



TECHNICAL MEMORANDUM #1

Date: May 31, 2018 Project #: 21289
 To: Paige West, RVT
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 (Kittelson & Associates, Inc.)
 Subject: Study Area and Transportation Services

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INTRODUCTION

The purpose of this memorandum is to document the baseline transit service and identify needs and demand in the Rogue Valley metropolitan area. This memorandum reviews the Rogue Valley Transportation District (RVT) service district, inventories the existing RVT transit system, identifies complementary transportation services, and analyzes the 2018 passenger survey results. This memorandum will be discussed and reviewed with the Technical Advisory Committee (TAC) and Citizens Advisory Committee (CAC).

IN THIS MEMO

- ▶ RVT Service District
- ▶ Existing Transportation Services
- ▶ Facilities Inventory
- ▶ 2018 Passenger Survey Summary

ROGUE VALLEY TRANSPORTATION DISTRICT

RVTD was created by public vote in 1975 to provide public transportation services in the urbanized areas of the Rogue Valley. It is organized as a transportation district under Oregon Revised Statutes (ORS) 267 and is governed by an elected seven-member board.

RVTD provides fixed-route, demand-responsive, non-emergency medical transportation, and other public transportation services in the Rogue Valley. RVTD's fixed-route service area covers approximately 168 square miles, including the cities of Medford, Ashland, Central Point, Talent, Phoenix, Jacksonville, and unincorporated areas such as White City. The area within $\frac{3}{4}$ mile of a fixed route is approximately 50 square miles. RVTD's mission is to "provide quality public transportation, viewed by residents and visitors as a realistic and viable alternative to the personal automobile, and to thereby improve the quality of life in the Rogue Valley."

RVTD SERVICE DISTRICT

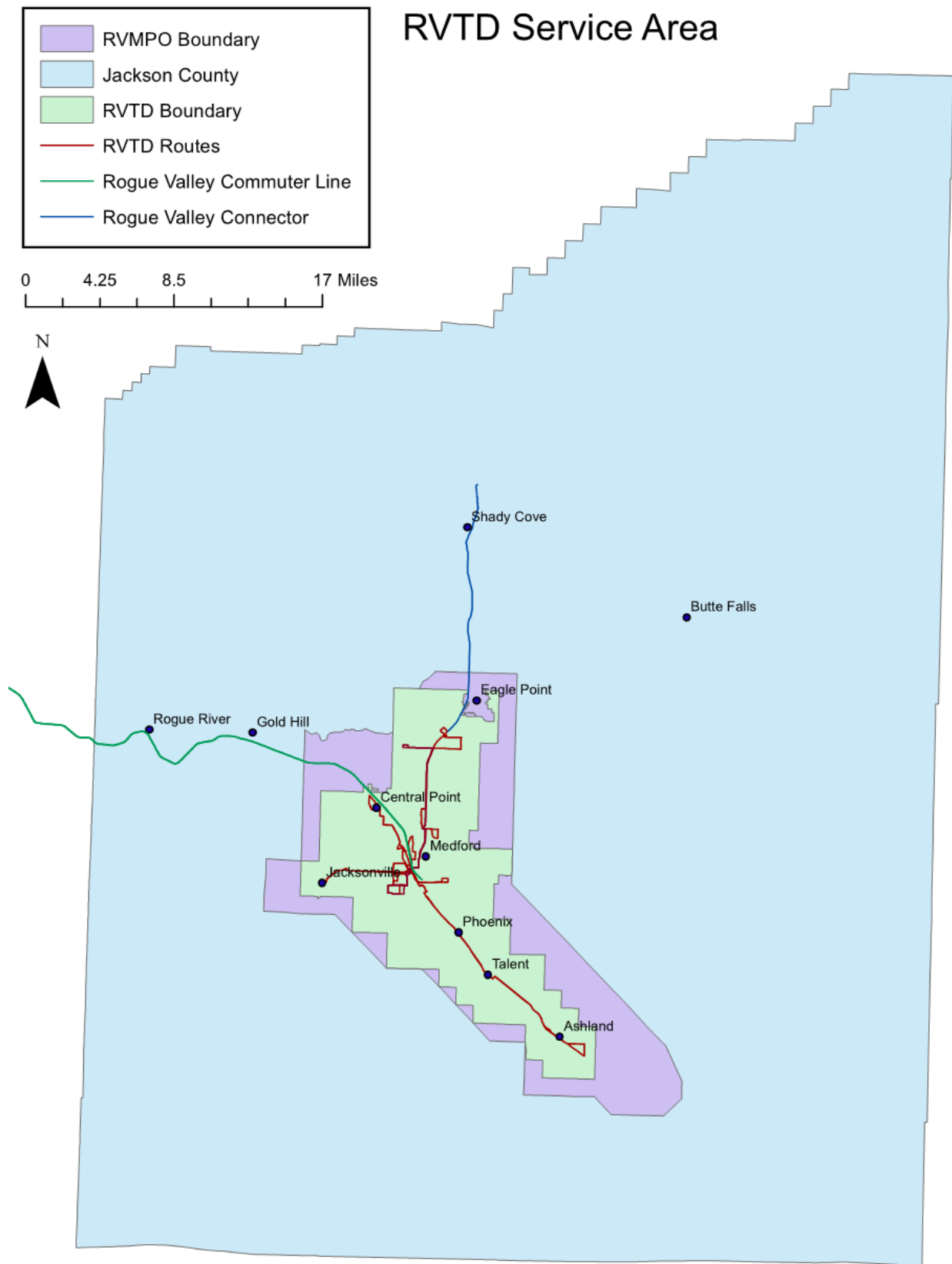
EXISTING SERVICE DISTRICT

The RVTD district boundary contains the area where property taxes are generated to help provide local transit service. The district boundary was set when the district was formed in 1975 and has changed little since that time.

Figure 1 shows the RVTD service district boundary in green and compares it to the Rogue Valley Metropolitan Planning Organization (RVMPO) planning area, shown in purple, and the Jackson County limits, shown in blue. The RVMPO planning area contains the urban and urbanizing areas of the Rogue Valley. The RVTD and RVMPO cover similar developed areas, with the notable exception that the RVTD boundary excludes Eagle Point, along with a portion of unincorporated White City west of Table Rock Road and the unincorporated community of Tolo.

Figure 1 also shows the locations of RVTD's fixed routes, as well as two other services, the Rogue Valley Commuter Line and the Rogue Valley Connector (discussed later in this memo), which connect to communities outside RVTD's service district.

Figure 1 : RVTD Current and Potential Service Areas



POTENTIAL SERVICE AREAS

As the Rogue Valley continues to grow, new service areas could be incorporated into RVTD's service district, including Eagle Point, Tolo, Gold Hill, and Rogue River, as well as Grants Pass in Josephine County and other developing areas within the Rogue Valley metropolitan area.

The 2011 District Boundary Assessment identified key expansion areas, which included Eagle Point, western White City (west of Table Rock Road), and Tolo. Eagle Point is the largest city within Jackson County not included within the service district and the Eagle Point TSP identifies inclusion in a transit service district as a need and goal of the community. However, Eagle Point voters turned down annexation to RVTD in the November 2014 election. Western White City, with its increasing population and employment densities, has since been incorporated into the service district. Tolo, an unincorporated region northwest of Medford, is currently a significant employment destination and its employment is projected to grow, according to the Regional Problem Solving Plan. However, employment-generating land uses in Tolo are expected to be land-intensive and low-density. No areas were identified in the District Assessment for removal from the service district.

The percentage of transit-dependent populations, such as populations with disabilities and low income populations, in Gold Hill and Rogue River are higher than the countywide average. Thus, Gold Hill and Rogue River should continue to be examined as potential service areas. RVTD should also continue to partner with Josephine Community Transit to evaluate the demand for, and needs of, the Rogue Valley Commuter Line and other potential transit services in the I-5 corridor between Medford and Grants Pass.

RVTD TRANSPORTATION SERVICES

RVTD-operated services, which include fixed-route bus service, Valley Lift paratransit service, the demand-responsive Rogue Valley Connector, and other specialized transportation services, are summarized in Table 1 and described below. Routes, schedules, hours of operation, and fare structures vary among the different RVTD services.

Table 1: Summary of RVTD Transportation Services

| Service | Type of Service |
|--------------------------|----------------------------------|
| Fixed-Route Bus Service | Intra-county Fixed-Route |
| Valley Lift | Paratransit |
| RV Connector | Demand-Responsive |
| PLUS Program | Demand-Responsive |
| Veteran's Transportation | Non-Emergency Medical |
| TransLink | Non-Emergency Medical |
| DD53/DD57 | Employment Transportation |
| Way to Go! Program | Transportation Demand Management |

FIXED-ROUTE BUS SERVICE

RVTD operates nine fixed-route bus services. Routes operate six days a week, with limited Saturday service. Generally, weekday service operates from as early as 5:00 AM to as late as 9:30 PM, depending on the route, while Saturday service operates from 7:00 AM to 7:30 PM. RVTD observes six holidays a year when service is not provided: New Year's Day, Memorial Day, July 4th, Labor Day, Thanksgiving, and Christmas Day. Customer service representatives are available at the Front Street Station from 6 AM to 8 PM on weekdays and 7:45 AM to 6 PM Saturdays. All fixed-route buses are ADA lift-equipped and include bike racks, which can carry up to three bikes.

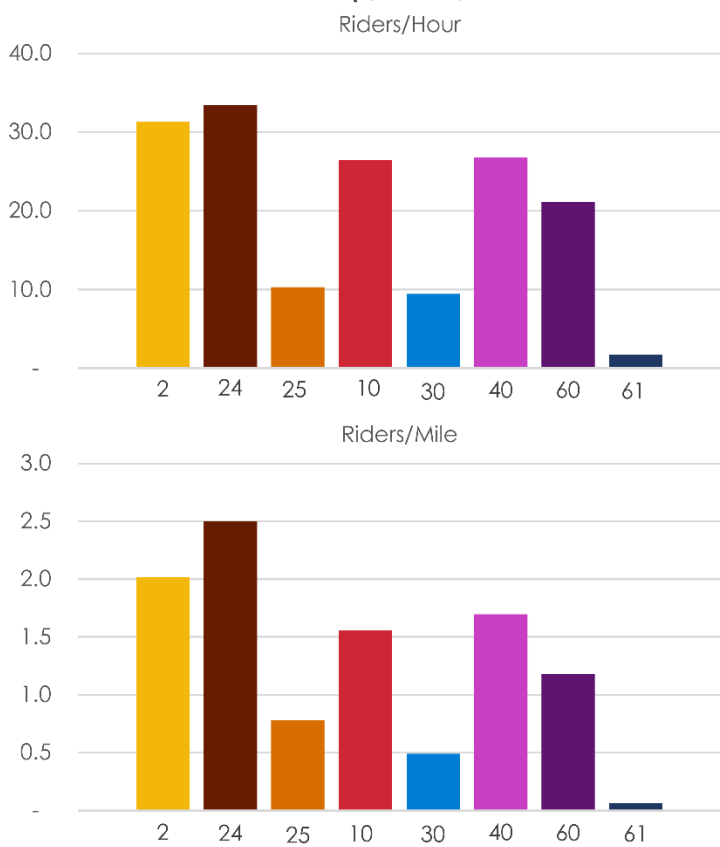
Figure 2 shows an overview of the fixed-route system, including runs per day, headways, and FY 2016-2017's ridership, service hours, and service miles. Note that Route 61 was only provided for January through June of FY 2016-2017. Route 61 has since been modified and began its current routing in September 2017. Route 21 began in April 2018 and annual data is not yet available. As shown, Routes 10, 40, and 60 provide the most service hours and service miles and have the highest ridership. Routes 25, 30, and 61 provide the least service hours and service miles and have the lowest ridership.

Table 2 shows the fixed-route system's peak on-time performance and rider occupancy. As shown, most routes are over 5 minutes late in returning to Front Street Station over a third of the peak hour runs, with Route 40 running over 5 minutes late on 78% of peak hour runs. Routes 2, 21, 24, and 25 are especially sensitive given their relatively short recovery times. Riders on these routes are more likely to miss transfers. Table 2 also shows percent of time exceeding ridership capacity (over 30 passengers). Route 10 exceeds ridership capacity most often while Route 25 exceeds ridership capacity least often.

Figure 2: RVTD Fixed-Route System



FY 2016-2017 Ridership, Hours, and Miles



| Route | Ridership | Hours | Miles |
|-------|-----------|--------|---------|
| 2 | 82,023 | 2,618 | 40,704 |
| 24 | 86,659 | 2,595 | 34,677 |
| 25 | 7,833 | 761 | 10,081 |
| 10 | 481,813 | 18,225 | 309,989 |
| 30 | 19,053 | 2,027 | 39,115 |
| 40 | 155,389 | 5,795 | 91,735 |
| 60 | 217,800 | 10,286 | 184,705 |
| 61 | 1,244 | 740 | 19,721 |

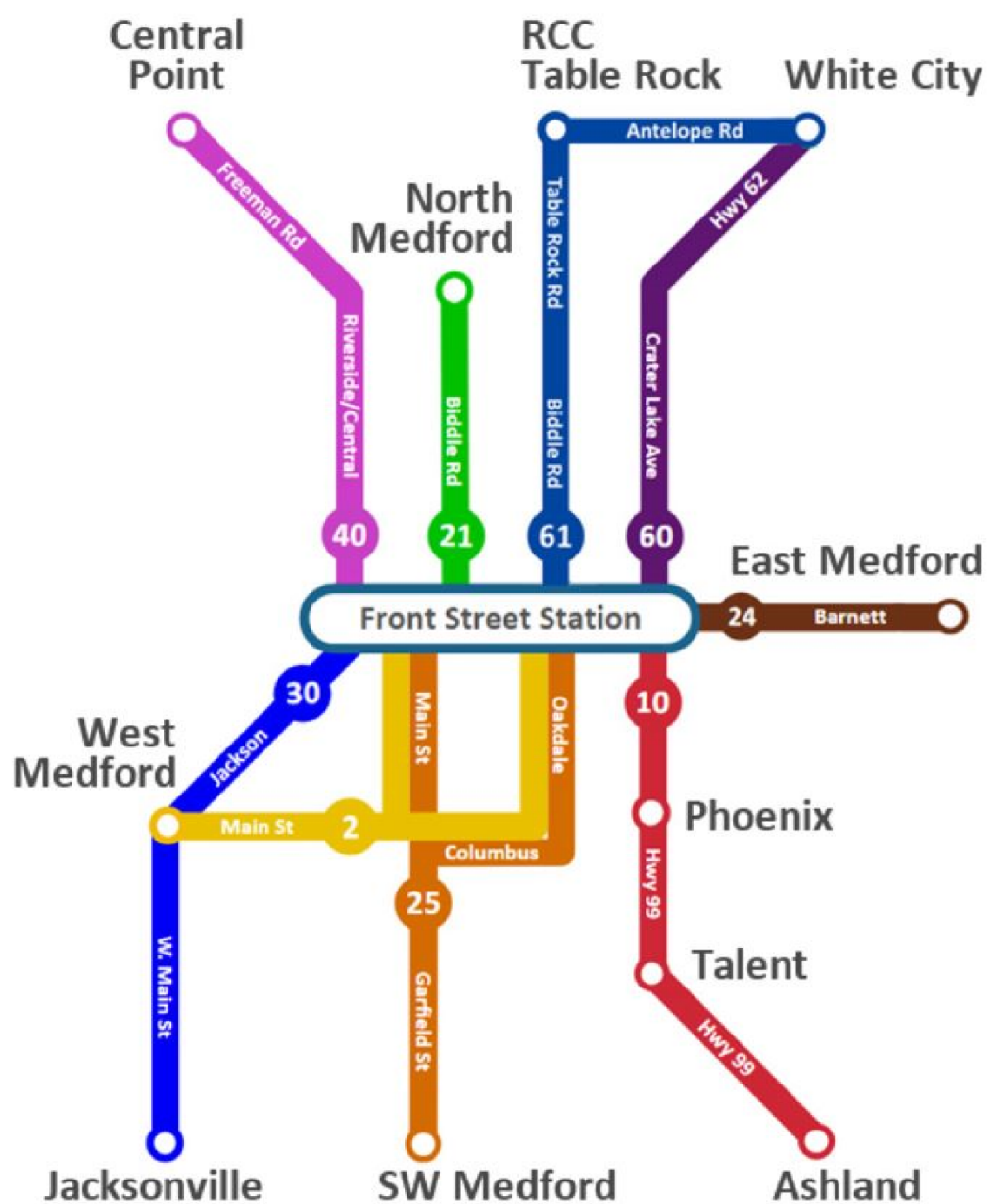


Table 2: RVTD Fixed-Route System On-Time Performance

| Route | Percent of Runs Over 5 Minutes Late ¹ | Recovery Time (minutes) | Percent of Time Over Capacity |
|-------|--|-------------------------|-------------------------------|
| 2 | 37% | 8 | 2% |
| 10 | 36% | 11 | 16% |
| 21 | 48% | 6 | 5% |
| 24 | 27% | 8 | 7% |
| 25 | 3% | 6 | 4% |
| 30 | 39% | 23 | 9% |
| 40 | 78% | 13 | 12% |
| 60 | 50% | 12 | 14% |
| 61 | 11% | 11 | 10% |

¹Data collected during from 9/25/2017 - 5/15/2018, Peak times only (11:00 – 17:59)

Table 3 shows average peak hour and maximum peak passenger loads, stops where peak loading occurred, and peak time of day. Most maximum passenger load occurrences are within the late afternoon and evening range while several occur in the morning or midday. Maximum capacity is considered 30 passengers on most buses.

Table 3: RVTD Fixed-Route System Passenger Loads

| Route | Peak | Peak On-Board | Peak Stop Location | Peak Time |
|-------|---------|---------------|--|-----------|
| 2 | Max | 31 | W 8th Street - Elm St through Cannon St | 9:45 AM |
| | | | Front Street Station | 6:30 PM |
| | Average | 17 | Front Street Station | 12:45 PM |
| 10 | Max | 64 | Center Dr - North of Gerfield St | 5:30 PM |
| | Average | 25 | Center Dr - North of Gerfield St | 5:30 PM |
| 21 | Max | 43 | Royal Ave - South of Spring St, Medford Center, 4th St - East of Bartlett St | 3:40 PM |
| | Average | 21 | N Front St - South of 5th St | 10:40 AM |
| 24 | Max | 46 | Front Street Station | 2:00 PM |
| | Average | 18 | Front Street Station | 1:10 PM |
| 25 | Max | 45 | 384 W Main St through 1341 S Peach St | 8:00 PM |
| | Average | 13 | 1341 S Peach St | 2:45 PM |
| 30 | Max | 75 | C St, W Main St, Columbus Ave, Jackson St, Front Street Station | 3:45 PM |
| | Average | 16 | W Main St - West of Jeanette Ave | 3:45 PM |
| 40 | Max | 60 | Front Street Station through W Table Rock Rd - North of Hwy 99 | 7:30 PM |
| | Average | 25 | Front Street Station | 7:00 PM |
| 60 | Max | 58 | Crater Lake & Main to E Main St - West of Myrtle St | 4:30 PM |
| | Average | 19 | E Main St - West of Myrtle St | 10:30 AM |
| 61 | Max | 53 | Front Street Station to Riverside - North of 6th St | 12:00 PM |
| | Average | 15 | Stevens St - East of Biddle Rd | 3:40 PM |

Figure 3 shows the percentage of the population within ¼ mile and ½ mile of RVTD fixed-routes in different areas (Jackson County, the Medford Urban Area, and the Medford Urban Area within RVTD’s service area) . As shown, the current RVTD system provides 1/4-mile access to transit to 60% of the population in their service area and 1/2 -mile access to 84% of the population in their service area. RVTD provides ¼-mile access to 76% of jobs in Jackson County. Older adults have the least access to transit compared to minorities and limited-English proficiency populations.

Figure 3: Percent of Population with Service Availability

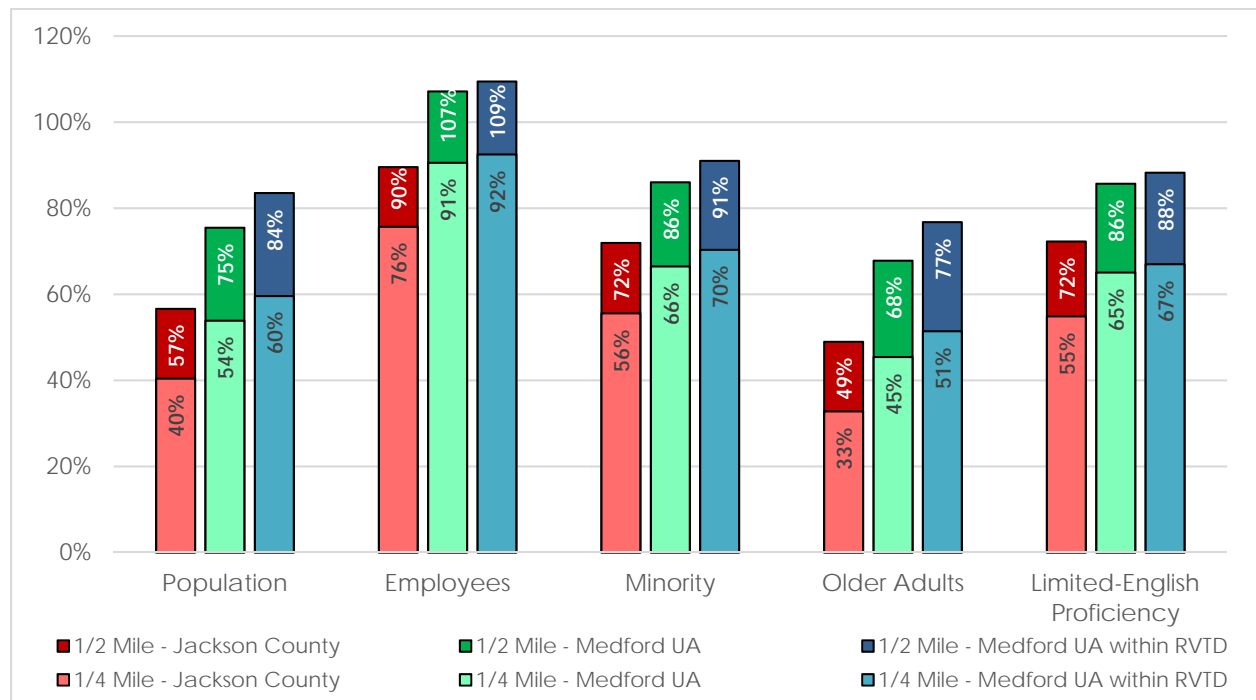


Figure 4 shows RVTD’s fixed routes and available park-and-ride facilities. Figure 5 through Figure 10 show close-up views of different portions of the service area, including top stops and stop-level fixed-route ridership. Route 21 ridership is not reflected in these figures.

Figure 4: Existing Fixed Bus Routes and Park-and-Ride Lots

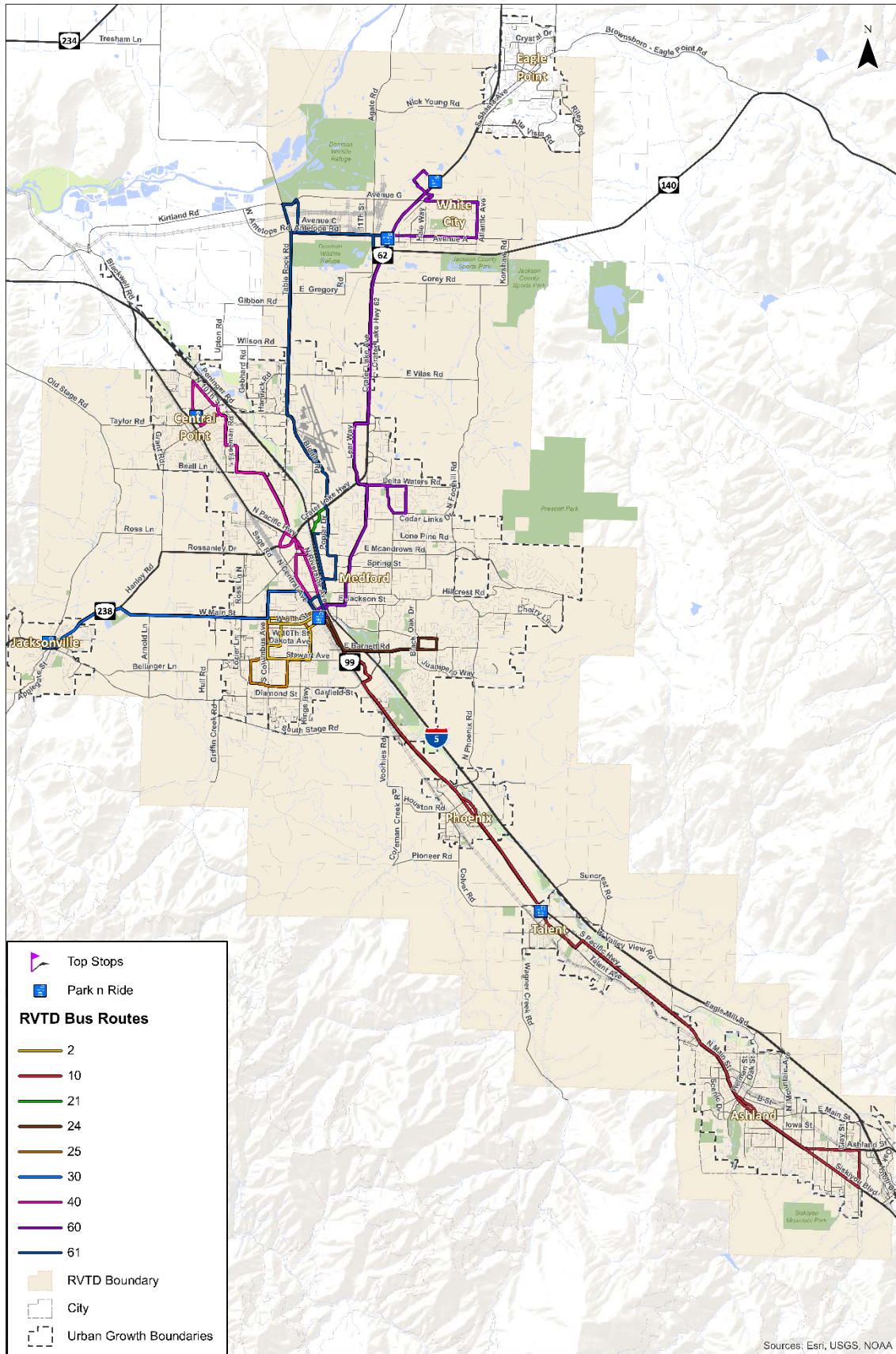


Figure 5: RVRTD Fixed-Route Service in the White City Area

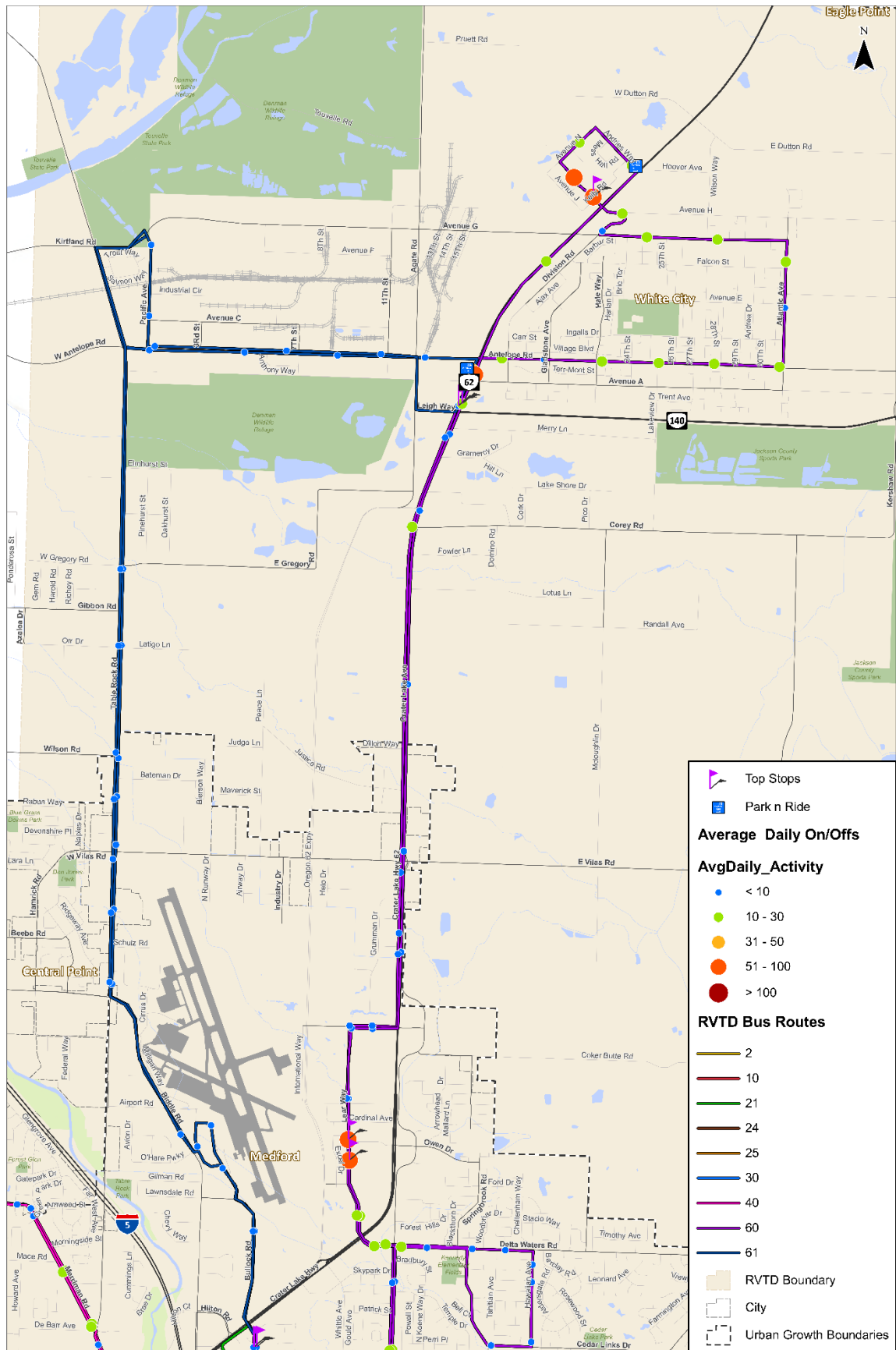


Figure 6: RVRTD Fixed-Route Service in the North Medford Area

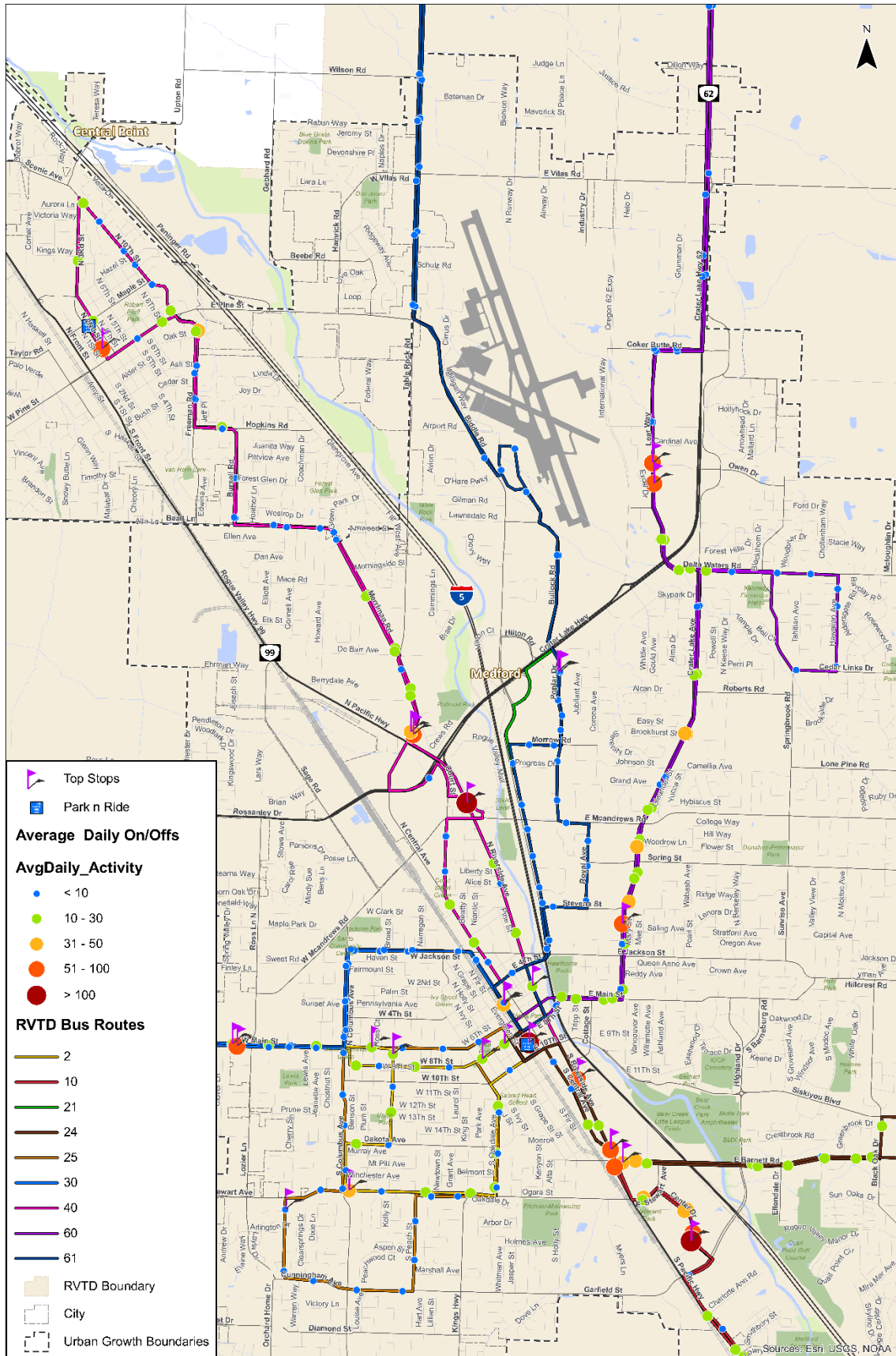


Figure 7: RVRTD Fixed-Route Service in the Medford Area

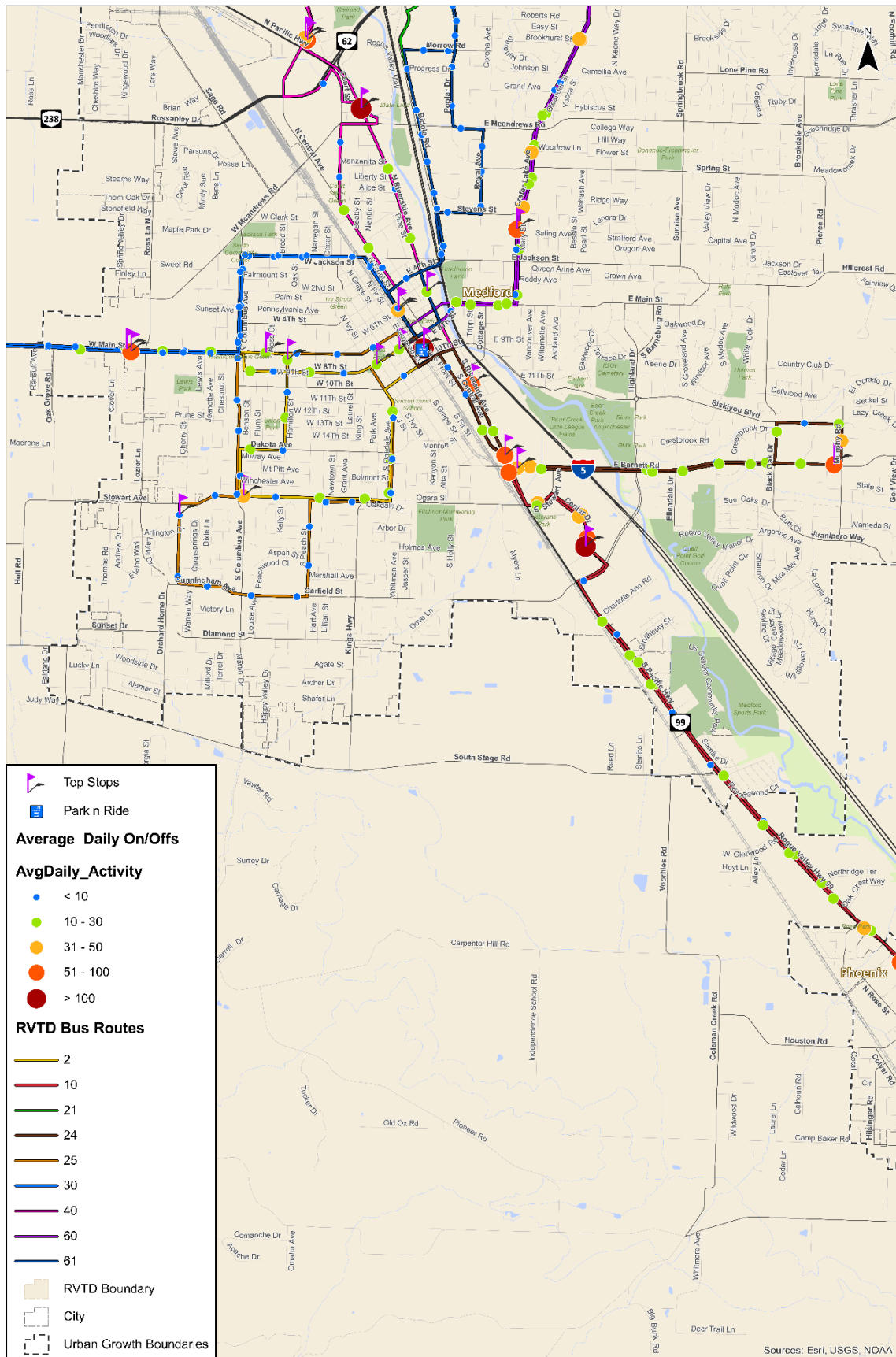


Figure 8: RVTD Fixed-Route Service in the Jacksonville Area

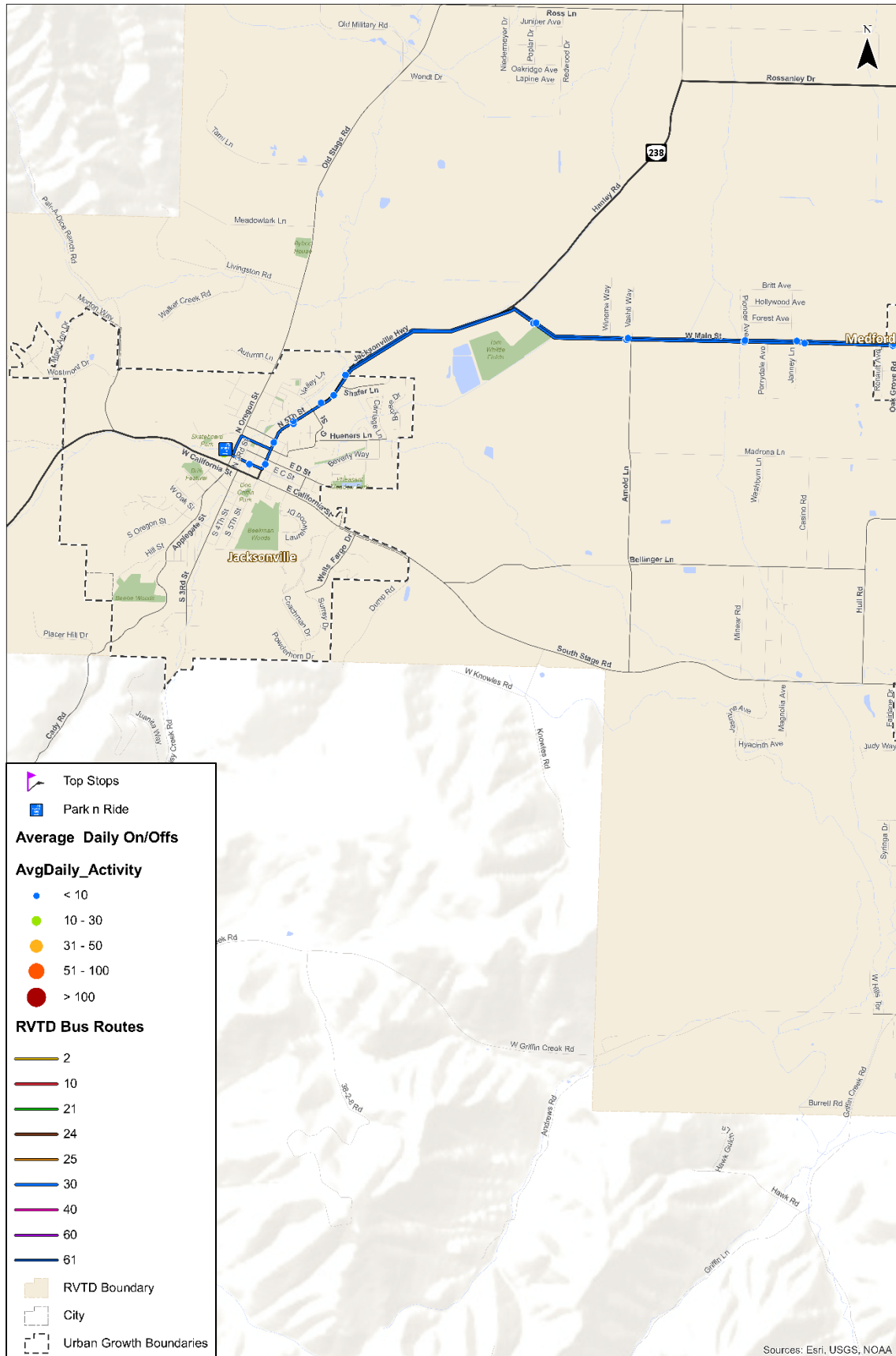


Figure 9: RVRTD Fixed-Route Service in the Phoenix and Talent Area

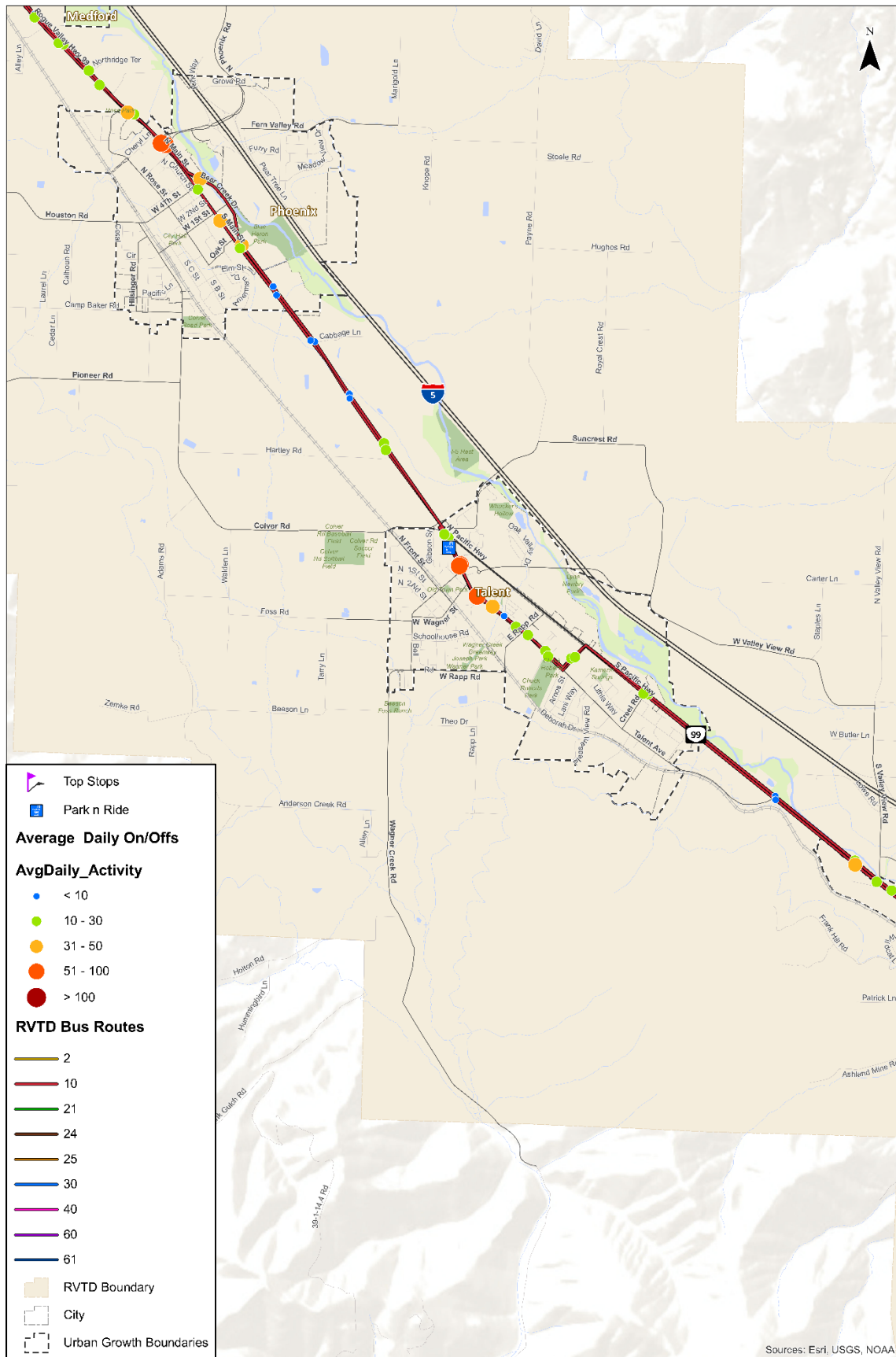
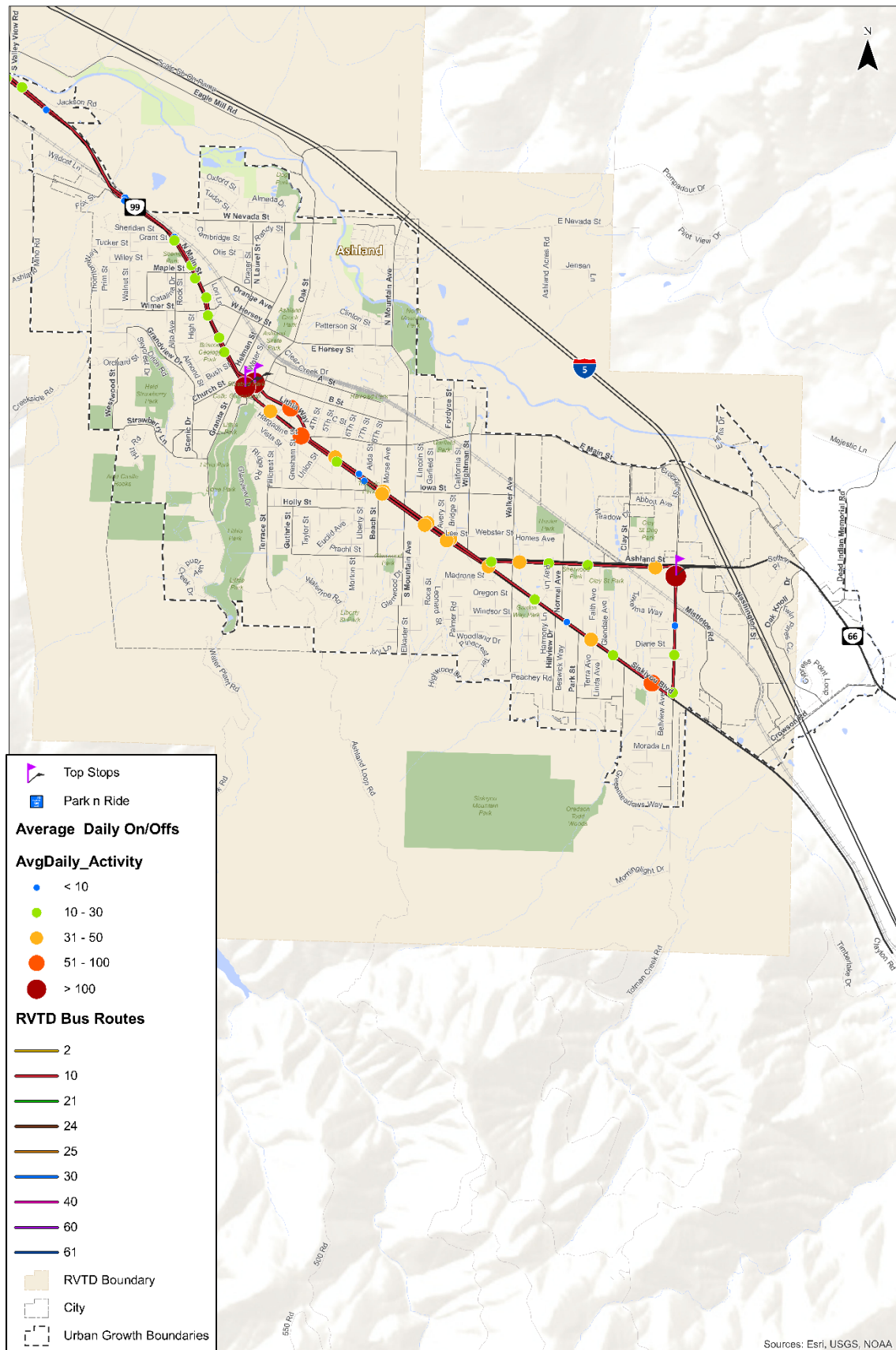


Figure 10: RVTD Fixed-Route Service in the Ashland Area



ROUTE 2 – WEST MEDFORD

Route 2 is a one-way loop through West Medford. Starting at Front Street Station, Route 2 travels south on 10th Street and Oakdale Avenue, west on Stewart Avenue, north on Columbus Avenue, east on Dakota Avenue, north on Hamilton Street, and west on Main Street as far as Bi-Mart. The route then returns to Front Street Station via Main Street, Columbus Avenue, and 8th Street. Key destinations served include Medford City Hall, Jackson County Offices, Albertson's, Bi-Mart, and Thunderbird.

On weekdays, Route 2 runs from 6:00 AM to 8:22 PM on 30-minute headways. On Saturdays, Route 2 runs from 7:00 AM to 6:22 PM on 60-minute headways. Approximate travel times are 13 minutes from Front Street Station to Bi-Mart and 9 minutes from Bi-Mart back to Front Street Station, with an 8-minute layover before the next trip.

ROUTE 10 – ASHLAND

Route 10 connects Front Street Station in Medford with Phoenix, Talent, and Ashland. The route primarily travels on Highway 99, but diverts onto Center Drive in Medford to serve Wal-Mart and onto Talent Avenue to serve downtown Talent. The route turns around in Ashland via Highway 66 and Tolman Creek Road back to Highway 99. Key destinations served include Wal-Mart, Harry and David Corporation, Ray's Food Place in Phoenix, downtown Talent, Jackson Well Springs, Ashland Plaza, Southern Oregon University, and Bi-Mart in Ashland.

On weekdays, Route 10 runs from 5:00 AM to 9:49 PM on 20-minute headways between 7:00 AM and 5:00 PM and 30-minute headways otherwise. On Saturdays, Route 10 runs from 7:00 AM to 7:49 PM on 30-minute headways. Approximate travel times are 58 minutes from Front Street Station to the Ashland Bi-Mart and 51 minutes for the return back to Front Street Station. The Front Street Station layover is approximately 11 minutes on weekdays and Saturdays.

ROUTE 21- NORTH CENTRAL MEDFORD/POPLAR SQUARE

Route 21 begins at Front Street Station, travels north on Biddle Drive, and turns around at Highway 62 and Poplar Drive. Route 21 continues south on Poplar Drive, east on McAndres Avenue, south on Royla Avenue, west on Stevens Street, south on Biddle Road, then returns to Front Street via 4th Street. Key destinations include The Village (previously the Medford Center), Bear Creek Plaza, Blue Sky Plaza, Poplar Square, and Providence Hospital.

On weekdays, Route 21 runs from 6:30 AM to 7:41 PM on 60-minute headways. Route 61 also serves Route 21 destinations on 60-minute headways offset from Route 21, effectively providing 30-minute headways on weekdays. No Saturday or Sunday service is provided for Route 21. Approximate travel times are 11 minutes from Front Street Station to Fred Meyer and 13 minutes for the return back to Front Street Station. The Front Street Station layover is approximately 36 minutes.

ROUTE 24 – ROGUE REGIONAL MEDICAL CENTER (RRMC)

Route 24 begins at Front Street Station, travels east on Barnett Road, and makes a loop via Black Oak Drive, Siskiyou Boulevard, and Murphy Road before returning to Front Street Station via Barnett Road. Key destinations served include Winco, Walgreen's, and RRMC.

On weekdays, Route 24 runs from 6:00 AM to 8:22 PM on 30-minute headways. On Saturdays, Route 24 runs from 7:30 AM to 5:52 PM on 60-minute headways. Approximate travel times are 10 minutes from Front Street Station to RRMC and 12 minutes back to the Front Street Station. The Front Street Station layover is approximately 8 minutes.

ROUTE 25 – SOUTHWEST MEDFORD

Route 25 is a one-way loop serving southwest Medford. Starting at Front Street Station, Route 25 travels west on Main Street, south on Columbus Avenue, west on Stewart Avenue, south on Orchard Home Drive, and east on Garfield Street to South Medford High School. Route 25 returns to Front Street Station via Garfield Street, Peach Street, Stewart Avenue, and Oakdale Avenue. Key destinations served include Medford City Hall, Jackson County Offices, and South Medford High School.

On weekdays, Route 25 runs from 6:30 AM to 7:54 PM on 30-minute headways. On Saturdays, Route 25 runs from 7:30 AM to 5:54 PM on 60-minute headways. Approximate travel times are 12 minutes from Front Street Station to South Medford High School and 12 minutes back to Front Street Station. The Front Street Station layover is approximately 6 minutes.

ROUTE 30 – JACKSONVILLE

Route 30 connects Front Street Station in Medford with Jacksonville via Front Street, Jackson Street, Columbus Avenue, Main Street, and Oregon 238. Within Jacksonville, Route 30 turns around via 5th Street (Oregon 238), E Street, N. Oregon Street, and C Street to return to 5th Street. Key destinations served include Albertson's, Bi-Mart, Thunderbird, Oak Grove Elementary School, and downtown Jacksonville.

On weekdays, Route 30 runs from 6:30 AM to 8:07 PM on 60-minute headways. On Saturdays, Route 30 runs from 7:30 AM to 6:07 PM on 60-minute headways. Approximate travel times are 17 minutes from Front Street Station to the Jacksonville Post Office and 20 minutes for the return trip to Front Street Station. The Front Street Station layover is approximately 23 minutes.

ROUTE 40 – CENTRAL POINT

Route 40 connects Front Street Station in Medford with Central Point via Table Rock Road, Merriman Road, Beall Lane, Bursell Road, Hopkins Road, and Freeman Road. Within Central Point, Route 40 loops through downtown and the northern part of the city via Pine Street, 2nd Street, 3rd Street, and 10th Street back to Freeman Road. Key destinations served include Rogue Valley Mall, Mountain View Plaza, and downtown Central Point.

On weekdays, Route 40 runs from 6:00 AM to 8:47 PM on 30-minute headways. On Saturdays, Route 40 runs from 7:00 AM to 6:47 PM on 60-minute headways. Approximate travel times are 18 minutes from Front Street Station to 2nd & Manzanita and 29 minutes for the return trip to Front Street Station. The Front Street Station layover is approximately 13 minutes.

ROUTE 60 – WHITE CITY

Route 60 connects the residential portions of White City to Medford. Starting at Front Street Station, Route 60 travels via Main Street, Crater Lake Avenue, Delta Waters Road, Lear Way, Coker Butte Road, and Highway 62. Within White City, the route first loops around the Southern Oregon Rehabilitation Center & Clinics (SORCC) via Avenue R, Avenue N, Avenue L, and Highway 62. The route then loops through the residential portion of White City via Avenue H, Division Road, Avenue G, Atlantic Avenue, and Antelope Road before returning to Highway 62 for the return trip to Medford. During the AM and PM peak periods, as well as on two midday trips, the northbound trip turns right onto Delta Waters Road and performs a loop through residential areas in northeast Medford via Hawaiian Avenue, Cedar Links Drive, and Springbrook Avenue before returning to its regular route on Delta Waters Road. Key destinations served include Safeway, Wal-Mart, the Social Security Administration office, Cascade Shopping Center, and the SORCC.

On weekdays, Route 60 runs from 5:00 AM to 9:18 PM on 30-minute headways. On Saturdays, Route 60 runs from 7:30 AM to 6:48 PM on 60-minute headways. Scheduled travel times are 36 minutes from Front Street Station to SORCC (whether or not the northeast Medford loop is operated) and 42 minutes back to Front Street Station, with a 12-minute layover at Front Street Station.

ROUTE 61 – ROGUE COMMUNITY COLLEGE (RCC) TABLE ROCK

Route 61 connects Medford to White City via the RCC Table Rock campus and White City's industrial area. Starting at Front Street Station, Route 61 travels to White City via Biddle Road, Morrow Road, Poplar Drive, Bullock Road, Terminal Spur Road, Terminal Loop Road, Biddle Road, Table Rock Road, and Antelope Road. At the north end of the route, Route 61 loops around the Cascade Shopping Center via Highway 62, Leigh Way, and Agate Road back to Antelope Road. On the return, Route 62 follows the same route as far as Poplar Drive, and then returns to Front Street Station via McAndrews Road, Royal Avenue, Stevens Street, and Biddle Road. Key destinations served include Medford Center, the Department of Motor Vehicles, Medford Rehabilitation and Healthcare Center, Poplar Square, Rogue Valley International–Medford Airport, ODOT, RCC Table Rock Campus, and Cascade Shopping Center.

On weekdays, Route 61 runs from 6:00 AM to 9:19 PM on 60-minute headways. On Saturdays, Route 61 runs from 7:00 AM to 7:19 PM on 60-minute headways. Approximate travel times are 40 minutes ride from Front Street Station to Cascade Shopping Center

and 39 minutes back to Front Street Station, with an 11-minute layover at Front Street Station.

FARE STRUCTURE

Table 4 shows fixed-route fares for the RVTD system. Fares include the option for one free transfer valid for 90 minutes after being issued. In addition to single-trip cash fares and paper passes, RVTD has introduced a TouchPass smart card that can store (1) a pass or (2) cash value for individual trips, as well as automatically track transfers.

Table 4: RVTD Fixed-Route Fares

| Type of Fare | One-Way | Day Pass | 20-Ride Pass | Monthly Pass ¹ |
|---------------------------|---------|----------|--------------|---------------------------|
| Full Fare | \$2.00 | \$6.00 | \$32.00 | \$56.00 |
| Reduced Fare ¹ | \$1.00 | \$6.00 | \$16.00 | \$28.00 |

¹Passengers that may qualify for reduced fare include those over 62 years old, between 10 and 17 years old, on Medicare, or with a disability.

Special fare products are available for purchase. Non-profit organizations can purchase a Helping Hands Pass (six rides) for \$6.00. Children ages 10-18 can purchase a Summer Youth Pass (June through August) for \$44.00.

RVTD provides reduced fare bus pass programs for employers and schools through the Universal Bus pass program and the Fare Share program. The U-Pass costs employers \$3.85 per person per month and the employee receives a free monthly bus pass. The Fare Share program costs employers \$0.45 per person per month and the employee pays \$10 for a monthly bus pass (students pay \$5).

VALLEY LIFT PARATRANSIT SERVICE

RVTD operates a shared-ride, origin-to-destination, wheelchair-accessible transportation service for persons with disabilities who are unable to use fixed-route service. RVTD contracts with Paratransit Services, Inc. to drive and dispatch the vehicles, while RVTD handles customer service. Paratransit Services, Inc. is a national, for-profit transportation provider.

Valley Lift service is provided Monday through Friday between 5:00 AM and 8:45 PM and on Saturday between 7:00 AM and 6:00 PM. The paratransit service provides transportation to locations within a ¾-mile radius of RVTD fixed-route services.

To be eligible to use Valley Lift services, a passenger must send in an application and potentially participate in an in-person or phone interview. All Valley Lift passengers need a Valley Lift ID, with the exception that a passenger may bring a guest such as a relative or caretaker. A user guide and rider application are available on RVTD's website.

Cash fare or RVTD scrip is needed for this service. RVTD scrip is a coupon that can be used as cash for payment of Valley Lift fare, available in 40-dollar booklets. Each one-way trip is \$4.00 for both passengers and their guests. Passengers under ten years old may ride for free.

ROGUE VALLEY (RV) CONNECTOR SERVICE

The RV Connector provides demand-responsive service between seven locations in the communities of Trail, Shady Cove, Eagle Point, and White City, and three locations in Medford. The RV Connector is funded by Oregon's Special Transportation Fund and prioritizes older adults and people with disabilities, with the general public being served on a space-available basis. Riders must register with the RV Connector program, schedule a trip at least 24 hours in advance, and arrive at the designated stop during the scheduled pick-up time. Trips can be made between the following locations:

- ▶ Trail: Trail Market
- ▶ Shady Cove: Highway 62 Market Place & Rafting, Shady Cove Market
- ▶ Eagle Point: Wal-Mart, City Hall, Senior Center
- ▶ White City: SORCC (Avenue R & White Road)
- ▶ Medford: Lear Way (near Wal-Mart and the Social Security Administration office), Rogue Valley Mall, Front Street Station

The RV Connector operates 6:30 AM to 5:00 PM on weekdays, with the last trip leaving Medford by 4:00 PM. No service is provided on weekends or the following holidays: New Year's Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day, and Christmas Day.

Regular fare is \$5 and children under age 10 ride for free. RV Connector riders paying full fare can purchase an RVTD system day pass for \$2.00.

RVTD PLUS PROGRAM

The RVTD PLUS Program provides non-medical transportation services for eligible low-income older adults and people with disabilities. The service is intended to provide independence to riders for any trip purpose, such as grocery shopping or socialization and eligibility is determined by Senior and Disability services case managers with reimbursement for transportation costs.

Service is provided Monday through Friday between 5:00 AM and 8:45 PM and on Saturday between 8:00 AM and 6:00 PM. The PLUS Program operates within 1.5 miles of RVTD's fixed-route service. No fare is charged to riders.

VETERAN'S TRANSPORTATION

RVTD has funding available to reimburse Veteran's Transportation providers for using Translink. The program provides transportation for eligible veterans traveling to medical

appointments. RVTD also has an ODOT Statewide Significant project to assist veterans with using transportation options and has launched the nation's first Go Vets individualized marketing program.

TRANSLINK NON-EMERGENCY MEDICAL TRANSPORTATION (NEMT)

As part of the Oregon Coordinated Care Organization medical brokerage system, RVTD provides non-emergency medical transportation through its TransLink program to eligible individuals throughout much of southwest Oregon. Depending on the situation, riders may be provided transportation via public bus, taxi cab, wheelchair van, stretcher van, or other types of transportation as necessary. Rides may be shared.

No set hours are in-place for TransLink rides, though the call center is open 7:00 AM to 5:00 PM on weekdays. The call center is closed on New Year's Day, Memorial Day, Fourth of July, Labor Day, Thanksgiving, and Christmas.

Riders must call to schedule rides, with next-day ride requests scheduled before 4:00 pm the day before and rides over 70 miles scheduled preferably at least two business days in advance. Riders must be ready 15 minutes before the scheduled pickup time. TransLink arrives in a 30-minute window, from 15 minutes before to 15 minutes after scheduled pickup time.

No fare is charged. All transportation and administrative costs are fully reimbursed by the CCO's RVTD contracts with. One personal care attendant can travel with the rider at no cost. Children age 11 and under must have one adult with them at all times. Children age 12 and over are not required to have an adult. In both cases, an adult may ride with the child at no cost.

DD53 AND DD57 PROGRAMS

Within the Valley Lift service area, RVTD provides employment transportation to individuals with developmental disabilities through the DD53 program. RVTD also provides one-time-only or time-limited services for individuals with intellectual or developmental disabilities for General Fund Special Projects or K-Plan Special Projects, as defined by Oregon's Standards and Procedures, through the DD57 program. Clients are determined eligible through the Jackson County Developmental Disability Service. Riders are not charged a fare.

WAY TO GO! PROGRAM

RVTD operates the region's Transportation Demand Management program, which provides information and support to Rogue Valley residents and employers interested in non-auto travel. The program provides information on walking, biking, transit, and ridesharing. RVTD provides rideshare information in the form of *Drive Less Connect*, an online tool for ride-matching and trip logging.

OTHER TRANSPORTATION SERVICES

This section describes public transportation services offered within the RVT service area that are provided by other operators. These services are summarized in Table 5 and described further below.

Table 5: Other Transportation Services

| Service | Type of Service | Service Provider |
|--|---------------------------|-----------------------------------|
| RV Commuter Line | Intercounty Fixed-Route | Josephine Community Transit |
| SouthWest POINT | Intercounty Fixed-Route | The Shuttle/ODOT |
| Amtrak | Train | Amtrak |
| Greyhound | Interstate Fixed-Route | Greyhound |
| Rogue Valley International-Medford Airport | Airport | Various Airlines |
| Southern Oregon Transit Providers | Fixed-Route & Dial-a-Ride | Various Regional Transit Agencies |

RV COMMUTER SERVICE

Josephine Community Transit (JCT) operates the RV Commuter Line, providing bus service between Grants Pass (Anne Basker Auditorium) and Medford (Front Street Station) with stops in Gold Hill and Rogue River. The service operates from 6:35 AM to 5:15 PM on weekdays. There are five runs in each direction each day, including two morning, one midday, and two evening runs. All buses are equipped with bike racks that accommodate two bikes.

Fares are \$2 per trip and children age 6 and under ride for free. JCT offers \$20 punch cards and commuter passes, which are valid on the RV Commuter service. The RV Commuter Line issues transfers valid for 60 minutes to JCT's and RVT's services. JCT and RVT transfers are not valid for boarding the RV Commuter Line.

SOUTHWEST POINT

SouthWest POINT provides daily intercity bus service between Klamath Falls and Brookings, with stops in White City, Medford (airport and Front Street Station), Ashland, Gold Hill, Grants Pass, and additional cities. The service is operated by The Shuttle, a private company, and is supported by ODOT. The service uses 22- and 24-passenger buses, equipped with bicycle racks, luggage racks, personal power outlets, and Wi-Fi.

One trip is made in each direction each day. The westbound trip from Klamath Falls to Brookings arrives at Front Street Station at 12:00 PM, continues to Ashland (Southern Oregon University), and returns to Medford at 12:50 PM for a 3-hour layover before continuing west to Brookings at 4:00 PM. The eastbound trip from Brookings arrives at Front Street Station at 12:20 PM. After a nearly 4-hour layover, the bus proceeds to Ashland at 4:10 PM, returns to Medford at 5:00 PM, and proceeds toward Klamath Falls.

Scheduled travel times from Medford are: Ashland, 25 minutes; Grants Pass, 1 hour; Klamath Falls 2:10; Crescent City 3:10; and Brookings 3:45.

Fares vary by distance, with a ticket from the Medford Airport to Klamath Falls Amtrak costing \$25 for an adult, \$18.75 for a child age 12 and under, and \$22.50 for seniors age 62 and above.

AMTRAK

The nearest Amtrak station is located in Klamath Falls, and can be reached via the SouthWest POINT service. The Coast Starlight route operates through Klamath Falls, providing connections across the west coast from Los Angeles to Seattle.

GREYHOUND

Greyhound provides bus service north and south in the I-5 corridor from Front Street Station in downtown Medford. Direct connections are available to Portland, Redding, Seattle, and more. Buses operate 3-4 trips per day in each direction, 7 days per week.

Fares vary, with a ticket from Medford to Portland costing \$40–\$50 one-way.

ROGUE VALLEY INTERNATIONAL–MEDFORD AIRPORT

Rogue Valley International–Medford Airport currently provides non-stop flights to Portland, Seattle, Los Angeles, Phoenix–Sky Harbor, Denver, Las Vegas, and San Francisco. Seasonal service is available to Phoenix–Mesa. Medford Airport is the third busiest airport in Oregon, behind Portland and Eugene.

SOUTHERN OREGON TRANSIT PROVIDERS

Other transit providers in the region include Josephine Community Transit, Basin Transit (Klamath Falls), UTRANS (Douglas County), Curry Public Transit, and Coos County Area Transit. These agencies provide fixed-route and dial-a-ride services within their respective service areas.

FINANCIAL OVERVIEW

In 2016-2017, the RVTD system operated on a budget of approximately \$22.6 million, including capital costs, Valley Lift, TransLink, and fixed-route services. Capital costs were approximately \$0.5 million and TransLink funds were approximately \$7.1 million. The general fund, which includes fixed-route and Valley Lift services, operated with a budget of approximately \$8.2 million and income of approximately \$9.3 million. Figure 11 and Figure 12 show the general fund expense and revenue sources, respectively.

Figure 11. General Fund Expenses

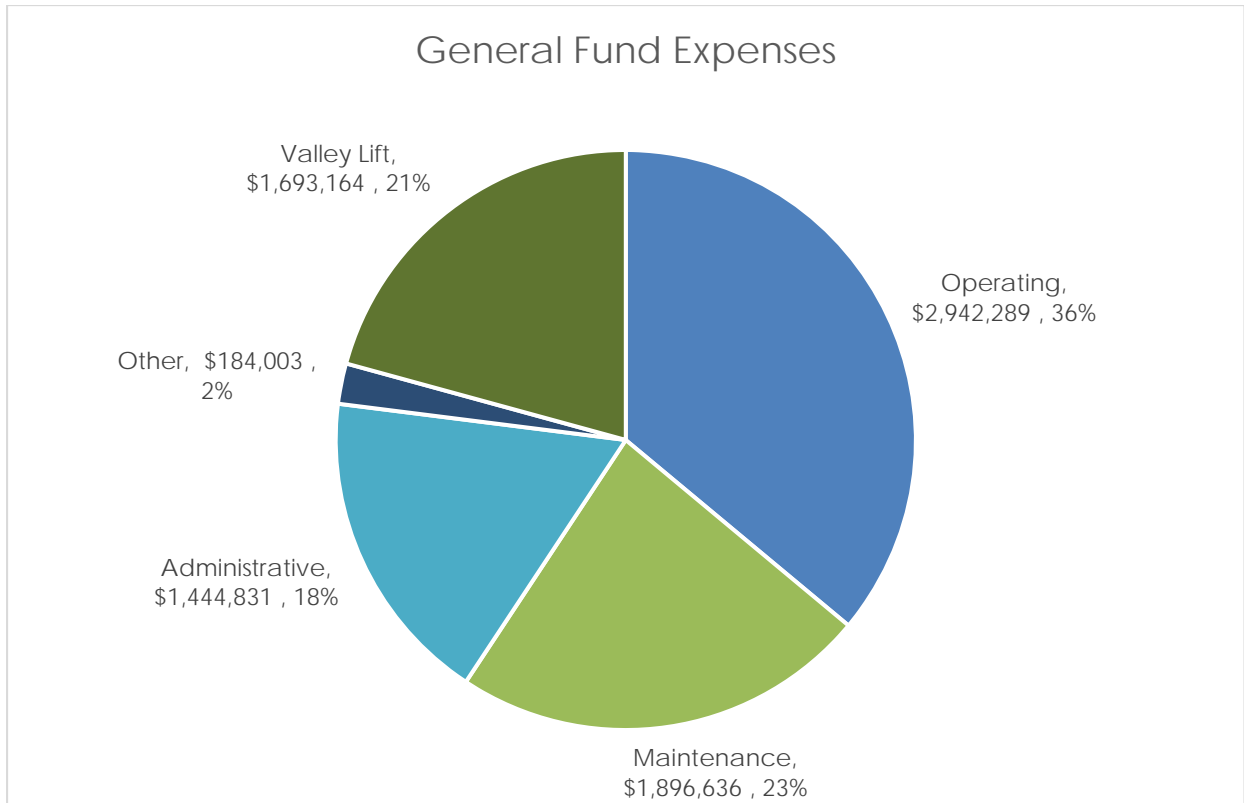
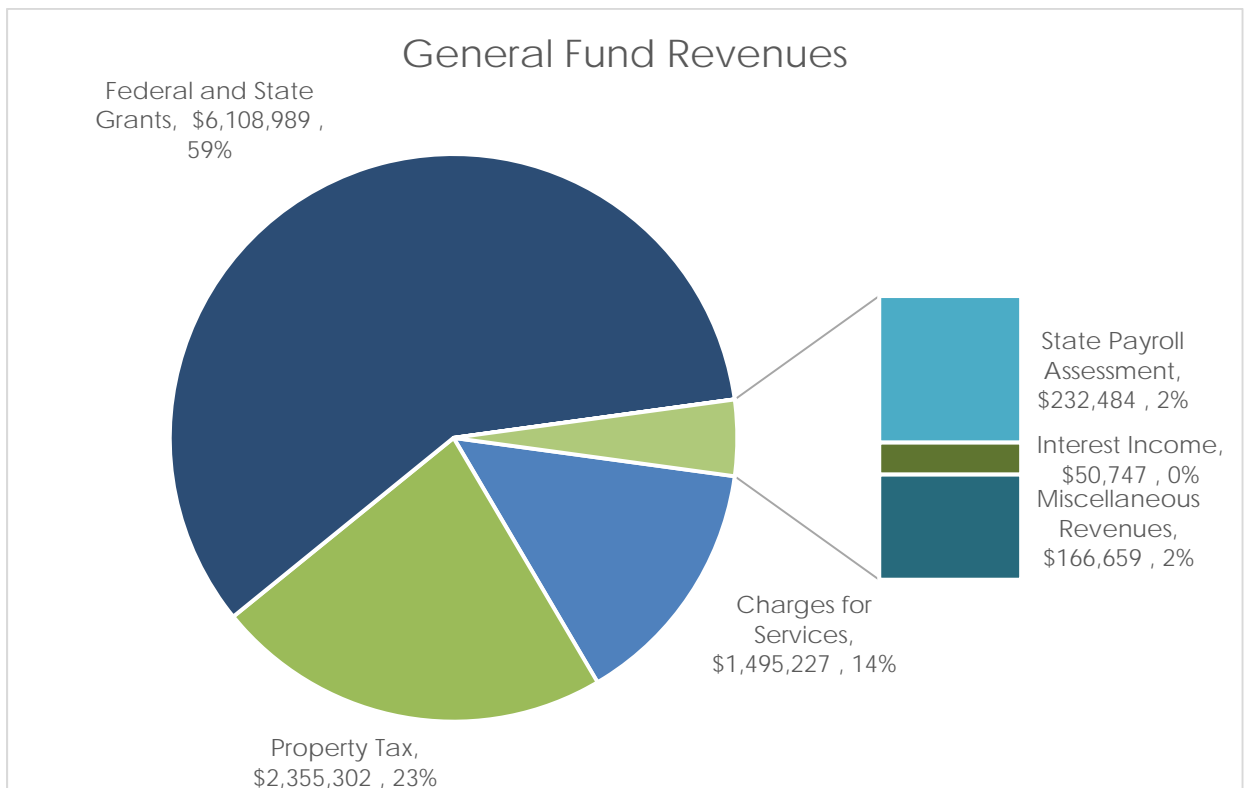


Figure 12. General Fund Revenues



Nearly half of the general fund budget is spent on fixed-route transit operating costs, followed by maintenance and administrative expenses. Valley Lift's costs include its own operating, maintenance, and administrative costs. Key revenue sources include federal and state grants, property tax, and charges for services.

INVENTORY

RVTD provided inventory data about their facilities, fleets, and bus stops. The following sections summarize the bus fleet, van fleet, and bus stop amenities.

FACILITIES

RVTD owns several properties to conduct their services. These properties include administrative facilities, maintenance and fueling facilities, and customer service centers.

RVTD HEADQUARTERS - 3200 CRATER LAKE AVENUE, MEDFORD

The primary headquarters for RVTD is a 4.28 acre lot with light industrial zoning in northeast Medford. The headquarters houses the maintenance facility, administrative office, warehouse, transportation office, CNG and diesel fueling station, and a bus wash. RVTD recently purchased 1.34 acres of adjoining land to the south of the current headquarters for future expansion. The property has been improved with state, federal, American Recovery and Reinvestment Act, ConnectOregon, and local funds.

FRONT STREET TRANSFER STATION - 200 SOUTH FRONT STREET, MEDFORD

Front Street Transfer Station is located in downtown Medford and serves as the main transfer hub for RVTD's fixed-route bus services. The 1.21 acre parcel lies between 8th Street and 10th Street. The parcel section between 8th Street and 9th Street is within the Medford Historical District and zoned commercial. The transfer station in this portion houses breakroom facilities for bus drivers and the customer service dispatchers office. The Greyhound station is located between 9th Street and 10th Street on the property. Medford Urban Renewal Agency constructed a building in 2008 for relocation of the Greyhound station to allow for the Lithia Commons project. Greyhound is entering into a five-year lease at the end of which RVTD will take full ownership and occupy the building. The Front Street Transfer Station property has been improved with state, federal and local funds. The property was selected with consideration for future passenger rail access on the adjacent rail line.

TRANSLINK BUILDING - 239 E. BARNETT ROAD, MEDFORD

The Translink Building is the call center and headquarters for the paratransit and Valley Lift service. The 1.0 acre parcel is zoned commercial. The Translink Building also serves as the primary location for Translink and Valley Lift clients to coordinate with RVTD, houses the paratransit operators' administration office, and houses the Valley Lift Fleet. The

property was purchased in 2014 with a federal Veterans Transportation Community Livability Initiative (VTCLI) grant to build capacity for a One Call-One Click Center.

TALENT DEPOT - 100 E. MAIN STREET, TALENT

A cooperative grant was received through the Federal Transit Administration to assist in remodeling the Talent Depot. The agreement was to allow RVTD to house a fare sales and passenger waiting area within the building to assist with a transit route that would use this location as a transfer center. RVTD has not utilized the Talent Depot for this purpose but may in the future.

FLEET

The RVTD vehicle fleet includes 31 fixed-route buses (24 active, 6 spares, and 1 new vehicle that may replace and/or add to the fleet) and 30 Valley Lift vans (23 active, 5 spares, and 2 new vehicles that may replace and/or add to the fleet). The vehicle make and model, size, fuel type, and model year are listed in Table 6 and Table 7.

Table 6: Fixed-Route Bus Fleet

| Make | Size | Fuel Type | Year | Number of Vehicles |
|------------------|--------------|------------------|------|--------------------|
| Gillig Low-Floor | 35-foot | Diesel | 2004 | 8 |
| New Flyer | 30 Passenger | CNG ¹ | 2004 | 7 |
| New Flyer | 30 Passenger | CNG ¹ | 2006 | 2 |
| New Flyer | 30 Passenger | CNG ¹ | 2009 | 3 |
| New Flyer | 30 Passenger | CNG ¹ | 2010 | 3 |
| Gillig Low-Floor | 35-foot | Diesel | 2015 | 2 |
| Gillig Low-Floor | 35-foot | CNG ¹ | 2015 | 3 |
| Gillig Low-Floor | 35-foot | CNG ¹ | 2018 | 3 |

¹Compressed Natural Gas

Table 7: Valley Lift Van Fleet

| Make | Size | Fuel Type | Year | Number of Vehicles |
|------|--------------|-----------------|------|--------------------|
| Ford | 13 Passenger | Gasoline | 2006 | 1 |
| Ford | 6 Passenger | Gasoline | 2009 | 3 |
| Ford | 13 Passenger | Gasoline | 2011 | 1 |
| Ford | 8 Passenger | Gasoline | 2012 | 1 |
| Ford | 6 Passenger | Gasoline | 2013 | 15 |
| Ford | 14 Passenger | Gasoline | 2016 | 3 |
| Ford | 6 Passenger | Gasoline Hybrid | 2017 | 6 |

The average vehicle ages of the bus and van fleets are 4.6 years and 9.7 years, respectively. Several Valley Lift vans may be retired due to new fleet vehicles.

BUS STOPS AND AMENITIES

Amenities at RVRTD bus stops include signs, shelters, trash cans, and bike racks. An inventory of amenities by route is shown in Table 8. Note that most stops have not been surveyed since 2007 and amenities may have changed since that time.

Table 8: Transit Stop Amenities

| Route | Signage | Shelter | Bike Rack | Wheelchair Accessible | Total Bus Stops |
|-----------------------------|------------|------------|------------|-----------------------|-----------------|
| 2-West Medford | 31 | 4 | 3 | 30 | 32 |
| 10-Ashland | 83 | 28 | 14 | 77 | 108 |
| 24-RRMC | 25 | 5 | 4 | 25 | 25 |
| 25-South Medford | 5 | 2 | 2 | 5 | 25 |
| 30-Jacksonville | 36 | 5 | 4 | 45 | 49 |
| 40-Central Point | 48 | 8 | 3 | 51 | 53 |
| 60-Whitie City | 59 | 14 | 20 | 65 | 79 |
| 61-RCC Table Rock* | 19 | 5 | 4 | 26 | 61 |
| Total | 306 | 71 | 54 | 324 | 432 |
| Percent of Bus Stops | 71% | 16% | 13% | 75% | 100% |

*Route 61 was modified in FY 2016-2017. Installation of amenities may still be underway.

Note: Route 21 went into service in April 2018 and is not represented in the data above.

As shown, the majority of bus stops include signage. About 25% of bus stops are not wheelchair accessible due to a lack of sidewalks and/or curb cuts to access the stop. Only 16% of bus stops are sheltered. Although only 13% of bus stops have bike racks, all RVTB buses have bike racks for riders to use, which can carry up to three bikes.

PASSENGER SURVEY RESULTS

In February 2018, RVTB administered a passenger survey to better understand the state of the existing transit system. Each route and each run of the day was surveyed for both the weekday and weekend schedules. A total of 726 valid¹ surveys were collected. Table 9 shows the breakdown of survey responses by route.

Table 9: Survey Respondents by Route

| Route | Number of Responses | Percent of Responses | Ridership (October 2016-January 2017) | Percent of Riders |
|------------------|---------------------|----------------------|---------------------------------------|-------------------|
| 2-West Medford | 69 | 9.5% | 26,754 | 6.8% |
| 10-Ashland | 286 | 39.4% | 179,088 | 45.3% |
| 24-RRMC | 50 | 6.9% | 29,361 | 7.4% |
| 25-South Medford | 5 | 0.7% | 8,348 | 2.1% |
| 30-Jacksonville | 18 | 2.5% | 9,146 | 2.3% |
| 40-Central Point | 101 | 13.9% | 50,451 | 12.8% |
| 60-White City | 158 | 21.8% | 76,076 | 19.3% |
| 61-Biddle/RCC | 39 | 5.4% | 15,838 | 4.0% |
| Total | 726 | 100.0% | 395,062 | 100.0% |

Note: Route 21 went into service in April 2018, following the onboard survey collection, and is not represented in the data above.

Several routes were underrepresented in the February 2018 survey compared to ridership data from October 2016 to January 2017. The passenger survey data was weighted by route in the survey summary to adjust for over- and underrepresented response rates by route. This information will be used to identify transit needs and demand and inform service alternatives.

KEY FINDINGS

Passengers were asked about their origin and destination bus stops, travel mode to and from bus stops, trip purpose, transit use, employment, demographics, and fare

¹ A valid survey was

payment. In addition, they were asked to respond to questions about customer service provided by RVTD. Key findings of the survey are as follows:

- ▶ Customer Satisfaction
 - Customer satisfaction was highest for bus cleanliness (4.45 out of 5), driver customer service (4.39), and TouchPass fare (4.28)
 - Customer satisfaction was lowest for cleanliness of stops (3.66), available seating at bus stops (3.70), and OneBusAway app (3.99)
- ▶ Safety
 - 3% of riders indicated they felt “Unsafe” or “Very Unsafe” on the bus and 4% of riders indicated “Unsafe” or “Very Unsafe” at bus stops.
- ▶ Service Needs
 - Riders identified Sunday service (65%), more frequent Saturday service (35%), later evening bus service (29%), and more frequent weekday service (20%) as top priorities.
 - Riders wrote-in suggestions for new service to Eagle Point (8) and Shady Cove (3) and expanded service in Central Point (3).
- ▶ Origin-Destination
 - 26% of riders had transferred from another route and 27% were transferring to another route.
 - All routes had some level of transferring to/from other routes. The largest percentage of transfers was recorded from route 60 to 30 and from route 25 to routes 2 and 24.
 - Origins of riders include home (46%), work (13%), shopping (8%), education (8%), medical (6%), and other (12%).
 - Destinations of riders include home (36%), work (14%), shopping (12%), education (8%), medical (6%), and other (13%).
 - Route 24 had medical services as the most common destination. Riders on routes 25, 30, and 60 were most likely to be traveling to work. Riders on route 25 were almost twice as likely to be traveling to school than any other route.
- ▶ Access to Transit
 - Mode
 - 86% walked or used a wheelchair and 7% biked to their first bus stop from their origin.
 - Route 25 had the highest percentage walk/wheelchair mode split at 100 percent.
 - Routes 10, 24, 40, 60, and 61 had moderate amounts of riders accessing the bus stop via bike.
 - Travel Time

- Routes 2 and 10 had the highest percentage of riders traveling less than 10 minutes to the bus stop.
- Route 30 had the most percentage of riders traveling more than 20 minutes to the bus stop. Route 40 had the highest percentage of riders traveling more than 20 minutes to their destination after they get off the bus.
- Distance
 - 16% of riders traveled one mile or more to get to the bus stop. 17% of riders indicated they would travel one mile or more to get from their last bus stop to their destination.
- ▶ Time and Frequency
 - 71% of riders indicated they were able to make their trip at a different time of day.
 - 60% of riders indicated they use transit 5 or more days per week.
 - Route 25 had the highest percentage of riders that ride 5-6 times per week (78%). It also had the highest percentage of one day per week riders (22%).
- ▶ Access to Other Travel Options
 - If bus service were not available, 22% of riders indicated they would not make their trip.
 - 67% of riders indicated they did not have a valid driver's license.
 - 53% of riders indicated they did not have a working vehicle available in their household.
- ▶ Demographics
 - 10% of riders were age 18 and under and 8% of riders were age 65 and above.
 - Rider ethnicities were white (68%), Hispanic or Latino (10%), other (5%) American Indian/Native American (4%), black/African American (3%), and Asian (2%), while 8% preferred not to answer.
- ▶ Employment
 - Riders' occupation status was employed (45%), unemployed (15%), disabled (12%), retired (7%), university student (7%), high school student (6%), veteran (3%), and homemaker (3%).
 - Of employed riders, 8% had 2 jobs and 3% had 3 or more jobs.
- ▶ Income
 - 38% of riders reported household incomes of \$15,000 or less.
- ▶ Fare Payment

- Fare payment was completed via TouchPass card (39%), cash (36%), employer/school sponsor (6%), token (6%), TouchPass app (5%), or other (3%).