



UMPQUA PUBLIC TRANSPORTATION DISTRICT

# TRANSIT MASTER PLAN

2022

## ACKNOWLEDGEMENTS

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The development of this plan was guided by the Project Management Team (PMT), Technical Advisory Committee (TAC), and members of the public. Each individual devoted their time and effort to provide valuable input and feedback and their participation was instrumental in the development of the plan.

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*Inclusion of an improvement in the Transit Plan does not represent a commitment by ODOT to fund, allow, or construct the project. Projects on the State Highway System that are contained in the Transit Plan are not considered "planned" projects until they are programmed into the Statewide Transportation Improvement Program (STIP). As such, projects proposed in the Transit Plan that are located on a State Highway cannot be considered mitigation for future development or land use actions until they are programmed into the STIP. Highway projects that are programmed to be constructed may have to be altered or cancelled at a later time to meet changing budgets or unanticipated conditions such as environmental constraints.*

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## INTRODUCTION

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Umpqua Public Transportation District provides fixed-route and demand-response services throughout Douglas County. This Transit Master Plan (TMP) evaluates a program of service improvement alternatives and presents with a series of options to pursue over the 20-year plan horizon, including planned service modifications.

### Project Purpose & Processes

A series of technical memoranda were developed during the development of the TMP. The initial technical memoranda provided the building blocks for the project, addressing existing conditions and performance. As work progressed, future conditions were evaluated and mobility needs and opportunities were identified. The Project Management Team (PMT) guided the preparation of these technical memoranda in coordination with the Technical Advisory Committee (TAC). These interactions helped guide the development of the Transit Master Plan as well as build the necessary consensus and support. Members of these groups are listed in the Acknowledgements section. The memoranda developed during the process are provided in *Appendix A* and include:

- Memo #1: Existing System
- Memo #2: Transit Goals, Policies, and Practices
- Memo #3: Transit Benchmarks and Monitoring Program
- Memo #4: Unmet Transit Needs
- Memo #5: Future Service Opportunities
- Memo #6: Evaluation Matrix and Prioritized Project List

### History of UPTD

#### Douglas County Transit Beginnings

From 1986 to 1996, Douglas County transit services consisted of a demand-response service provided to seniors and people with disabilities in Douglas County through the Douglas County Transportation Program (STP) and was operated through the Douglas County Health and Social Services department. In 1996, the STP was transferred to the Umpqua Regional Council of Governments (URCOG) who also operated Umpqua Transit consisting of a fixed-route service, commuter, and dial-a-ride service until 2006. From 2006 to 2008, Umpqua Transit was operated by Douglas County until contracted to United Community Action Network (UCAN). The transit brand was changed to UTrans.

#### Douglas County Transit Transforms

Umpqua Public Transportation District (UPTD), originally named Douglas County Transportation District, was formed by the Douglas County Board of Commissioners in November 2018. The new transportation district was formed as a result of the 2017 Oregon law (HB 2017) Keep Oregon Moving, which generated new funding for transit projects in Oregon. The district consisted of a fixed-route service, UTrans, operated by United Community Action Network (UCAN); an Americans with Disabilities Act (ADA) complementary paratransit service, UTrans Direct ParaTransit; and a demand-response service for the general public, Douglas Rides, operated by a network of providers within Douglas County. In July 2020, UCAN transferred operation of UTrans to UPTD.

## Douglas County Transit Today

UPTD is the primary transit service provider within Douglas County; Coos County Area Transit, South Lane Wheels, DC Sunshine Taxi & Courier, and Greyhound also provide services to portions of the County. Regional services provide connections in Coos Bay, Eugene, Medford, and beyond for statewide and interstate connections. The fixed-route service, UTrans, and paratransit services are now solely operated by UPTD. UPTD is classified as a transportation district and operates under the provisions of ORS 267.010 to 267.394. UPTD is governed by a seven-member board.

## Public Involvement Process

The project process included several touchpoints where stakeholders and the public could provide input.

## Project Webpage

UPTD created and maintained a project webpage on the UPTD website that provided information about the project, schedule, technical memoranda, and opportunities to provide input.

## Stakeholder Outreach Events.

During June and July 2021, phone interviews were conducted with key stakeholders from local counties, cities, and organizations in the project area in order to better understand the needs of the public.

## Driver Survey

A questionnaire was provided to UPTD's drivers. The driver survey consisted of questions exploring UPTD's service quality, challenges for drivers and ideas for solutions, and priorities for service improvements.

## Online/On-board Survey

A questionnaire was provided both online and on-board during the summer of 2021. It asked about peoples' origins and destinations, reasons why they take transit, and ideas for improvements. The results provided an important picture of how and where people use the system.

A second online survey was conducted from December 2021 to January 2022. The purpose of this survey was to determine public sentiment about proposed modifications to the existing transit system and proposed new transit routes, and to further understand the public's transportation priorities and preferences. The results of the survey informed the development of this TMP.

## Technical Advisory Committee

Technical memoranda and the draft TMP were also provided for review to the TAC, which provided insights and feedback on the materials. TAC members represented ODOT, local cities, and community members.

# GOALS, POLICIES, & PRACTICES

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This section highlights the transit goals, policies, and practices that informed the TMP process and will continue to provide guidance as UPTD implements this plan. TMP policy language draws from the goals, policies, and practices reviewed in related state and local plans. In particular, the Oregon Public Transportation Plan (OPTP) helped shape the proposed goals and policies, given its focus on the customer experience and increased coordination and collaboration. In addition, the TMP project's stated objectives and the project's outreach efforts influenced the goals and policy language.

- **Project Purpose and Objectives.** The project's stated purpose was used to tailor the goals and policies to address key project objectives, including developing a multimodal transit system that will increase ridership on UPTD's existing routes and examining how transit services can be improved and better coordinated to meet service needs.
- **Project Survey.** Results from the onboard and online survey conducted in July 2021 were used to help refine the proposed goals, policies, and practices.
- **Technical Advisory Committee.** TAC members brainstormed goals, policies, and practices at their first meeting. Notes from this workshop are included in the Concept Board found at <https://app.conceptboard.com/board/k10m-5no9-tpbg-aetn-z1gd>

The goals, policies, and practices are presented below.

- Goal 1. Provide **improved transit services for residents, employees, and visitors** throughout Douglas County.
  - Policy 1.1. Prioritize improvements for transit-dependent people, including low-income populations, people with disabilities, zero-vehicle households, communities of color, older adults, youth, and people with limited English proficiency.
  - Policy 1.2. Improve transit frequency and reliability for existing fixed-route, paratransit, and demand-response transit services.
  - Policy 1.3. Expand the geographic coverage of Douglas County's fixed-route, paratransit, and demand-response transit services.
  - Policy 1.4. Connect to activity centers, schools, government centers, grocery stores, pharmacies, and other community resources.
  - *Practice: Establish an evaluation framework and monitoring program that considers service to transit-dependent populations, thresholds for frequency improvements, tracking of reliability and on-time performance, and triggers for new geographic coverage.*
- Goal 2. **Enhance coordination** with key partners and stakeholders.
  - Policy 2.1. Foster new and innovative partnerships to share and leverage resources, improve services, and further create awareness of UPTD in the community.
  - Policy 2.2. Collaborate with local governments and connecting transit providers to ensure transit service meets the needs of riders.
  - Policy 2.3. Form partnerships with key stakeholders and establish ongoing feedback channels to improve customer service.
  - *Practice: Meet regularly with cities, connecting transit providers, employers, community-based organizations, and other key stakeholders to discuss transit needs.*
- Goal 3. **Promote livability** and user **convenience** throughout Douglas County.
  - Policy 3.1. Provide community betterment and beautification through increased transit infrastructure and service, including bicycle and pedestrian connections to bus stops and improved bus stop amenities.
  - Policy 3.2. Prioritize strategies to reduce single-occupancy vehicle trips, such as pursuing bus-on-shoulder operations to make transit a competitive alternative to driving alone.
  - Policy 3.3. Monitor demand from smaller communities and consider improvements to north-south service as communities continue to grow.

- *Practice: Develop transit service opportunities that improve inter-county and intra-county connectivity and enhance bus stop access and amenities, including bicycle storage at stops.*
- Goal 4. Establish an environmentally and financially **sustainable** transit system.
  - Policy 4.1. Pursue clean fuel for transit vehicles, such as electrification of the future vehicle fleet and infrastructure.
  - Policy 4.2. Foster financial sustainability by establishing stable local funding sources to supplement existing sources.
  - Policy 4.3. Identify a range of future service opportunities that can be ready to take advantage of grant funding opportunities, such as those focused on capital improvements, service reliability, recreation/tourism, and/or geographic coverage.
  - *Practice: Collaborate with local jurisdictions to incorporate electric vehicle or other clean energy infrastructure throughout Douglas County in preparation for a future fleet.*
  - *Practice: Monitor opportunities for new grant sources and new local funding sources, such as an employer tax, bonds, or other new sources.*

## IMPLEMENTATION PLAN

This section presents an overview of the recommendations and their implementation considerations. The project sheets in **Error! Reference source not found.** through **Error! Reference source not found.** show existing, STIF planned, and prioritized timeline service recommendations and their key benefits, additional support needed, potential funding sources, and key partners.

Additionally, **Error! Reference source not found.** provides design guidance for new and existing stops. The ODOT Highway Design Manual provides additional information on facility design for bus stops, in particular for ADA standards. The minimum required dimension for a boarding pad is 8' x 5' of concrete per door. Additional space and boarding pads where the wheelchair lift takes place are preferred. Bus shelters need larger landing pads to ensure ADA clearance around the shelter and stop, resulting in a landing pad at 2.5' x 4' minimum for the shelter. Additional space may be needed depending on shelter type and subsequent clearance needs. Additional space may also be needed for signs, benches, shelters, and other amenities depending on the clearance from a roadway, distance to crosswalks, and access to traffic signals and other infrastructure.

Table 1 summarizes the number of annual vehicle service miles based on the recommendations, and an estimate of how many vehicles would need to be replaced within the fleet, using the more-recent vehicles' expected useful life (EUL) of 350,000 miles.

**Table 1: Capital Needs**

	Existing	STIF Planned	Short-Term	Mid-Term	Long-Term
<b>Annual Miles</b>	455,000	860,000	1,110,000	1,280,000	1,420,000
<b>Average Annual Replacement Rate</b>	1.3	2.5	3.2	3.7	4.1

Further detail on how these recommendations were identified and prioritized is provided in subsequent sections of this plan.



# ROSEBURG LOCAL FIXED-ROUTE RECOMMENDATIONS

ROUTE	EXISTING	FUNDED IN NEAR-TERM	SHORT-TERM	MID-TERM	LONG-TERM	UNCONSTRAINED
<b>Redline</b>	1 hr headway; 6:15 AM – 8:15 PM 6 days per week	Modify; 30 minute headways	-	7 days per week	-	-
<b>Greenline</b>	1 hr headway; 6:15 AM – 8:15 PM 6 days per week	Modify; 30 minute headways	-	7 days per week	-	-
<b>Collector</b>	Not Existing	Implement	-	7 days per week	Modify; 30 minute headways	-
<b>Total Cost</b>	<b>\$702,000</b>	<b>\$1,053,000</b>	<b>\$1,053,000</b>	<b>\$1,215,000</b>	<b>\$1,566,000</b>	<b>\$1,566,000</b>



## KEY BENEFITS:

- Improves ridership potential
- Enhances access for population, employment, and transit-dependent groups
- Increases connections to health facilities, other transit routes and providers, and employers



## POTENTIAL FUNDING SOURCES:

- + City Contributions
- + Increased State Funding (STIF)
- + Transit Funds for MPOs
- + MPO Payroll Tax Option



## KEY PARTNERS:

City of Roseburg,  
Employers, UCC

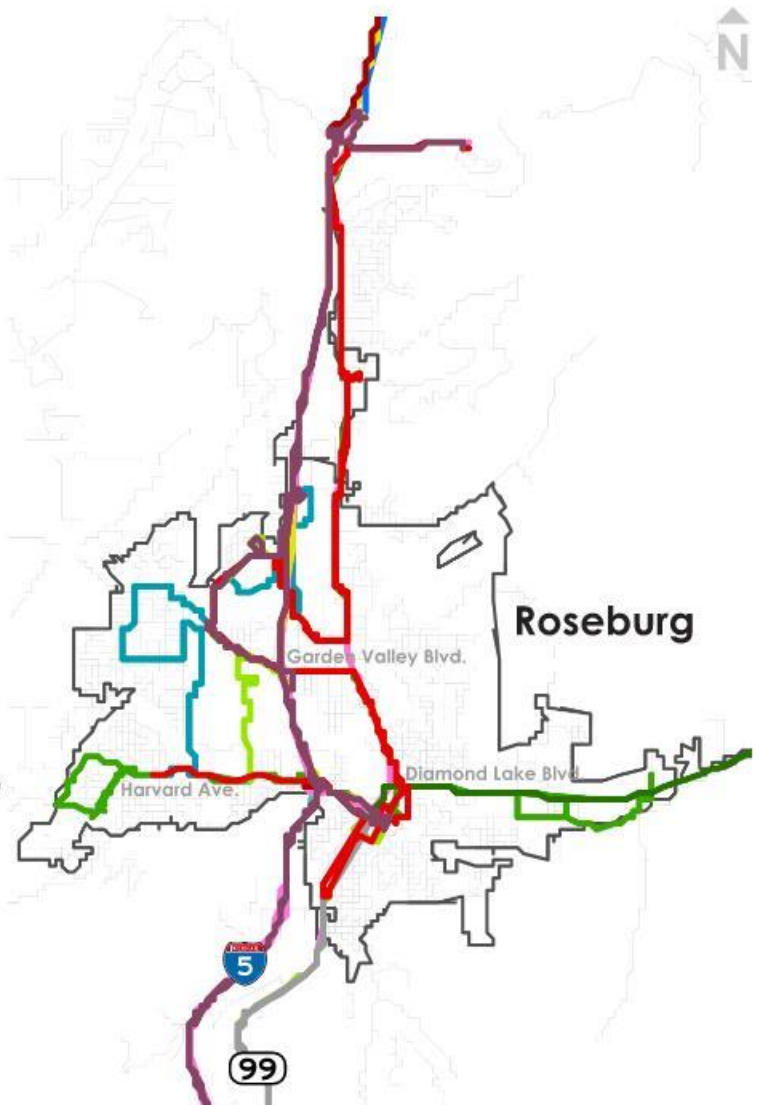


## SUPPORT NEEDED:

- Expand vehicle fleet and monitor state of repair as service hours and miles increase
- Additional storage and/or maintenance facilities
- Consider new downtown transit hub for expanding transit services; more frequent buses
- Use vehicle location data to identify bottleneck points; work with the City to implement transit signal priority and other improvements to enhance transit
- Use passenger count data to identify high-priority stops, build-out stop amenities and walking and biking connections

## Approximate Recommendation Timeline

Short-term: 5 years  
Mid-term: 5-15 years  
Long-term: 15+ years



# SOUTH COUNTY FIXED-ROUTE RECOMMENDATIONS

ROUTE	EXISTING	FUNDED IN NEAR-TERM	SHORT-TERM	MID-TERM	LONG-TERM	UNCONSTRAINED
Route 99	1 hr headway; 6:15 AM – 8:15 PM 6 days per week	-	-	7 days per week	-	-
Modified Route 99	Not Existing	-	Implement	7 days per week	-	-
South County Collector	Not Existing	3 hr headway; 6:15 AM – 8:15 PM 5 days per week	-	1 hr headway; 7 days per week	-	-
<b>Total Cost</b>	<b>\$481,000</b>	<b>\$624,000</b>	<b>\$761,000</b>	<b>\$1,010,000</b>	<b>\$1,010,000</b>	<b>\$1,010,000</b>



## KEY BENEFITS:

- Improves ridership potential and access for transit-dependent populations
- Provides express and local service to South County
- Increases connections to health facilities, other transit routes and providers, and employers



## SUPPORT NEEDED:

- Expand vehicle fleet and monitor state of repair as service hours and miles increase
- Plan for additional storage and/or maintenance facilities in local communities
- Consider new Roseburg downtown transit hub for expanding transit services; more frequent buses
- Use vehicle location data to identify bottleneck points; work with ODOT to implement bus-on-shoulder and cities for local enhancements
- Use passenger count data to identify high-priority stops, build-out stop amenities and walking and biking connections



## POTENTIAL FUNDING SOURCES:

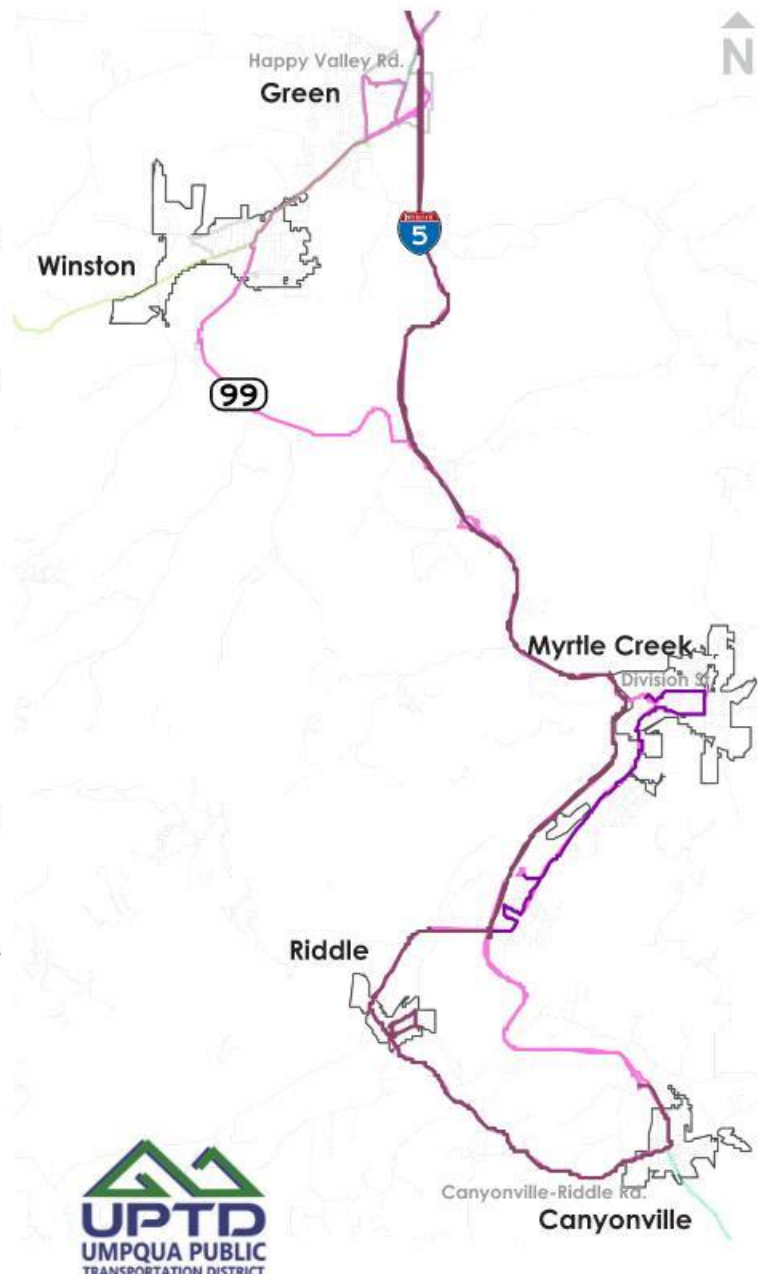
- + City Contributions
- + Increased State Funding (STIF)



## KEY PARTNERS:

Myrtle Creek, Canyonville, Riddle, Winston, Employers

**Approximate Recommendation Timeline**  
 Short-term: 5 years  
 Mid-term: 5-15 years  
 Long-term: 15+ years



# SUTHERLIN FIXED-ROUTE RECOMMENDATIONS

ROUTE	EXISTING	FUNDED IN NEAR-TERM	SHORT-TERM	MID-TERM	LONG-TERM	UNCONSTRAINED
<b>Blueline</b>	2 hr headway; 7:00 AM – 7:00 PM 5 days per week	Modify; 30 minute headways	Increased service hours; 7:00 AM – 8:00 PM 5 days a week	7 days per week	-	-
<b>Total Cost</b>	<b>\$78,000</b>	<b>\$157,000</b>	<b>\$178,000</b>	<b>\$210,000</b>	<b>\$210,000</b>	<b>\$210,000</b>



## KEY BENEFITS:

- Improves ridership potential
- Provides expanded service hours and days of service
- Enhances access for population, employment, and transit-dependent groups



## SUPPORT NEEDED:

- Expand vehicle fleet and monitor state of repair as service hours and miles increase
- Additional storage and/or maintenance facilities
- Consider new downtown transit hub for expanding transit services; more frequent buses
- Use vehicle location data to identify bottleneck points; work with ODOT to implement bus-on-shoulder and cities for local enhancements
- Use passenger count data to identify high-priority stops, build-out stop amenities and walking and biking connections



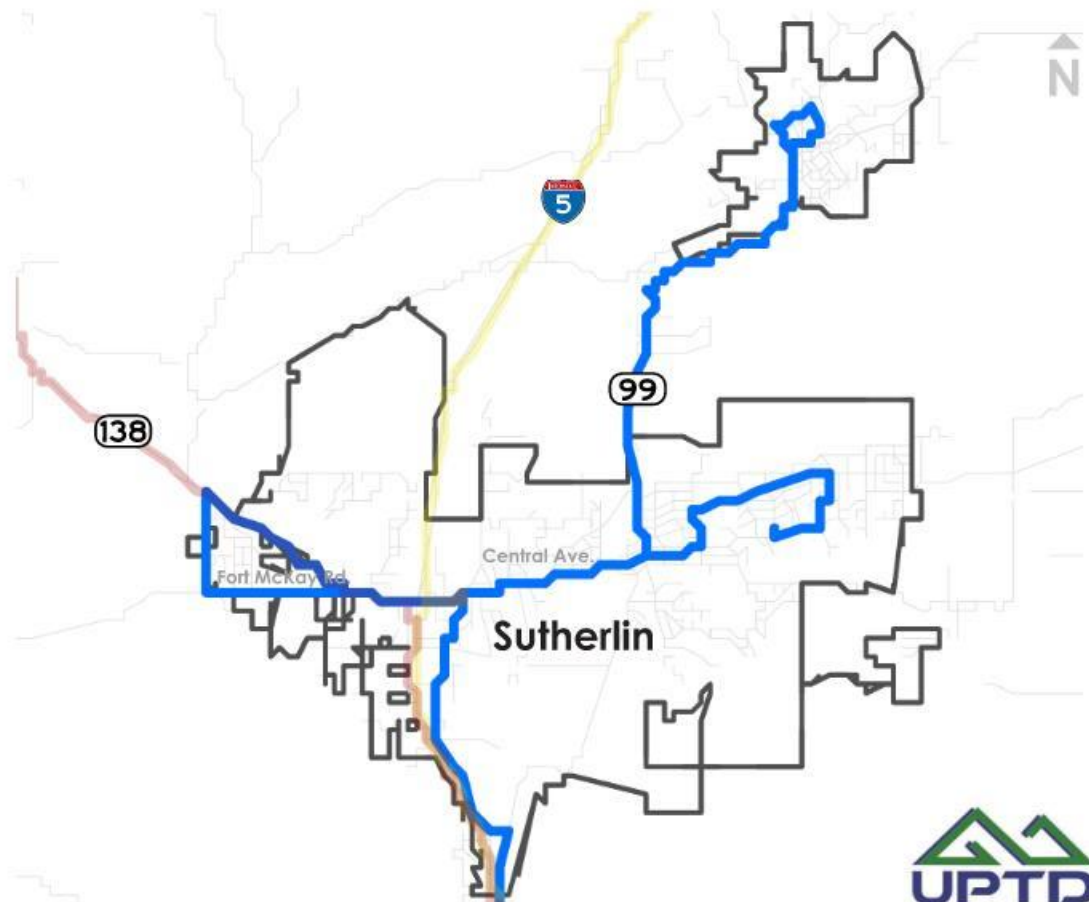
## POTENTIAL FUNDING SOURCES:

- + City Contributions
- + Increased State Funding (STIF)



## KEY PARTNERS:

City of Sutherlin, Employers, UCC



**Approximate Recommendation Timeline**  
 Short-term: 5 years  
 Mid-term: 5-15 years  
 Long-term: 15+ years

# WINSTON/GREEN LOCAL FIXED-ROUTE RECOMMENDATIONS



ROUTE	EXISTING	FUNDED IN NEAR-TERM	SHORT-TERM	MID-TERM	LONG-TERM	UNCONSTRAINED
Greyline	1 hr headway; 6:15 AM – 8:15 PM 6 days per week	Modify; 30 minute headways	-	7 days per week	-	-
Modified Greyline Extension	-	Implemented with frequency changes	-	-	-	-
<b>Total Cost</b>	<b>\$137,000</b>	<b>\$229,000</b>	<b>\$229,000</b>	<b>\$284,000</b>	<b>\$284,000</b>	<b>\$284,000</b>



## KEY BENEFITS:

- Improves ridership potential
- Increased connections to key employers
- Provides expanded service hours and days of service



## POTENTIAL FUNDING SOURCES:

- + City Contributions
- + Increased State Funding (STIF)



## SUPPORT NEEDED:

- Expand vehicle fleet and monitor state of repair as service hours and miles increase
- Consider new downtown transit hub for expanding transit services; more frequent buses
- Use vehicle location data to identify bottleneck points; work with ODOT to implement bus-on-shoulder and cities for local enhancements
- Use passenger count data to identify high-priority stops, build-out stop amenities and walking and biking connections



## KEY PARTNERS:

City of Winston, Roseburg Forest Product, Ingram Book

**Approximate Recommendation Timeline**  
 Short-term: 5 years  
 Mid-term: 5-15 years  
 Long-term: 15+ years



# INTERCOMMUNITY FIXED-ROUTE RECOMMENDATIONS

ROUTE	EXISTING	FUNDED IN NEAR-TERM	SHORT-TERM	MID-TERM	LONG-TERM	UNCONSTRAINED
<b>Reedsport</b>	Not Existing	2 trips per day; 3 days per week	-	-	-	2 trips per day; 6 days per week
<b>Wolf Creek</b>	Not Existing	2 trips per day; 3 days per week	-	-	2 trips per day; 6 days per week	-
<b>Coos Bay</b>	Operated under CCAT	-	-	Add 2 trips per day; 2 days per week	-	2 trips per day; 4 days per week
<b>Cottage Grove</b>	Not Existing	2 trips per day; 3 days per week	-	-	2 trips per day; 6 days per week	-
<b>Total Cost</b>	-	<b>\$356,000</b>	<b>\$356,000</b>	<b>\$397,000</b>	<b>\$616,000</b>	<b>\$794,000</b>



## KEY BENEFITS:

- Improves ridership potential
- Enhances access for population and transit-dependent groups
- Builds regional connectivity
- Increases connections to health facilities and other transit routes and providers



## SUPPORT NEEDED:

- Expand vehicle fleet and monitor state of repair as service hours and miles increase
- Coordination with Coos County Area Transportation District (CCAT) on Roseburg to Coos Bay services
- Use vehicle location data to identify bottleneck points; work with ODOT to implement bus-on-shoulder and cities for local enhancements
- Use passenger count data to identify high-priority stops, build-out stop amenities and walking and biking connections



## POTENTIAL FUNDING SOURCES:

- + City Contributions
- + STIF Intercommunity/FLAP
- + Increased State Funding (STIF)

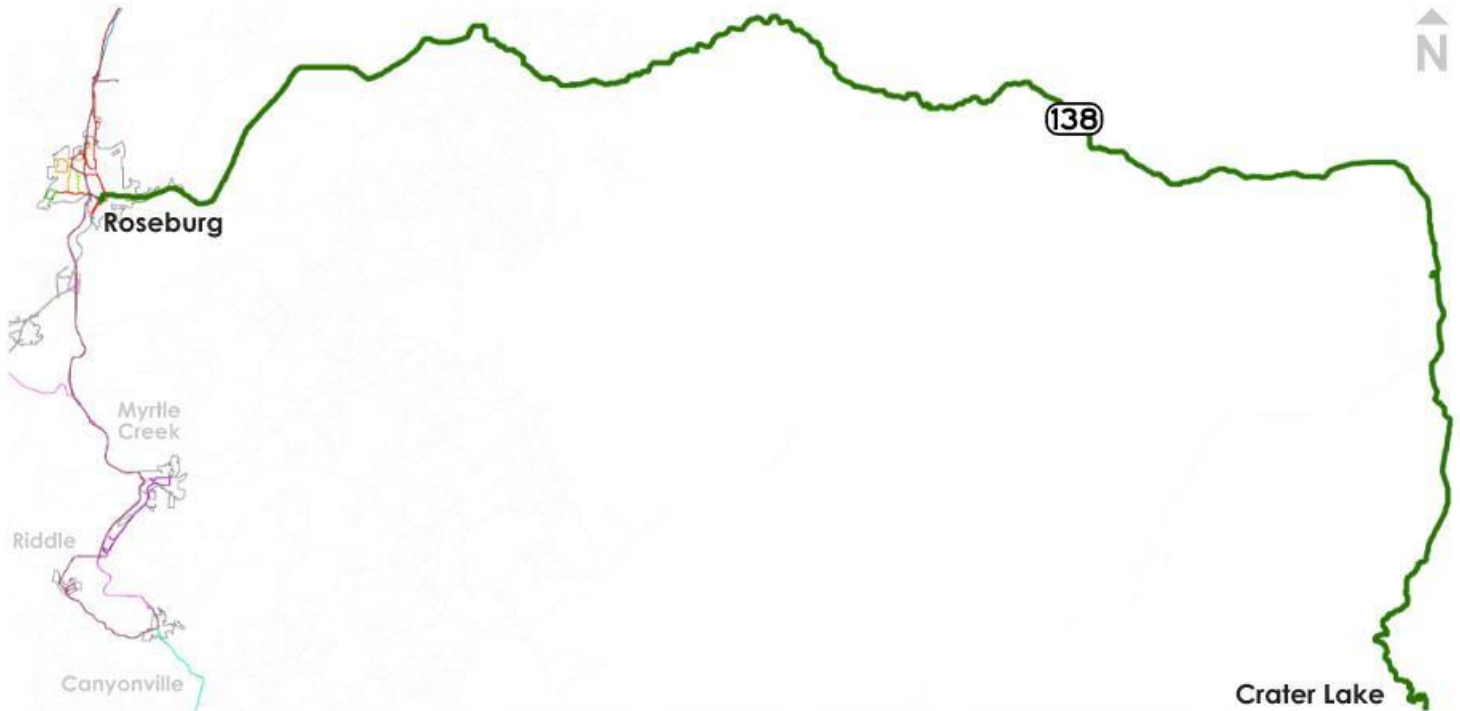


## KEY PARTNERS:

South Lane Wheels, CCAT, local cities, key employers



# CRATER LAKE FIXED-ROUTE RECOMMENDATIONS



ROUTE	EXISTING	FUNDED IN NEAR-TERM	SHORT-TERM	MID-TERM	LONG-TERM	UNCONSTRAINED
<b>Crater Lake</b>	Not Existing	-	-	2 trips per day; 2 days per week; summer and winter recreation	-	2 trips per day; 4 days per week; summer and winter recreation
<b>Total Cost</b>	-	-	-	<b>\$119,000</b>	<b>\$119,000</b>	<b>\$238,000</b>



## KEY BENEFITS:

- Improves ridership potential
- Increases tourism connections to Crater Lake National Park
- Potential to decrease parking demand and traffic congestion



## POTENTIAL FUNDING SOURCES:

- + STIF Intercommunity/FLAP
- + Increased State Funding (STIF)



## SUPPORT NEEDED:

- Expand vehicle fleet and monitor state of repair as service hours and miles increase
- Coordinate with Crater Lake National Park staff to promote service and utilize parking areas, including potential or new park-and-ride facilities

Note: A winter route would end at Diamond Lake, as the north entrance to Crater Lake closes during the winter.



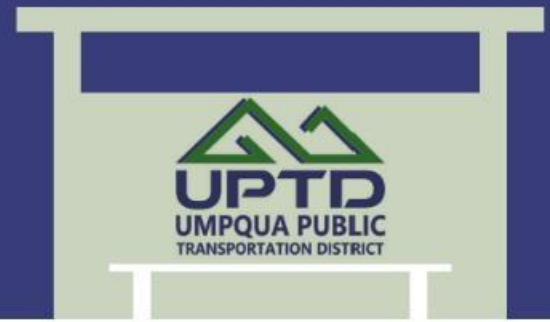
## KEY PARTNERS:

City of Roseburg, National Park Service; Umpqua National Forest

**Approximate Recommendation Timeline**  
 Short-term: 5 years  
 Mid-term: 5-15 years  
 Long-term: 15+ years



# DESIGNING BUS STOPS



Safe and comfortable facilities can improve the experience of riding transit and increase ridership by improving stop visibility, providing protection from poor weather, and improving access to transit. The following table shows typical stop amenities, describes their typical costs, and provides the activity levels that typically prompt inclusion of them. Scenarios that may trigger higher levels of amenities include:

- Land use** – assisted living homes, medical facilities, veteran's resources, and other land uses may increase the need for benches or shelters at stops; low-density areas may see higher bike rack/locker demands due to the longer distance to travel to stops
- Customer use** – amenities such as trash cans or information cases may be triggered by trash accumulating at stops, bus drivers receiving information requests from riders, or riders directly requesting these improvements
- Coordination opportunities** – if a local jurisdiction is looking to provide lighting, repaving, etc. on a transit route, installing higher-level bus amenities may be advantageous to reduce cost even if a stop hasn't reached higher activity levels yet

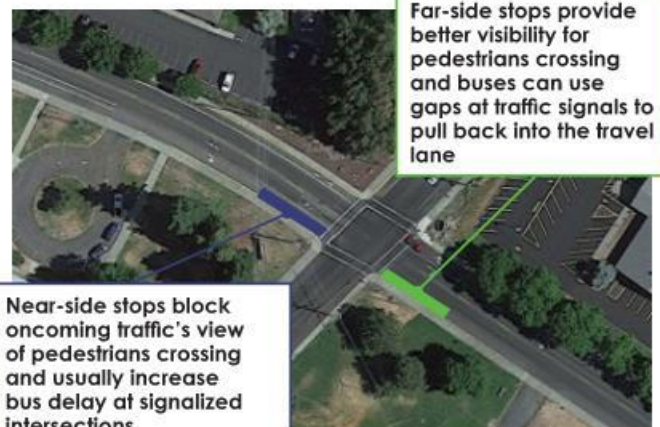
AMENITY	TYPICAL COST	STOP LEVEL
Signage & route information	\$300 to \$1,000	All stops
Lighting	\$5,000 to \$10,000	All stops
Bench	\$500 to \$1,500	3+ boardings per day
Shelter (small)	\$6,000	20+ boardings per day
Trash can	\$1,000 to \$1,500	Major bus stops/transit centers, as-needed
Bike racks	\$150 to \$300 (two-bike rack)	Major bus stops/transit centers, near bike routes
Information cases (systemwide route information; advertising)	\$1,000 to \$10,000	Major bus stops/transit centers
Bike lockers	\$2,000 to \$3,000 per locker	Major bus stops/transit centers, near bike routes
Shelter/covered area (large)	Varies	Major bus stops/transit centers

## Placement and Pullouts:

Transit stops should be coordinated with roadway agencies to ensure stops are ADA-accessible and connect to low-stress walking and biking facilities and crossings. This coordination should include maintenance considerations, such as emptying trash cans and snowplow operations.

On major roadways with speeds of 35 mph or more, such as state highways, transit agencies may consider bus stops that allow buses to stop out of the traffic lane, to avoid rear-end collisions and discourage unsafe passing of the bus by motorists.

## Near-Side vs. Far-Side?



Far-side stops provide better visibility for pedestrians crossing and buses can use gaps at traffic signals to pull back into the travel lane

Near-side stops block oncoming traffic's view of pedestrians crossing and usually increase bus delay at signalized intersections

# BASELINE CONDITIONS

This section discusses baseline conditions of the transit system as reviewed in *Memo #1: Existing System Conditions*.

## Existing Services

Table 2 summarizes each Douglas County transportation provider by the provider type (public or private), type(s) of service, operating hours, and general service areas. The remainder of this section describes these providers and service types in more detail. Figure 8 is a service map of services provided in the county and Figure 9 shows a service map of services in the Roseburg area.

**Figure 8: UPTD Douglas County Service**

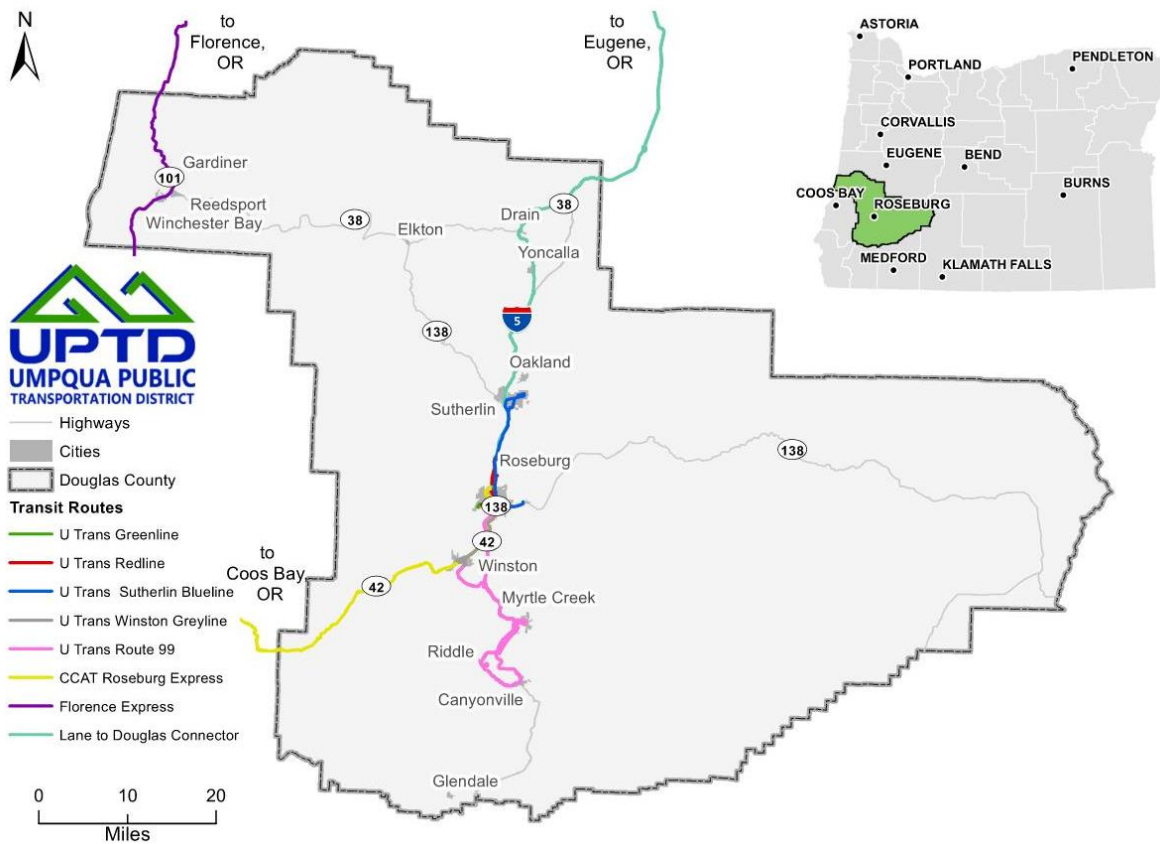




Figure 9. UPTD Roseburg Service

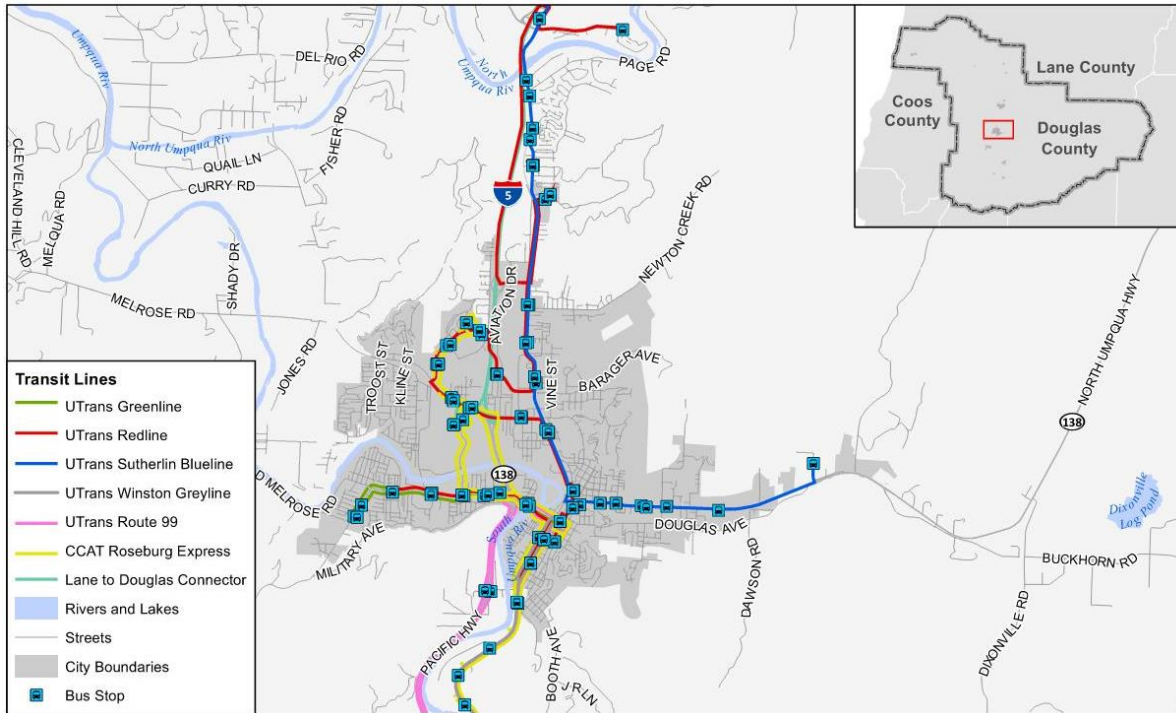


Table 2. Transportation Service Options for Traveling within Douglas County

Transportation Provider	Public / Private	Service Type	Operating Hours	Service Area
<b>UTrans (UPTD)</b>	Public	Fixed-Route	6:15 AM – 8:10 PM weekdays 8:15 AM – 6:30 PM Saturday	Douglas County
<b>UTrans Direct (UPTD)</b>	Public	Paratransit	6:15 AM – 8 PM weekdays	City of Roseburg w/in ¼ air mile of UTrans fixed-route service
<b>Umpqua Rides (UPTD)</b>	Public	Demand-Response	8:30 AM – 4:45 PM weekdays	Douglas County
<b>South Lane Wheels</b>	Public	Deviated Fixed-Route	2 round trips, Tuesdays and Thursdays	Lane – Douglas Connector (Roseburg to Eugene)
<b>Coos County Area Transit (CCAT)</b>	Public	Fixed-Route	1 round trip, Tuesdays and Wednesdays	Coos Bay to Roseburg (Camas Valley, Tenmile, Porter Creek, Winston, Green, Roseburg)
			3 round trips, Mondays, Tuesdays, Thursdays, Fridays	Coos Bay to Florence, with 3 stops in Douglas County (Winchester Bay, Reedsport, Gardiner)
<b>Greyhound</b>	Private	Fixed-Route	2 trips per direction 6:30 AM – 11:30 PM 7 days a week	I-5 corridor, stopping in Roseburg
<b>DC Sunshine Taxi &amp; Courier</b>	Private	Taxi: Demand-Response	24/7 7 days a week	Greater Roseburg area

Sources: Umpqua Public Transportation District, South Lane Wheels, DC Sunshine Taxi & Courier, CCAT

## UPTD<sup>1</sup>

UPTD operates local fixed-routes in Roseburg, long-distance routes connecting communities, paratransit in Roseburg, and general demand-response transit services throughout Douglas County. Key information about these services is as follows:

**Fixed-Route:** UTrans is the public-facing name for UPTD fixed-route service, which operates from 6:15 AM – 8:10 PM, Monday through Friday, with limited service on Saturdays from 8:15 AM – 6:30 PM. Fares are \$2.00 one-way, \$5.00 for a day pass, and free for children aged 17 and under. A reduced fare of \$1.00 one-way is available to passengers aged 60 or older, veterans, Medicare cardholders, and persons with a documented disability.<sup>2</sup>

**Paratransit (Roseburg):** Umpqua Rides is the Americans with Disabilities Act (ADA) complementary paratransit service for Roseburg, serving people with qualifying disabilities that prevent them from using fixed-route service. Umpqua Rides has the same operating hours as UTrans fixed-route service and provides origin-to-destination service within ¾ mile (as the crow flies) of fixed-route service. The fare is \$4.00 per one-way ride.

**Demand-Response (Douglas County):** Umpqua Rides is a demand-response service serving the Douglas County areas where UTrans provides service and the remainder of the county. It is a door-to-door shared-ride service available to the general public; however, priority is given to older adults and people with disabilities. The service operates Mondays through Fridays and advance reservations are required. The service is free, but donations are accepted. Some trips outside of the county (e.g., to Cottage Grove) can be accommodated.

## South Lane Wheels

South Lane Wheels operates the Lane – Douglas Connector (LDC), a pilot shuttle service to provide the public with better access to healthcare services and shopping. The LDC makes two round trips on Tuesdays and Thursdays between Roseburg and Eugene, with stops in Cottage Grove and Drain. The LDC connects to UTrans at the Roseburg Veteran's Affairs Center. The service is free for veterans with ID and is currently free for the public during an introductory period.<sup>3</sup>

## Coos County Area Transit

Coos County Area Transit operates the Roseburg Express, an intercity route along Highway 42 between North Bend/Coos Bay and Roseburg. One round trip is operated on Tuesdays and Wednesdays, arriving in Roseburg at 9:47 AM and departing at 1:37 PM. Fares are \$4.00 for intracounty (Coos County only or Douglas County only) and \$8.00 for travel between Douglas and Coos Counties.

Coos County Area Transit also operates the Florence Express, an intercity route along Highway 101 between North Bend/Coos Bay and Florence that includes stops at Winchester Bay, Reedsport, and Gardiner. Three round trips are operated on Mondays, Tuesdays, Thursdays, and Fridays, arriving northbound in Winchester Bay at 8:26 AM, 11:26 AM, and 4:26 PM; Reedsport at 8:44 AM, 11:44 AM, and 4:44 PM; and Gardiner at 8:49 AM, 11:49 AM, and 4:49 PM. Southbound trips arrive 80, 90, and 115 minutes after the northbound trip in Gardiner, Reedsport, and Winchester Bay, respectively. Fares range from \$4.00 for one-zone rides (e.g., Reedsport/Gardiner to Winchester Bay or Florence) and up to \$10.00 for longer rides (e.g., Reedsport/Gardiner to North Bend).

<sup>1</sup> <https://umpquatransit.com/schedule/>

<sup>2</sup> <https://umpquatransit.com/riding-utrans/>

<sup>3</sup> <https://southlanetransit.com/portal/>

### Greyhound

Greyhound, a private transportation provider, offers service along the I-5 corridor, connecting passengers from Roseburg to Portland to the north and Sacramento to the south, with a stop located in downtown Roseburg. The service runs twice a day in each direction, with northbound departures at 4:55 AM and 2:35 PM, and southbound departures at 11:15 AM and 10:55 PM. The fare varies by destination and travel date.

### Other Services and Programs

In addition to fixed-route and demand-response transit services, Douglas County residents can also use a local taxi or participate in *Get There Oregon*.

The DC Sunshine Taxi & Courier provides 24/7 service every day of the year throughout Douglas County. The service offers wheelchair-accessible vans with 24 hours' notice.

*Get There Oregon* seeks to connect commuters in Oregon for vanpools, carpools, and bike groups. The platform is also used to organize encouraging commuter challenges by ODOT and its regional partners.

### Service Assessment

This section discusses the existing systems performance in relation to similar providers.

Transit agencies that receive federal funding are required to report information about service miles, service hours, and ridership, among other data, to the National Transit Database (NTD). Peer transit services were selected for comparison using a method developed for the National Rural Transit Assistance Project. This method identifies peer agencies based on the type of service provided, vehicle miles operated, population served, funding type, and proximity to Douglas County. The following peer transit providers were selected for comparison: Tillamook County Transportation District (TCTD), Coos County Area Transit (CCAT), Lincoln County Transit Service District (LCTSD), Yamhill County Transit (YCT), Sunset Empire Transportation District (SETD), Columbia County Rider (CCR), Sandy Area Metro (SAM), and San Benito County LTA (LTA). All of these providers are located in Oregon, except for LTA, which serves the Hollister area near California's central coast. All systems provide both fixed-route and demand-response services.

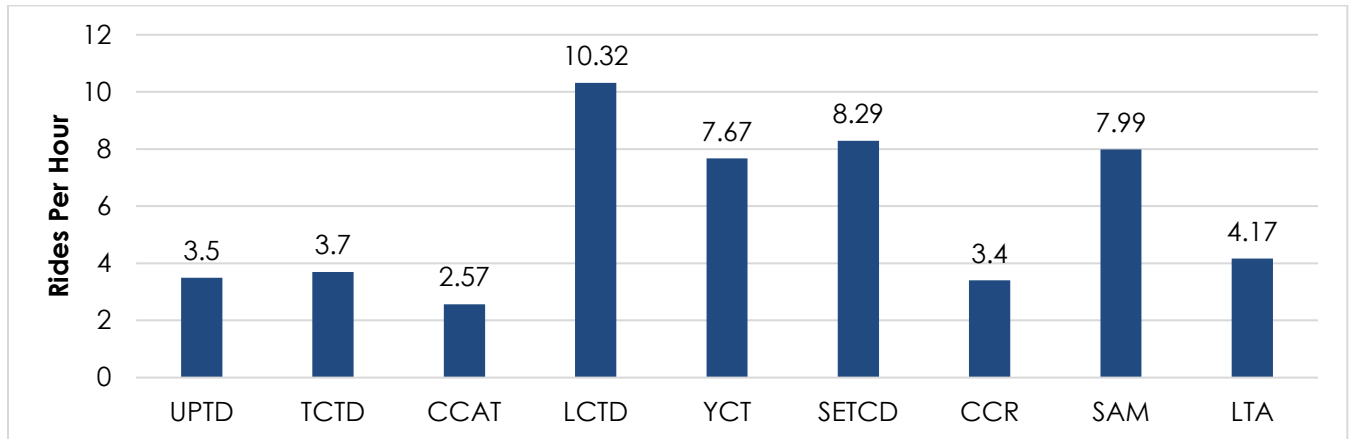
Table 3, Figure 10, and Figure 11 compare the peer operators to UPTD. UPTD provides similar rides per hour to many other providers located on or west of the I-5 corridor, with the exception of Lincoln County and Sunset Empire. Yamhill County and Sandy, which both operate commuter service into the Portland area, also have higher rides per hour. UPTD has the second-lowest lower operating expense per vehicle revenue hour within the peer group, with only CCAT being lower.

**Table 3. FY18 Annual Service Miles, Service Hours, and Annual Riders**

	UPTD	TCTD	CCAT	LCTSD	YCT	SETCD	CCR	SAM	LTA
<b>Service Miles</b>	620,933	1,000,590	229,075	504,181	713,512	557,544	738,420	347,042	484,384
<b>Service Hours</b>	39,467	39,516	18,776	31,198	36,665	27,841	30,074	16,238	29,573
<b>Ridership</b>	138,061	146,236	48,220	321,833	281,048	230,768	102,364	129,776	123,452
<b>Rides per Mile</b>	0.22	0.15	0.21	0.64	0.39	0.41	0.14	0.37	0.25
<b>Rides per Hour</b>	3.50	3.70	2.57	10.32	7.67	8.29	3.40	7.99	4.17

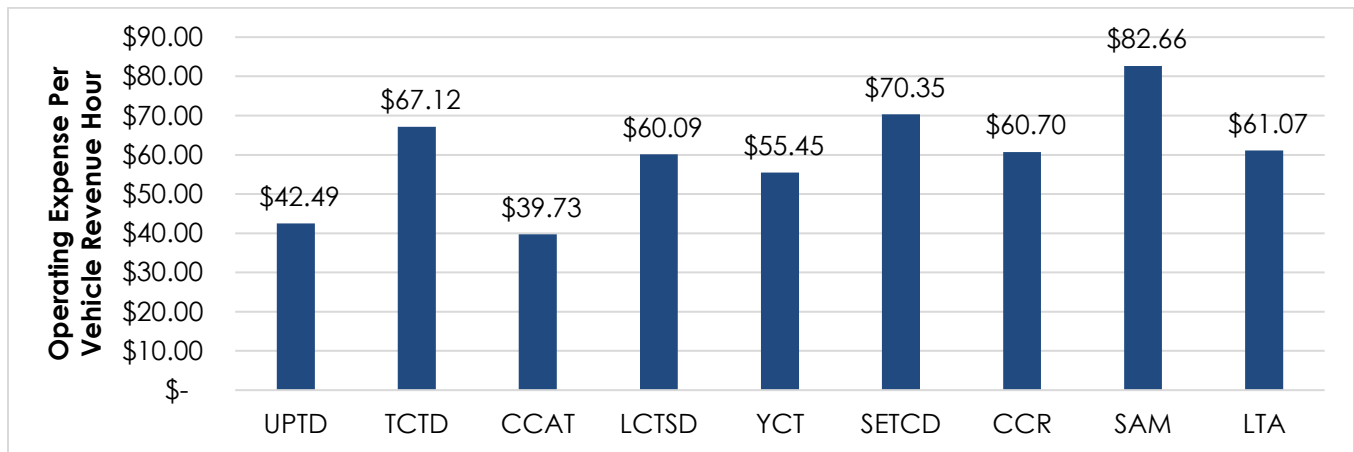
Source: NTD

**Figure 10. Riders per Hour by Transit Agency**



Source: NTD

**Figure 11. Operating Expense Per Vehicle Revenue Hour by Transit Agency**



Source: NTD

### Transit Capital Assets Analysis

The following sections describe UPTD’s transit fleet, stop amenities, park-and-ride facilities, and transit technologies and fare policies.

#### Fleet

UPTD currently owns and operates 6 regular buses, 8 cutaway buses, and 19 ADA-accessible (accessible for people with mobility devices) vans. The average age of the active fleet is 7.4 years of use. Of the active fleet, 10 vehicles are in excellent condition, 9 are in good condition, 4 vehicles are in adequate condition, 5 vehicles are in marginal condition, and 3 vehicles are in poor condition. 19 vehicles are beyond their expected useful life (EUL) timelines in years (ranges from 4 to 7, depending on vehicle type) and 2 vehicles are at their maximum EUL in years. Four of the vehicles past their EUL in years are not at their EUL in mileage, while one vehicle is past its EUL in mileage but not yet years. Several vehicles that are owned are out of service (OOS). Most vehicles run on non-ethanol gasoline, with several vehicles running on diesel. All buses have bike racks. Most buses seat 20 or more riders. Table 4 summarizes the fleet information.

**Table 4. Transit Fleet**

Asset Model	Year	Seats	ADA Seats	Bike Racks	Condition	Odometer Reading	EUL Category	Fuel Type	Status
Van #1 (11-09-04)	2009	14	2	-	Marginal	205,375	4 yrs/100,000 mi	Gas	Active
Van #2 (11-10-04)	2010	7	1	-	Adequate	209,576	4 yrs/100,000 mi	Gas	Active
Van #3 (18-19-05)	2006	4	1	-	Poor	133,514	4 yrs/100,000 mi	Gas	OOS
Van #4 (18-20-01)	2020	8	4	-	Excellent	14,762	4 yrs/100,000 mi	Gas	Active
Van #5 (18-21-01)	2021	8	2	-	Excellent	150	4 yrs/100,000 mi	Gas	Active
Van #6 (18-21-02)	2014	8	2	-	Adequate	131,111	4 yrs/100,000 mi	Gas	Active
Van #7 (18-21-03)	2011	8	2	-	Adequate	161,630	4 yrs/100,000 mi	Gas	Active
Van #8 (18-21-04)	2011	10	2	-	Poor	105,889	4 yrs/100,000 mi	Gas	OOS
Van #9 (18-21-05)	2011	8	2	-	Good	81,867	4 yrs/100,000 mi	Gas	Active
Van #10 (18-21-06)	2016	8	2	-	Excellent	39,117	4 yrs/100,000 mi	Gas	Active
Van #11 (18-21-07)	2014	8	2	-	Adequate	102,658	4 yrs/100,000 mi	Gas	Active
Van #12 (18-21-08)	2011	8	2	-	Excellent	15,000	4 yrs/100,000 mi	Gas	Active
Van #13 (18-21-09)	2014	8	2	-	Good	110,745	4 yrs/100,000 mi	Gas	Active
Van #14 (18-21-10)	2018	8	2	-	Excellent	45,802	4 yrs/100,000 mi	Gas	Active
Van #15 (18-21-11)	2016	10	2	-	Marginal	224,117	4 yrs/100,000 mi	Gas	Active
Van #16 (18-21-12)	2011	8	2	-	Fair	168,843	4 yrs/100,000 mi	Gas	Active
Van #17 (18-21-13)	2011	8	2	-	Fair	128,449	4 yrs/100,000 mi	Gas	Active
Van #18 (18-21-14)	2014	8	2	-	Good	58,316	4 yrs/100,000 mi	Gas	Active
Van #19 (18-21-15)	2017	9	2	-	Excellent	60,007	4 yrs/100,000 mi	Gas	Active
Cutaway #1 (11-03-08)	2003	10	2	1	Marginal	126,694	4 yrs/100,000 mi	Gas	Active
Cutaway #2 (11-07-02)	2007	19	2	1	Poor	407,236	7 yrs/200,000 mi	Diesel	Active
Cutaway #3 (11-09-06)	2008	23	2	1	Marginal	400,482	7 yrs/200,000 mi	Diesel	Active
Cutaway #4 (11-17-09)	2016	12	4	1	Good	160,082	5 yrs/150,000 mi	Gas	Active
Cutaway #5 (18-19-01)	2019	24	3	1	Excellent	49,715	7 yrs/200,000 mi	Diesel	Active
Cutaway #6 (18-19-02)	2019	24	3	1	Excellent	49,428	7 yrs/200,000 mi	Diesel	Active
Cutaway #7 (18-19-03)	2019	24	3	1	Excellent	54,510	7 yrs/200,000 mi	Diesel	Active
Cutaway #8 (18-19-04)	2019	24	3	1	Excellent	53,243	7 yrs/200,000 mi	Diesel	Active
Bus #1 (11-11-03)	2005	16	2	1	Marginal	338,198	7 yrs/200,000 mi	Gas	Active
Bus #2 (11-16-15)	2016	32	3	1	Good	124,565	10 yrs/350,000 mi	Diesel	Active
Bus #3 (11-16-16)	2016	32	3	1	Good	163,809	10 yrs/350,000 mi	Diesel	Active
Bus #4 (11-16-17)	2016	32	3	1	Good	102,674	10 yrs/350,000 mi	Diesel	Active
Bus #5 (11-16-18)	2016	32	3	1	Good	112,703	10 yrs/350,000 mi	Diesel	Active
Bus #6 (11-16-19)	2016	32	3	1	Good	99,885	10 yrs/350,000 mi	Diesel	Active

Note: ADA = Americans with Disabilities Act, EUL = expected useful life, OOS = out of service. Transit fleet as of June 2021.

## Transit Stop Amenities

Transit stop amenities increase rider comfort while waiting to board. Amenities can include stop signage, bus shelters, benches, timetables, trash cans, bike racks, and more. Many stops in the UPTD system lack signage. There are 33 stops with bus shelters, including major stops such as Washington and Rose and Stewart Parkway/Walmart in Roseburg. Additionally, UPTD has identified bus shelter installation as part of their FY22-FY23 STIF plan.

### Park-and-Ride Facilities

The only formal park-and-ride facility is in Myrtle Creek at the I-5 northbound on-ramp (Exit 108). The park-and-ride allows free parking and offers 12 parking spaces. The lot is currently served by Route 99 and would also be served by the South County Collector in the future.

### Transit Technologies and Fare Policies

UPTD does not currently provide real-time bus arrival information, mobile ticketing, or fare reciprocity with adjacent providers. These technologies and policies facilitate a more efficient and convenient user experience and have the potential to better serve UPTD riders in the future.

### Budget & Funding Source Analysis

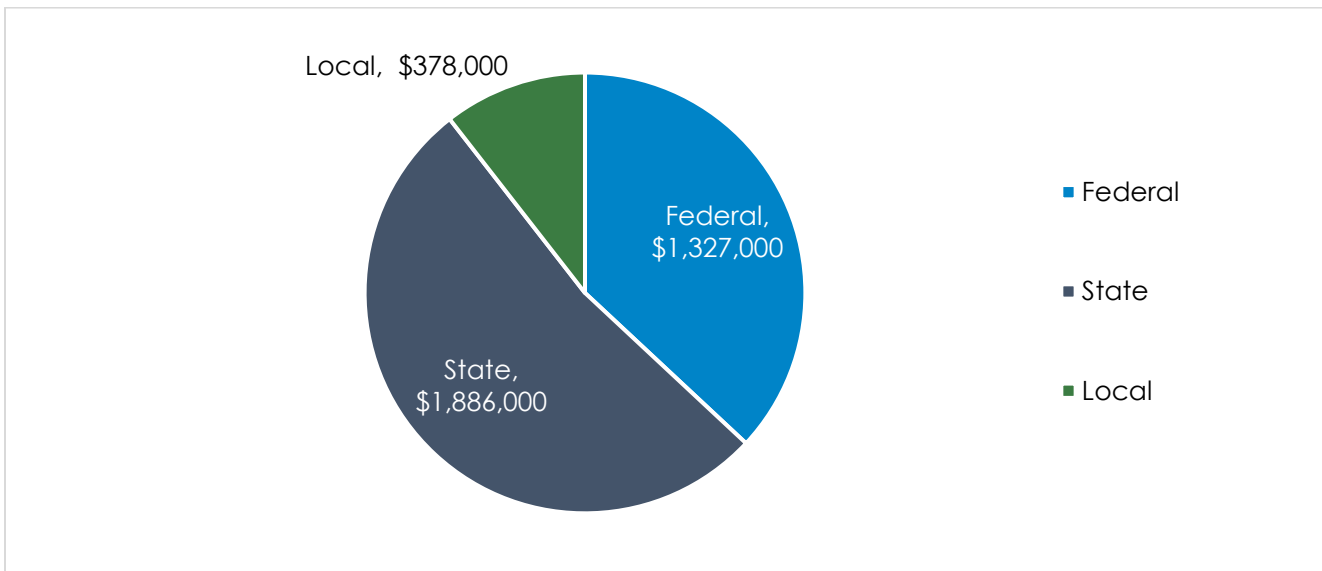
This section provides overall budget and funding information for UPTD. Table 5 shows annual cost allocations for UPTD by expense type. As shown for Fiscal Year 2021 (FY21), operations accounted for the majority of expenses, at about 75% of UPTD's budget without capital improvements. Other budget line items not included in this table include debt service, transfers to UPTD's bus replacement fund, an operating contingency, and an unappropriated ending balance.

**Table 5. 2021–2022 (FY21) Cost Allocation by Expense Type**

	Operations	Administration	Maintenance	Total (without Capital)	Capital
<b>Allocation Amount</b>	\$2,856,310	\$797,750	\$177,140	\$3,831,200	\$30,000
<b>Percent of Budget</b>	74.6%	20.8%	4.6%		

The \$3,591,050 in funding available to UPTD in FY21 came from federal, state, and local sources. Figure 12 shows the amount provided from each of these sources. Federal funding was by far the largest contributor, including a \$450,000 Coronavirus Response and Relief Supplemental Appropriations Act (CRRSAA) Grant. The CRRSAA Grant is not expected to be provided in future years. Other federal funding included formula grants, which are anticipated to remain stable in future years. State funding sources are largely the Special Transportation Fund (STF) and Statewide Transportation Improvement Fund (STIF). Local sources include fares, contract revenues, and advertising.

**Figure 12. Funding Type**



Source: UPTD, excludes cash carryover from previous years.

## NEEDS ASSESSMENT

Potential needs were identified primarily from the service gaps identified from the population and land use analysis, previous planning processes, and existing service analysis conducted as part of *Memo #1: Existing System Conditions*, along with gaps identified through public involvement and outreach. *Memo #4: Unmet Transit Needs* described these potential needs and recommended service models to address them. These needs and service models are summarized below.

### Transit Markets and Recommended Service Models

**Table 6** summarizes existing and potential future service types to address transit market needs.

**Table 6. Service Types to Address Transit Market Needs**

Transit Market	Local Fixed-Route	Shuttle/ Deviated Fixed-Route	Intercity/ Express	Vanpool	Demand-Response
<b>Existing transit users within Roseburg</b>	Existing	Potential	Existing	Potential	Existing
	Consider adding stop locations, increasing frequency, and expanding service hours within Roseburg. The Roseburg area is on the brink of becoming a Metropolitan Planning Organization (MPO) and large employers would be required to develop travel demand management programs, promoting the potential for vanpool.				
<b>Additional or modified service in Riddle and Sutherlin</b>	Potential	Potential	Existing	Potential	Existing
	Existing routes could be modified and/or new routes could be added to serve additional areas within Riddle and Sutherlin. Expanded service hours or changes to frequency may also address the transit gap. Should these communities be included in a future metropolitan planning organization (MPO), vanpools may have higher potential for implementation and success.				
<b>Tourism and recreation</b>	—	—	Potential	Potential	Existing
	New services to tourism and recreation areas, such as east–west connections to the coast or Umpqua National Forest, would provide service to visitors, residents, and employees in Douglas County.				
<b>Growing populations inside UGBs</b>	Potential	Potential	Existing	Potential	Existing
	In addition to UPTD’s services, partnering with CCAT, South Lane Wheels, and other agencies to expand intracity and intercity services and encouraging use of vanpools can help serve growing populations in Douglas County cities.				
<b>Transit-dependent populations in rural areas</b>	Potential	Potential	Existing	—	Existing
	Providing intercity rural transit and demand-response services or new shuttle services can help to address the needs of transit-dependent populations in rural Douglas County.				

### Service Enhancements and Efficiencies

The following improvements were identified as general needs not specific to geographic or demographic transit markets. These improvements could help improve the existing rider experience, attract new ridership, and improve the efficiencies of partnerships and UPTD’s operations.

- Increase service frequency, extend service hours, and provide weekend service:** The highest-priority improvements of survey respondents were increased frequency, extended service hours, and weekend service. Non-riders stated that they do not use transit services due to service coverage and frequency.

- **Improved education, marketing, and partnerships:** Compared to several of its peers, UPTD provides fewer rides per hour and rides per mile. Lower efficiency may be an outcome of the geographic and demographic layout of the community, but looking toward other transit providers can help identify marketing opportunities. For example, both Lincoln County Transit Service District (LCTSD) and Sunset Empire Transportation District (SETD) are part of the NWOTA transit alliance, marketing services and coordinating with adjacent providers to increase awareness and ridership. Improved partnership with South Lane Wheels, CCAT, and other providers may help to boost all providers' services. Improved website information showing adjacent provider connections, routes, and service times may help boost transit ridership.
- **Update vehicle fleet:** UPTD's fueling costs have been increasing substantially with the change in fuel prices. Cleaner fuel sources, such as electrification, could be considered for future vehicle purchases and facilities. The upfront higher cost may be worth lower and more stable fuel costs. Clean fuels are also a goal of the City of Roseburg, a major partner for UPTD. In addition to fueling costs, many of UPTD's vehicles are in poor condition or near the end of their expected useful life (EUL) and in need of replacement.
- **Improved travel times:** Providing transit services competitive with driving a personal vehicle is a goal for UPTD. Seeking ways to improve travel times, such as bus-on-shoulder operations, signal improvements prioritizing transit vehicles, or route optimization may help reduce travel times on transit.
- **Bus stop amenities and access:** Individual bus stops could be improved with amenities, sidewalk access, park-and-ride access, and more. Specific improvements identified through outreach include shelters, updated information boards, and benches.
- **Update tools and technology:** Tools that respondents felt would increase the convenience of their trips include more fare payment options, mobile trip-planning tools, real-time vehicle arrival information, and more bicycle racks. Difficulty planning trips was cited in non-riders' responses as a barrier to using transit service.

## FUTURE SERVICE OPPORTUNITIES

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*Memo #5: Future Service Opportunities* describes future service opportunities that address transit efficiency, ridership, and coverage needs through information and technology, coordination, facilities, service enhancement, and routing opportunities. Future service opportunities related to service enhancement, coordination, information and technology, and facilities are more focused on improving current system efficiency, as opposed to enhancing coverage. Routing opportunities can improve both existing efficiency and geographic coverage. These opportunities were developed based on stakeholder input; population, employment, and land use growth forecasts; and existing and forecasted future transit demand. *Memo #6: Evaluation Matrix and Prioritized Project List* in Appendix A identifies and evaluates all of the service and capital alternatives considered, including a financial assessment. The Prioritized Project List section of this TMP presents the resulting list of preferred projects.

Types of future service opportunities, listed generally from lower-cost to higher-cost, include:

- **Information and technology improvements** such as automatic vehicle location (AVL) that can support vehicle dispatchers, provide schedule reliability data to inform service planning, and provide the data source that can be used to provide riders with real-time arrival information.



- **Coordination** with other providers can improve efficiency by reducing transfer times and distances, while coordination with cities and Douglas County can improve rider access to bus stops.
- **Bus stop improvements** can be a low-cost way to make riding transit more comfortable, increasing ridership from existing users, and making transit service more visible, attracting new riders.
- **Modifications to regional and local routes** can enhance geographic coverage and increase ridership by serving key activity centers and transit-dependent populations.
- **Increasing frequency and service hours** of existing routes increases the number of trip types that transit can serve and helps address identified local and regional transit gaps.
- **Implementing new regional routes** can substantially increase geographic coverage and attract new ridership, but are also costly to implement.
- **Larger facility improvements**, such as transit centers, can build the capacity for increased transit and provide a landmark destination for transit service in Douglas County.

## FUNDING FORECAST

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The funding forecast describes existing funding sources, potential new sources, and different funding scenarios using these sources. Funding sources and opportunities are available to UPTD at the federal, state, and local levels. Full details about these sources are included in *Memo #6: Evaluation Matrix and Prioritized Project List* in *Appendix A*, with a summary provided below.

### Federal Funding Opportunities

The primary federal operating funding sources available to UPTD are the Enhanced Mobility of Seniors & Individuals with Disabilities Formula Grant (Section 5310) and the Rural Area Formula Grant (Section 5311). Existing and future funding sources include:

- Section 5310 – Enhanced Mobility of Seniors & Individuals with Disabilities Formula Grant
- Section 5311 – Rural Area Formula Grant
- Section 5339 – Bus and Bus Facilities
- Surface Transportation Block Grant (STBG)
- Federal Lands Access Program (FLAP)
- Potential future federal funding: Section 5307 – Urban Area Formula Grants
- Other federal funding, including periodic innovation and infrastructure opportunities

### State Funding Opportunities

Funding opportunities provided by the state of Oregon include:

- Rural Veterans Healthcare Transportation (RVHT)
- Special Transportation Fund (STF)
- Statewide Transportation Improvement Fund (STIF)
- STP Discretionary Bus Replacement Program
- Statewide Transit Network Program

## Local Funding Opportunities

Local funding opportunities include:

- City contributions and partnership programs
- Local taxes and fees
- Other transit provider revenue, including advertising/sponsorships and investment income

Additionally, UPTD should continue to work with employers, local organizations, communities, and stakeholders in the region to identify changing travel needs and to form partnerships that could aid in securing local funds to develop solutions for services.

### Leveraging Local Funding

Many state and federal funding sources require a 10–20% local match to receive funding. Therefore, small increases in local funding can be leveraged to make substantial increases in state and federal funding.

## Funding Scenarios

Future funding scenarios consider relatively stable as well as uncertain funding sources. Although the COVID-19 pandemic has reduced ridership and ridership-associated transit funding, other funding for transit has increased in recent years. This plan considers the following funding scenarios:

- **Baseline Funding:** This funding scenario projects existing funding sources at historic rates.
- **Baseline at 90%:** This funding scenario assumes a 10% reduction in existing funding, projected forward at the historic rate. This scenario provides a proxy estimate of reduced ridership and its impacts on fare and formula fund loss, STIF projections, etc. This scenario can also represent program changes, such as going fare-free on all or some of UPTD's routes.
- **Baseline at 110%:** This funding scenario assumes a 10% increase in existing funding, projected forward at the historic rate. This scenario provides a proxy estimate of increased ridership, STIF projections, etc.
- **Baseline + STIF Intercommunity + FLAP Grant** – This funding scenario includes existing funding sources plus an additional \$200,000 in STIF Intercommunity and FLAP grant funding. It projects this funding forward at the historic rate. STIF Intercommunity and FLAP grant funds could be applied to a potential Crater Lake route. It should be noted that STIF Intercommunity funds are intended to be used for pilots and initial operations, and FLAP or other funding sources would be needed to sustain a Crater Lake route after its first few years. FLAP grants are often used by counties to maintain roads and other facilities, and would need to be explored further. The assumed \$200,000 is a typical operating funding amount for STIF Intercommunity funds; this scenario projects a 2% growth rate.
- **Baseline + City Contributions** – This scenario reflects several cities each contributing several thousand dollars per year to UPTD to about \$10,000 in local match, and leveraging these dollars as the 10% match for various state and federal funds. The resulting amount is estimated at \$100,000, projected at a 2% growth rate.
- **Baseline + STIF 0.3% Increase** – This scenario reflects the potential for increased STIF formula fund revenue dollars, and is contingent on agencies across Oregon meeting the HB2017 triggers for an increase. The amount is calculated as two times the existing STIF formula fund, with the base 0.1% included in the baseline funding. The projected amount reflects STIF growth rates.
- **Baseline + Roseburg MPO** – This funding scenario assesses the impacts of the Roseburg area becoming an MPO. For comparison, the closest MPO in size (closest to 50,000 in population) is

the Grants Pass area, served by Josephine County Transit (JCT). JCT receives approximately \$1.6 million per year in funds. As the pool for funds would increase some to account for Roseburg becoming an MPO, but wouldn't substantially impact the amount shared among Oregon providers, the amount a Roseburg MPO would receive is likely to be lower than \$1.6 million. There are seven other small urbanized area MPOs in Oregon and an additional MPO would result in an approximate 1/7 reduction in funds for each provider, though the less dense MPOs would incur more of this decrease. At a similar population and population density as the Grants Pass area, Section 5307 dollars are estimated to be near \$1.2 to \$1.4 million, or about \$800,000 to \$1,000,000 above UPTD's existing 5311 funds. This funding scenario includes other existing funding sources plus an additional \$900,000 in potential MPO funding sources. It projects this funding forward at the historic rate. MPO funds could be applied to existing fixed-route services and intercity routes.

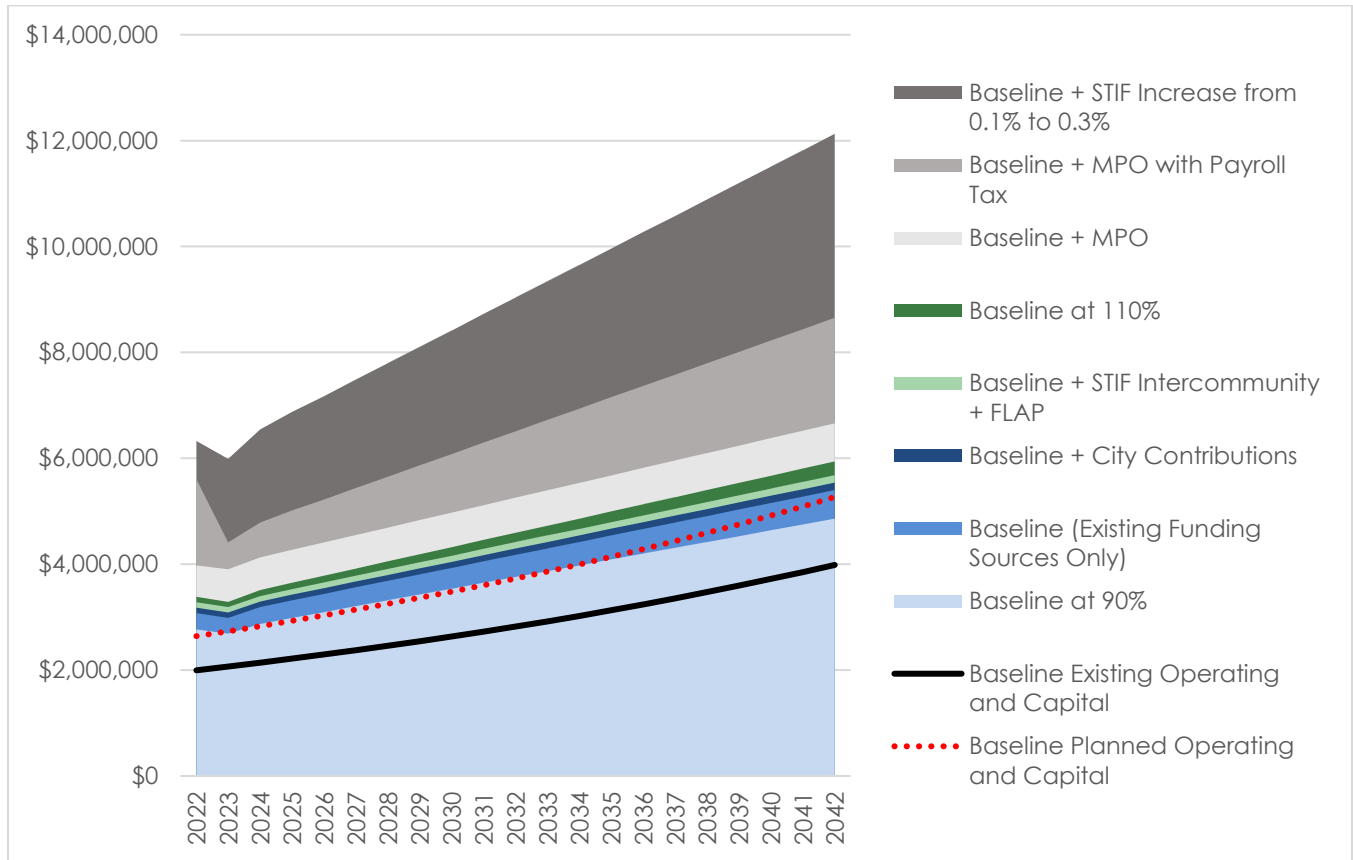
- Baseline + Roseburg MPO + 0.1% District Payroll Tax** – As a metropolitan planning area, UPTD could pursue becoming a Mass Transit District, which would allow them to pursue payroll taxes for those within their district. This scenario reflects a similar tax as STIF dollars, and assumes most of the employment would be captured within the MPO, thus providing similar funding levels as the current STIF dollars, roughly \$1.5 million today. This scenario is projected using the STIF employment/wage growth rate.

Table 7 and Figure 13 shows the funding scenarios and approximate projected funding amounts. In addition to funding amounts shown as shaded areas in Figure 13, The existing and STIF planned improvements are identified as lines (detailed cost inputs described further below).

**Table 7. Projected Funding Scenarios**

Funding Source	2022	2027	2032	2037	2042
Local Match (Existing NEMT, Contract Revenues, Fare Box)	\$378,000	\$416,000	\$454,000	\$491,000	\$529,000
Section 5311 Funds (Deviated Fixed Route)	\$376,338	\$414,000	\$452,000	\$489,000	\$527,000
Section 5310 Funds (Dial-a-Ride)	\$438,958	\$483,000	\$527,000	\$571,000	\$615,000
STF	\$261,530	\$288,000	\$314,000	\$340,000	\$366,000
STIF Formula	\$1,624,441	\$1,962,000	\$2,429,000	\$2,896,000	\$3,364,000
City Contributions	\$100,000	\$110,000	\$120,000	\$130,000	\$140,000
STIF Intercommunity + FLAP	\$200,000	\$220,000	\$240,000	\$260,000	\$280,000
STIF Increase from 0.1% to 0.3%	\$3,248,882	\$3,924,000	\$4,858,000	\$5,792,000	\$6,728,000
MPO Change	\$900,000	\$990,000	\$1,080,000	\$1,170,000	\$1,260,000
MPO - 0.1% Payroll Tax	\$1,624,441	\$1,962,000	\$2,429,000	\$2,896,000	\$3,364,000
Baseline (Existing Funding Sources Only)	\$3,079,000	\$3,563,000	\$4,176,000	\$4,787,000	\$5,401,000
Baseline at 90%	\$2,771,000	\$3,207,000	\$3,758,000	\$4,308,000	\$4,861,000
Baseline at 110%	\$3,387,000	\$3,919,000	\$4,594,000	\$5,266,000	\$5,941,000
Baseline + City Contributions	\$3,179,000	\$3,673,000	\$4,296,000	\$4,917,000	\$5,541,000
Baseline + STIF Intercommunity + FLAP	\$3,279,000	\$3,783,000	\$4,416,000	\$5,047,000	\$5,681,000
Baseline + STIF Increase from 0.1% to 0.3%	\$6,328,000	\$7,487,000	\$9,034,000	\$10,579,000	\$12,129,000
Baseline + MPO	\$3,979,000	\$4,553,000	\$5,256,000	\$5,957,000	\$6,661,000
Baseline + MPO with Payroll Tax	\$5,604,000	\$5,439,000	\$6,511,000	\$7,582,000	\$8,656,000

**Figure 13: Projected Funding Scenarios**



## PRIORITIZED PROJECT LIST

This section overviews the kinds of improvements that are feasible to consider in both fiscally constrained and unconstrained scenarios, prioritizes service opportunities and improvements, and describes the resulting recommended transit network.

### Fiscally Constrained and Unconstrained Recommendations

The intent of the TMP is to outline ways that UPTD can provide efficient, effective, safe, and accessible transit service to communities within Douglas County through 2040. Service recommendations to achieve this intent are separated into two categories:

- Fiscally Constrained** – Considers service opportunities that could be implemented within existing budgetary conditions. As shown in the previous section, there is currently some surplus in the budget due to a lack of drivers to implement additional service. However, the STIF Planned Operating and Capital Costs exceed baseline funding, and would require additional funding sources to be considered fiscally constrained.
- Fiscally Unconstrained** – Considers the ideal service in Douglas County where funding is not limited. Some recommendations in this list can move to the fiscally constrained list, should additional funding be obtained.

## Service Opportunity and Improvement Prioritization

Future routing service opportunities were prioritized by timeframe and fiscal constraints. The prioritization considered several factors, including evaluation results, funding availability, and other factors influencing decision-making including other services and capital purchases. Table 8 shows the prioritization recommendations by timeframe and the resulting operating costs and fleet needs. Operating cost estimates do not include information, technology, and facilities impacts. The following section describes why projects are prioritized in each timeframe.

Note that the expansion of fixed-route services described here is intended not only to meet the needs of existing fixed-route riders, but also to shift demand from the dial-a-ride system and use resources to better serve those living away from fixed-route services. This section refers to service opportunities by their endpoints, but routes are intended to serve communities in between (e.g., Roseburg to Wolf Creek would have stops in Canyonville and Glendale).

UPTD's STIF plan proposes the following changes:

- Modify Redline and increase frequency
- Modify Blueline and increase frequency
- Suspend the Orangeline (now covered by route modifications; potential to return in the future)
- Increase frequency of the Winston Greyline
- Increase frequency of the Sutherlin Blueline
- Implement Roseburg Collector route
- Implement South County Collector route
- Implement lifeline service routes between Roseburg and Reedsport (also provides connections to coastal communities), Cottage Grove (connection to Lane Transit), and Wolf Creek (connection to Josephine County Transit)
- Maintain existing operations on the Route 99 and demand-response services

Public support and evaluation results for the STIF projects remain high, and these services are recommended as a first action. If additional levels of funding (MPO, higher STIF taxes, etc.) become available, additional short-term recommended services are ones that were high priorities for stakeholders, had lower costs to implement, had higher ridership potential, and improved access to key employers and connectivity to other services. These services include:

- Providing a modified Route 99 service to reduce headways and provide a more direct route to Roseburg. The modified Route 99 service would be in addition to the existing Route 99 service.
- Adding service hours to the Greyline and Blueline. Greyline and Blueline service hours would include later evening runs to 8 PM on each route.
- No new buses are needed for these routing alternatives, beyond the STIF projects.
- Implementing real-time vehicle arrival information and passenger counters. Survey respondents ranked real-time vehicle arrival information highly, alongside transit centers and major transit stops, bus stops, and online/mobile trip planning tools highly.
- Providing additional rider tools and information via the website and mobile apps. Because apps such as Google Maps and Transit already provide trip planning capabilities, it is possible respondents wanted the real-time arrival component to be incorporated and marked both options highly. UPTD can also improve its website information with real-time vehicle arrival information.

- Implementing bus stop improvements, including potentially major stop enhancements to Washington and Rose. UPTD currently has several bus stops that lack signage and should be signed for better rider understanding and improved service visibility. Additional bus stop improvements include bike racks and shelters at additional stops.

With additional funding, mid-term recommended services include those that were moderate-to-high priorities for survey respondents, were low-to-medium cost to implement, had a higher ridership potential, and improved access to key employers and connectivity to other services. These services include:

- Full weekend service for the Blueline, Greyline, South County Collector, Route 99, and the planned Roseburg Collector, along with Sunday service for the Redline and Greenline, which already operate on Saturdays, bringing all non-lifeline routes to 7-days-a-week service.
- UPTD implementation or support for CCAT to increase the frequency of the Roseburg to Coos Bay route; and implementation of the Crater Lake route, increasing regional connectivity.
- These services would potentially require 2 new vehicles for the intercity routes depending on days of operation.

With additional funding, long-term recommended services include those that were moderate priorities for survey respondents, were medium-high cost to implement, had higher ridership potential, and improved access to key employers and connectivity to other services. These services include:

- Increasing frequency of the Roseburg Collector, Roseburg to Cottage Grove, and Roseburg to Wolf Creek routes. These changes would require at least 1 new vehicle for the Roseburg Collector, and potentially 2 new vehicles for the intercity routes, depending on the days of operation. This set of improvements brings local Roseburg routes up in frequency to match land use density and expands service frequency along the I-5 corridor.

For all timeframes, UPTD should continue to collaborate with other jurisdictions to improve bicycle and pedestrian amenities at and near stops, which was a high priority for survey respondents and improves access to transit.

The recommended alternatives capture many of the high-priority alternatives identified according to stakeholder and survey feedback.

Information, technology, and facilities improvements that require further evaluation include fare payment options, bus stop improvements, fleet fuel types, and covered bus facilities. More information on bus stop activity is needed to identify which stops need improvements. Fleet fuel types such as hybrid-electric and CNG require capital costs for fueling and charging facilities and would need to be considered further prior to recommendation and implementation. Covered bus facilities may also be recommended as stop activity grows to provide more space and comfort for riders than a smaller bus shelter; information from passenger counters and real-time vehicle arrival can help to identify locations for covered facilities.

Additionally, storage and/or maintenance facilities throughout Douglas County can support shifting services toward a combination of collector and express routes, rather than the current routes that provide both local and intercity connections on the same route. For example, Sutherlin and Winston may warrant a local collector in the future as these communities grow, with an express Winston – Roseburg – Sutherlin intercity service for longer-distance connections. The local collectors could either operate as deviated fixed-routes to accommodate first/last-mile needs or include a local paratransit

service alongside a fixed-route, with dial-a-ride in these areas being removed as demand shifts to the circulator.

UPTD currently has duplicating dial-a-ride and paratransit service in Roseburg stemming from the historic service structure. FTA required complimentary paratransit service is available for qualified riders. Paratransit rides are available within ¼ of an air mile from the fixed-route bus service. In addition, demand-response service is currently provided for elderly and people with disabilities in the rural communities for local rides and to provide first/last-mile connections to fixed-route service. Many County residents reside in communities near the I-5 corridor, much of which is served by UPTD with approximately 70% of the County residents living within 2 miles of a bus stop. With the additional local service and coverage provided by fixed-routes, UPTD could remove dial-a-ride within Roseburg and continue providing ADA paratransit service. This shift would still provide first/last-mile connections for those with disabilities affecting their mobility, and allow dial-a-ride resources to be reallocated to areas in Douglas County with less transit service.

Service alternatives not recommended include service enhancements that are costly, had low potential ridership, ranked low among stakeholders' priorities, or require further investigation. For example, various Sutherlin Blueline options had lower population and employment served than the recommended route change and were not carried forward. Park-and-ride lots are not recommended at this time as they were not ranked highly in public surveys and demand for park-and-ride lots is not anticipated to be high. Park-and-ride lots may be identified in the future; for example, a long-term parking lot that connects to a Crater Lake route may be desirable.

**Table 8. Service Opportunity Prioritization**

Prioritization	Short-Term	Mid-Term	Long-Term	Unconstrained
<b>Routes</b>	<ul style="list-style-type: none"> <li>• STIF Plan projects</li> <li>• Modified Route 99</li> <li>• Increased Greyline and Blueline service hours</li> </ul>	<ul style="list-style-type: none"> <li>• Blueline, Greyline, Route 99, Redline, Greenline, Roseburg Collector, South County Collector weekend service</li> <li>• Implement Roseburg to Crater Lake and enhance Roseburg to Coos Bay</li> </ul>	<ul style="list-style-type: none"> <li>• Increased Roseburg Collector, Roseburg to Cottage Grove, and Roseburg to Wolf Creek frequency</li> </ul>	<ul style="list-style-type: none"> <li>• Increased Roseburg to Reedsport, Roseburg to Crater Lake, Roseburg to Coos Bay frequency</li> <li>• Expanded demand-response</li> </ul>
<b>Information, Technology, &amp; Facilities</b>	<ul style="list-style-type: none"> <li>• Real-time vehicle arrival information and passenger counters</li> <li>• Rider tools and information via website and mobile apps</li> <li>• Bus stop Improvements</li> </ul>	<ul style="list-style-type: none"> <li>• Continued bus stop improvements</li> </ul>	<ul style="list-style-type: none"> <li>• Continued bus stop improvements</li> </ul>	

Prioritization	Short-Term	Mid-Term	Long-Term	Unconstrained
<b>Total Additional Operating Cost</b>	\$203,000	\$658,000 (\$861,000 total)	\$570,000 (\$1,431,000 total)	
<b>Total New Buses</b>	+1	+1 to 3 (+2 to 4 total)	+1 to 3 (+3 to 6 total)	

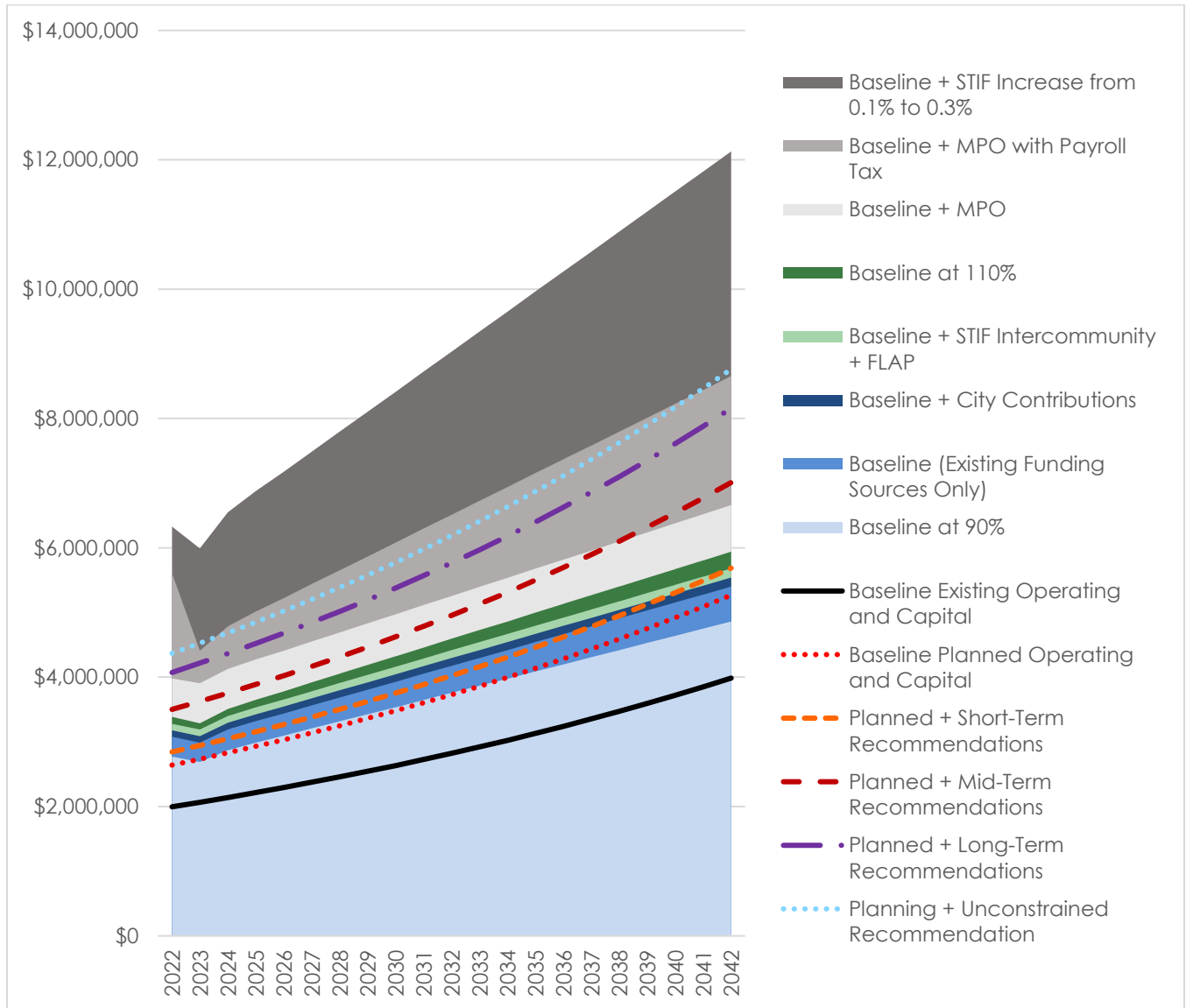
Figure 14 compares the recommendations to the projected funding scenarios, based on the funding assumptions shown in Table 7 and the service cost assumptions shown in Table 9. As noted previously, new funding is needed for the short-term, mid-term, and long-term recommendations to be considered constrained. The funding scenarios reflect only one change to funding sources at a time, and obtaining multiple funding streams would increase the ability of UPTD to expand services and meet community needs.

**Table 9. Service Opportunity Details**

Funding Source	2022	2027	2032	2037	2042
<b>Baseline Existing Service Operating Cost</b>	\$1,946,000	\$2,315,000	\$2,752,000	\$3,271,000	\$3,887,000
<b>Baseline Existing Capital Cost</b>	\$50,000	\$60,000	\$70,000	\$84,000	\$99,000
<b>Baseline Planned Service</b>	\$2,591,000	\$3,080,000	\$3,660,000	\$4,351,000	\$5,170,000
<b>Short-Term Recommendation</b>	\$203,000	\$244,000	\$292,000	\$349,000	\$418,000
<b>Mid-Term Recommendation</b>	\$658,000	\$784,000	\$934,000	\$1,112,000	\$1,323,000
<b>Long-Term Recommendation</b>	\$570,000	\$679,000	\$809,000	\$964,000	\$1,147,000
<b>Unconstrained Recommendation</b>	\$297,000	\$356,000	\$425,000	\$507,000	\$605,000
Costs	2022	2027	2032	2037	2042
<b>Baseline Existing Operating and Capital</b>	\$1,996,000	\$2,375,000	\$2,822,000	\$3,355,000	\$3,986,000
<b>Baseline Planned Operating and Capital</b>	\$2,641,000	\$3,140,000	\$3,730,000	\$4,435,000	\$5,269,000
<b>Planned + Short-Term Recommendations</b>	\$2,844,000	\$3,384,000	\$4,022,000	\$4,784,000	\$5,687,000
<b>Planned + Mid-Term Recommendations</b>	\$3,502,000	\$4,168,000	\$4,956,000	\$5,896,000	\$7,010,000
<b>Planned + Long-Term Recommendations</b>	\$4,072,000	\$4,847,000	\$5,765,000	\$6,860,000	\$8,157,000
<b>Planning + Unconstrained Recommendation</b>	\$4,369,000	\$5,203,000	\$6,190,000	\$7,367,000	\$8,762,000



**Figure 14. Projected Funding Scenarios and Recommendations**

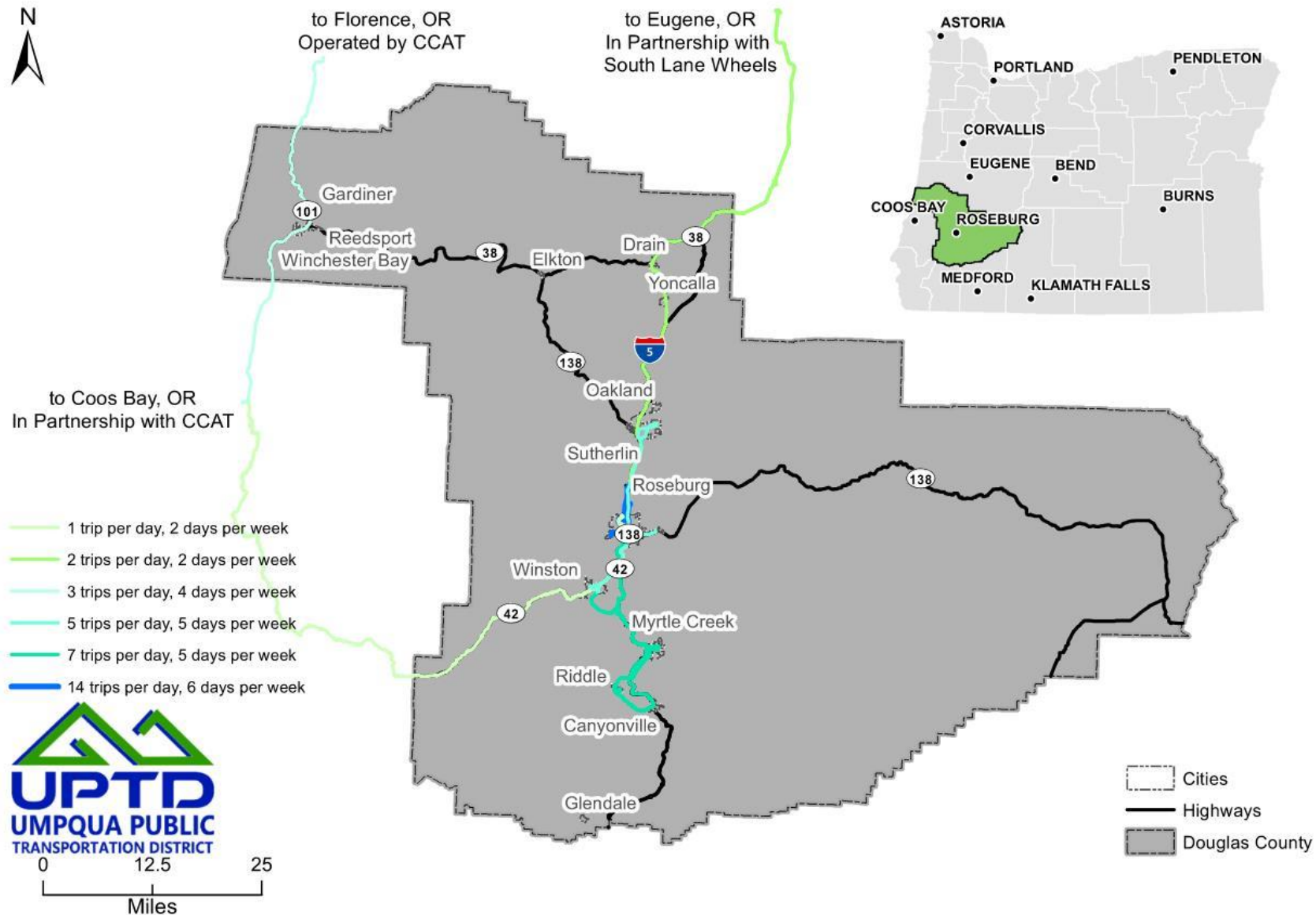


**Service Maps**

Figure 15 through Figure 19 show the transit network in different scenarios, along with the number of trips per day and days per week. As shown, the recommendations build out north-south and east-west connectivity, intercounty travel, and local trip needs.

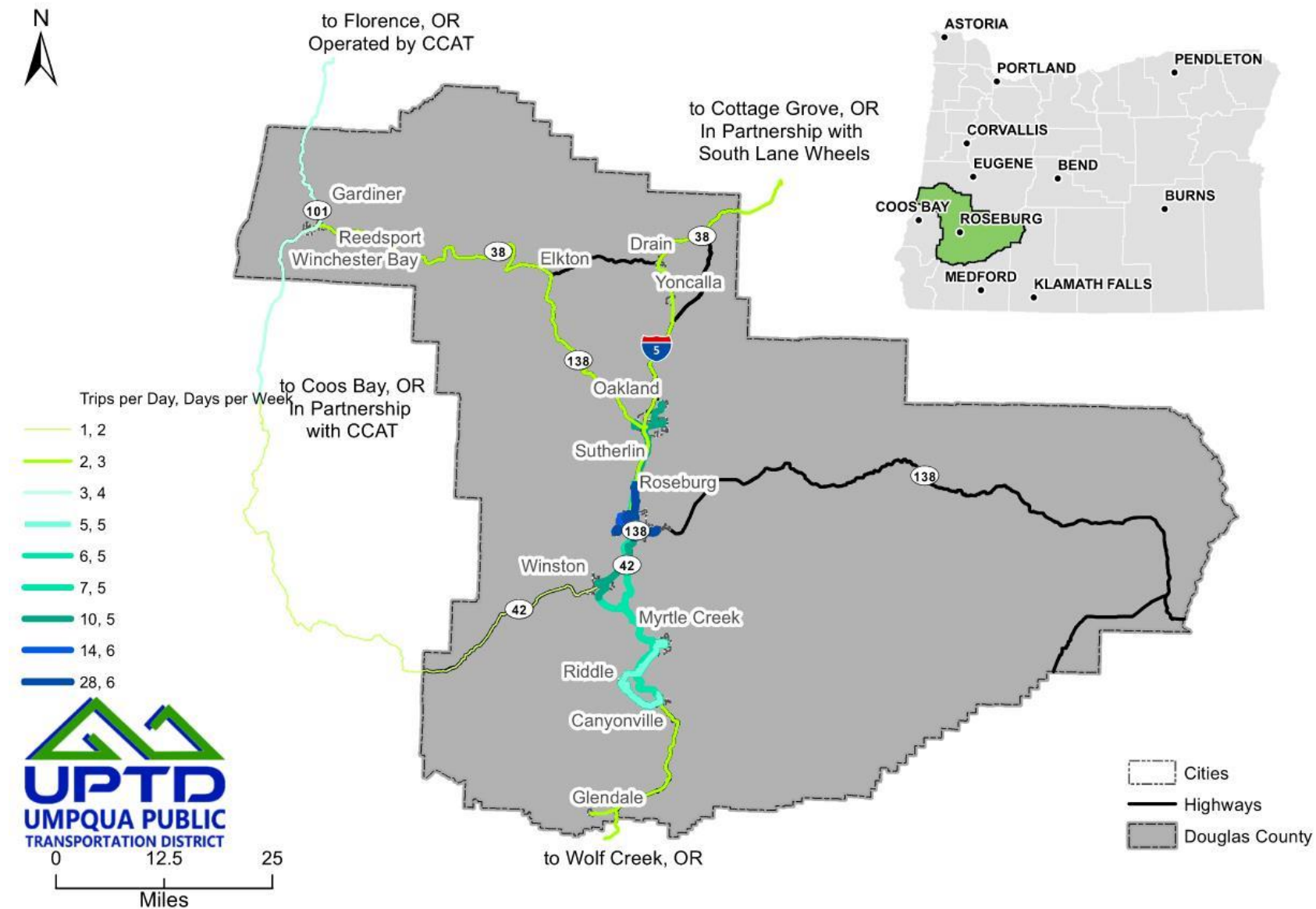
### Existing Transit Service

Figure 15. Service Recommendations - Existing



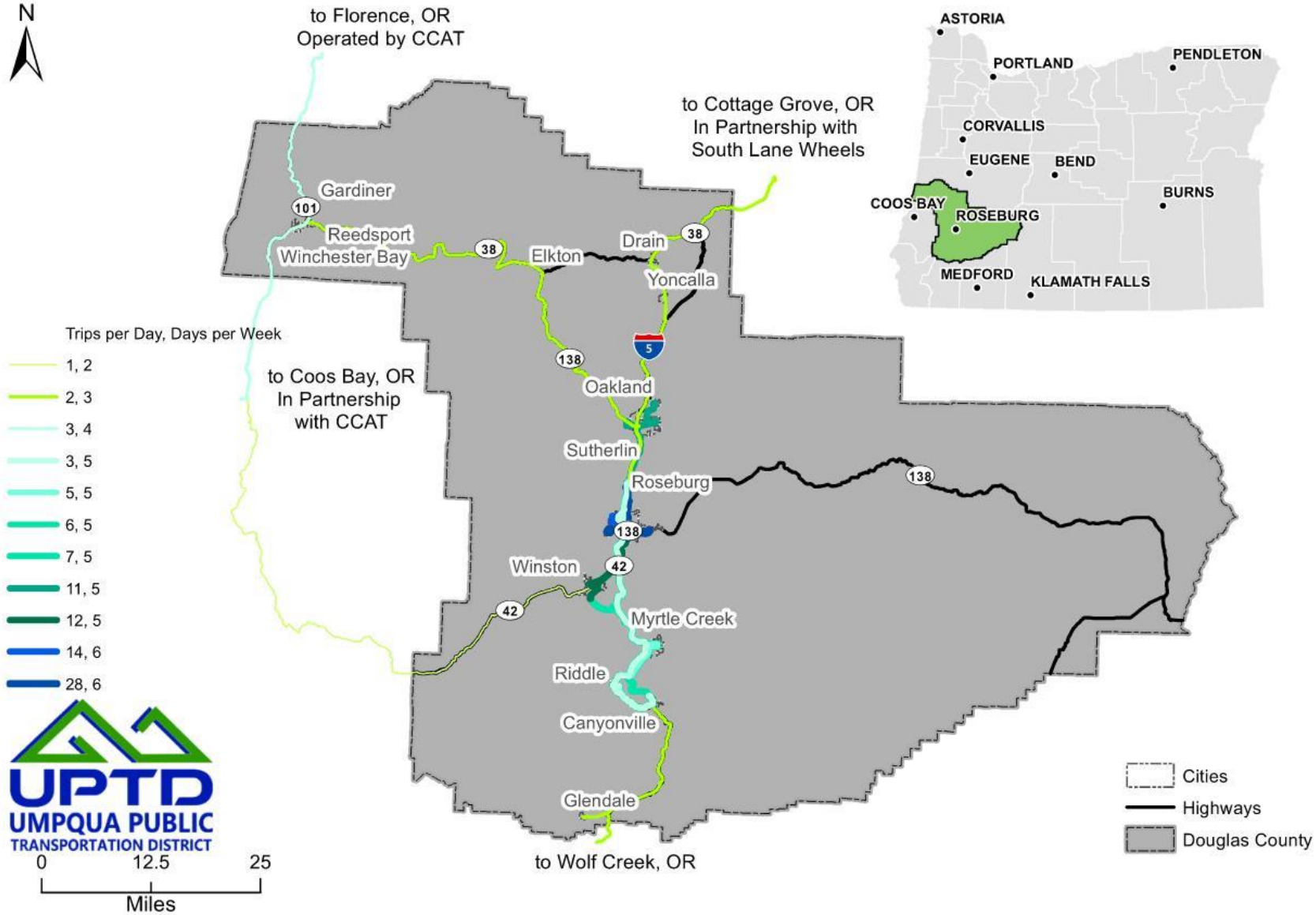
**STIF Planned Transit Service**

**Figure 16. Service Recommendations – STIF Planned**



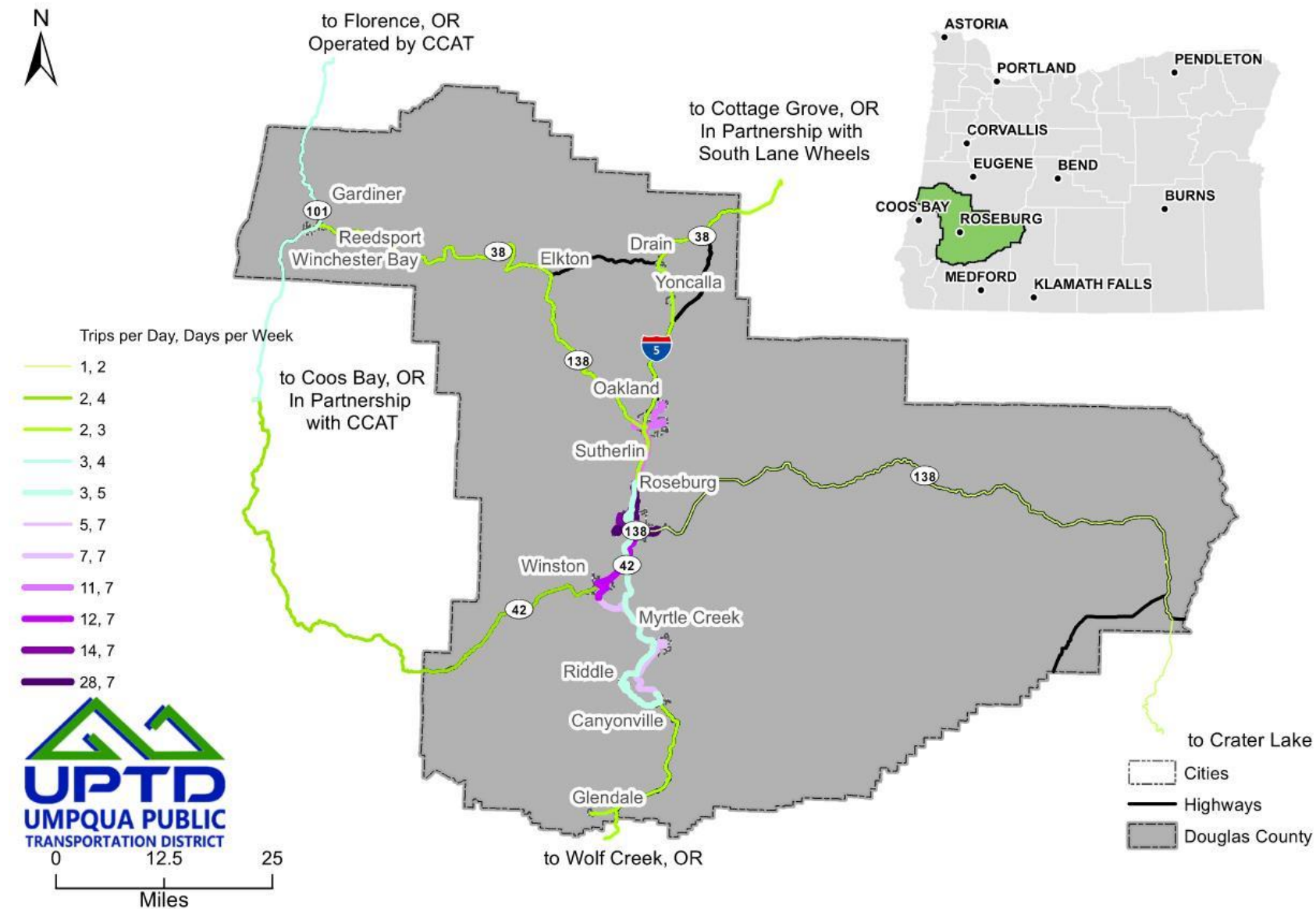
Short-Term Recommendations

Figure 17. Service Recommendations – Short-Term



Mid-Term Recommendations

Figure 18. Service Recommendations – Mid-Term



### Long-Term Recommendations

Figure 19. Service Recommendations – Long-Term



to Florence, OR  
Operated by CCAT

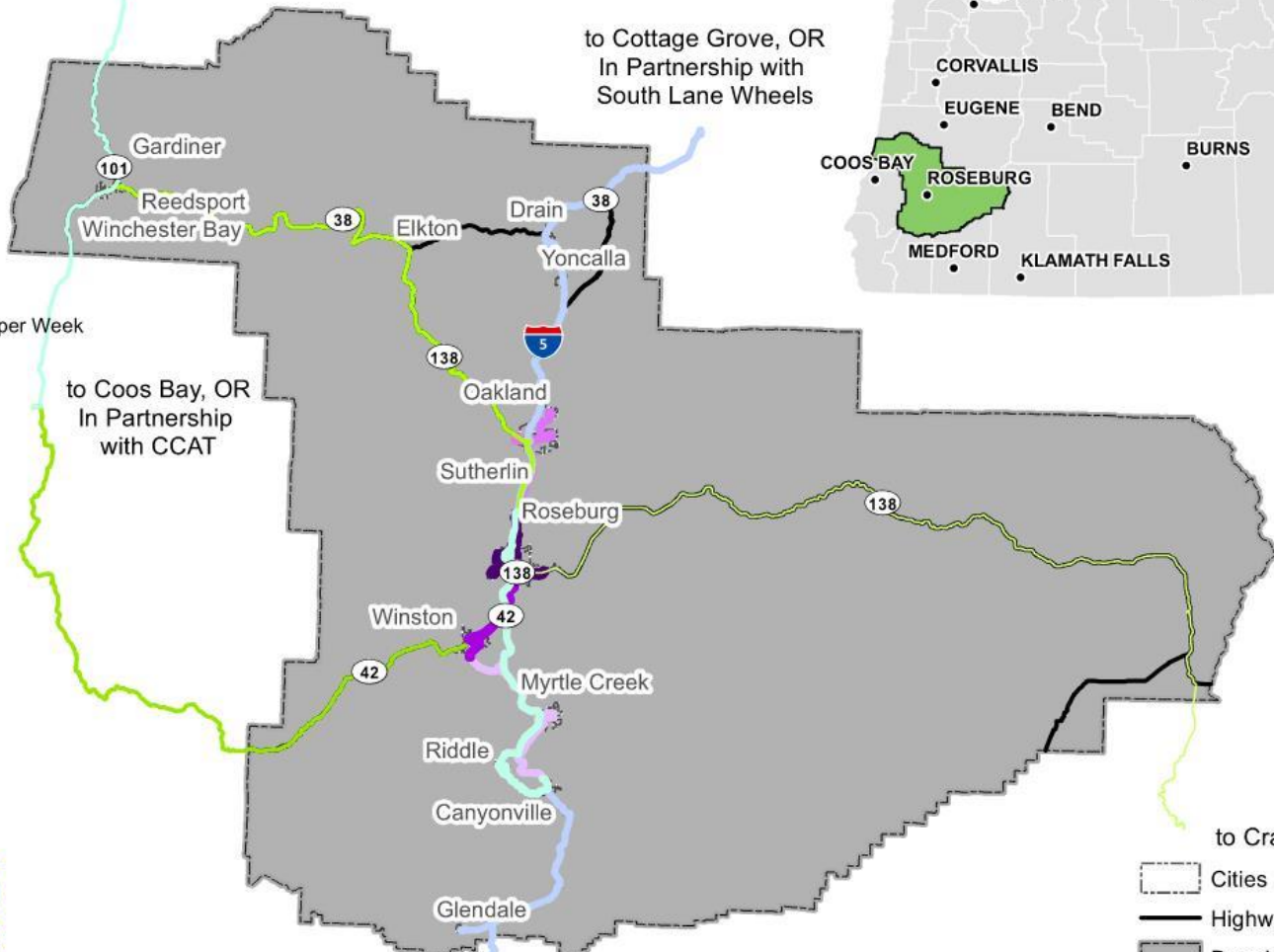
to Cottage Grove, OR  
In Partnership with  
South Lane Wheels



Trips per Day, Days per Week

- 1, 2
- 2, 4
- 2, 3
- 3, 4
- 3, 5
- 4, 6
- 5, 7
- 7, 7
- 11, 7
- 12, 7
- 28, 7

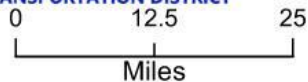
to Coos Bay, OR  
In Partnership  
with CCAT



to Crater Lake

- Cities
- Highways
- Douglas County

to Wolf Creek, OR



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## MANAGEMENT PLAN

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This section describes coordination strategy, customer service and information strategy, and fare policy for UPTD.

### Coordination Strategy

Strategies to partner with private entities and other public entities are as follows:

- **Partner with Employers** – If the Roseburg area becomes an MPO, employers of 50 or more employees will be required to develop a transportation demand management plan. A potential action these plans could identify would be for employers to offer employees free or discounted transit passes. UPTD can collaborate with employers to further explore pass programs, as well as market existing UPTD services through employers. In addition to existing connections to UCC and downtown clusters, recent route changes to the Winston Greyline have been implemented to add stops to Ingram Book and Roseburg Forest Products. Further future connections should be coordinated with employers.
- **Continue to Enhance Coordination between UPTD, Local and Regional Partners, and other Transit Providers** – Coordination between UPTD and local partners, including adjacent transit districts, local and regional transportation providers, and local jurisdictions, will lead to a comprehensive and efficient system in which users can travel seamlessly within and between regions. Current examples of inter-agency coordination are the existing CCAT service from Coos Bay to Roseburg and the South Lane Wheels service from Cottage Grove to Roseburg. Additionally, coordination of shelter placement with sidewalk and other pedestrian improvements projects planned by ODOT, City of Roseburg, or other local agencies is encouraged.
- **Create Measurable Outcomes for Services to Promote Effective Monitoring** – The transit benchmarks developed in this plan provide the foundation for an effective monitoring program. Monitoring service performance can help UPTD determine potential needs for changes to service. Additional monitoring can be done via feedback from riders and community members.
- **Increase Customer and Stakeholder Satisfaction** – UPTD service must have a friendly face to be recognized and successful. Promoting awareness of the service provided through online and on-paper means will contribute to the success of the service. UPTD can distribute these materials through partnerships with outside organizations, such as health and social service providers, workforce development groups, and community-based organizations.
- **Adjust the Fare Policy** – UPTD should review fares regularly (annually, biannually, etc.) to ensure that revenue, ridership, and equity objectives are being met. In addition, fare sharing across providers can also benefit riders and promote ridership across the region (discussed further below).

### Customer Service and Information Strategy

The following describes actions to improve customer service and information that can be implemented in the short-term and that should be maintained on a long-term basis:

- **Consolidate Existing Maps and Brochures into a Single User-Friendly Brochure**. UPTD should consider consolidating all UPTD service into a single, user-friendly brochure. UPTD is currently

undertaking a Transit Marketing Plan, which can further refine how services can be communicated to the public.

- **Support Mobile Application Technologies.** A mobile/smartphone presence has become increasingly important. As Automated Vehicle Location (AVL) devices are installed on buses, allow AVL data to be used to make real-time bus locations available on applications such as Google Maps and Transit, and also consider information and tools for UPTD's website.
- **Invest in Training Programs.** The face of UPTD is the bus operators and customer service staff. Continue investing in training resources so that staff contribute to UPTD's positive image.

## Fare Policies & Payment Options

The UPTD fare system is a flat rate of \$2.00 per ride per person using fixed-route service. Day passes are available for \$5.00 and a monthly pass is available for \$50.00. Ticket books can also be bought for \$20.00 and consist of fares for 12 rides, effectively providing 2 free rides per packet.

UPTD offers a reduced fare program for \$1.00 per ride for passengers over the age of 60, veterans, Medicare cardholders, or riders with a documented disability. Discounted senior, disabled, or veteran monthly passes are available for a discounted rate of \$25.00. Additionally, a UCC term pass is available to UCC students for \$50.00 a term and can only be purchased at the UCC Administration Office. Children age 17 and under ride for free with valid student ID for high school students.

Currently, fares paid via cash or purchased tickets/ticket books are accepted. Opportunities to modify existing fare policy include the following options:

- **Mobile ticketing** – Mobile ticketing may reduce the current challenges riders face in obtaining UPTD tickets or having exact cash on hand, increasing ridership and improving existing rider experience. Mobile ticketing also reduces administrative efforts in collecting and processing fare payment.
- **Fare reciprocity** – Reducing the barrier of differing fare policies and payment methods for different transit providers promotes transit use. Having one fare payment approach in the region would reduce transfer friction to other services and could be pursued alongside other opportunities, such as mobile ticketing.

## TRANSIT BENCHMARKS AND MONITORING PROGRAM

*Memo #3: Transit Benchmarks and Monitoring Program* provides initial five-year benchmarks for those performance measures for which UPTD has available and historic data. The benchmarks were developed by taking the five-year annual average for calendar years 2014 through 2018.

*Each of the tables compares the performance measure result for the most recent calendar year (2018) against the five-year benchmark. 2019 data are not yet available from the NTD and had reduced reporting requirements due to the COVID-19 pandemic. 2020 data from UPTD are shown here for reference, but are not benchmarked given continuing impacts of COVID-19. UPTD's 2020 data span July 1, 2020 to June 30, 2021, and include projected budget information rather than precise amounts spent. Projections included higher costs for service implementation that may not have been in place for the full year or are not yet implemented (e.g., Lifeline services), and thus costs may be skewed higher. Additionally, NTD dial-a-ride service miles were reported with discrepancies by the previous (2014–2018) providers, most likely reporting deadhead miles/hours as revenue service*



miles/hours. As a result, historic measures related to miles and hours are likely skewed, which should be considered when comparing results in the future.

- A green checkmark in the tables below ( ✓ ) indicates that the 2018 results met the benchmark.
- A red X ( ✘ ) indicates that the 2018 results did not attain the benchmark.

Note: Historic costs were adjusted by an inflation factor of 3% per year.

### UPTD-Specific Performance Measures & Benchmarks

Performance tracking for UPTD is recommended to include a comparison to a baseline assessment developed from the previous five years of available data; this approach is used below for the first year of performance tracking. For subsequent years, it is recommended that UPTD compare results to the five-year baseline and to peer transit agencies (such as Tillamook County Transportation District, Lincoln County Transit Service District, and Yamhill County Transit), as shown in *Memo #2: Existing Conditions*. Recommended performance measures were identified that relate to UPTD's goals and consider data availability.

### Example Benchmarks

The following shows several example benchmarks, with the full benchmark exploration included in *Memo #3: Transit Benchmarks and Monitoring Program*.

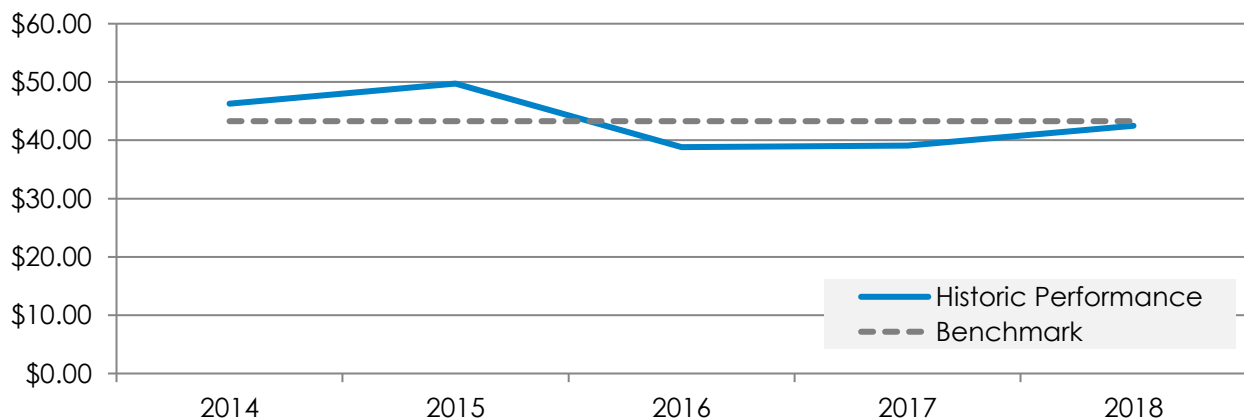
### Cost Efficiency

Table 10 and Figure 20 show the **cost per revenue hour**. As shown, costs have been below the benchmark since 2016.

**Table 10. Cost per Revenue Hour**

Five-Year Benchmark	UPTD
	\$43.28 or lower
2014	\$46.26
2015	\$49.72
2016	\$38.83
2017	\$39.10
2018	<b>\$42.49</b>
Meets Benchmark?	✓
2020	\$82.22

**Figure 20. Cost per Revenue Hour**



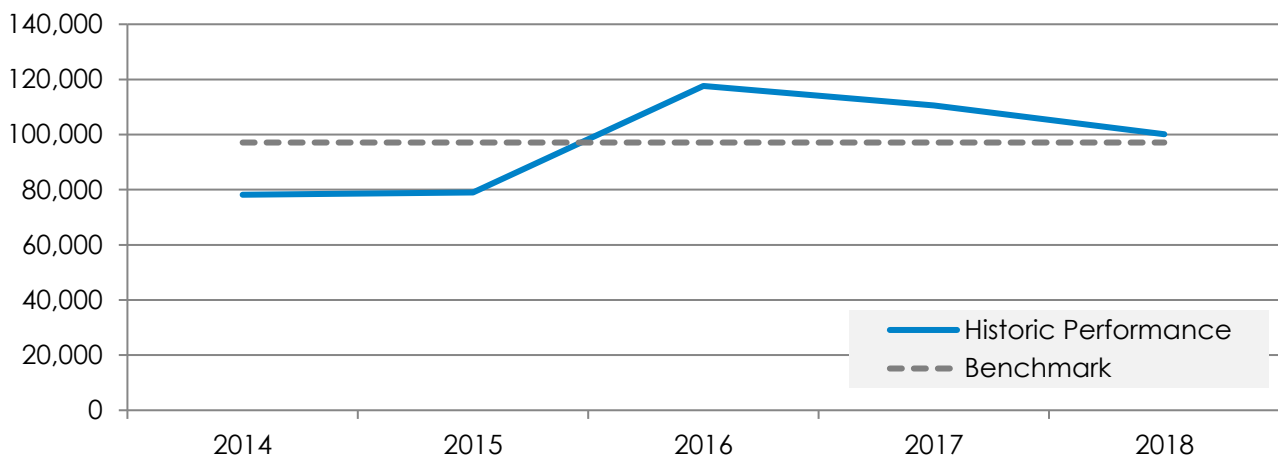
### Resource Utilization

Table 11 and Figure 21 show the **annual revenue miles per vehicle**. As shown, vehicle usage significantly increased in 2016, with more service provided compared to the fleet size due to the addition of lifeline services to outlying areas.

**Table 11. Annual Revenue Miles per Vehicle**

Five-Year Benchmark	UPTD
	97,107 or higher
2014	78,165
2015	79,047
2016	117,618
2017	110,552
2018	<b>100,150</b>
Meets Benchmark?	✓
2020	81,158

**Figure 21. Annual Revenue Miles per Vehicle**



## POLICY AND CODE AMENDMENTS

This section identifies potential transit-supportive land use implementation strategies for jurisdictions in Douglas County. These strategies build on land use strategies identified in previous planning documents, providing what can be regarded as “best practices”. Land uses, development density, transportation system connectivity and access, parking requirements, and urban form (e.g., building setbacks) are all regulatory elements and code strategies related to development that affect how supportive an area is for transit service. The resulting set of transit-supportive code strategies is presented in Table 12.

- **Coordination** – Coordination between jurisdictions and transit service providers regarding proposed development is critical to ensuring transit-supportive development occurs. The periods during which an applicant is preparing a development application and when that application is under review by the jurisdiction present key opportunities for this coordination.
- **Uses** – The general idea behind use-related transit-supportive strategies is: (a) to encourage uses that support a high number and density of potential transit riders; and (b) to discourage uses

that do not provide many riders or that do not promote a pedestrian-oriented environment that supports safe, convenient, and attractive transit access. Therefore, use regulations proposed in Table 12 promote a variety of uses and high trip generation as well as limit auto-oriented uses that detract from a pedestrian-oriented environment.

- **Development Standards** – Development standards address the intensity and form that development takes. Like use regulations, development standards can be used to promote higher densities of riders near transit, establish a pedestrian-friendly environment, and support transit. Particular transit-supportive development standards that are recommended in Table 12 include those that require minimum levels of residential and employment density, bring buildings closer to transit streets and connect them to transit stops, and create visual interest and pedestrian amenities along transit street-facing building fronts.
- **Access** – Providing safe and convenient access to transit is critical to its robust use. In addition to requiring access directly from buildings on a site to an existing or planned transit stop, transit-supportive access ensures that transportation network connectivity is high enough to easily reach transit stops by walking and rolling (e.g., biking, scooting, mobility devices). Strategies proposed in Table 12 promote this connectivity through maximum block length standards and required non-motorized access through long blocks.<sup>4</sup>
- **Parking** – Parking affects the transit orientation of development in several ways. Capping the amount of vehicle parking permitted can help make alternatives to driving more attractive. Providing sufficient and well-designed bicycle parking supports bike connections from transit to destinations. The location and design of parking lots – e.g., restricting parking between buildings and the street, and requiring landscaping and walkways – play a significant role in making pedestrian access to transit attractive and convenient. Parking areas also provide potential locations for transit stops, park-and-rides, and ridesharing.

**Table 12. Transit-Supportive Land Use Strategies**

Transit-Supportive Code Strategy	Notes
<b>Coordination</b>	
Coordination with Transit Provider	Require or support involvement of transit provider in pre-application conference and/or application review for development applications. Require notice of development application hearings be sent to transit provider
Transit Stop Improvements/Amenities	Work with transit provider to provide seating, lighting, etc. consistent with their development and master plans
<b>Uses</b>	
Accessory Dwelling Units	Allow a minimum of one accessory dwelling unit (ADU)
Mixed Use	Allow or require mixed uses

<sup>4</sup> Projects that improve pedestrian and bicycling infrastructure and connections to transit streets are also vital to supporting transit. These types of projects fall within the purview of transportation system planning. Jurisdictions within Douglas County vary as to how recently their transportation system plans have been updated and when they next expect to conduct an update.

Transit-Supportive Code Strategy	Notes
Major Trip Generator	Allow uses that offer goods or services that attract large numbers of employees or members of the public, such as: <ul style="list-style-type: none"> <li>● Institutional Uses for the Public</li> <li>● Neighborhood Commercial Uses</li> <li>● Major Employment Generating Uses</li> <li>● Major User-Generating Uses</li> </ul>
Non-Transit-Supportive: Auto-Oriented and Auto-Dependent Uses	Prohibit or restrict auto-oriented and auto-dependent uses, including uses that provide goods and services for vehicles and uses (e.g., distribution facilities) where vehicles are a primary and integral part of operations
Non-Transit-Supportive: Drive-Throughs	Restrict or prohibit drive-throughs
Development Standards	
Residential Density	Establish minimum density consistent with local transit service guidelines
Minimum Floor Area Ratio (FAR) or Lot Coverage	Establish, e.g., a FAR of 1:1 to 2:1 or no maximum lot coverage
Max. Front Yard Setbacks	Establish, e.g., no minimum setback and maximum 10-foot setback
Pedestrian Amenities in Front Setback	Allow for greater front setback when pedestrian and bicycle space (seating, parking, wider sidewalks, enhanced bicycle facilities, etc.) provided, e.g., up to 20 feet of setback for up to 50% of building face
Pedestrian Orientation (Basic)	Require primary entrance oriented to street and pedestrian connection from building(s) to street (transit stop) Encourage pedestrian amenities (in front setback)
Pedestrian Orientation (Enhanced)	Require building articulation, minimum ground floor windows, and weather protection (e.g., awnings), e.g., windows for minimum 50% of length and minimum 60% of area of street-facing wall; weather protection for minimum 50% of length of street-facing wall and over street-facing entries Require integration of two or more other pedestrian-oriented design features including human-scale building lighting, wayfinding elements, signs, and horizontal/vertical elements (e.g., cornice, columns, transoms)
Additional Height for Housing	Allow for additional building height (up to an alternative maximum) when housing provided, possibly with design requirements such as setbacks
Access	
Block Length	Establish maximum block length standards consistent with State of Oregon Transportation & Growth Management Model Development Code for Small Cities, 3rd Edition ("Model Code") <sup>5</sup>
Accessways Through Long Blocks	Require non-motorized accessways consistent with the Oregon Transportation Planning Rule

<sup>5</sup> <https://www.oregon.gov/LCD/TGM/Pages/Model-Code.aspx>

Transit-Supportive Code Strategy	Notes
<b>Parking</b>	
No Vehicle Parking/ Circulation in Front Setback	Prohibit parking and circulation in front setback Related to maximum front setback
Parking Maximums	Potential reduction of existing maximums
Parking Reductions for Transit	Establish reductions (including maximum % reduction) for locations within specified distance of transit
Parking Management Strategy	Consider developing a Parking Management Strategy to evaluate parking needs and manage supply (for integration into future code requirements and/or policy adopted related to the UPTD Transit Master Plan)
Landscaping and Walkways in Parking Lots	Set minimum standards for perimeter landscaping, landscaping islands, and walkways through parking lots
Transit-Related Uses in Parking Lots	Allow for redevelopment of existing parking lots to accommodate transit-related uses (e.g., stops, park-and-rides, transit-oriented buildings), provided that other minimum parking standards can be met and the location of the use is appropriate and safe
Preferential Parking for Ridesharing	Require location of rideshare (carpool) parking required to be closest to primary entrance, aside from Americans with Disabilities Act (ADA)-accessible parking
Bicycle Parking	Establish minimum bicycle parking space and design requirements consistent with the Oregon Transportation Planning Rule

## CONCLUSION

Transit plays an important role in Douglas County, connecting its residents and visitors to the places they need and want to go. The recommendations shown here include conceptual guidance to be refined by UPTD and its partners moving forward. With this plan, Douglas County seeks to enhance transit service to meet the needs of the community, improve the transit experience, and prepare for future regional growth and tourism.

## APPENDICES

- A. Memo #1: Existing System Conditions
- B. Memo #2: Transit Goals, Policies, and Practices
- C. Memo #3: Transit Benchmarks and Monitoring Program
- D. Memo #4: Unmet Transit Needs
- E. Memo #5: Future Service Opportunities
- F. Memo #6: Evaluation Matrix and Prioritized Project List