

Task 4 Project Website Update

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| Project: | UPTD Transit Master Plan |
| Subject: | Task 4 Project Website Update (Subtask 4.9) |

# Technical Memorandum #3: Transit Benchmarks and Monitoring Program

This memorandum presented the transit benchmarks proposed to be used to monitor Umpqua Public Transportation District’s (UPTD’s) performance following the development and implementation of the Transit Master Plan (TMP). They consider system-wide efficiency and effectiveness and are intended to be used in addition to the route-specific monitoring proposed in *Memorandum #2: Transit Goals, Policies, and Practices*. The benchmarks identified consider existing goals of UPTD, ODOT, and local jurisdictions as well as national best practices. The benchmarks also consider existing and future data availability and the ease of implementing the recommended performance management program. Finally, this memorandum also explores future growth forecasts and development areas in Douglas County. The recommended performance measures include:

* Population within ¼ Mile of Transit Route or Service
* Employees within ¼ Mile of Transit Route or Service
* Number of transfer opportunities
* Service equity
* Annual passenger trips
* Annual vehicle miles
* Annual vehicle revenue miles
* Annual vehicle revenue hours
* On-time performance
* Service denials
* Access time
* Cost per revenue hour
* Cost per passenger trip
* Boardings per revenue hour
* Annual revenue miles per vehicle
* Spare ratio
* Maintenance cost per vehicle
* Vehicle-miles between breakdowns
* Fuel cost as a percentage of operating costs
* Service frequency
* Number of missed connections with coordinated transit systems
* Bus stop amenities
* Customer feedback tracking
* Total reportable incidents

More details on these measures, initial benchmarks, and peer evaluations (where applicable) can be found in Memo 3.

# Technical Memorandum #4: Unmet Transit Needs

This memorandum identifies existing and future transit needs based on Task 1 outreach efforts and a gap analysis based on UPTD goals and benchmarks from Memos #2 and #3. This memorandum also identifies the recommended service models that could address these needs. Particular emphasis is placed on connecting incorporated cities.

## Transit Markets

The transit markets identified for Douglas County consist of the following:

* **Existing transit users within Roseburg:** Existing riders, nonriders, and drivers all noted a desire for more service within Roseburg. Several key activity centers were identified that are not served by current routes. UPTD is in the process of reconfiguring Roseburg routes and providing service to these key activity centers. The need for additional or modified service within Roseburg should be monitored.
* **Additional or modified service in Riddle and Sutherlin:** The analysis identified that ridership within Riddle and Sutherlin was relatively low compared to the expected travel demand. Additional and/or modified service within these communities could help increase ridership.
* **Tourism and recreation:** Several survey respondents and Board members identified the potential for tourism or recreation-oriented transit services. Ideas included service to the coast (currently, service to Reedsport is only provided to Coos Bay and Florence by Coos County Area Transit [CCAT]), the Eugene Airport, and Umpqua National Forest. Services to these destinations would also serve residents and employees, and not just tourists.
* **Growing populations inside Urban Growth Boundaries (UGBs) and large cities:** Most growth in Douglas County is expected to occur inside UGBs and in the larger cities in Douglas County; therefore, the market for intracity and intercity travel is likely to increase.
* **Transit-dependent populations in rural areas:** High proportions of potential transit-dependent populations live in rural areas; many of these rural areas do not have access to fixed-route transit. The rural nature (e.g., low-density land use, limited roadway connections) makes these populations hard to serve efficiently with transit services.

## Service Enhancements and Efficiencies

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

* **Increase service frequency, extend service hours, and provide weekend service:** The highest-priority improvements for 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. Increased frequency could be phased in over time, providing higher frequency during peak travel demand periods first.
* **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 to highlight 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 service showing adjacent provider connections, routes, and service times may help to 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, 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. Improved travel times is especially important during peak periods to enhance transit as a competitive alternative to driving.
* **Bus stop amenities and access:** Individual bus stops could be improved with amenities, sidewalk access, bike facility 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.

This memorandum identifies appropriate service models to meet identified area and corridor needs based on the existing and future land use, demographic composition, travel demand, findings from other planning processes, and public involvement. From the available service types and design guidance, Table 3 summarizes existing and potential future service types to address transit market needs.

Table . Service Types to Address Transit Market Needs

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Transit Market | Local Fixed-Route | Shuttle/ Deviated Fixed-Route | Intercity/ Express | Vanpool | Demand-Response |
| **Existing transit users within Roseburg** | 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. |
| **Additional or modified service in Riddle and Sutherlin** | 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 in a future MPO, vanpools may have higher potential for implementation and success. |
| **Tourism and recreation** | — | — | 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. |
| **Growing populations inside UGBs** | 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. |
| **Transit-dependent populations in rural areas** | Potential | Potential | Existing | — | Existing |
| Expanding intercity rural transit and demand-response services or providing new shuttle services can help to address the needs of transit-dependent populations in rural Douglas County. |

# Technical MEMORANDUM #5: Future SErvice Opportunities

This memorandum 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.

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 provides 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.

This memorandum details the options available for each of the above opportunities. Future memos will evaluate projects and services identified in this memo, including a financial assessment for projects and a list of preferred projects.