transit, especially in Junction City and Florence, could warrant increased service.
- Individuals living in more rural areas may find it difficult to access the existing transit lines. More flexible transit service, such as on-demand service, can help provide a lifeline for riders living far from existing transit stops.
  - About 75% of the general population of Lane County, including Eugene and Springfield, lives within ½ mile of a fixed-route bus stop.

- About half the general population of Lane County and less than 50% of the county's youth, older adults, and people with a disability live within ¼ mile of fixed-route bus stops.
- In rural Lane County, less than 25% of the general population lives within ½ mile of a fixed-route bus stop. This is true for all demographic categories except for people in households below 200% of poverty level. Jobs have slightly higher coverage, as many of the rural job clusters exist near fixed-route services in the rural cities.
- The Rhody Express offers Americans with Disabilities Act (ADA) paratransit for eligible riders in Florence, as well as the Rhody Express fixed-route service for the general public. However, no dial-a-ride service for the general public is provided in Florence or Mapleton, and no ADA paratransit or dial-a-ride service is available throughout rural Lane County.
- Migrant farm workers are in high need of transit service, as they typically live and work in rural areas without transit connections. In particular, Creswell, Monroe, Harrisburg, and Springfield have significant migrant populations. There are opportunities to look at first/last mile and micromobility options for these communities to access field work, which often begins at sunrise.
- There is a need for regional connections between Lane County and nearby population centers including Corvallis, Roseburg, and Harrisburg.

Needs related to **improved technology, fare payment, and rider comfort** include:

- Migrant farm workers and organizations representing them noted that accessing virtual meetings can be difficult for these communities; live event participants noted that paper surveys and telephone interviews are the best tools to reach these communities.
- There are currently limited options for fare reciprocity and combined passes between Link Lane and other services.
- Link Lane currently accepts cash onsite and credit card (in advance via Amtrak) for payment. LTD is in the process of installing a widespread ticket sharing system that will allow shared ticketing between Link Lane and LTD.
- Outreach participants shared a desire to form additional partnerships with local organizations, such as colleges and recreation groups, to expand use of Link Lane services to a wider ridership.
- There is a need to improve the rider experience and make better connections at transit centers.
- Safety and comfort can be improved at bus stops by using transparent materials on shelters, which provides weather protection for waiting riders while maintaining sight lines for arriving buses. Bus stops need to be covered and illuminated. Signage at the stops could also be improved.
- Pet policy flexibility or options were desired so people can travel with their pets and obtain veterinary medical care.
- More bicycle capacity on the buses is needed.
- Secure bike storage at stops is needed.

This summary of needs and a review of transit service innovations in use by other rural providers informed the development of service options and an evaluation of alternatives. The findings from those efforts informed the Transit Development Plan in Chapter 4.



## CHAPTER 4. TRANSIT DEVELOPMENT PLAN

## 4.1 Vision

*Provide guidance for an equitable, safe, convenient, and connected transit network throughout Lane County that will support the health and well-being of individuals, communities, the economy, and the environment.*

More information on this Chapter's contents is available in *Reference H: Service Options Evaluation Memorandum* and *Reference I: Alternatives for Transit Service Memorandum*

## 4.2 Service Plan

Based on the project's goals and objectives, needs assessment, and funding analysis, the following projects are options for Link Lane to pursue.

### Increase Weekday Frequency

Implementing higher frequency on Link Lane services would facilitate improved connections to and from other transit providers, as well as provide more travel options for riders travelling within Lane County, including to/from Eugene. The following service options were developed based on identified need and outreach findings:

- **Eugene-Florence Route:**

- Although an early morning trip from Florence into Eugene and a later evening trip from Eugene to Florence was desired, Link Lane currently starts all round-trips from Eugene, with the vehicle and driver located in Eugene. Link Lane could work with their contractor to explore the possibility of adding a Florence-based driver or adjusting existing staff and fleet locations. These added trips would help rural Lane County residents access morning appointments and other activities in Eugene, as well as return home after evening activities. If this change is not possible, then two round-trips (one for the early morning and one for the late evening) would need to be added, both starting in Eugene. Given the potential logistics challenges or high cost, the priority for this improvement is **Medium**.
- Additionally, it is recommended to add a midday round trip from Eugene around 11 AM. Assuming a round trip time of 3 hours, a departure between 11:10 AM and 12:20 PM would provide enough time before the scheduled 3:30 PM afternoon round-trip. Existing trips may need to be adjusted to accommodate the midday run. The midday run would help to reduce rider wait times to return to their origin. Given the high interest from riders and relatively lower cost, the priority for this improvement is **High**.

- **Florence-Yachats Route:**

- Contingent on the additional earlier morning and later evening runs, add an additional early morning trip from Yachats heading to Florence and late evening trip heading from Florence to Yachats. If driver availability limits the possibility of a Yachats start, consider adding an earlier morning and late evening round trip from Florence to connect to the new Eugene-Florence routes. This would allow Yachats residents to connect to the early morning Florence-Eugene route and to return home after the late Eugene-Florence run. As noted in the logistics challenges above, the priority for this improvement is **Low**.

LCOG has funding to add this midday run four days per week, and anticipates having the vehicle and contractor staff to do so in the next several months.

## Potential Partnerships

Link Lane could work with LTD, CCAT, and LCTSD to ensure well-timed transfers in Eugene, Florence, and Yachats with the new runs. Partnerships with roadway owners to improve bus stops and accommodate sufficient space for the vehicles would be beneficial.

## Implementation Needs

Adding additional runs per day that do not overlap with existing service on the Eugene-Florence Connector and Florence-Yachats Connector do not require a new vehicle, as the existing vehicles could be used. However, additional drivers would be needed to provide services. Implementation is therefore contingent on:

- Funding
- Drivers

## Add Weekend Service

Adding Sunday service to the Florence-Yachats Connector, as well as working with LTD to consider adding weekend service to rural routes, would improve access to services, especially for non-typical work commutes, shopping, and recreational trips.

Outreach Event #2 showed that participants slightly favored having more weekend service on the Florence-Yachats route over the Eugene-Florence route, though there was strong support for both routes. The stronger response to the Florence-Yachats route may have been due to the lack of Sunday service for that route, which indicates a need to add Sunday service.

The following service options were developed based on identified need and outreach findings:

- **Florence-Yachats Route:** Add two Sunday roundtrips, one in the mid-morning and one in the afternoon. Expand service as funding allows (see Priority C). Partnerships with roadway owners to improve bus stops and accommodate sufficient stopping space for the vehicles would be beneficial. Given the high interest, the priority for this improvement is **High**.

LCOG has funding to add Sunday service to the Florence – Yachats Connector, and anticipates having the vehicle and contractor staff to do so in the next several months.

## Potential Partnerships

Link Lane could work with CCAT and LCTSD to ensure well-timed transfers in Florence and Yachats with the new runs.

## Implementation Needs

Adding Sunday service to the Florence-Yachats route would not require new vehicles but would require additional driver time. Implementation is therefore contingent on:

- Funding
- Drivers

## Add and Increase Weekend Frequency

Adding and increasing Sunday service to the Florence-Yachats Connector, as well as working with LTD to consider adding weekend service to select routes, would further improve access to services, especially for non-traditional

work commutes, shopping, and recreational trips. The following service options were developed based on identified need and outreach findings:

- **Florence-Yachats Route:**
  - Add Sunday service to match the existing Weekday/Saturday service (four trips per day).
  - As funding allows, for both Saturday and Sunday, add an additional early morning trip heading to Florence and late evening trip heading to Yachats, as well as a midday trip, as described in Priority A.
  - As there was more interest in increasing weekday service, the priority for this alternative is **Low**.
- **Florence-Eugene Route:**
  - For both Saturday and Sunday, add an additional early morning trip heading to Eugene and late evening trip heading to Florence, as well as a midday trip, as described in Priority A. As there was more interest in increasing weekday service, the priority for this alternative is **Low**.

## Potential Partnerships

Link Lane can work with LTD, CCAT, and LCTSD to ensure well-timed transfers with the weekend service.

## Implementation Needs

Increasing the frequency of weekend service for both the Eugene-Florence and Florence-Yachats routes would not require new vehicles but would require additional driver time. Implementation is therefore contingent on:

- Funding
- Drivers

## Provide On-Demand Service

Providing on-demand services would increase access to transit services to populations that are clearly unserved or underserved. Table 6 presents recommended service options based on identified need and outreach findings.

## Potential Partnerships

Some of these alternatives, such as the McKenzie River service, could be implemented in partnership with community organizations to provide targeted, lifeline routes. In addition, Link Lane could explore collaborating with neighboring fixed-route service providers or neighboring cities to provide these on-demand options.

Existing on-demand services in South Lane County are now managed by LCOG.

## Implementation Needs

Adding on-demand service would require one new ADA-accessible van and one additional driver for each service. Implementation is therefore contingent on:

- Funding
- Drivers
- Vehicles

Table 6. On-Demand Service Recommendations

Service	Description	Considerations
<b>Add On-Demand Service to OR 36 Communities</b>	Provide on-demand, weekday service for communities along OR 36 and OR 126 encompassing Mapleton, Brickerville, Rainrock, Swisshome, and Deadwood. This change would add 20 square miles of service. These communities are close to the Eugene – Florence Connector but do not have first-/last-mile access to services. As there is high interest in this service and a highly transit-dependent population, the priority for this alternative is <b>High</b> .	<p>This service would require a new ADA-accessible van and a new driver.</p> <p>This service could begin as a “lifeline” service that operates once a week (e.g., on Tuesdays) and then expand to include weekdays and weekends.</p> <p>This service could operate from 8 AM to 6 PM, which would allow connections to the Eugene-Florence route.</p>
<b>Maintain/Expand On-Demand Service in South Lane County</b>	On-demand services are currently provided to the Veatch-Walden-Cottage Grove areas to provide transit access to residents of South Lane County. Public outreach indicated a need for more service in this area. As this on-demand service would maintain recently-implemented microtransit service, and there is high demand for this area, the priority for this alternative is <b>High</b> .	<p>This service could use the existing bus and driver.</p> <p>The existing service operates weekdays from 7:30 AM to 5:30 PM. Service hours could be expanded or additional service could be provided on weekends.</p> <p>The service should be coordinated with LTD Route 98, the shopper shuttle outlined in the Cottage Grove Transit Development Plan, and other services and modes in the area.</p>
<b>Add On-Demand Service in Mohawk-Marcola</b>	Provide on-demand, weekday service for Mohawk-Marcola, communities that are close to LTD routes but do not have first-/last-mile access to services. This change would add 10 square miles of new service, or 17 square miles if Mabel and Wendling are included. As there is medium interest in this service and a highly transit-dependent population, this alternative’s priority is <b>Medium</b> .	<p>This service would require a new bus and a new driver.</p> <p>This service could begin as a “lifeline” service that operates once a week (e.g., on Tuesdays) and then expand to include weekdays and weekends.</p> <p>This service could operate weekdays for 8 hours a day, and then expand to weekends.</p>
<b>Add On-Demand Service in the McKenzie River/McKenzie Pass Area</b>	Provide on-demand, weekday service for the McKenzie River area along OR 126. This service could serve communities from Cedar Flat to Belknap Springs, as well as recreational areas in the Willamette National Forest and at Blue River. As there is lower demand for this service and communities are more dispersed, the priority for this alternative is <b>Low</b> . This service would be a good candidate for pursuing via a partnership with an organization or as a more carpool-focused program.	<p>This service would require a new bus and a new driver.</p> <p>This service could either operate seasonally to focus on recreational areas, or operate weekdays for 8 hours a day, and then expand to weekends.</p>

## Provide Local Deviated Fixed-Route Services

Providing local deviated fixed-route services would increase first-/last-mile access for local trips and facilitate connections to regional services. Table 7 presents the recommended service option based on identified need and outreach findings, while other findings are shown in the Partner Opportunities and Implementation section.

**Table 7. Local Deviated Fixed-Route Service Recommendations**

Service	Description	Considerations
<b>Add Local Deviated Fixed-Route Service in Oakridge/Westfir</b>	<p>Provide deviated fixed-route service for the Oakridge community. This service could stop at key destinations along and near OR 58 such as Ray’s Food Place, restaurants, Oakridge Hardware, hotels, and surrounding neighborhoods. The service would also provide the opportunity for deviation to provide more tailored service for residents. This service could also connect to hiking and mountain biking trailheads or mobility hubs to provide access to recreation opportunities.</p> <p>This local-deviated fixed route service should be timed to connect to the Diamond Express at the Oakridge High School or another Diamond Express stop. As demand for this service is high and there a number of key destinations, the priority for this alternative is <b>High</b>.</p>	<p>This service would require a new van or bus and a new driver.</p> <p>This service could begin operating on weekdays with 2-4 roundtrips per day, and expand service to operate on an hourly basis and on weekends.</p>

### Potential Partnerships

Link Lane could continue to partner with LTD to coordinate linking Route 98 to the deviated fixed-route service.

### Implementation Needs

Adding deviated fixed-route service would require one new bus and at least one additional driver for each service. Implementation is therefore contingent on:

- Funding
- Drivers
- Vehicles

### Implementation Summary

Table 8 presents a summary of the Link Lane service plan outlined above. Implementation for these improvements is contingent on funding, staff, and vehicle availability.



**Table 8. Link Lane Service Plan Summary**

Improvement	Applicable Routes/Areas	Partnerships	Major Funding Sources
<b>Increase Weekday Frequency</b>	Eugene to Florence Early Morning Run <b>(Medium Priority)</b>	CCAT	Local Match
	Eugene to Florence Midday Run <b>(High Priority)</b>	City of Florence	5310
	Eugene to Florence Late Evening Run <b>(Medium Priority)</b>	LTD	5311
	Florence to Yachats Early Morning Run <b>(Low Priority)</b>	LCTSD	5311f
	Florence to Yachats Late Evening Run <b>(Low Priority)</b>	CCAT	STIF Formula
<b>Add Weekend Service</b>	Florence to Yachats Two Sunday Runs <b>(High Priority)</b>	City of Florence	STIF Discretionary
		LCTSD	Private/Public Partnerships
		CCAT	Multimodal Impact Fees
		City of Florence	Local Match
			5310
<b>Add and Increase Weekend Frequency</b>	Florence to Yachats Route Four Sunday Runs <b>(Low Priority)</b>	LCTSD	5311
	Florence to Yachats Early Morning and Late Evening Saturday and Sunday Runs <b>(Low Priority)</b>	CCAT	5311f
	Eugene to Florence Early Morning, Midday, and Late Evening Saturday and Sunday Runs <b>(Low Priority)</b>	City of Florence	STIF Formula
		CCAT	STIF Discretionary
		City of Florence	Private/Public Partnerships
		LTD	Multimodal Impact Fees

Improvement	Applicable Routes/Areas	Partnerships	Major Funding Sources
Provide On-Demand Service	Add On-Demand Service to OR 36 Communities ( <b>High Priority</b> )	LTD Mapleton Community	Local Match 5310 5311
	Expand On-Demand Service in South Lane County ( <b>High Priority</b> )	LTD City of Cottage Grove	5311f 5339
	Add On-Demand Service in Mohawk-Marcola ( <b>Medium Priority</b> )	LTD City of Marcola	STIF Formula STIF Discretionary
	Add On-Demand Service in the McKenzie River/ McKenzie Pass Area ( <b>Low Priority</b> )	LTD McKenzie Bridge Community	Private/Public Partnerships FLAP Grants NFF Grant NFWF Grant
Provide Local Deviated Fixed-Route Services	Add Local Deviated Fixed Route Service in Oakridge/ Westfir ( <b>High Priority</b> )	LTD City of Oakridge City of Westfir	Local Match 5310 5311 5311f 5339 STIF Formula STIF Discretionary Private/Public Partnerships

### 4.3 Capital Plan

The capital plan includes considerations for fleet improvements, facility improvements, and transportation technologies to support Link Lane services.

#### Fleet Improvements

Clean and operational vehicles improve rider experience and properly maintained and replaced vehicles reduce the likelihood of vehicle breakdowns and/or disruptions to service. The following sections describe fleet improvements as Link Lane services are maintained and expanded. Given how crucial maintaining a reliable fleet is to providing services, these improvements are **high** priority.

#### Vehicle Types

Transit agencies face the issue of balancing the efficiency advantages of fleet standardization with the benefits of matching vehicle size and other vehicle attributes with specific service needs. Benefits of fleet standardization are greater flexibility in vehicle assignments and a reduced need for spare vehicles since sub-fleets each require their own spare vehicles, and smaller fleets typically require a greater spare ratio. In addition, fleet standardization reduces maintenance costs by requiring less parts inventory and letting mechanics focus on a reduced number of

vehicle models, which allows them to become more familiar with the specific maintenance requirements of those vehicles. The benefit of having several diverse vehicle types is that a vehicle can be more closely tailored to a specific service need or operating environment. For example, the expanded demand-response services continue to be appropriately served by a small, shuttle-type vehicle, while a longer route, such as the intercity services, would be better served by a larger bus with amenities such as softer seats and reading lights.

Other recommendations for the fleet are:

- Purchase vehicles in larger batches. There is an advantage in having multiple vehicles that are identical in terms of parts and maintenance needs. Even very similar vehicles purchased in different years will have differences that may impact maintenance costs.
- Maintain an average fleet age less than half of the average life span of the vehicles. For example, a sub-fleet of buses with 10-year EULs should have an average fleet age of five years or less.

## Fleet Size

The size of the fleet is determined by the service needs, and a final size recommendation will be made once the future service plan has been established and financial forecasts are finalized.

Typically, a 20 percent spare ratio is recommended. Adequate spare buses are particularly important for small fleets, since one or two buses that are out of service for an extended period can have a significant impact on the transit provider's ability to meet service needs. In addition, with some routes operating with long headways, missing a trip due to not having an available spare bus will have a significant impact on customer service.

There are two approaches to establishing the spare fleet. One approach is that spares are composed of older buses that are no longer cost-effective for daily service but are maintained to the point that they can be used on a limited basis. Typically, the maintenance costs to keep the older buses in running condition are higher than for a newer bus.

The other option is to have a spare fleet that is similar in age to the in-service fleet. In this case, the spare buses can be rotated into service, which can reduce the mileage accrued on individual vehicles and extend vehicle life. In addition, the incidence of road calls with a newer spare fleet is likely to be lower.

## Fuel Types

Lower-emission vehicles, such as buses using hybrid-electric propulsion or entirely electric, can not only decrease greenhouse gas emissions but can also reduce fueling and operating costs. Initial costs may be higher than traditional diesel, but ongoing fuel savings, an improved community perception of transit, and occasional federal funding incentives for the purchase of low-emission buses may make the purchase more feasible. Switching to any new fuel or power type requires the development of an implementation schedule for fleet conversion. LCOG is currently working on a Zero Emissions Plan that can help guide fuel type decisions.

## Facility Improvements

Improving bus stop facilities and access to bus stops would provide a more comfortable experience for riders waiting for the bus, especially given longer headways. Therefore, the priority for this alternative is **High**. Outreach identified Florence as having a major need for bus stop improvements, especially at the Grocery Outlet stop. Link Lane could partner with local businesses, such as the Three Rivers Casino, Grocery Outlet, or Old Town Florence businesses, to upgrade facilities and contribute to sidewalk and placemaking improvements. The following facility improvements are identified as priorities:

- **Weather-resistant shelters:** Due to high winds and inclement weather conditions, especially on the coast, weather-resistant shelters are recommended at the Old Town Florence, Grocery Outlet, Mapleton, and Yachats stops.
- **Signage:** Add signage at stops that do not currently have any.
- **Mobility Hub:** Investigate a mobility hub in Florence and Cottage Grove, as well as other communities as the need arises, to support multiple buses, park-and-ride, bikesharing, and secure bike parking.

## Transportation Technologies

Transportation technologies help to process and distribute information about transit services.

- **Real-Time Vehicle Arrival** — Providing real-time vehicle arrival information would reduce rider wait times and uncertainty, especially on rural routes with relatively long headways. Implementing this would require an upfront capital investment, but would be relatively low-cost for ongoing operations and maintenance of the technology. Therefore, the priority for this alternative is **Medium**.
- **Trip Planning Technologies** — Providing trip planning technologies, on the Link Lane website and/or through existing apps such as Google Transit, would improve rider understanding of routes and services. Therefore, the priority for this alternative is **Medium**.

**Table 9. Capital Plan Summary**

Improvement	Applicable Routes/Areas	Partnerships	Major Funding Sources
<b>Fleet Improvements</b>	Maintain and Enhance Fleet to Provide Services ( <b>High Priority</b> )		5310 5311 5339 STIF Formula STIF Discretionary Private/Public Partnerships
<b>Facility Improvements</b>	Bus Stop Improvements at Key Locations ( <b>High Priority</b> )	Local Cities LTD	5310 5311 5311f 5339 STIF Formula STIF Discretionary STIP ODOT SRTS
<b>Real-Time Vehicle Arrival</b>	Provide Real-Time Vehicle Arrival Information for Link Lane Routes ( <b>Medium Priority</b> )		5310 5311 5311f STIF Formula STIF Discretionary Private/Public Partnerships

Improvement	Applicable Routes/Areas	Partnerships	Major Funding Sources
<b>Trip Planning Technologies</b>	Provide a Trip Planning Tool for Link Lane Routes ( <b>Medium Priority</b> )	LTD	5310 5311 5311f STIF Formula STIF Discretionary Private/Public Partnerships

## 4.4 Management, Marketing, and Policy Plan

Management, marketing, and policies help to educate the public about transit services and gain their feedback on desired service improvements.

### Management Strategies

A coordinated, targeted, and effective public information and marketing campaign would help publicize and encourage people to use transit. This section provides transportation demand management and mobility management recommendations for Link Lane.

### Transportation Demand Management Strategies

Transportation Demand Management (TDM) strategies aim to shift behavior towards more efficient use of transportation facilities. While LCOG and other providers implement many of these strategies, additional programs and partnerships could help expand transit awareness and use. The following strategies and partnerships can help shift behavior towards transit use:

- Promote and offer discounted bulk rates on transit to employers, employees, students, and medical patients.** Offering incentives to employees, students, and medical patients to take transit can increase awareness and decrease the cost of transit for routine trips. In turn, the number of single-occupancy vehicle trips and the number of parking spaces needed at employment centers, schools, and hospitals could be reduced. LTD already implements this strategy. The bulk discount strategy is particularly effective if fare reciprocity and/or monthly fare passes are created. Table 10 provides a list of the largest employers in Lane County that could be considered for partnerships. These employers are largely focused in the Eugene/Springfield area, and rural employers should also be engaged. There are several large rural employers in Lane County, for example tribes and private employers include:
  - Three River Casino
  - King Estate
  - Lochmead Dairy (Junction City)
  - Rosboro (Springfield and Veneta)
  - Camas Country Mill (Junction City)

- **Partner with Travel Oregon, Travel Lane County, the Arts and Business Alliance of Eugene, and the Eugene Chamber of Commerce to encourage tourists' use of transit.** Partnering with tourist and business organizations informs and encourages tourists to use transit when they visit Lane County.
- **Partner with the Rural Transportation Collaborative to Support Transportation Options.** Lane County Rural Transportation Collaborative’s mission is to improve transportation program delivery to rural communities through a coordinated approach that meets communities where they are. Member agencies include the Safe Lane Coalition, Lane County Safe Routes to School, Lane Council of Government’s Rural Transportation Options Program, and Lane County Transportation Planning. Examples of Transportation Options strategies member agencies have deployed include: free lights and visibility gear through an annual “Be Seen, Be Safe” campaign, assistance with planning bus trips using services like Link Lane, South Lane Wheels, and LTD’s rural routes, carpool and vanpool matching using GetThereOregon.org, and promotion of the annual Get There Challenge rewards program.

**Table 10. Largest Employers in Lane County**

Employer	# of Employees (2021 Total)	% of Total Employment
Peace Health Corp	5,347	3.54%
University of Oregon	5,038	3.34%
Eugene 4J School District	2,347	1.56%
U.S. Government	1,813	1.20%
Oregon State Government	1,805	1.20%
City of Eugene	1,733	1.15%
Lane Community College	1,721	1.14%
Lane County Government	1,552	1.03%
Springfield School District	1,130	0.75%
McKenzie Willamette Medical	1,060	0.70%
<b>Total Principal Employer</b>	<b>23,546</b>	<b>15.61%</b>

Source: Oregon Employment Department; Eugene Area Chamber of Commerce

## Mobility Management Strategies

Management strategies are those that LCOG and other transit providers can conduct behind-the-scenes for effective implementation.

- **Promote Coordination between the County, Local and Regional Partners, and other Transit Providers.** Coordination between Link Lane, Lane County, and local partners – including other transit providers and local jurisdictions in the area – will lead to a comprehensive and efficient system in which users can travel seamlessly inter- and intra-regionally.
- **Partner with Emergency Management.** Transportation is a critical component of responses to disasters such as wildfires and earthquakes, particularly for people without access to vehicles and who need mobility assistance or require other means to access essentials such as food and medical care. Join emergency operations team meetings to establish strategies for emergency response.

Strategies to become a key stakeholder in Lane County's Emergency Management planning, response, recovery, and mitigation activities include building relationships with the key emergency management officials, identifying capabilities and limitations of services and resources, inventorying residents and pockets of populations with special needs (physical disabilities, low income, limited-English populations), and engaging the organizations who serve those people with emergency planning efforts.

- **Gain Community Support.** Gain community support by creating and supporting local programs, meeting the needs of many transit markets, promoting the service, and building consensus. Additionally, investment with communities such as tribes and Latino/a/Hispanic populations is critical to trust-building and gathering feedback, especially as these communities have historically been mistreated by government entities. Understanding not only the service needs, but how these populations would like to be engaged, can enhance relationships and build opportunities across Lane County.
- **Create Measurable Outcomes for Services to Promote Effective Monitoring and Increase Customer Satisfaction.** Monitor performance over time to evaluate the outcomes of providing and expanding service. Engage community members to improve customer satisfaction, retain existing riders, and attract new riders.
- **Engage property owners, including other transit providers and ODOT, for Curbspace and Park & Ride opportunities.** Link Lane can pursue dedicated bus pullouts, park & ride opportunities, or shared amenities with transit providers, ODOT, and property owners, both public and private.
- **Coordinate with utilities for charging infrastructure.** Working toward an electric fleet requires coordination not only with property owners, as previously noted, but also with utility providers themselves. Coordinate with regional clean energy partners to identify opportunities for additional charging stations, including those open to the public. At present, Link Lane has barriers to a fully electric fleet due to a lack of charging infrastructure, limitations on electric vehicle ranges (with Eugene – Florence exceeding most mileage ranges), and has recently purchased non-electric vehicles whose expected useful life (EUL) will last the agency at least 5 years until they're in need of replacement.

## Public-Private Partnerships

Public-private partnerships offer an opportunity for transit agencies to provide services that they would otherwise not have the resources to provide. This can include partnering with ridesourcing companies, such as Lyft and Uber, to provide door-to-door services, as well as collaborating with technology and software companies. In addition, transit agencies often partner with institutions and organizations in their service area to provide discounted rides to certain groups. LCOG can monitor opportunities to partner with other organizations to implement service. Examples include LTD's current partnership with the University of Oregon to provide free bus passes for students and employees. LTD also offers a free student transit pass for K-12 students and a free college pass for eligible Lane Community College (LCC) and Pacific University students within the LTD boundary.

## Marketing and Advertising Plan

The following describes actions to improve customer service and information that can be implemented in the short-term and that should be maintained on a long-term basis. Lack of awareness of existing service can be a sizable barrier for accessing transit, especially for households with low English proficiency and immigrant populations. Marketing to increase awareness can help connect potential riders to existing services.

- **Expand Branding Implementation for Link Lane.** Link Lane has established branding for its services, including specific colors, logos, and graphics. Branding is the foundation of the marketing strategy and provides an identity and image to potential customers. It helps create immediate recognition of all aspects of the service. Key elements of visible marketing tools include the name, logo, vehicle colors and graphics, and bus stop signage and facilities. It is important to be consistent with colors and graphics for maximum effect. Bus stops and shelters are a convenient place to provide additional information about routes, schedules, and deviation zones.
- **Continue to Provide Maps and Information in a Single User-Friendly Brochure.** Printed brochures and rack-cards can be designed and distributed to various target audiences to promote transit services. Link Lane has this for its services, and should promote creation of these for other services as well.
- **Provide Real-Time Information and Trip-Planning Technologies.** Real-time bus arrival and route information helps improve the ridership experience by reducing passenger wait times at the stop (passengers know when they should leave for the stop) and provides confidence that a bus has not been missed. With longer headways creating long waits if a bus is missed, real-time information helps reassure riders that their bus is on the way. Information on all transit routes could be provided via Link Lane’s website, smartphones, “push” technologies such as text messages, and telephone support. ODOT provides support for converting real-time bus arrival information to be compatible with applications such as Google Maps and Transit.
- **Advertise.** Advertising via different media can help attract a range of riders. Display advertising of transit services in free weekday shopping papers and other local papers distributed in the community is a potential tool to introduce and promote service that can generate ridership. Other ways of promoting the service include radio spots; social media such as Facebook and Nextdoor; email blasts; and attendance at or sponsorship of local events. Partner with other transit providers in the region to continue supporting a marketing campaign for transit services including fare reciprocity and/or monthly fare passes when they are available. Local events could include general public events like the Florence Rhododendron Festival or the Oregon Country Fair or more day-to-day events like farmer’s markets and local library events.
- **Educate.** Provide a Travel Training Program Manager to teach local, rural, and underserved populations how to use available public transit services in Lane County. As outlined in the Lane Coordinated Public Transportation Plan, most riders (93.7%) do not need assistance. Those in need of assistance identified need for bus stop announcements, lifts or ramps to board the bus, using service animals, or requiring personal assistance. Focus travel training programs on teaching both agency staff and riders how to use public transit and support primary needs for assistance (travel training and travel ambassadors). These programs need bicultural messaging and need to be carefully designed to support veteran, tribe members, older adults and elders, youth, and people with developmental disabilities. The programs could engage people from these groups who are already using the bus system as travel trainers. In addition, providing bilingual staff to assist with trip planning and education would lower barriers for immigrants, refugees, and other marginalized groups to access transit.



## Fare Policies and Payment Options

Setting fare structures and options and obtaining new funding streams should consider the potential fare revenue, ridership, and equity impacts to the transit system. This section describes options for funding and operating service and consideration for rider payment options.

### Fare Reciprocity

Currently providers in Lane County have different fares for:

- Services provided by Link Lane: Eugene – Florence Connector
- Services provided by Link Lane: Florence – Yachats Connector
- Services provided by LTD: LTD local service within its service district
- Services provided by LTD via Pacific Crest Bus Lines: Diamond Express to Oakridge
- Service provided by LTD via River Cities Taxi: The Rhody Express local service in Florence
- Services provided by Lincoln County Transportation Service District: Connecting routes between Yachats and Lincoln County (while outside of Lane County, this service does interline with the Florence-Yachats Connector)
- Services provided by Coos County Area Transit: Connecting routes between Coos Bay and Florence

Fare reciprocity systems allow transit riders to use a single fare medium across different fare payment systems and pricing. This can be established through agreements to honor fare systems of other providers or creating a joint fare system for riders to purchase to use across providers' services. For example, The Gorge TransLink Alliance (Wasco County, Sherman County, Skamania County, Hood River County, and Klickitat County) created a GORge Pass to provide unlimited rides for pass holders on all Gorge fixed-route services. The pass is annual and costs \$40 for adults and \$20 for children. Creating a specific pass for fare reciprocity is also used as a marketing and education technique for transit services in the region. Encouraging tourists to purchase passes rather than driving to the Gorge helped keep the price of the pass lower for local residents while still providing fare revenues for the providers. The Northwest Oregon Transit Alliance (NWOTA, comprised of Clatsop, Columbia, Tillamook, Lincoln, and Benton counties) offers a 3-day and 7-day pass for \$25 and \$30, respectively, that provide one trip from Portland or Albany/Corvallis to the coast, a return trip, and unlimited travel within Clatsop, Tillamook, and Lincoln counties.

Link Lane has partnered with LTD to add fare payment machines to each of Link Lane's buses. This will allow Link Lane to accept additional forms of payment, with the end goal of developing an integrated fare system with LTD.

#### **Monthly or Many-Ticket Passes**

Equivalent pricing based on a fare structure where one round trip for 20 days equals the monthly pass cost suggests a monthly pass cost of \$100.00 for Link Lane services. As most riders indicated using service several times per week, this option would likely be popular and reduce wait time for riders to pay fares and administrative efforts in processing fares. LTD provides these passes for its local services as well as Rhody Express.

#### **Mobile Ticketing**

Mobile ticketing may reduce the current challenges riders face in obtaining tickets or having the exact transit fare, in cash, on hand, increasing ridership and improving existing rider experience. Mobile ticketing also reduces administrative efforts in collecting and processing fare payment but does require upfront investment for equipment.

#### **Mobility Wallet**

Mobility wallets are an app that allows riders to pay for bikeshare, scootershare, carshare, transit providers, and more using one platform. This provides easier connections between modes for riders and creates a more seamless

transportation network in Lane County. Riders may deposit money via the application, or alternatively, deposit cash at the LCOG office or other locations.

## Implementation Summary

The implementation summary for management, marketing, and fare policy is shown in Table 11.

**Table 11. Management, Marketing, and Policy Plan Implementation Summary**

Improvement	Applicable Routes/Areas	Partnerships	Major Funding Sources
<b>Marketing</b>	Continue and Expand Marketing Efforts <b>(High Priority)</b>	Local Cities	5304
		LTD	5310
		CCAT	5311
		Community Organizations	Public/Private Partnerships Transportation Options Program
<b>Fare Payment Options</b>	Provide More Fare Payment Options, Including Tap-To-Pay or Reusable Cards <b>(High Priority)</b>		5310
			5311
			5311f
			STIF Formula
			STIF Discretionary Private/Public Partnerships
<b>Fare Reciprocity and Pass Programs</b>	Provide Fare Reciprocity with Key LTD/CCAT Routes; Create a Pass Program <b>(Medium Priority)</b>		5310
			5311
		LTD	5311f
		CCAT	STIF Formula
			STIF Discretionary Private/Public Partnerships

## 4.5 Performance Management and Monitoring Program

The performance measures served to evaluate strategies as part of the TDP process and to provide ongoing performance monitoring of the transit system. The performance measures in Table 12 provide the framework within which ongoing system performance will be monitored. The measures are generally categorized to the TDP goals and consistent with reporting requirements for state and federal agencies, reducing duplication efforts for agency staff in tracking performance.

Table 12. Performance Measures

Performance Measure	Notes
<b>Equity, Health, and Safety</b>	
<b>Population Served</b>	<p><b>Measure:</b> General population (number of people) within ¼ mile of transit stops and/or services.</p> <p><b>Purpose:</b> Compares the general population within ¼ mile of transit stops and/or services across service alternatives and scenarios.</p>
<b>Employment Served</b>	<p><b>Measure:</b> Percentage and/or number of jobs within ¼ mile of transit stops and/or services.</p> <p><b>Purpose:</b> Compares the percentage and/or number of jobs within ¼ mile of transit stops and/or services across service alternatives and scenarios.</p>
<b>Service to Transit Reliant Populations</b>	<p><b>Measure:</b> Percentage of transit reliant populations, such as low-income households and people with disabilities, within ¼ mile of transit stops and/or services.</p> <p><b>Purpose:</b> Compares the percentage of transit reliant populations, such as low-income households and people with disabilities, within ¼ mile of transit stops and/or services across service alternatives and scenarios.</p>
<b>Mobility and Connectivity</b>	
<b>Service Span &amp; Frequency</b>	<p><b>Measure:</b> Service span provided, including early morning/late evening service hours and weekend service.</p> <p><b>Purpose:</b> Compares the service span provided across service alternatives and scenarios.</p>
<b>Ridership</b>	<p><b>Measure:</b> Annual rides by service type and route provided by Link Lane and rural transit providers.</p> <p><b>Purpose:</b> Understand the use of various services.</p>
<b>Promote Funding Sustainability</b>	
<b>Annual Operating Costs</b>	<p><b>Measure:</b> Annual operating costs for new or enhanced service and costs for services provided by Link Lane.</p> <p><b>Purpose:</b> Compares annual operating costs for new or enhanced service across service alternatives and scenarios. Tracks costs for services provided by Link Lane.</p>
<b>Foster Environmental Sustainability</b>	
<b>Low- or No-Emission Fleet</b>	<p><b>Measure:</b> Percent of transit services that use vehicles that run on low- or no-emission energy sources.</p> <p><b>Purpose:</b> Measures percent of transit agency fleet that uses vehicles that run on low- or no-emission energy sources.</p>
<b>Coordination and Communication</b>	
<b>System Ease of Use</b>	<p><b>Measure:</b> Travel improvements between communities and transit, such as fare integration, technology improvements, and timed transfers.</p> <p><b>Purpose:</b> Tracks improvements that make traveling between communities and transit providers easier.</p>

## 4.6 Financial Plan

Table 13 shows potential funding sources and their primary area(s) of eligibility for operating, capital, city/county facility (primarily walking and biking connections), and marketing and outreach costs. The most promising funds for expanded Link Lane services’ ongoing operations costs are underlined. Local match requirements are in place and vary depending on the type of funding requested and typically range from 10% to 50%.

Section 5311 grants are particularly promising for Link Lane services. Section 5311 grants provide formula funding to small cities and rural areas for transit capital, planning, and operation and provide a strong opportunity for Link Lane to acquire funds for new routes, existing routes, or capital projects. ODOT distributes this funding based on ridership and amount of service provided, with agencies receiving a minimum of 95% of their previous biennium’s allocation and a maximum of 110% of the previous biennium’s allocation. These minimums provide stability for agencies who begin receiving the funding, but do present challenges for new agencies looking to obtain this funding should state-level funds be limited. LTD receives Section 5311 funding already for its rural services, as well as connecting service providers such as CCAT and LCTSD. In the current funding cycle, these agencies (LTD, CCAT, LCTSD) received roughly \$200,000 per route or service provided from Section 5311, in addition to their funding from STIF, Section 5310, and other sources.

**Table 13. Funding Sources**

Funding Source	Description	Cost Eligibility			
		Operating	Capital	City/County Facilities	Marketing/Outreach
<b>Federal Transit Administration (FTA)</b>	Section 5304: Non-Metropolitan Transportation Planning Grant. Funds are allocated to ODOT, which then distributes them to regional and local agencies for transit planning. Planning must be cooperative, continuous, and comprehensive, resulting in long-range plans and short-range programs reflecting transportation investment priorities.				X
	<u>Section 5310</u> : Enhanced Mobility of Seniors & Individuals with Disabilities. Formula funding to states and metropolitan regions for the purpose of meeting the transportation needs of seniors and people with disabilities. ODOT allocates Oregon’s 5310 funds to rural areas via the local STIF committee, formerly the local STF agency, and may reserve some funds for discretionary programs.	X	X		X
	<u>Section 5311</u> : Rural Area. Formula funding to small cities and rural areas less than 50,000 population for transit capital, planning, and operations, including job access and reverse commute projects. Funds are apportioned to states based on a formula that includes land area, population, revenue vehicle miles, and low-income individuals in rural areas. Oregon’s funds are distributed to providers through ODOT.	X	X		X

Funding Source	Description	Cost Eligibility			
		Operating	Capital	City/County Facilities	Marketing/Outreach
	<u>Section 5311(f)</u> : No less than 15 percent of Section 5311 funds must be spent on the development and support of intercity bus transportation, unless the state’s intercity bus needs are being adequately met. ODOT distributes 5311(f) funds through a competitive statewide application process.	X	X		X
	Section 5339: Funds are allocated to states to distribute to small urban and rural providers, and are allocated directly to transit agencies in large urban areas, to replace, rehabilitate, and purchase buses and related equipment, and to construct bus-related facilities.		X		
	Section 5339(c): Competitive funds for low- or no-emission vehicles, including purchasing or leasing the vehicles as well as facilities and technology to implement lower-emission fleets.		X		
	Rural and Tribal Assistance Pilot Program: Competitive funding provides funding for various pre-development-phase activities including feasibility studies, project planning, revenue forecasting, engineer and design, environmental studies, and other efforts in preparation for capital projects.		X	X	
	Other: The FTA periodically releases additional funding opportunities. Integrated Mobility Innovation grants (2019) provided \$15 million for demonstration projects focused on Mobility on Demand, Strategic Transit Automation Research, and Mobility Payment Integration. The Mobility for All Pilot Program (2020) invested in mobility options to connect older adults, individuals with disabilities, and people with low incomes to jobs, education, and health services. Section 5314–grants support technical assistance and educational activities that enable more effective and efficient delivery of transportation services and foster compliance with federal laws (including the ADA).				

Funding Source	Description	Cost Eligibility			
		Operating	Capital	City/County Facilities	Marketing/Outreach
<b>Statewide Transportation Improvement Fund (STIF)</b>	<p><u>Formula and discretionary grant funds</u> for expanding access to jobs, improving mobility, relieving congestion, and reducing greenhouse gas emissions, while providing a special focus on low-income populations. STIF funds may be used for public transportation purposes that support the operation, planning, and administration of public transportation programs. Funds may also be used as the local match for state and federal grants for public transportation service.</p> <ul style="list-style-type: none"> <li>• 90% of STIF funds are distributed to Qualified Entities.</li> <li>• 5% of STIF funds are available via discretionary grants for flexible funding.</li> <li>• 4% of funds are available via discretionary grants for projects enhancing intercommunity service and the statewide transit network.</li> <li>• 1% of the funds are allocated for program administration and a technical resource center.</li> </ul> <p>A portion of STIF funding is determined by formula to be used for any purpose directly related to public transportation services for seniors and people with disabilities.</p>	X	X		X
<b>Private/Public Sponsorships</b>	Private/public sponsorships involve a private entity, such as a local business owner, working with the public agency to fund a project (e.g., bus stop shelter and sidewalk connection maintenance). In return for their investment in the community, these business owners often have recognition for their role, providing a marketing venue for the business.	X	X	X	X
<b>STIP</b>	Funds allocated to projects through a competitive grant application process. Eligible projects include public transit capital improvements.		X	X	
<b>Transportation Options Program</b>	<p>Discretionary grant program including initiatives such as Innovative Mobility Grants, for which ODOT is currently determining a framework, and Immediate Opportunity Grants of \$5,000 or less for qualified activities. Examples of eligible activities include:</p> <ul style="list-style-type: none"> <li>• Transportation-focused community events such as Open Streets, Bike Rodeos, etc.</li> <li>• Activities to engage historically underserved communities in active or multimodal transportation outreach or education</li> <li>• Purchase of bike racks, helmets, locks, etc. associated with bicyclist and pedestrian safety outreach</li> </ul>				X

Funding Source	Description	Cost Eligibility			
		Operating	Capital	City/County Facilities	Marketing/Outreach
<b>FHWA Federal Lands Access Program (FLAP)</b>	Competitive grants for improved transportation systems that encourage access to public lands. Funds are typically available for piloting services, but not ongoing operations.	X	X	X	X
<b>National Forest Foundation – Innovative Finance for National Forest</b>	Competitive grants for operations that encourage tourism to the National Forest System.	X	X	X	X
<b>National Fish and Wildlife Foundation</b>	Competitive grants attached to conservation programs whose purpose is to sustain natural areas.	X	X	X	X

Table 14 aligns the needs and high-priority strategies to the relevant funding sources.

Table 14. High Priority Strategies and Available Funding Pools

Strategy	Section 5304	Section 5310	Section 5311	Section 5339	Section 5339(c)	Rural and Tribal Assistance Pilot Program	STIF	Private/Public Sponsorships	STIP	Transportation Options Program	FHWA Federal Lands Access Program (FLAP)	National Forest Foundation – Innovative Finance for National Forest Grant	National Fish and Wildlife Foundation
<b>Need: Connectivity and Frequency of Rural Routes</b>													
Increase Weekday Frequency		X	X	X <sup>1</sup>	X <sup>1</sup>		X	X					
Add Weekend Service		X	X	X <sup>1</sup>	X <sup>1</sup>		X	X					
Add and Increase Weekend Frequency		X	X	X <sup>1</sup>	X <sup>1</sup>		X	X					
<b>Need: Unserved Areas and Populations</b>													
Provide On-Demand Service		X	X	X <sup>1</sup>	X <sup>1</sup>		X	X			X	X	X
Provide Local Deviated-Fixed Route Services		X	X	X <sup>1</sup>	X <sup>1</sup>		X	X					
Car/Bike Share and Volunteer Programs		X	X	X	X		X	X		X			
<b>Need: Improved Technology, Fare Payment, And Rider Comfort</b>													
Real-Time Vehicle Arrival Information		X	X				X	X					
Trip Planning Technologies		X	X				X	X					
Fare Payment Options		X	X				X	X					
Fare Reciprocity and Pass Programs		X					X	X					
Facility Improvements		X	X	X	X	X	X		X				
<b>Fleet Improvements</b>		X	X	X	X		X	X					

<sup>1</sup>Can be used to purchase new vehicles required for these services.



## 4.7 Partner-Led Opportunities and Implementation

The following partner opportunities were developed based on feedback from outreach and the needs assessment and are documented here to reflect feedback received. These opportunities would increase travel opportunities in rural Lane County, but do not fall under LCOG's operations. Further coordination with partners is needed to evaluate the feasibility of service increases and ensure well-timed transfers.

### Non-Link Lane Transit Service

- **More Weekday Service on LTD Routes:** Outreach demonstrated a desire for more midday weekday service, particularly on LTD Routes 91 (McKenzie Bridge), 92 (Lowell), 93 (Veneta), 95 (Junction City), 96 (Coburg), and 98 (Cottage Grove), as well as the Diamond Express. Participants indicated an equal desire for both an early morning/late evening and midday service for the Rhody Express.
- **More Weekend Service on LTD Routes:** Outreach demonstrated a need for weekend service on the Rhody Express and Diamond Express. In addition, there is no Sunday service currently provided on LTD Routes 92 and 96.
- **Increase Weekend Frequency on LTD Routes:** Outreach demonstrated a strong desire to add more weekend service on LTD Routes 91 (McKenzie Bridge), 92 (Lowell), 93 (Veneta), 95 (Junction City), 96 (Coburg), and 98 (Cottage Grove), as well as the Diamond and Rhody Expresses.
- **Local Deviated Fixed-Routes or On-Demand Services in Small Urban Cities:** Outreach showed interest in local circulator services, either as deviated fixed-routes or on-demand services, in cities such as Veneta/Elmira, Junction City, and Creswell.
- **Eugene Airport:** Outreach showed a high interest in service to the Eugene Airport, which is within LTD's service boundary. Private services are currently available for airport access.

### Carshare or Vanpools

Carshare programs could also be explored to provide more mobility for those individuals who live far from transit but do not own a vehicle. Some employers implement carshare programs to promote vanpool and offer reliable transportation to work.

Carshare, vanpool, and other transportation programs can also expand access to recreational opportunities. Partnerships with Lane County, Travel Lane County, and other organizations can help to fill recreational gaps, especially to the McKenzie River area and the coast.

### Bike Share

Feedback from the community indicated a desire for bikeshare in Florence and Mapleton. These programs could operate through local libraries or college campuses, where patrons could "check out" bikes. The bikes could then be used to access transit or local destinations.

### Facility Improvements

Outreach respondents indicated the following LTD stops as priorities for facility improvements:

- **Veneta:** Work with LTD to upgrade the Veneta stops to have weather-resistant shelters.

- **Oakridge:** Work with LTD to upgrade the major Oakridge/Westfir stops (Hills at Hwy 58, Ray's Food Place, and Westridge Middle School) to have weather-resistant shelters, benches, and signage.
- **Junction City:** Work with LTD to upgrade the major Junction City stops (1<sup>st</sup> at Front, Maple at 1st) to have weather-resistant shelters, benches, and signage. Upgrade the shelter at Lindeborg to be weather-resistant.
- **Cottage Grove:** Work with LTD to upgrade the major Cottage Grove stops to have weather-resistant shelters, benches, and signage.



## CHAPTER 5. CONCLUSION

Transit plays an important role in Lane County, connecting its residents and visitors to the places they need and want to go. The recommendations shown here include conceptual guidance to be refined by LCOG and its partners moving forward. The TDP relies on historic, existing, and projected information and, while it provides guidance, the priorities can change based on needs of Lane County residents, employees, and visitors, as well as funding opportunities and other factors. With this plan, LCOG seeks to enhance transit service to meet the needs of the community, improve the transit experience, and prepare for future regional growth and travel.

