



Mobility Management Strategy Update

LTD wants to hear from you! Look for the Mobility Management Strategy (MMS) survey in mid-February to mid-March to share your experience with transportation services. The survey will help LTD understand community members' transportation habits, preferences and barriers. Your input is valuable and will guide LTD on how to collaborate with partners to provide better transportation in the region. Launched in summer 2021, the purpose of the MMS is to:



- Understand transportation needs and gaps in transportation services
- Determine the best role for LTD to play in supporting new transportation services and programs
- Define a process for making decisions about LTD's role in new transportation options
- Identify a list of potential transportation projects to implement in the future

For more information, contact Andrew Martin at Andrew.Martin@LTD.org or call 541-682-6116. Sign up for future updates at LTD.org/Mobility-Management and download the bilingual [fact sheet](#).



Transit Equity Day

Transit Equity Day is February 4, honoring Rosa Parks on her birthday. In 1955 Rosa Parks became a Civil Rights icon when she refused to give up her seat on a segregated public bus in Montgomery, Alabama. She was arrested for the courageous act, and her actions sparked the Montgomery bus boycott. As a result of this protest, the U.S. Supreme Court declared that segregation on buses was unconstitutional. On February 4, and every day, LTD reflects on the important role public transportation serves in our community. From Freedom Rides to a ride to work, public transit has played an important role in our nation's history and is closely tied to equity.

To learn more about how LTD considers equity in its decision-making, view the Strategic Business Plan at LTD.org/strategic-business-plan

We Love Our Riders!

Happy Valentine's Day! You might hear some cheesy pick-up lines this time of year, but the only "pick-up lines" you'll get from us are at busy stops and stations. It's true – no bus riders are "cheddar" than LTD's. In fact, "mozzarella" nice. We "havarti" mentioned how great LTD riders are, and our bus operators are just as "grate." They make LTD a "gouda" place to work and connect our community. Do you want to "spread" the love this Valentine's Day? Write a Valentine note to your bus operator! If that's "nacho" thing, a simple thank you and wave will "fondue."



Presidents Day: Regular Bus Service

LTD buses, Customer Service Center and Administrative Offices operate on adjusted schedules in observation of certain holidays. On Presidents Day, Monday, February 21, buses operate on regular schedules. The Customer Service Center and lobby waiting area in Eugene Station are open from 7:00 a.m. to 6:00 p.m. The administrative offices, however, are closed.

For a complete list of holiday service schedules, visit: LTD.org/hours-holiday-service

Spread Kindness, Not COVID

"No act of kindness, no matter how small, is ever wasted." This quote from famous ancient Greek storyteller Aesop still rings true today. Random Acts of Kindness Day is February 17, celebrating the small actions that make a big difference. Here are a few ideas for how you can share kindness on February 17 and beyond:



1. Thank your bus operator. It will make their day.
2. Give up your seat for an older adult or small family.
3. Get Vaccinated and Follow the Four: wear a mask, maintain physical distancing, limit gathering sizes and wash your hands.

Make kindness the norm, and do a random act of kindness for yourself, your loved ones and the community.



Santa Clara Station Anniversary

Santa Clara Station serves an important role in connecting the community, enhancing equity and accessibility, and supporting neighborhood livability in one of the fastest-growing areas of Eugene. In 2020 LTD began construction on Santa Clara Station to replace its outdated facilities on River Road just south of Beltline. Congestion, safety issues and operational inefficiency made the former site difficult to access for buses and passengers alike. With 60 Park & Ride spaces, six bus bays, electric charging stations and security improvements, Santa Clara Station will serve the community now and into the future. The station officially opened for service one year ago, on February 7, 2021.

TSA Extends Mask Requirement

The Transportation Security Administration (TSA) has extended the federal mask mandate for public transportation. All persons over the age of two must continue to wear a face mask over the nose and mouth until at least March 18, 2022. Masks must be worn on buses, disembarking at stations and stops, and when boarding and disembarking at stations. Thank you for your cooperation as we keep bus operators, riders and the community safe.



For more information, go to www.tsa.gov

Rider Tip: Understanding Service Alert Symbols

If you've visited the Service Alerts webpage at LTD.org, you may have noticed a few different symbols indicating a detour or important information. Each symbol corresponds with a different type of alert. The following is a summary of what each of the symbols means:

<p>Attention! The red exclamation point, or "Attention!" symbol, indicates an urgent or significant notice of which riders should be aware.</p>	<p>Construction The orange Construction symbol with a cone in the middle indicates intermittent stop closures, likely due to construction or road closures.</p>
<p>The Information The Information symbol, a green circle with a lowercase "i" in the middle, indicates helpful information for a rider to know, but is less urgent than the "Attention!" symbol.</p>	<p>Snow Route The Snow Route symbol, a blue circle with a snowflake, indicates that a route may be detoured or canceled due to inclement weather. If your route has a snowflake symbol, please take a moment to review its Snow & Ice detour map in advance to determine which stops may not be served during severe winter weather.</p>

Save the Date: Bus Operator Appreciation Week

Bus Operator Appreciation Week begins March 14, ending with a big celebration on Friday, March 18. Check out next month's issue of Bus Talk for more information on how you can participate in Operator Appreciation Week.

