

Creating a system to best serve the community

The last major redesign of LTD's system was 20 years ago. Since then, the metro population has grown by almost 30%. With increased congestion, the costs of providing our current service are increasing without making the system more useful. Public transit will play a key role in achieving our community's goals, including reducing greenhouse gas emissions and addressing equity issues. Investing in service that increases ridership will best meet these and other goals. With this in mind, the Board began a comprehensive look at how our system could be improved to better serve the community.



Lane Transit District



Addressing decreasing ridership

The current system is unable to provide the frequency needed to make significant ridership gains. Buses arrive at most stops every 30 minutes. Some stops are only served every 45 or 60 minutes. To create ridership, we need to make transit more useful by better connecting our community to jobs, residences, and other frequent destinations.

Reimagining the system

A more useful system attracts more riders. A more useful system is one that focuses resources on frequent service along corridors that serve more residents and jobs. By providing a system with high frequency, the system will provide more convenient access to locations and will make transit a useful option for more people. The proposed system gives 85,000 more people access to service every 10–15 minutes. The high-frequency model to increase ridership is being implemented by transit operators across the country to achieve their goals.

More frequent service

Ridership on LTD buses has declined since 2011, yet EmX ridership is up. More frequent service attracts more riders. When service is frequent, people don't have to plan their life around a schedule. They know that they can just show up at a stop and a bus will arrive shortly.

In August 2019, the LTD Board of Directors voted unanimously to focus resources to provide frequent bus service to make the system more useful for the community.

A revision of the system was presented to the Board in November. In response to community feedback, the Board asked staff to create an option that would allow for more coverage, while maintaining the primary emphasis on ridership. This option will be presented in mid-March.

Listening to the community's values

Transit Tomorrow reflects the community's values for a sustainable environment, social equity and fiscal responsibility.

Environmental. Increased ridership reduces overall greenhouse gases, supporting the community's goals and policies.

Equity. More frequent service gives more communities of need access to housing, employment, healthcare, shopping, and social opportunities with family and friends.

Fiscal Sustainability. Transit Tomorrow prioritizes how LTD invests public dollars to deploy 40- and 60-foot buses in our community.



WHAT'S NEXT

- **January – March**
Explain ridership model
- **March 18**
Present option
- **March – June**
Invite public comment
- **May 20**
Hold public hearing
- **June 17**
Take final Board action
- **February 2021**
Implement redesign

LET US HEAR FROM YOU!

Phone message: **541-682-3240**

Email message: **Transit-Tomorrow@LTD.org**

Mail comments to:

P.O. Box 7070, Springfield, OR 97475

Transit *Tomorrow*

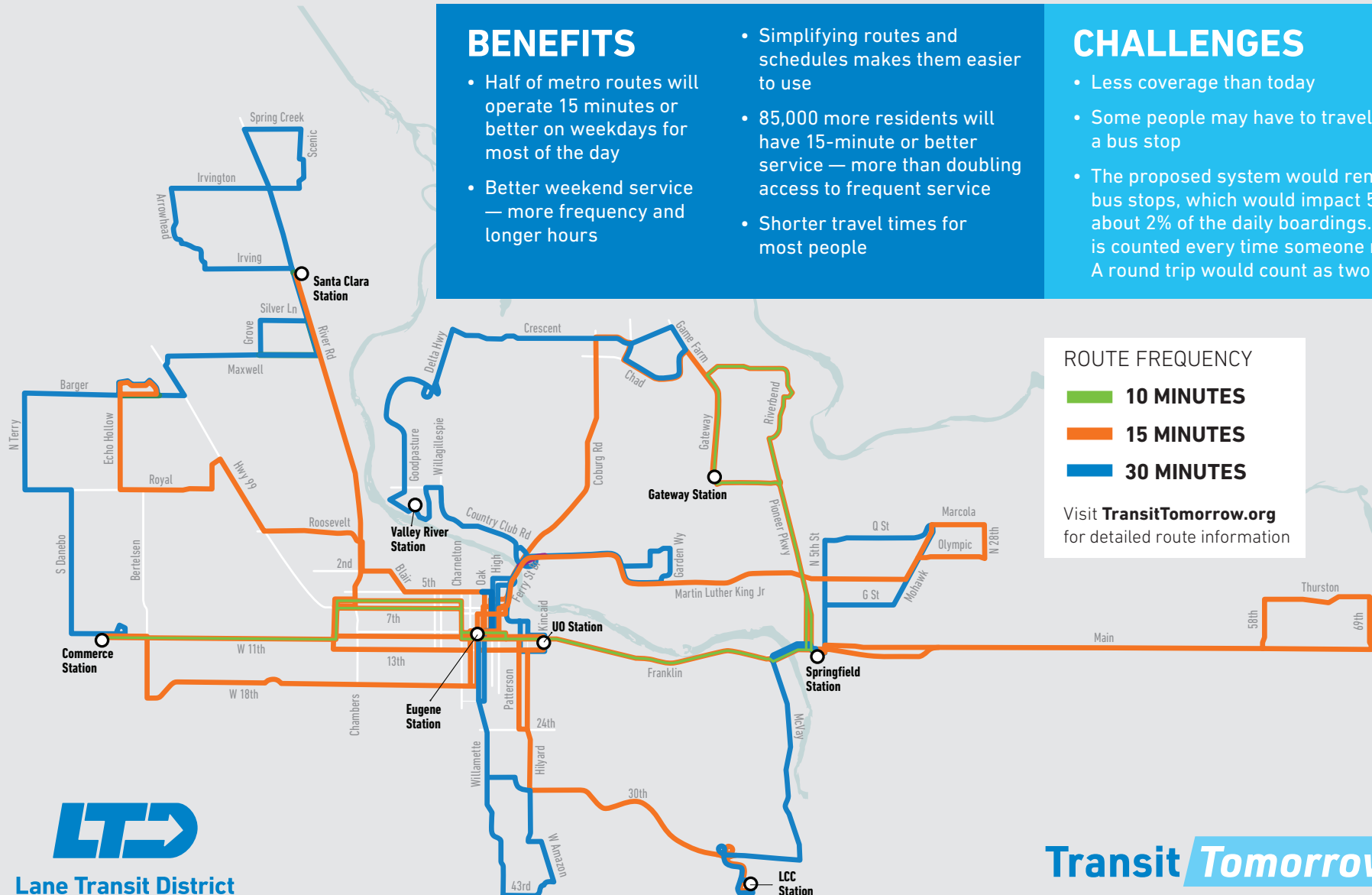
Find out more about the proposed system and route changes at **TransitTomorrow.org**.

More frequency for more people

- Simplifying routes and schedules makes them easier to use
- 85,000 more residents will have 15-minute or better service — more than doubling access to frequent service
- Shorter travel times for most people

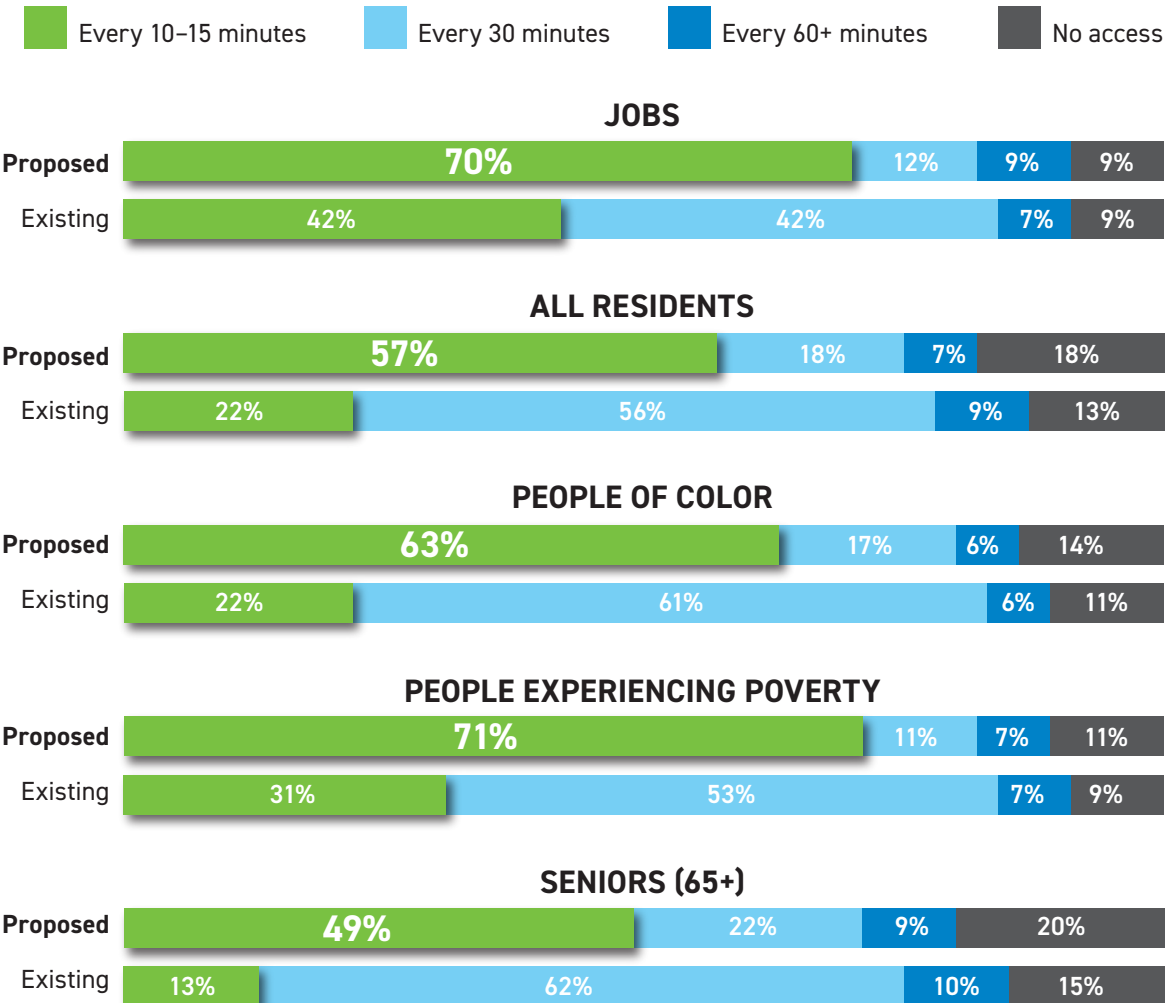
CHALLENGES

- Less coverage than today
- Some people may have to travel farther to a bus stop
- The proposed system would remove some bus stops, which would impact 500 or about 2% of the daily boardings. A boarding is counted every time someone rides a bus. A round trip would count as two boardings.



PROPOSED FREQUENCY CHANGES

This chart shows frequency increases of the proposed system over the existing system. Overall, 138,000 people will have access to service every 10–15 minutes under the proposed system versus the 53,000 who have that access under the existing system.



Data source: GTFS March 2019, ACS 2016 (5-Year Estimates)

Today, there are 27,000 boardings daily. The proposed system would remove some bus stops, which would impact 500 or about 2% of the daily boardings. Almost three times more people will have access to frequent service under the proposed system, which is a proven way to increase ridership.



Riders respond to more frequent service

LTD's experience with EmX shows that more people ride the bus when it arrives every 15 minutes. People don't need to know the schedule because a bus will be by soon. People also get to their destination faster. National studies underscore the importance of frequency to increase ridership. As ridership on EmX increases, ridership on less frequent service is decreasing.

Transit Tomorrow

Find out more about the proposed system and route changes at TransitTomorrow.org.