

TECHNICAL MEMORANDUM #6: ALTERNATIVES FOR TRANSIT SERVICES

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Project# 23021.055

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Revised TM#6 – Alternatives for Transit Services

RE: Link Lane Transit Development Plan

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Introduction

This memorandum identifies a categorized toolkit of transit services, facilities, and other actions Link Lane could implement to meet the goals and objectives set in Technical Memorandum #2 and needs identified in Technical Memorandum #3. The toolkit includes specific recommendations for implementing high-level strategies previously identified in Technical Memorandum #5, potential partnerships for strategy success, and implementation timeline constraints. Further, this memorandum identifies a range of potential funding sources for different project types and the funding sources that would be most promising for particular strategies. Lastly, this memorandum identifies the needs related to partner-led (LTD, other agencies, community organizations) actions for partners to consider.

Summary of Goals and Objectives

The Link Lane TDP goals are summarized in Table 1. The objectives are summarized in Table 2.

Table 1. Link Lane TDP Goals

Goal	Description
Goal 1: Prioritize Equity, Health, and Safety	Provide services that are safe, convenient, and accessible for all riders.
Goal 2: Increase Mobility and Connectivity	Improve access and connections within and between communities in the county as well as key destinations outside the county.
Goal 3: Promote Funding Stability	Seek secure funding and pursue innovative solutions to reduce costs of providing service and be able to expand services as-needed.
Goal 4: Foster Environmental Sustainability	Contribute to a healthy climate by encouraging more trips to be made via public transportation and moving more people with low-emission vehicles, reducing greenhouse gases and other pollutants.
Goal 5: Improve Coordination and Communication	Collaborate with public and private organizations and the community at-large to enhance the awareness and use of public transportation services.

Table 2. 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		

Objective	Primarily				
	Relates to Goal				
	1	2	3	4	5
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

Summary of Needs

Key gaps and needs identified from *TM #3: Market Analysis* are summarized below.

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 these communities and others such as Mapleton, as well as on-demand service in rural areas.
- 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. Population this would serve include: About 75% of the general population of Lane County 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 non-MPO 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. Further, 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.

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. In addition, outreach participants shared a desire for the Diamond Express to be included in the LTD day pass.
- 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.

Link Lane Priorities and Implementation

Based on the project' 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.

Outreach Event #2 showed that the public would prefer more weekday service than weekend service. For the Eugene-Florence route, respondents indicated they would prefer more early morning/late evening service, followed by more midday service. For the Florence-Yachats route, the results are evenly split between adding more early morning/late evening and more midday service.

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**.

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.

- **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**.

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.

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.

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.

Outreach Event #2 showed that the public would like more on-demand service in Florence, McKenzie River, Cottage Grove, Oakridge, Junction City, Veneta, Mapleton, Marcola, and Westfir, and to and from the Eugene Airport. Several of these communities have higher population densities and may be better served by local deviated fixed-route services. The needs assessment found that there is a lack of service for OR 36 (Mapleton) and the Mohawk-Marcola communities. Table 3 presents recommended service options based on identified need and outreach findings.

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

Table 3. On-Demand Service Recommendations

Service	Description	Considerations
Add On-Demand Service to OR 36 Communities	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 High .	<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>
Expand On-Demand Service in Cottage Grove	Cottage Grove has some service via LTD Route 98 and the existing microtransit service, but has areas that are currently unserved. Expand on-demand service to the Veatch-Walden areas to expand transit access to residents of neighboring communities of Cottage Grove. This would add 13 square miles of new service along I-5. Public outreach indicated a need for more service in this area. As this on-demand service would expand the existing microtransit service, and there is high demand for this area, the priority for this alternative is High .	<p>This service could use the existing bus and driver.</p> <p>The existing service operates weekdays from 9 AM to 4 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>
Add On-Demand Service in Mohawk-Marcola	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 Medium .	<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>
Add On-Demand Service in the McKenzie River/McKenzie Pass Area	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 Low . 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>

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.

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

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.

Outreach Event #2 showed that the public would like more bus service in Florence, Oakridge/Westfir, Cottage Grove, Veneta, Creswell, and Junction City, and to and from the Eugene Airport and recreation areas. Table 4 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 4. Local Deviated Fixed-Route Service Recommendations

Service	Description	Considerations
Add Local Deviated Fixed-Route Service in Oakridge/Westfir	<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 High.</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

Supporting Technology, Programs, and Facilities

The following section describes technology improvements and programs, as well as facility improvements, that would support Link Lane services and improve customer experience. These activities should be explored in partnership with neighboring providers, local jurisdictions, and community organizations.

Note: Car/Bike Share and Volunteer Programs and additional information on Facility Improvements are included in the Partner Opportunities and Implementation

- **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**.
- **Fare Payment Options** — Providing more fare payment options, including tap-to-pay or reusable cards, would improve ease of system use and could encourage more ridership. Therefore, the priority for this alternative is **High**. This option should consider cell service availability in rural areas and the ability to pay “offline”.
- **Fare Reciprocity and Pass Programs** — Implementing fare reciprocity and passes with LTD, CCAT, and other providers would increase ease of system use and reduce confusion of multiple fare structures. In particular, integrating the fares of the Rhody Express, Diamond Express, and Link Lane services was of high interest to riders and would promote a more seamless transit experience in Lane County. However, there are barriers related to funding, governance, and revenue currently in place that would require further exploration. Therefore, the priority for this alternative is **Medium**.
- **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 Event #2 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, including Mapleton and Yachats stops.
 - **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.
- **Marketing** – Awareness of existing service can be a sizable barrier for accessing transit, especially for households with low English proficiency, immigrant populations, and populations new to the area. Providing education and awareness can help connect potential riders to existing services. Potential marketing activities include expanding branding and brand awareness for Link Lane and providing user-friendly maps and brochures. As there is a relatively low cost for this alternative, with some administrative overhead, the priority for this alternative is **High**.

Toolkit of Transit Services

The following sections present the toolkit of transit services, facilities, and other actions. A summary of the toolkit is presented in Table 5 alongside how each strategy benefits or burdens the different goals. For example, the strategies that promote the most equity, mobility, and connectivity are those that add service to the area. However, those also require additional funding and introduce risk to funding stability.

Table 5. Toolkit of Transit Services Summary

Toolkit Options	Goal 1: Prioritize Equity, Health, and Safety	Goal 2: Increase Mobility and Connectivity	Goal 3: Promote Funding Stability	Goal 4: Foster Environmental Sustainability	Goal 5: Improve Coordination and Communication
Need: Connectivity and Frequency of Rural Routes					
Increase Weekday Frequency					
Add Weekend Service					
Add and Increase Weekend Frequency					
Need: Unserved Areas and Populations					
Provide On-Demand Service					
Provide Local Deviated Fixed-Route Services					
Car/Bike Share and Volunteer Programs					
Need: Improved Technology, Fare Payment, And Rider Comfort					
Real-Time Vehicle Arrival Information					
Trip Planning Technologies					
Fare Payment Options					
Fare Reciprocity and Pass Programs					
Facility Improvements					

Substantial Benefit
 Some Benefit
 Neutral
 Some Detriment
 Substantial Detriment

Funding Opportunities

Table 6 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.

Table 6. Funding Sources

Funding Source	Description	Cost Eligibility			
		Operating	Capital	City/County Facilities	Marketing/Outreach
Federal Transit Administration (FTA)	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. No less than 15 percent of funds must be spent on the development and support of intercity bus transportation, unless the state's intercity bus needs are being adequately met.	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	

Funding Source	Description	Cost Eligibility			
		Operating	Capital	City/County Facilities	Marketing/Outreach
	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).				
Statewide Transportation Improvement Fund (STIF)	<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"> • 90% of STIF funds are distributed to Qualified Entities. • 5% of STIF funds are available via discretionary grants for flexible funding. • 4% of funds are available via discretionary grants for projects enhancing intercommunity service and the statewide transit network. • 1% of the funds are allocated for program administration and a technical resource center. <p>The STIF now includes former Special Transportation Fund (STF) dollars as of the 2023-2025 biennium. Funds were used for any purpose directly related to public transportation services for seniors and people with disabilities.</p>	X	X		X
Private/Public Sponsorships	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
STIP	Funds allocated to projects through a competitive grant application process. Eligible projects include public transit capital improvements.		X	X	
Transportation Options Program	Discretionary grant program including initiatives such as Innovative Mobility Grants, for which ODOT is currently determining a framework, and				X

Funding Source	Description	Cost Eligibility			
		Operating	Capital	City/County Facilities	Marketing/Outreach
	<p>Immediate Opportunity Grants of \$5,000 or less for qualified activities. Examples of eligible activities include:</p> <ul style="list-style-type: none"> • Transportation-focused community events such as Open Streets, Bike Rodeos, etc. • Activities to engage historically underserved communities in active or multimodal transportation outreach or education <p>Purchase of bike racks, helmets, locks, etc. associated with bicyclist and pedestrian safety outreach</p>				
FHWA Federal Lands Access Program (FLAP)	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
National Forest Foundation – Innovative Finance for National Forest	Competitive grants for operations that encourage tourism to the National Forest System.	X	X	X	X
National Fish and Wildlife Foundation	Competitive grants attached to conservation programs whose purpose is to sustain natural areas.	X	X	X	X

Table 7 aligns the needs and high-priority strategies to the relevant funding sources.

Table 7. 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
Need: Connectivity and Frequency of Rural Routes													
Increase Weekday Frequency		X	X	X ¹	X ¹		X	X					
Add Weekend Service		X	X	X ¹	X ¹		X	X					
Add and Increase Weekend Frequency		X	X	X ¹	X ¹		X	X					
Need: Unserved Areas and Populations													
Provide On-Demand Service		X	X	X ¹	X ¹		X	X			X	X	X
Provide Local Deviated-Fixed Route Services		X	X	X ¹	X ¹		X	X					
Car/Bike Share and Volunteer Programs		X	X	X	X		X	X		X			
Need: Improved Technology, Fare Payment, And Rider Comfort													
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				

¹Can be used to purchase new vehicles required for these 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 bounds 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. Local match requirements are in place and vary depending on the type of funding requested. LTD receives Section 5311 funding already for its rural services, as well as connecting service providers such as CCAT and LCTSD.

Appendix A includes the Section 5311 awards for fiscal years 2023—2025 by agency. Rows outlined in black highlight agencies operating similar amounts of service to Lane County's desired services. In the current cycle, agencies received roughly \$200,000 per route or service provided from Section 5311, in addition to their funding from STIF, Section 5310, and other sources.

- Curry County offers one fixed route and two dial-a-ride services. The county received about \$700,000 for administration, capital, and operating needs.
- LTD's South County service received about \$284,000 for administration and operating needs.
- Malheur County offers one local fixed route, one commuter route, and several door-to-door, medical transport, and paratransit services. The County received about \$600,000 for administration and operating needs.
 - Local contributions include city funding.
- Mid-Columbia Economic Development District (MCEDD) operates two local deviated fixed routes, one commuter route, and local dial-a-ride service. MCEDD received about \$600,000 for administration, maintenance, and operating costs.
 - Local contributions include city funding.
- South Clackamas Transportation District offers one deviated fixed route and two commuter routes. They received about \$675,000 for operating needs.
 - Local contributions include self-employment and payroll taxes grandfathered from the former TriMet service area; these sources normally are only available to agencies classified as mass transit agencies.

Link Lane Priorities Summary

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

If funding is limited, these improvements could be ran as pilot programs to gauge demand and, if demand is present, justify pursuit of additional funding to stabilize services.

Table 8. Link Lane Priorities Summary

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

Improvement	Applicable Routes/Areas	Partnerships	Major Funding Sources
Provide On-Demand Service	Add On-Demand Service to OR 36 Communities (High Priority)	LTD Mapleton Community	Local Match 5310 5311
	Expand On-Demand Service in Cottage Grove (High Priority)	LTD City of Cottage Grove	5311f 5339
	Add On-Demand Service in Mohawk-Marcola (Medium Priority)	LTD City of Marcola	STIF Formula STIF Discretionary Private/Public Partnerships
	Add On-Demand Service in the McKenzie River/ McKenzie Pass Area (Low Priority)	LTD McKenzie Bridge Community	FLAP Grants NFF Grant NFWF Grant
Provide Local Deviated Fixed-Route Services	Add Local Deviated Fixed Route Service in Oakridge/ Westfir (High Priority)	LTD City of Oakridge City of Westfir	Local Match 5310 5311 5311f 5339 STIF Formula STIF Discretionary Private/Public Partnerships
Real-Time Vehicle Arrival	Provide Real-Time Vehicle Arrival Information for Link Lane Routes (Medium Priority)		5310 5311 5311f STIF Formula STIF Discretionary Private/Public Partnerships
Trip Planning Technologies	Provide a Trip Planning Tool for Link Lane Routes (Medium Priority)	LTD	5310 5311 5311f STIF Formula STIF Discretionary Private/Public Partnerships

Improvement	Applicable Routes/Areas	Partnerships	Major Funding Sources
Fare Payment Options	Provide More Fare Payment Options, Including Tap-To-Pay or Reusable Cards (High Priority)		5310 5311 5311f STIF Formula STIF Discretionary Private/Public Partnerships
Fare Reciprocity and Pass Programs	Provide Fare Reciprocity with Key LTD/CCAT Routes; Create a Pass Program (Medium Priority)	LTD CCAT	5310 5311 5311f STIF Formula STIF Discretionary Private/Public Partnerships
Facility Improvements	Bus Stop Improvements at Key Locations (High Priority)	Local Cities LTD	5310 5311 5311f 5339 STIF Formula STIF Discretionary STIP ODOT SRTS
Marketing	Continue and Expand Marketing Efforts (High Priority)	Local Cities LTD CCAT Community Organizations	5304 5310 5311 Public/Private Partnerships Transportation Options Program

Partner-Led Opportunities and Implementation

The following partner opportunities were developed based on feedback from Outreach Event #2 and the needs assessment. 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.

- More Weekday Service on LTD Routes:** Outreach Event #2 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 Event #2 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 Event #2 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 Event #2 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 Event #2 showed a high interest in service to the Eugene Airport, which is within LTD's service boundary. There is an opportunity for LTD to explore service to the airport, which Link Lane services could connect to. However, 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 Event #2 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 (1st 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.

Next Steps

The alternatives presented in this memorandum was reviewed with the Project Management Team (PMT) and Project Advisory Committee (PAC), refined, and further developed in the Draft Transit Development Plan.

APPENDIX A OREGON SECTION
5311 DISTRIBUTION
FY23-25

Table 9. Section 5311 Disbursements for FY23-25

Agency	Admin- istration	Capital – Preventive Maintenance	Capital – Signs and Other Amenities	Capital – Vehicle	Mobility Manage- ment	Operating	Planning	Grand Total
Basin Transit Service Transportation District						\$1,295,982		\$1,295,982
Benton County	\$46,224	\$69,335				\$346,680		\$462,239
Central Oregon Intergovernmental Council	\$419,902					\$1,178,696		\$1,598,598
City of Canby						\$667,729		\$667,729
City of Lebanon	\$35,163					\$200,000		\$235,163
City of Pendleton	\$54,242	\$43,340			\$17,767	\$278,773		\$394,122
City of Sandy	\$401,326					\$546,896		\$948,222
City of Silverton						\$145,264		\$145,264
City of Sweet Home	\$94,124					\$282,372		\$376,496
City of Woodburn	\$134,049					\$201,073		\$335,122
Clackamas County	\$133,081	\$76,270	\$121,136	\$208,433		\$422,802	\$174,974	\$1,136,696
Columbia County	\$392,028					\$588,041		\$980,069
Community Connection of Northeast Oregon, Inc.	\$285,738					\$879,591		\$1,165,329
Confederated Tribes of Grand Ronde Community of Oregon						\$300,000		\$300,000
Confederated Tribes of the Umatilla Indian Reservation	\$275,672	\$44,865				\$435,994		\$756,531
Coos County Area Transportation District	\$283,535			\$226,627				\$510,162
Curry County	\$120,179	\$131,409				\$445,910		\$697,498
Grant County Transportation District	\$179,200	\$65,000				\$485,229		\$729,429
Harney County						\$386,841		\$386,841
Hood River County Transportation District	\$52,185			\$592,218		\$208,742		\$853,145

Agency	Admin- istration	Capital – Preventive Maintenance	Capital – Signs and Other Amenities	Capital – Vehicle	Mobility Manage- ment	Operating	Planning	Grand Total
Josephine County	\$99,458	\$283,251					\$245,000	\$627,709
Lane Transit District						\$268,059		\$268,059
Lane Transit District - South County Service						\$284,240		\$284,240
Lincoln County Transportation Service District	\$1,071,518					\$547,924		\$1,619,442
Linn County	\$163,104					\$380,579		\$543,683
Malheur County	\$133,340					\$461,302		\$594,642
Mid-Columbia Economic Development District	\$71,784	\$26,919				\$498,771		\$597,474
Morrow County	\$395,263		\$15,000		\$10,000			\$420,263
Ride Connection, Inc.	\$41,862					\$432,382		\$474,244
Salem Area Mass Transit District	\$58,000					\$674,671		\$732,671
South Clackamas Transportation District						\$677,630		\$677,630
Sunset Empire Transportation District	\$448,650					\$1,101,395		\$1,550,045
The Klamath Tribes	\$181,277	\$75,244				\$167,050		\$423,571
Tillamook County Transportation District		\$170,487		\$985,538		\$740,705		\$1,896,730
Umpqua Public Transportation District	\$300,000	\$400,000				\$529,156		\$1,229,156
Yamhill County	\$381,352	\$242,271				\$1,186,154		\$1,809,777
Grand Total	\$6,252,256	\$1,628,391	\$136,136	\$2,012,816	\$27,767	\$17,246,633	\$419,974	\$27,723,973