



Introducing LTD's Strategic Business Plan

The Board of Directors adopted LTD's first-ever Strategic Business Plan for fiscal years 2022-2024 at its July 2021 meeting. Since adopted, our staff has been busy preparing to put the plan into action, with implementation officially starting this month.

Here's what's new:

- An updated agency mission, vision, and values.
- Five strategic areas of focus to track our progress toward goals.
- Prioritized projects and programs that align with our areas of focus.
- Performance scorecards to hold us accountable to our goals.

For the next three years, our day-to-day operations will focus on meeting the goals we've defined in the following areas of focus: customer satisfaction, employee engagement, community value, financial health, and sustainability. LTD staff, the Board of Directors, our riders, and the community will get to track our progress with us on a quarterly basis.

Learn more about the Strategic Business Plan: [LTD.org/strategic-business-plan](https://www.ltd.org/strategic-business-plan)



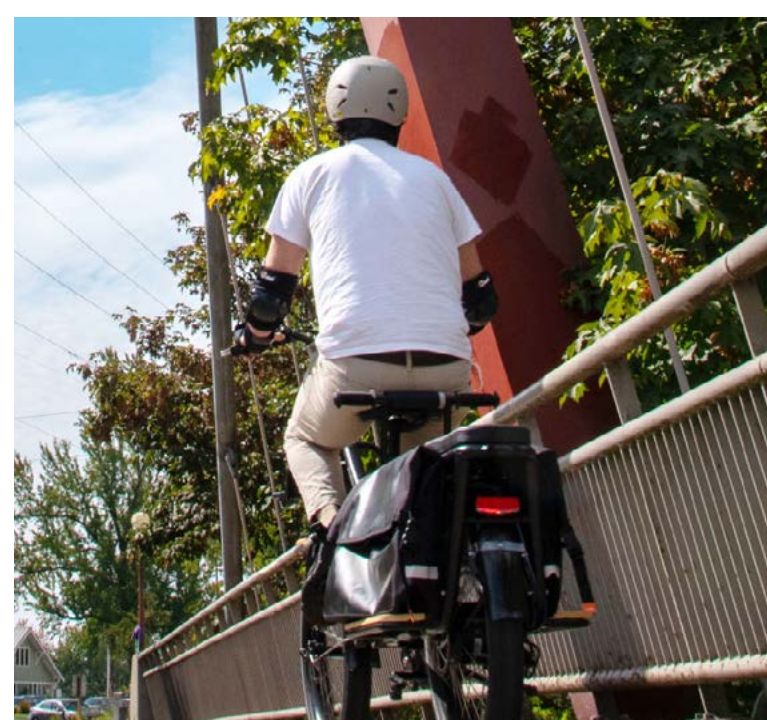
Happy World Smile Day

Cheese! Grin! Flash those pearly whites! We're talking about smiles. LTD is excited to celebrate World Smile Day on Friday, October 1 with smiley face masks. Even though you can't see it through our masks, our riders make us smile every day. We hope we can bring a smile to your face, too.

Are You Up for the Challenge?

The Oregon Get There Challenge (previously known as the Drive Less Challenge) is a 14-day statewide challenge to encourage Oregon residents and employees to make trips by carpool, vanpool, walking, biking, riding transit, and remote work. The Get There Challenge officially begins on Monday, October 4 and lasts until October 17, with many chances to win prizes along the way. Challenge yourself, and help make Oregon an even better place to live, work, and play. Create an account in Get There or login to your existing account to unlock achievements. Each achievement is worth points toward weekly and grand prize drawings. The more points you earn, the greater your chances are to win the grand prize!

Check out this year's prizes: [getthereoregon.org/prizes](https://www.getthereoregon.org/prizes)



Be seen at your stop!



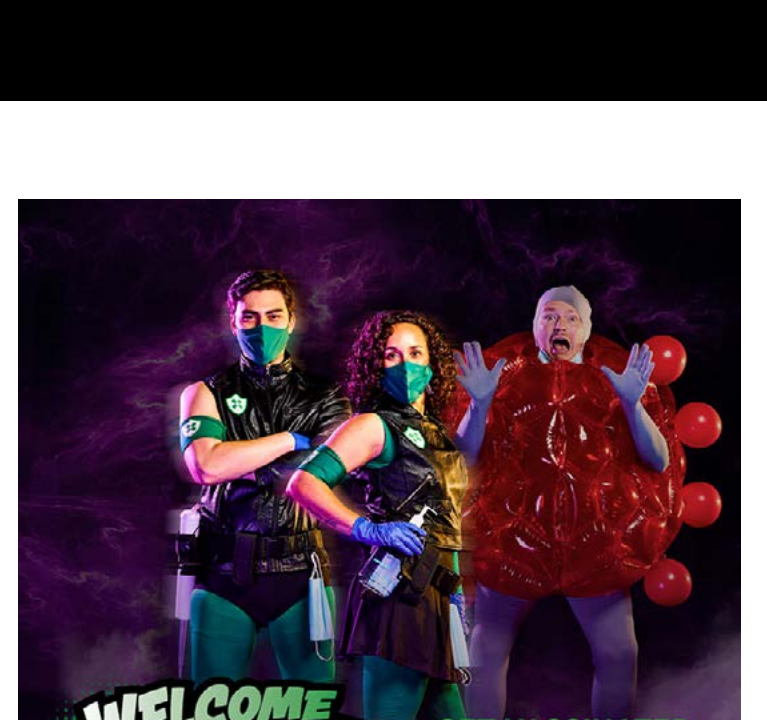
As the daylight starts fading earlier and the weather shifts to fall-like conditions, it can be difficult for bus operators to see you waiting at your stop. Be safe and help our bus operators and other drivers see you when it is dark, foggy, or raining by following these tips:

- Stand up as the bus approaches your stop.
- Use a cell phone or light to signal the bus operator.
- Wear light-colored, bright, or reflective clothing.
- When walking, face oncoming traffic.

Let's Scare COVID Away

Halloween is scary, but COVID-19 doesn't have to be. Follow the Four and Get Vaccinated to protect yourself from COVID-19 and its variants. Lane County Public Health will be holding pop-up vaccination clinics at Eugene and Springfield Stations on October 5 and 7 from 2-5 p.m. To find other vaccination opportunities in Oregon, text your ZIP code to 438829 or call 1-800-232-0233.

For more information, visit: [welcomevax.org](https://www.welcomevax.org)



Our Journey to a More Sustainable Fleet

While LTD has always been an industry leader in sustainability practices, we are now working toward an ambitious goal: To phase out all fossil fuels from our fleet by 2035. This goal was defined by the Board of Directors in its Climate Action Policy, which also established Fleet Procurement Goals to address climate change and reduce the District's carbon admissions. We're hard at work to meet these goals, with 19 more electric buses on order

and the Fleet Procurement Plan Project underway. This project will identify which fuels and technologies LTD will invest in over the next 15 years to meet the board's Climate Action Policy. To stay updated on sustainability news, contact Kelly Hoell at Kelly.Hoell@LTD.org to get added to our Sustainability email list.

Deadline Approaching for K-12 Students to Keep Riding for Free

As the new school year kicks off, LTD welcomes students on the bus with the Student Transit Pass. All K-12 students in public and private schools across Lane County are eligible for the Student Transit Pass, allowing them to ride the bus for free. The program aims to assist families with transportation costs and help students access extracurricular activities, work and school. Students and parents can visit their school's office to get a tap card or receive information about using the Umo Mobility app to redeem a Student Transit Pass. Students must have a pass by October 31, 2021 to continue riding the bus for free. Schools that are not yet set up in the program can contact Cammie Harris at 541-682-6118 or Cammie.Harris@LTD.org.

For more information, visit: [LTD.org/student-pass](https://www.ltd.org/student-pass)

