

# TECHNICAL MEMORANDUM #3: MARKET ANALYSIS

February 6, 2024

Project# 23021.055

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David Helton, Oregon Department of Transportation

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Draft TM#3 – Market Analysis

RE: Link Lane Transit Development Plan

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## Key Findings and Market Trends

The following summarizes major takeaways from the respective sections of this memorandum.

### Transit Services in Lane County

- Many different public and private providers operate transportation services in Lane County.
- Rural connectors, such as the Lane Transit District (LTD) 90- series routes, Link Lane, and Diamond Express, usually operate 2–4 trips per day on the days they operate between outlying communities and Eugene. This frequency is similar to other services provided by neighboring counties, such as Lincoln County Transportation Service District (LTCSD) and Coos County Area Transit (CCAT).
- Several services, such as the Florence – Yachats Connector, Rhody Express, LTD Routes 92 and 96, and Diamond Express, as well as connecting services operated by LCTSD and CCAT, do not operate on Sundays.

- Several regional connections, such as service to Portland provided by FlixBUS, are only available via private providers, which presents vulnerability to service changes and lower degrees of coordination relative to public providers and the potential for service loss during ownership acquisitions.
- There is good geographical service coverage with transit service to Eugene and surrounding towns, as well as around Florence. However, there are a limited number of trips per day.

## Population & Employment

- Lane County has a higher share of households below the 200% poverty threshold, older adults, people with disabilities, and veterans than Oregon as a whole.
- The largest population growth rates are anticipated in Creswell (2.5% annually), Coburg (2.1%), and Veneta (1.7%). Westfir, Lowell, Junction City, and Florence 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 anticipated growth rates are below 1% per year on average.
- Job growth is expected to be most substantial in the service; healthcare; professional and related services; transportation and material moving; and installation, maintenance, and repair sectors.
- Eugene and Springfield are the top two employment destinations in Lane County, with over one-half of the County's employees located in these two cities. Dunes City, Florence, Oakridge, and Westfir are the only cities where the top work destination of residents was not Eugene. Florence is the top destination for workers living in Dunes City and Florence, while Oakridge is the top destination for workers living in Oakridge and Westfir.

## Transit System Analysis

- LTD's 90-series routes that connect rural communities are among some of the highest performing regional routes in terms of rides per hour. They also perform well compared to intercity services generally, which may be due in part to the high commute demands along these routes.
- Link Lane services with fewer trips per hour may be experiencing several causes for the low ridership, including being newer and having had less time to establish ridership, serving smaller populations, or targeting priority riders that may make general population riders less likely to rely on the route.
- 49% of the general population and less than 50% of the county's youth (46%), older adults (42%), and people with a disability (47%) live within ¼ mile of fixed-route bus stops and fewer than 75% live within ½ mile.
- People in most towns in Lane County outside of the Eugene-Springfield metro area can reach the metro area via transit without a transfer. Many of these transit services terminate in Eugene, and thus traveling between outlying communities usually requires traveling to Eugene to make a transfer.
- Between Eugene and Veneta, riders can use either LTD service or the Eugene – Florence Connector. LTD Routes 93 and 36 offer an early-morning run, with a transfer at the west end of Eugene. The Eugene – Florence Connector offers an additional two runs per day with a faster travel time to Eugene than LTD's early-morning service.
- 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 Cascades POINT, the Rhody Express, and LTD Route 95 for some of the runs. However, other connections to regional routes require more than an hour's wait.

## Operating Costs

- Link Lane experienced high operating costs in 2022 due to a few factors:
  - Fleet reliability issues further exasperated by supply-chain issues, causing the Lane Council of Governments (LCOG) to rent vehicles from contractors at substantially higher costs in order to maintain service. LCOG has since added vehicles and completed repairs, and expects costs per hour to decrease in 2023.
  - Like most other transit service providers, Link Lane is experiencing increased operational costs including fuel, preventative maintenance, and salaries.

## Outreach Findings

- **More frequent service** was a top request from most communities represented at the live meeting and in the survey, with a specific need for earlier and later in the day.
- **Additional routes or service within communities** were also discussed in relation to Oakridge and Florence, as well as on-demand service in rural areas. Many riders who responded to the survey indicated a desire for more geographic coverage and better connections to and from services.
- **Evening and weekend service** were highly desired, especially for students and employees.
- **Airport service** and space for luggage was a desired improvement identified during the live meeting and via open-ended survey responses.
- **Pet policies** flexibility or options were desired so people can travel with their pets and obtain veterinary medical care.
- **Revising fare policies** to include services like the Diamond Express to be covered under LTD's other pass programs was desired.
- **Access to health care facilities** in Eugene/Springfield is a top need for all rural residents in Lane County. Participants during the Spanish live event noted on-demand service for medical care was highly desired.
- **Bus stop improvements and bicycle capacity** on transit was desired. Specifically, live event participants and survey respondents wanted bus stops to include bike storage, signage, and covered areas.

## Transit Services in Lane County

Many organizations provide transportation services in Lane County. Link Lane provides regional bus services that connect communities within and beyond Lane County. The service is provided by LCOG in partnership with the Confederated Tribes of Coos, Lower Umpqua, and Siuslaw Indians and is funded by Oregon's Statewide Transportation Improvement Fund. Other transit providers and services in Lane County include LTD, Rhody Express, Diamond Express, Amtrak, Greyhound, Cascades POINT, South Lane Wheels, and Pacific Crest Bus Lines. Transportation connections to Lincoln County are provided by LCTSD and to coastal portions of Douglas and Coos Counties by CCAT. Several private providers operate airport and taxi-like services.

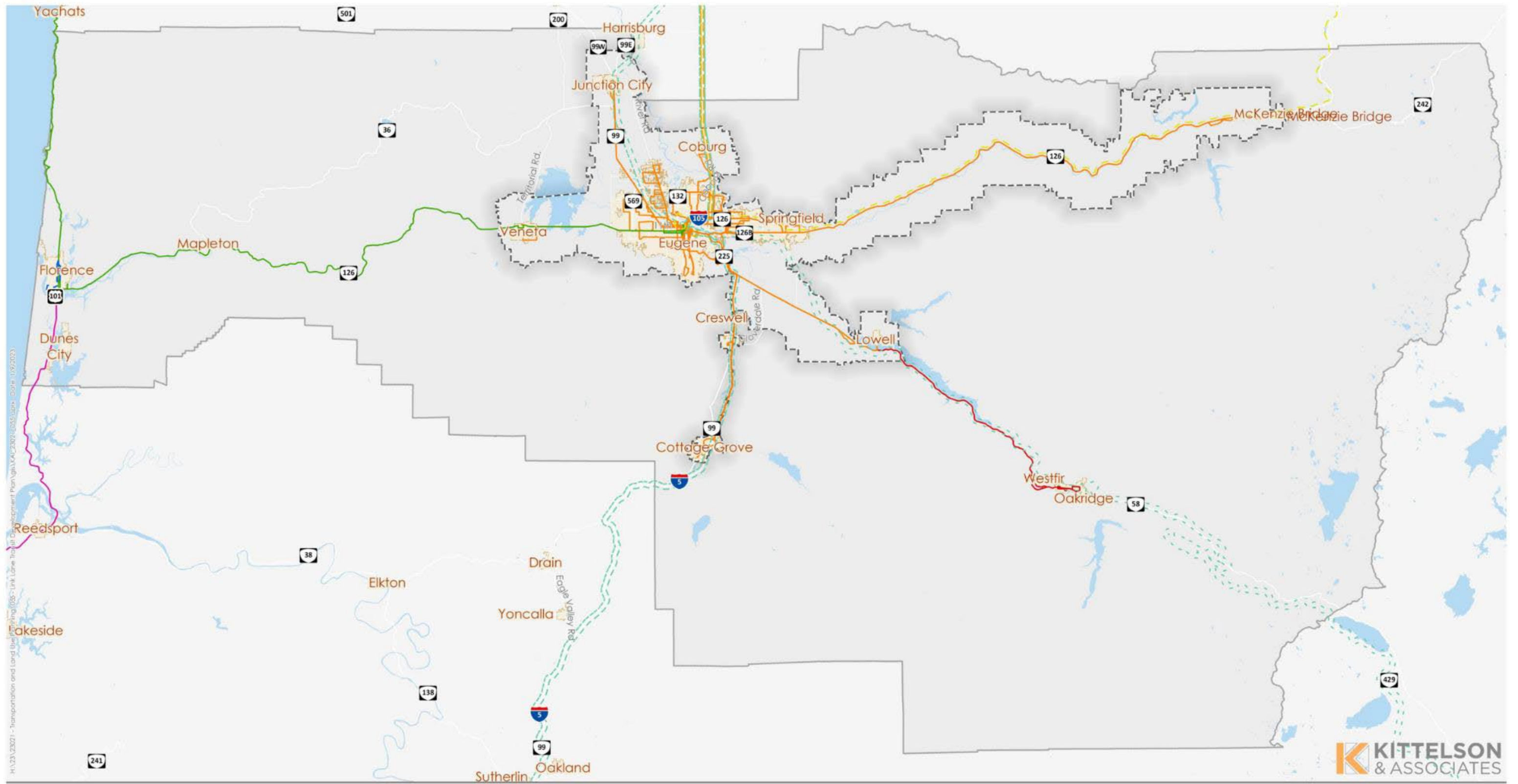
## Service Providers

Table 1 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 1 maps the services provided in the county. Further information about each provider is provided below the table.

**Table 1. 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	Eugene – Florence along Highway 126  Florence – Yachats along Highway 101
<b>Lane Transit District (LTD)</b>	Public	Local and Regional Fixed-Route  Bus Rapid Transit  ADA Paratransit	Local Fixed-Route: Varies.  Regional connectors: Weekdays, 2–4 trips each direction  91 (McKenzie Bridge): Daily, 2-3 trips per direction, 7 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
<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 Weekends, 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	4 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
- Airport Shuttle (City2City, The HUT)
- Pacific Crest Lines
- Private Subsidized (Amtrak, Greyhound, POINT)
- City Boundaries
- Lane County Boundary
- Lane Transit District Boundary



Figure 1. 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.

## Lane Transit District (LTD)

Lane Transit District (LTD) is a mass transit district of the State of Oregon, 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.
- **Cottage Grove Shuttle Service:** 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.
- **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  $\frac{3}{4}$  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 available at the Eugene Amtrak Station and/or 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.

## 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 four 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 Rhody 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

South Lane Wheels operates the Lane – Douglas Connector (LDC), a pilot shuttle service to provide the public with better access to healthcare services and shopping. The LDC makes two round trips on Tuesdays and Thursdays between Roseburg and Eugene, with stops in Cottage Grove and Drain. The LDC connects to UTrans at the Roseburg Veteran’s Affairs Center. The service is free for veterans with ID and free for the public during an introductory period. The LDC will continue to operate through its current funding allocation of June 2023.

## Transit Centers and Park-and-Ride Facilities

Transit centers that connect to Link Lane services include Eugene Amtrak Station, which connects Link Lane, LTD, Diamond Express, Pacific Crest Bus Lines, Cascade POINT, and Amtrak services, and the Veneta Park & Ride, which connects to LTD. In addition, 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.

## Population & 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.

### Title VI and Underrepresented Populations

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 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, meaning the 200% poverty level for a family of four in 2022 would be \$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** – 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 2 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 2. 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	17.2%	35.7%	18.2%	19.5%	14.1%	8.0%	1.2%	16.9%	8.8%
Coburg	1,382	442	10.2%	42.3%	24.7%	20.3%	8.0%	0.0%	0.0%	19.1%	5.2%
Cottage Grove	10,168	4,186	19.0%	40.4%	21.0%	15.2%	12.7%	12.0%	1.2%	21.2%	8.3%
Creswell	5,408	2,023	6.0%	22.7%	24.7%	14.1%	10.7%	1.3%	0.0%	17.3%	10.2%
Dunes City	1,208	575	4.8%	15.9%	11.8%	44.5%	9.3%	3.3%	1.7%	17.7%	13.0%
Eugene	164,905	71,738	20.3%	38.4%	17.0%	17.0%	17.5%	10.7%	1.6%	14.0%	6.9%
Florence	8,999	4,649	12.3%	34.5%	10.3%	44.4%	9.1%	6.4%	0.6%	25.9%	12.9%
Junction City	6,049	2,293	13.3%	28.5%	24.3%	11.0%	9.9%	7.2%	0.0%	18.3%	9.1%
Lowell	1,027	409	5.2%	34.4%	22.2%	22.4%	5.1%	2.2%	0.0%	18.7%	13.8%
Oakridge	3,336	1,414	37.7%	58.0%	15.2%	24.8%	10.6%	1.1%	0.0%	24.0%	12.9%
Springfield	61,948	25,210	18.3%	39.7%	20.7%	14.9%	14.9%	8.9%	1.0%	19.1%	9.2%
Veneta	4,922	2,055	8.2%	40.0%	22.8%	17.3%	20.3%	4.8%	1.9%	19.0%	9.1%
Westfir	315	139	11.4%	28.9%	13.7%	30.2%	2.2%	7.2%	0.0%	23.8%	15.1%

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.

## Future Population and Employment

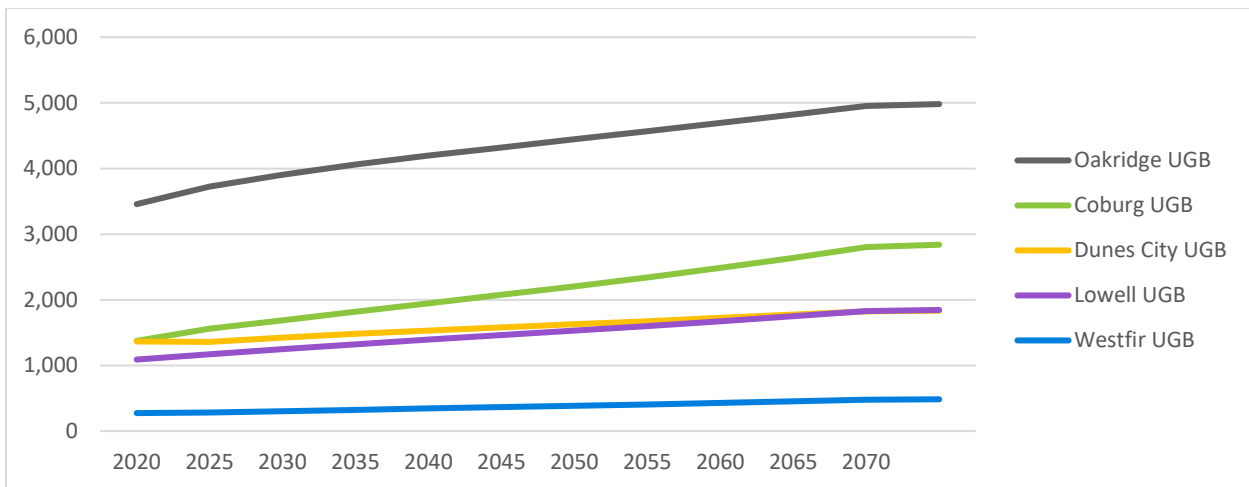
Future population and growth forecasts were developed from Portland State University (PSU) Population Research Center’s population forecasts<sup>1</sup> and the State of Oregon Economic Department’s employment projections.<sup>2</sup> This information will be used later in the project to help inform existing and future needs alongside performance measures and stakeholder input.

PSU population forecasts were most recently updated for Lane County and its urban growth boundaries (UGBs) in 2022. Figure 2 through Figure 4 and Table 3 through Table 5 show projected population growth for Lane County’s small, medium, and large cities, respectively.

**Table 3. Projected Population Growth – Small Cities**

UGB	2020	2025	2030	2035	2040	2045	2050	2055	2060	2065	2070
Oakridge UGB	3,458	3,727	3,904	4,062	4,200	4,322	4,444	4,569	4,695	4,824	4,955
Coburg UGB	1,375	1,559	1,689	1,818	1,947	2,075	2,204	2,341	2,485	2,638	2,805
Dunes City UGB	1,365	1,359	1,423	1,481	1,533	1,580	1,627	1,675	1,724	1,774	1,824
Lowell UGB	1,090	1,171	1,249	1,324	1,394	1,462	1,529	1,600	1,673	1,749	1,829
Westfir UGB	275	282	303	324	345	365	386	407	430	454	479

**Figure 2. Projected Population Growth – Small Cities**



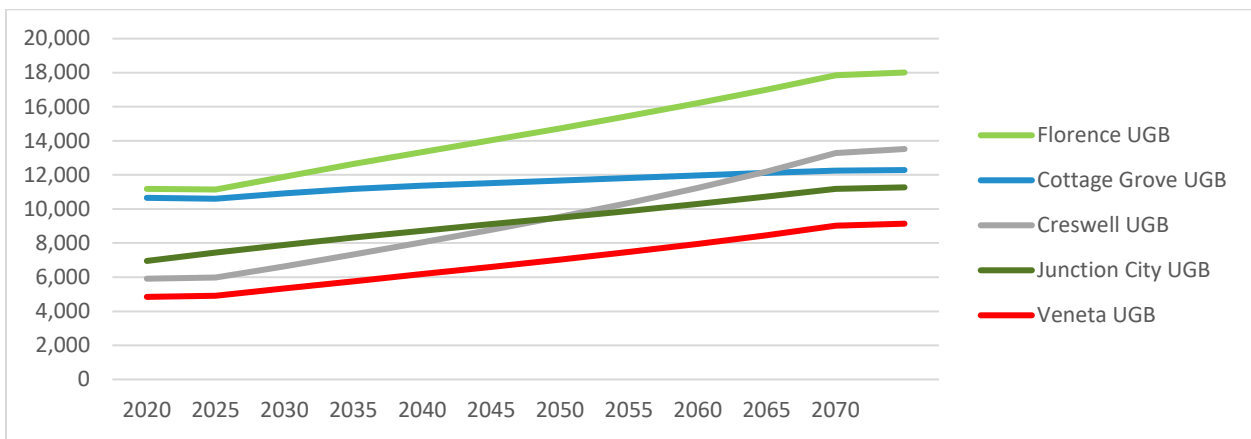
<sup>1</sup><https://www.pdx.edu/population-research/population-forecasts>

<sup>2</sup><https://www.qualityinfo.org/documents/10182/92203/Lane+Occupational+Employment+Projections+2020-2030?version=1.10>

**Table 4. Projected Population Growth – Medium Cities**

UGB	2020	2025	2030	2035	2040	2045	2050	2055	2060	2065	2070
Florence UGB	11,182	11,145	11,904	12,641	13,350	14,040	14,735	15,459	16,214	16,999	17,840
Cottage Grove UGB	10,660	10,605	10,921	11,177	11,374	11,523	11,675	11,826	11,974	12,121	12,259
Creswell UGB	5,913	5,983	6,642	7,328	8,040	8,783	9,540	10,360	11,246	12,204	13,293
Junction City UGB	6,954	7,444	7,895	8,323	8,726	9,110	9,495	9,894	10,306	10,731	11,180
Veneta UGB	4,845	4,915	5,337	5,759	6,180	6,602	7,030	7,482	7,961	8,468	9,025

**Figure 3. Projected Population Growth – Medium-Sized Cities**



**Table 5. Projected Population Growth – County, Big Cities, and outside UGBs**

UGB	2020	2025	2030	2035	2040	2045	2050	2055	2060	2065	2070
Countywide	381,365	397,742	412,045	424,423	434,846	443,747	452,811	462,061	471,499	481,131	490,958
Eugene UGB	193,768	206,740	215,637	223,575	230,512	236,650	242,825	249,081	255,417	261,828	268,322
Springfield UGB	70,337	72,103	73,838	75,149	76,042	76,604	77,198	77,772	78,325	78,856	79,311
Outside UGBs	70,144	70,709	71,304	71,460	71,203	70,631	70,122	69,595	69,050	68,486	67,834

**Figure 4. Projected Population Growth – County, Big Cities, and outside UGBs**

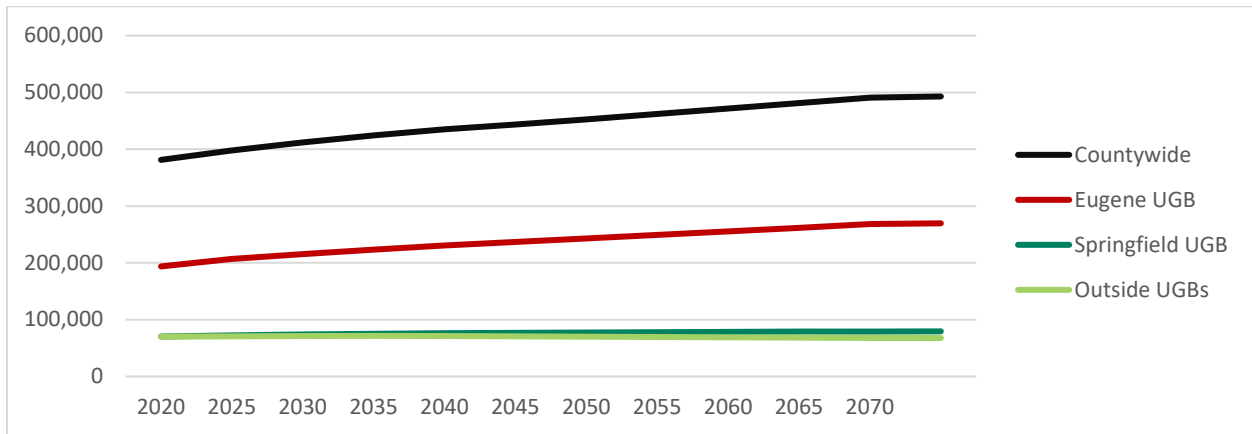


Figure 5 Shows projected 50-year population growth rates. As shown, the largest population growth rates relative to their current population are anticipated in Creswell (2.5% annually), Coburg (2.1%), and Veneta (1.7%). Westfir, Lowell, Junction City, and Florence are also forecast to experience substantial population growth relative to their current population. Larger cities (Eugene, Springfield, Cottage Grove) are forecasted to have larger net population growth, but with growth rates are below 1% per year on average. The population outside Lane County’s UGBs is expected to decrease slightly over the next 50 years.

**Figure 5. Projected Population Growth – 2020 to 2070 Annual Growth Rate**

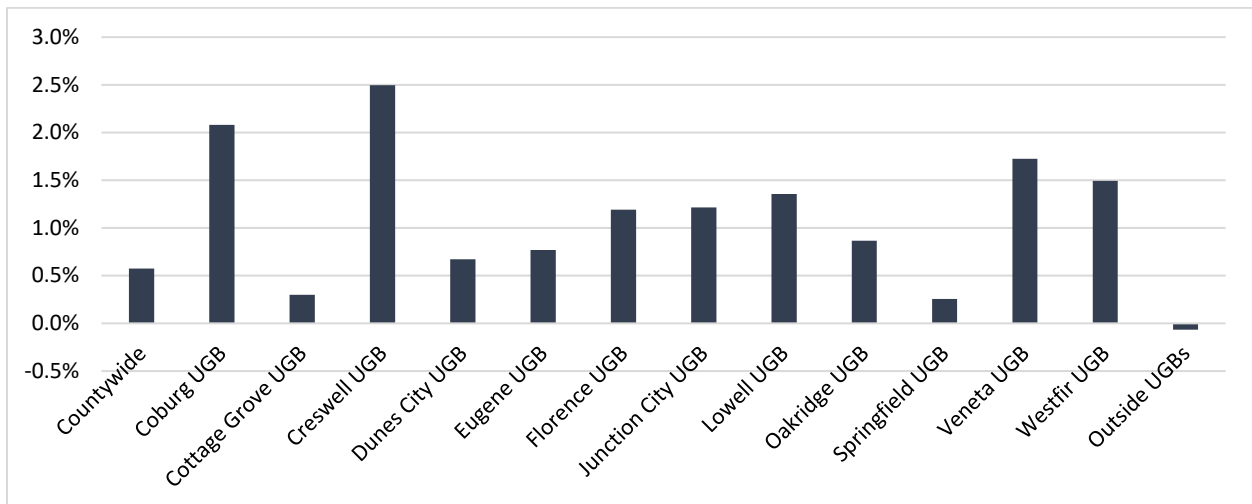
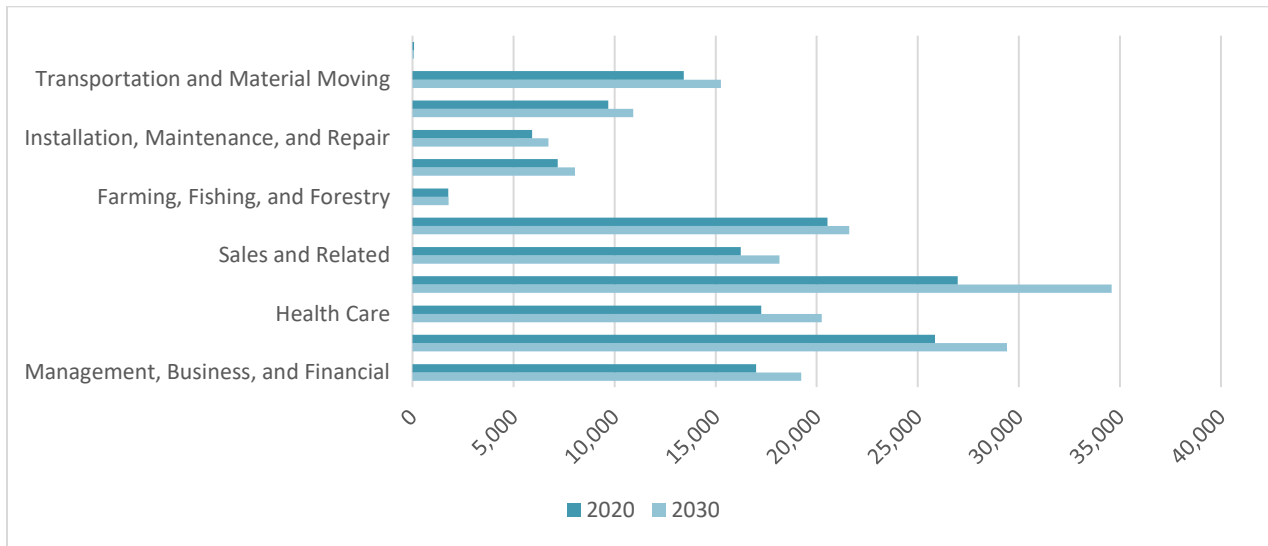


Figure 6 presents the number of jobs by employment sector and a forecast of job growth to 2040. Figure 7 presents the percentage of forecasted job growth between 2020 and 2040, by total number of jobs and not accounting for full-time equivalency. Employment related to farming, fishing, and forestry is 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:

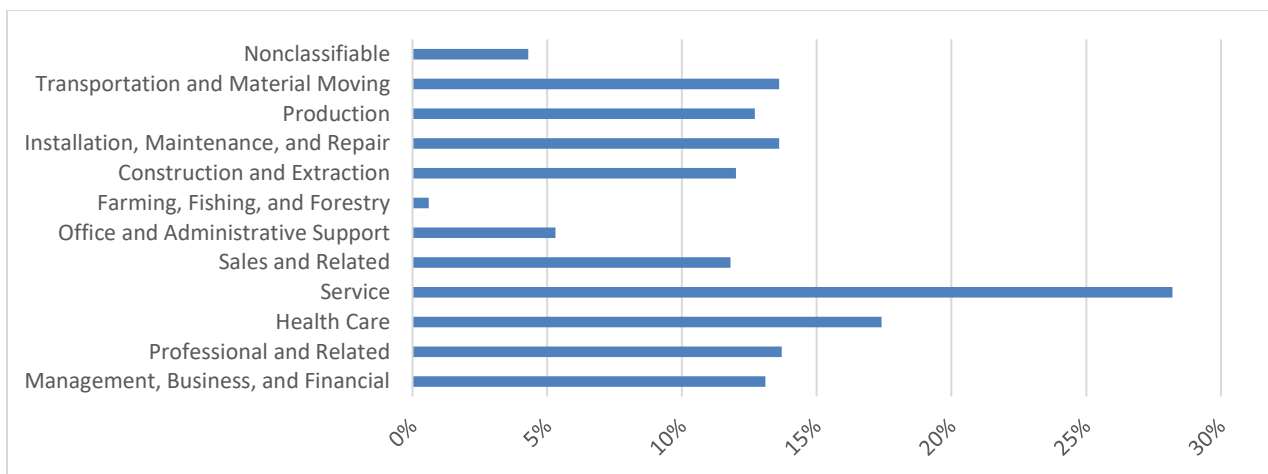
- Service
- Healthcare
- Professional and related services
- Transportation and material moving
- Installation, maintenance, and repair



**Figure 6. Projected Employment Growth – Total Growth**



**Figure 7. Projected Employment Growth – Percentage Growth**



## Jobs and Employment

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>3</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.

<sup>3</sup> <https://onthemap.ces.census.gov/>

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 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.

Detailed information about commutes is provided in Appendix A.

### Lane County

In 2019, approximately 158,864 employed people lived in Lane County.

- Of these persons, 61.6% worked and lived in Eugene and Springfield.
- Six of the top 10 employment destinations for employed people living in Lane County were cities within the County: Eugene, Springfield, Cottage Grove, Florence, Junction City, and Coburg.
- 66.8% of Lane County residents work within Lane County. Others commute to Benton, Marion, and Multnomah counties.

In 2019, approximately 157,019 employees worked in Lane County.

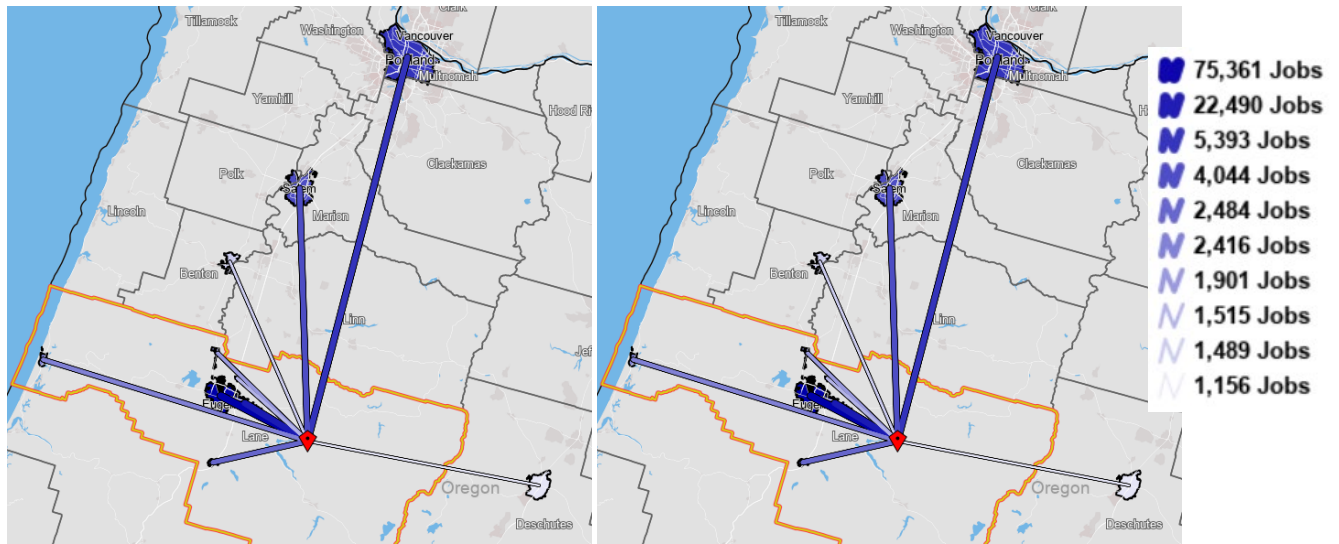
- Three of the top 10 home locations for people working in Lane County were outside the county (Portland, Albany, Salem).
- 57.8% of employed people in Lane County also live within the County.

Table 6 and Figure 8 show the primary home locations for employees in Lane County and work locations for employed people living in Lane County.

**Table 6. Employees Coming To and Going From Lane County**

Work Locations of Lane County Residents	Count	Share	Home Locations of People employed in Lane County	Count	Share
Eugene	75,361	47.4%	Eugene	57,496	36.6%
Springfield	22,490	14.2%	Springfield	22,399	14.3%
Portland	5,393	3.4%	Cottage Grove	3,156	2.0%
Salem	4,044	2.5%	Junction	2,145	1.4%
Cottage Grove	2,484	1.6%	Portland	2,058	1.3%
Florence	2,416	1.5%	Florence	2,013	1.3%
Junction	1,901	1.2%	Creswell	1,890	1.2%
Coburg	1,515	1.0%	Veneta	1,604	1.0%
Corvallis	1,489	0.9%	Albany	1,563	1.0%
Bend	1,156	0.7%	Salem	1,344	0.9%
All Other Locations	40,615	25.6%	All Other Locations	61,351	39.1%

Figure 8. Employees Commuting out of the County (left) and into the County (right) for work



Note (relevant to both figures): Darker spokes and shading reflect which cities have the most commutes to and from these cities. The darkest city is the top commute location, while the lightest city is the tenth largest commute location.

### Major Commutes and Transit Availability

Table 7 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 Portland, Salem, Bend, and Corvallis due to the potential data issues. Table 8 shows the transit routes, commuters associated with that route from the top 10 list, the number of 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 7. 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 or 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 8. 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

## Transit System Analysis

This section describes the system accessibility and system connectivity for Lane County’s services to understand transit connections and performance trends.

### System Accessibility

System accessibility refers to where service is provided and how much service is provided. This section explores the distribution of transit service historically, current levels of service provided, and to whom these services are provided.

### Historic Service Provided

LCOG provided five years of service hours, service miles, and ridership data for Lane County’s public regional and intercity transit services. Table 9 presents these data for 2021, while Figure 9 and Figure 10 show rides per hour for 2019 to 2022. As shown, the LTD regional routes are among the highest-performing routes in terms of rides per hour. The routes with lower rides per hour may be influenced by one or more contributing factors. Routes that are newer (Link Lane’s connectors) have had less time to establish ridership. Routes that serve smaller populations (i.e. Rhody Express, LTD Routes 91 and 92) have smaller markets to draw from. Finally, a route that prioritizes certain riders may make the general population ridership less likely to rely on it (e.g., the former Lane – Douglas Connector served veterans first, though open seats were available to general population). Although ridership significantly decreased in 2020 and 2021 due to the COVID-19 pandemic, 2022 ridership generally shows improvements in rides per hour.

**Table 9. 2021 Annual Service Hours, Service Miles, and Annual Rides**

Route	Annual Service Hours	Annual Service Miles	Annual Rides	Rides per Mile	Rides per Hour
Florence – Yachats	3,080	60,625	1,319	0.0	0.4
Florence – Eugene	3,270	90,177	4,934	0.1	1.5
Rhody Express	2,188	26,827	5,130	0.2	2.3
Roseburg – Cottage Grove*	460	16,823	44	0.0	0.1
Diamond Express	2,537	70,905	4,280	0.1	1.7
LTD Rt. 91 McKenzie Bridge	3,133	101,026	10,426	0.1	3.3
LTD Rt. 92 Lowell	1,453	34,566	6,985	0.2	4.8
LTD Rt. 93 Veneta	947	25,199	10,026	0.4	10.6
LTD Rt. 95 Junction City	1,647	33,512	13,011	0.4	7.9
LTD Rt. 96 Coburg	669	11,716	4,143	0.4	6.2
LTD Rt. 98 Cottage Grove	2,823	74,069	22,256	0.3	7.9

\*Results reported for Q3 and Q4 only. Not currently in service.

**Figure 9. Historic Rides per Hour – Non LTD Routes**

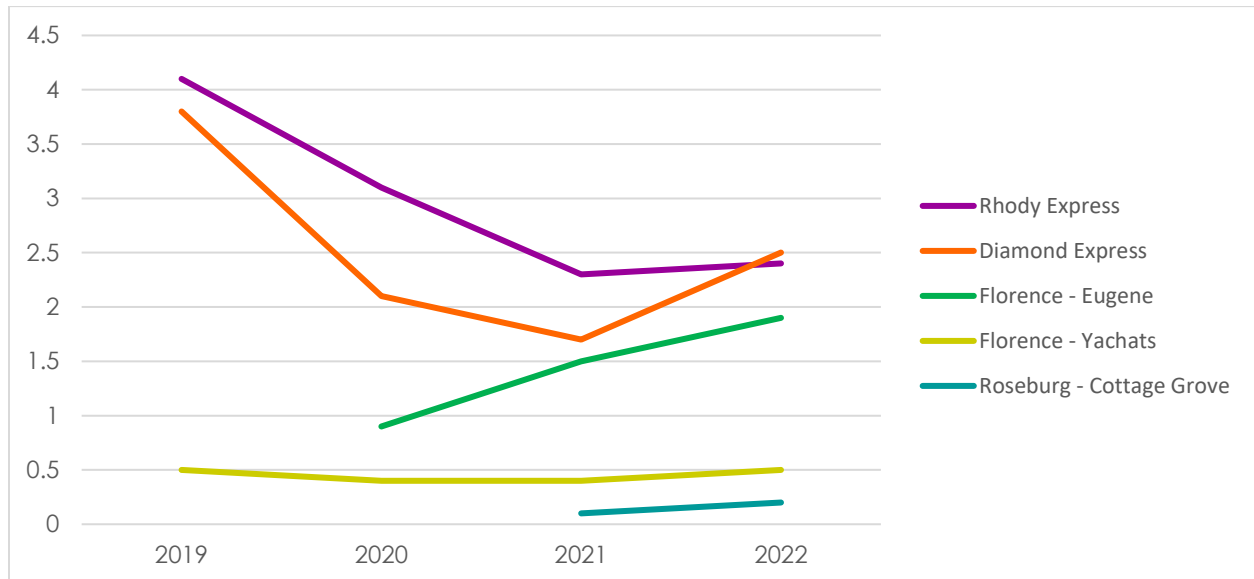
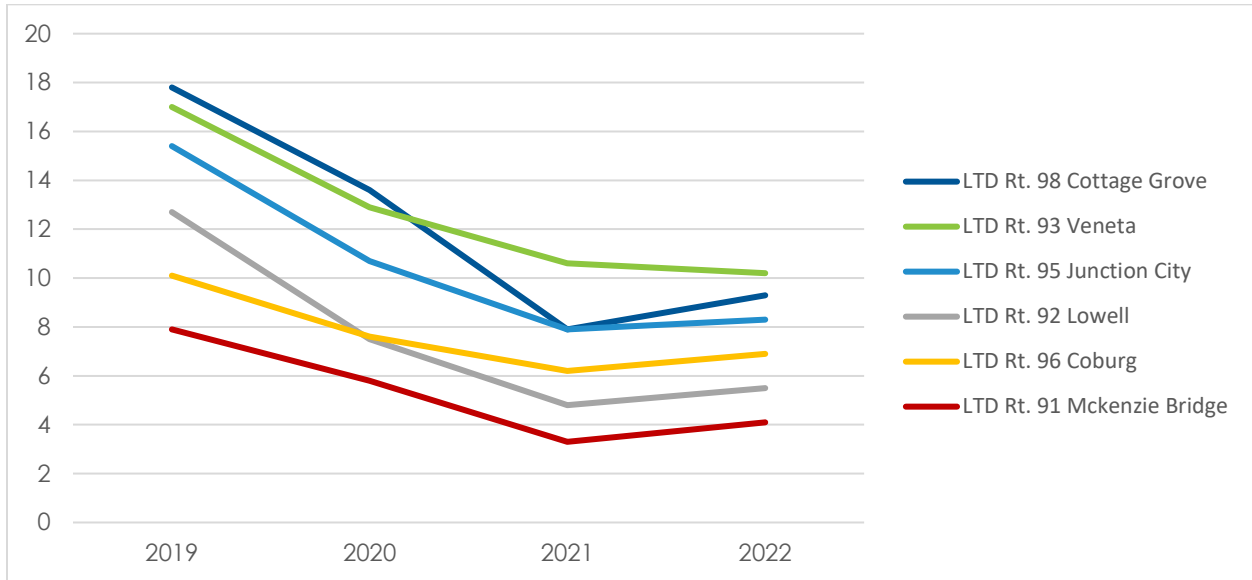


Figure 10. Historic Rides per Hour – LTD 90-Series Routes



### Current Level of Service

The Remix transit planning platform provides estimated service coverage and demographics information based on transit schedules (via GTFS) and U.S. Census information. Table 10 and Figure 10 show the estimated number of people, jobs, households, and various demographic groups served at various distances from fixed-route stops in Lane County, and compares them to countywide totals. As shown in **light blue shading**, for all demographic groups, less than 75% of that demographic group’s population lives within ¼ mile of stops. For example, only 41% of older adults live within a ¼ miles of all bus stops. Further shown in **dark blue shading**, less than 50% of the general population and the County’s youth, older adults, and people with a disability live within ¼ mile of fixed-route bus stops and less than 75% live within ½ mile.

Similarly, Table 11 and Figure 12 show the estimated number of people, jobs, households, and various demographic groups served at various distances from fixed-route stops in rural Lane County, and compares them to countywide totals. Shown in **dark blue shading**, less than 25% of the general population and all demographics, with the exception of below 200% poverty level, live within ½ mile of fixed-route bus stops. Jobs have slightly higher coverage, as many of the non-MPO job clusters exist near fixed-route services in the rural cities.



Table 10. Populations Served by Transit

Geography	Population	Jobs	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
Lane County	377,750	117,763	154,515	17%	36%	18%	19%	19%	8%	2%	17%
				64,883	134,931	69,406	72,919	70,435	12,321	3,392	63,726
Population/Households within 1/2 mile of Fixed-Route Bus Stops, Percent of County Demographic Served	255,758	103,669	94,006	49,706	100,780	46,158	43,680	54,050	9,913	2,588	41,422
	68%	88%	61%	77%	75%	67%	60%	77%	80%	76%	65%
Population/Households between 1/2 and 1/4 mile of Fixed-Route Bus Stops, Percent of County Demographic Served	71,372	16,037	26,858	10,052	23,122	14,298	13,972	13,937	1,828	638	11,303
	19%	14%	18%	16%	17%	21%	19%	20%	14%	19%	18%
Population/Households within 1/4 mile of Fixed-Route Bus Stops, Percent of County Demographic Served	184,386	87,632	67,148	39,654	77,658	31,860	29,708	40,113	8,085	1,950	30,119
	49%	74%	43%	61%	58%	46%	41%	57%	66%	57%	47%

Values less than 75% are shown in light blue and values less than 50% are shown in dark blue.

Figure 11. Populations Served by Transit

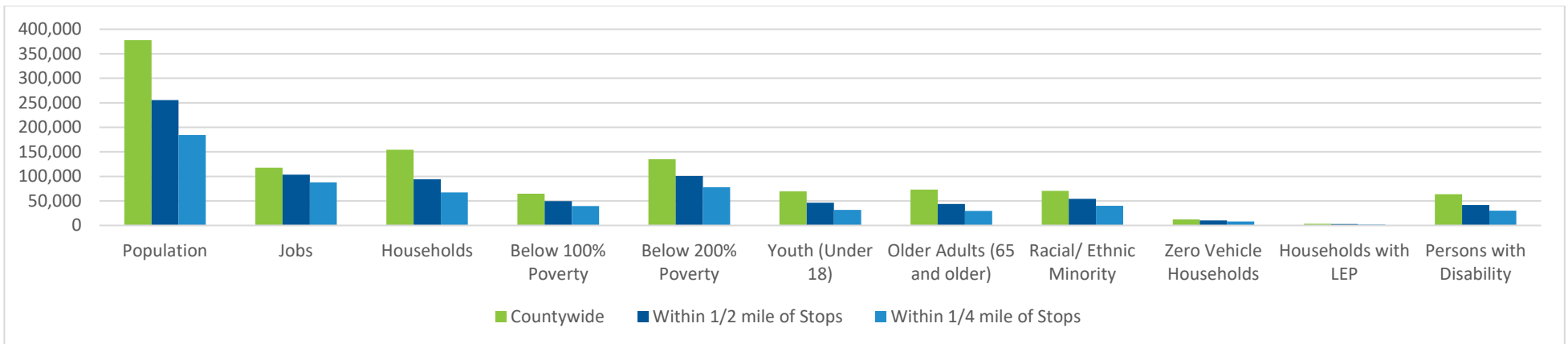
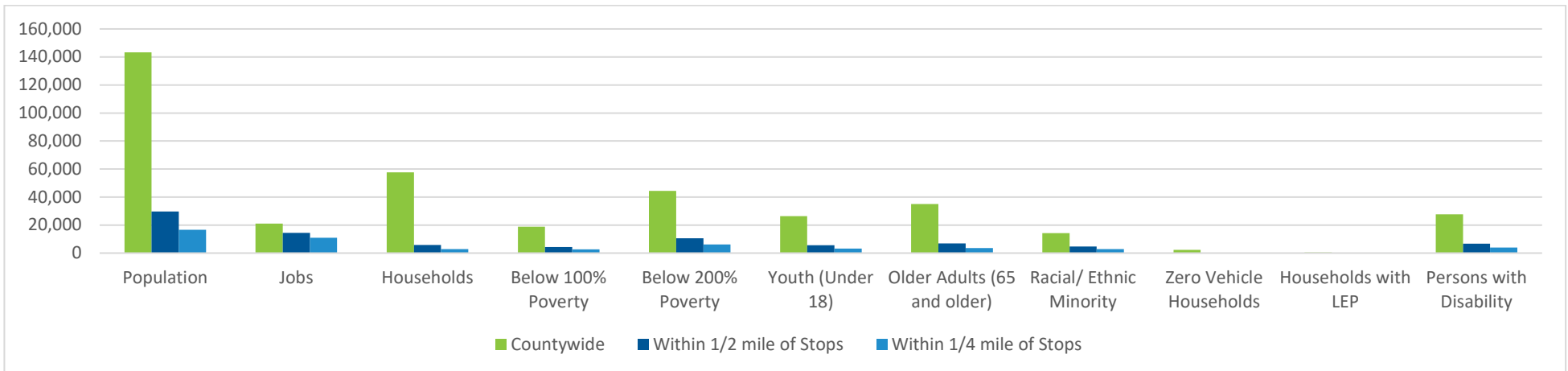


Table 11. Rural Populations Served by Transit

Geography	Population	Jobs	Households	Below 100% Poverty	Below 200% Poverty	Youth (Under 18)	Older Adults (65 and older)	Racial/ Ethnic Minority	Zero Vehicle Households	Households with LEP	Persons with Disability
Rural Lane County	143,339	21,063	57,568	13%	31%	18%	24%	10%	4%	1%	19%
				18,861	44,368	26,380	35,076	14,203	2,385	454	27,644
Population/Households within 1/2 mile of Fixed-Route Bus Stops, Percent of Rural County Demographic Served	29,629	14,411	5,811	4,371	10,625	5,617	6,830	4,754	347	95	6,713
	21%	68%	10%	23%	24%	21%	19%	33%	15%	21%	24%
Population/Households between 1/2 and 1/4 mile of Fixed-Route Bus Stops, Percent of Rural County Demographic Served	12,977	3,509	2,869	1,738	4,511	2,407	3,307	1,854	153	48	2,717
	9%	17%	5%	9%	10%	9%	9%	13%	6%	10%	10%
Population/Households within 1/4 mile of Fixed-Route Bus Stops, Percent of Rural County Demographic Served	16,653	10,902	2,942	2,633	6,114	3,210	3,523	2,900	193	48	3,996
	12%	52%	5%	14%	14%	12%	10%	20%	8%	11%	14%

Values less than 75% are shown in light blue and values less than 50% are shown in dark blue.

Figure 12. Rural Populations Served by Transit



## System Connectivity

System connectivity is important in Lane County on many levels, including how the rural cities are connected to each other and to the Eugene/Springfield urban area. Since the county is so large, transit travel times between destinations can be fairly long. The frequency of service and the number of transfers significantly impact the overall transit experience. This section examines ease of travel by transit (number of transfers, travel time, frequency of transit service) to destinations in and around Lane County.

There are three major transfer points in Lane County for longer-distance travel:

- LTD’s downtown **Eugene Station**—served by LTD local, regional (90-series, except for route 93), and BRT routes; Link Lane’s Florence – Eugene Connector; and the Diamond Express.
- **Eugene Amtrak Station**—served by Link Lane’s Florence – Eugene Connector, Amtrak, Greyhound, Pacific Crest Bus Lines, Cascade POINT, and LTD Routes 1 and 40.
- **Grocery Outlet** in Florence—served by Link Lane’s Florence – Eugene and Florence – Yachats Connectors, CCAT’s Florence Express, and Rhody Express.

Figure 13 show the transit connectivity and number of transfers required from locations in Lane County to LTD’s downtown Eugene Station transfer center, one of the County’s major transit hubs. Travel times were taken as the fastest route after 6 AM on a Tuesday. Many of these connections are via intercity services that have headways of greater than 4 hours.

The majority of these locations require no transfers to get to downtown Eugene. However, many of these services terminate in Eugene, and thus traveling between outlying communities in Lane County (e.g., Cottage Grove to Florence) usually requires at least one transfer. Some out-of-county connections (e.g., Cottage Grove to Salem) require two transfers, including the need to use LTD Routes 1 or 40 to travel between the Eugene Station transit center and the Eugene Amtrak Station.

Note that from Veneta, riders can use either LTD service or the Eugene – Florence Connector. LTD Routes 93 and 36 offer an early-morning run, with a transfer at the west end of Eugene. LTD Route 93 does not connect to Eugene Station, while Route 36 does. The Eugene – Florence Connector offers an additional two runs per day with a faster travel time to Eugene compared to the early-morning LTD service.

**Figure 13. Transit Connectivity between outlying communities and LTD Eugene Station**

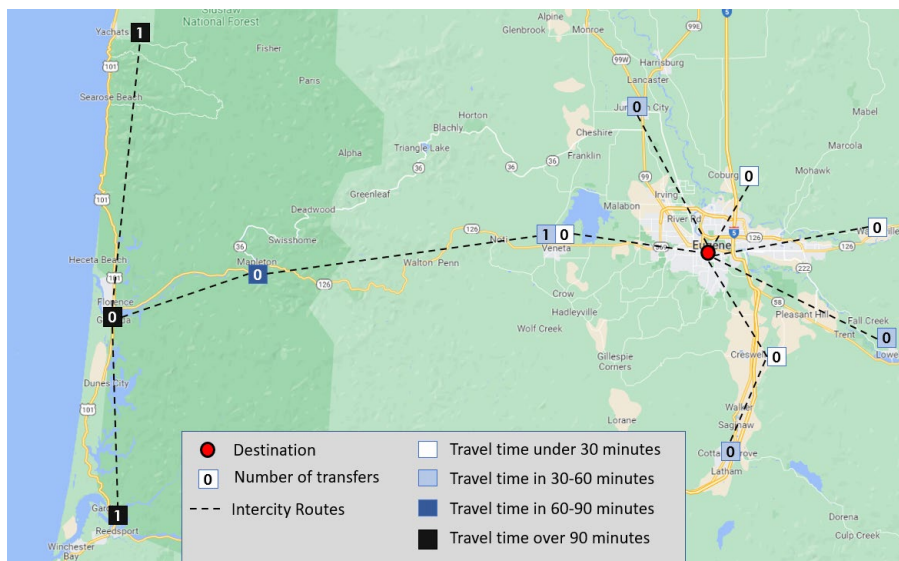
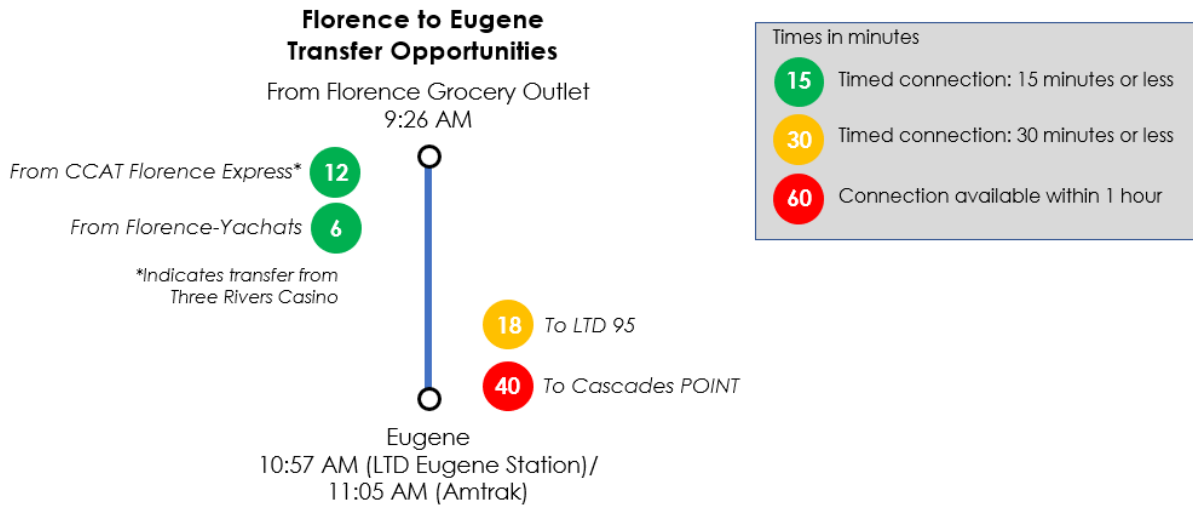


Figure 14 and Table 12 summarize connection opportunities for the morning Eugene – Florence Connector, which departs Florence Grocery Outlet at 9:26 AM and arrives at LTD’s Eugene Station at 11:05 AM. For riders connecting with the Eugene-Florence service in Florence, connections of less than 15 minutes are available from CCAT Florence Express and the Florence – Yachats Connector. For riders of the Florence-Eugene service arriving in Eugene, connections of less than 60 minutes are available for LTD Route 95 (Junction City) and Cascades POINT.

**Figure 14. Florence to Eugene Connections**



**Table 12. Florence to Eugene Connections**

	From Florence	From Eugene
Transfers	Transferring from Florence-Yachats: 6 minutes Transferring from CCAT Florence Express: 12 minutes	Transferring to LTD 95: 18 minutes Transferring to Cascades POINT: 40 minutes

There are several routes and services that connect to Link Lane services outside of the one-hour transfer window reflected in Figure 12 and Table 11. This is common of rural services with a limited number of trips per day and identifies opportunities for increased access if frequency were increased. The following is a summary of transfers of more than one hour for the 9:26 AM departure of the Florence-Eugene Connector:

- The **Rhody Express** arrives at Grocery Outlet at 10:58 AM at the earliest, so does not connect to the 9:26 AM Eugene – Florence Connector service. However, there is a Rhody Express that arrives at Grocery Outlet at 4:58 PM, which provides a half-hour connection for the 5:31 PM Eugene – Florence Connector.

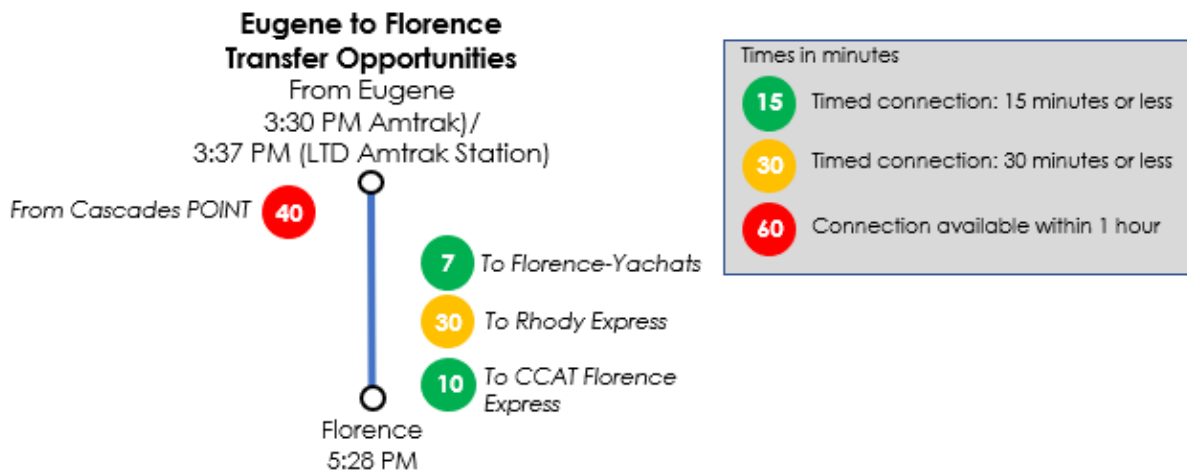
The following is a summary of transfers of more than one hour for riders of the morning Eugene-Florence Connection who arrive in Eugene:

- The **Diamond Express** departs from LTD’s Eugene Station at 10:40 AM, 17 minutes prior to the Eugene – Florence Connector’s arrival at 10:57 AM. The next Diamond Express does not depart until 3:35 PM and riders must wait **3.5 hours** for a transfer.
- **LTD Route 91** departs from LTD’s Eugene Station at 7:20 AM, 2:20 PM, and 5:35 PM. Therefore, riders arriving at Eugene Station at 10:57 AM must wait over **3 hours** for a transfer.

- **LTD Route 92** departs from LTD’s Eugene Station at 7:35 AM and 5:35 PM. Therefore, riders arriving at Eugene Station at 10:57 AM must wait over **6 hours** for a transfer.
- **LTD Route 96** departs from LTD’s Eugene Station at 6:30 AM and 5:35 PM. Therefore, riders arriving at Eugene Station at 10:57 AM must wait over **6 hours** for a transfer.
- **LTD Route 98** departs from Eugene Station at 2:30 PM. Therefore, riders arriving at Eugene Station at 10:57 AM must wait over **3 hours** for a transfer.
- The **Amtrak Coast Starlight** departs at 12:37 PM from Eugene Amtrak Station. Therefore, riders arriving at Amtrak at 11:05 AM must wait over **90 minutes** to transfer.
- The **Eugene to Bend** Pacific Crest Bus Lines route departs at 9:45 AM from Eugene Station. Therefore, riders arriving at Eugene Amtrak Station at 11:05 AM must wait until the **next day** to transfer.

Figure 15 and Table 13 present a summary of connection opportunities for the afternoon Eugene – Florence Connector, which departs Eugene Amtrak Station at 3:30 PM and LTD’s Amtrak Station at 3:37 PM, and arrives at Florence Grocery Outlet at 5:28 PM. The Cascades POINT offers a 40-minute transfer to the Eugene Station departure. Riders of the Eugene-Florence Connection arrive in Florence, connections of less than 30 minutes are available at the Grocery Outlet stop for the Florence – Yachats Connector, Rhody Express, and CCAT Florence Express.

**Figure 15. Eugene to Florence Connections**



**Table 13. Eugene to Florence Connections**

	From Eugene	From Florence
Transfers	Transferring from Cascades POINT: 40 minutes	Transferring to Florence-Yachats: 7 minutes Transferring to Rhody Express: 30 minutes Transferring to CCAT Florence Express: 10 minutes

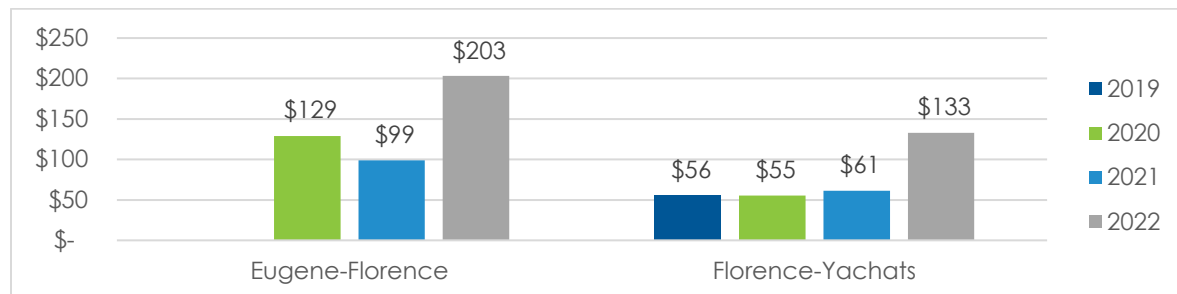
There are several routes and services that connect to Link Lane services outside of the one-hour transfer window reflected in Figure 13 and Table 12. This is common of rural services with a limited number of trips per day and identifies opportunities for increased access if frequency were increased. The following is a summary of untimed transfers for the 3:30 PM Eugene Station departure of the Eugene-Florence Connector.

- The **Diamond Express** arrives at LTD’s Eugene Station at 10:30 AM. Therefore, riders departing from Eugene Station at 3:37 PM must wait **5 hours** to transfer from the Diamond Express.
- **LTD Route 91** arrives at LTD’s Eugene Station at 10:20 AM. Therefore, riders departing from Eugene Station at 3:37 PM must wait over **5 hours** to transfer from Route 91.
- **LTD Route 92** arrives at LTD’s Eugene Station at 9:15 AM. Therefore, riders departing from Eugene Station at 3:37 PM must wait over **8 hours** to transfer from Route 92.
- **LTD Route 95** arrives at LTD’s Eugene Station at 12:45 PM and 3:45 PM. Therefore, riders departing from Eugene Station at 3:37 PM must wait over **2 hours** to transfer from Route 95.
- **LTD Route 96** arrives at LTD’s Eugene Station at 7:25 AM. Therefore, riders departing from Eugene Station at 3:37 PM must wait **8 hours** to transfer from Route 96.
- **LTD Route 98** arrives at LTD’s Eugene Station at 12:05 PM and 4:35 PM. Therefore, riders departing from Eugene Station at 3:30 PM must wait over **3 hours** to transfer from Route 98.
- **Amtrak Cascades** arrives at Eugene Amtrak Station at 1:50 PM and **Coast Starlight** arrives at 5:08 PM. Therefore, riders departing from Eugene Amtrak Station at 3:30 PM must wait over **90 minutes** to transfer from Cascades and until the **next day** to transfer from the Starlight.
- The **Bend to Eugene** Pacific Crest Bus Lines route arrives at Eugene Amtrak Station at 3:35 PM. Therefore, riders departing from Eugene Amtrak Station at 3:30 PM must until the **next day** to transfer from the Bend to Eugene route.

## Operating Costs

Tracking operating costs helps to identify trends for future funding needs and can identify programs or priorities to reduce the costs of service. Figure 16 shows the operating costs for the Eugene – Florence Connector and Florence – Yachats Connector from 2019 through Q3 of 2022. Note 2020 is a partial year for the Eugene – Florence Connector, and 2019 is a partial year for the Florence – Yachats Connector. As shown, costs for the Eugene – Florence Connector were near \$100 per hour in 2020 and 2021, while the Florence – Yachats Connector was near \$60 per hour in 2020 and 2021. Both services had substantial cost increases in 2022. Part of these increases were due to fleet reliability issues, causing LCOG to rent vehicles from contractors at substantially higher costs in order to maintain service. LCOG has since added vehicles and completed repairs, and expects costs per hour to decrease. However, nationwide increases in fueling, labor, and maintenance costs will likely result in costs per hour continuing to be higher than pre-2022. For reference, CCAT reported \$70 per hour and LCTSD reported \$80 per hour for their respective intercity bus services in 2021. CCAT and LCTSD provide both coastal north-south service and east-west coast-to-I-5 service. Comparisons to their more-recent costs in *Memo #4: Peer Providers and Transit Innovations* will explore their more-recent costs and means to potentially reduce Link Lane service costs.

**Figure 16. Link Lane Operating Costs per Hour**





## Outreach Findings

The project conducted two online meetings and an online survey to obtain input on the first phase of the Link Lane Transit Development Plan. Meeting presentations included the existing services, draft project vision, goals and objectives, and the project team gathered input on community and visitors' existing travel needs and barriers, transit system needs, and potential transit service and facility improvements. Key findings and themes from these events are discussed below, and detailed findings are included in *Outreach Effort #1 Summary*.

### English Live Event Key Themes:

- **More frequent service** was a top request from most communities represented at the meeting, with a specific need for earlier and later in the day.
- **Additional routes or service within communities** were also discussed in relation to Oakridge and Florence, as well as on-demand service in rural areas.
- **Airport service** and space for luggage was an important factor for several participants.
- **Pet policies** need more flexibility or options so people can travel with their pets and obtain veterinary medical care.
- **Revising fare policies** to include services like the Diamond Express to be covered under LTD's other pass programs was desired.
- **Access to health care facilities** in Eugene/Springfield is a top need for all rural residents in Lane County.
- **Bicycle capacity** on transit needs expanding, in addition to secure bike storage at stops.
- **Bus stops** should be covered and the signage at the stops could be improved.

### Spanish Live Event Key Themes:

- **On-demand services** would be helpful for emergency situations. This is particularly important for people who do not own a vehicle.
- **Improve evening service** so that families can attend events at local schools.
- **More weekend bus service** would provide families with ability to recreate and experience nature outside of Eugene-Springfield.
- **Host meetings to gather input in-person, in the evenings**, so that people who work during the day can attend, and people without computers can participate. Migrant farm workers are in high need of transit service.
- **Improve safety and comfort** at bus stops by using transparent materials on shelters.
- **The process of submitting** a concern or complaint should be improved.

## Survey

An online survey titled "Transit Planning for Rural Lane County" was conducted throughout February 2023. The survey asked about:

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

There were 198 English survey responses and 3 Spanish survey responses for a total of 201 responses. The survey was publicized through the Link Lane website, Link Lane Facebook page, Lane Council of Governments Facebook and Instagram, as well as an Interested Parties email list. Key findings included:

- Most survey respondents lived in or within 15 minutes of a city/town and had rode at least one local transit service.
- The top visited location respondents visit is Eugene/Springfield, followed by Florence, Oakridge, and Cottage Grove.
- The destinations respondents want the most service improvements for are Florence and Oakridge, as well as to the Eugene Airport.
- The top two improvements both riders and non-riders wanted to see were increased service area and increased service hours.
- **Finding for the O-D pairs pending map**
- Both riders and non-riders noted factors that would make them use transit more include higher transit frequency, better connections between services and where they're trying to go, and better connections between their home and transit services.
- When asked what they liked most about transit in Lane County, many responses highlighted the availability, affordability, friendly staff, convenience and ease of use, environmental benefits, and safe and supportive environment the services provide.
- Key demographics findings included:
  - Of 128 responses received on the question regarding income, 25% of respondents reported to be riders of transit and make under \$30,000 a year.
  - Riders were more likely to be employed part-time, a student, or unemployed, as opposed to non-riders, who were more likely to be employed full-time or retired.
  - Respondents with a disability that impacts their physical ability were much more likely to be a rider of transit (71%), than a non-rider (29%).
  - Respondents with one working vehicle at home were much more likely to be a rider than those respondents who have three or more vehicles at home.
  - One-person households were significantly more likely to be riders of transit (73%) than non-riders of transit (27%).

## Next Steps

This memorandum was reviewed with the Project Management Team (PMT) and Project Advisory Committee (PAC), and supplemented by findings from Outreach Effort #1. This memorandum serves as a baseline understanding of the conditions and potential markets for transit services in Lane County.

## Appendix A. Commute Demands

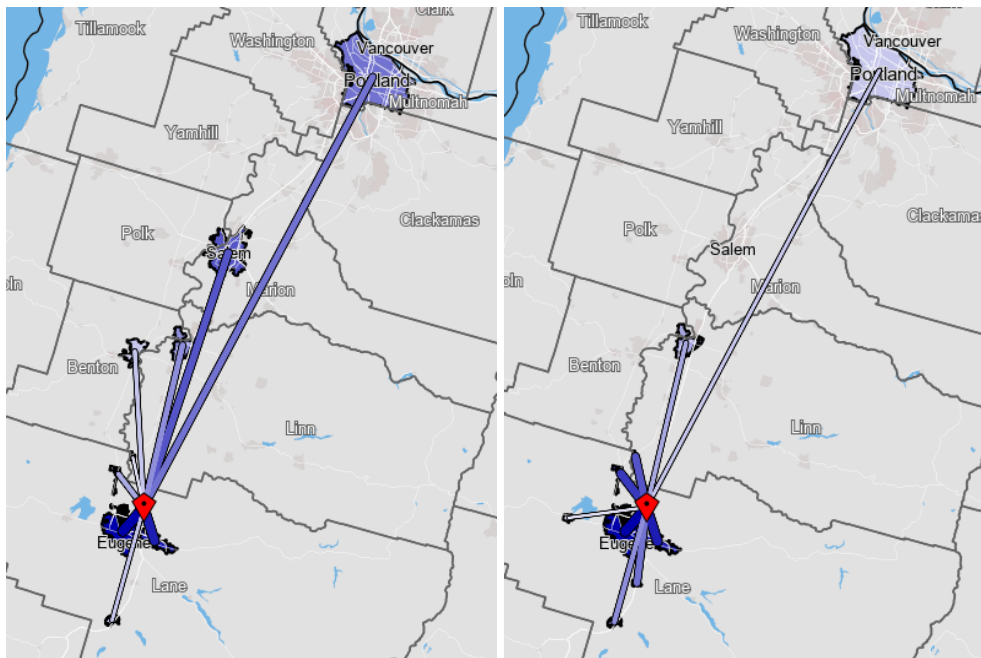
### Coburg

Table 14 and Figure 17 show the primary home locations for employees in Coburg and work locations for employed people living in Coburg.

**Table 14. Employees Coming To and Going From Coburg**

Work Locations of Coburg Residents	Count	Share	Home Locations of People employed in Coburg	Count	Share
Eugene	243	47.6%	Eugene	596	28.8%
Springfield	62	12.1%	Springfield	303	14.6%
Coburg	33	6.5%	Junction City	45	2.2%
Salem	16	3.1%	Harrisburg	37	1.8%
Portland	10	2.0%	Creswell	36	1.7%
Albany	9	1.8%	Coburg	33	1.6%
Junction City	6	1.2%	Cottage Grove	33	1.6%
Corvallis	4	0.8%	Albany	26	1.3%
Cottage Grove	4	0.8%	Portland	20	1.0%
Harrisburg	3	0.6%	Veneta	19	0.9%
All Other Locations	121	23.7%	All Other Locations	921	44.5%

**Figure 17. Employees Exiting the City (Left) and Entering the City (Right) for Work**



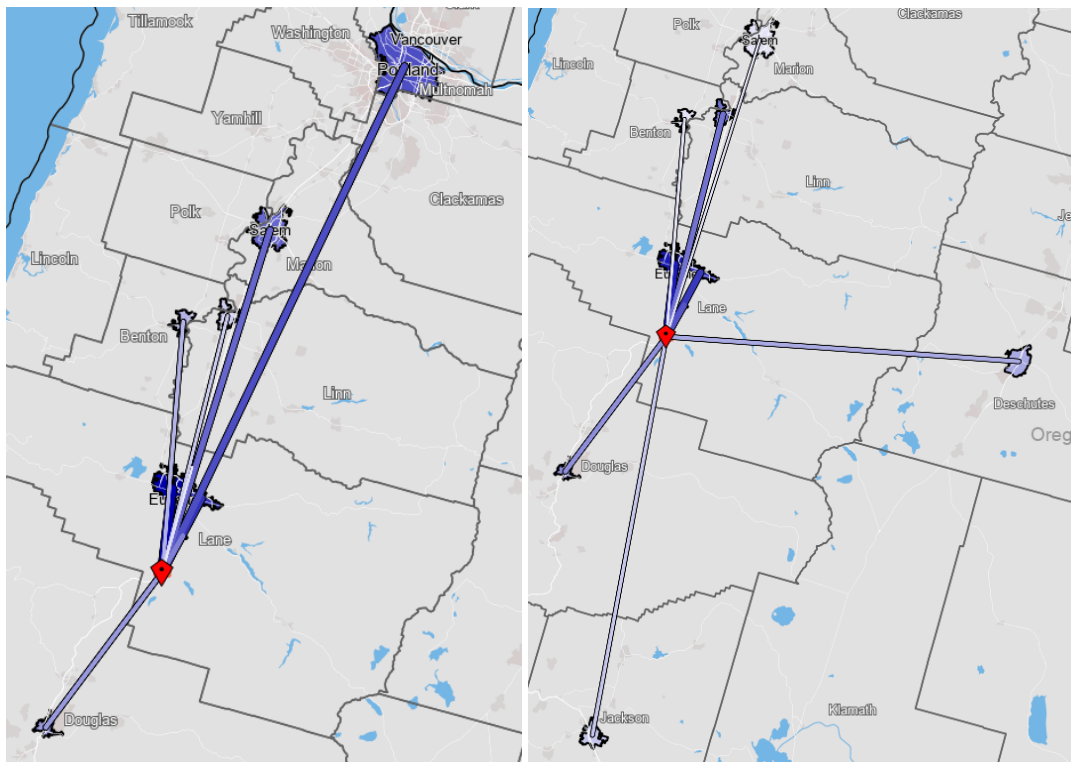
## Cottage Grove

Table 15 and Figure 18 show the primary home locations for employees in Cottage Grove and work locations for employed people living in Cottage Grove.

**Table 15. Employees Coming To and Going From Cottage Grove**

Work Locations of Cottage Grove Residents	Count	Share	Home Locations of People employed in Cottage Grove	Count	Share
Eugene	1,162	26.9%	Cottage Grove	829	25.5%
Cottage Grove	829	19.2%	Eugene	378	11.6%
Springfield	443	10.3%	Springfield	200	6.1%
Portland	137	3.2%	Creswell	95	2.9%
Salem	103	2.4%	Albany	40	1.2%
Creswell	92	2.1%	Roseburg	35	1.1%
Roseburg	85	2.0%	Bend	26	0.8%
Corvallis	45	1.0%	Medford	23	0.7%
Albany	35	0.8%	Corvallis	22	0.7%
Coburg	33	0.8%	Salem	22	0.7%
All Other Locations	1,352	31.3%	All Other Locations	1,585	48.7%

**Figure 18. Employees Exiting the City (Left) and Entering the City (Right) for Work**



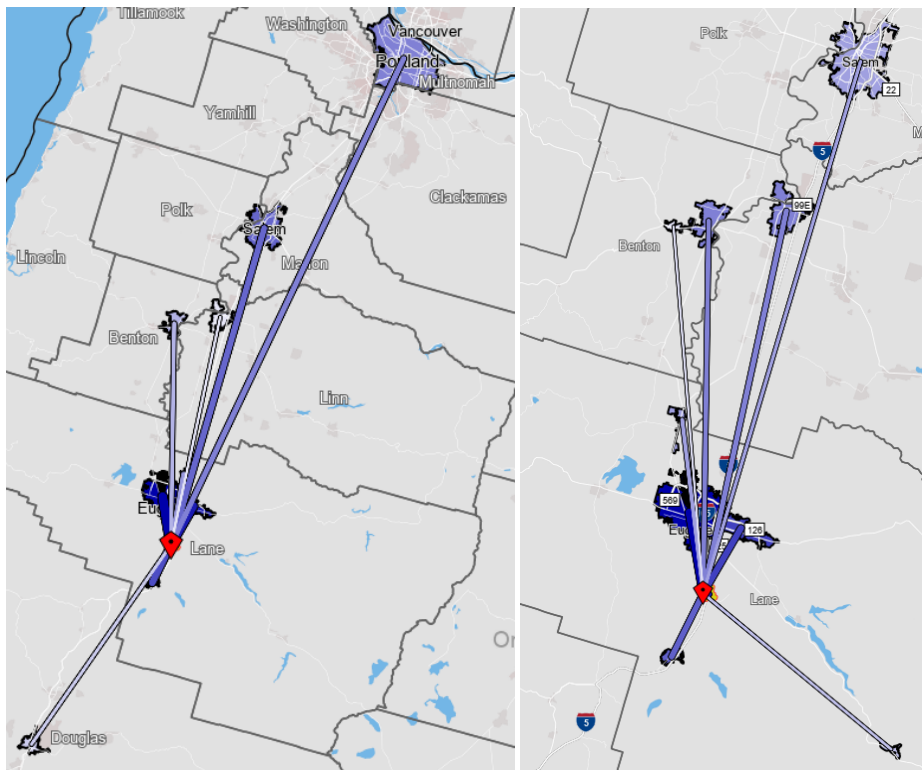
## Creswell

Table 16 and Figure 19 show the primary home locations for employees in Creswell and work locations for employed people living in Creswell.

**Table 16. Employees Coming To and Going From Creswell**

Work Locations of Creswell Residents	Count	Share	Home Locations of People employed in Creswell	Count	Share
Eugene	835	33.9%	Eugene	227	17.9%
Springfield	388	15.7%	Creswell	212	16.7%
Creswell	212	8.6%	Springfield	97	7.6%
Cottage Grove	95	3.9%	Cottage Grove	92	7.3%
Salem	77	3.1%	Albany	10	0.8%
Portland	73	3.0%	Corvallis	10	0.8%
Coburg	36	1.5%	Junction City	8	0.6%
Corvallis	29	1.2%	Salem	8	0.6%
Roseburg	26	1.1%	Oakridge	7	0.6%
Albany	23	0.9%	Philomath	5	0.4%
All Other Locations	671	27.2%	All Other Locations	592	46.7%

**Figure 19. Employees *Exiting* the City (Left) and *Entering* the City (Right) for Work**



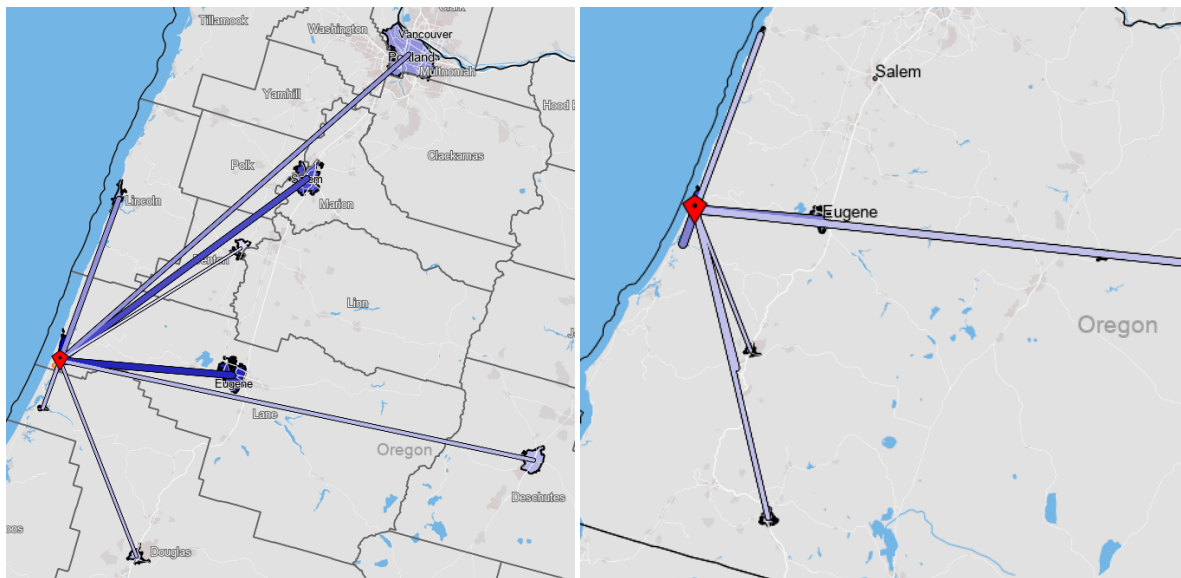
## Dunes City

Table 17 and Figure 20 show the primary home locations for employees in Dunes City and work locations for employed people living in Dunes City.

**Table 17. Employees Coming To and Going From Dunes City**

Work Locations of Dunes City Residents	Count	Share	Home Locations of People employed in Dunes City	Count	Share
Florence	137	29.5%	Dunes City	14	26.4%
Eugene	68	14.6%	Florence	9	17.0%
Salem	20	4.3%	Eugene	2	3.8%
Dunes City	14	3.0%	Reedsport	2	3.8%
Newport	8	1.7%	Ronkonkoma CDP, NY	1	1.9%
Portland	8	1.7%	Dillard CDP, OR	1	1.9%
Bend	6	1.3%	Lincoln City	1	1.9%
Reedsport	6	1.3%	Medford	1	1.9%
Roseburg	6	1.3%	Prineville	1	1.9%
Corvallis	5	1.1%	Roseburg	1	1.9%
All Other Locations	187	40.2%	All Other Locations	20	37.7%

**Figure 20. Employees Exiting the City (Left) and Entering the City (Right) for Work**





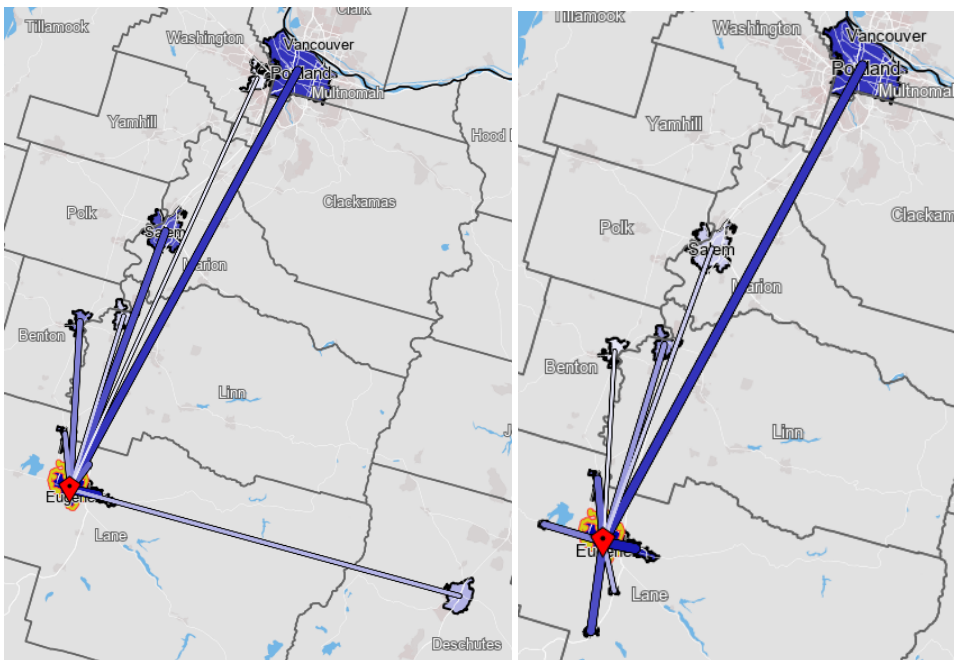
## Eugene

Table 18 and Figure 21 show the primary home locations for employees in Eugene and work locations for employed people living in Eugene.

**Table 18. Employees Coming To and Going From Eugene**

Work Locations of Eugene Residents	Count	Share	Home Locations of People employed in Eugene	Count	Share
Eugene	41,943	58.5%	Eugene	41,943	44.3%
Springfield	8,044	11.2%	Springfield	11,617	12.3%
Portland	2,568	3.6%	Portland	1,484	1.6%
Salem	1,595	2.2%	Cottage Grove	1,162	1.2%
Coburg	596	0.8%	Junction City	1,040	1.1%
Corvallis	573	0.8%	Veneta	959	1.0%
Junction City	539	0.8%	Albany	887	0.9%
Bend	473	0.7%	Creswell	835	0.9%
Albany	436	0.6%	Salem	832	0.9%
Beaverton	388	0.5%	Corvallis	807	0.9%
All Other Locations	14,499	20.2%	All Other Locations	33,153	35.0%

**Figure 21. Employees *Exiting* the City (Left) and *Entering* the City (Right) for Work**



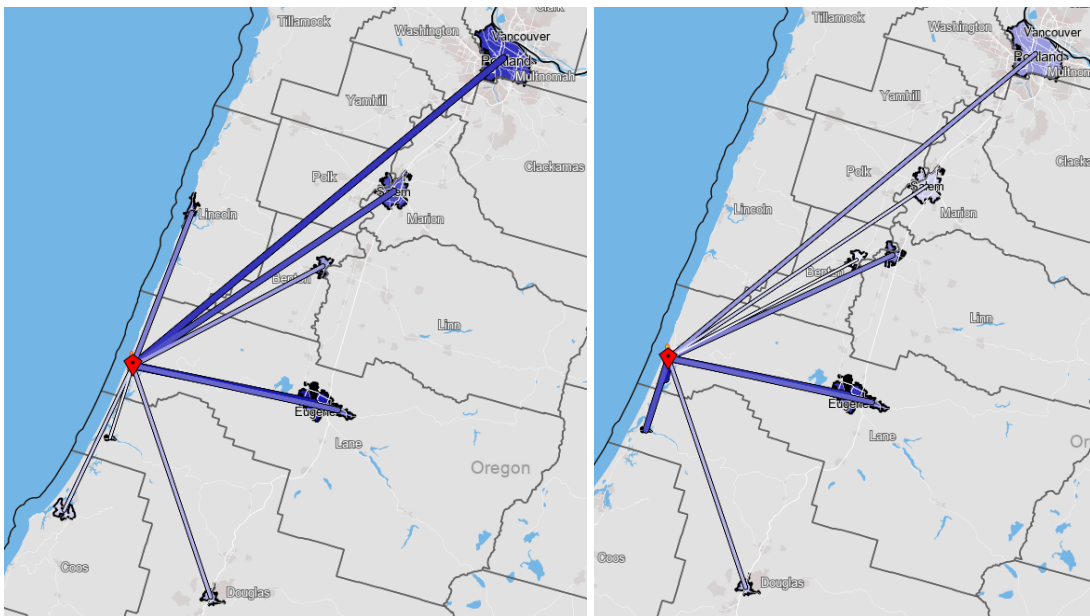
## Florence

Table 19 and Figure 22 show the primary home locations for employees in Florence and work locations for employed people living in Florence.

**Table 19. Employees Coming To and Going From Florence**

Work Locations of Florence Residents	Count	Share	Home Locations of People employed in Florence	Count	Share
Florence	1,221	40.6%	Florence	1,221	37.8%
Eugene	311	10.3%	Dunes City	137	4.2%
Portland	117	3.9%	Eugene	107	3.3%
Salem	110	3.7%	Reedsport	59	1.8%
Springfield	61	2.0%	Springfield	37	1.1%
Newport	50	1.7%	Albany	36	1.1%
Corvallis	45	1.5%	Portland	27	0.8%
Roseburg	43	1.4%	Roseburg	26	0.8%
Coos Bay	40	1.3%	Salem	25	0.8%
Reedsport	34	1.1%	Corvallis	23	0.7%
All Other Locations	976	32.4%	All Other Locations	1,530	47.4%

**Figure 22. Employees *Exiting* the City (Left) and *Entering* the City (Right) for Work**



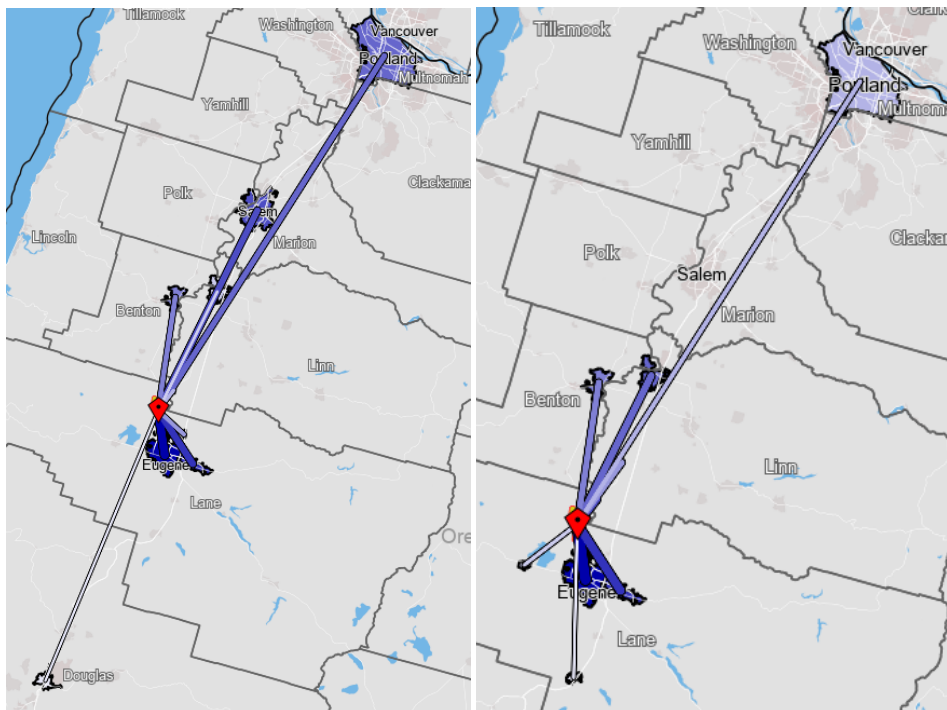
## Junction City

Table 20 and Figure 23 show the primary home locations for employees in Junction City and work locations for employed people living in Junction City.

**Table 20. Employees Coming To and Going From Junction City**

Work Locations of Junction City Residents	Count	Share	Home Locations of People employed in Junction City	Count	Share
Eugene	1,040	34.1%	Eugene	539	20.9%
Junction City	436	14.3%	Junction City	436	16.9%
Springfield	220	7.2%	Springfield	190	7.4%
Salem	120	3.9%	Harrisburg	68	2.6%
Portland	94	3.1%	Albany	29	1.1%
Corvallis	68	2.2%	Corvallis	28	1.1%
Coburg	45	1.5%	Halsey	24	0.9%
Harrisburg	41	1.3%	Portland	23	0.9%
Albany	40	1.3%	Veneta	21	0.8%
Roseburg	24	0.8%	Cottage Grove	19	0.7%
All Other Locations	923	30.3%	All Other Locations	1,199	46.5%

**Figure 23. Employees Exiting the City (Left) and Entering the City (Right) for Work**



## Lowell

Table 21 and Figure 24 show the primary home locations for employees in Lowell and work locations for employed people living in Lowell.

**Table 21. Employees Coming To and Going From Lowell**

Work Locations of Lowell Residents	Count	Share	Home Locations of People employed in Lowell	Count	Share
Eugene	130	31.0%	Eugene	48	20.2%
Springfield	59	14.1%	Springfield	33	13.9%
Lowell	21	5.0%	Lowell	21	8.8%
Portland	20	4.8%	Cottage Grove	4	1.7%
Salem	11	2.6%	Corvallis	3	1.3%
Cottage Grove	6	1.4%	Salem	3	1.3%
Roseburg	5	1.2%	Albany	2	0.8%
Albany	3	0.7%	Bend	2	0.8%
Bend	3	0.7%	Hayesville CDP, OR	2	0.8%
Corvallis	3	0.7%	Klamath Falls	2	0.8%
All Other Locations	158	37.7%	All Other Locations	118	49.6%

**Figure 24. Employees *Exiting* the City (Left) and *Entering* the City (Right) for Work**



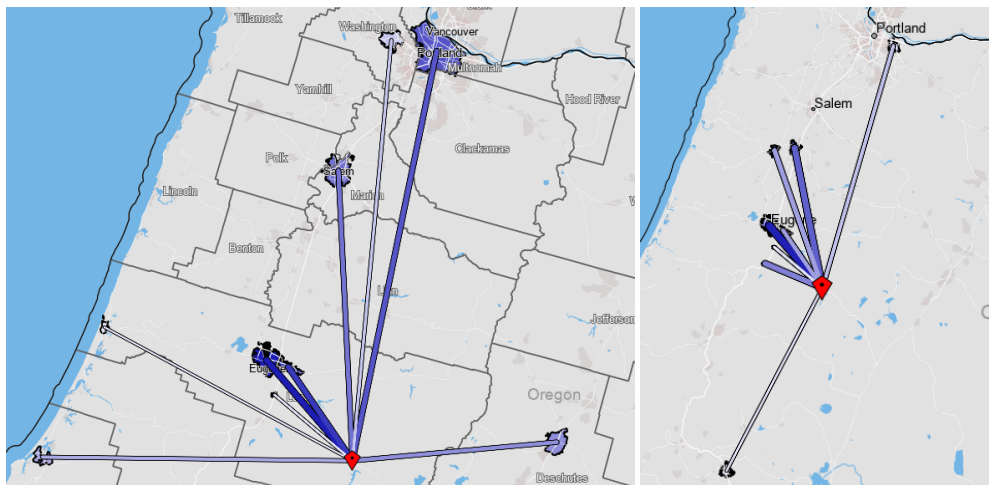
## Oakridge

Table 22 and Figure 25 show the primary home locations for employees in Oakridge and work locations for employed people living in Oakridge.

**Table 22. Employees Coming To and Going From Oakridge**

Work Locations of Oakridge Residents	Count	Share	Home Locations of People employed in Oakridge	Count	Share
Oakridge	232	24.1%	Oakridge	232	38.3%
Eugene	196	20.4%	Eugene	44	7.3%
Springfield	92	9.6%	Westfir	16	2.6%
Portland	40	4.2%	Albany	8	1.3%
Salem	36	3.7%	Cottage Grove	7	1.2%
Bend	11	1.1%	Corvallis	6	1.0%
Coos Bay	9	0.9%	Springfield	6	1.0%
Hillsboro	8	0.8%	Gresham	5	0.8%
Creswell	7	0.7%	Creswell	4	0.7%
Florence	7	0.7%	Medford	4	0.7%
All Other Locations	324	33.7%	All Other Locations	273	45.1%

**Figure 25. Employees Exiting the City (Left) and Entering the City (Right) for Work**



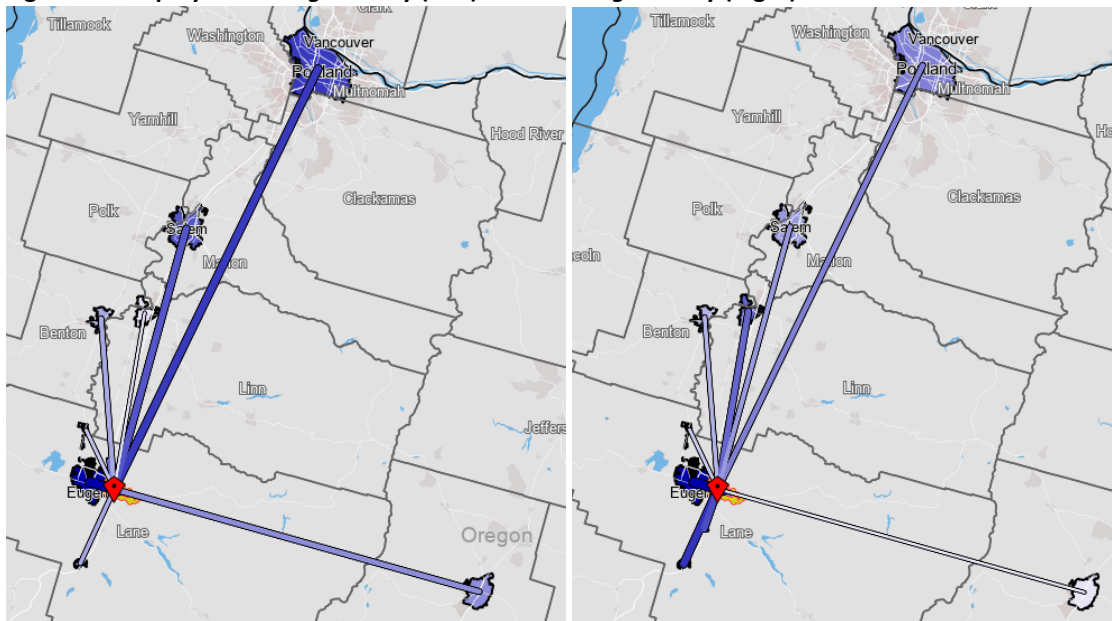
## Springfield

Table 23 and Figure 26 show the primary home locations for employees in Springfield and work locations for employed people living in Springfield.

**Table 23. Employees Coming To and Going from Springfield**

Work Locations of Springfield Residents	Count	Share	Home Locations of People employed in Springfield	Count	Share
Eugene	11,617	41.9%	Eugene	8,044	28.1%
Springfield	7,369	26.6%	Springfield	7,369	25.8%
Portland	988	3.6%	Cottage Grove	443	1.5%
Salem	642	2.3%	Creswell	388	1.4%
Coburg	303	1.1%	Albany	332	1.2%
Bend	227	0.8%	Portland	296	1.0%
Corvallis	200	0.7%	Salem	278	1.0%
Cottage Grove	200	0.7%	Corvallis	242	0.8%
Junction City	190	0.7%	Junction City	220	0.8%
Albany	166	0.6%	Bend	181	0.6%
All Other Locations	5,826	21.0%	All Other Locations	10,796	37.8%

**Figure 26. Employees Exiting the City (Left) and Entering the City (Right) for Work**





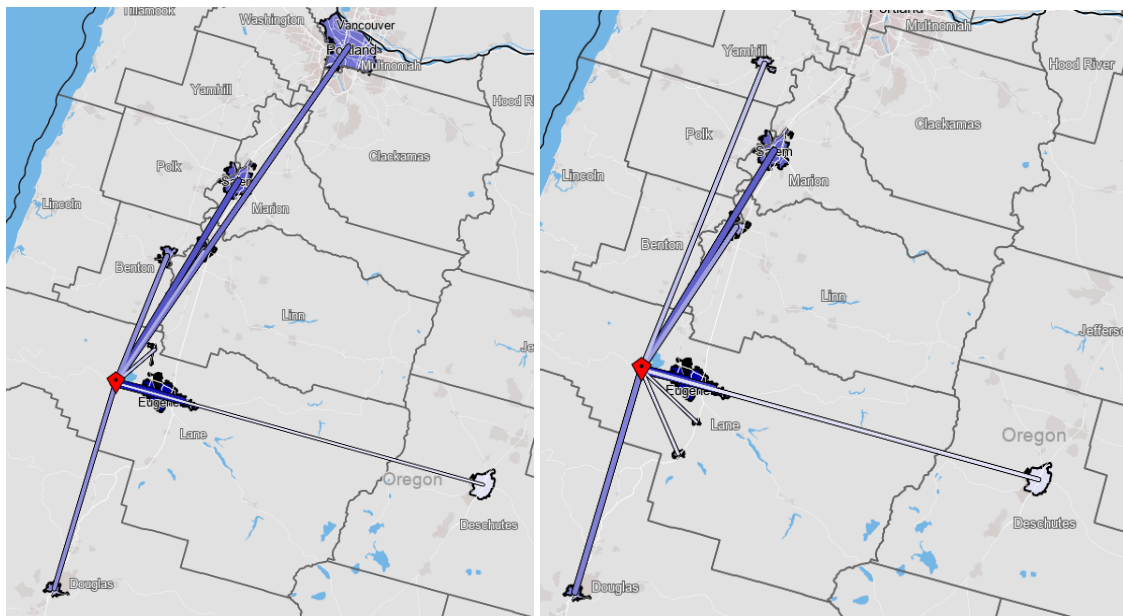
## Veneta

Table 24 and Figure 27 show the primary home locations for employees in Veneta and work locations for employed people living in Veneta.

**Table 24. Employees Coming To and Going From Veneta**

Work Locations of Veneta Residents	Count	Share	Home Locations of People employed in Veneta	Count	Share
Eugene	959	43.8%	Eugene	200	20.0%
Springfield	170	7.8%	Veneta	125	12.5%
Veneta	125	5.7%	Springfield	66	6.6%
Salem	85	3.9%	Salem	16	1.6%
Portland	51	2.3%	Roseburg	13	1.3%
Corvallis	28	1.3%	Albany	10	1.0%
Roseburg	28	1.3%	McMinnville	9	0.9%
Albany	23	1.0%	Bend	7	0.7%
Junction City	21	1.0%	Cottage Grove	7	0.7%
Bend	19	0.9%	Creswell	7	0.7%
All Other Locations	683	31.2%	All Other Locations	542	54.1%

**Figure 27. Employees Exiting the City (Left) and Entering the City (Right) for Work**





## Westfir

Table 25 and Figure 28 show the primary home locations for employees in Westfir and work locations for employed people living in Westfir.

**Table 25. Employees Coming To and Going From Westfir**

Work Locations of Westfir Residents	Count	Share	Home Locations of People employed in Westfir	Count	Share
Oakridge	16	27.1%	Oakridge	4	80.0%
Eugene	11	18.6%	Federal Way city, WA	1	20.0%
Springfield	5	8.5%	All Other Locations	0	0.0%
Portland	4	6.8%			
Salem	3	5.1%			
Coos Bay	2	3.4%			
Tigard	2	3.4%			
Kihei CDP, HI	1	1.7%			
Urban Honolulu CDP, HI	1	1.7%			
Corvallis	1	1.7%			
All Other Locations	13	22.0%			

**Figure 28. Employees Exiting the City (Left) and Entering the City (Right) for Work**

