

LTD LONG-RANGE MOBILITY PLAN

DRAFT Engagement Plan | June 8, 2026

OVERVIEW

The Lane Transit District (LTD) Long-Range Mobility Plan – Connect 2045 (Connect 2045) will establish a shared, community-informed 20-year vision for mobility across Lane County. Connect 2045 will update LTD’s goals and policies and identify strategic investments to improve access to destinations through a broader, multimodal framework.

Building on prior planning efforts and regional policy context, the project will evaluate existing service levels, identify gaps in access, and develop strategies to improve system connectivity and integration. Through inclusive and collaborative engagement, LTD will gather input from riders, non-riders, and stakeholders—prioritizing historically underserved populations—to inform service planning and long-term investment decisions.

Community Context

The Lane Transit District (LTD) service area includes a diverse range of communities across Lane County, including urban centers such as Eugene and Springfield, smaller cities such as Cottage Grove, and rural and unincorporated areas. These communities reflect a range of racial and ethnic identities, as summarized in Table 1.

While demographic data provides an important baseline understanding of the populations served, it does not fully capture the diversity of lived experiences across the region. In particular, underrepresented language communities and culturally specific populations may be underrepresented in available data. Available data also indicates that approximately 2% of the population identifies as speaking English less than “very well,” underscoring the importance of providing language access and culturally responsive engagement strategies. These groups, along with others who have been historically underrepresented in transportation planning processes, often face barriers to participation due to language access, cultural relevance, and limited trust in public processes.

At the same time, many communities of color experience disproportionate challenges in accessing essential destinations such as employment, education, healthcare, and services.

Ensuring these perspectives are reflected in the Connect 2045 Plan is critical to developing strategies that improve mobility and access across the system.

A key focus of this effort will be on tailored, culturally responsive engagement strategies that reduce barriers to participation and create meaningful opportunities for input. This includes targeted outreach to underrepresented language communities, partnerships with community-based organizations, and engagement approaches that reflect the geographic and service diversity of the LTD service area.

Table 1: Lane County compared to Oregon overall

Category	Lane County	Oregon
Population	384,207	4,254,293
Under 18 years	17%	20%
18 - 64 years	62%	61%
65 years and older	21%	19%
White	78%	71%
Black or African American	1%	2%
American Indian and Alaska Native	<1%	<1%
Asian	3%	4%
Native Hawaiian and Other Pacific Islander	<1%	<1%
Some other race	<1%	<1%
Two or more races	6%	6%
Hispanic or Latino (of any race)	4%	15%
Speaks English less than "very well"	2%	5%
Population with a disability	17%	15%
Low income (Income below 200% of the poverty level)	33%	27%
Owner occupied	62%	67%
Renter occupied	38%	33%
Households with no internet access	4%	5%
Car, truck, or van (including passengers)	75%	73%
Public transportation	2%	2%
Bicycle	3%	1%
Walked	4%	3%
Taxicab, motorcycle or other means	1%	1%
Worked from home	15%	19%

ENGAGEMENT COORDINATION

The Connect 2045 project team will work together to confirm the engagement approach before creating materials and executing engagement strategies.

Project Management Team

The Connect 2045 project team includes staff from LTD, Parametrix, and Zan Associates. Table 2 shows the primary project team members who will participate in reviews of engagement materials and conduct engagement strategies.

Table 2. Project staff who have key roles in engagement

Name	Role	Organization	Email
Kerry Aszklar	Deputy Project Manager	LTD	kerry.aszklar@ltd.org
Dave Roth	Project Director	LTD	Dave.Roth@ltd.org
Eric Breitenstein	Communications/Engagement	LTD	Eric.Breitenstein@ltd.org
David Helton	Contract Lead	ODOT	
Ryan Farncomb	Consultant Team Project Manager	Parametrix	RFarncomb@parametrix.com
Tom Holmes	Engagement Team Senior Project Manager	Zan Associates	tholmes@zanassoc.com
Hannah Faires	Engagement Team Senior Project Manager	Zan Associates	hfaires@zanassoc.com
Tracy Lunsford	Consultant Team Deputy Project Manager	Parametrix	tlunsford@parametrix.com

Decision-making Process

LTD, ODOT, Parametrix, and Zan will be the primary organizations involved in the decision-making process for engagement. Figure 1 is a flow chart outlining the development of the engagement approach and materials.

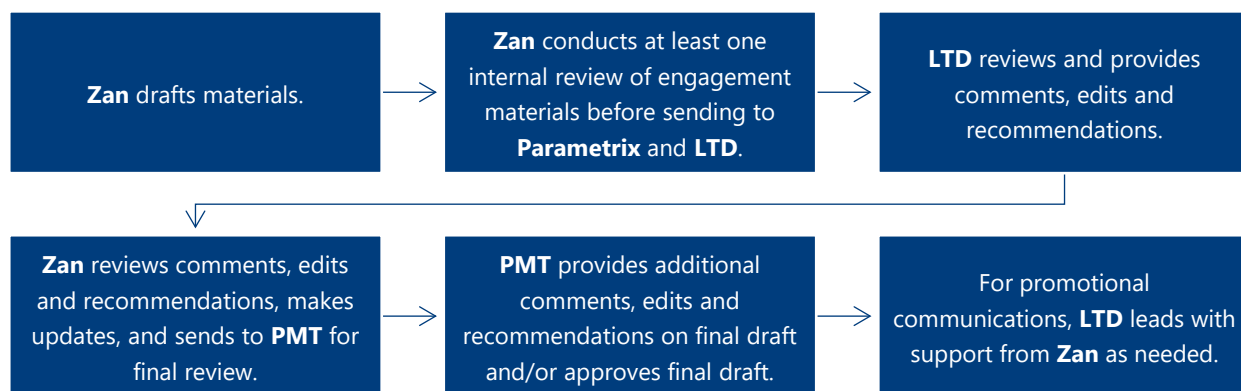
Figure 1. Decision-making Flow Chart



Quality Assurance and Quality Control Process

Zan Associates will draft and prepare ADA-accessible engagement materials for Connect 2045. These materials will adhere to assigned branding guidelines. The project team members will review the materials and provide feedback and recommendations. Figure 2 illustrates the development and review process for engagement materials.

Figure 2. QA/QC process for engagement materials



ENGAGEMENT APPROACH

The project team will collaborate with LTD to confirm the engagement approach—consistent with the [Community Outreach Framework](#), [Title VI and Environmental Justice Plan](#), [Community Engagement Plan](#), [Climate-Friendly Area Community Engagement](#)—prior to developing materials and implementing engagement strategies.

We will focus on advancing the Framework’s core principles of two-way dialogue, accessibility, transparency, and continuous improvement. Engagement will be structured to create meaningful opportunities for community members to share input, participate in discussions, and influence policies, service strategies, and long-term investment priorities.

Engagement Goals

The public engagement goals for the Connect 2045 plan are to:

- Ensure inclusive and representative participation by engaging a broad cross-section of the LTD service area, with targeted strategies to include historically underserved and underrepresented populations.
- Support decision-making throughout the Connect 2045 process by designing engagement activities that are clearly tied to Connect 2045 milestones and decision

points, including service planning, system integration, and long-term investment priorities.

- Facilitate two-way dialogue and build trust by advancing LTD's commitment to two-way engagement and creating meaningful opportunities for community members to share input and engage in discussion.
- Implement flexible and inclusive engagement strategies that reduce barriers to participation, including language access, varied meeting formats, and community-based outreach.
- Demonstrate accountability through clear communication that establishes a consistent feedback loop to share what was heard and how input is used, ensuring transparency and reinforcing trust throughout the project.

Priority Audiences

Lane Transit District is home to a range of populations that are often underrepresented in local engagement efforts and/or experience social vulnerability. Engaging these communities to the best of our ability will help ensure feedback that is representative of the diverse needs and desires in LTD's service area. Outreach efforts will therefore prioritize connection with:

- Locally prevalent cultural and language communities
- People with lower incomes
- People living with disabilities
- People with diverse mobility needs
- People experiencing housing instability
- Business owners
- Employers
- Lane County Chambers of Commerce
- Educational Institutions
- City Councils
- Housing Developers and Housing Authorities
- ATU

Key Messages

The following are key messages that will be used throughout public engagement materials.

- LTD is creating a 20-year plan to improve how people travel across Lane County. This includes buses, on-demand services, and other ways to get around. The goal is to make it easier, safer, and more reliable for people to reach the places they need every day.
- We want to hear from you about what is working well and what needs to be improved. Your feedback will help guide decisions about public transportation services, routes, and future investments. This is your chance to help shape how transportation works in your community.
- The plan focuses on helping people get to important places like work, school, grocery stores, healthcare, and community spaces. We are looking at how to improve connections, so trips are easier, faster, and more convenient.
- We are reaching out to people across the community, including those who may not have had a chance to share their voices in the past. This includes people who rely on public transportation services, people who don't use it today, and communities that face barriers to getting around.
- We will keep the community informed throughout the project. We'll share what we hear, what we're learning, and how your feedback is being used to shape the plan. Our goal is to be clear, open, and honest at every step of the way.

Engagement Questions

Below are key questions that will be incorporated into engagement activities throughout the project. When appropriate, general examples or multiple-choice responses will be provided to orient audiences to the types of changes that are possible.

- Are there times, places, or situations where it is especially hard for you to travel?
- What makes it difficult for you to get where you need to go?
- When you think about getting around your community, what works well today?
- What would make it easier for you to travel around Lane County?
- What keeps you from using transit or other transportation options more often?
- How could transit or mobility services better support your daily needs?
- What places are most important for you to reach (like work, school, or services)?
- What changes would have the biggest impact on your ability to get around?
- When you think about the future, what should transportation in your community look like?
- What types of transportation options would you like to see more of (for example, faster bus service, more coverage, or flexible/on-demand options)?
- What transportation improvements would best support your community or customers?

Engagement Strategies & Schedule

TEAM RESPONSIBILITIES

The following summarizes the general responsibilities of LTD, Parametrix, and Zan Associates for project engagement activities. Specific roles and responsibilities will be reviewed and refined in advance of each engagement milestone, meeting, and public event.

LTD

- Serve as the primary decision-making body for project engagement activities;
- Provide guidance on engagement priorities, community relationships, and agency communications;
- Arrange meetings and public events, including identifying participants, scheduling, and distributing materials to groups;
- Reserve meeting and event locations and coordinate event logistics;
- Advertise public events through LTD communication channels, local media, partner networks, and other outreach methods;
- Maintain the project website and post project materials, updates, and engagement opportunities;
- Coordinate with LTD committees, Board members, and internal staff throughout the planning process;
- Identify key stakeholders, community organizations, and community-based partners to support outreach efforts;
- Conduct additional outreach activities beyond the consultant team scope, as needed.

Parametrix

- Provide overall project management and coordinate engagement activities with the broader Long-Range Mobility Plan process;
- Ensure engagement activities align with project objectives, schedule, and technical work products;
- Coordinate engagement schedules, milestones, and deliverables among LTD, project partners, and the consultant team;
- Develop, review, and refine engagement materials in coordination with LTD and Zan Associates;
- Participate in and support facilitation of public events, committee meetings, stakeholder meetings, and Board work sessions;
- Coordinate with technical team members to ensure community input informs project analyses, recommendations, and plan development;

- Integrate engagement findings into project memoranda, recommendations, and the Long-Range Mobility Plan;
- Review engagement documentation and support project reporting requirements.

Zan Associates

- Lead development and implementation of the Public Involvement Plan;
- Advise the project team on public engagement best practices, Title VI considerations, and strategies for reaching underserved populations;
- Develop engagement materials for public events, organization meetings, community outreach activities, and other engagement opportunities;
- Facilitate and staff public events, organization meetings, and targeted community outreach meetings;
- Lead targeted outreach efforts with community-based organizations, community leaders, transit users, and historically underrepresented populations;
- Coordinate and conduct Spanish-language outreach activities, as appropriate;
- Prepare content and recommendations for project website updates during key engagement periods;
- Maintain the project comment log and document public input received throughout the project;
- Prepare engagement summaries, meeting notes, and documentation of key themes and community feedback;
- Work with LTD and Parametrix to ensure community input is reflected in project recommendations and final plan deliverables.

Engagement strategies for the Connect 2045 Plan will include a mix of content development, coordination with community-based organizations, pop-up events, small group discussions with priority audiences, and succinctly summarizing feedback. Table 3 includes a description of strategies and responsibilities that LTD, Zan, and Parametrix will execute, as well as when they will occur.

Table 3. Summary of engagement strategies and schedule

Date	Strategy	Description	Responsibility
May 2026	Engagement Plan	Develop a plan to engage and involve the public using collaborative strategies throughout entire visioning process.	Zan: Lead development and implementation Parametrix: Provide technical content and review LTD: Review, provide content as needed, and approve

Date	Strategy	Description	Responsibility
May 2026- May 2027	Website	Assist LTD with initial messaging and content for project website. Coordinate with LTD to update project website as needed before and during outreach periods.	Zan: Assist messaging and engagement-related updates Parametrix: Develop and coordinate project content LTD: Review, approve, host, maintain
May – June 2026	Outreach materials	Develop materials that provide information and gather feedback depending on the audience and event. Examples include handouts, boards, facilitator guides, and tabling activities. Materials will be updated as needed.	Zan: Develop, refine, and translate Parametrix: Provide technical content and review LTD: Review, approve, and distribute
June 2026 – May 2027	Event coordination	Inform Community Based Organizations of the project purpose and ask how to best engage the priority audiences they represent.	Zan: Plan, facilitate, and document Parametrix: Coordinate with project development LTD: Arrange and coordinate
June 2026 – May 2027	Organization or Jurisdiction Meetings	Plan, develop materials for, and facilitate up to 12 meetings with target audiences. Outreach materials from public events to be used for these meetings.	Zan: Support as needed Parametrix: Coordinate, lead, facilitate, document LTD: Identify, prioritize, schedule, review
June 2026 – May 2027	Community Outreach Meetings	Plan, develop materials, coordinate, and lead up to 6 outreach meetings- 4 must be in Spanish.	Zan: Coordinate, lead, facilitate, document Parametrix: Provide technical content and integrate feedback

Date	Strategy	Description	Responsibility
			LTD: Identify, promote, schedule, and review
July 2027	Engagement Summary report	Summarize feedback from all engagement efforts into a final summary report, identifying key themes and recommendations.	Zan: Prepare and document Parametrix: Apply findings to the planning work LTD: Review and approve

Outreach Milestones

This section outlines the proposed approach to outreach in each of three major milestones over the course of the project. The team will revisit the exact activities and content for each as the project progresses.

Milestone and Timing	Engagement Topics	Activities
#1: July-August 2026	- Introduce the project to the public - Present draft vision and goals for feedback - Gather broad feedback on mobility needs, challenges, and opportunities throughout the LTD service area - Identify barriers to using transit and other mobility options - Gather input on community priorities for future transit and mobility investments.	- Open house July 21st - Develop event materials and informational boards - Tabling and interactive exercises - Launch project website and online engagement tool - Online survey and public comment opportunities - Collect, track, and summarize public input
#2: January – February 2027	Present findings from needs assessment and confirm that identified	- Open house or similar event - Tabling

Milestone and Timing	Engagement Topics	Activities
	needs reflect community priorities • Present draft improvements and funding options for feedback • Understand community preferences, priorities, and tradeoffs among improvement options • Collect input to refine and prioritize recommendations for inclusion in the Long-Range Mobility Plan. Note: this milestone is the most substantial in terms of engagement and input to the plan	• Website updates and online engagement opportunities • Passenger survey of improvement options • Community/organization meetings • Jurisdiction meetings • Comment collection and documentation
#3: June 2027	• Present preferred improvement options and performance measures to inform final plan development • Demonstrate how public, stakeholder, and partner feedback informed the preferred improvements and recommendations • Confirm that the recommended	• Open house or similar event • Tabling • Website updates and final engagement summary • Passenger survey of improvement options • Potential community, organization, or jurisdiction meetings if needed • LTD Board work session if needed • Comment collection and documentation

Milestone and Timing	Engagement Topics	Activities
	strategies reflect community priorities and identified needs • Gather final input to inform completion of the Long-Range Mobility Plan. • Share next steps for final plan adoption and implementation	