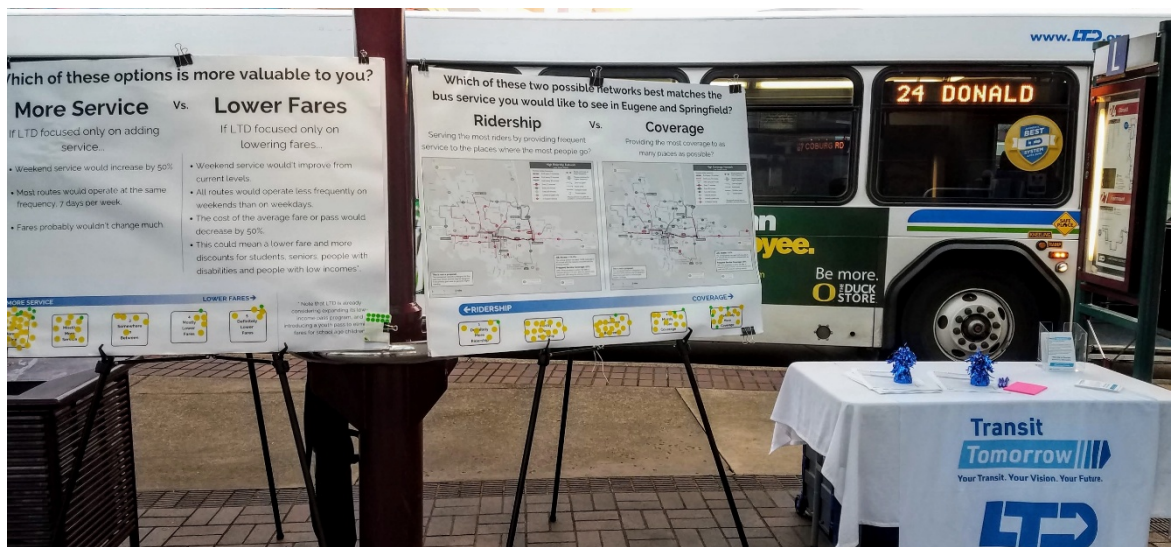


MARCH 18, 2019

Transit Tomorrow

Your Transit. Your Vision. Your Future.



PHASE 2 OUTREACH SUMMARY

Lane Transit District

<u>PHASE 2 OUTREACH SUMMARY LANE TRANSIT DISTRICT</u>	1
<u>INTRODUCTION</u>	4
OVERVIEW	4
PURPOSE OF THE OUTREACH SUMMARY	5
NOTIFICATION AND PROMOTION	5
<u>TRANSIT TOMORROW ENGAGEMENT ACTIVITIES</u>	8
OVERVIEW	8
COMMUNITY ENGAGEMENT ACTIVITIES	8
<u>IN-PERSON OUTREACH</u>	9
OVERVIEW	9
SUMMARY	9
STAKEHOLDER FORUM	10
COMMUNITY OPEN-HOUSE	12
TRANSIT STOP TABLING & RIDER ENGAGEMENT	13
<u>LATINX OUTREACH: CENTRO LATINO AMERICANO</u>	16
<u>ONLINE OPEN HOUSE (INTERACTIVE SURVEY)</u>	17
RIDERSHIP VS COVERAGE	18
ADDED SERVICE VS LOWER FARES	19
ONLINE OPEN HOUSE TRADEOFF COMMENTS	19
<u>ONLINE OPEN HOUSE: CROSSTAB ANALYSIS AND KEY FINDINGS</u>	21
OVERALL FINDINGS	22
RIDERSHIP VS. COVERAGE	22
ADDED SERVICE VS. LOWER FARES	23
FREQUENT RIDERS VS. NON-RIDERS	23
INFREQUENT AND NON-RIDERS:	24
EUGENE VS. SPRINGFIELD RESIDENTS	25

POPULATIONS WITH HIGHER TRANSIT NEEDS	27
<u>ONLINE OPEN HOUSE: OPEN-ENDED COMMENTS</u>	30
GENERAL FEEDBACK	31
<u>ONLINE OPEN HOUSE DEMOGRAPHICS SUMMARY</u>	33
AGE	33
GENDER	33
RACE AND ETHNICITY	34
HOUSEHOLD LANGUAGE	34
HISPANIC OR LATINO DESCENT	34
LTD USAGE, BUSINESS OWNERS, EMPLOYMENT LOCATION	34
ZIP-CODE: LIVE AND WORK	35
HOUSEHOLD INCOME	35
HOUSEHOLD OCCUPANCY	36
PROMOTION	36

Lane Transit District Transit Tomorrow Outreach Summary, Phase Two

Introduction

Overview

Through the Transit Tomorrow project, Lane Transit District (LTD) is evaluating how much public transit service in the Eugene-Springfield area can and should change. Transit Tomorrow looks to build relationships with customers and stakeholders to better understand the goals that should underlie future service changes. This work includes a combination of technical analysis and broad public engagement and has identified key trade-offs and options in LTD's system design.

As part of the study, LTD has conducted two phases of public outreach. During Phase 2, the project team engaged over **60,600 people** through print media and online materials. An additional **1,634 people** engaged directly with the project, through community outreach activities. Together, more than **62,000 people** interacted with the project during Phase 2.

Phase 2, held in January and February of 2019, concentrated on gathering stakeholder and public input on service scenarios that illustrate the consequences of making certain choices.

Specifically:

- **Ridership vs. Coverage:**
 - Should LTD shift toward providing more frequent bus service in areas where the most people are likely to ride, even if some areas may lose service (a High Ridership strategy)?
 - Or should LTD instead prioritize service that reaches as many areas as possible, even if it can't be frequent (a High Coverage strategy)?
- **More Service vs. Lower Fares:**
 - Should LTD spend new resources¹ on increasing service on weekends and evenings?
 - Or should LTD instead focus on lowering fares and/or providing more fare discounts to disadvantaged populations?



The outcomes of Phase 2 public outreach are intended to inform decisions taken in developing a Draft Plan for service changes over the next three years.

¹ In the short term, “new resources” refers specifically to Statewide Transportation Improvement Fund (STIF) formula funds that will become available to LTD starting in mid-2019. A certain amount of these funds will be invested in capital needs and pilot projects. The remainder will be available for service and/or fares.

Purpose of the Outreach Summary

This report summarizes the activities conducted during the second phase of community input and engagement and provides a detailed breakdown of the public feedback received. This report includes summaries for:

- second stakeholder forum
- community open-house
- transit stop tabling
- Latinx outreach
- interactive online survey

The goal of this Summary Report is to: A) Provide a detailed account of what outreach was conducted within the second phase of Transit Tomorrow's Community Engagement efforts, and B) Document crucial input and feedback provided by the public, which will directly inform the changes to the transit network proposed by this study.

Notification and Promotion

The Transit Tomorrow outreach team developed a campaign to publicize and invite residents across LTD's service area to participate in a series of in-person and online engagement activities. In total, this campaign was seen by more than 60,000 people, through the media outlined in the table below.

Type	Reach	Notes
Facebook, video posts 1&2	27,452	5,415 video views
Facebook Event: Community Open-house	3,700	15 RSVPs
LTD Bus Operator Flyer Distribution	-	
Linked-in	1,749	18 clicks
LTD Bus Talk. January and February, 2019	2,000	
LTD E-News. January and February, 2019	1,173	
UO On-campus digital advertisement	3,700	
Community Newsletters	13,239	10 newsletters
Google Advertisements	2,226	total pageviews
Reddit: Eugene/Springfield	~300	83% and 100% upvote rating
YouTube	5,153	22.33% view rate
Total	60,692	

The campaign included the following forms of outreach:

E-news and Social Media:

- Video advertisements posted on Facebook and LinkedIn. Round one promotion was targeted to people who follow the LTD Facebook page and their friends. Round two promotion reached the general public in the Eugene-Springfield community.
- Google advertisements on web-browsers, targeted to residents of Eugene-Springfield.
- Reddit posts, Eugene-Springfield pages.
- Email to University of Oregon (UO) Planning, Policy and Management (PPPM) List-serves.
- Live-Move (UO active transportation club) social media post and email.
- Email to all LTD employees, along with information inserted in Operator's mail boxes.
- Email to all LTD Group Pass Businesses asking them to share with their employees.
- Digital reader-board advertisements in the Erb Memorial Union (EMU) at the University of Oregon, targeting college students.

Paid Print Media:

- Register Guard (34,865 reach)
- Eugene Weekly (36,000 reach)
- The Torch (2,000 reach)

Community Newsletters:

- Santa Clara Community Newsletter
- Active Bethel Citizens
- Amazon Neighbors Social Media
- Churchill Area Neighbors
- Friendly Area Neighbors
- Northeast Neighbors
- River Road Community Organization
- In-Motion
- Downtown Eugene Merchants
- Eugene Chamber
- LTD Bus Talk: January, February
- LTD E-News: January, February

Community Presentations

LTD Staff presented 11 times to approximately 220 people. Staff addressed audiences within LTD (4) and with external stakeholders (7). Of the total, 179 were external stakeholders.

Audience	Date	Approx. #	Presenter(s)
Internal (LTD)			
LTD Labor Management Committee (LMC)	1/17/19	7	Hart Migdal

LTD Service Meeting	1/24/19	10	Hart Migdal
LTD Leadership Council (LC)	2/13/19	20	Tom Schwetz
LTD Ops/Planning Workgroup	2/20/19	6	Hart Migdal
External			
Transportation Planning Committee (TPC)	1/16/19	24	Tom Schwetz
Strategic Planning Committee (SPC)	2/5/19	20	Tom Schwetz
Metropolitan Planning Committee (MPC)	2/7/19	30	Tom Schwetz
Lane Area Commission on Transportation (Lane ACT)	2/13/19	25	Tom Schwetz
Active Transportation Committee (Eugene)	2/14/19	20	Hart Migdal
Springfield City Council (Work Session)	2/19/19	20	Tom Schwetz
LTD Board Work (Work Session)	2/20/19	20	JWA
Eugene Joint Transportation/Land Use Planning Staff Meeting	2/27/19	20	Tom Schwetz
Total presentations = 12		~222	

Transit stop and Postcard Promotion:

LTD staff placed large displays at Eugene Station (inside Customer Service Center) and Springfield Station (on the platform) with promotional cards, encouraging participation in the online survey. These displays were in place for one month (January 28 – February 28).

In addition, project post-cards with online survey links were distributed at the following locations:

- LTD Customer Service
- ShelterCare
- Springfield Library
- Campbell Senior Center

Transit Tomorrow Engagement Activities

Overview

Between January 14 and February 28, 2019, LTD staff and consultant team members directly engaged and received input from approximately **1,634 area residents**.

The table below presents each of the major engagement activities and total number of participants to provide additional context for the levels of engagement established during this outreach phase.

Activity	Engagement
Stakeholder Forum, Phase Two	29 people
Community Open-house	50 people
Centro Latino Americano: Latinx community	40 people
Community Presentations	179 people
Transit Stop Tabling	521 people
Online Open-house/Interactive Survey	815 responses
Total Engagement	1,634

Community Engagement Activities

Stakeholder Forum:

This Stakeholder Forum was the second in a series of two for the Transit Tomorrow project. The Stakeholder Forums were designed by JWA and had JLA assisting with overall meeting-management and facilitation. The stakeholder forum served as an opportunity to engage service providers and agencies that represent the project's stakeholders in a discussion of transit goals and community values. This included a focus on nonprofit service providers (representing Title VI and underrepresented populations), business leaders and merchant groups, community-based organizations, neighborhood groups, bike and pedestrian advocate groups, and civic groups.

Community Open-house:

The goal of the open house was to facilitate a casual interaction with community members, including students and UO staff, to generate more feedback than one might gain from an online survey. Project displays and maps outlined key scenarios and trade-offs, with LTD staff available for comment and questions. A poster activity engaged attendees in a point-in-time survey, recording their trade-off preferences via colored dots. I-pads were also available at the event for participants to complete the online survey.

Non-profit and Community Partnerships:

Spanish-language surveys were distributed to Latinx community members through a partnership with Centro Latino Americano. Additionally, project post cards were distributed to LTD Customer Service, ShelterCare, Springfield Library and Campbell Senior Center.

Community Presentations:

LTD staff provided project specific presentations and updates to key stakeholders, community-based organizations, and partners. Invitations to request these presentations were included in the project fact sheet, and on the project website.

Transit Station Tabling/Rider Engagement:

The purpose of tabling was to continue to build awareness about the project and provide point-in-time feedback opportunities (poster activity) via colored dots and the ability to take the online survey. Asking project trade-off questions to transit riders at peak times provided insight into traditionally underrepresented populations and outlying communities. Staff was also able to share the project purpose and encourage participation with the online interactive survey.

Online Interactive Survey (Online Open-house):

An online open house was held to engage individuals across a broad spectrum of the LTD service area (and to address some of the barriers experienced in attending face-to-face meetings and traditional open houses). The online open house questions mirrored those asked at the stakeholder forum, community open house and tabling events. Materials and narration were included to explain and guide participants through the key technical aspects of the Scenarios Report, provide links to additional materials and to solicit feedback.

In-person Outreach

Stakeholder Forum, Community Open-House, Transit Stop Tabling, Latinx Outreach

Overview

This summary provides a report-back of outreach activities conducted during Transit Tomorrow's second community involvement phase. Community outreach results and analysis are included for the following activities:

- LTD Transit Tomorrow Stakeholder Forum #2
- LTD Transit Tomorrow Community open-house
- Transit stop tabling and transit rider engagement, Eugene and Springfield
- Centro Latino Americano: Latinx outreach

Summary

A total of approximately **640 people were engaged in person through four community outreach methods**: stakeholder forum, community open-house, transit stop tabling and Latinx outreach (in partnership with Centro Latino Americano). Creating multiple levels of in-person engagement opportunities allowed the project team to leverage resources and gain wide representation and feedback from the community.

The stakeholder forum attracted 29 community leaders and the community open-house had 50 attendees. The tabling outreach engaged approximately 521 people, through a point-in-time survey poster (141)

and project postcards (380). Forty people filled out a Spanish-language survey at Centro Latino Americano.

Figure 1: Summary of trade-off results. Community outreach.

	Responses	Definitely Ridership	Mostly Ridership	Somewhere in-between	Mostly Added Coverage	Definitely Added Coverage
Stakeholder Forum	28	6	18	2	0	2
Community Open-House	24	12	5	2	2	3
Transit Stop Tabling	139	32	14	27	15	51
Centro Latino Americano	40	14	2	8	0	16

	Responses	Definitely Additional Service	Mostly Additional Service	Somewhere in-between	Mostly Lower Fares	Definitely Lower Fares
Stakeholder Forum	28	14	9	4	1	0
Community Open-House	23	11	8	2	1	1
Transit Stop Tabling	140	83	12	11	5	29
Centro Latino Americano	40	23	1	3	1	11

Stakeholder Forum

Overview

LTD held the second Transit Tomorrow stakeholder forum on Thursday, January 24th, 2019 from 9-11am at The University of Oregon Ford Alumni Center in Eugene, Oregon. The forum attracted 41 people, including: 29 community stakeholders, 9 LTD representatives, 2 JLA and 1 JWA staff. Upon arriving, attendees were provided with project factsheets, postcards and a personalized nametag. All tables had copies of the LTD Scenarios Report: Introduction and Summary.

Live Polling Activity and Presentation

Jarrett Walker and Associates (JWA) staff presented Transit Tomorrow Phase 2 design scenarios, with explanations of background and technical information. Sixteen questions were taken throughout the presentation, mostly clarifying questions about methods and the ‘ridership’ and ‘coverage’ models.

After the presentation, JWA engaged **28 stakeholders** in a live-polling activity, choosing ‘Ridership vs. Coverage’ and ‘Added Service vs. Lower Fares’.

The majority of people (18) mostly favored a High Ridership model and 6 people definitely favored High Ridership. Two people were somewhere in-between, and 2 people definitely favored a coverage model.

Added service was favored by 23 stakeholders, with 14 in full support of Added Service and 9 mostly supporting Added Service. One person mostly favored Lower Fares and 4 people landed somewhere in-between.

Figure 2. Transit Tomorrow Stakeholder Forum. Ridership vs. Coverage.

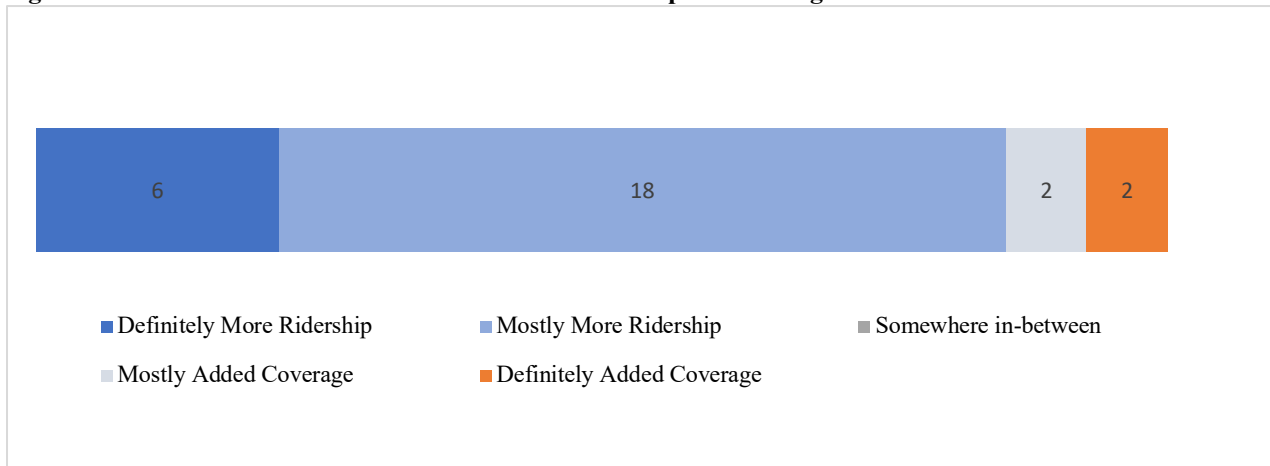
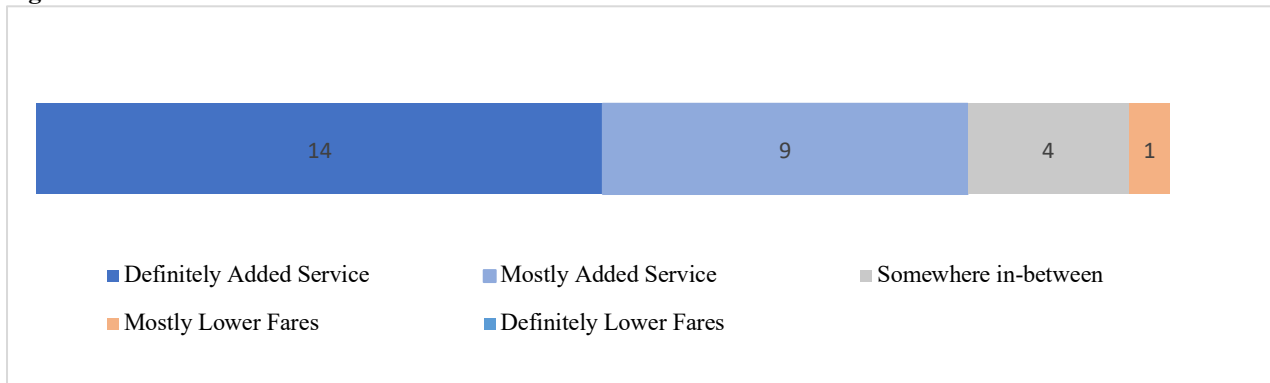


Figure 3. Transit Tomorrow Stakeholder Forum. Added Service vs. Lower Fares.



Stakeholder Comments and Questions:

- One stakeholder asked about costs related to linearity in the models, specifically distances, idle times and signals that might make service more expensive.
- One stakeholder spoke regarding the preferences expressed by disabled community members and the need for accessible sidewalks and shorter walks.
- One stakeholder recalled conversations with Latinx community members, finding they will sacrifice affordability to increase coverage. Additionally, these community members expressed a preference for an expanded coverage model, with higher fares funding frequent service.
- Ensuring reliable connections to Lane Community College (LCC) was a concern for one stakeholder, emphasizing high frequency of transit use for LCC students and neighborhood residents.
- Additionally, questions regarding connections of future EmX expansion, ride hailing services, and mixing ridership and coverage models were addressed by the project team.

Community Open-House

Overview

LTD held the Transit Tomorrow Community open house on Tuesday, February 12th, 2019 from 11am-2pm at The University of Oregon's Erb Memorial Union (EMU), Lease Crutcher Lewis room. The forum attracted 50 people, not including five LTD and two JLA staff. Project graphics and maps outlined key scenarios and trade-offs, with LTD staff available for comment and questions.

Format

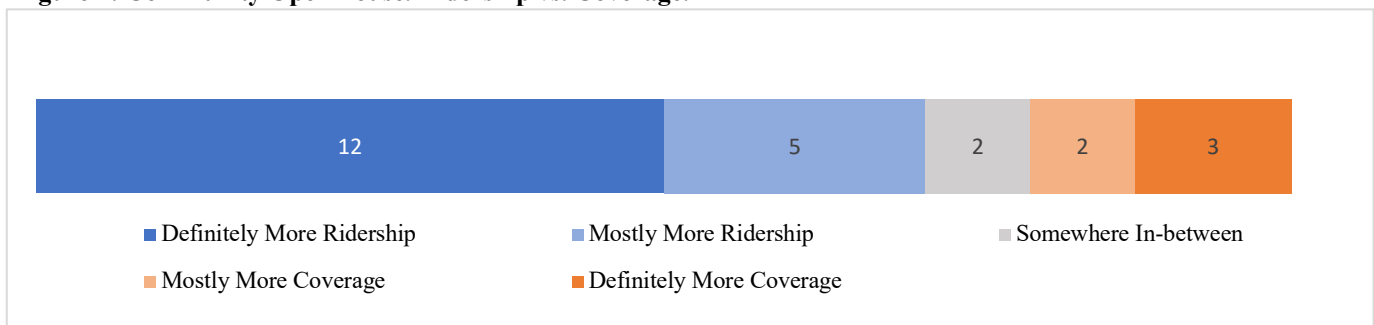
Displays and interactive components were arranged around the room and attendees had the opportunity to visit stations in any order. Project team members staffed stations to share information and answer questions. Participants could submit comments by filling out (or taking) a comment form, talking to staff, completing the online survey, or participating in the sticker exercise. Open house attendees were encouraged to take the online survey via tablets at the project table.

Ridership vs. Coverage

A total of 24 people answered this question.

Twelve people definitely preferred and 5 more mostly preferred the High Ridership model. Three people definitely favored the High Coverage model and 2 mostly preferred High Coverage. Two people were somewhere in-between.

Figure 4: Community Open-house. Ridership vs. Coverage.

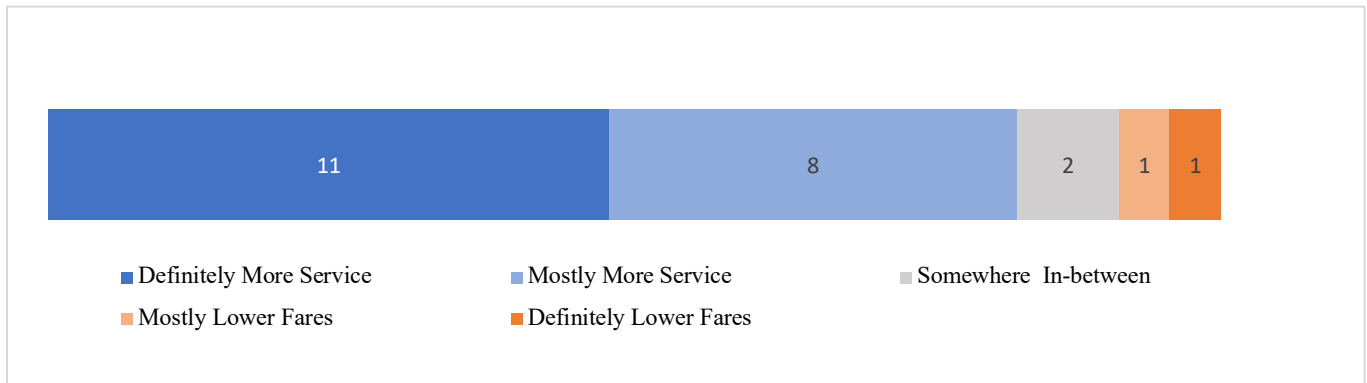


Added Service vs. Lower Fares

A total of 23 people answered this question.

Eleven people definitely preferred Added Service (and no reduction in fares), while 8 mostly agreed with prioritizing Added Service. Two people were in favor of prioritizing Lower Fares rather than adding service; with one definitely, and one mostly, favoring Lower Fares. A single person landed somewhere in-between.

Figure 5: Community Open-house. Added Service vs. Lower Fare.



Transit Stop Tabling & Rider Engagement

Overview

The purpose of tabling was to continue to build awareness about the project and provide point-in-time feedback opportunities (poster activity) via colored dots. Five-hundred twenty people engaged with the project (post cards and activity) during the 8 hours of outreach over 3 days (four 2-hour shifts, AM/PM). The poster activity engaged a total of 142 community members. Sixty-four were from Springfield Transit Center and 78 from Eugene's Downtown Station.

The project team distributed approximately 380 postcards total: 230 in Springfield and 150 in Eugene. Additionally, staff gave away 5 Spanish fact-sheets in Springfield, as an alternative to the postcards. I-Pads were used to encourage riders' online survey input during the Eugene evening outreach.

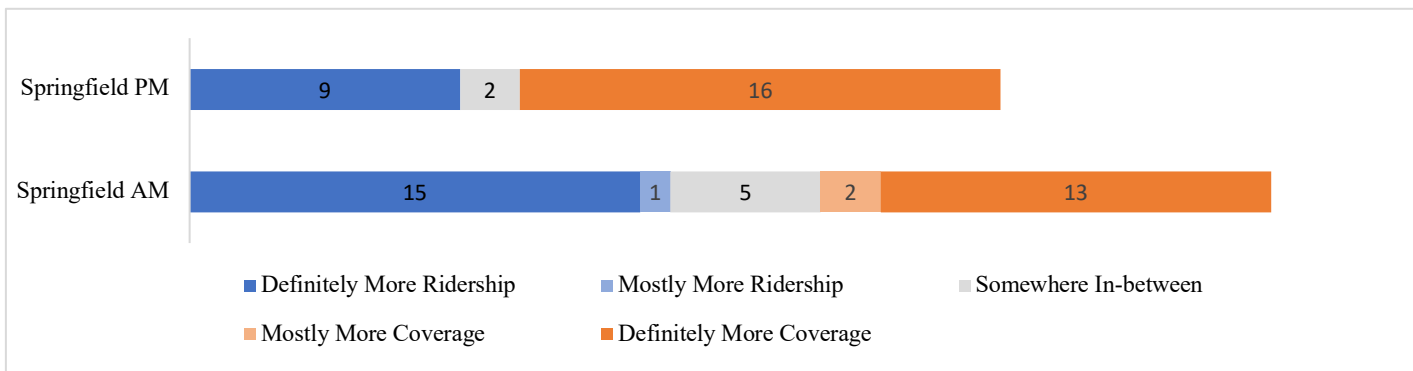
Ridership vs. Coverage

Participants were asked, "Which of these two possible networks best matches the bus service you would like to see in Eugene and Springfield?".

36 morning and 27 evening riders answered this question at Springfield Station.

In total, 24 people were definitely in favor of the High Ridership model, and one person mostly favored High Ridership. Seven people feel somewhere in-between. Two people mostly favored and 29 definitely favored the High Coverage network.

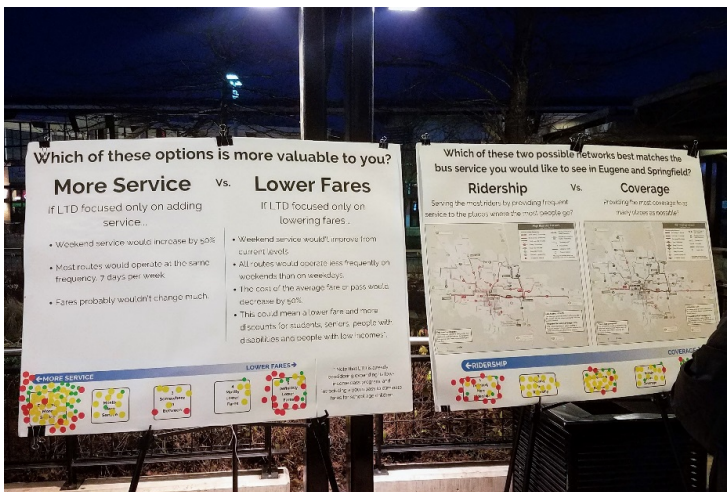
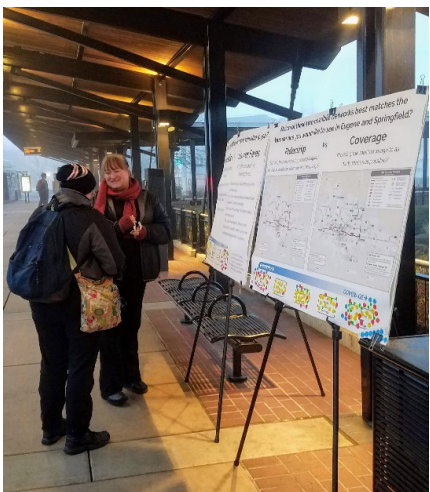
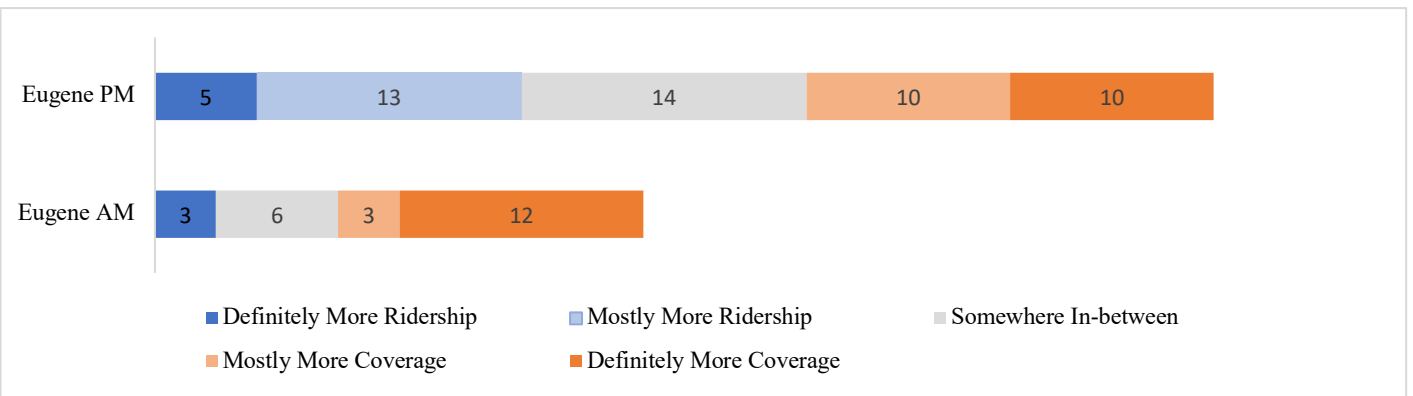
Figure 6: Springfield Poster Activity. Ridership vs. Coverage.



24 morning and 52 evening riders answered this question at Eugene Station.

In total, 8 people were definitely in favor of the High Ridership model, and 13 people mostly favored High Ridership. Twenty people feel somewhere in-between. Thirteen people mostly favored High Coverage and 22 definitely favored the High Coverage model.

Figure 7: Eugene Poster Activity. Ridership vs. Coverage.



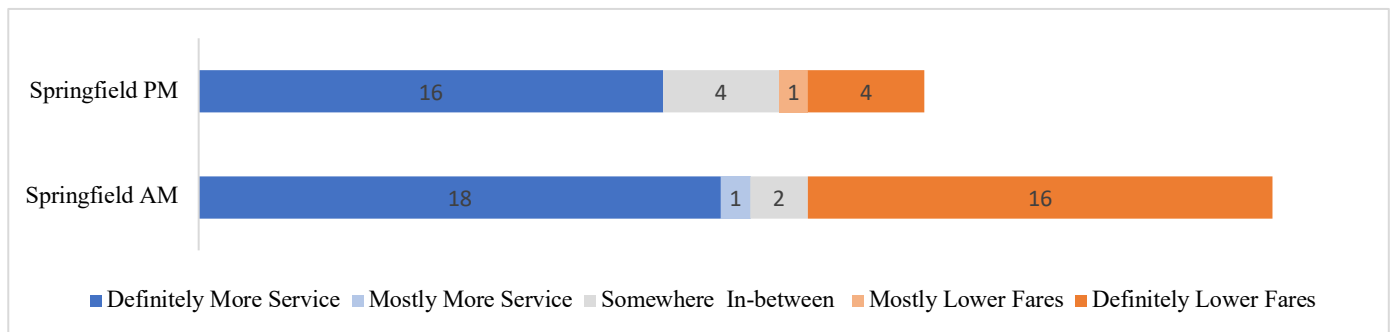
Added Service vs. Lower Fares

Participants were asked, “Which of these two options is more valuable to you?”.

37 morning and 25 evening riders answered this question at Springfield Station.

In total, 34 participants were definitely in favor of Added Service and one person mostly favored Added Service. Six people feel somewhere in-between. One mostly favored and 20 definitely favored Lower Fares.

Figure 8: Springfield Poster Activity. Added Service vs. Lower Fares.



26 morning and 52 evening riders answered this question at Eugene Station.

In total, 49 participants were definitely in favor of Added Service and 11 mostly favored Added Service. Five people feel somewhere in-between. Four mostly favored Lower Fares and 9 definitely favored Lower Fares.

Figure 9: Eugene Poster Activity. Added Service vs. Lower Fares.



Latinx Outreach: Centro Latino Americano

Overview

Targeted outreach to the Latinx community was done in partnership with Centro Latino Americano. 150 Spanish-language print surveys were distributed to Spanish-speaking community members; 40 people provided responses and comments.

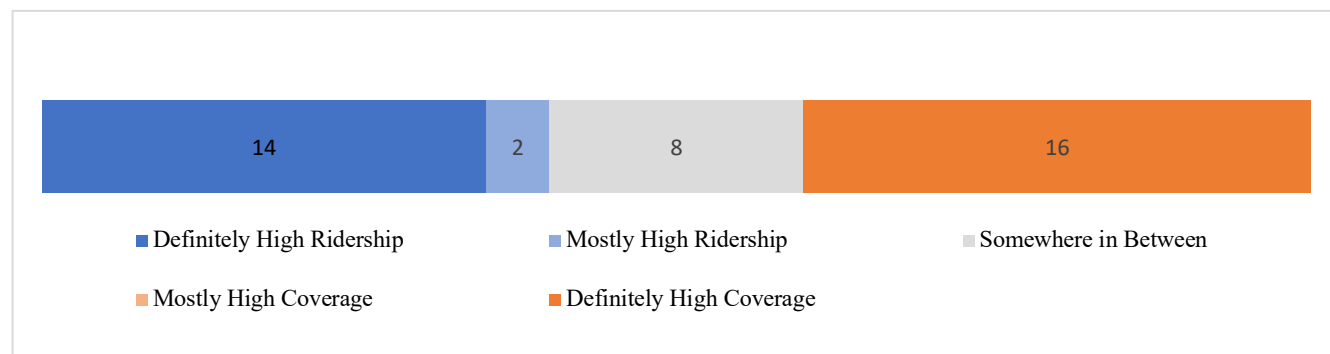
70% of survey respondents are considered low-income (under \$25,000 a year). 70% of households are solely Spanish or Spanish-English speaking. 78% have ridden transit within the last month and 63% ride every-day. Overall, 75% of Centro's Latinx respondents use LTD services. When asked to pick their primary mode of transportation, 67% of Centro's respondents use EmX or bus service.

Ridership vs. Coverage

Participants were asked, "Which of these two possible networks best matches the bus service you would like to see in Eugene and Springfield?"

Forty people answered this question. Among those respondents, 14 people definitely favored High Ridership, while 2 were mostly in favor of High Ridership. Eight respondents fell somewhere in between. Sixteen respondents definitely favored High Coverage.

Figure 10. Latinx Community Outreach via Centro Latino Americano. Ridership vs. Coverage.

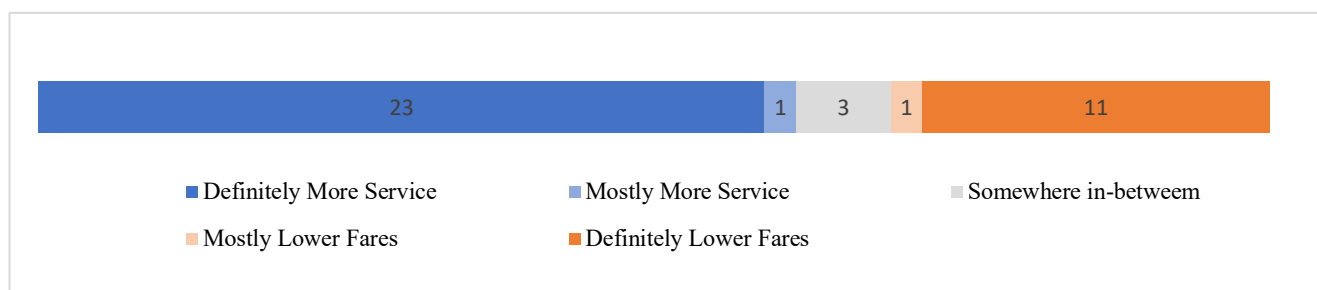


Added Service vs. Lower Fares

Participants were asked, "Which of these two options is more valuable to you?"

Thirty-nine people answered this question. Among those respondents, 23 people definitely favored Added Service, and one person was mostly in favor of Added Service. Three people fell somewhere in between. Eleven people definitely favored (and one person mostly favored) Lower Fares.

Figure 11. Latinx Community Outreach via Centro Latino Americano. Added Service vs. Lower Fares.



Latinx Community Outreach Comments:

Eight community members left additional comments. Two comments were positive regarding current service, showing appreciation and thanks. Five comments were regarding the need for more coverage to Thurston, Salem and River Road. One comment was in favor of expanding EmX service.

Online Open house (Interactive Survey)

Participation

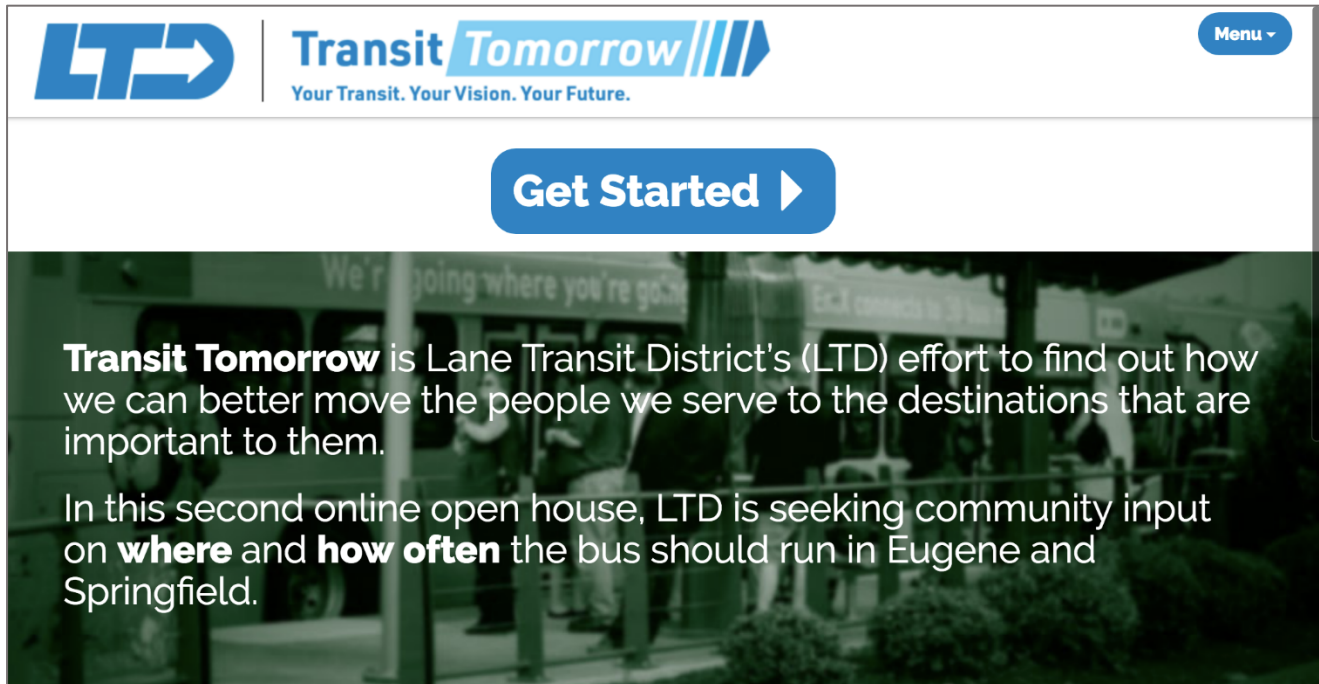
The online open house was available from January 22 to February 28, 2019. A sample of what the open house looked like is below. However, the interactive survey can be viewed in its entirety at: <http://openhouse.jla.us.com/transit-tomorrow-2>. Commenting features are now disabled.

Approximately 1,648 unique visitors attended the online open house and 815 members of the public submitted responses to the online open house questions.

Format

The open house included five “stations” that provided information about the study and invited participants to provide feedback on specific questions:

- 1)Background. *Learn about LTD and Transit Tomorrow.*
- 2)Ridership or Coverage. *In designing bus service, we need to consider two competing priorities: ridership and coverage.*
- 3)More Service or Lower Fares. *The more LTD chooses to reduce fares, the less it can afford to increase service.*
- 4) About You. *Tell us a little about you and how you use transit.*
- 5) Next Steps. *Find out what happens next and how to stay involved.*

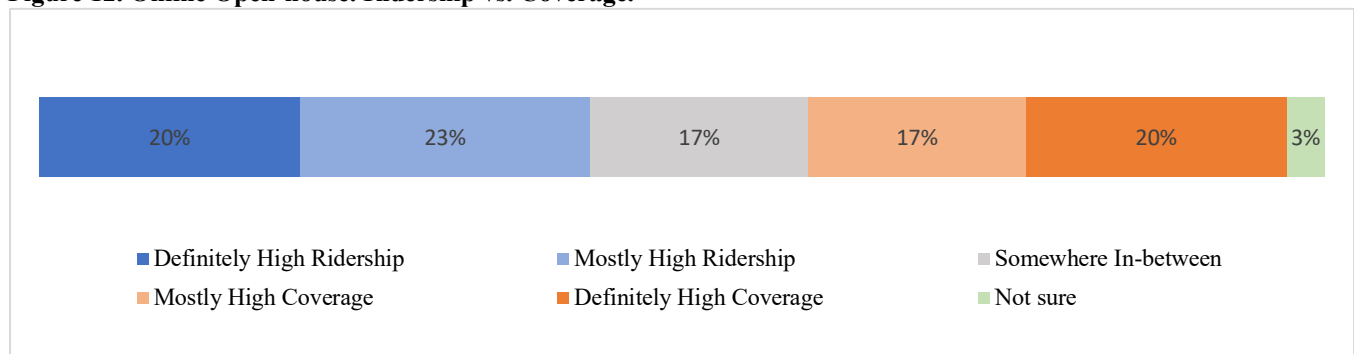


Ridership vs Coverage

Participants were asked, “What is more important? Serving the most riders by providing frequent service to the places where the most people go or providing the most coverage to as many places as possible?”.

A total of 780 participants responded to this question. One-hundred fifty-eight (20%) were definitely in favor of High Ridership, and a further 176 (23%) were mostly in favor of High Ridership. One-hundred thirty-two (17%) fell somewhere in between. One-hundred thirty-two (17%) respondents were mostly in favor of High Coverage, and a further 159 (20%) were definitely in favor of High Coverage. Twenty-three respondents (3%) were not sure.

Figure 12. Online Open-house. Ridership vs. Coverage.

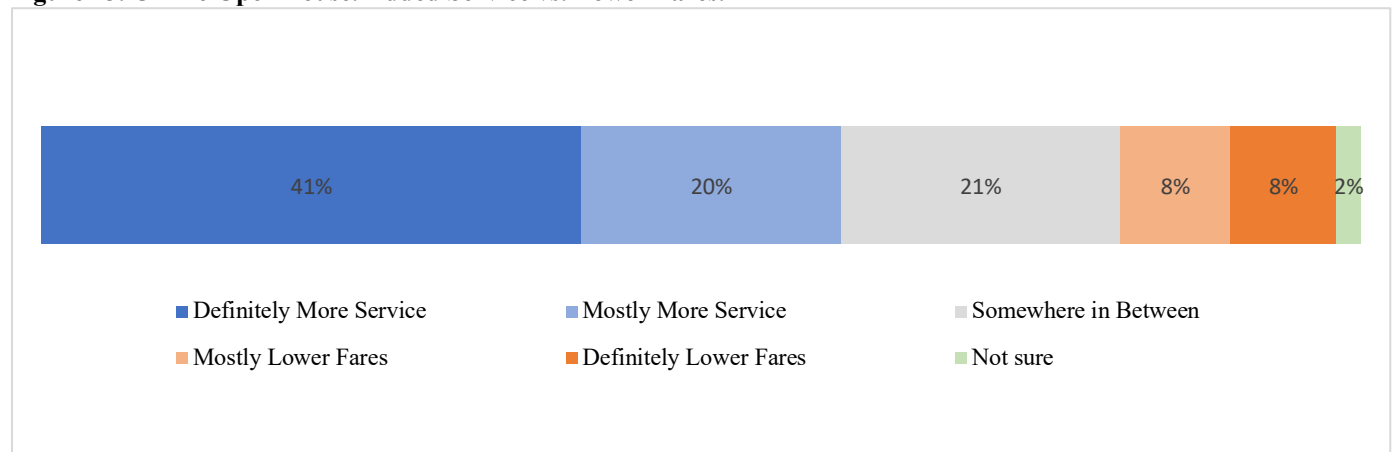


Added Service vs Lower Fares

Participants were asked, “The more LTD chooses to reduce fares, the less it can afford to increase service. Which is more valuable?”.

A total of 769 participants responded to this question. Three-hundred fifteen respondents (41%) were definitely in favor of Added Service, and a further 151 (20%) were mostly in favor of Added Service rather than Lower Fares. One-hundred sixty-three respondents (21%) fell somewhere in between the two. Sixty-four respondents mostly favored Lower Fares, and a further 62 respondents definitely favored Lower Fares rather than Added Service. Fourteen respondents (2%) were not sure.

Figure 13. Online Open-house. Added Service vs. Lower Fares.



Online Open House Tradeoff Comments

Ridership

- Efficiency of buses is important, would like to see a decrease in empty or low-ridership routes.
- Encourage transit-originated development along with high-ridership.
- High ridership is best for climate change and environmental sustainability.
- A compromise of the two, allowing for service to some areas for employment needs.
- More frequency is more attractive to new and current riders.
- Ridership models can address the extended travel times present within the current system.
- A blended approach is needed between the models.

Coverage

- More weekend and evening service.
- More coverage is needed in outlying areas for employment, schools and services.
- Need to continue and expand coverage in Springfield.

Lower-fares

- Lower fares will encourage more people to ride the bus.
- Lower fares are needed for low-income community members to access services and employment without using a car.

Added Service

- Service to the airport is important.
- Optimize the routes for demand, then add coverage.
- Service on holidays is needed for those who work and/or travel to see family.

Modes of Travel

Participants were asked how often they use transit and their primary way to travel in the region. A total of 788 people responded to the questions.

Figure 14. Online Open-house. How often respondents use transit.

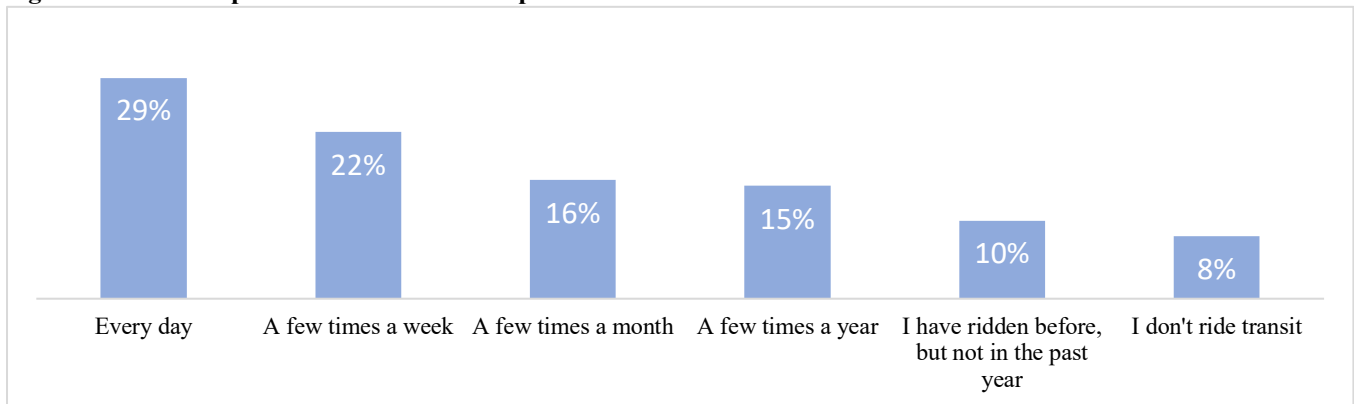
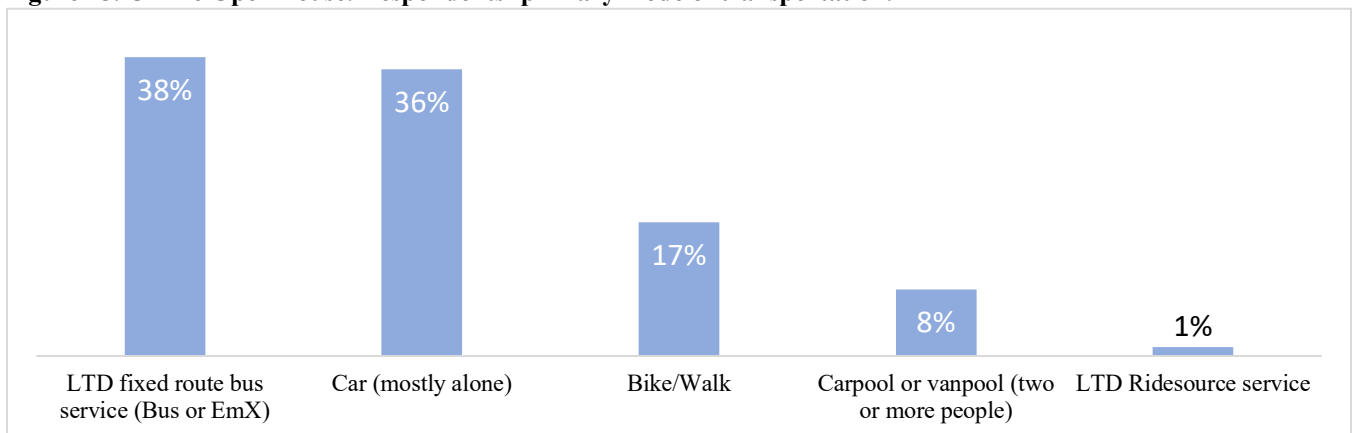


Figure 15. Online Open-house. Respondents' primary mode of transportation.



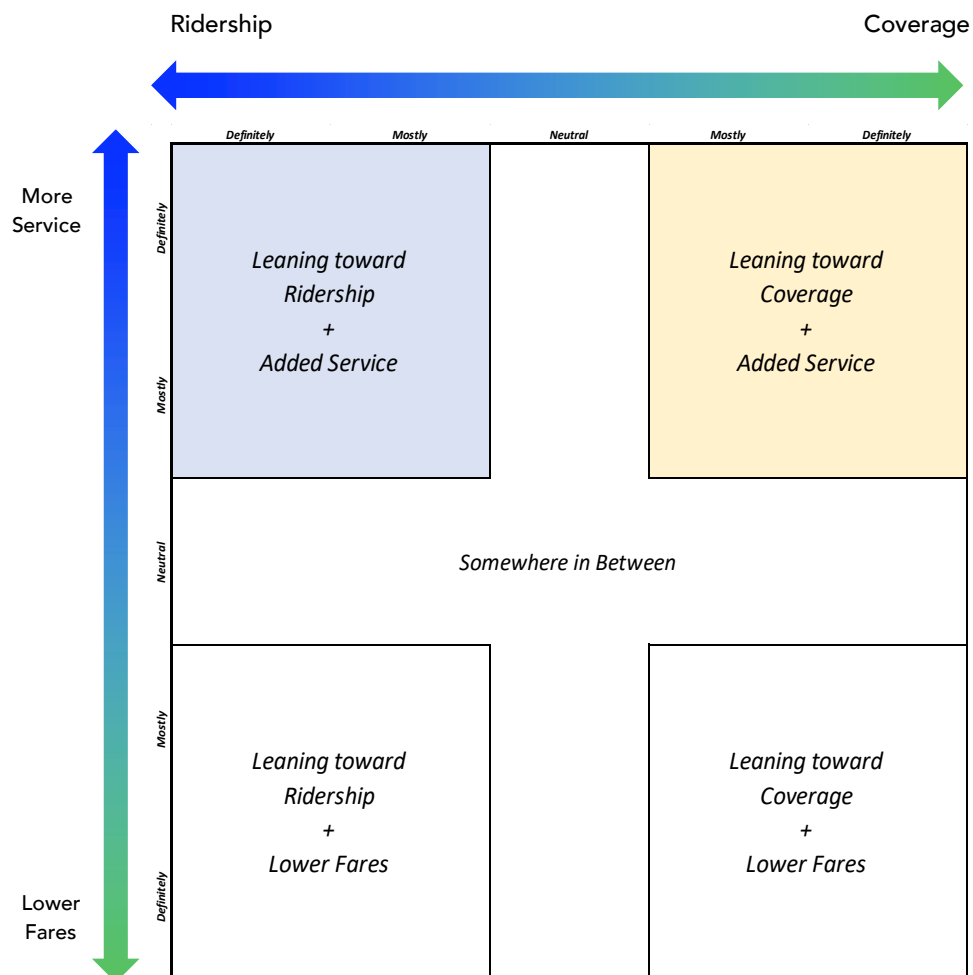
Online Open House: Crosstab Analysis and Key Findings

An Online Open House is a self-selected survey and results taken in aggregate can reflect more about the type of people who chose to respond than about public opinion in the Eugene-Springfield metro area. For this reason, it is useful to break out responses by demographic groups. This allows us to see how different types of people may have different priorities, and to confirm whether the general pattern of responses holds true when applied to more individual circumstances.

In this analysis, we first broke down responses according to the following characteristics:

- Whether people ride transit frequently: Frequent Transit Rider vs. Infrequent and Non-Riders
- Where people live: Eugene vs. Springfield
- Whether people belong to groups with higher needs: Low-Income, Seniors (60+) and Disabled

In all cases, we have mapped the results of the Online Open House according to the two trade-offs, in a diagram formatted as follows:



Overall Findings

The overall response plot is as follows. This shows the 725 responses (out of 815²) that covered both trade-offs:

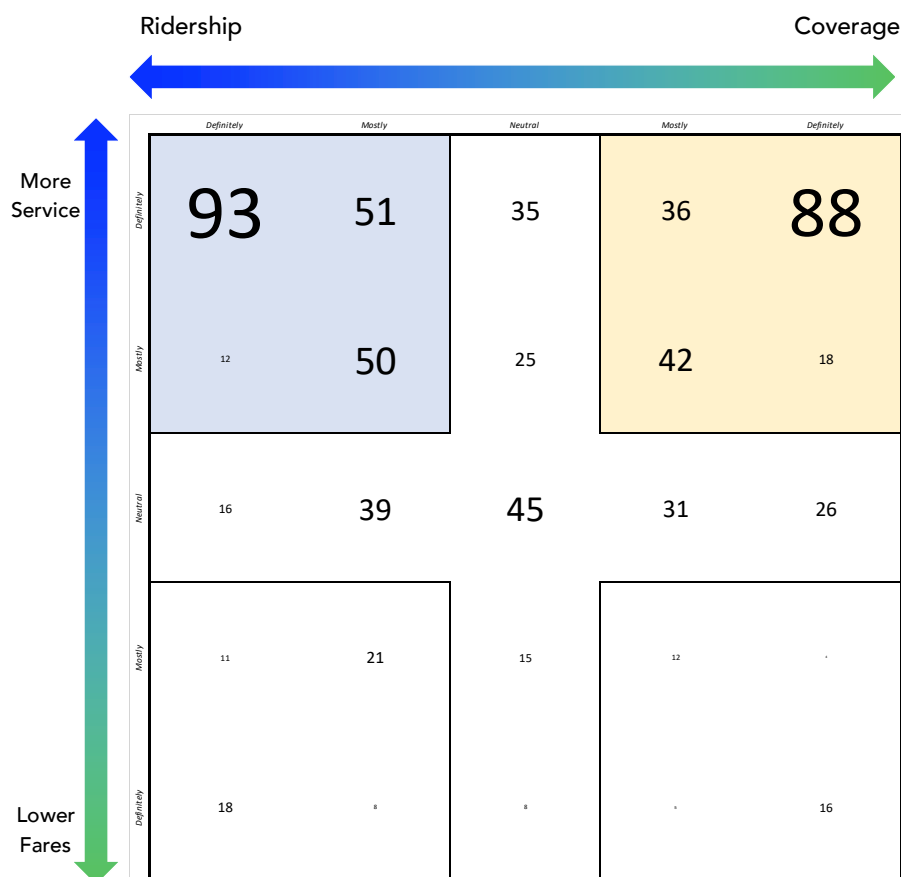


Figure A. Online Open House responses. Individual responses shown on both the Ridership vs. Coverage and Added Service vs. Lower Fares trade-offs.

Ridership vs. Coverage

A statistically significant plurality of respondents prefer the High Ridership network (41%)³ over the High Coverage network (36%). This is reflected in most sub-groups of respondents. However, respondents in situations of disadvantage are more likely to favor Coverage. A plurality of low-income respondents and a majority of disabled residents preferred the High Coverage network.

² Responses not shown on this plot include people who answered on only one trade-off, and people who responded to neither trade-off but provided other information.

³ Generally speaking, the percentages shown in this section are based off of the total number of responses, which includes responses that did not cover both trade-offs and thus are not shown in the plots. As to statistical significance, the exact margin is 40.9% Ridership, 35.7% Coverage, or a 5.2% difference. The 95% statistical margin of error on a sample of 815 out of a population of 240,000 is 3.4%.

Added Service vs. Lower Fares

A clear majority of respondents were more interested in Added Service (57%) rather than Lower Fares (15%), regardless of responses on Ridership vs. Coverage. This preference is felt most strongly among frequent transit riders.

Respondents generally understood the question being asked and the value in each trade-off. This is evidenced by the answers to what motivated respondents' choices:

- 85% of respondents favoring High Ridership were motivated by service frequency, and 86% of residents favoring High Coverage were motivated by service to more places.
- 79% of respondents favoring Added Service were motivated by increasing weekend service, and 91% of respondents favoring Lower Fares were motivated by seeking lower fares, either for the general population (54%) or for selected groups of people (56%).

Frequent Riders vs. Non-Riders

People who use the existing transit system often have priorities that differ significantly from the priorities of people who use the system less, or don't use it at all.

The following is the response plot for respondents who reported riding the bus "every day" or "a few times a week". This plot shows the 364 responses (of 402) that covered both trade-offs.

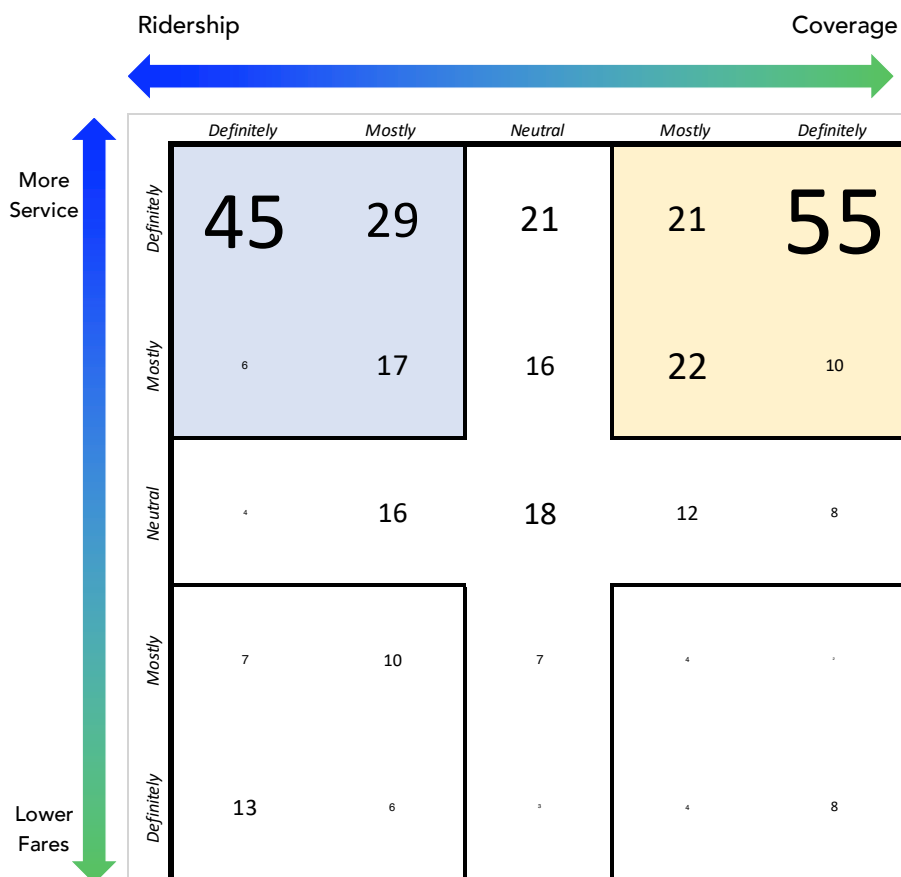


Figure B. Online Open House responses. Frequent Transit Riders Only. Individual responses plotted against both the Ridership vs. Coverage and Added Service vs. Lower Fares trade-offs.

There is a statistically stronger preference for Added Service (63%) among frequent riders than among the average respondent (57%). Among frequent riders, slightly more leaned toward “Coverage + Added Service” than “Ridership + Added Service”. However, the overall percentage of frequent riders in favor of Ridership (40%) is slightly higher than the percentage in favor of Coverage (36%), which is similar to the average response pattern.

The survey sample is biased toward frequent transit riders. LTD averages 30,000 daily boardings in a metro area with a population of 240,000, so it is unlikely that there are more frequent riders than non-riders in the general population. However, because the Ridership vs. Coverage response pattern for frequent riders is similar to the average, and the preference for Added Service (vs. Lower Fares) is strong in all groups, it is unlikely that this impacts the overall result.

Infrequent and Non-Riders:

The following is the response plot for infrequent and non-riders, i.e. respondents who said they ride the bus “a few times a year”, respondents who “don’t use transit”, and respondents who “have ridden before, but not in the past year”. This plot shows the 233 respondents (out of 263) who responded on both trade-offs.

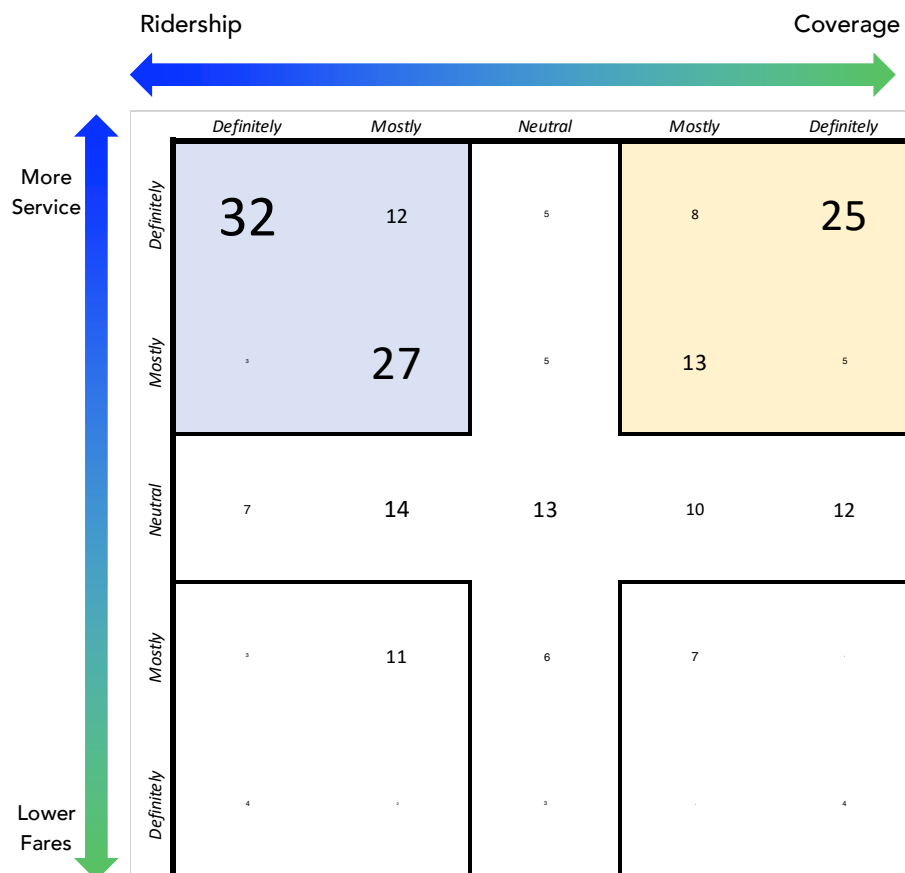


Figure C. Online Open House responses. Infrequent Riders and Non-Riders. Individual responses plotted against both the Ridership vs. Coverage and Added Service vs. Lower Fares trade-offs.

There is a statistically stronger preference for Ridership (46%) over Coverage (35%) among infrequent and non-riders, compared to the average response pattern (41% vs. 36%).

Eugene vs. Springfield Residents

People’s priorities for transit are impacted by where they live, and what that means about their access to service⁴. And the scenarios presented had different effects in Eugene and Springfield. For example, for most of Eugene, the Ridership scenarios had a positive impact on weekday job access, but the Coverage scenarios had a negative impact. In contrast, all scenarios were favorable to Springfield in job access terms, and the Coverage scenario provided better access to and from the Gateway area.

Eugene

The following is the response plot for respondents who reported they live in ZIP codes 97401, 97402, 97403, 97404 and 97405. This plot shows the 516 responses (out of 567) that covered both trade-offs.

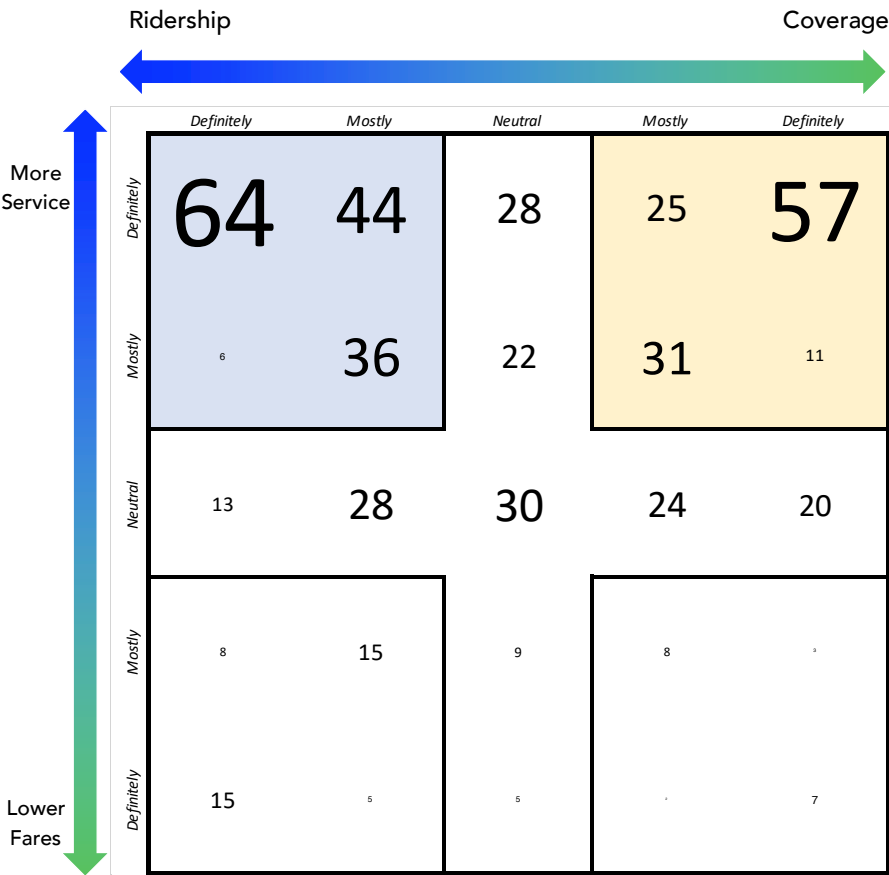


Figure D. Online Open House responses. Eugene Residents Only. Individual responses plotted against both the Ridership vs. Coverage and Added Service vs. Lower Fares trade-offs.

⁴ People’s priorities are also impacted by where they work. However, we found no significant difference in responses between people living vs. working in Eugene, or between people living vs. working in Springfield.

The most favored scenario among Eugene residents was “Ridership + Added Service”, and Eugene residents may be slightly more favorable to Ridership (43%) than the average respondent (41%). However, that difference is not sufficient to be statistically significant.

The survey sample may be biased toward people living in Eugene. 82% of respondents with a metro-area ZIP code lived in Eugene, but only 75% of metro area residents live in Eugene. However, 5% of respondents provided no ZIP code, so the real margin may be narrower.

Springfield

The following is the response plot for respondents who reported living in Springfield ZIP codes 97477 and 97478. This plot shows the 112 responses (out of 122) that covered both trade-offs.

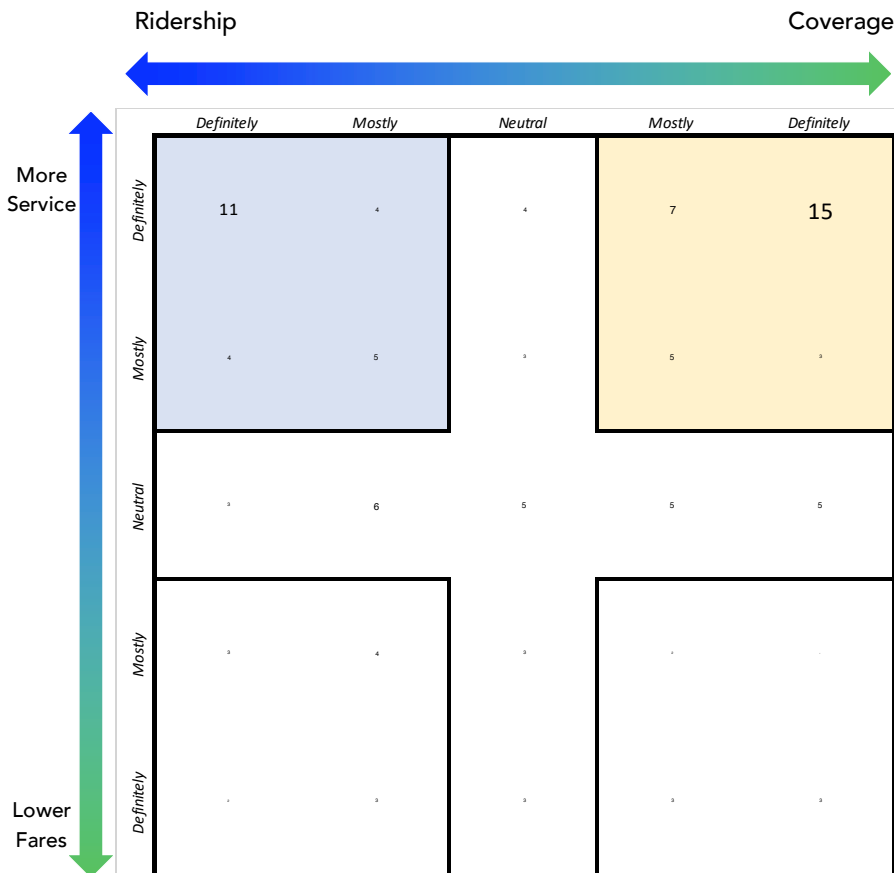


Figure E. Online Open House responses. Springfield Residents Only. Individual responses plotted against both the Ridership vs. Coverage and Added Service vs. Lower Fares trade-offs.

A plurality of Springfield respondents favored Coverage (41%) over Ridership (39%), and the most favored scenario among Springfield respondents was “Coverage + Added Service”. This is different from the average response pattern, but not enough to be statistically significant⁵.

⁵ 41.0% of Springfield responses preferred Coverage, compared to 35.7% of the overall responses, for a difference of 5.3%. The 95% statistical margin of error on a sample of 122 for a population of 240,000 is 8.9%.

Populations with Higher Transit Needs

Low-income

Low-income populations on average have a higher need for transit service than others. Senior and disabled populations sometimes have a higher need for transit service, but also typically have specialized needs that may be more complex to meet with fixed-route service. As a result, these groups may have significantly different transit priorities than the general population.

The following is the response plot for respondents who reported household incomes below \$35,000 per year. This plot shows the 261 responses (out of 293) that covered both trade-offs.

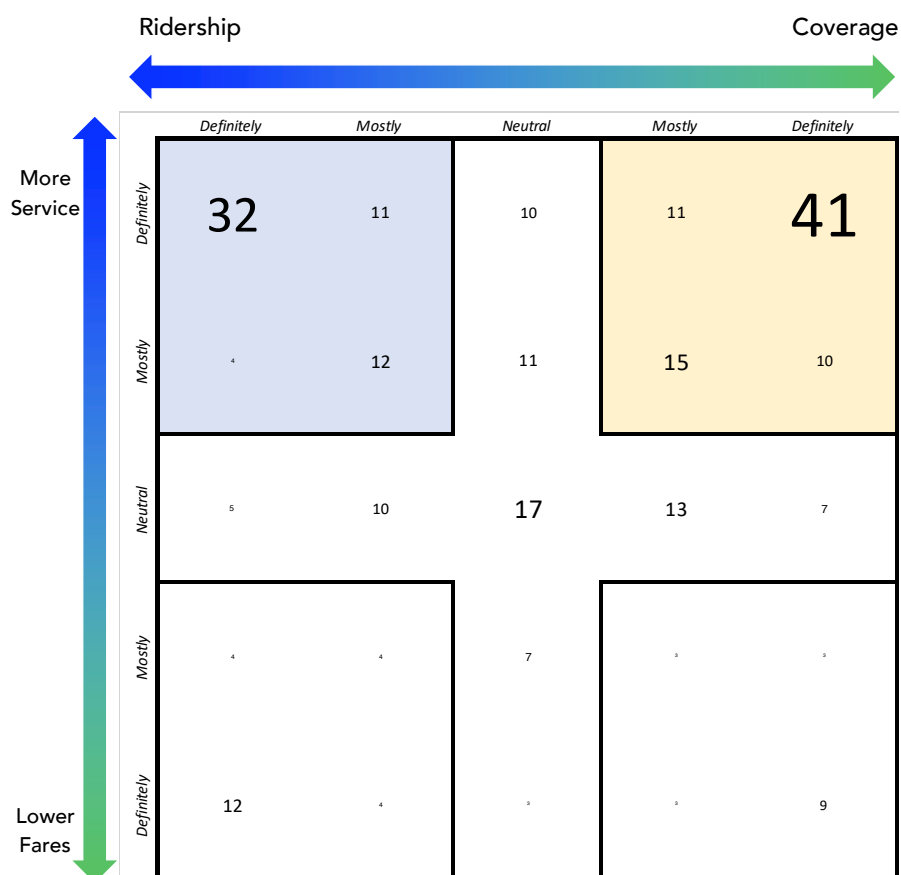


Figure F. Online Open House responses. Low-Income Responses Only (<\$35,000 annual household income). Individual responses plotted against both the Ridership vs. Coverage and Added Service vs. Lower Fares trade-offs.

Among low-income respondents, there is a statistically significant preference for the High Coverage network (41%) over the High Ridership network (34%). This is essentially the inverse of the average response pattern. Low-income responses may be more interested in Lower Fares than the average, but it is not clear that this result is statistically significant (20% vs 15%)⁶.

⁶ Exact figures are 19.5% vs. 15.4%, i.e. a 4.1% difference. The 95% statistical margin of error for a sample of 293 out of a population of 240,000 is 5.7%.

Seniors

The following is the response plot for respondents who reported being aged 60 and over. This plot shows the 157 responses (out of 177) that covered both trade-offs.

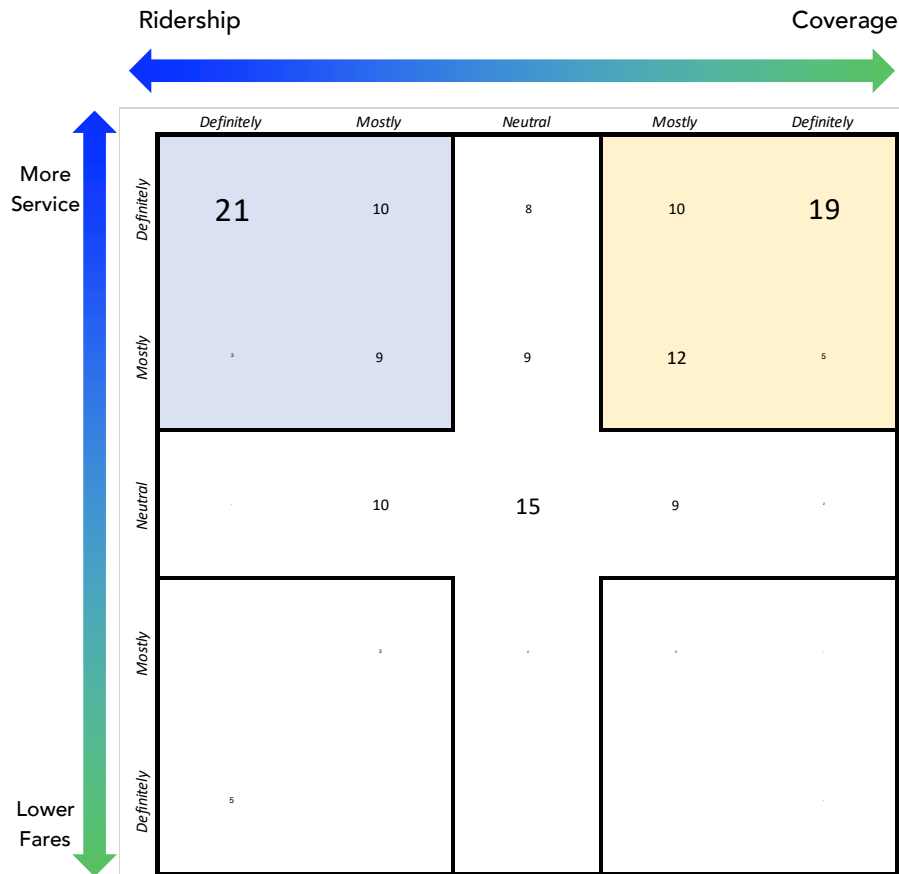


Figure G. Online Open House responses. Senior Responses Only (age 60 and above). Individual responses plotted against both the Ridership vs. Coverage and Added Service vs. Lower Fares trade-offs.

There is no special pattern in senior responses to the Ridership vs. Coverage trade-off, compared to the average response pattern. Seniors may be slightly less interested in Lower Fares than the average, but it is not clear that this result is statistically significant (10% vs 15%)⁷.

⁷ Exact figures are 9.6% vs. 15.4%, i.e. a 5.8% difference. However, the 95% statistical margin of error for a sample of 293 out of a population of 240,000 is 7.4%.

Disabled

The following is the response plot for respondents who reported being disabled. This plot shows the 54 responses (out of 60) that covered both trade-offs.

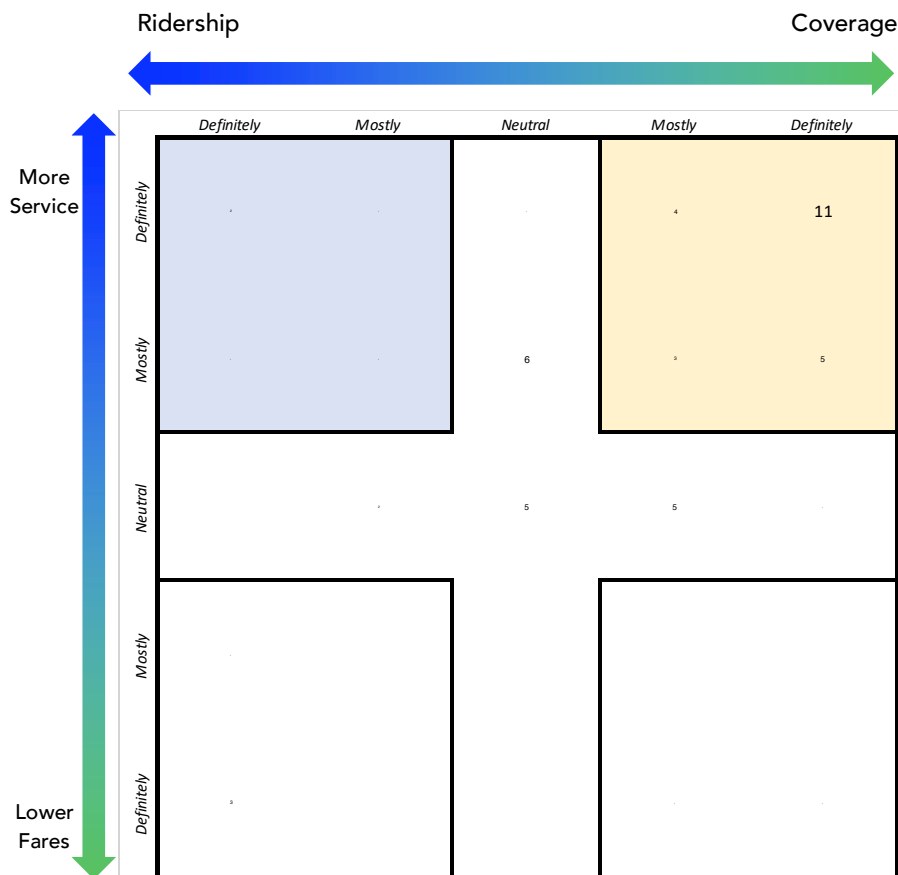


Figure H. Online Open House responses. Disabled Responses Only. Individual responses plotted against both the Ridership vs. Coverage and Added Service vs. Lower Fares trade-offs.

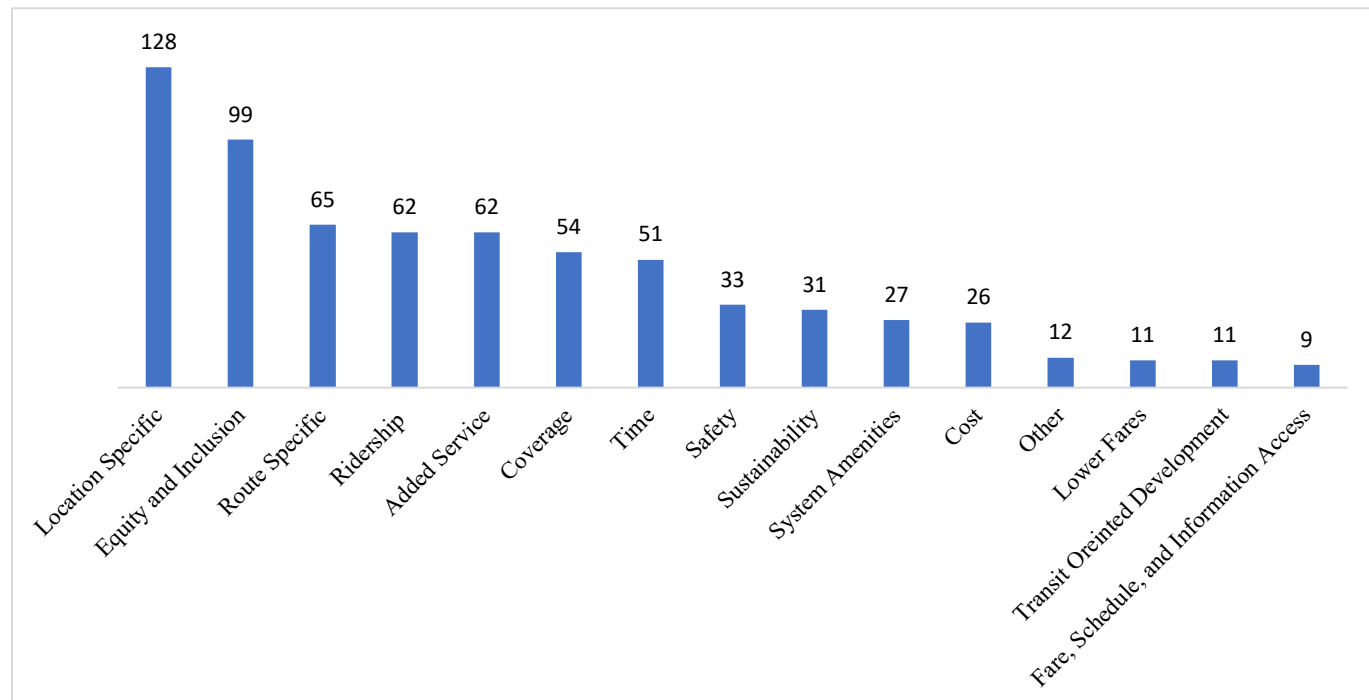
Disabled respondents showed a strong preference for Coverage (52%) over Ridership (22%). The difference is very marked compared to the average respondent (36% Coverage, 41% Ridership), and so strong that it is statistically significant despite the very small sample size.

Online Open House: Open-Ended Comments

Online open house participants were given the option to provide any additional feedback they may have regarding LTD and transit in general in Lane County. A total of 423 people provided comments.

Project staff reviewed responses to the open-ended comment section of the online open house to identify key themes. Fifteen key themes were developed and mentions of each theme were sorted, most to least common, as seen below:

Figure 16. Online Open-house open-ended comments. Key theme mentions.



Four-hundred twenty-three responses contained 681 mentions of key themes. Most open-ended responses contained more than one theme; those were included in multiple categories. Below is a summary of common themes that arose from the open-ended portion of the online open house.

General Feedback

Location Based Responses

- A large amount of people would like a stop on Greenhill Rd, near the Greenhill Humane Society, serving their 45 employees and 300+ volunteers. The organization is consolidating all services to this location, increasing the need for transit access.
- Another large group of respondents advocated for a transit stop near the relief nursery at 850 S 42nd St (near Jasper and Main St.) in Springfield. This nursery serves low-income families, with some having to walk at least one mile for a bus connection. Commenters find this burdensome for families and women with small children, especially during weather events and the early morning/evening hours.

- Responses were made in favor of EmX expansion and increased connectivity to River Road and Coburg Road.
- Airport service was a common response, emphasizing the need for increased connectivity. Reduced cost of travel is important for those who use the privately-owned airport shuttle for frequent trips.
- Some commenters want expanded service to Florence and the coast.
- Connections (and service) to Thurston is important, especially for those using transit to access employment.
- The Ferry Street bridge area can be congested and have crowded commuter rides.

Equity and Inclusion

- Commenters want to make sure that access for the disabled and elderly community is addressed within the service models.
- Access to safe and reliable transit for women with young children was a priority within many responses.
- Access to safe and reliable transit for middle and high school ages is important. Especially for young women travelling in the evening and early morning.
- Some commenters see a ridership model as being more equitable, as it serves more people.
- Accessibility during rain and weather events is a concern. This includes a lack of covered stops and low efficiency in transfers.
- Some respondents want to see increased access and capacity for disabled riders and wheelchairs on transit.
- Equitable access for low-income riders on the outer edges of the city is a concern for some respondents.
- Operator training was suggested, to include issues of: safety, stress management, accessibility and conflict resolution.
- Commenters would like models that prioritize low-income riders and expanded coverage into low-income neighborhoods.
- Expanded weekend, morning and evening service can address employment equity issues.
- A high number of commenters are in support of a free youth/child pass for school age children.

Route Specific

- Opposed to changes in routes: #33 and #12.
- Congestion and overcrowding on routes: #41 and #36.
- Reevaluated connections and transfers for routes: #40, #95, #67, #66, #78, #27 and Springfield-Eugene EmX.
- Expanded service (weekend, evenings) for routes: #51, #36, #78 and #96.
- Support for expanding EmX service, in general.

Time and System Functionality

- Many stated that delays and changes of arrival and departure times are a cause of frustration and less ridership.
- Missed or poorly timed connections are an issue for many riders.
- Increased accuracy for the timing of EmX transfers, particularly between Springfield and Eugene stations.

- Many respondents demonstrated how much quicker it was to use cars, biking or walking to arrive at their destinations.
- A need for faster service to reach jobs on-time with additional commuter service on weekends and in the evening.

Safety

- Some riders commented that routes are too crowded, adversely impacting seniors, youth and disabled riders.
- Many riders commented on the lack of cleanliness of the EmX buses, with perception of dirty seats and common areas as being unsafe or intimidating.
- A large amount of comments addressing the safety of women and children riding during evening and early morning hours, particularly walking long distances and waiting at uncovered transit stops.
- Some comments mentioned feeling unsafe on transit, with riders drinking alcohol or using controlled substances.
- Respondents were concerned about safety at the downtown Eugene Station.
- Increased safety and wellness training for LTD staff, particularly operators.
- Riders were concerned about safety on the EmX and transit stations, particularly for unaccompanied young adults and children.
- Comments were made about coordinating safe pedestrian, car and bus access around transit stops.

Sustainability & Transit Oriented Development

- Many were in favor of transit and a reduction in single-occupancy vehicles.
- Some were in favor of electric buses, reducing dependence on fossil-fuels and promoting energy efficiency.
- Many responses specifically addressed reducing carbon emissions and spoke to issues of climate change.
- Many responses want transit to integrate bikes, rideshare and other alternative transportation modes.
- Many would like future and current transit planning to coordinate with local and regional growth patterns.

Cost & Lower Fares

- One commenter would like to see businesses that support LTD and transit recognized for contributing additional resources.
- One commenter would like to see lower taxes and less transit investment.
- Some are opposed to the cost of running empty buses.
- One commenter sees transit investment as a way to offset the regional high cost of living.
- Many would like to see the cost reduced for low-income riders.
- Some would like the cost to stay the same, with increased digital payment options.

Fare, Schedule and Information Access

- A need for live-time arrival improvements online and at the stops.
- Accurate time-tables for transfers and route-planning could alleviate route confusion and missed connections.
- Improvements are needed to the LTD website and the ‘find-a-ride’ function.

General Feedback

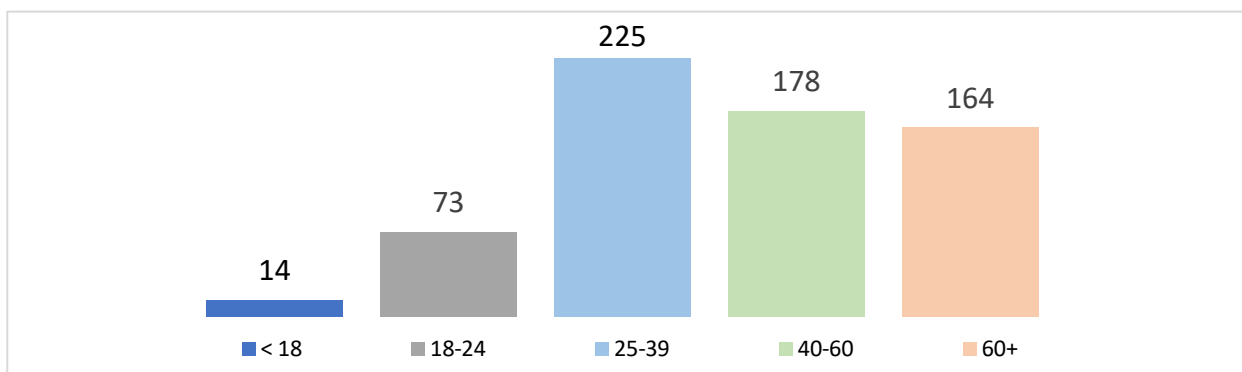
- Must be competitive with Transportation Network Companies.
- Recognizing the complexity of the issue and appreciating the process.

Online Open House Demographics Summary

Age

A total of 654 people responded to this question.

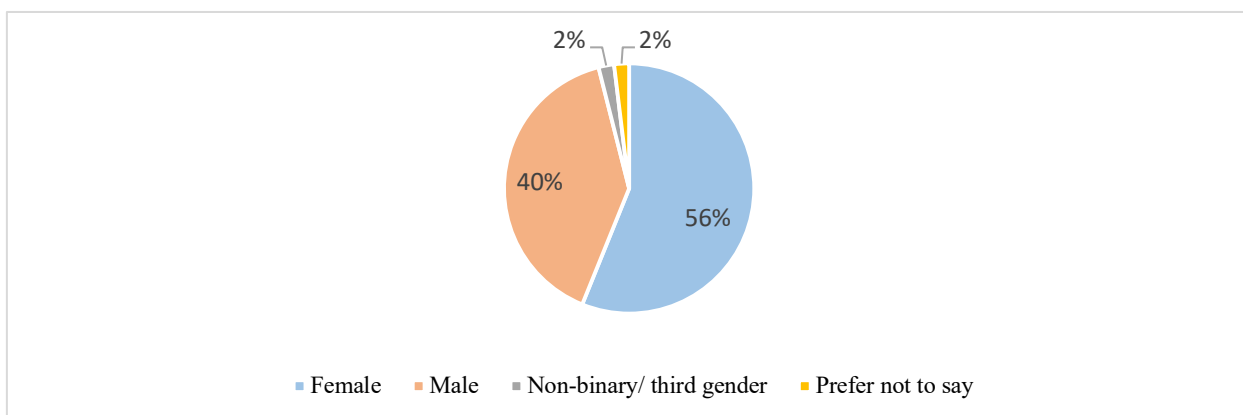
Figure 17. Online Open-house. Participant age distribution.



Gender

A total of 677 people responded to this question.

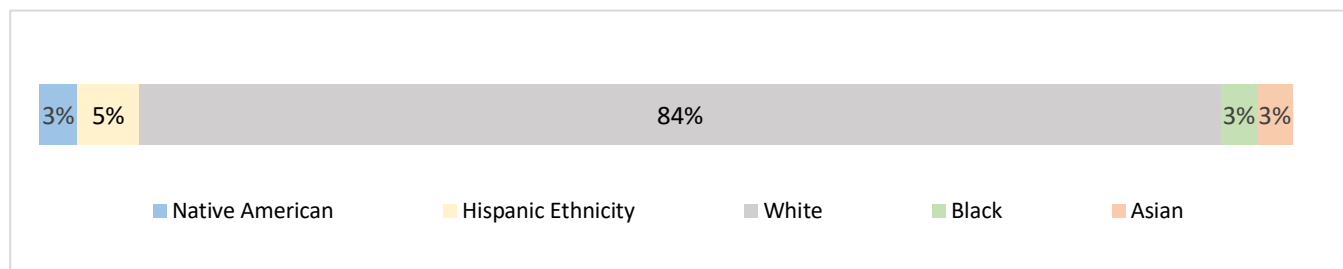
Figure 18. Online Open-house. Participant gender distribution.



Race and ethnicity

Participants could check all that applied.

Figure 19. Online Open-house. Race and ethnicity.



Other races (2%) represented were: Arabic, Hawaiian and Samoan, Middle-eastern, Slavic and Russian.

Household Language

The majority of respondents (665) indicated that they speak English at home, 9 indicated that they speak Spanish, and 4 speak a different language -Vietnamese (2), Russian and French.

Hispanic or Latino Descent

Participants were asked if they were of Hispanic or Latino descent. The majority of respondents (607) indicated that they are not of Hispanic or Latino descent, with 50 indicating that they are.

LTD Usage, Business Owners, Employment Location

Participants were asked to indicate which of the following statements apply to them:

- I use LTD services
- I am an owner/manager of a local business (public, private or nonprofit)
- I am employed in Lane County

75% of respondents indicated that they use LTD services. Seventy-six people (9%) indicated that they are the owner or manager of a local business, and 399 (49%) indicated that they are employed within Lane County.

Figure 20. Online Open-house. Employment location.

Employed: Outside of home	441	Home-maker	13
Employed: In-home	45	Unemployed	27
University of Oregon student	50	Other: Student	9
Lane Community College	36	Retired	125
Middle or high school student	14	Disabled	60

Zip-code: Live and work

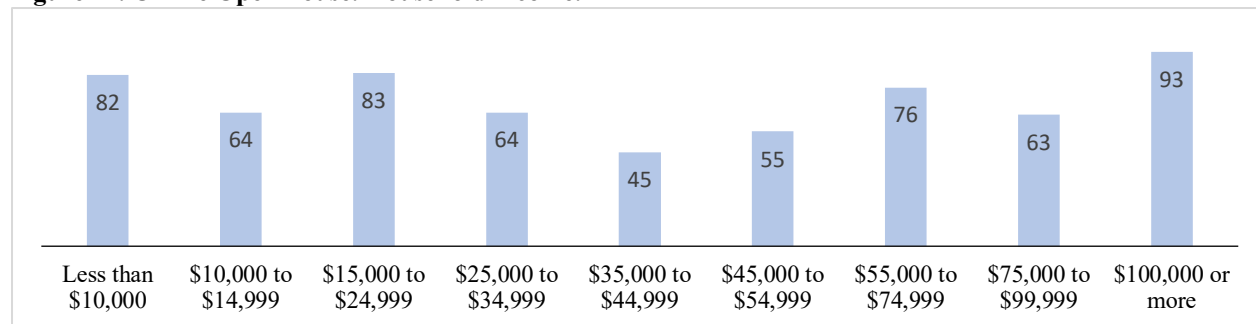
Of the 815 people surveyed, 771 provided their zip-code for their residence and 620 provided a zip-code for their work. The highest number of responses came from Eugene, with 569 respondents (74%) reporting living in ZIP codes: 97401, 97402, 97403, 97404 and 97405. A further 122 respondents (16%) reported living in ZIP codes: 97477 and 97478, located in Springfield.

Live		Work		Live		Work	
97405	193	97401	196	97431	2	87401	1
97402	135	97402	107	97419	1	94777	1
97401	134	97403	101	97426	1	97223	1
97477	86	97477	74	97437	1	97301	1
97404	74	97405	61	97438	1	97304	1
97408	38	97404	25	97452	1	97426	1
97478	36	97478	19	97461	1	97452	1
97403	33	97408	15	97223	1	97455	1
97424	14	97424	4			97475	1
97448	9	97448	3				
97487	5	97487	2				
97455	3	97491	2				
97407	2	97501	2				

Household Income

A total of 625 people responded to this question.

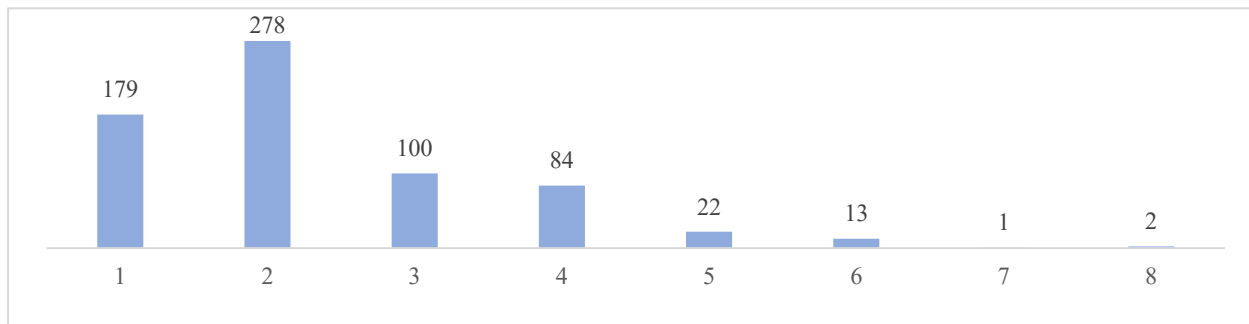
Figure 21. Online Open-house. Household income.



Household Occupancy

A total of 679 people responded to this question.

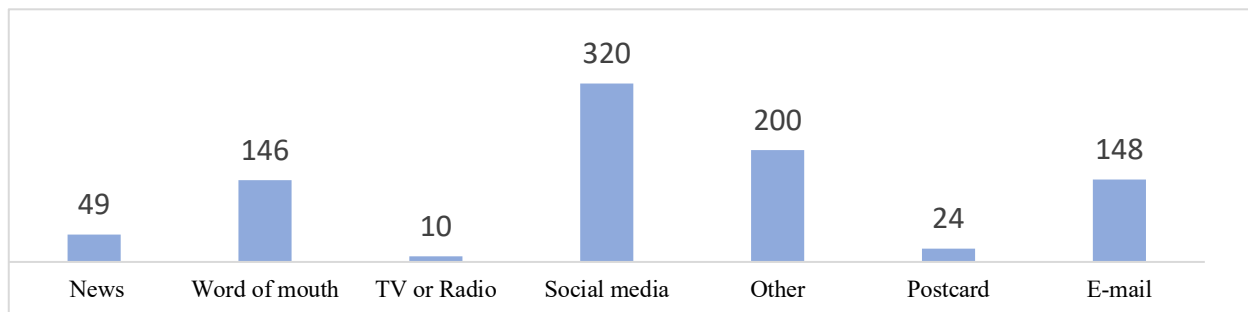
Figure 22. Online Open-house. Household occupancy.



Promotion

Participants were asked how they heard about the interactive survey. Participants could check all that applied.

Figure 23. Online Open-house. Promotion.



Those that indicated they heard about the online open house through another means named some of the following: bus station outreach, Eugene Weekly, co-workers, Eugene Chamber of Commerce and YouTube.