

Cottage Grove Area TRANSIT DEVELOPMENT PLAN



June 2021



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DEFINITIONS & ACRONYMS

DEFINITIONS

Accessibility. The ability to or ease with which people can reach or access destinations (including employment, education, activities, and services) via public transportation and return to their origin.

Alternative Fuels. Vehicle engine fuels other than standard gasoline or diesel. Typically, alternative fuels burn cleaner than gasoline or diesel and may reduce emissions. Common alternative fuels include methanol, ethanol, and compressed natural gas, liquefied natural gas, clean diesel fuels, and reformulated gasoline.

Americans with Disabilities Act (ADA). Passed by Congress in 1990, the ADA mandates equal opportunities for people with disabilities in the areas of employment, transportation, communications, and public accommodations. Under the ADA, most transportation providers are obliged to purchase lift-equipped vehicles for their fixed-route services and must ensure system-wide accessibility of their demand responsive services to people with disabilities. Public transit providers also must supplement their fixed-route services with paratransit services for those people unable to use fixed route service because of disabilities.

Availability. Refers to whether or not transit is reasonably available to a rider spatially and in time (e.g., stops close enough to origins and destinations for the rider to use and vehicles running at times useful to the rider).

Barrier. For the purposes of this plan, a barrier is a condition or obstacle that prevents an individual or a group from accessing the transportation system or transportation planning process. Examples include a physical gap or impediment, lack of information, language, disability, education, and/or limited resources.

Brokerage. A method of providing transportation services where riders are matched with appropriate transportation providers through a central trip request service. The transportation broker may centralize vehicle dispatch, record keeping, vehicle maintenance, and other functions under contractual arrangements with agencies, municipalities, and other organizations. Actual trips may be provided by a number of different vendors.

Capital Costs. Refers to the costs of the long-term physical assets of a public transit system, such as property, buildings, and vehicles.

Communities of Concern. According to the Title VI definition, Communities of Concern are those with high concentrations of one or more of the following four socio-economic factors: minority population, households in poverty, elderly population, and people with disabilities.

Commuter Bus. Transit service provided on a regularly scheduled basis during peak travel periods for users commuting to work, school, and similar destinations.

Connectivity. The presence of useful, integrated links people can use to move between places, transportation system modes, or segments of the same mode.

Coverage. Also called availability. Refers to spatial availability of transit and associated stops, temporal availability of transit, and how far one may travel by transit (i.e., the service area).

Cottage Grove Area. Includes the City of Cottage Grove and its travelshed.

Demand-Responsive Service. Also called demand-response service, paratransit, and dial-a-ride. As defined by Federal Transit Administration, demand responsive service is any non-fixed-route system of transporting individuals that requires advanced scheduling by the customer, including services provided by public entities, nonprofits, and private providers. A “demand responsive system” is one where passenger trips are generated by calls from passengers or their agents to the transit provider, who then dispatches vehicles to pick the passengers up and transport them to their destinations.

Dial-a-Ride Service. Also known as demand-responsive service and paratransit. An origin-to-destination transportation for people who are unable to use the bus due to a disability. Required of transit agencies by the Americans with Disabilities Act.

Efficiency, Customer. Refers to the transport of people in a timely, reliable, and proficient manner.

Efficiency, Transit System. Generally refers to the ratio of service outputs (e.g., vehicle miles or hours) to service inputs (e.g., capital and labor) in a given public transit system. Transit system efficiency can be measured in a number of ways, such as cost per vehicle mile, population served per vehicle in maximum service, the peak-to-base ratio (vehicles used in peak service divided by vehicles used in base service), or the farebox recovery ratio. Transit agencies generally measure for system efficiency in several ways, as opposed to interpreting any single measure as representative of the system’s overall efficiency.

Environmental Justice (EJ). Refers to (a) the presence of and actions to avoid, minimize, or mitigate disproportionately high and adverse human health and environmental effects, including social and economic effects, on minority and low-income populations; (b) full and fair participation by all potentially affected communities in the transportation decision-making process; and (c) preventing the denial of, reduction in, or significant delay in the receipt of benefits by minority and low-income populations.

Equitable. Generally means impacts have been considered and steps taken to ameliorate any disparate impacts that promote “fair” outcomes.

Equity. Also called justice or fairness. Refers to the distribution of impacts (benefits and costs) and whether that distribution is considered fair and appropriate.

Federal Transit Administration (FTA). A component of the U.S. Department of Transportation that administers federal funding to support a variety of locally planned, constructed, and operated public transportation systems throughout the U.S. FTA provides financial assistance for capital, operating, and planning costs of these public transportation systems. It also sponsors research, training, technical assistance, and demonstration programs.

Fixed-Route Transit Service. Transit service where vehicles run on regular, scheduled routes with fixed stops and do not deviate. Typically, fixed-route service is characterized by printed schedules or timetables, designated bus stops where passengers board and alight, and the use of larger transit vehicles.

Flexible Routing. Flexible route service follows a direction of travel but allows for deviation or re-routing along the way to accommodate specific trip requests. Examples of flexible-route systems are route deviation and point deviation. The schedule may be fixed or flexible.

Frequency. How often a route is operated.

Goals. Goals are guiding statements that set local priorities for TDP implementation by describing the desired result. Goals establish the overall policy direction and organizational philosophy. They are typically value statements.

Governance. For the purposes of this document, refers to the legal framework under which a transit provider is organized, funded, and administered. Example governance models are transit districts (which may have taxation authority), county transit systems, and municipal transit systems.

Headway. The scheduled length of time at a stop between buses following the same route. If buses operating along Route A arrive at Stop 1 at 9:00, 9:30, 10:00, 10:30, and 11:00, Route A is operating on half-hour headways during the period between 9:00 and 11:00. When headways are short, the service is said to be operating at a high frequency, whereas, if headways are long, service is said to be operating at a low frequency.

Intercity Transit. Long-distance service provided between cities, often as part of a large network of intercity bus operators and/or passenger train services. Both express and local bus service may be provided. The Greyhound system is an example of a national intercity bus network. Oregon’s Public Oregon Intercity Transit (POINT) service is an example of a statewide intercity network.

Intracity Transit. Transit that allows people to move within a city. The service may include different transportation options such as bus connections to light rail, or bus connections to a bicycle trail.

Limited English Proficiency (LEP). A term used in the United States that refers to a person who is not fluent in the English language, because it is not their native language.

Low-Income Individual. A person whose median household income is at or below the U.S. Department of Health and Human Services (DHHS) poverty guidelines. Public transportation programs may establish definition of “low-income” based on the DHHS definition.

Key Transit Hub. A transit stop or stop cluster that is served by three or more general public fixed route transit services (each with a unique service area). A stop cluster is a collection of two or more transit stops that can be contained within a 0.16-mile diameter circle.

Mobility. The potential for movement and the ability to get from one place to another using one or more modes of transport to meet daily needs.

Mobility Hub. A place of connectivity where different travel options – walking, biking, transit, and shared mobility – come together. A mobility hub is a type of transit stop where multiple transit lines meet in order to facilitate transfers. It may be developed with amenities including information boards, food and drink vendors, water fountains, and restrooms, as well as connections to evolving transportation options such as e-bikes or scooters to support multi-modal connections at one key destination.

Mobility on Demand (MOD). An innovative, user-focused approach which leverages emerging mobility services, integrated transit networks and operations, real-time data, connected travelers, and cooperative Intelligent Transportation Systems (ITS) to allow for a more traveler-centric, transportation system-of-systems approach, providing improved mobility options to all travelers and users of the system in an efficient and safe manner.

Mode. Also called transportation mode or travel mode. Different ways by which goods or people are transported from one place to the other, including, but not limited to, air, rail, personal vehicle, bus, bicycle, or pedestrian.

Mode Share. Also called mode split or modal split. The share, or percentage, of people using a particular mode of transport within the overall transport usage of an urban area.

Multimodal. The selection of alternative transport modes for different trips over a certain period of time (e.g. a day or week). For instance, a person may cycle to work, walk to shops, and use public transport to visit friends. In the context of freight and logistics, the term multimodal is often used to refer to situations where goods are transferred using several modes (e.g. ship, plane, truck, etc.). Multimodality requires integration of infrastructure and transport services across modes in both passenger and freight transport.

National Transit Database (NTD). The reporting system managed by the FTA that collects financial and operating data from transit providers that are recipients of transportation funds under Section 5311 and 5307. There is a Rural NTD and an Urban NTD.

Objectives. Objectives offer a means to meeting a goal. They are typically action-oriented strategy statements and should be understandable, specific, attainable, and measurable. Objectives can be met through a variety of actions.

Operating Costs. The sum of all recurring expenses (e.g., labor, fuel, and administration) associated with the operation and maintenance of a transit system. Excludes capital equipment purchases, loans, depreciation, and leases.

Park and Ride. A parking area at, adjacent to, or near (within 500 feet of) a transit stop where automobiles, bicycles, and other vehicles and mobility devices can be parked by transit and rideshare users.

Paratransit. A broad term that may be used to describe any means of transportation other than fixed-route mass transit services. Paratransit services usually use smaller vehicles (less than 25 passengers) and provide advanced reservation, demand responsive service. ADA complementary paratransit service is a type of paratransit service provided to accommodate passengers with disabilities who are unable to use fixed-route service and that meet specific service equivalency tests.

Passenger Load. The number of riders on board a transit vehicle, including seated and standing passengers.

Performance Measures. Performance measures quantify characteristics of existing transit operations. A performance measure can be used as a basis for comparison to a desired goal, to peer systems, or to past performance. A good set of performance measures should rely on readily available data and focus on key aspects of operations.

Performance Measurement Program. A set of processes for selecting, calculating, evaluating, and refining performance measures and targets. It also includes processes for communicating the results of performance assessments and integrating the information into decision-making. It facilitates tracking changes in performance over time.

Performance Targets. Performance Targets are values for specific performance measures. They set the expectations for acceptable levels of performance. A single performance measure may have multiple targets based on the service type, operating period, or geographic zone being evaluated. When setting performance targets, a transit provider needs to balance industry norms, its goals and objectives, and any requirements from funding or other sources.

Person-Trip / Passenger-Trip. A one-way trip made by one person from one origin to one destination. A “round trip” is two or more one-way trips made by one person from one origin to one or more destinations and then a return back to the original origin.

Provider. For the purposes of this Transit Development Plan, a generic term for all entities that provide public transit services. The assumption is that all providers have legal standing to provide the service, coordinate their planning efforts with local and state governments, and receive state and/or federal funding for transit programs. Providers can be nonprofits, for-profits, public or private service providers, special districts, or departments of cities, counties, tribes, and councils of government.

Public Transportation. Also called Transit. Public transportation is any form of transportation open to the general public. Public transportation can include buses, trains, streetcars and trolleys, Dial-A-Ride, Mobility on Demand, bike share, electric scooters, etc.

Rapid Transit. Rail or bus transit service operating completely separate from all modes of transportation on an exclusive right-of-way. Often operates as an express service with a minimal number of stops. Light Rail and Bus Rapid Transit are examples.

Regional Transit. Long bus or rail transit lines with few stations and high operating speeds. Regional transit primarily serves long trips within metropolitan regions, as distinguished from intercity transit service and local transit service.

Reliability. Refers to the predictability and consistency of transit system performance (e.g., whether vehicles consistently arrive at a rider’s originating stop and destination at the scheduled times).

Resilience. Also called resiliency. Refers to a system’s ability to accommodate variable and unexpected conditions without catastrophic failure, and to the system’s ability to recover from a disrupting incident such as a natural disaster, deliberate attack, or accident.

Ridership. The number of people making one-way trips on a public transit system in a given time period.

Rideshare. A formal or informal arrangement in which a passenger travels in a private vehicle driven by its owner. The arrangement may be made by means of a website or online app.

Service Hours. Total hours of service provided by all trips of all routes.

Service Miles. Total miles of service provided by all trips of all routes.

Service Span. The number of hours during the day between the start and end of service on a transit route. Can be calculated such that only times when service is provided at least hourly are included.

Title VI. A title of the Civil Rights Act of 1964 that ensures that no person in the U.S. will be discriminated against on the basis of race, color, or national origin. The transportation planning regulations, issued in October 1993, require that metropolitan transportation planning processes be consistent with Title VI. Additionally, recipients of federal transit funding must submit a Title VI Program every three years to demonstrate Title VI compliance.

Transit. Also called Public Transportation. Transit is any form of transportation open to the general public. Public transportation can include buses, trains, streetcars and trolleys, Dial-A-Ride, Mobility on Demand, bike share, electric scooters, etc.

Transit Development Plans (TDPs). Also called Transit Master Plans. Strategic plans that describe transit's current conditions and its further development. TDPs help Oregon's transit providers express goals and identify needs and strategies to achieve them over a 20-year horizon or specified timeframe. A TDP is also an opportunity to inform and help integrate transit needs into Transportation System Plan updates and other planning processes.

Transit Improvements. Also called Transit Amenities. Transit stop-related improvements including, but not limited to, bus pullouts, shelters, waiting areas, information and directional signs, benches, and lighting.

Transit Stops. An area posted where transit vehicles stop and where transit passengers board or exit.

Transit District. A geographical or political division created specifically for the single purpose of providing public transportation services. It is a separate legal entity and usually possesses the authority to impose a property tax. Transit districts can directly operate transit service or contract out all or part of the total transit service provided. Such political divisions may also be known as a transit agency or transit authority.

Transit-Supportive. May also be called transportation disadvantaged. Includes people over the age of 65 or under 18, people of color, people with limited English proficiency, people with a disability, people with low to moderate incomes, households with no vehicles available, and veterans, many of whom are at a significant disadvantage without access to convenient, safe, well-integrated transportation alternatives. All of these groups are often without easy access to cars and may live in locations without convenient, safe transportation alternatives.

Transportation Options Programs. Strategies, programs, and investments that create choice in state and local transportation systems, allowing people to bike, walk, take transit, drive, share rides, and telecommute. Historically, the purpose of transportation options programs and strategies [also referred to as transportation demand management (TDM)] has been to reduce reliance on single occupancy vehicle travel during the busiest times of day through strategies such as carpooling, high occupancy vehicle lanes and other mitigation strategies.

Trip Generator. A place that generates a demand for frequent travel is called a trip generator. Trip generators may be origins or destinations. For example, a high-density residential area generates a need for all kinds of trips outside of the residential area into commercial areas; a medical center generates trips for medical purposes; and a downtown area may generate trips for retail, recreational, or personal business purposes.

Travelshed. For the purposes of this document, this refers to the geography within which Cottage Grove area residents travel on a regular basis to meet daily needs related to work, education, medical and social services, recreation, and shopping.

Vision Statement. The TDP Vision Statement expresses the Cottage Grove area's transit purpose and mission. The vision is directly informed by the community, the City of Cottage Grove, and South Lane Wheels.

Values Statement. The TDP Values Statement reflects the public transportation priorities, principles, and standards that are important to the community. It is intended to reflect the community's values and provides a framework that guides goal setting and helps identify, develop, and pursue TDP projects, strategies, and improvements.

ACRONYMS

AC	Advisory Committee	ODOT	Oregon Department of Transportation
ACS	American Community Survey	OED	Oregon Employment Department
ADA	Americans with Disabilities Act	OPTP	Oregon Public Transportation Plan
CGA	Cottage Grove Area	OPTIS	Oregon Public Transit Information System
DEC	Decennial Census	OTC	Oregon Transportation Commission
DOT	Department of Transportation	PMT	Project Management Team
DRT	Demand-responsive transit	RTAP	Rural Transit Assistance Program
FAST	Fixing America’s Surface Transportation Act	RTC	Regional Transit Coordinator
FTA	Federal Transit Administration	RVHT	Rural Veterans Healthcare Transportation Program
FTE	Full Time Equivalent	SLW	South Lane Wheels
FY	Fiscal Year	STF	Special Transportation Fund
GIS	Geographic Information Systems	STIF	Statewide Transportation Improvement Fund
LEP	Limited English Proficiency	TDP	Transit Development Plan
LEHD	Longitudinal Employer-Household Dynamics	TDM	Transportation Demand Management
LCC	Lane Community College	TGM	Transportation Growth Management
LCOG	Lane Council of Governments	TNC	Transportation Network Company
LTD	Lane Transit District	TPR	Transportation Planning Rule
MOE	Margin of Error	TSP	Transportation System Plan
MOD	Mobility on Demand	UGB	Urban Growth Boundary
NEMT	Non-Emergency Medical Transportation	VA	Veterans Affairs
NTD	National Transit Database		

EXECUTIVE SUMMARY

The City of Cottage Grove applied for and was awarded Statewide Transportation Improvement Fund (STIF) funding to develop a Transit Development Plan (TDP). The TDP will serve as the framework to guide the role of public transportation within and beyond the Cottage Grove area. This plan will help the City of Cottage Grove and partner agencies make strategic decisions about how to invest in and improve public transportation, evaluate how community growth may affect service in the future so that transit services continue to meet the needs of area residents, and set the foundation for Cottage Grove to identify and apply for future funding opportunities.

The Cottage Grove Area TDP encompasses the Cottage Grove city limits, south to northern Douglas County, north to the Eugene-Springfield metropolitan area, west to Lorane, and east to Dorena. It includes an analysis of existing conditions comprising a community profile of demographic, employment, commute, and land use trends (Chapter 2); an overview of the existing transportation network (Chapter 3); and discussion of the existing transit system, including current services offered (Chapter 4). Community involvement has been integral to the development of the TDP (Chapter 5). An Advisory Committee composed of local community members and stakeholders has provided guidance and direction throughout the project. Efforts to gain feedback from the community included a community survey available online and in print, remote presentations to local community groups, a radio interview with the local Beeper Show, a regularly updated project website, listings in the local newspaper, and information in the monthly water bill. The community's feedback is reflected in the TDP's vision, values, goals, and objectives (Chapter 6).

Identified needs (Chapter 7) have been articulated through community and stakeholder feedback, TDP goals and objectives, and analysis of the Cottage Grove area's existing and future transportation, population, and land use conditions. Overarching transit needs in the Cottage Grove area include a need to better serve rural residents and a growing population with specific focus on transit-dependent populations, a need to extend transit service hours to be more commuter-friendly and support local businesses and events on weekends and evenings, and a need for the transit system to be resilient and responsive to changing funding climates and environmental conditions. Implementation strategies (Chapter 8) are recommended to address identified needs. Finally, potential sources of funding (Chapter 9) and performance measures (Chapter 10) are identified to help the Cottage Grove area prioritize and fund future transit investments.

This TDP was developed during a time of great uncertainty due to the COVID-19 pandemic.

The planning process was adjusted to accommodate stay-at-home orders, and community feedback was likely influenced by pandemic-related changes in behavior. The pandemic has also emphasized the need for transit systems to remain flexible and resilient, and the findings in this TDP will be revisited and adjusted accordingly as conditions continue to evolve and through future updates.



1. TRANSIT DEVELOPMENT PLAN BACKGROUND

This chapter provides an introduction to the Cottage Grove Area Transit Development Plan and describes the Plan's purpose, need, and study area.

TDP PURPOSE AND NEED

Public transportation, also commonly referred to as transit, ensures that people have multiple options for how they travel. Transit connects people safely with their destinations, helps meet the needs of community members without access to a car, provides a fuel-efficient and cost-saving alternative to driving alone, helps reduce congestion and traffic, and reduces air pollution.

A Transit Development Plan (TDP) is intended to help transit providers identify their needs and make informed decisions to address them. There are many benefits to developing a TDP. The purpose of the Cottage Grove Area TDP is to plan for transit in and around Cottage Grove where most residents travel to meet their daily needs related to work, education, medical and social services, recreation, and shopping. It represents the culmination of a year-long planning process that reflects the community's vision, goals, priorities, and needs as they relate specifically to public transportation. It provides a set of strategies to address identified needs and will help guide the future of public transportation in the Cottage Grove area.

The Cottage Grove Area TDP is the first of its kind in the Cottage Grove area. It will help the City of Cottage Grove make strategic decisions about how to invest in and improve public transportation, evaluate how community growth may affect service in the future so that transit services can continue to meet the needs of Cottage Grove area residents, and set the foundation for Cottage Grove to identify and apply for future funding opportunities. This TDP was funded by the Statewide Transportation Improvement Fund (STIF).

Why Develop a TDP? A TDP Can...

- **Define** transit's role in the community
- Help transit providers and their partners **comply with the Transportation Planning Rule** (OAR 660, Division 12) and other legal requirements
- Support transit providers in **strategically planning for service and capital investments** that meet provider and community goals
- **Strengthen coordination between transit providers and their partners** and among multiple planning processes
- Provide an opportunity to **evaluate the impacts of growth and land use changes** on the transit system
- Create an opportunity to **explore alternative futures**
- Increase the ability of transit providers and communities to **obtain funding and public support** for needed transit and intermodal improvements

Source: Oregon Department of Transportation Transit Development Plan Guidebook

TDP PLANNING PROCESS

The development of the Cottage Grove Area TDP involved a combination of community engagement and technical analysis. Figure 1-1 illustrates the TDP planning process. The process included:

- Developing a **stakeholder and public involvement plan**, including a Project Management Team, Advisory Committee, and community engagement strategies.
- Gathering **community input** at key stages of the process, including in the development of the transit vision, identification of transit needs, and development of implementation strategies.
- Compiling background information on existing transit, travel patterns, land use, and demographic data on the Cottage Grove area in order to compile a community profile and assess **existing conditions**.
- Reviewing local, regional, and state plans to ensure **consistency in goals, strategies, and outcomes**. (See Appendix C: Plan and Policy Review.)
- Developing a **vision for transit** in the Cottage Grove area, including the values, goals, and objectives to implement the vision.
- Identifying and assessing **transit needs** through stakeholder and community input, TDP goals and objectives, and evaluation of existing and future conditions.
- Recommending **implementation strategies** to address identified needs.
- Identifying potential **sources of funding**.
- Presenting optional **performance measures** to help track progress toward goals and objectives.

FIGURE 1-1: TRANSIT DEVELOPMENT PLAN PLANNING PROCESS



This Cottage Grove Area Transit Development Plan was developed during a time of great uncertainty due to the COVID-19 pandemic. The planning process was adjusted to accommodate stay-at-home orders, and community feedback was likely influenced by pandemic-related changes in behavior. The pandemic has also emphasized the need for transit systems to remain flexible and resilient, and the findings in this TDP will be revisited and adjusted accordingly as conditions continue to evolve and through future updates.

TDP STUDY AREA

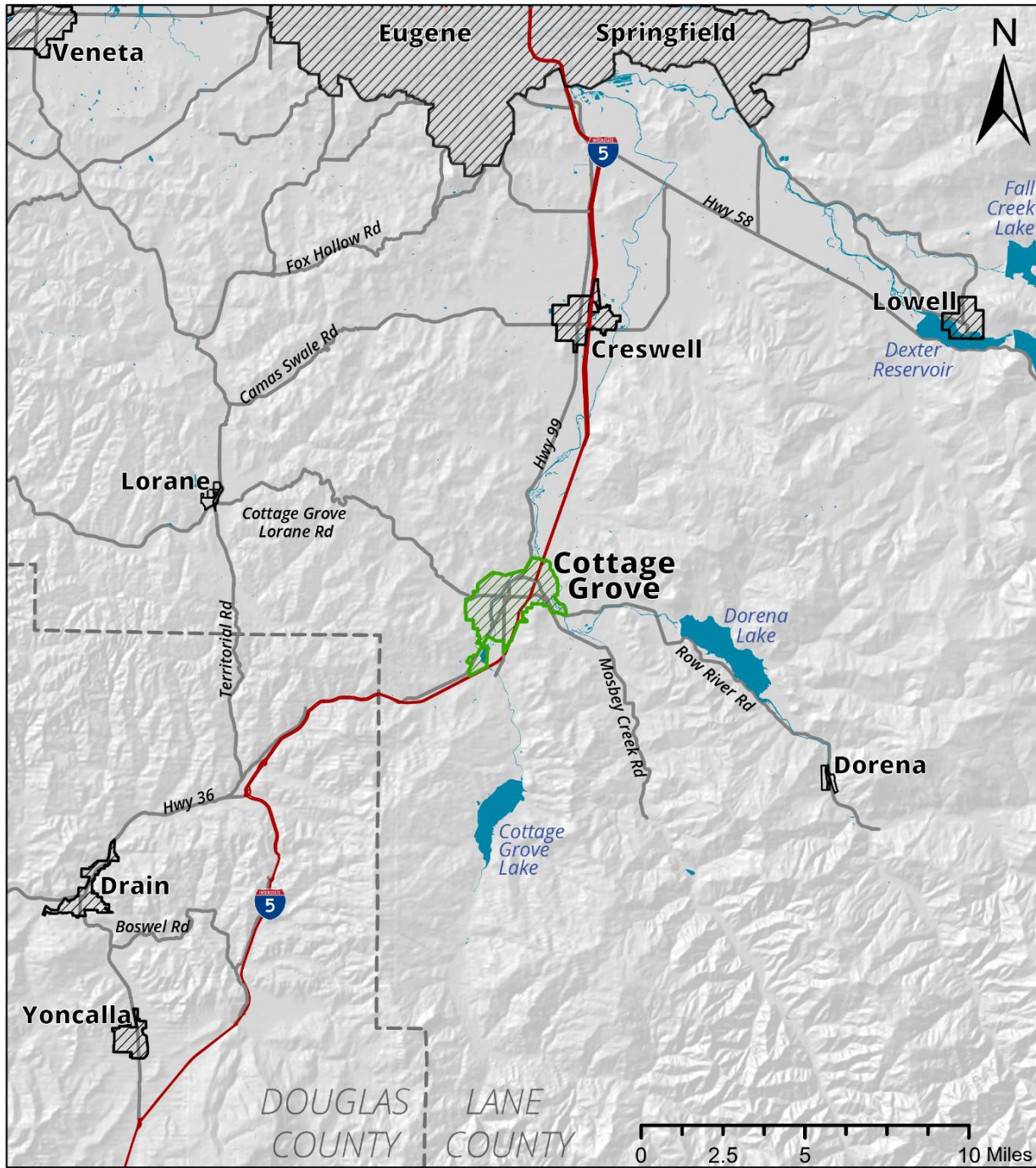
The Cottage Grove Area TDP study area includes the City of Cottage Grove and its travelshed. With a population of 10,083,¹ Cottage Grove is the largest city in Lane County outside of the Eugene-Springfield metropolitan area. The City boundary covers 3.9 square miles in southern Lane County and contains a population density of 2,607 people per square mile.² The travelshed reflects the geography within which Cottage Grove area residents travel on a regular basis to meet daily needs related to work, education, medical and social services, recreation, and shopping. Given the regional nature of transit needs, the need to connect communities, and the regional draw to Cottage Grove as a destination, the TDP's focus area extends beyond the Cottage Grove city limits south to northern Douglas County, north to the Eugene-Springfield metropolitan area, west to Lorane, and east to Dorena (Figure 1-2).

Beyond this immediate travelshed, a larger travelshed extends to the southwest to include Elkton and Roseburg (Figure 1-3) in recognition of the link between Cottage Grove and Roseburg, particularly with the social services located within each community. This community connection is reinforced by the partnership between South Lane Wheels in the Cottage Grove area and Umpqua Public Transportation District in the Roseburg area. The two agencies recently partnered to bring critical transit services to rural veterans seeking access to healthcare in the Cities of Cottage Grove and Eugene. Additionally, a Federally Qualified Health Center is locating in Cottage Grove and may be a draw for residents in the larger Cottage Grove travelshed.

¹ U.S. Bureau of the Census, American Community Survey 2018 5-Year Estimates

² U.S. Bureau of the Census, Census Reporter: Cottage Grove city, Oregon Profile

FIGURE 1-2: COTTAGE GROVE AREA IMMEDIATE TRAVELSHED



Cottage Grove Area Transit Development Plan Immediate Travelshed

The information on this map was derived from digital databases on Lane Council of Governments' regional geographic information system. Care was taken in the creation of this map, but it is provided 'as is'. LCOG cannot accept any responsibility for errors, omissions, or positional accuracy in the digital data or the underlying records. There are no warranties, expressed or implied, accompanying this product. However, notification of any errors will be appreciated.


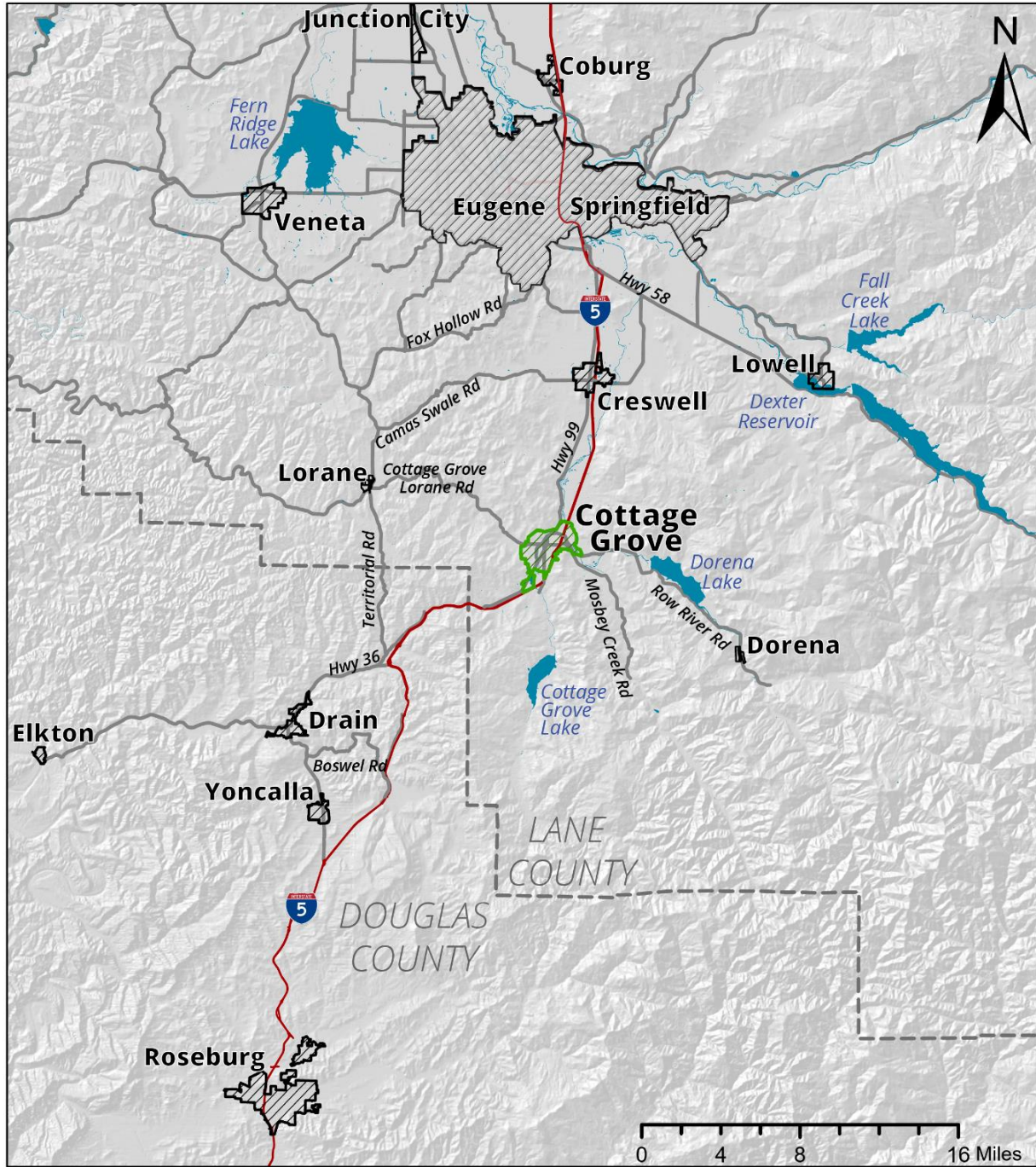
-  Cottage Grove Urban Growth Boundary
-  Urban Growth Boundaries
-  Unincorporated Community
-  Bodies of Water
-  County Boundary
-  Interstate Highways
-  Roads



FIGURE 1-3: COTTAGE GROVE AREA LARGER TRAVELSHED



Cottage Grove Area Transit Development Plan Larger Travelshed

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-  Cottage Grove Urban Growth Boundary
-  Urban Growth Boundaries
-  Unincorporated Community
-  Bodies of Water
-  County Boundary
-  Interstate Highways
-  Roads

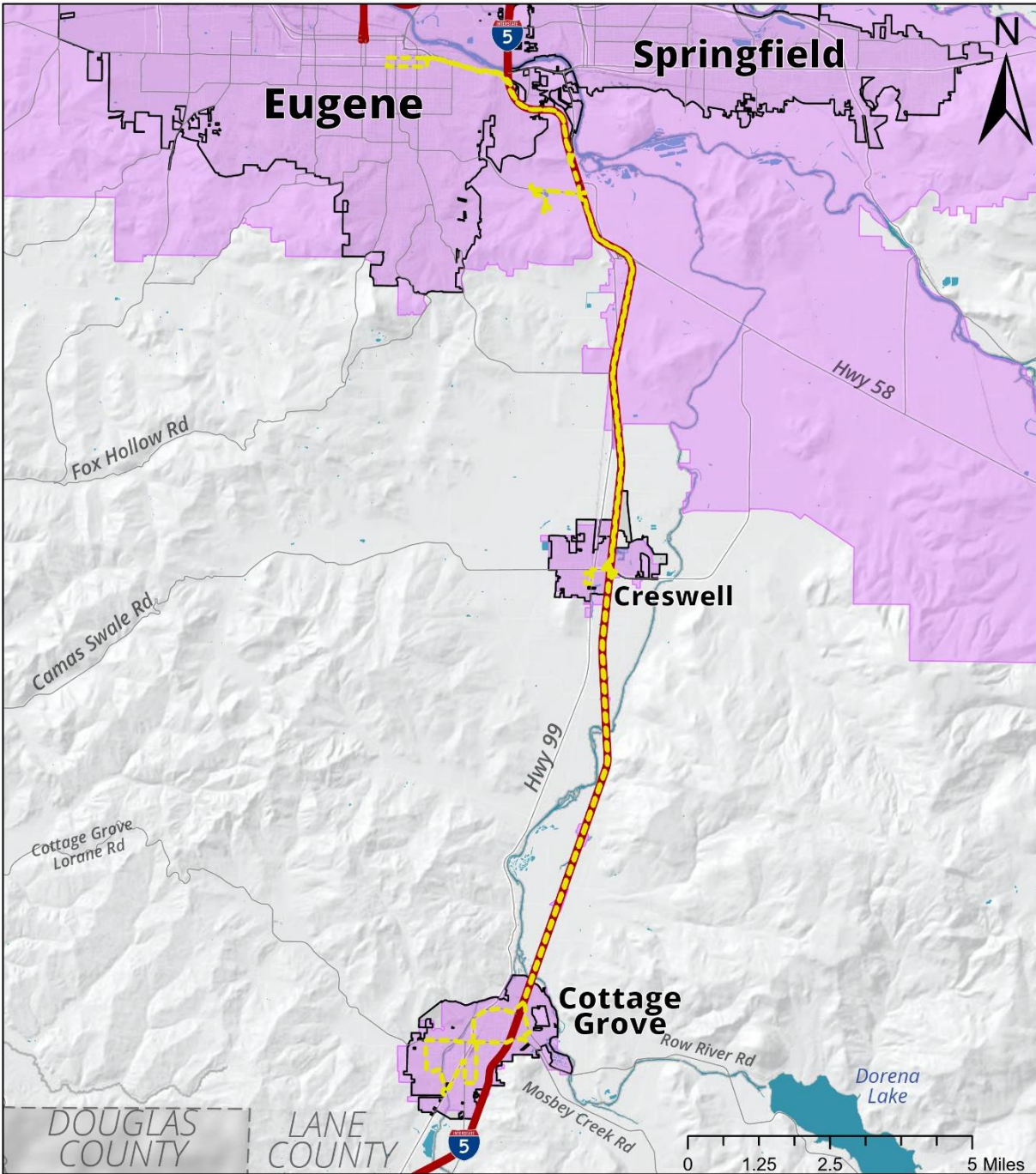


COTTAGE GROVE AREA TRANSIT PROVIDERS

Transit services in the Cottage Grove area are provided by the City of Cottage Grove and Lane Transit District. The City of Cottage Grove currently contracts service operations to South Lane Wheels, a 501(c)(3) nonprofit established in 1982. Services are provided within the City of Cottage Grove and the surrounding area, including north to the Eugene-Springfield metropolitan area and south to northern Douglas County. South Lane Wheels provides transit services across the Cottage Grove area larger travelshed (Figure 1-3).

Lane Transit District is a special purpose district established in 1970. Its service boundary covers the Eugene-Springfield metropolitan area and extends along Highway 126 to the McKenzie Bridge as well as along I-5 south to include Creswell and Cottage Grove city limits. Lane Transit District service currently serves Cottage Grove and Creswell with one route, Route 98 (Figure 1-4).

FIGURE 1-4: LANE TRANSIT DISTRICT ROUTE 98 AND SERVICE AREA BOUNDARY



**Cottage Grove Area
Transit Development Plan
Lane Transit District Service Area**

- LTD Route 98
- LTD Service Area
- City Limits
- Bodies of Water
- Roads
- Interstate Highways



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2. COMMUNITY PROFILE

This chapter presents a community profile for the Cottage Grove area travelshed,³ including an overview of demographics, households, employment trends, and land use. The analysis utilizes American Community Survey (ACS) data, which produces estimates based on a sample of the population. Because ACS estimates are based on a sample rather than a count, there is a level of error inherent in ACS data; accordingly, each ACS estimate has its own margin of error (MOE). ACS margins of error are based on a 90-percent confidence level, and confidence bounds can be created by adding or subtracting the MOE from each estimate. For some detailed tabulations, and especially for smaller geographies, MOEs can be quite large relative to the estimate. The Census recommends against using data when the MOE is larger than the estimate. The following analysis follows this recommendation.

³ For the purposes of this demographic analysis, the Cottage Grove area travelshed is represented by 11 Census Tracts, including nine in southern Lane County (41039000800, 41039001101, 41039001700, 41039001102, 41039001201, 41039001202, 41039001301, 41039001302, and 41039001400) and two in northern Douglas County (41019030000 and 41019040000). See Appendix A: Existing Conditions for a map of the 11 Census Tracts.

DEMOGRAPHIC OVERVIEW

Figure 2-1 provides a demographic overview of Cottage Grove, the travelshed, and, for context, Oregon as a whole. Cottage Grove, which represents roughly 25% of the travelshed population, has a median income of \$47,316 compared to \$59,393 statewide (including the Portland Metro area). The median home value is \$180,200 compared to \$287,300 statewide. The unemployment rate is 5.3% in Cottage Grove compared to 4.0% in the travelshed and 3.7% statewide.

FIGURE 2-1: DEMOGRAPHIC OVERVIEW, 2018

	Cottage Grove	Travelshed	Oregon
Total population	10,083	41,931	4,081,943
Median age	39	--	39.2
Median household income	\$47,316	--	\$59,393
Median home value	\$180,200	--	\$287,300
Occupied housing units	3,968	16,840	1,591,835
Owner-occupied	64%	75%	62%
Renter-occupied	36%	25%	38%
Unemployment Rate	5.3%	4.0%	3.7%

Note: Because the travelshed includes 11 Census Tracts, median figures cannot be calculated.

Source: U.S. Bureau of the Census, 2018 ACS 5-Year Estimates (Tables S0101, DP04, DP03)

POPULATION

Population growth and population density are important indicators of a community’s need for public transportation services. These indicators can help providers understand and anticipate current and future demand for services. Expected growth in population may indicate a growth in demand for services, while population density can identify neighborhoods and destinations that could or should be served by transit.

Figures 2-2 and 2-3 show historic and projected growth in Cottage Grove, Creswell, Lane County, Douglas County, and Oregon. Over the 18-year period from 2000 to 2018, Creswell, the second largest city inside the travelshed area, experienced the greatest growth (48%). Cottage Grove and the State of Oregon both experienced 19% growth, while Lane County and Douglas County grew by 14% and 10% respectively. All five geographies experienced more growth in the period from 2000 to 2010 than from 2010 to 2018; notably, Creswell grew by 41% from 2000 to 2010, compared with 5% in the following eight years. From 2018 to 2040, the populations of Cottage Grove and Creswell are expected to grow at an average annual growth rate of 0.5% and 1.2%⁴, respectively, leading to 14% growth in Cottage Grove and 38% growth in Creswell over that timeframe. Lane County and Douglas County are both expected to grow by 13%, while the State’s expected growth is 24%.

⁴ Portland State University Coordinated Population Forecast for Lane County, 2018 to 2068

FIGURE 2-2: HISTORIC POPULATION GROWTH, 2000 TO 2018

	2000	2010	2018	Change 2000-2010	Change 2010-2018	Change 2000-2018
Cottage Grove	8,445	9,686	10,083	15%	4%	19%
Creswell	3,579	5,031	5,291	41%	5%	48%
Lane County	322,959	351,715	368,882	9%	5%	14%
Douglas County	100,399	107,667	110,283	7%	2%	10%
Oregon	3,421,399	3,831,074	4,081,943	12%	7%	19%

Source: U.S. Bureau of the Census, 2000 DEC Summary File 1 (Table P001), 2010 DEC Summary File 1 (Table P1) and 2018 ACS 5-Year Estimates (Table S0101)

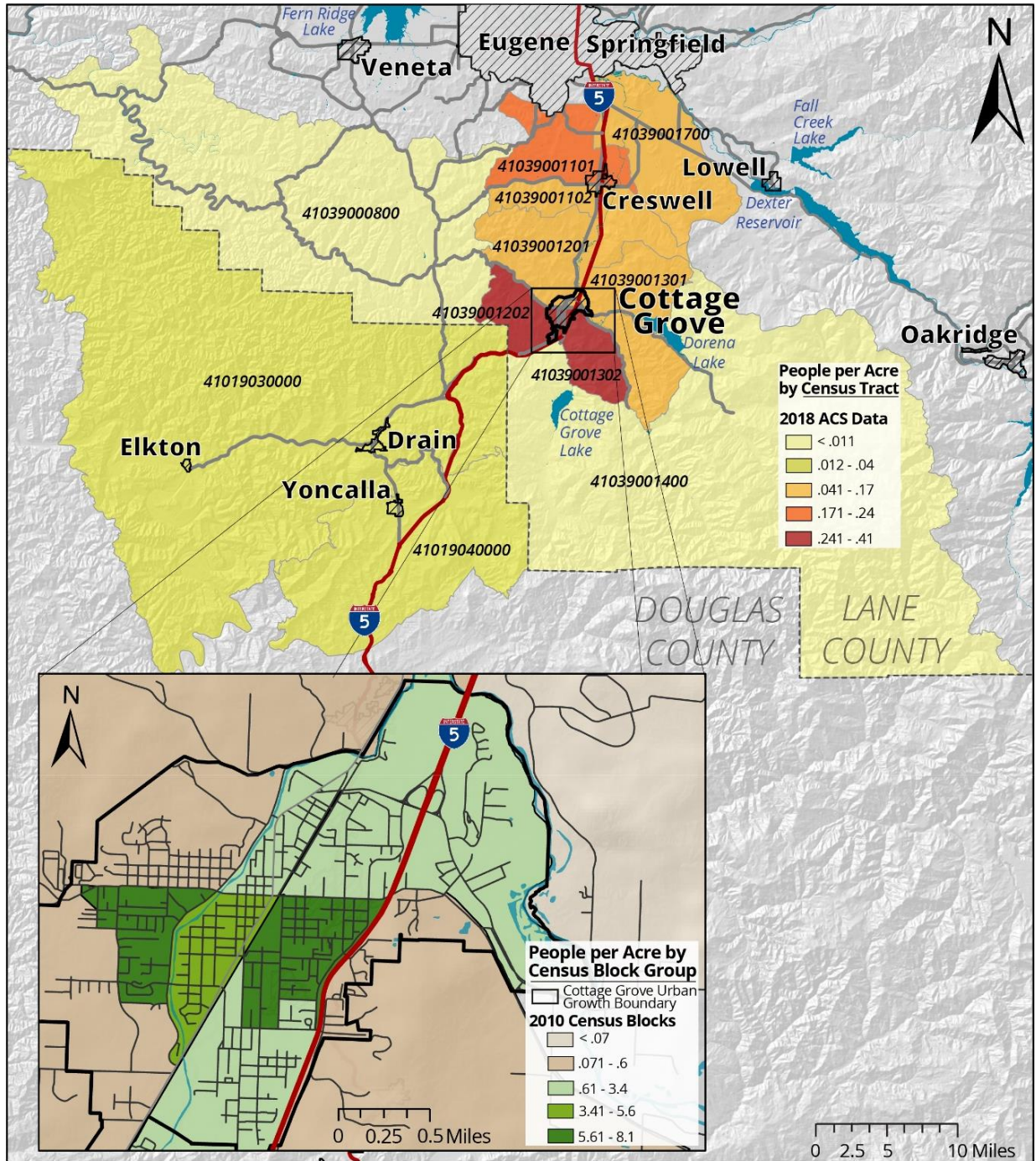
FIGURE 2-3: PROJECTED POPULATION GROWTH, 2018 TO 2040

	2018	2040	Change
Cottage Grove	10,083	11,450	14%
Creswell	5,291	7,300	38%
Lane County	368,882	417,901	13%
Douglas County	110,283	125,169	13%
Oregon	4,081,943	5,044,000	24%

Source: U.S. Bureau of the Census 2018 ACS 5-Year Estimates (Table S0101) and PSU Coordinated Population Forecast for Lane County, 2018 to 2068

Figure 2-4 shows population density per acre by Census Tract in the Cottage Grove area. In the larger travelshed area on Figure 2-4, most of the population density is centered around the cities of Cottage Grove and Creswell. The larger Census Tracts south and west of Cottage Grove are predominantly rural, with fewer people per acre. The inset shows population density by Census Block Group inside City limits. Population density is highest in the central part of Cottage Grove west of I-5.

FIGURE 2-4: POPULATION DENSITY IN THE COTTAGE GROVE AREA



Cottage Grove Area Transit Development Plan Population Density

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- | | | |
|-------------------------|-----------------------|-----------------------------|
| Urban Growth Boundaries | Census Tracts: | Census Block Groups: |
| Bodies of Water | < .011 | < .07 |
| County Boundary | .012 - .04 | .071 - .6 |
| Interstate Highway | .041 - .17 | .61 - 3.4 |
| Roads | .171 - .24 | 3.41 - 5.6 |
| | .241 - .41 | 5.61 - 8.1 |



Transit-Supportive Populations

Lack of transportation can be a significant barrier to accessing employment, healthcare, education, and other public services, particularly in rural areas. Transit fills a critical mobility gap for people who do not have access to a personal vehicle to meet their needs. Understanding which populations may be more likely to rely on public transportation can provide clues to demand for transit in a community. Transit-supportive populations include people over the age of 65 or under 18, people of color, people with limited English proficiency, people with a disability, people with low to moderate incomes, households with no vehicles available, and veterans. Understanding the growth or decline in transit-supportive populations, as well as their spatial distribution, can help meet the unique mobility needs of vulnerable populations.

In addition to market analysis, tracking transit-supportive populations within the service area is critical to ensuring compliance with federal non-discrimination requirements. Title VI of the Civil Rights Act of 1964 prohibits “discrimination on the basis of race, color, and national origin, including matters related to language access for limited English proficient (LEP) persons.”⁵ Executive Order 12898, *Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations* of 1994 builds on Title VI and is intended “to prevent minority communities and low-income communities from being subject to disproportionately high and adverse environmental effects.”⁶ All state, local, regional, public, and private providers of fixed-route public transportation that receive Federal Transit Authority (FTA) funding are required to submit a Title VI Program detailing their compliance with Title VI requirements every three years. Similarly, all FTA grant recipients are required to integrate Environmental Justice into decision-making and environmental review. In order to meet these obligations, transit providers should understand key demographic indicators for minority,⁷ low-income,⁸ and LEP⁹ populations.

Figure 2-5 provides an overview of transit-supportive populations in Cottage Grove, the travelshed, and Oregon (for additional analysis of change over time in transit-supportive populations, see Appendix A: Existing Conditions). Following are some key takeaways:

- The share of the population over 65 is greater in the travelshed (22%) than Cottage Grove (16%).
- The share of the population under 18 is greater in Cottage Grove (24%) than the travelshed (20%).
- Cottage Grove and the travelshed both have resident populations that are 92% white and 8% non-white.

⁵ FTA Circular 4702.1B: Title VI Requirements and Guidelines for FTA Recipients (p. 12)

⁶ FTA Circular 4703.1: Environmental Justice Policy Guidance for Federal Transit Administration Recipients (p. 3)

⁷ According to FTA Circular 4703.1 (2012), “minority includes persons who are American Indian and Alaska Native, Asian, Black or African American, Hispanic or Latino, and Native Hawaiian and other Pacific Islander.”

⁸ According to FTA Circular 4703.1 (2012), “low-income means a person whose median household income is at or below the Department of Health and Human Services (HHS) poverty guidelines.” Providers may also develop a local threshold based on FTA grant program guidelines (family income at or below 150% of federal poverty) or a percentage of area median income, as long as the local threshold meets HHS poverty guidelines at a minimum.

⁹ According to FTA Circular 4702.1B (2012), Limited English Proficient (LEP) persons include those who report speaking English “less than very well,” “not well,” or “not at all” on the United States Census.

- More residents report having a disability in Cottage Grove and the travelshed (21% each) than Oregon (15%).
- Cottage Grove has a higher share of low-income individuals than the travelshed at all three measures of poverty. A greater share of individuals in both Cottage Grove and the travelshed live in poverty compared with the State.¹⁰
- At 12%, Cottage Grove has twice the share of occupied housing units with no vehicles available compared with the larger travelshed (6%).
- The share of veterans in Cottage Grove (10%) and the travelshed (12%) are larger than Oregon (9%).

Figure 2-6 shows Title VI Communities of Concern by Census Block Group in the travelshed. According to the Title VI definition, Communities of Concern are those with high concentrations of one or more of the following four socio-economic factors: minority population, households in poverty, elderly population, and people with disabilities. The map shows Census Block Groups where the share of residents for one or more of these factors is higher than the average across the entire travelshed. Figure 2-7 shows the concentration by Block Group of each factor individually across the travelshed.

FIGURE 2-5: OVERVIEW OF TRANSIT-SUPPORTIVE POPULATIONS, 2018

	Cottage Grove		Travelshed		Oregon	
	#	%	#	%	#	%
Total population	10,083	100%	41,931	100%	4,081,943	100%
65 or older	1,602	16%	9,357	22%	682,546	17%
18 or younger	2,388	24%	8,452	20%	868,178	21%
Non-white population	853	8%	3,250	8%	636,010	16%
Population speaking English less than "very well"	342	4%	Not available*	Not available*	224,339	6%
Noninstitutionalized population with disability**	2,104	21%	8,838	21%	584,576	15%
Individuals whose income in the past 12 months is below poverty level***	2,120	21%	6,387	15%	565,247	14%
Individuals with incomes below 150% of federal poverty level***	3,506	35%	11,464	28%	932,926	23%
Individuals with incomes below 200% of federal poverty level***	4,515	45%	15,525	37%	1,302,201	33%
Housing units with no vehicles available	482	12%	966	6%	119,031	8%
Veterans****	737	10%	4,065	12%	288,540	9%

*Figures reported by the Census not statistically significant

**Percentages calculated based on total noninstitutionalized populations for each geography

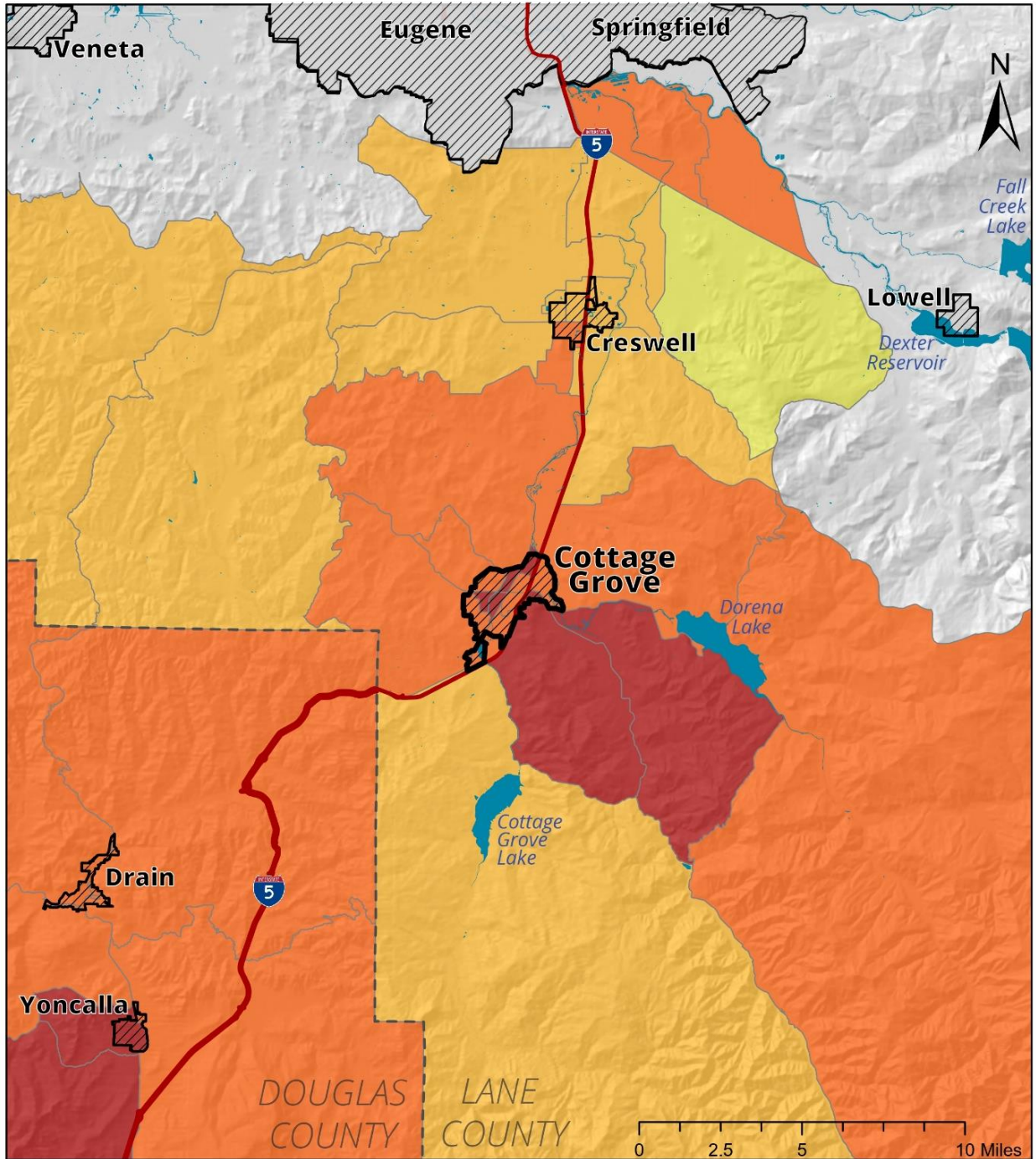
***Percentages calculated based on population for whom poverty status is determined

****Percentages calculated based on civilian population 18 years and older

Source: U.S. Bureau of the Census, 2018 ACS 5-Year Estimates (Tables S0101, DP02, DP04, B02001, S1810, S1701)

¹⁰ There are many ways of measuring poverty, each with its own set of benefits and limitations. The three measures of poverty presented in Figure 2-5 are included to provide Cottage Grove with those most relevant for different reporting requirements and funding opportunities.

FIGURE 2-6: TITLE VI COMMUNITIES OF CONCERN IN THE IMMEDIATE TRAVELSHED



**Cottage Grove Area
Transit Development Plan
Title VI Communities of Concern**

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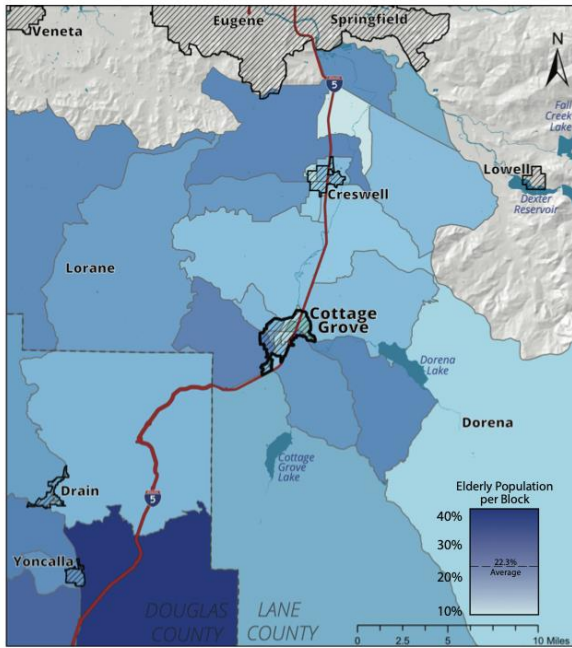
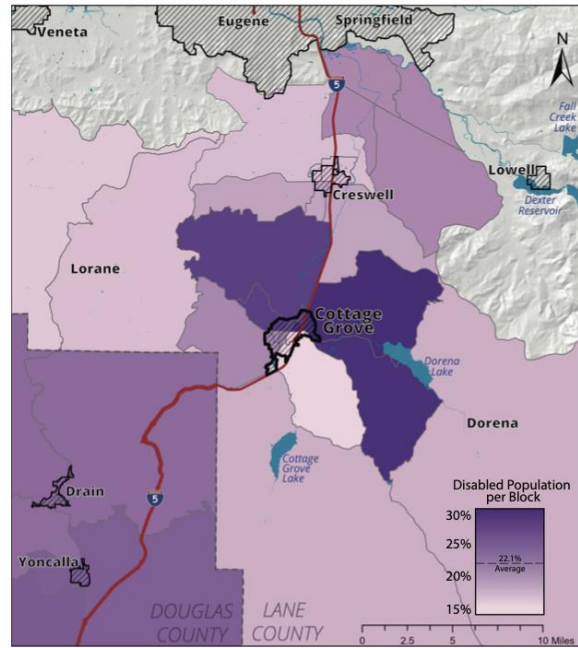
-  Urban Growth Boundaries
 -  Bodies of Water
 -  County Boundary
 -  Interstate Highway
- Number of Socio-Economic Factors by Block
-  0
 -  1
 -  2
 -  3



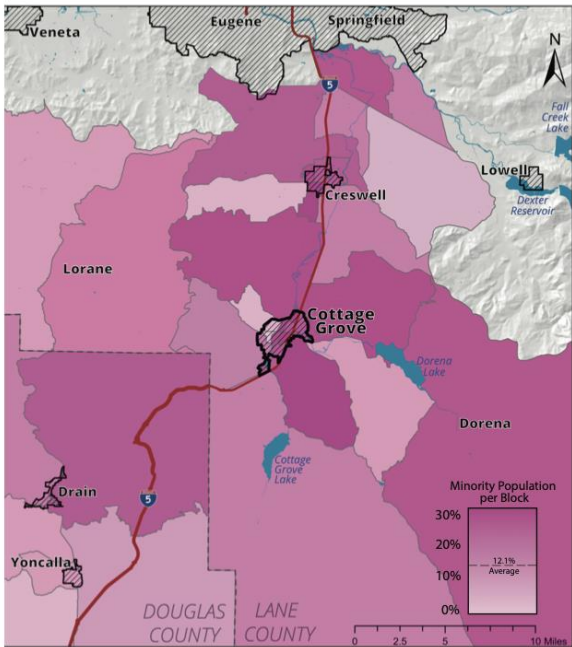
FIGURE 2-7: TITLE VI COMMUNITIES OF CONCERN IN THE TRAVELSHED BY FACTOR



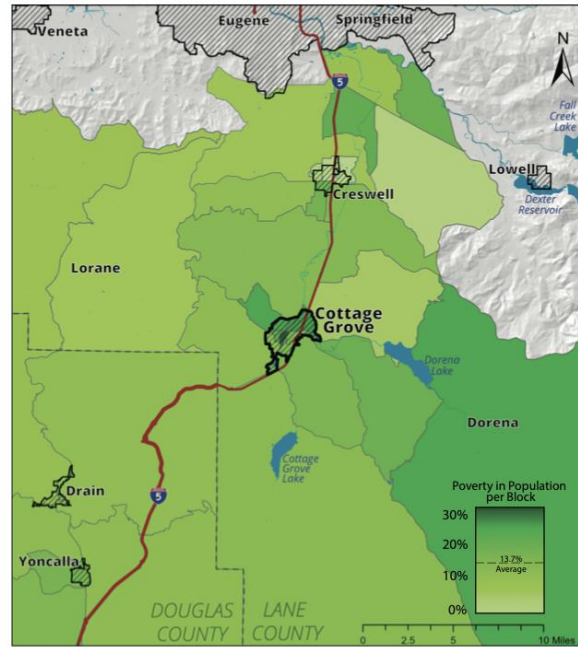
Elderly Communities



Disabled Communities








Minority Communities



Poverty in Communities

Cottage Grove Area Transit Development Plan Title VI Communities of Concern

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-  Urban Growth Boundaries
-  Unincorporated Community
-  Bodies of Water
-  County Boundary
-  Interstate Highway



EMPLOYMENT

Figure 2-8 shows the growth in employment among the population 16 years and older in Cottage Grove, the travelshed, and Oregon between 2010 and 2018. The number of employed individuals in the State of Oregon grew 10% during that time period, compared with 4% growth in Cottage Grove and a decline of 3% in the travelshed. The Oregon Employment Department (OED) provides ten-year employment forecasts by industry for the county. Total employment across Lane County is projected to grow 11% from 2017 to 2027, with the largest growth in Construction (25%) followed by Private Educational and Health Services (17%). According to the Cottage Grove Transportation System Plan, employment within the Cottage Grove UGB is expected to grow to 4,916 by 2035. Significant employment growth is expected along OR-99 between the UGB and East Harrison Avenue in the southwest, on either side of Row River Road, and near the Cottage Grove Connector at OR-99 in the north.

FIGURE 2-8: EMPLOYMENT GROWTH, 2010 TO 2018

	2010	2018	% Change
Cottage Grove	4,024	4,184	4%
Travelshed	17,491	16,999	-3%
Oregon	1,763,324	1,934,643	10%

Source: U.S. Bureau of the Census, 2010 ACS 5-Year and 2018 ACS 5-Year Estimates (Table DP03)

Figure 2-9 shows employment by sector in the travelshed. There are 1,312 establishments that provide 9,055 jobs located inside the travelshed boundaries. The top five industries account for 63% of jobs. The average annual wage across all sectors is \$36,785. Public Administration and Mining, Quarrying, and Oil and Gas Extraction pay the highest average annual wages at \$70,518 and \$62,971, respectively.

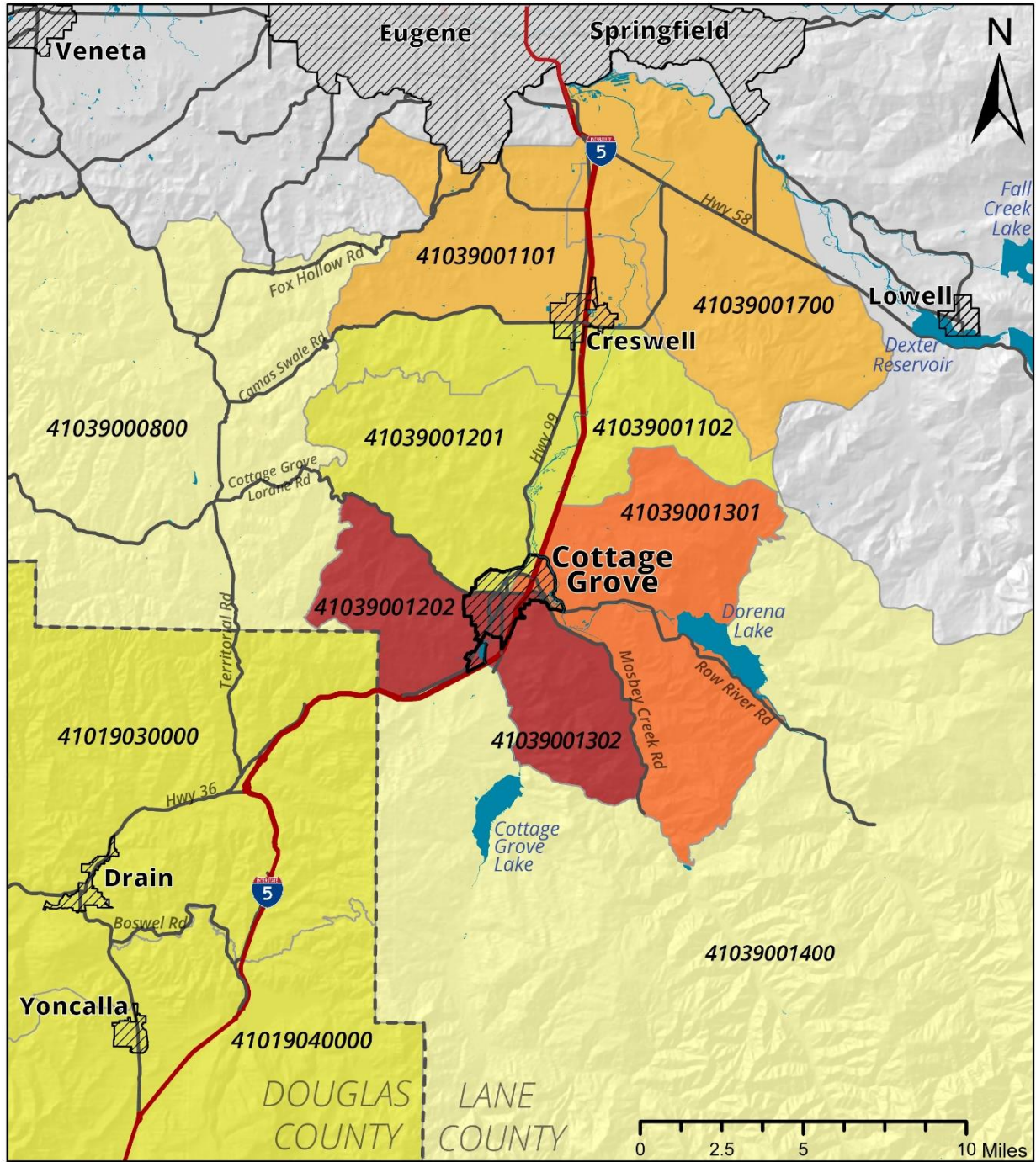
FIGURE 2-9: TRAVELSHED EMPLOYMENT BY SECTOR, 2018

Industry Group	Establishments	Average Annual Employment	Average Annual Wage
All Sectors	1,312	9,055	\$36,785
Manufacturing	56	1,386	\$51,465
Retail Trade	123	1,334	\$27,415
Accommodation and Food Services	89	1,002	\$16,422
Educational Services	44	982	\$37,883
Health Care and Social Assistance	105	981	\$31,085
Construction	175	718	\$45,556
Transportation and Warehousing	41	528	\$50,907
Other Services (except Public Administration)	252	463	\$25,281
Agriculture, Forestry, Fishing and Hunting	100	441	\$35,732
Administrative and Support and Waste Management and Remediation Services	50	252	\$32,794
Public Administration	14	229	\$70,518
Professional, Scientific, and Technical Services	78	179	\$36,551
Arts, Entertainment, and Recreation	23	136	\$17,720
Finance and Insurance	41	122	\$54,562
Real Estate and Rental and Leasing	43	92	\$26,193
Wholesale Trade	30	86	\$54,157
Information	18	58	\$53,920
Mining, Quarrying, and Oil and Gas Extraction	5	27	\$62,971
Utilities	6	16	\$46,187
Management of Companies and Enterprises	6	16	\$52,958
Unclassified	13	7	N/A

Source: Oregon Employment Department

Figure 2-10 shows employment density in the Cottage Grove area. The Census Tracts covering Cottage Grove have the most employees per acre. Within Cottage Grove City limits, Census Block Groups bordering OR-99, I-5, and Row River Road have the highest employment densities.

FIGURE 2-10: EMPLOYMENT DENSITY IN THE COTTAGE GROVE AREA



Cottage Grove Area Transit Development Plan Employees per Acre by Census Tract

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- Urban Growth Boundaries
 - Bodies of Water
 - County Boundary
 - Interstate Highway
 - Roads
- Employees per Acre by Census Tract:
- < .001
 - .001 - .03
 - .031 - .041
 - .0411 - .047
 - .0471 - .07

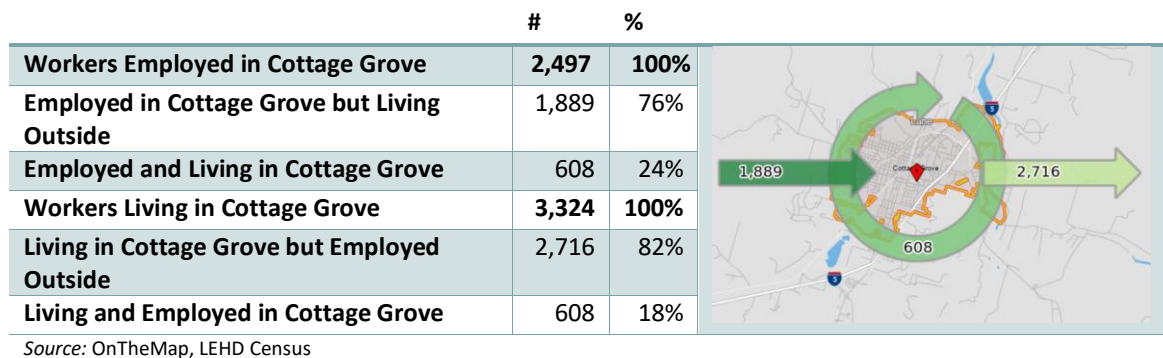


COMMUTE FLOWS

The American Community Survey (ACS) asks respondents about their primary work location, and, when this information is paired with the workers’ residence location, commute flow is generated. Commute flow can help to understand the interconnectedness of communities within the travelshed and rates at which people are commuting between them. They can help to identify transportation needs and to make decisions when planning and implementing public transportation services.

Figure 2-11 shows commute flows for Cottage Grove. More workers are commuting from Cottage Grove than are commuting into the area for work. This is to be expected given the travelshed’s location in proximity to a major urban area. The majority of workers employed in Cottage Grove (76%) live outside city limits and commute in for work, while 82% of Cottage Grove residents commute beyond city limits for work. The mean travel time to work for residents of Cottage Grove is nearly 21 minutes; 81% drive to work in a car, truck, or van (65.4% drive alone and 16.1% commute via carpool).¹¹

FIGURE 2-11: COMMUTER FLOWS IN COTTAGE GROVE¹²



LAND USE

Land use plays a key role in transit planning. The way land is developed and planned for directly affects travel demand and ridership. Land use and development in Cottage Grove are guided by the City’s adopted Comprehensive Plan and implemented by the Development Code. The Comprehensive Plan’s plan designations represent categories, such as industrial and low density residential, that direct where specific land use activity should occur (Figure 2-12). Plan designations are implemented by the Development Code, which defines allowed uses, intensity of development, and design standards. An understanding of land use and development patterns is key to identifying areas that may support service expansion due to higher densities or a mix of residential and non-residential uses. It may also help identify areas where there is a need for better coordination between transit investments and land use planning.

¹¹ Source: U.S. Bureau of the Census, 2018 ACS 5-Year Estimates (Table DP03)

¹² Employment figures from the Oregon Employment Department (OED) rely on OnTheMap and Longitudinal Employer-Household Dynamics, so employment figures differ slightly from Census figures.

Existing Land Use and Development

Cottage Grove’s comprehensive plan establishes the following plan designations (Figure 2-12):

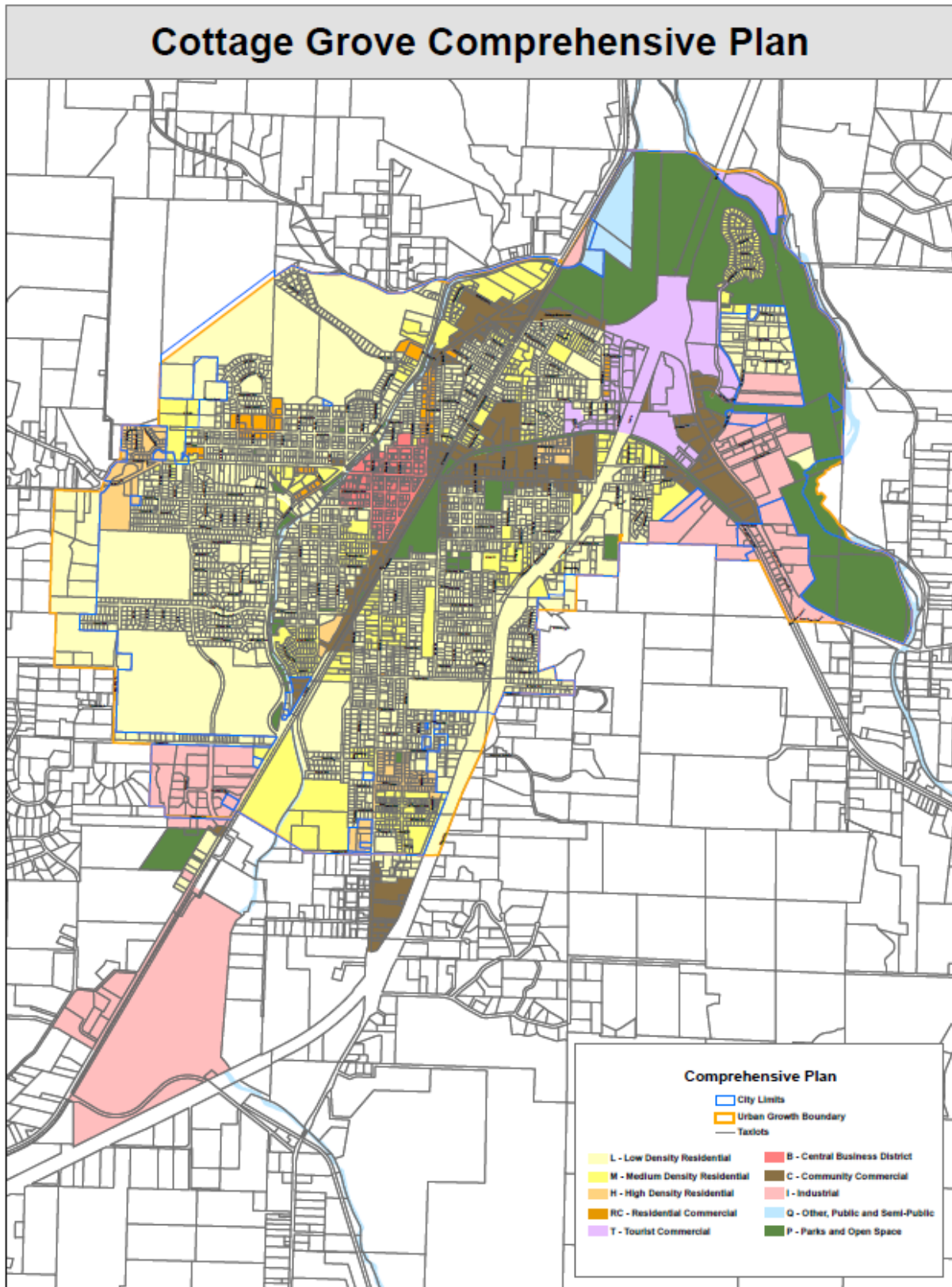
L – Low Density Residential	B – Central Business District
M – Medium Density Residential	C – Community Commercial
H – High Density Residential	I – Industrial
RC – Residential Commercial	Q – Other, Public and Semi-Public
T – Tourist Commercial	P – Parks and Open Spaces

A majority of the land within Cottage Grove’s urban growth boundary (UGB) is designated for Low Density Residential (light yellow), with a few smaller pockets of Medium Density Residential (bright yellow), High Density Residential (light orange), and Residential Commercial (bright orange). Most commercial development—represented by Central Business District (dark pink), Community Commercial (brown), and Tourist Commercial (purple) designations—is clustered in the center of town around East Main Street, OR-99, East Cottage Grove Connector, I-5, and the Row River Trail.

The following major activity centers in the Cottage Grove area were identified by the Stakeholder Advisory Committee and Project Management Team:

- Lane Community College, Cottage Grove
- Cottage Theatre
- Dorena Reservoir
- Cottage Grove Reservoir
- Cottage Grove High School
- Lincoln Middle School
- Federally Qualified Health Center
- Low income apartments and housing developments
- Senior housing
- Bohemia Park
- Cottage Grove Armory
- Downtown Commercial Historic District
- Cottage Grove Community Hospital (PeaceHealth)
- Walmart
- Jim Wright Field
- Three local golf courses

FIGURE 2-12: CITY OF COTTAGE GROVE COMPREHENSIVE PLAN MAP, MARCH 2020



Source: City of Cottage Grove, <https://www.cottagegroveor.gov/cd/page/city-maps>

Future Land Use and Development

Future potential developments in Cottage Grove include:

- **Federally Qualified Health Center** – A Federally Qualified Health Center offering medical, mental/behavioral, and oral healthcare to Cottage Grove area families is scheduled to open in Cottage Grove in 2021. The Health Center provides a healthcare option in Cottage Grove to families who currently must travel to the Eugene-Springfield metropolitan area or else skip care. It will also serve as a training campus for high school and post-secondary students interested in health care careers. Lane County will operate the Cottage Grove Community Health Center as a Federally Qualified Health Center site, meaning it will provide services for low-income and low English proficiency individuals regardless of age, insurance coverage, housing status, or documentation. The Health Center will be housed at the Lane Community College-Cottage Grove campus adjacent to Cottage Grove High School on the southern end of town. It is expected to expand access to healthcare for thousands of families, generating trips from within Cottage Grove and beyond.
- **Sunrise Ridge Residential Subdivision** – This is a 57-acre residential development that has been approved to move into phase two of development. The development would include approximately 250 residential units west of M Street and north of Birch Avenue. The City plans to construct a reservoir in this phase to make development possible.
- **Mount David Residential Subdivision** – This subdivision is a potential 200- to 300-unit residential development adjacent to Sunrise Ridge, though no immediate plans exist for development.
- **Madonna Project** – This mixed-use development including commercial and residential uses along OR-99 south of East Harrison Avenue is mostly built out in single-family and multi-family development, with a remaining lot proposed for townhouses.
- **Multi-Family Development along Gateway** – A zone change has been completed for the area to change the zoning to Residential Commercial. A 42-unit apartment was approved.
- **Woodward Property South** – This property would include a potential mixed multi-family and single-family development.
- **South R Street to OR-99 Extension** – The City has obtained the property to complete this extension. The project is expected to occur next year.
- **Proposed Multi-Family Development at South 10th Street (Old Harrison Elementary)** – An 84-unit apartment has been approved.

These potential developments may generate transit ridership and increased demand on transit services. See Figure 7-1 for a map of new and potential developments since 2019 (page 91).



3. COTTAGE GROVE AREA TRANSPORTATION NETWORK

The following chapter describes the existing Cottage Grove area transportation network, including streets, pedestrian and bicycle networks, freight, rail, air, and waterways. Cottage Grove is served by a multimodal transportation system that offers residents and visitors many transportation options in addition to transit. The information in this chapter references Cottage Grove's 2015 Transportation System Plan.

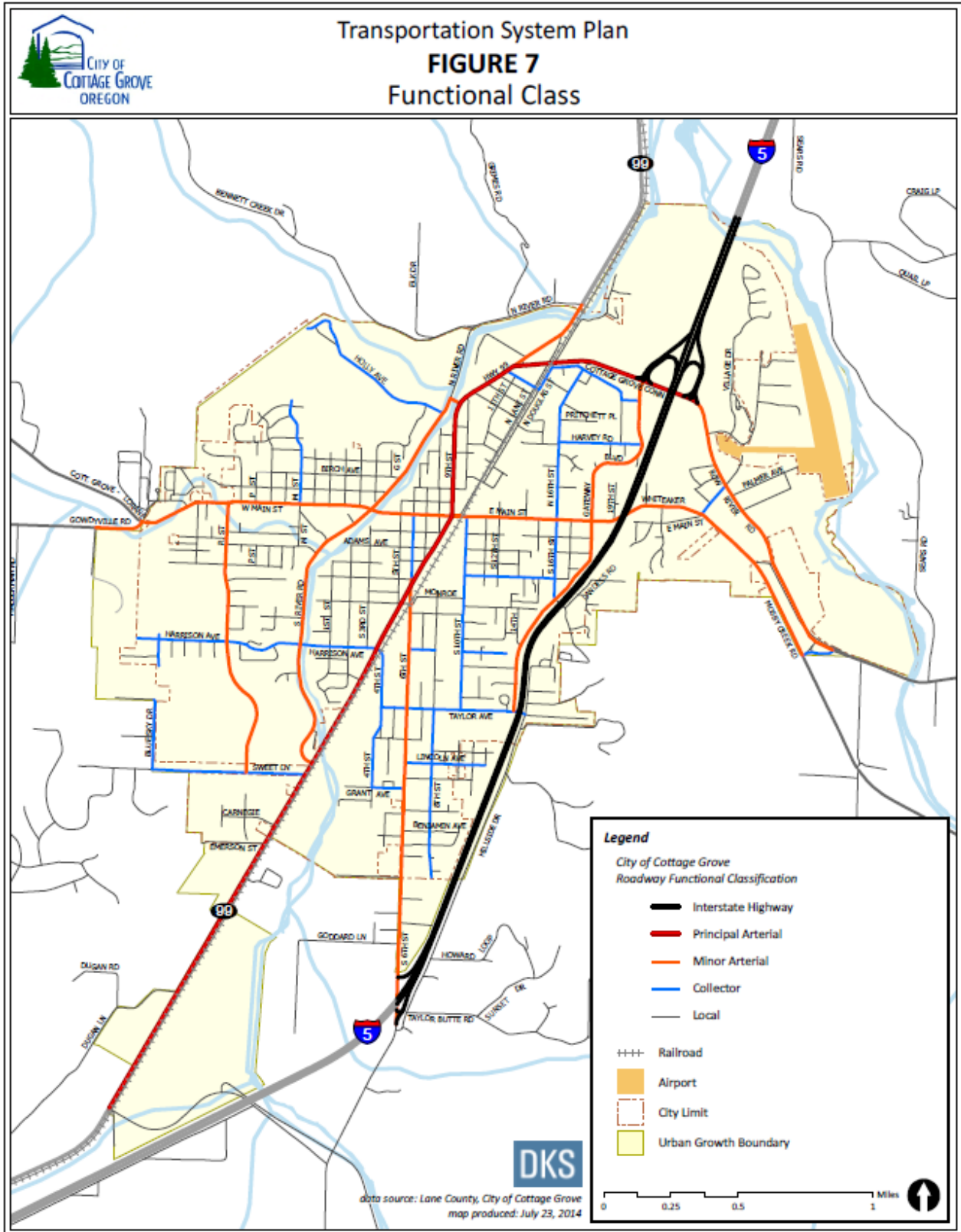
STREET NETWORK

Cottage Grove’s street network is fairly well connected and generally follows a grid pattern. Figure 3-1 shows functional class for roads inside Cottage Grove’s Urban Growth Boundary. OR-99, the only principal arterial serving Cottage Grove, is the primary north-south transportation route through town, which runs through downtown Cottage Grove and effectively divides the city in half. Continuous east-west routes are limited by the Coast Fork Willamette River, railroad tracks, and I-5, creating physical barriers to cross-town movement. Main Street and the Cottage Grove Connector/Row River Road are the only east-west streets connecting OR-99 to the area of town east of I-5. Figure 3-2 shows roadway jurisdiction for roads inside Cottage Grove’s Urban Growth Boundary. OR-99, I-5, and the Cottage Grove Connector are under ODOT jurisdiction (black), and several roads and road segments are under Lane County’s jurisdiction (blue). The rest of the street network falls under the City’s jurisdiction (green).

Cottage Grove is located on the I-5 corridor, which connects with Creswell and the Eugene-Springfield metropolitan area to the north and Douglas County—including the cities of Drain via OR-38 and Yoncalla via Elkhead Road—to the south. Other major roadways connecting Cottage Grove to the rest of the travelshed include:

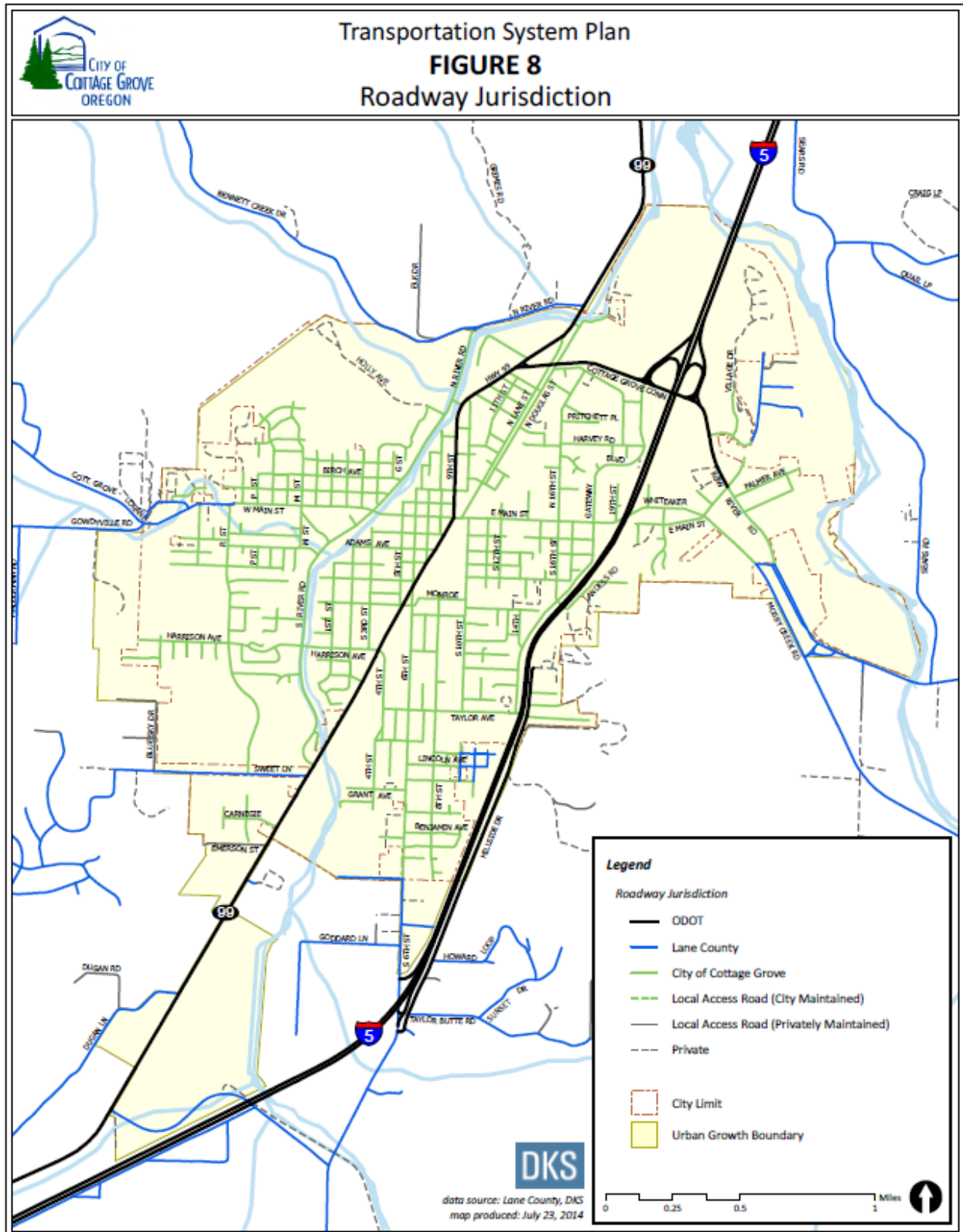
- OR-99 north to Saginaw, Walker, Creswell, and Goshen
- Cottage Grove Lorane Highway to Lorane and Territorial Highway
- Row River Road to Dorena Lake
- London Road to Cottage Grove Lake
- Mosby Creek Road to Walden and Blue Mountain County Park
- I-5 south to Latham, Veatch, Comstock, Curtin, Anlauf, and OR-38

FIGURE 3-1: COTTAGE GROVE ROADWAY FUNCTIONAL CLASSIFICATION



Source: City of Cottage Grove Transportation System Plan

FIGURE 3-2: COTTAGE GROVE ROADWAY JURISDICTION



Source: City of Cottage Grove Transportation System Plan

PEDESTRIAN AND BICYCLE NETWORKS

The pedestrian and bicycle networks are a vital part of Cottage Grove’s existing multimodal transportation system—they provide critical access to employment, recreation, shopping, education, and other activity generators; support healthy lifestyles; and address social equity by providing transportation options to those who do not have access to a vehicle.

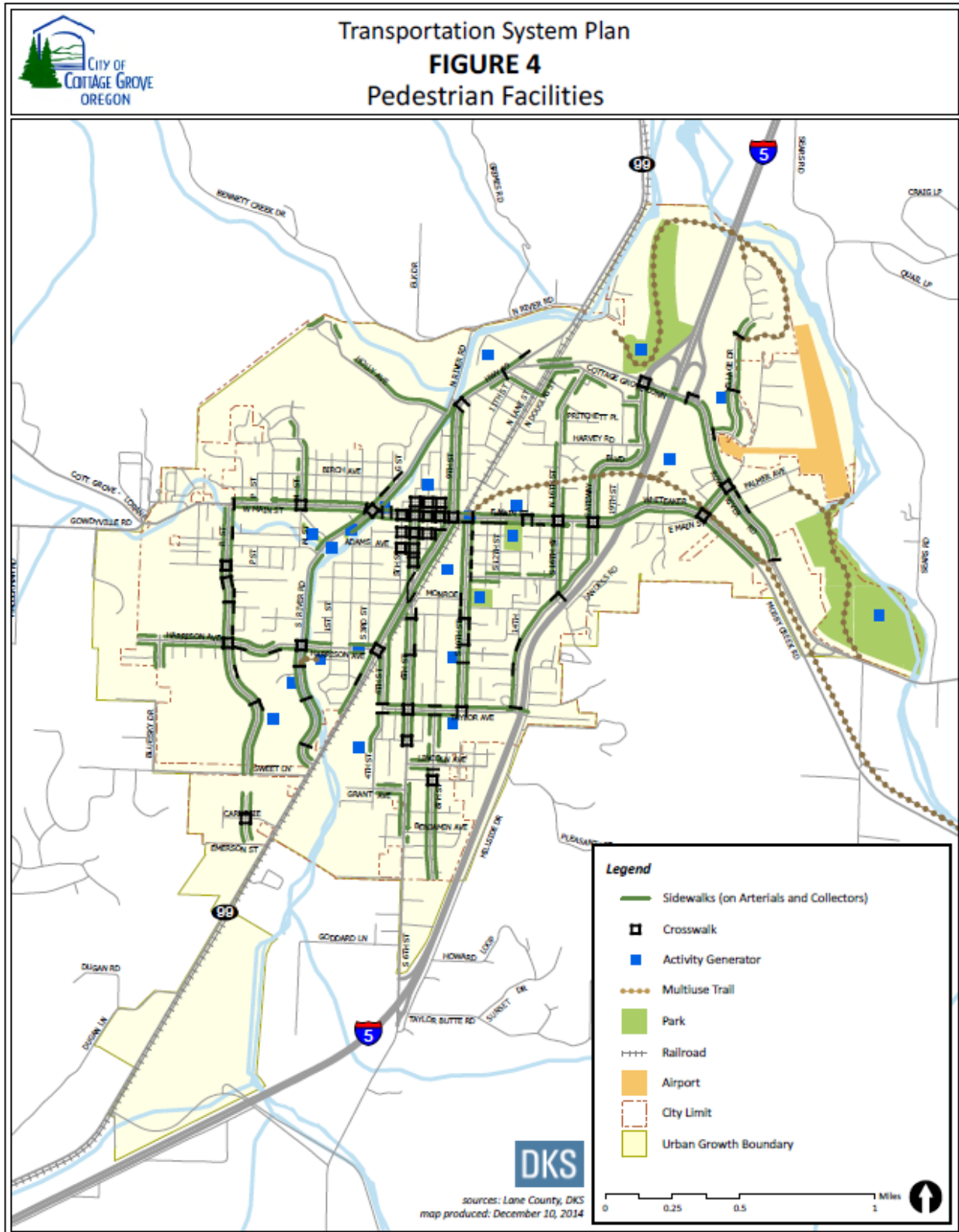
Cottage Grove’s pedestrian network includes sidewalks, shared-use paths, and roadway shoulders (Figure 3-3). Cottage Grove residents commute to work on foot at a much higher rate than the State (7.6% in Cottage Grove compared with 2.6% in Oregon). Most roadways in downtown Cottage Grove have continuous sidewalks on both sides. Sidewalks and shared-use pathways along Main Street also link the downtown area to the Row River Trail, a 15.6-mile flat, multi-use path. Wide shoulders (six feet or wider) are utilized by pedestrians on streets with low traffic volumes (fewer than 3,000 vehicles per day). Crosswalks and ADA ramps are important accessibility features that have been installed at many high-volume intersections in the downtown core, though many areas outside of downtown still lack these facilities. Pedestrian network connectivity is critical to supporting access to jobs, goods, and services for Cottage Grove residents, and Cottage Grove’s Transportation System Plan supports continuous sidewalk connections between all activity generators and arterial/collector roadways.

Cottage Grove’s bicycle network consists of shared roadways, shoulder bikeways, bike lanes, and shared-use paths (Figure 3-4). Marked bike lanes are consistent in the downtown core on Main Street, 6th Street, River Road, Gateway, Harrison Avenue, and Row River Road. Although the bicycle network is not complete with marked bike lanes, there are designated bike paths on shared roadways to connect the overall network.

One of the Oregon Scenic Bikeways, the Covered Bridges Scenic Bikeway, is a 36-mile loop that starts from downtown Cottage Grove.¹³ The Bikeway goes out and around Dorena Lake, providing connections between the Row River Trail, North Regional Park, and Row River Trailhead Park. It utilizes multi-use paths, bike lanes, and shoulder bikeways, and key connections of the loop are made via designated bike paths on shared roadways. The entire 36-mile bikeway features bridges, lake views, foliage, flowers, and the historic Cottage Grove downtown that can be enjoyed year-round.

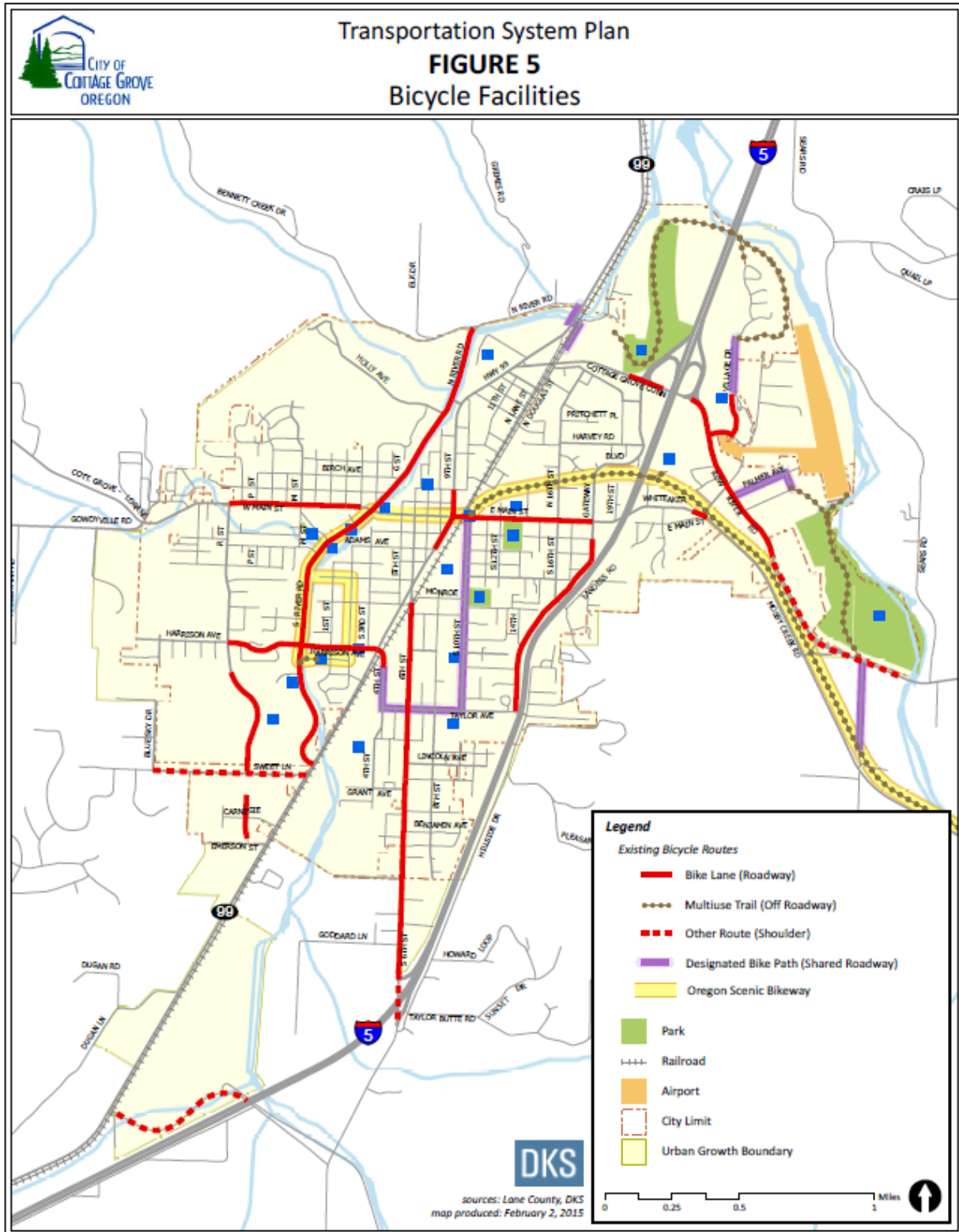
¹³ <https://traveloregon.com/things-to-do/outdoor-recreation/bicycling/covered-bridges-scenic-bikeway/>

FIGURE 3-3: PEDESTRIAN FACILITIES IN COTTAGE GROVE



Source: City of Cottage Grove Transportation System Plan

FIGURE 3-4: BICYCLE FACILITIES IN COTTAGE GROVE



Source: City of Cottage Grove Transportation System Plan

FREIGHT NETWORK

A freight network that supports efficient movement of trucks—and the raw materials and finished products they carry—is vital to the economy. Designating through truck routes is a way to simultaneously support efficient movement of goods, neighborhood livability, and public safety while minimizing roadway system maintenance costs. I-5 is the only designated truck through route in Cottage Grove.

RAIL

One short line freight railroad, known as the Siskiyou Line, runs through Cottage Grove parallel to OR-99. The Siskiyou Line is owned by Central Oregon & Pacific Railroad and used for freight hauling (primarily lumber), connecting Medford and Eugene. The line is utilized by an average of twelve trains per day. There are seven at-grade railroad crossings in Cottage Grove, which produce delays that can exceed 30 minutes due to stopped trains. Blockages hinder transportation modes of all types, including emergency response crews, school buses, vehicles, pedestrians, and bicyclists. There is currently no passenger rail service in Cottage Grove, though Lane Transit District bus service connects Cottage Grove residents with Amtrak services in Eugene.

AIR

Jim Wright Field, the Cottage Grove State Airport owned by the Oregon Department of Aviation, is located inside City limits in northeast Cottage Grove. The airport is classified by ODOT as a Category 4 airport, and it is available to both public and private parties, including small recreational planes and light jets. The closest commercial passenger service to Cottage Grove is available at the Eugene Airport approximately 30 miles north.

WATERWAYS

Local waterways primarily serve recreational needs. They include the Coast Fork Willamette River, which runs through Cottage Grove; the Row River, which borders Cottage Grove to the east; and Silk Creek, which feeds the Coast Fork Willamette River from the northwest.



4. COTTAGE GROVE AREA TRANSIT SYSTEM

Through contract services with South Lane Wheels, the City of Cottage Grove provides transit services within and beyond its city limits. Lane Transit District provides mobility on demand services and bus route connectivity between Eugene and Cottage Grove. This chapter describes these services. It also includes a peer analysis which was conducted with the intent of providing comparison between transit services in Cottage Grove and a select number of peer transit providers operating in similar conditions. For additional detail about the existing Cottage Grove area transit system, see Appendix A: Existing Conditions and Appendix B: Peer Analysis.

SYSTEM OVERVIEW

South Lane Wheels currently offers three different types of services:

1. **Door-to-Door** services are offered from Culp Creek to Lorane and from London to Creswell into Cottage Grove for any purpose.
2. **Metro Shuttle** is similar to door-to-door except this service takes riders to the Eugene-Springfield metropolitan area.
3. **Lane-Douglas Connector** is a pilot service operated by South Lane Wheels, in partnership with Umpqua Public Transportation District, that connects the Eugene Veterans Affairs (VA) Clinic and the Roseburg VA Medical Center, with stops in Cottage Grove and Drain.

Lane Transit District offers four different types of services:

1. **Route 98** fixed-route bus service serves Cottage Grove, Creswell, Lane Community College, University of Oregon, and downtown Eugene.
2. **LTD Connector** is Lane Transit District's pilot mobility on demand (MOD) shuttle service operated by South Lane Wheels within the Cottage Grove city limits.
3. **Paratransit** is operated by Lane Transit District's paratransit brokerage service, RideSource.
4. **Non-Emergency Medical Transportation (NEMT)** is available for free to Lane County residents who are eligible for transportation benefits under the Oregon Health Plan. NEMT is provided by RideSource.

SOUTH LANE WHEELS DOOR-TO-DOOR SERVICES

South Lane Wheels operates two types of door-to-door services: local door-to-door service offered in the Cottage Grove area and the Metro Shuttle. Service is requested on a first call, first served basis and office hours are Monday through Friday, from 8:00 AM to 5:00 PM. For the local door-to-door service, passengers are recommended to call by noon the day before their trip. For the Metro Shuttle, South Lane Wheels recommends passengers to call at least three to four days before their trip. Operating hours for South Lane Wheels trips are Monday through Friday, 7:30 AM to 5:30 PM. After hours service is available upon approval from South Lane Wheels. There is no service on New Year's Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day and the day after, and Christmas Day.

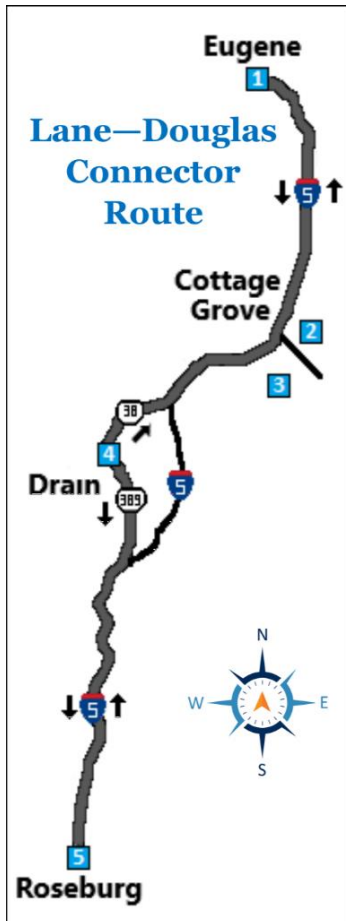
An unscheduled return trip is considered a "Will Call" ride, which may have a 30-minute wait after the pickup call is made. A trip may be cancelled in advance (up to 8:00 AM the day of the trip) or it is considered a "No-Show." A pattern of "No-Shows" may affect future ride requests. Operators will wait up to five minutes for a rider to board before leaving. If a rider is not prepared to board within the five-minute window, this will also be considered a "No-Show."

LANE-DOUGLAS CONNECTOR

In January 2021, South Lane Wheels launched the Lane-Douglas Connector in partnership with Umpqua Public Transportation District. The Lane-Douglas Connector is a pilot project funded by the Rural Veterans Healthcare Transportation grant connecting Roseburg and Eugene via Cottage Grove. The Lane-Douglas Connector makes two round trips on Tuesdays and Thursdays between the Eugene VA Clinic and the Roseburg VA Medical Center with stops in Cottage Grove and Drain. Space is available on a first come, first served basis with scheduled rides having priority over walk-on requests. Figure 4-1 illustrates the Lane-Douglas Connector route. The numbers in Figure 4-1 correspond to the following stops:

1. VA Clinic in Eugene
2. PeaceHealth in Cottage Grove
3. Walmart in Cottage Grove
4. Ray’s Food in Drain
5. VA Medical Center in Roseburg

FIGURE 4-1: LANE-DOUGLAS CONNECTOR ROUTE



Source: South Lane Wheels

LANE TRANSIT DISTRICT ROUTE 98

Route 98 is a fixed-route service that runs seven days a week with a weekday, Saturday, and Sunday schedule. Figure 4-2 shows Route 98's service route as of winter 2020. The route begins at Eugene Station (Bay N) and travels south on Willamette Street and east on 13th Avenue where it serves Sacred Heart Medical Center at University District and UO Station (Bay C). The bus travels north on Kincaid Street, east on Franklin Boulevard to I-5 South/McVay Highway, west on 30th Avenue, and south on Gonyea Road, which serves Lane Community College Station (Bay E) and Lane Community Colleges' main campus. The bus continues east on 30th Avenue and travels South onto I-5. It takes the Creswell exit and heads west on Oregon Avenue, south on OR-99, west on C Street, south on 2nd Street, east on F Street, north on Highway 99, and east on Oregon Avenue.

The bus continues south on I-5 and exits the freeway on the Cottage Grove Connector which serves the Village Shopping Center. As of June 2021, the bus turns southwest on OR-99, south on 9th Street, east on Main Street, south on 10th Street, west on Taylor Avenue, north on 6th Street, southwest on OR-99 and north on River Road where it serves Cottage Grove High School and Lane Community College at Cottage Grove. The bus turns west on Harrison Avenue, north on R Street, east on Main Street, east on Whiteaker Avenue, and northwest on Thomas Lane which serves the Wal-Mart Park and Ride. The bus returns to I-5 by heading north on Row River Road to Eugene Station along its regular routing.

Figure 4-3 highlights all properties inside the Cottage Grove city limits that are within ¼ mile radius of Lane Transit District's Route 98 for the purposes of understanding access to this route. Data from the Federal Highway Administration indicates that most people are willing to walk for five to ten minutes, or approximately ¼ mile to ½ mile to a transit stop.¹⁴ Most of the City of Cottage Grove is within a ¼ mile radius of Route 98; however, there are some properties in the southern part of the city limits and east of I-5 that are not within the ¼ radius. In addition to Route 98 described above, Lane Transit District also provides paratransit service for qualifying individuals.¹⁵

¹⁴ https://safety.fhwa.dot.gov/ped_bike/ped_transit/ped_transguide/ch4.cfm

¹⁵ For more information about Lane Transit District's paratransit services: <https://www.ltd.org/ridesource/>

FIGURE 4-2: WINTER 2020 ROUTE 98 ROUTE

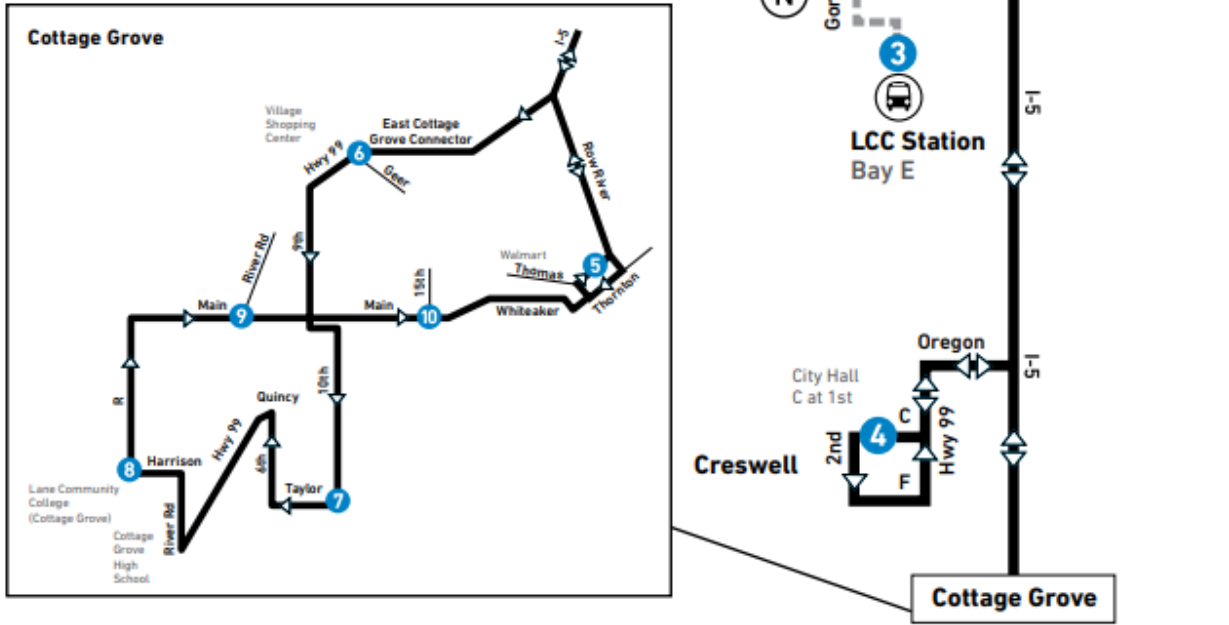


SNOW & ICE DETOURS

This route may be affected by winter weather conditions.

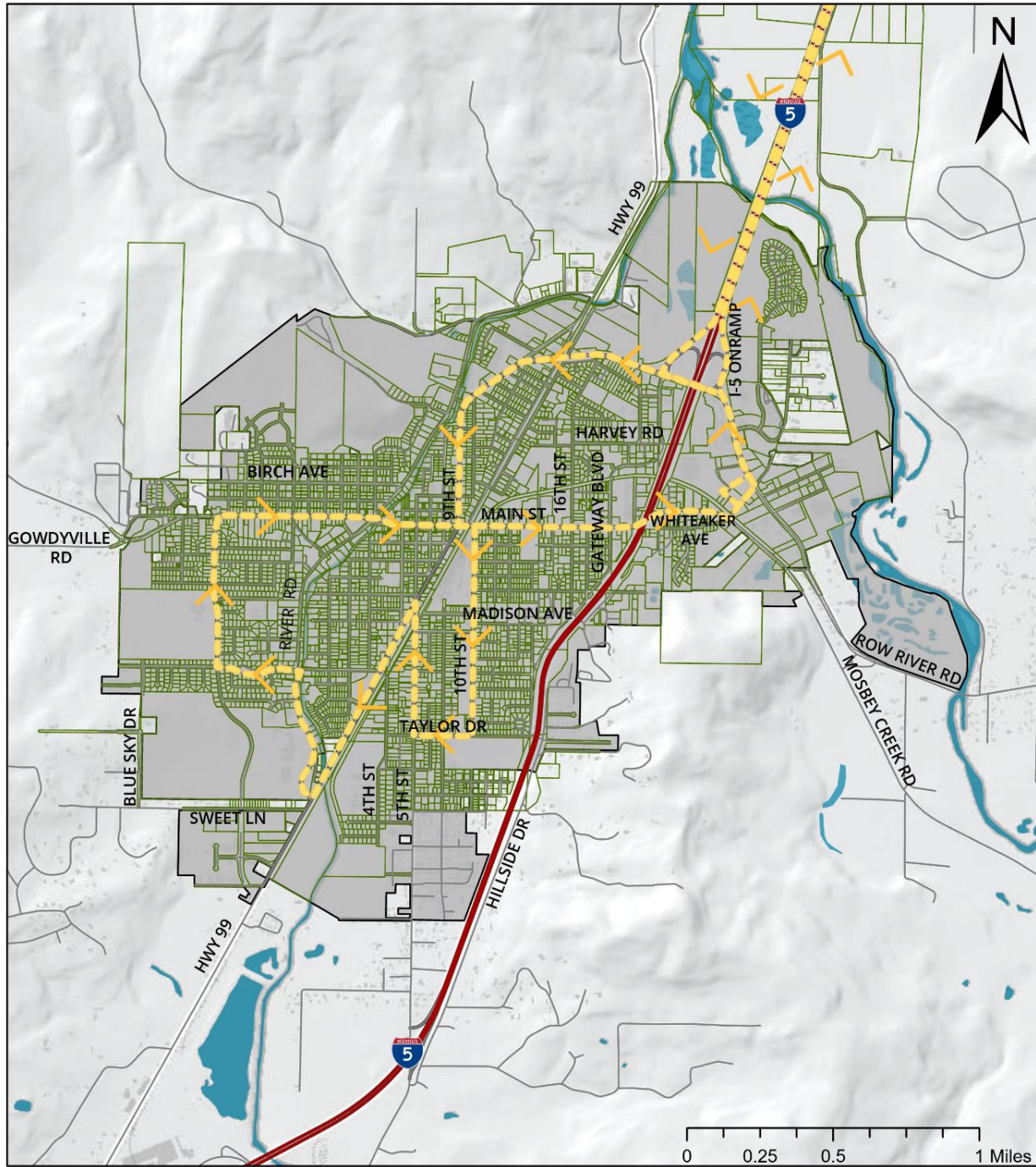
DESVÍOS POR NIEVE & HIELO

Esta ruta puede ser afectada por las condiciones climáticas de invierno.



Source: Lane Transit District 2020 Winter Rider's Digest

FIGURE 4-3: PROPERTIES WITHIN ¼ MILE OF ROUTE 98



**Cottage Grove Area
Transit Development Plan
Lane Transit District
Route 98 - .25 Mile Service Area**

The information on this map was derived from digital databases on Lane Council of Governments' regional geographic information system. Care was taken in the creation of this map, but it is provided 'as is'. LCOG cannot accept any responsibility for errors, omissions, or positional accuracy in the digital data or the underlying records. There are no warranties, expressed or implied, accompanying this product. However, notification of any errors will be appreciated.

- LTD Route 98
- Properties Within .25 Miles of Route 98
- Cottage Grove City Limits
- Bodies of Water
- Interstate Highways
- Roads

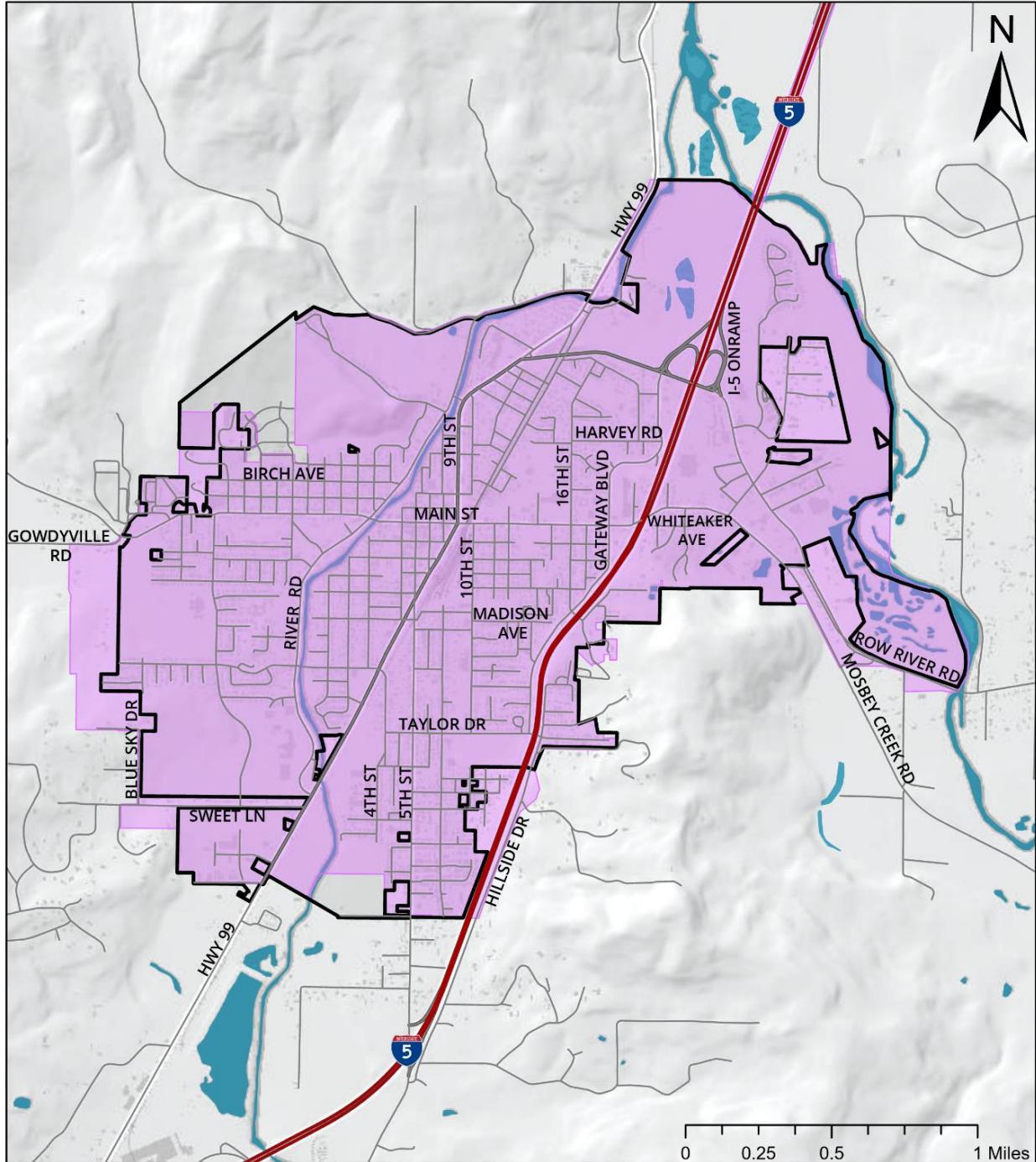


LTD CONNECTOR

The LTD Connector is the Lane Transit District MOD pilot shuttle service within the Cottage Grove city limits. South Lane Wheels is the operator through its contract with the City. The pilot started in January 2019 and continues to be evaluated for measures of success and sustained operations.

To use this service, passengers must download the free Lane Transit District Connector app to schedule a pickup time. The technological requirements of the LTD Connector may present barriers to some community members; passengers without a smart phone can schedule a ride by calling the LTD Connector dispatch. The shuttle may operate on the following holidays – Memorial Day, Independence Day, Labor Day, the day after Thanksgiving, and New Year’s Day. There is no service on Christmas Day and Thanksgiving Day. Normal service operates within the Cottage Grove city limits Monday through Friday. Figure 4-4 illustrates the LTD Connector’s service area.

FIGURE 4-4: LTD CONNECTOR SERVICE AREA



**Cottage Grove Area
Transit Development Plan
Lane Transit District Connector
Service Area**

The information on this map was derived from digital databases on Lane Council of Governments' regional geographic information system. Care was taken in the creation of this map, but it is provided 'as is'. LCOG cannot accept any responsibility for errors, omissions, or positional accuracy in the digital data or the underlying records. There are no warranties, expressed or implied, accompanying this product. However, notification of any errors will be appreciated.

- LTD Service Area
- Cottage Grove City Limits
- Bodies of Water
- Roads
- Interstate Highways

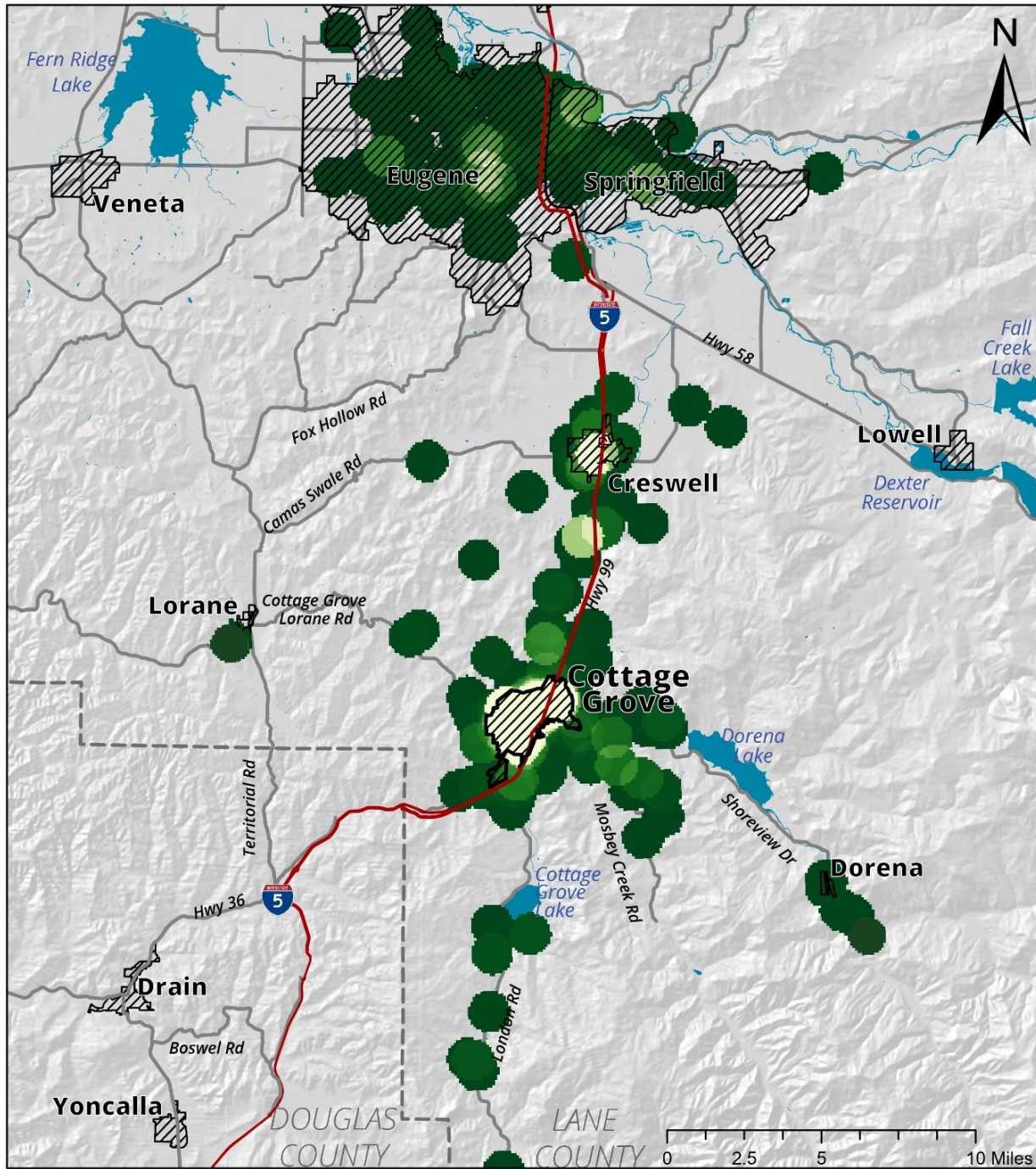


ORIGIN AND DESTINATION LOCATIONS

Data on transit trip origins and destinations can help illuminate travel patterns and identify locations where demand for transit is highest. Figures 4-5, 4-6, 4-7, 4-8, 4-9, and 4-10 show origin and destination points for transit trips in the Cottage Grove area as heat maps, with lighter colors representing higher frequencies:

- Figures 4-5 and 4-6 depict origins and destinations, respectively, for South Lane Wheels trips in the travelshed from 2017 to 2018, before the LTD Connector pilot started. The City of Cottage Grove, the City of Creswell, and, to a lesser extent, the Eugene-Springfield area show the highest frequency of trip origins and destinations. Trip origins and destinations are clustered along the I-5 corridor and a handful of other key transportation corridors connecting the City of Cottage Grove with other communities in the area.
- Figures 4-7 and 4-8 depict origins and destinations, respectively, for South Lane Wheels trips in the travelshed in 2019, after the LTD Connector pilot started. The City of Cottage Grove shows the highest frequency of trip origins and destinations during this time period. Trip origins and destinations are still clustered along the I-5 corridor and a handful of other key transportation corridors.
- Figures 4-9 and 4-10 depict origins and destinations, respectively, for LTD Connector trips in the Cottage Grove city limits between January 2019 and March 2020. Trips are evenly distributed throughout the City, supporting observations by City and South Lane Wheels staff that this service is popular.

FIGURE 4-5: SOUTH LANE WHEELS 2017-2018 TRIP ORIGIN LOCATIONS



**Cottage Grove Area
Transit Development Plan
South Lane Wheels Trip Origins 2017-18**

The information on this map was derived from digital databases on Lane Council of Governments' regional geographic information system. Care was taken in the creation of this map, but it is provided 'as is'. LCOG cannot accept any responsibility for errors, omissions, or positional accuracy in the digital data or the underlying records. There are no warranties, expressed or implied, accompanying this product. However, notification of any errors will be appreciated.




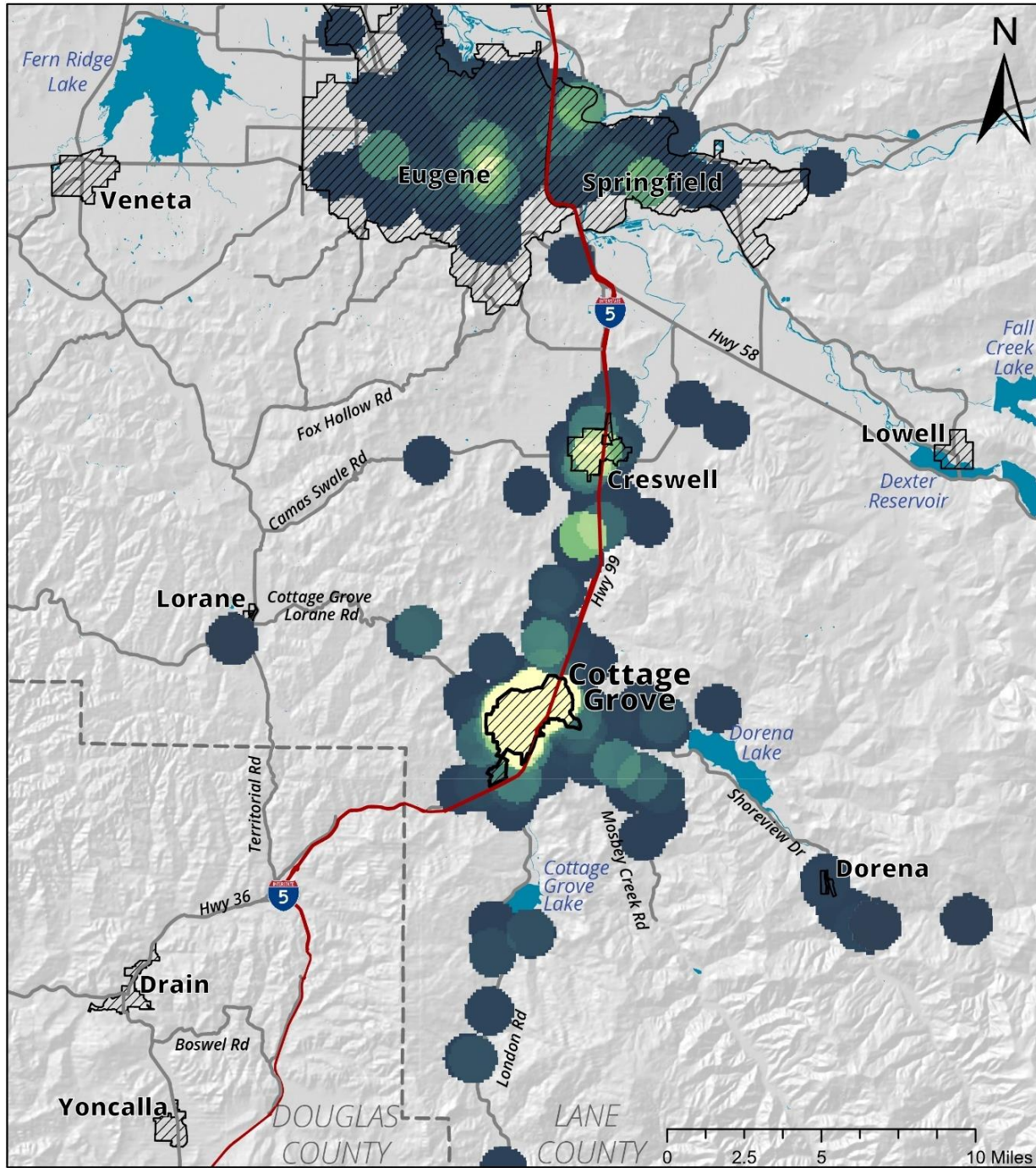
-  Urban Growth Boundaries
 -  Unincorporated Communities
 -  County Boundary
 -  Interstate Highways
 -  Roads
 -  High
 -  Low
- Trip Origin Count**



FIGURE 4-6: SOUTH LANE WHEELS 2017-2018 TRIP DESTINATION LOCATIONS



**Cottage Grove Area
Transit Development Plan
South Lane Wheels Trip Destinations 2017-18**

The information on this map was derived from digital databases on Lane Council of Governments' regional geographic information system. Care was taken in the creation of this map, but it is provided 'as is'. LCOG cannot accept any responsibility for errors, omissions, or positional accuracy in the digital data or the underlying records. There are no warranties, expressed or implied, accompanying this product. However, notification of any errors will be appreciated.







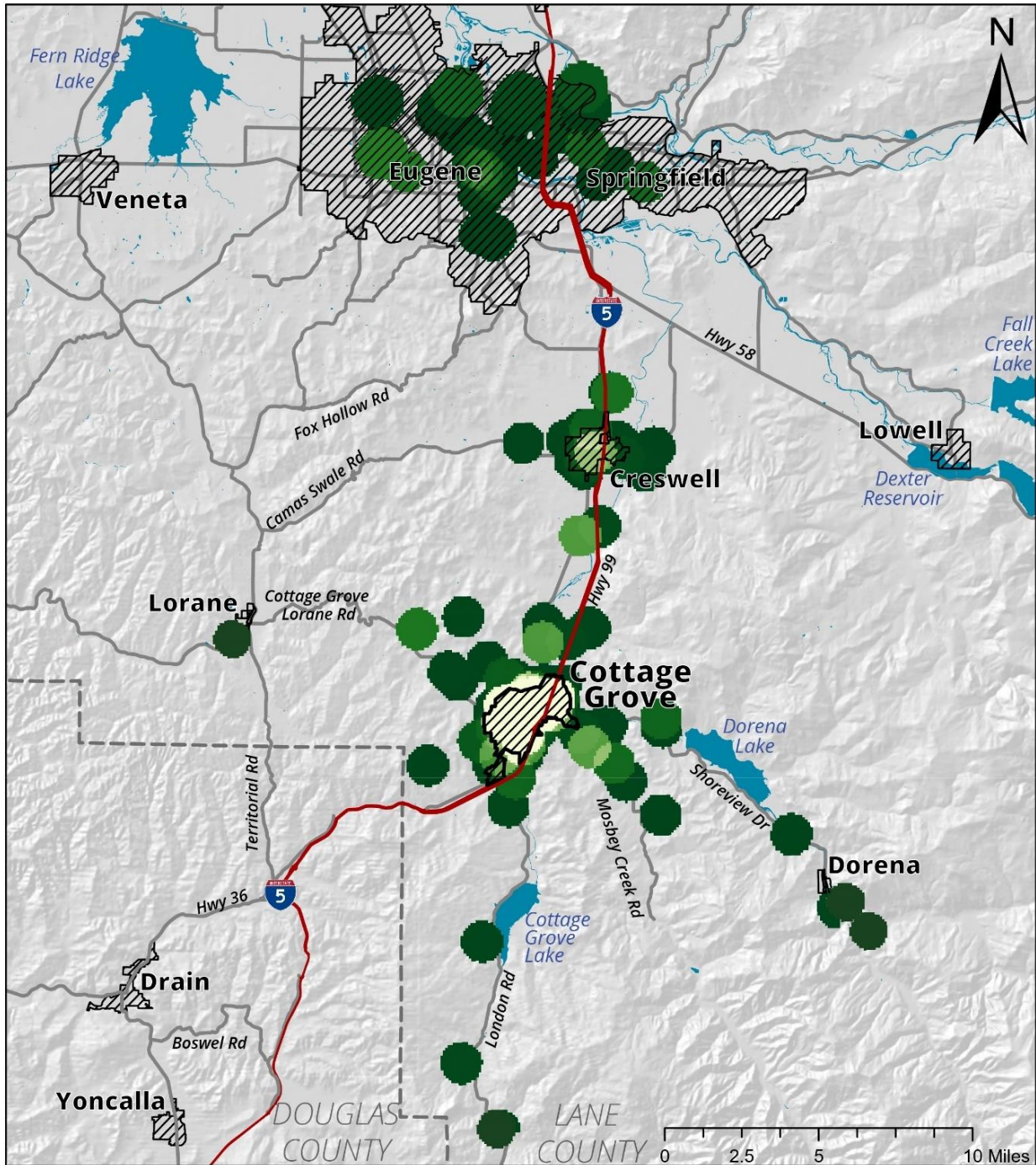
-  Urban Growth Boundaries
-  Unincorporated Communities
-  County Boundary
-  Interstate Highways
-  Roads
-  Trip Destination Count
High
Low



FIGURE 4-7: SOUTH LANE WHEELS 2019 TRIP ORIGIN LOCATIONS



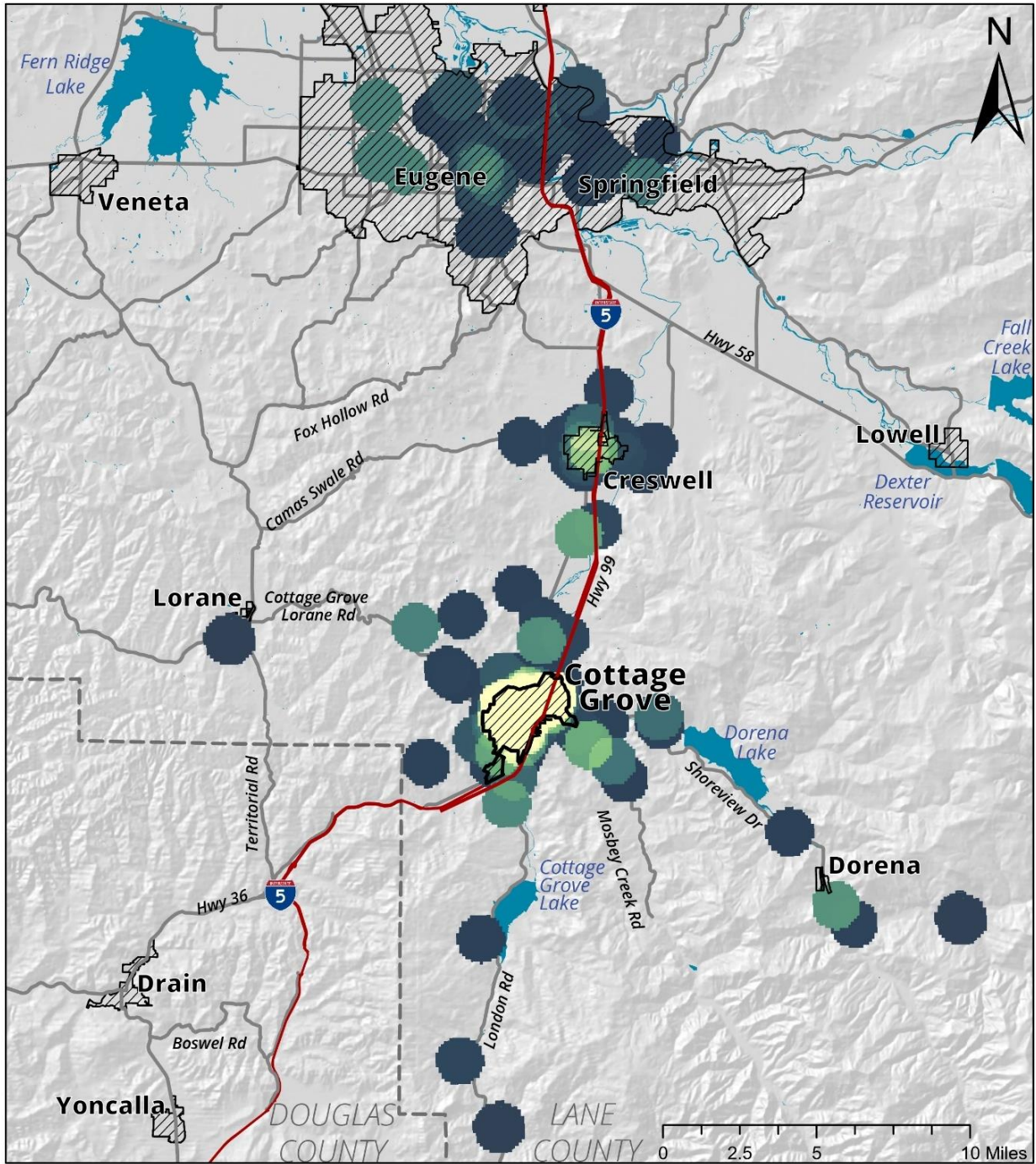
Cottage Grove Area Transit Development Plan South Lane Wheels Trip Origins 2019

The information on this map was derived from digital databases on Lane Council of Governments' regional geographic information system. Care was taken in the creation of this map, but it is provided 'as is'. LCOG cannot accept any responsibility for errors, omissions, or positional accuracy in the digital data or the underlying records. There are no warranties, expressed or implied, accompanying this product. However, notification of any errors will be appreciated.

- Urban Growth Boundaries
- Unincorporated Communities
- County Boundary
- Interstate Highways
- Roads
- Trip Origin Count
- High
- Low



FIGURE 4-8: SOUTH LANE WHEELS 2019 TRIP DESTINATION LOCATIONS



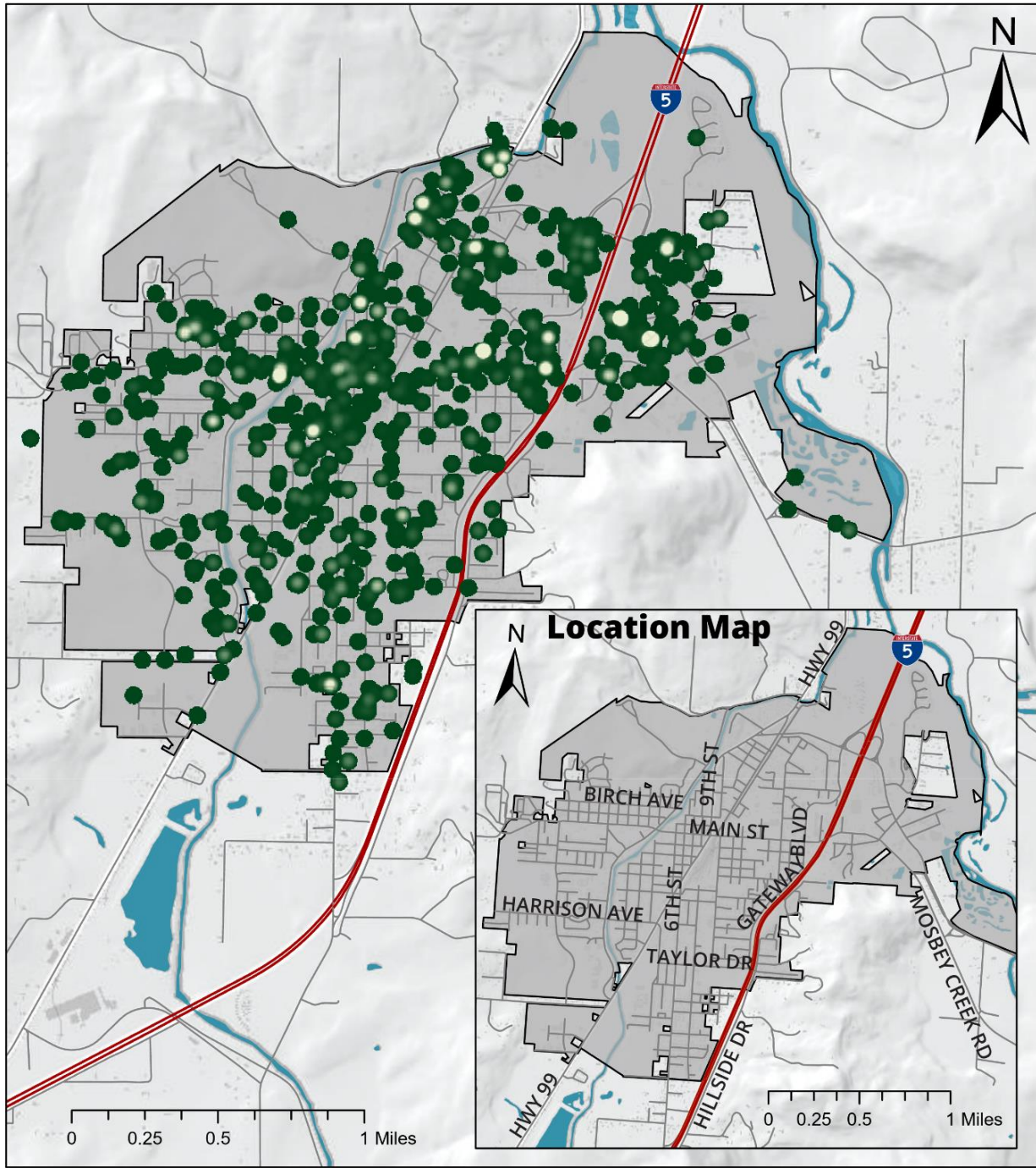
**Cottage Grove Area
Transit Development Plan
South Lane Wheels Trip Destinations 2019**

The information on this map was derived from digital databases on Lane Council of Governments' regional geographic information system. Care was taken in the creation of this map, but it is provided 'as is'. LCOG cannot accept any responsibility for errors, omissions, or positional accuracy in the digital data or the underlying records. There are no warranties, expressed or implied, accompanying this product. However, notification of any errors will be appreciated.

- Urban Growth Boundaries
- Unincorporated Communities
- County Boundary
- Interstate Highways
- Roads
- Trip Destination Count
 - High
 - Low



FIGURE 4-9: LTD CONNECTOR TRIP ORIGIN LOCATIONS JANUARY 2019 – MARCH 2020



**Cottage Grove Area
Transit Development Plan
Lane Transit District Mobility on Demand
Pilot Trip Origins Jan 2019 - Mar 2020**

The information on this map was derived from digital databases on Lane Council of Governments' regional geographic information system. Care was taken in the creation of this map, but it is provided 'as is'. LCOG cannot accept any responsibility for errors, omissions, or positional accuracy in the digital data or the underlying records. There are no warranties, expressed or implied, accompanying this product. However, notification of any errors will be appreciated.







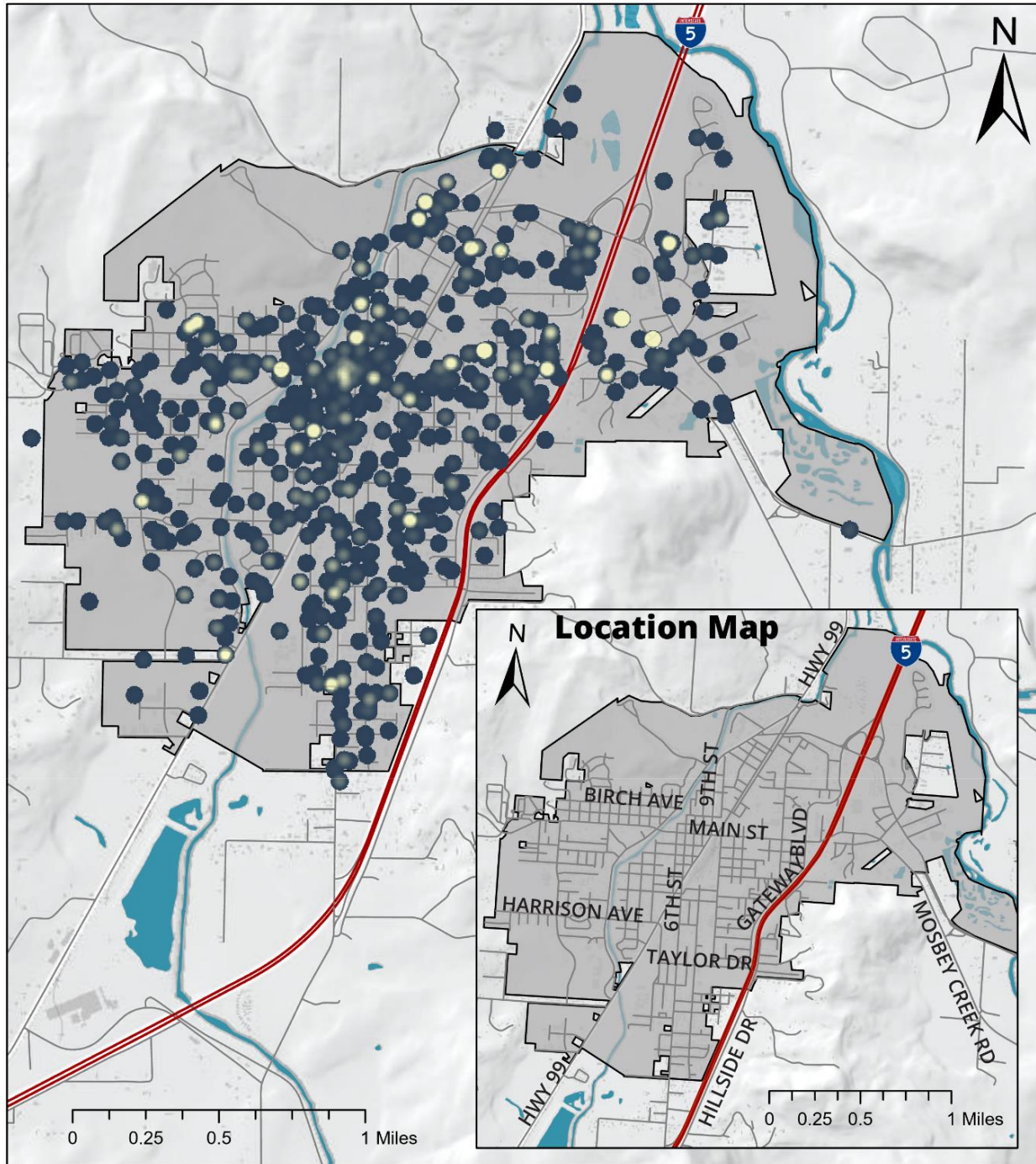
-  Cottage Grove City Limits
-  Bodies of Water
-  Interstate Highways
-  Roads
-  High Trip Origin Count
-  Low








FIGURE 4-10: LTD CONNECTOR TRIP DESTINATION LOCATIONS JANUARY 2019 – MARCH 2020



**Cottage Grove Area
Transit Development Plan
Lane Transit District Mobility on Demand
Pilot Trip Destinations Jan 2019 - Mar 2020**

The information on this map was derived from digital databases on Lane Council of Governments' regional geographic information system. Care was taken in the creation of this map, but it is provided 'as is'. LCOG cannot accept any responsibility for errors, omissions, or positional accuracy in the digital data or the underlying records. There are no warranties, expressed or implied, accompanying this product. However, notification of any errors will be appreciated.

-  Cottage Grove City Limits
-  Bodies of Water
-  Interstate Highways
-  Roads
-  High Trip Destination Count
Low



COTTAGE GROVE AREA TRANSIT SERVICE FARES

South Lane Wheels Door-to-Door Services

Fares for South Lane Wheels services depend on the type of service and miles to destination (Figures 4-11 and 4-12).¹⁶ Fares are collected by the drivers and no change is given. Passengers can pay by cash, a check written to South Lane Wheels, or with a South Lane Wheels ticket. Discounted ticket books can be purchased from the South Lane Wheels bus operator or by visiting or calling their office.

FIGURE 4-11: SOUTH LANE WHEELS DOOR-TO-DOOR FARES

One Way Trips per Person*	Rate	Book of 10 tickets
Up to 3 miles	\$3	\$25
Up to 5 miles	\$5	\$45
Up to 10 miles	\$10	Not available
Additional charge per mile over 10	\$1	

Note: One attendant rides for free if rider needs assistance.

Source: South Lane Wheels

FIGURE 4-12: SOUTH LANE WHEELS METRO SHUTTLE TO EUGENE-SPRINGFIELD METROPOLITAN AREA

Pick up location rates per person*	One Way	Round Trip
From Creswell	\$10	\$20
From Cottage Grove	\$15	\$30

Note: One attendant rides for free if rider needs assistance.

Source: South Lane Wheels

Lane-Douglas Connector

Service for veterans is free with a valid ID; service is also free for the general public during the route’s introductory period.

LTD Connector

The cost of the shuttle is \$1 per ride.

Lane Transit District Route 98

Figure 4-13 breaks down Route 98 fares.¹⁷

¹⁶ Fares listed in this section reflect current fares in April 2020.

¹⁷ This fare breakdown is the same for all Lane Transit District routes.

FIGURE 4-13: LANE TRANSIT DISTRICT ROUTE 98

	Single Ride	Day Pass	1-Month Pass	3-Month Pass
Adult	\$1.75	\$3.50	\$50	\$135
Half Fare* & Youth	\$0.85	\$1.75	\$25	\$67.50
RideSource	\$3.50	-	-	-
Students (K-12)	FREE	-	-	-
Children (5 & Under)	FREE	-	-	-
Honor Ride (65+)	FREE	-	-	-

Note: Half Fare is for qualifying people with disabilities.

Source: Lane Transit District

COTTAGE GROVE AREA TRANSIT SERVICE SCHEDULES

South Lane Wheels door-to-door and LTD Connector services do not have fixed schedules. Figure 4-14 details the Lane-Douglas Connector’s pilot schedule as of May 2021; Figure 4-15 details Lane Transit District’s Route 98 schedule as of January 2021, post peak COVID-19 restrictions; and Figure 4-16 details Route 98’s standard schedule pre-COVID. Lane Transit District updates their schedule tri-annually and it is updated to their website and the Lane Transit District Rider’s Digest magazine.

FIGURE 4-14: LANE-DOUGLAS CONNECTOR

Tuesdays and Thursdays				
Southbound	Eugene V.A.		10:41 AM	2:21 PM
	Peacehealth		11:07 AM	2:47 PM
	Walmart	7:38 AM	11:13 AM	2:53 PM
	Ray's Food (Drain)	8:03 AM	11:53 AM	3:18 PM
	Roseburg V.A.	8:43 AM	12:23 PM	
Northbound	Eugene V.A.	8:53 AM	12:33 PM	
	Peacehealth	9:38 AM	1:13 PM	
	Walmart	10:03 AM	1:43 PM	
	Ray's Food (Drain)	10:08 AM	1:48 PM	
	Roseburg V.A.	10:31 AM	2:11 PM	

FIGURE 4-15: LANE TRANSIT DISTRICT ROUTE 98 MODIFIED SCHEDULE AS OF JANUARY 2021

From: Eugene Station To: Cottage Grove via Creswell											From: Cottage Grove To: Eugene Station via Creswell				
LEAVE Eugene Station Bay N	UO Station Bay C	LCC Station Bay E	Creswell	Walmart	Village Shopping Center on Hwy 99	Taylor at 10th	R at Harrison	Main at River Road	Main at 15th	ARRIVE Walmart	LEAVE Walmart	Creswell	LCC Station Bay E	11th at Alder	ARRIVE Eugene Station
1	2	3	4	5	6	7	8	9	10	5	5	4	3	11	
MONDAY-FRIDAY / LUNES A VIERNES															
AM	--	--	--	--	5:28	5:33	5:38	5:42	5:45	5:49	5:49	6:01	--	6:17	6:25
	6:00	6:05	--	6:23	--	6:36	6:41	6:46	6:50	6:53	7:04	7:04	7:16	7:31	7:44
	10:00	10:05	--	10:23	--	10:36	10:42	10:48	10:53	10:56	11:07	11:09	11:21	11:38	11:51
PM	2:35	2:40	2:55	3:08	3:26	3:29	3:35	3:41	3:46	3:49	3:58	4:00	4:12	--	4:30
	5:35	5:40	5:55	6:08	6:26	6:29	6:34	6:39	6:43	6:46	6:56	6:59	7:11	--	7:27
															7:35
SATURDAY / SÁBADO															
AM	8:35	8:40	--	8:58	--	9:12	9:18	9:23	9:27	9:30	9:36	9:48	10:00	--	10:17
PM	1:00	1:05	--	1:23	--	1:37	1:43	1:48	1:52	1:55	2:01	2:16	2:28	--	2:45
	5:35	5:40	--	5:58	--	6:12	6:18	6:23	6:29	6:32	6:38	6:48	7:00	--	7:17
															7:25
SUNDAY / DOMINGO															
AM	8:35	8:40	--	8:58	--	9:11	9:16	9:21	9:25	9:28	9:34	9:48	10:00	--	10:18
PM	5:35	5:40	--	5:58	--	6:11	6:16	6:21	6:25	6:28	6:34	6:48	7:00	--	7:18
															7:25

Source: https://www.ltd.org/system-map/route_98/

FIGURE 4-16: LANE TRANSIT DISTRICT ROUTE 98 PRE-COVID SCHEDULE AS OF THE WINTER 2019 RIDER'S DIGEST

From: Eugene Station To: Cottage Grove via Creswell											From: Cottage Grove To: Eugene Station via Creswell				
LEAVE Eugene Station Bay N	UO Station Bay C	LCC Station Bay E	Creswell	Walmart	Village Shopping Center on Hwy 99	Taylor at 10th	R at Harrison	Main at River Road	Main at 15th	ARRIVE Walmart	LEAVE Walmart	Creswell	LCC Station Bay E	11th at Alder	ARRIVE Eugene Station
1	2	3	4	5	6	7	8	9	10	5	5	4	3	11	
MONDAY-FRIDAY / LUNES A VIERNES															
AM	--	--	--	--	5:28	5:33	5:38	5:42	5:45	5:49	5:49	6:01	--	6:17	6:25
	6:00	6:05	--	6:23	--	6:36	6:41	6:46	6:50	6:53	7:04	7:04	7:16	7:31	7:44
	7:00	7:05	--	7:23	--	7:36	7:41	7:46	7:50	7:53	8:04	8:04	8:16	8:31	8:44
	10:00	10:05	--	10:23	--	10:36	10:42	10:48	10:53	10:56	11:07	11:09	11:21	11:38	11:51
PM	2:30	2:35	2:50	3:03	3:21	3:24	3:30	3:36	3:41	3:44	3:53	3:55	4:07	--	4:25
	3:30	3:35	3:50	4:03	4:21	4:24	4:30	4:36	4:41	4:44	4:53	4:55	5:07	--	5:25
	4:35	4:40	4:56	5:09	5:27	5:30	5:36	5:42	5:47	5:50	5:59	6:01	6:13	--	6:30
	5:35	5:40	5:55	6:08	6:26	6:29	6:34	6:39	6:43	6:46	6:56	6:59	7:11	--	7:27
	7:45	7:50	8:05	8:18	8:36	8:39	8:44	8:49	8:53	8:56	9:04	9:04	9:16	--	9:32
															9:40
SATURDAY / SÁBADO															
AM	8:35	8:40	--	8:58	--	9:12	9:18	9:23	9:27	9:30	9:36	9:48	10:00	--	10:17
PM	1:00	1:05	--	1:23	--	1:37	1:43	1:48	1:52	1:55	2:01	2:16	2:28	--	2:45
	5:35	5:40	--	5:58	--	6:12	6:18	6:23	6:29	6:32	6:38	6:48	7:00	--	7:17
															7:25
SUNDAY / DOMINGO															
AM	8:35	8:40	--	8:58	--	9:11	9:16	9:21	9:25	9:28	9:34	9:48	10:00	--	10:18
PM	5:35	5:40	--	5:58	--	6:11	6:16	6:21	6:25	6:28	6:34	6:48	7:00	--	7:18
															7:25

Source: LTD Winter 2020 Rider's Digest

SYSTEM PERFORMANCE AND RIDERSHIP

This section details ridership for South Lane Wheels, the LTD Connector, and Lane Transit District Route 98. Figure 4-17 details South Lane Wheels ridership by type of service from its earliest data to its most recent ridership data. Figure 4-18 shows LTD Connector ridership prior to the pilot's suspension due to COVID-19. Figure 4-19 shows Lane Transit District Route 98 ridership.

FIGURE 4-17: SOUTH LANE WHEELS RIDERSHIP DATA BY YEAR, 2010 TO 2020

	FY10-11	FY11-12	FY12-13	FY13-14	FY14-15	FY15-16	FY16-17	FY17-18	FY18-19	FY19-20	% Change FY18-19 to FY19-20
Disabled	2,583	3,415	3,323	3,051	2,862	2,398	3,388	2,965	2,699	1,998	-23%
Seniors	4,331	4,224	3,645	3,088	2,032	1,489	1,445	1,455	1,436	867	-80%
General Public	2,453	2,272	2,526	2,838	2,826	1,674	1,754	1,789	1,935	1,536	-37%
Route-Around-Town*	7,060	4,767	5,182	4,405	5,565	5,191	4,605	3,771	1,708	-	-76%
LTD Connector**	-	-	-	-	-	-	-	-	6,596	15,460	+134%
Demand-Response	-	-	-	4,646	4,036	3,345	3,674	3,320	3,538	3,821	-18%
Brokerage Medicaid***	-	-	-	3,980	3,666	2,584	3,805	2,851	2,338	320	-92%

Source: South Lane Wheels Ridership Data

*Route-Around-Town was suspended in January of FY 2018-19.

**LTD Connector started January of FY2018-19.

***Brokerage Medicaid stopped soon after the LTD Connector started.

FIGURE 4-18: LTD CONNECTOR RIDERSHIP

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2019	364	793	1,158	1,570	1,553	1,468	1,693	1,950	1,825	2,219	1,946	1,984	18,523
2020	2,335	1,640	823*	-	-	-	-	282	504	548	552	601	7,285
2021	518	487	555	-	-	-	-	-	-	-	-	-	-

*This route was suspended in March 2020 due to COVID-19 and resumed service in August 2020.

Source: Lane Transit District

FIGURE 4-19: LANE TRANSIT DISTRICT ROUTE 98 RIDERSHIP BY YEAR

Year	Passengers	% Change from Previous Year
2015	110,687	-
2016	99,141	-10%
2017	91,560	-8%
2018	91,249	0%
2019	78,429	-14%
2015-2019	471,066	-29%

Source: Lane Transit District

REGIONAL CONNECTIONS

The following public transportation agencies provide regional connections within the Cottage Grove area:

- South Lane Wheels
- Lane Transit District
- Amtrak
- Umpqua Public Transportation District
- Link Lane

South Lane Wheels

South Lane Wheels operates both the Metro Shuttle and the Lane-Douglas Connector. These services provide regional connections to travel options within and beyond the Cottage Grove area and provide critical links among the communities across northern Douglas and Lane Counties, including Roseburg, Drain, Cottage Grove, Creswell, and the Eugene-Springfield Metropolitan Area. See South Lane Wheels Door-to-Door Services and Lane-Douglas Connector sub-sections above for more information about these services.

Lane Transit District

Lane Transit District operates transit services in the Eugene-Springfield metropolitan area, Creswell, Cottage Grove, Junction City, Veneta, Oakridge, Florence, and along the McKenzie River to the McKenzie Ranger station. Lane Transit District operates fixed-route services, including one Bus Rapid Transit, two Mobility on Demand pilots, and RideSource.

Service generally runs weekdays 6:00 AM to 12:30 AM, Saturdays 7:00 AM to 11:30 PM, and Sundays 8:00 AM to 9:30 PM. LTD fares typically cost \$1.75 for adults; they are free for students, children under 5, and adults over 65. Information about Lane Transit District routes, fares, and other general information can be found at <https://LTD.org>.

Amtrak

Amtrak is in downtown Eugene and has two daily round trips between Eugene and Portland. This specific Amtrak service is branded as Amtrak Cascades and can take riders north from Eugene to Vancouver, British Columbia. Figure 4-20 highlights the stops along this route.

Riders can reserve trips in advance online or by calling Amtrak customer service. Fares depend on distance travelled.

FIGURE 4-20: AMTRAK CASCADES STOP LOCATIONS



Source: Amtrak Cascades

Umpqua Public Transportation District

Umpqua Public Transportation District operates in Douglas County and provides service to the greater Roseburg area, Winston, Sutherlin, Myrtle Creek, and Canyonville.

Umpqua Public Transportation District operates seven fixed routes and the UTrans Direct ParaTransit program for people with disabilities. The cost of a regular one-way ticket is \$2, reduced fare is \$1, day pass is \$5, and the service is free for those 17 and under.

In January 2021, Umpqua Public Transportation District, in partnership with South Lane Wheels, launched the Lane-Douglas Connector. See South Lane Wheels Door-to-Door sub-section above for more information about this service.

Link Lane

Link Lane is a fixed-route bus service provided by the Lane Council of Governments (LCOG). Link Lane operates two intercity routes: the Eugene-Florence Connector and the Florence-Yachats Connector.

The Eugene-Florence bus operates, in partnership with the Confederated Tribes of Coos, Lower Umpqua and Siuslaw Indians, seven days per week with two routes per day. The Florence-Yachats Connector runs four routes Monday through Saturday. For the Eugene-Florence Connector, the cost of a one-way ticket is \$5 and \$1 for trips made between Florence and Mapleton. For the Florence-Yachats Connector, the cost of a one-way trip is \$2.50 or \$5 for two tickets for all day service.

HISTORICAL SERVICES

South Lane Wheels Route-Around-Town

The Route-Around-Town was suspended in February 2019 when the LTD Connector service was launched in Cottage Grove. Like the LTD Connector, the Route-Around-Town was a door-to-door type of service and only served passengers within the Cottage Grove city limits.

South Lane Wheels Medicaid & Oregon Health Plan Service Provision

South Lane Wheels was an NEMT transportation provider contracted through RideSource. Medicaid or Oregon Health Plan (OHP) Plus clients may have transportation to medical and non-medical appointments covered. The service structure was like South Lane Wheels' Door-to-Door shuttle and rides were scheduled in advance by calling the South Lane Wheels dispatch.

To qualify, passengers had to contact the RideSource call center to schedule their trip. RideSource scheduled transportation for passengers with the most appropriate and lowest cost provider.

PEER COMPARISON

The intent of this peer analysis is to provide some comparison between transit services in Cottage Grove and a select number of peer transit providers operating in similar conditions. Through peer analysis, Cottage Grove and South Lane Wheels can measure their area's transit service against peers on common performance measures. All transit providers receiving federal funds are required to report a range of data to the National Transit Database (NTD), which are available in the form of compiled reports on the FTA's website.¹⁸

Six Oregon transit providers presented the best opportunity for comparison: City of Canby, City of Lebanon, City of Sandy, City of Woodburn, Josephine County, and the South Clackamas Transportation District. These six providers operate primarily in rural or small urban areas, provide a similar level of service through demand response and fixed routes, and have operating budgets below \$2 million; they

¹⁸ The National Transit Database uses standardized definitions for performance measures. However, there can still be inconsistencies in the way that transit providers report on performance measures.

also represent a cross-section of provider types—city, county, and district. While Cottage Grove is within Lane Transit District’s service boundary, this peer analysis focuses on South Lane Wheels as Cottage Grove’s contracted transit provider and flow-through recipient of Federal Transit Administration (FTA) funds. For a full peer comparison, see Appendix B: Peer Analysis.

Figure 4-21 gives an overview of the services provided by South Lane Wheels and its peers. South Lane Wheels operates eight vehicles in maximum service that have a total seating capacity of 76. In 2018, South Lane Wheels reported serving 11,065 annual unlinked passenger trips over 95,684 vehicle revenue miles with total operating expenses of \$384,165.

FIGURE 4-21: PEER PROVIDER SERVICE OVERVIEW

Provider	Vehicles Operated in Maximum Service	Total Revenue Vehicles	Seating Capacity	Annual Vehicle Revenue Miles	Annual Vehicle Revenue Hours	Annual Unlinked Passenger Trips	Total Operating Expenses
South Lane Wheels	8	9	76	95,684	7,898	11,065	\$384,165
City of Canby	8	13	184	223,766	14,400	75,038	\$1,679,387
City of Lebanon	5	5	65	44,085	4,812	20,272	\$312,893
City of Sandy	7	10	215	347,042	16,238	129,776	\$1,342,311
City of Woodburn	11	11	167	120,513	8,690	35,672	\$602,833
Josephine County	14	17	192	458,730	24,098	222,849	\$1,646,552
South Clackamas Transportation District	4	6	116	263,135	11,579	90,996	\$704,934

Source: National Transit Database 2018 Agency Profiles

Figure 4-22 breaks down operating funds by funding type. In 2018, approximately 87% of South Lane Wheels’ funds came from federal sources (\$390,901 of \$446,514 total). It is worth noting that Cottage Grove is within Lane Transit District’s boundary. Employers within the Lane Transit District boundary pay a transit district payroll tax on wages of employees. The 2020 tax rate is 0.75%, and the rate is scheduled to increase each year by 0.01%.¹⁹ Revenue generated through this tax supports Lane Transit District’s operating budget and flows back into Cottage Grove via Lane Transit District’s Route 98 bus service and partnership with South Lane Wheels. This funding source is not reflected in Figure 4-22 as it is not part of South Lane Wheels’ operating funds, but it does contribute to transit availability in the Cottage Grove area.

¹⁹ Lane Transit District, “Payroll & Self-Employment Tax Information,” <https://www.ltd.org/payroll-self-employment-tax-information/>

FIGURE 4-22: OPERATING FUNDS BY FUNDING TYPE

Provider	Fares	Other Directly Generated	Taxes & Fees Levied by Agency	Local	State	Federal	Total
South Lane Wheels	\$25,457	\$20,327	\$0	\$9,829	\$0	\$390,901	\$446,514
City of Canby	\$59,901	\$45	\$0	\$1,081,053	\$122,750	\$506,861	\$1,770,610
City of Lebanon	\$13,958	\$44,338	\$0	\$66,782	\$76,484	\$85,559	\$287,121
City of Sandy	\$98,994	\$0	\$0	\$297,063	\$126,437	\$591,329	\$1,113,823
City of Woodburn	\$38,226	\$67,541	\$0	\$116,000	\$151,875	\$278,707	\$652,349
Josephine County	\$122,260	\$367,432	\$0	\$73,356	\$296,191	\$867,000	\$1,726,239
South Clackamas Transportation District	\$38,527	\$0	\$0	\$383,714	\$146,784	\$260,582	\$829,607

Source: National Transit Database 2018 Funding Sources Table

Figure 4-23 provides a peer comparison of the demand response services provided by the peer group. In 2018, seven of South Lane Wheels’ eight vehicles operating in maximum service were used for demand response services. South Lane Wheels’ door-to-door services accounted for 66% of its total unlinked passenger trips, 89% of its total vehicle revenue miles, and 83% of its total operating expenses. South Lane Wheels served 1.1 passengers per hour at a cost of \$43.96 per passenger.

FIGURE 4-23: DEMAND RESPONSE PEER COMPARISON

Provider	Number Vehicles	Passengers per Hour	Cost per Passenger	Unlinked Passenger Trips	Vehicle Revenue Hours	Vehicle Revenue Miles	Total Operating Expenses
South Lane Wheels	7	1.1	\$43.96	7,294	6,592	84,894	\$320,663
City of Canby	5	2.8	\$40.96	17,146	6,033	66,623	\$702,261
City of Lebanon	4	4.3	\$14.70	19,687	4,562	41,544	\$289,449
City of Sandy	3	2.7	\$26.74	14,626	5,341	85,547	\$391,036
City of Woodburn	8	2.6	\$16.25	14,841	5,642	75,490	\$241,133
Josephine County	5	2.8	\$32.29	16,339	5,891	85,064	\$527,538
South Clackamas Transportation District	0	N/A	N/A	N/A	N/A	N/A	N/A

Source: National Transit Database 2018 Metrics Table

Figure 4-24 provides a peer comparison of fixed route bus services provided by the peer group. South Lane Wheels suspended its Route-Around-Town service starting in January 2019 in response to Lane Transit District’s MOD pilot, the LTD Connector. The comparison from 2018 data remains of value given that South Lane Wheels will consider reinstating its fixed route service depending on the outcome of the pilot.

FIGURE 4-24: FIXED ROUTE BUS PEER COMPARISON

Provider	Number Vehicles	Passengers per Hour	Cost per Passenger	Unlinked Passenger Trips	Vehicle Revenue Hours	Vehicle Revenue Miles	Total Operating Expenses
South Lane Wheels	1	2.9	\$16.84	3,771	1,306	10,790	\$63,502
City of Canby	3	6.9	\$16.88	57,892	8,367	157,143	\$977,126
City of Lebanon	1	2.3	\$40.08	585	250	2,541	\$23,444
City of Sandy	1	5.7	\$12.43	4,320	756	11,222	\$53,692
City of Woodburn	3	6.8	\$17.36	20,831	3,048	45,023	\$361,700
Josephine County	4	14.6	\$3.60	173,606	11,907	176,476	\$624,931
South Clackamas Transportation District	1	9.4	\$6.95	23,968	2,547	17,104	\$166,560

Source: National Transit Database 2018 Metrics Table

Figure 4-25 provides a comparison of commuter bus services provided by the peer group. South Lane Wheels does not provide traditional commuter bus services; its Metro Shuttle operates as a demand response commuter option connecting Cottage Grove and Creswell to the Eugene-Springfield metropolitan area. In this peer group, only three transit agencies provide commuter bus service. The City of Canby and South Clackamas Transportation District both serve areas in proximity to the Portland Metro area, a much larger population and employment center. Josephine County, however, serves a predominantly rural population with smaller population centers.

FIGURE 4-25: COMMUTER BUS PEER COMPARISON

Provider	Number Vehicles	Passengers per Hour	Cost per Passenger	Unlinked Passenger Trips	Vehicle Revenue Hours	Vehicle Revenue Miles	Total Operating Expenses
South Lane Wheels	0	N/A	N/A	N/A	N/A	N/A	N/A
City of Canby	0	N/A	N/A	N/A	N/A	N/A	N/A
City of Lebanon	0	N/A	N/A	N/A	N/A	N/A	N/A
City of Sandy	3	10.9	\$8.10	110,830	10,141	250,273	\$897,583
City of Woodburn	0	N/A	N/A	N/A	N/A	N/A	N/A
Josephine County	5	5.2	\$15.02	32,904	6,300	197,190	\$494,083
South Clackamas Transportation District	3	7.4	\$8.03	67,028	9,032	246,031	\$538,374

Source: National Transit Database 2018 Metrics Table

This peer analysis highlights the unique approaches to providing public transportation as they are tailored to meet community needs and within unique context settings. It is intended to provide an indication of how Cottage Grove compares with operators in similar conditions around the state in its service and funding.



5. COMMUNITY ENGAGEMENT

This chapter discusses the public participation strategies implemented as part of the TDP process. For a full description of outreach methods and outcomes, see Appendix D: Public Participation Report.

Public participation was critical to the development of this TDP. The Cottage Grove Area TDP will help plan for a public transportation system that serves the Cottage Grove area and meets community needs. Feedback from the Cottage Grove area community and stakeholders is reflected in the plan's vision, values, goals, needs, and projects.

Due to COVID-19 and the associated stay-at-home orders, many outreach activities were not possible as originally planned and were either reformatted in scale or reimaged for a remote setting. Despite these challenges, a robust effort was made to engage Cottage Grove area residents in the TDP process.

STAKEHOLDER ADVISORY COMMITTEE

A stakeholder advisory committee was established to help guide the TDP process. The Cottage Grove Area TDP Stakeholder Advisory Committee was made up of community stakeholders, including representatives from other local transit providers, nonprofit organizations, the Cities of Cottage Grove and Creswell, and Lane County. The role of the Advisory Committee was to provide community insight as well as technical and policy advice according to member expertise throughout the TDP process. The Advisory Committee met a total of four times and received regular updates and opportunities to provide feedback throughout the process. For a list of Advisory Committee and Project Management Team (PMT) members, see Acknowledgments at the beginning of the Plan.

COMMUNITY OUTREACH

A combination of outreach methods were used including a community survey, presentations and radio, printed materials, and a project website. For a full description of outreach methods and results, see Appendix D: Public Participation Report.

Community Survey

The Community Survey's goal was to gather information about the community's travel needs and perceptions of public transportation. This was a 15-question survey that was deployed from July 2020 through the end of September 2020. The survey was available in both English and Spanish; online and as a paper copy. The online survey was created through the platform SurveyMonkey and the link to the survey were distributed on the project's website, social media channels, and shared via email. Paper copies of the survey were available at the City of Cottage Grove City Hall, on South Lane Wheel buses, and through local nonprofit organizations. Respondents that completed the survey had the option to leave their contact information to win a \$50 Bi-Mart gift certificate. A total of 196 responses were collected: 175 online and 21 paper surveys.

Presentations and Radio

To further gather community feedback and promote the project's Community Survey, the TDP PMT presented to various local groups.

On August 27, 2020, members of the PMT presented to Be Your Best, a coalition of community partners in Cottage Grove that engages with marginalized and disenfranchised community members to improve family and community health. The presentation was over Zoom and included over 20 members from local service organizations. Be Your Best coalition members provided the PMT with additional outreach recommendations and opportunities. The PowerPoint presentation is included in Appendix D.

On August 31, 2020, members of the PMT went on the Beeper Call-In Talk Show, a live a radio show covering a wide range of social and political topics. The hour-long show was dedicated to discussion about the Cottage Grove Area TDP and included calls from interested community members. Over 580 people viewed the Facebook Live post for the broadcast; metrics are not available for the number of people that listened to the show over the radio.

Printed Outreach

In August and September 2020, Cottage Grove residents received information about the Cottage Grove Area TDP in their monthly water bill, which directed them to the project website and online survey. In addition, a local newspaper, *The Creswell Chronicle*, featured a brief article about the project. These items can be found in Appendix D.

Project Website

The Cottage Grove Area TDP website included information about the project and resources as well as interactive widgets that encouraged community members to leave comments and feedback about public transportation. The website also included a link to the online community survey, community survey results, finalized projects documents, and information about the different types of funding. Detailed screenshots of the website can be found in Appendix D.

University of Oregon Sustainable City Year Program Report: Current and Future Mobility Needs Assessment for Cottage Grove and Creswell

This report was conducted by the University of Oregon Sustainable City Year Program (SCYP), a university-community partnership program that matches the resources of the University with one Oregon community each year to help advance that community's sustainability goals. The project's purpose was to analyze the current and future transportation needs of Cottage Grove and Creswell through professional insight and community input. Findings from the report were incorporated into the needs assessment.



6. COTTAGE GROVE AREA TRANSIT VISION

This chapter provides the Cottage Grove Area TDP’s vision, values, goals, and objectives.

VISION AND VALUES STATEMENTS

The Cottage Grove Area TDP reflects the community's vision for the future of public transportation in the Cottage Grove area. It is also consistent with the community's values about public transportation, which provides guidance toward achieving the vision. For the purpose of this project, the following definitions apply:

The TDP **Vision Statement** expresses the Cottage Grove area's transit purpose and mission. The vision is directly informed by the community, the City of Cottage Grove, and South Lane Wheels.

The TDP **Values Statement** reflects the public transportation priorities, principles, and standards that are important to the community. It is intended to reflect the community's values and provides a framework that guides goal setting and helps identify, develop, and pursue TDP projects, strategies, and improvements.

Vision Statement

The Cottage Grove area has a regional transit system offering equitable, safe, resilient, and reliable local and regional connections.

Values Statement

We value a public transportation system that connects people to each other and to their destinations safely and dependably, provides a vital service that is affordable and accessible, is inclusive and equitable, meets the needs of the area's most vulnerable populations, expands opportunity for everyone in the area, and fosters respect and dignity in the Cottage Grove community and beyond.

GOALS AND OBJECTIVES

The Cottage Grove Area TDP supports a range of community and regional goals. It establishes a goal-based framework to develop projects and strategies that address identified needs and support the community's values. For the purpose of this project, goals and objectives are defined as follows:

Goals are guiding statements that set local priorities for TDP implementation by describing the desired result. Goals establish the overall policy direction and organizational philosophy. They are typically value statements.

Objectives offer a means to meeting a goal. They are typically action-oriented strategy statements and should be understandable, specific, attainable, and measurable. Objectives can be met through a variety of actions.

Goals

The following eight TDP goals guided the development of the TDP, including the identification, evaluation, and prioritization of public transportation projects and strategies. Each goal is supported by one or more objective (see Cottage Grove Area TDP Objectives sub-section below).

1-SAFETY

The public transportation system is safe for all users.

2-CONVENIENCE

Public transportation is a convenient option for traveling in and beyond the Cottage Grove area.

3-RELIABILITY

Public transportation provides people with a reliable way to get where they need to go when they need to be there.

4-ACCESSIBILITY

Public transportation connects people with their destinations and improves access to Cottage Grove and the surrounding area.

5-ENVIRONMENTAL SUSTAINABILITY

Public transportation provides an environmentally responsible transportation option.

6-EQUITY

Public transportation reduces transportation barriers and expands opportunity for everyone in the Cottage Grove area.

7-FINANCIAL STABILITY

Public transportation is financially stable through responsible stewardship of financial resources.

8-SYSTEM RESILIENCE

The public transportation system is resilient and helps the Cottage Grove area anticipate, prepare for, and adapt to natural and non-natural hazards.

Objectives

The following 12 TDP objectives were developed to further support and add definition to the TDP vision and goals. Each objective directly supports one or more specific TDP goal, as indicated in Figure 6-1.

FIGURE 6-1: TDP OBJECTIVES

Cottage Grove Area TDP Objective	Related Cottage Grove Area TDP Goals
1. Regional Coordination – Collaborate with regional partners to ensure regional coverage, leverage resources, and support emergency operations.	2-Convenience 4-Accessibility 6-Equity 7-Financial Stability 8-System Resilience
2. Safety & Access – Provide safe access and minimize barriers to transit for Cottage Grove area residents.	1-Safety 4-Accessibility 6-Equity
3. Transportation Options – Increase the use of transportation options by making transit attractive and encouraging safe, multimodal connections to transit.	1-Safety 2-Convenience 4-Accessibility 5-Environmental Sustainability 8-System Resilience
4. Outreach & Education – Educate potential and existing users about the services available and how to use them; provide educational and marketing materials in multiple languages.	2-Convenience 6-Equity
5. Equity – Distribute the benefits and impacts of services fairly and address the transportation needs and safety of all users, including the young, older adults, people with disabilities, people with limited English proficiency, and people of all races, ethnicities, and income levels.	2-Convenience 3-Reliability 4-Accessibility 6-Equity 8-System Resilience
6. Capital Needs – Evaluate capital needs in order to manage the fleet, improve service efficiency and reliability, and provide high-quality transit facilities that support customer comfort, safety, and convenience.	1-Safety 3-Reliability 7-Financial Stability 8-System Resilience
7. Convenience – Provide efficient service that meets the needs of the community and improves access to key destinations with convenient hours and days of service.	2-Convenience 4-Accessibility 6-Equity
8. Sustainable Funding – Pursue sustainable funding sources to support high quality transit service in the long term and create a self-sustaining public transportation system in the Cottage Grove area.	2-Convenience 3-Reliability 7-Financial Stability 8-System Resilience
9. Coordinated Improvements – Coordinate improvements to the coverage, reliability, and frequency of services that are responsive to community needs using data-driven and customer-focused methods.	2-Convenience 3-Reliability 4-Accessibility 8-System Resilience
10. Environmental Sustainability – Provide environmentally sustainable transportation options that are a convenient alternative to driving, increase the use of public transportation in the Cottage Grove area, and explore opportunities to utilize cleaner energy.	2-Convenience 5-Environmental Sustainability 8-System Resilience
11. Reduce Vulnerability – Reduce the public transportation system’s vulnerability to economic fluctuations, natural disasters, climate change, and hazardous incidents, and provide resources to community members during such events.	1-Safety 3-Reliability 7-Financial Stability 8-System Resilience
12. Community & Economic Development – Develop a multimodal public transportation network that enhances opportunities for people in the Cottage Grove area, promotes tourism, and contributes to sustainable community and economic development.	2-Convenience 3-Reliability 4-Accessibility 6-Equity 7-Financial Stability 8-System Resilience



7. NEEDS ASSESSMENT

This chapter presents public transportation gaps, issues, and needs articulated from three primary sources:

1. The Cottage Grove area community and stakeholders,
2. The TDP Goals and Objectives, and
3. Analysis of the Cottage Grove area's existing and future transportation, population, and land use conditions.

The following sections present an assessment and summary of needs identified through public engagement, development of TDP goals and objectives, and analysis of existing and future conditions. In some cases, needs from each source were articulated as an experienced or analyzed gap or issue with the current transit system and are presented as such. Chapters 2 through 6 provide the foundation for this assessment and may be referenced for additional detail on each source.

STAKEHOLDER AND PUBLIC IDENTIFIED ISSUES AND GAPS

The Project Management Team, Advisory Committee, current riders, community members, and other stakeholders weighed in on transit related needs through a variety of outreach methods. Due to COVID-19 and the associated stay-at-home orders, many outreach activities were not possible as originally planned and were either reformatted in scale or reimagined for a remote setting. Despite these challenges, a robust effort was made to engage Cottage Grove area residents in the TDP process. This section summarizes the key issues and gaps identified through the community outreach process. For a full description of outreach methods and results, see the Appendix D: Public Participation Report.

Public and stakeholders identified the following transit-related needs, issues, and gaps:

- Connections between Cottage Grove, Creswell, and the Eugene-Springfield metropolitan area are not convenient for work, recreation, seeing family/friends, and medical services.
- There is not enough service to areas outside of the Cottage Grove City limits – e.g. Row River, Shoreview Drive, Disston, Culp Creek, Curtain, London, Dorena, Culp Creek, the lakes, the Eugene Airport, and southern Lane County’s recreational destinations.
- There are gaps in services for students of all ages; high school and middle school students do not have reliable access to transportation for after school events and college students do not have reliable service for evening classes.
- Better access to community service agencies, downtown Cottage Grove, and the shopping center off Gateway are needed.
- Additional service in the morning, later at night and during weekends is needed to better serve local businesses, particularly restaurants and community events.
- It takes too long to travel between Cottage Grove, Creswell, and the Eugene-Springfield metropolitan area; the timing is particularly challenging for commuters.
- Service cuts to Lane Transit District’s Route 98 have led to longer trip times; the cuts have also made riders go to appointments earlier than necessary and come back later in the day.

- The one-way route structure of Lane Transit District's Route 98 through town limits the ability to promote community connections for daily shopping, social, or medical trips.
- Southern Lane County is aging and rural; transit service needs to be accessible for disabled, elderly, low-income, and rural Cottage Grove area residents.
- Language is a barrier for some community members with limited English proficiency; it is difficult to understand the transit services that are offered.
- Better customer service and a commitment to equity is needed to build trust with riders of color.
- Scheduling and obtaining information about public transportation is difficult for those without technological expertise and/or a smart phone; the Route-Around-Town and the LTD Connector are difficult to use for some.
- Transit service in Cottage Grove is infrequent and unpredictable, which makes trip planning difficult.
- There are not enough buses and drivers to meet the ridership needs of the community.
- The app for the LTD Connector is confusing since it shows different estimated time of arrivals for the bus, which can appear that the ride was cancelled and cause undue stress.
- There is a lack of general awareness about public transportation services that are available in the Cottage Grove area.
- Current LTD Connector service is limited to the Cottage Grove City limits; there are businesses just outside the service area that are not served.
- I-5, the railroad tracks, and the Coast Fork Willamette River create East-West barriers to public transportation access.
- Lack of performance targets makes it difficult to track progress toward goals.
- Community event spaces like the Cottage Theatre and Bohemia Park have after hours and weekend practice, performance, and program times, which are not served by transit.
- There are inadequate sidewalks and bicycle infrastructure that connect to transit locations.
- Communities in northern Douglas County, like Drain, and Creswell in southern Lane County are food deserts and residents need to go to Cottage Grove for groceries and other goods.

NEEDS DERIVED FROM TDP GOALS AND OBJECTIVES

Public engagement directly informed the goals and objectives as well as helped identify needs, gaps, and issues at a higher level in the current system. TDP goals focus on safety, convenience, efficiency and reliability, accessibility, environmental sustainability, equity, financial stability, and system resilience. The TDP objectives center on supporting the goals through regional coordination, safety and access, transportation options, outreach and education, equity, capital needs, convenience, sustainable funding, coordinated improvements, environmental sustainability, reducing vulnerability, and community and economic development. The needs listed here were derived through discussions with the PMT and Advisory Committee specific to the goals and objectives. For the full description of Goals and Objectives, see Chapter 6.

Transit-related needs specific to the **TDP Goals and Objectives** captured through discussion with the PMT and Advisory Committee include:

- The Cottage Grove area public transportation system needs to be resilient and responsive to changing funding climates and environmental conditions.
- Riders need to feel safe using the public transportation system.
- People who do not have access to a smart phone or credit card still need to be able to use the public transportation system,
- The vehicle fleet should produce low to zero emissions.
- People need to be able to rely on the public transportation system to get them where they need to go when they need to be there.
- Public transportation needs to work with local service providers to provide emergency response.

NEEDS DERIVED FROM EXISTING AND FUTURE CONDITIONS

The Cottage Grove area is a growing and evolving community which places increased demand on transit. This section assesses transit needs to meet projected future population, employment, and land use growth in the Cottage Grove area. Understanding the Cottage Grove area's future conditions is important in anticipating the future public transportation related needs of the community. For a full description of baseline conditions in the Cottage Grove area, including a community demographic profile and description of the current transportation system, see Chapters 2, 3, and 4.

Existing Services

Three types of transit service are currently offered to the general public in the Cottage Grove area: door-to-door services operated by South Lane Wheels, fixed-route services operated by Lane Transit District, and Lane Transit District's LTD Connector, operated by South Lane Wheels. In addition, Lane Transit District offers service through the Medicaid brokerage, RideSource, which provides transportation to Medicaid/Non-Medical appointments for free to qualifying residents and South Lane Wheels operates the Lane-Douglas Connector pilot service. South Lane Wheels previously operated a deviated fixed-route service, Route-Around-Town, which was suspended in January 2019 in response to Lane Transit District's LTD Connector pilot. Recent analyses by students at University of Oregon²⁰ have helped identify gaps in current services that supplement qualitative data gathered through the stakeholder and public engagement process. The City of Cottage Grove reports on its service and fleet to the Federal Transit Administration's National Transit Database but does not currently track local performance targets.

Door-to-Door Services

South Lane Wheels operates door-to-door services (dial-a-ride) in the Cottage Grove area as well as the Metro Shuttle, which takes riders to the Eugene-Springfield metropolitan area. Passengers call South Lane Wheels dispatch in advance to schedule rides. South Lane Wheels vehicles cover large distances, and fares for services are dependent on mileage; they range from \$3 to \$10 and up depending on distance for door-to-door services in the Cottage Grove area and \$20 to \$30 round trip between Creswell or Cottage Grove and the Eugene-Springfield metropolitan area for the Metro Shuttle. For a detailed breakdown of fares, see Chapter 4. A peer fare comparison found that peer transit agencies provided commuter services for \$1 to \$2 each way. Rural dial-a-ride and fixed-route services were more difficult to compare with peer providers, most of which provided services confined within city limits or smaller service areas for \$1 to \$2 per ride (for additional comparison with peer providers, see Appendix B: Peer Analysis).

Fixed-Route Services

Lane Transit District's Route 98 connects Cottage Grove with Creswell and the Eugene-Springfield metropolitan area and serves the City of Cottage Grove in a one-way loop that makes stops at key trip generators within the community, including the Cottage Grove Lane Community College campus, Cottage Grove High School, the downtown and commercial districts, and the Walmart Park-and-Ride. Although these key community destinations are served, Route 98 follows a large figure eight path through town that takes 20 minutes to complete, and the one-way route structure limits its utility as a convenient intracity transit option for daily shopping, social, or medical trips. There are significant infrastructure limitations to rerouting Route 98 due to the East-West barriers created by the river, railroad, and I-5. Route 98 primarily serves ridership that needs to access educational opportunities, employment centers, medical services, and other social services in the Eugene-Springfield metropolitan area.

²⁰ *The LTD Connector: Evaluating the Effectiveness of Mobility-On-Demand in Cottage Grove, Oregon and Current and Future Mobility Needs Assessment for the Cities of Cottage Grove and Creswell*

LTD Connector Services

Lane Transit District's MOD pilot, the LTD Connector, provides smartphone app-based trip planning for on-demand door-to-door services within the Cottage Grove city limits. The LTD Connector was initially conceived as a replacement for the loop portion of Lane Transit District's Route 98 in Cottage Grove. The original concept truncated Route 98 at the Walmart stop. However, Lane Transit District found that the app struggled with making connections at prearranged destinations and times with fixed-route services. Lane Transit District responded by reinstating the Route 98 loop through town and running it simultaneously with the LTD Connector. With these adjustments, the LTD Connector is providing a valuable mobility service for local access within the city limits, particularly to low-income and elderly community members. Lane Transit District is now working with a new app provider that will allow users to prearrange a pickup time and location as well as provide more certainty to riders hoping to make a connection with Route 98. From an equity perspective, the app-based platform potentially presents technological and financial barriers to low-income and elderly residents and those without access to a smart phone or bank account.

Transit-related needs, gaps, and issues relating to **existing services** include:

- South Lane Wheels buses cover large distances, leading to wear and tear on vehicles.
- South Lane Wheels fares may be too high for regular commuters or low-income riders; alternative services (Route 98 and LTD Connector) take too long, do not run with enough frequency, or are limited to rides within City limits.
- Uni-directional routing of fixed-route services serves key destinations but limits the ability to promote community connections for daily shopping, social, or medical trips.
- Significant East-West barriers including I-5, the railroad tracks, and the Coast Fork Willamette River limit transit routes through town.
- The LTD Connector is not adequately integrated with Route 98.
- The LTD Connector's dependence on technology to access the service presents potential technological and financial barriers for some seeking to use the service.
- The City of Cottage Grove reports on its service and fleet to the Federal Transit Administration's National Transit Database but establishing and tracking local performance measures with targets are needed to help to monitor progress over time and help to prioritize investments.

Population Growth

The population of Cottage Grove is expected to grow 14% by 2040, which will put additional pressure on the existing transit system.²¹ Several key transit-supportive populations in the City of Cottage Grove—including people over 65 and under 18, people of color, people with limited English proficiency, people with a disability, people with low to moderate incomes, and households with no vehicles available—grew between 2010 and 2018. These trends indicate a growing demand for transit in the Cottage Grove area over the past decade, and—combined with forecasted overall population growth—will likely continue to sustain new demand for transit services in the future.

In 2018, the City of Cottage Grove adopted a Housing Needs Analysis for the 2018 to 2038 period.²² The report describes factors that will affect future housing demand in Cottage Grove, such as population growth.²³ Although the report focuses on demand for housing in Cottage Grove, it presents two key population characteristics that will also have an impact on Cottage Grove’s transit demand:

1. **A growing population of seniors.** In addition to identifying a need for housing types specific to seniors, the report identifies “loss of mobility” as a challenge that aging seniors face in continuing to live in their community.
2. **A proportionally large population of younger people.** According to the report, a larger share of the population in Cottage Grove is under 20 years old (28%), compared to Lane County (22%) and Oregon (24%). A larger population of younger residents without access to a vehicle or who seek transportation options will continue to drive demand for transit services geared toward young people and students.

²¹ U.S. Bureau of the Census 2018 ACS 5-Year Estimates (Table S0101) and PSU Coordinated Population Forecast for Lane County, 2018 to 2068

²² https://www.cottagegroveor.gov/sites/default/files/fileattachments/community_development/page/7371/hna.pdf

²³ The Housing Needs Analysis shows a 28% increase from 10,740 residents in 2018 to 13,981 residents in 2038, a 1.3% average annual growth rate. This discrepancy is due to the fact that ECONorthwest extrapolated the official population forecast from the Oregon Population Forecast Program for 2015 (to 2018) and 2035 (to 2038). The Cottage Grove Area TDP refers to the Portland State University Coordinated Population Forecast for Lane County, 2018 to 2068.

Transit-related needs relating to **population growth** include:

- Expanded transit services will be needed to serve a growing population in general, with specific focus on the needs of transit-supportive populations.
- A growing population of seniors will require transit tailored to their needs, such as increased access to shopping destinations, healthcare facilities, and other services as well as Americans with Disabilities Act (ADA) accessible facilities.
- A growing population of people with limited English proficiency will require translated materials and targeted education/outreach.
- Increased outreach and education are needed to promote awareness about existing services among people of all ages and abilities.

Employment and Development

Employment is expected to grow over the next decade, and land development/redevelopment is already occurring in the Cottage Grove area. Both will influence demand for transit as significant trip generators and destinations.

OED provides ten-year employment forecasts by industry for Lane County.²⁴ Total employment across Lane County is projected to grow 8% from 2019 to 2029, with the largest growth in Health Care and Social Assistance (19%) followed by Private Educational and Health Services (18%). According to the Cottage Grove Transportation System Plan, employment within the Cottage Grove Urban Growth Boundary (UGB) is expected to grow to 4,916 by 2035. The growth in employment is expected along OR-99 between the UGB and East Harrison Avenue in the southwest, on either side of Row River Road, and near the Cottage Grove Connector at OR-99 in the north. Current employment density is primarily centered along the I-5 corridor, with fewer employees per acre in rural areas.

Commute patterns in Cottage Grove provide clues to transportation needs and represent a potential need for transit services. More workers commute from Cottage Grove than into the area for work, a phenomenon that is not surprising given Cottage Grove's proximity to a major urban area. Most workers employed in Cottage Grove (76%) live outside city limits and commute into the City for work, while 82% of Cottage Grove residents commute beyond city limits for work. A majority of residents (81%) drive to work in a car, truck, or van, most of whom (65.4%) drive alone.²⁵ Public and stakeholder feedback have indicated that existing services in the Cottage Grove area do not capture this potential market; fixed

²⁴ https://www.qualityinfo.org/more-articles?assetPubId=101_INSTANCE_zzQVrB7aEq2k

²⁵ Source: U.S. Bureau of the Census, 2018 ACS 5-Year Estimates (Table DP03)

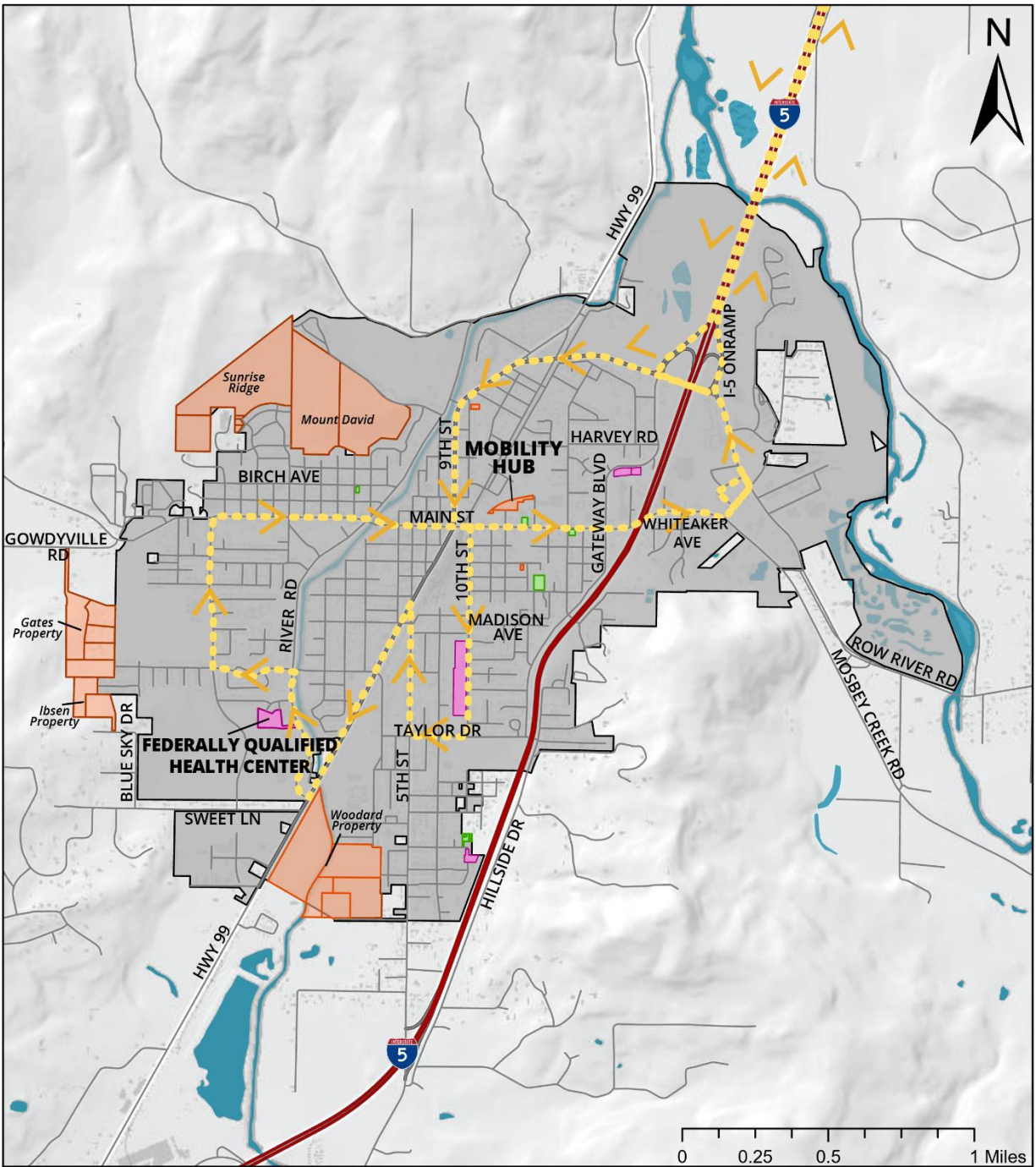
route services take too long for commuters and do not operate at convenient times of day, while door-to-door services may be cost prohibitive for daily use as a commute option.

Development and redevelopment also play an important role in transit planning since both directly affect travel demand and ridership. Identifying current and future land uses and developments is vital in understanding where the Cottage Grove area residents and visitors may rely on public transportation to get to and from now and in the future. Figure 7-1 illustrates new and potential developments in Cottage Grove that are potential, permitted/in-construction, and recently completed. Most of the potential projects in Cottage Grove are at the edges of the city limits and are farther away from Lane Transit District's Route 98 through town. Additional land use and development considerations within the Cottage Grove area are documented in Chapter 2.

Transit-related needs relating to **employment and development growth** include:

- Transit service that operates during peak commute times and that has a direct, timely service to the Eugene-Springfield metropolitan area is essential to meet the needs of workers who travel to and from Cottage Grove.
- Expected employment growth may lead to increased demand for transit services, particularly along OR-99 between the UGB and East Harrison Avenue in the southwest on either side of Row River Road, and near the Cottage Grove Connector at OR-99 in the north where employment growth is expected.
- New residential development will need to be served by transit.
- The new Federally Qualified Health Center will be a major regional trip generator; low-income and limited English proficiency residents from the region may need transit to access services.

FIGURE 7-1: NEW AND POTENTIAL DEVELOPMENTS IN COTTAGE GROVE SINCE 2019



**Cottage Grove Area
Transit Development Plan
New & Potential Developments
Since 2019 in Cottage Grove**

The information on this map was derived from digital databases on Lane Council of Governments' regional geographic information system. Care was taken in the creation of this map, but it is provided 'as is'. LCOG cannot accept any responsibility for errors, omissions, or positional accuracy in the digital data or the underlying records. There are no warranties, expressed or implied, accompanying this product. However, notification of any errors will be appreciated.

Development Area Types

- Completed
- Potential
- Permitted/
In Construction

- LTD Route 98
- Cottage Grove City Limits
- Bodies of Water
- Roads
- Interstate Highways



SUMMARY OF NEEDS

Figure 7-2 reflects a summarized list of transit-related needs within the Cottage Grove area as synthesized from the community and stakeholders; the TDP Goals and Objectives; and analysis of the Cottage Grove area's existing and future transportation, population, and land use conditions.

FIGURE 7-2: SUMMARY LIST OF COTTAGE GROVE AREA TRANSIT NEEDS

Cottage Grove Area Transit Needs

ADA compliant vehicles and infrastructure are needed to meet the ongoing needs of a growing and aging population.

The Cottage Grove area's population is increasing and is projected to include higher proportions of seniors and young people. The public transportation system will need to respond to a growing demand for transit in the Cottage Grove area.

Increased frequency of transit service between Cottage Grove, Creswell, and the Eugene-Springfield metropolitan area is needed so that it can be more reliably used for commuting, shopping, personal needs, medical appointments, and education.

Increased collaboration with regional partners is needed to provide regional coverage; particularly connections to rural southern Lane County, northern Douglas County, and communities outside of the Cottage Grove city limits.

Expanded weekday and weekend service hours are needed in the morning and evening to better serve students, local businesses, local events, and local destinations.

Expanded marketing and outreach efforts are needed to raise public awareness and clearly communicate how to use available services. Materials should be accessible to all Title VI populations.

Physical, financial, and technological barriers to transit for Cottage Grove area residents need to be lowered, particularly for transit-dependent populations.

Public transportation needs to contribute more to enhance community and economic development in Cottage Grove.

Transit needs to serve incoming development, particularly the Federally Qualified Health Center, incoming residential development, and areas forecasted to have increased employment.

Transit is subject to economic fluctuations, natural disasters, climate change and hazardous incidents. Resiliency needs to be integrated into the system to absorb and respond to these fluctuations, changes, and incidents.

Feeling safe and secure when using a public system is important to its success; the system needs to provide a safe and accessible space for all riders.

Walking and bicycling is integral to the transit network. Sidewalks, bicycling infrastructure, and vehicles with bicycle racks are needed to complete this network. The City of Cottage Grove will be developing a Pedestrian and Bicycle Master Plan and should cross-reference the TDP to better leverage funding opportunities to implement strategies serving all active (bicycle, pedestrian, transit) modes.

More vehicles and drivers are needed to meet the community's transit needs.

Establishing and tracking local performance measures with targets is needed to help monitor progress over time and help to prioritize investments.



8. IMPLEMENTATION STRATEGIES

This chapter provides foundational, service, capital, and management strategies to help the Cottage Grove area address transit-related needs and achieve the TDP vision.

The implementation strategies presented in this chapter are broken into four categories: Foundational Strategies, Service Strategies, Capital Strategies, and Management Strategies. The strategies tables identify the related TDP Objectives; relative timeframe; responsible agencies; and, where relevant, additional considerations and opportunities, such as potential partnerships and funding sources. Strategies in the tables are numbered for easy reference; the number does not represent a strategy's priority or intended order of implementation.

The tables also provide a cross-reference for strategies that are related. For example, Service Strategy #3, "Increase the number of trips available to veterans and rural residents on the Lane-Douglas Connector service," is cross referenced with Capital Strategy #8, "Develop an independent fleet of vehicles to serve the Cottage Grove area; explore the feasibility of alternative fuel vehicles," because additional vehicles will be needed in order to achieve an increased number of trips available to veterans and rural residents on the Lane-Douglas Connector service. The purpose of adding cross-references to the tables is to identify strategies that are not independent from other actions, to assist with leveraging strategies where possible, and to recognize success across multiple strategies when applicable.

The Cottage Grove Area TDP will be updated every five years, which is a relatively short timeframe in planning terms. Strategies are high level in nature as they are intended to address needs, provide direction for how to meet those needs, and remain flexible enough to respond to new opportunities that arise to carry them out. Many of the strategies listed will take longer than five years to fully implement, depending on feasibility, available funding, and staff capacity. The relative timeframes listed in the strategy tables establish a prioritization structure and set the expectation for how long a strategy may take to fully realize. In some cases, steps may be taken throughout the plan's five-year horizon that lay the foundation for strategies that will take longer to achieve. Relative timeframes are defined as follows:

1. Short-Term = Less than 5 years
2. Medium-Term = 5 to 10 years
3. Long-Term = Over 10 years

FOUNDATIONAL STRATEGIES

The following three strategies are foundational to all other strategies (Figure 8-1). To make significant progress toward the vision for public transportation in the Cottage Grove area expressed in this TDP, an implementation team may be formed and tasked with carrying out the strategies, adequate funding must be pursued and secured, and performance measures and targets are recommended to measure program effectiveness and progress toward TDP goals and objectives.

Continued collaboration and community building will be critical to the ongoing development of transit services in the Cottage Grove area. An implementation team composed of individuals from partner agencies, Advisory Committee members, and other members of the community will play an important role in carrying out the implementation of strategies recommended in this TDP. As the recipient of STIF funds for the development of the Cottage Grove Area TDP, the City of Cottage Grove, along with Lane Transit District and South Lane Wheels as the primary transit operators in Cottage Grove, will bear primary responsibility for implementing the TDP; tracking progress toward TDP vision, values, goals, and objectives; and periodically updating the TDP. However, these three agencies will benefit from a broad base of support and the opportunity to leverage partnerships and funding that an established implementation team will provide. Other partner agencies, including the City of Creswell and Lane County, will play key roles in the development and coordination of regional transit, and these partnerships will be integral to implementing the strategies identified within this TDP. Additionally, representation by community members on the implementation team tasked with carrying out the strategies will help to facilitate ongoing community input and garner community buy-in and support for transit.

For a discussion about transit funding, including grant opportunities that may help support transit in the Cottage Grove area, see Chapter 9. For a discussion about performance monitoring, including potential performance measures to help track progress toward TDP goals and objectives, see Chapter 10.

FIGURE 8-1: FOUNDATIONAL STRATEGIES

#	Foundational Strategy	Related TDP Objectives	Timeframe	Agency	Additional Considerations & Opportunities
1	Form a TDP implementation team that will help carry out strategies and perform periodic assessments of the TDP	All objectives	Short-Term	CG, LTD, LC, Creswell	Related Strategies: This strategy is foundational to all Service, Capital, and Management Strategies
2	Pursue new funding sources for the Cottage Grove area transit system; consider service options that generate additional revenue	All objectives	Short-Term	CG, LTD, Creswell	Related Strategies: This strategy is foundational to all Service, Capital, and Management Strategies
3	Establish performance measures and targets to track local progress and prioritize investments	All objectives	Short-Term	CG	Related Strategies: This strategy is foundational to all Service, Capital, and Management Strategies

Note: CG = City of Cottage Grove, SLW = South Lane Wheels, LTD = Lane Transit District, LC = Lane County

SERVICE STRATEGIES

Service strategies address Cottage Grove area issues, gaps, and needs relating to transit service, such as the types of services offered, the routes transit takes, how frequently a transit vehicle stops, the destinations transit serves, and the times of day when services are available (Figure 8-2).

Several interrelated service strategies have to do with expanding transit service in the Cottage Grove area. Community feedback indicated an overarching need to extend transit service hours to be more commuter-friendly and support local businesses and events on weekends and evenings. The LTD Connector pilot service is limited to the Lane Transit District service area boundary, which is similar to the Cottage Grove city limits, and some businesses and households may not be served by the LTD Connector as a result. The City of Creswell is also interested in an opportunity to implement a similar pilot or extend the existing Cottage Grove pilot into Creswell.

Additionally, there are opportunities to expand transit access to recreational, cultural, and historical amenities in the Cottage Grove area, which is exceptionally positioned in the Willamette Valley for excursions to the coast, the Cascades, local wineries, bike trails, scenic routes, and covered bridges, among others. The City of Cottage Grove could capitalize on the abundance of attractions by offering recreational transit and guided tours geared toward attracting tourists.

Strategies to expand service are closely related with and in some cases dependent on several management and capital strategies. For example, in order to expand service between Cottage Grove and Creswell or establish a shopper shuttle that serves the Cottage Grove area, it will likely be necessary to purchase additional vehicles, and new funding will be required for operations. Enhanced marketing will also be required to educate the community about new services. Ongoing coordination with partner agencies, such as Lane Transit District and the City of Creswell, will be critical to the success of proposed service expansions.

FIGURE 8-2: SERVICE STRATEGIES

#	Service Strategy	Related TDP Objectives	Timeframe	Agency	Additional Considerations & Opportunities
1	Explore the role of bike share in the Cottage Grove area transportation system	2-Safety & Access 3-Transportation Options 5-Equity 10-Environmental Sustainability 12-Community & Economic Development	Short-Term	CG	Related Strategies: Capital strategy 6; Management Strategies 3, 6 Partnership Opportunities: PeaceHealth Funding Opportunities: STIF
2	Coordinate with the Lane Transit District to ensure continuity of the Mobility on Demand services after the pilot ends; explore feasibility for expansion beyond the LTD service boundary	2-Safety & Access 5-Equity 7-Convenience 12-Community & Economic Development	Short-Term	CG, SLW, LTD, Creswell	Related Strategies: Service Strategies 5, 6, 8 Funding Opportunities: STIF
3	Increase the number of trips available to veterans and rural residents on the Lane-Douglas Connector service	1-Regional Coordination 2-Safety & Access 5-Equity 7-Convenience 12-Community & Economic Development	Short-Term	SLW	Related Strategies: Capital Strategy 7; Management Strategy 5 Funding Opportunities: STIF
4	Coordinate connections with Amtrak, Link Lane, Umpqua Public Transportation District, and other regional services	1-Regional Coordination 2-Safety & Access 5-Equity 7-Convenience 12-Community & Economic Development	Short-Term	CG, SLW, LTD	
5	Expand service hours to include evenings and weekends in order to better serve local businesses, regional destinations, and community events	2-Safety & Access 5-Equity 7-Convenience 12-Community & Economic Development	Short-Term	SLW, LTD	Related Strategies: Service Strategies 2, 6, 8
6	Expand service to increase access to recreational, cultural, and historic destinations within southern Lane County	2-Safety & Access 5-Equity 7-Convenience 12-Community & Economic Development	Short-Term	SLW, LTD, Creswell	Related Strategies: Service Strategies 2, 5, 8; Management Strategy 11 Funding Opportunities: FLAP
7	Establish a Valley Vanpool for commute trips	3-Transportation Options 5-Equity 7-Convenience 10-Environmental Sustainability 12-Community & Economic Development	Short-Term	CG, SLW, LTD	Related Strategies: Capital Strategy 7

#	Service Strategy	Related TDP Objectives	Timeframe	Agency	Additional Considerations & Opportunities
8	Expand service between Cottage Grove and Creswell	2-Safety & Access 5-Equity 7-Convenience 12-Community & Economic Development	Medium-Term	CG, SLW, LTD, Creswell	Related Strategies: Service Strategies 2, 5, 6 Funding Opportunities: STIF
9	Create a low-income fare program to provide affordable services for low-income residents	2-Safety & Access 5-Equity	Medium-Term	SLW, LTD	Related Strategies: Management Strategy 5 Funding Opportunities: STIF
10	Establish a shopper shuttle that serves the Cottage Grove area, including communities in north Douglas County	2-Safety & Access 5-Equity 7-Convenience 11-Reduce Vulnerability 12-Community & Economic Development	Medium-Term	CG, SLW, Creswell	Related Strategies: Management Strategy 5 Funding Opportunities: STIF

Note: CG = City of Cottage Grove, SLW = South Lane Wheels, LTD = Lane Transit District, STIF = Statewide Transportation Improvement Fund, FLAP = Federal Lands Access Program, TGM = Transportation Growth Management

CAPITAL STRATEGIES

Capital strategies address Cottage Grove area issues, gaps, and needs relating to transit facilities, equipment, and construction, including amenities at bus stops, signage, bicycle and pedestrian access to transit, ADA accessible features, transit vehicles, and information technology (Figure 8-3).

A key capital strategy recommended in this TDP is to purchase ADA compliant fleet vehicles to be owned and operated by South Lane Wheels or Cottage Grove. The ability to expand services to meet the growing needs of the community will be contingent on an adequate fleet. There are currently three primary resources for expanding the Cottage Grove area's fleet: FTA 5339 Grants for Buses and Bus Facilities Formula Program, STIF, and buses retired in decent repair from other agencies. The FTA 5339 and STIF are competitive funding programs that may be used for fleet expansion and replacement. Both are described in more detail in Chapter 9. As transit agencies replace their fleet vehicles, opportunities arise to acquire replaced vehicles that are still in a state of good repair and may provide a resource to build out the Cottage Grove area fleet.

Another key capital strategy is to conduct a feasibility study for a mobility hub at the Row River Trailhead park. Mobility hubs are places of connectivity where different travel options – walking, biking, transit and shared mobility – come together. They may include amenities like information boards, food and drink vendors, water fountains, and restrooms, as well as connections to evolving transportation options such as e-bikes or scooters, to support multi-modal connections at one key destination. A mobility hub located at the Row River Trailhead park could become a key nexus for mobility in the Cottage Grove area due to its proximity to surrounding commercial land uses, the Walmart Park-and-Ride, Lane Transit District's Route 98 Walmart stop, and the Row River Trail.

A feasibility study may include site analysis and an environmental study to determine whether the site is appropriate, and it will help prepare for state and federal grant applications. The Row River Trailhead site may also be considered as a location for South Lane Wheels headquarters and other transit providers in Cottage Grove, creating a center for transit operations serving the entire travelshed. A mobility hub offering a variety of mobility options could support and strengthen several proposed management strategies relating to increasing awareness about existing services, service strategies relating to expanding access to recreational amenities, as well as other capital and management strategies relating to connections to bicycle and pedestrian infrastructure.

A mobility hub at the Row River Trailhead park in Cottage Grove would open recreational access from a multitude of travel options. The Row River Trail is a 15.6-mile long National Recreation Trail along an abandoned rail line from Cottage Grove to Dorena Lake, Culp Creek, and the Umpqua National Forest. The American Trails summarizes the Trail management, visitors, and benefits best:

The management of the Row River Trail is a coordinated effort between BLM, the City of Cottage Grove, and other federal and state agencies, nonprofit organizations and businesses in Cottage Grove. In addition, the U.S. Army Corps of Engineers, Umpqua National Forest, Oregon Department of Parks and

Recreation, Lane County Parks, Cottage Grove Chamber of Commerce, and the Cottage Grove Economic Business Improvement District Board all actively support and endorse the Row River Trail.

The trail attracts an estimated 100,000 visitors annually and the majority of these visits are from Cottage Grove and the surrounding rural communities of Lane County. The trail is a keystone project that has helped with the economic recovery of Cottage Grove, Culp Creek, Oakridge and surrounding rural communities in Lane County. It is promoted as a regional and national attraction and has helped the City successfully make the transition from a timber-based economy to a diversified economy which includes a recreation and tourism base resource.

It is anticipated that use will continue to increase in the future as the population of Cottage Grove and Lane County continues to grow. Tourism is increasing in Lane County and the Cottage Grove Chamber of Commerce and other local businesses actively promote the trail as a destination for outdoor recreation for bicycling, hiking, running, horseback riding, in-line skating, and other trail uses.²⁶

A mobility hub located at the Row River Trailhead park location has the opportunity to build upon this momentum and connect local residents as well as the Eugene, Cascade and Coast region's annual five million visitors²⁷ to Dorena Lake, Culp Creek, and the Umpqua National forest. It also supports the State of Oregon's Public Transportation Plan, which identifies mobility hubs as an important opportunity for leveraging and improving connections between modes. A mobility hub would also support the Oregon Public Transportation Plan's Strategy 2.3C:

Strategy 2.3C: Link public transportation routes at mobility hubs where there are easy transfers between routes, modes, and neighboring systems. Such facilities include transit stations or centers where multiple routes meet, bus and rail modes meet, or there are park and ride facilities. Expand existing mobility hubs, as needed, to accommodate better connections.

Opportunities to fund a feasibility study include the Federal Highway Administration's Federal Lands Access Program (FLAP). FLAP was established to "improve transportation facilities that provide access to, are adjacent to, or are located within Federal lands."²⁸ The Row River Trail provides access to Federal lands in the Umpqua National Forest, and a mobility hub at its westernmost trailhead within the Cottage Grove city limits is positioned to enhance connectivity and access consistent with this funding program. Each state receives an allocation of FLAP funds using a statutory formula based on road mileage, number of bridges, land area, and visitation. Individual states request project applications through a call for projects. As of May 2021, the Oregon Program Decisions Committee did not have a firm date for the next request for proposals under FLAP, but another request was anticipated in 2021.²⁹ Another option for feasibility study funding is the Oregon Transportation Growth Management (TGM) Program. TGM Planning Grants help local jurisdictions plan for streets and land to more livable, sustainable, and economically vital communities.³⁰ The TGM program awards these grants on an annual basis.

²⁶ <https://www.americantrails.org/resources/row-river-national-recreation-trail-cottage-grove-oregon>

²⁷ https://assets.simpleviewinc.com/simpleview/image/upload/v1/clients/lanecounty/Visitor_Matters_Brochure_2020_e74dd366-7dda-4eeb-baae-b423a6391141.pdf

²⁸ <https://highways.dot.gov/federal-lands/programs-access>

²⁹ <https://highways.dot.gov/federal-lands/programs-access/or>

³⁰ <https://www.oregon.gov/lcd/TGM/Pages/Planning-Grants.aspx>

FIGURE 8-3: CAPITAL STRATEGIES

#	Capital Strategy	Related TDP Objectives	Timeframe	Agency	Additional Considerations & Opportunities
1	Conduct an inventory of existing transit facilities	2-Safety & Access 3-Transportation Options 5-Equity 6-Capital Needs 7-Convenience	Short-Term	CG, SLW, LTD, Creswell	Related Strategies: Capital Strategies 3, 4, 5, 6; Management Strategy 3
2	Conduct a feasibility study for the development of a mobility hub at the Row River Trailhead Park	2-Safety & Access 3-Transportation Options 5-Equity 6-Capital Needs 7-Convenience 9-Coordinated Improvements 11-Reduce Vulnerability 12-Community & Economic Development	Short-Term	CG	Funding Opportunities: TGM, FLAP
3	Provide wayfinding signage	2-Safety & Access 3-Transportation Options 4-Outreach & Education 5-Equity 6-Capital Needs 7-Convenience	Medium-Term	CG	Related Strategies: Capital Strategies 1, 4, 6; Management Strategy 3
4	Provide shelters, lighting and benches at transit stops	2-Safety & Access 3-Transportation Options 5-Equity 6-Capital Needs 7-Convenience	Medium-Term	CG, LTD	Related Strategies: Capital Strategies 1, 3, 5, 6
5	Provide free internet access at transit stops	5-Equity 7-Convenience	Medium-Term	CG, LTD, Creswell	Related Strategies: Capital Strategies 1, 4, 6
6	Encourage ADA accessible sidewalk and bicycle connections to transit; coordinate with the development of the Pedestrian and Bicycle Master Plan	2-Safety & Access 3-Transportation Options 5-Equity 6-Capital Needs 7-Convenience 10-Environmental Sustainability 12-Community & Economic Development	Long-Term	CG, LC, Creswell	Related Strategies: Service Strategy 1, Capital Strategies 1, 3, 4, 5, 7; Management Strategies 3, 8
7	Purchase ADA compliant vehicles equipped with luggage space and bike racks and owned by the City of Cottage Grove or South Lane Wheels; explore the feasibility of alternative fuel vehicles	3-Transportation Options 6-Capital Needs 10-Environmental Sustainability 11-Reduce Vulnerability 12-Community & Economic Development	Long-Term	CG, SLW	Related Strategies: Service Strategies 3, 7 Funding Opportunities: STIF

Note: CG = City of Cottage Grove, SLW = South Lane Wheels, LTD = Lane Transit District, STIF = Statewide Transportation Improvement Fund. FLAP = Federal Lands Access Program, TGM = Transportation Growth Management, LC = Lane County

MANAGEMENT STRATEGIES

Management strategies address Cottage Grove area issues, gaps, and needs relating to transit governance, coordination, partnerships, planning, decision-making, and operations (Figure 8-4).

Feedback from the community indicated a lack of awareness about existing transit services in the Cottage Grove area. For example, nearly half of survey respondents indicated that they never use transit, and many implied that they would use transit more often if service went where they needed it to go or if service were closer to their home; however, South Lane Wheels offers door-to-door services that pick up and drop off in any requested location in the travelshed. There is a need to educate the community about the services offered and to promote transit as an alternative to driving alone in the Cottage Grove area. Several management strategies are designed to help increase awareness about transit, including enhancing marketing efforts and rebranding, creating a city-hosted website to centralize transit information, and creating a smartphone app for the same purpose.

Community feedback also raised the need for increasing the user-friendliness of transit services in the Cottage Grove area. Community members cited difficult-to-use apps and technology-based barriers to transit. An equity-focused approach is critical to ensure that people who need transit the most have safe and convenient access to services. Proposed strategies include developing an integrated fare system in addition to a website and smartphone app, while also ensuring that printed materials are available in multiple languages to those who need them and that cash payment is an option for those without a smartphone or bank account. Along with the strategies to increase awareness about available services, these strategies will support service enhancements by ensuring that people not only know about available services but also find them easy to navigate.

FIGURE 8-4: MANAGEMENT STRATEGIES

#	Management Strategy	Related TDP Objectives	Timeframe	Agency	Additional Considerations & Opportunities
1	Enhance marketing, education, and promotion efforts through print, online, and mobile platforms, e.g. through targeted Facebook ads, Google ads, etc.	4-Outreach & Education 5-Equity 12-Community & Economic Development	Short-Term	CG, SLW, LTD, Creswell	Related Strategies: Management Strategies 2, 9, 10, 11
2	Create a City-hosted website where riders can obtain information about all services available in the Cottage Grove area; complement web-based presence with printed pamphlets accessible to all Title VI populations	4-Outreach & Education 5-Equity 7-Convenience	Short-Term	CG	Related Strategies: Management Strategies 1, 4, 5, 9, 10, 11
3	Coordinate strategies from this TDP with the Pedestrian and Bicycle Master Plan that Cottage Grove has been funded to develop through the TGM Program	2-Safety & Access 3-Transportation Options 5-Equity 6-Capital Needs 7-Convenience 10-Environmental Sustainability 12-Community & Economic Development	Short-Term	CG, LC	Related Strategies: Capital Strategies 1, 3, 6; Management Strategy 8
4	Explore opportunities for the Cottage Grove area transit system to serve an expanded role in emergency response and recovery	1-Regional Coordination 11-Reduce Vulnerability	Short-Term	CG, SLW, LC, Creswell	Related Strategies: Management Strategy 5
5	Coordinate with human services agencies serving adults, seniors, people with disabilities, and veterans to provide transit services meeting the needs of these members of our community	1-Regional Coordination 2-Safety & Access 4-Outreach & Education 5-Equity 11-Reduce Vulnerability	Short-Term	SLW, Creswell	Related Strategies: Service Strategies 3, 9, 10; Management Strategies 2, 4
6	Work with Lane Transit District to provide an integrated fare system for Cottage Grove area transit users across modes	7-Convenience	Short-Term	CG, SLW, LTD	Related Strategies: Service Strategy 1 Funding Opportunities: STIF
7	Allow for cash payment options for all transit services in the Cottage Grove area	5-Equity 7-Convenience	Short-Term	CG, SLW, LTD	

#	Management Strategy	Related TDP Objectives	Timeframe	Agency	Additional Considerations & Opportunities
8	Encourage opportunities to enhance the City of Cottage Grove’s Development Code regarding pedestrian and bicycle access to transit; coordinate with the development of the Pedestrian and Bicycle Master Plan	2-Safety & Access 3-Transportation Options 5-Equity 7-Convenience 10-Environmental Sustainability 11-Reduce Vulnerability 12-Community & Economic Development	Medium-Term	CG, LC	Related Strategies: Capital Strategies 6; Management Strategy 3
9	Create a smartphone app designed to provide a centralized location for information about services available in the Cottage Grove area	4-Outreach & Education 5-Equity 7-Convenience	Medium-Term	CG	Related Strategies: Management Strategies 1, 2, 10, 11
10	Rebrand Cottage Grove’s public transportation services to a recognizable and inviting image	4-Outreach & Education	Medium-Term	CG, SLW	Related Strategies: Management Strategies 1, 2, 9, 11
11	Explore opportunities to increase tourism and economic development through mobility as a service (e.g. wine tour of Cottage Grove, buses to recreational amenities, etc.)	2-Safety & Access 7-Convenience 10-Environmental Sustainability 12-Community & Economic Development	Medium-Term	CG, SLW, Creswell	Related Strategies: Service Strategy 6; Management Strategies 1, 2, 9, 10 Funding Opportunities: FLAP

Note: CG = City of Cottage Grove, SLW = South Lane Wheels, LTD = Lane Transit District, STIF = Statewide Transportation Improvement Fund. FLAP = Federal Lands Access Program, TGM = Transportation Growth Management, LC = Lane County



9. TRANSIT FUNDING

This chapter describes current funding sources for public transportation in the Cottage Grove area and identifies other potential sources of funding for transit services.

CURRENT FUNDING SOURCES

Figure 9-1 describes current sources of funding for transit services in the Cottage Grove area.

FIGURE 9-1: CURRENT SOURCES OF FUNDING FOR TRANSIT IN THE COTTAGE GROVE AREA

Funding Source	Description
Lane Transit District Payroll Tax	Payroll and self-employment tax rates are a percentage of the wages paid by an employer and the net earnings from self-employment for services performed within the Lane Transit District boundary. This revenue is a key source of Lane Transit District funding and supports its operating budget. Lane Transit District ordinances 50 and 51 set the payroll and self-employment tax rates with a schedule for rate changes. The calendar year 2021 rate is 0.0075. ³¹ This funding source supports Lane Transit District’s Route 98 service and the LTD Connector service.
FTA 5307 Mass Transit	<i>Vehicle Replacement</i> – This is federal funding awarded to Lane Transit District and is used on the Lane Transit District Route 98 service. It is funding to keep urban fixed-route bus fleets in good condition and replaces large buses which are in service past their established useful life.
FTA 5310	<i>Enhance Mobility of Seniors and Individuals with Disabilities Discretionary Program</i> – This funding source supports projects for operations, mobility management, purchased service, and preventative maintenance for transportation providers serving seniors and individuals with disabilities in rural areas.
FTA 5311 Formula Grants	<i>Rural Areas</i> – This funding source provides capital, planning, and operating assistance to public transportation providers that support public transportation in rural areas with a population of less than 50,000. <i>CARES Act</i> – The Coronavirus Aid, Relief, and Economic Security (CARES) Act was created in response to the COVID-19 global pandemic in 2020. The CARES Act provided funds to prevent, prepare for, and respond to COVID-19. South Lane Wheels was eligible to receive CARES Act funding in 2020.
FTA 5340	<i>Formula Grants for Urban Areas</i> – FTA 5340 formula grants for urban areas support public transportation capital, planning, job access and reverse projects. For South Lane Wheels, this grant is used for preventative maintenance to vehicles.
Rural Veterans Healthcare Grant Program	This is state funding that bridges gaps and resolves barriers between Oregon’s veterans living in rural areas and the healthcare benefits they have earned. STF agencies with service areas featuring rural census tracts are eligible. Funds may be used for Operations and contract purchased services.
Special Transportation Fund (STF)	This is state funding that supports public transportation services for seniors and people of any age with disabilities. This funding is eligible for any purpose directly related to transportation services, including transit operations, capital equipment, planning, travel training, and other transit-related purposes.
Statewide Transportation Improvement Fund (STIF)	Oregon legislature passed HB2017 in 2017 and created this funding source which is dedicated to improving or expanding public transportation service in Oregon. STIF funding was awarded to the City of Cottage Grove to develop the Cottage Grove Area Transit Development Plan.
Local Funding	South Lane Wheels maintains intergovernmental agreements or contracts with the City of Cottage Grove and Lane Transit District to support public transportation in the Cottage Grove Area. Lane Transit District and South Lane Wheels entered into an intergovernmental agreement in 2019, formalizing South Lane Wheels as the LTD Connector operator.

³¹ <https://www.ltd.org/payroll-self-employment-tax-information/>

Figure 9-2 presents funding allocated to transit from the City of Cottage Grove general fund for fiscal years 2018-2021. The City of Cottage Grove passes state and federal funds through to South Lane Wheels as its primary operator. South Lane Wheels is a nonprofit organization and is therefore ineligible to apply for many state and federal funds; the City of Cottage Grove receives these funds on behalf of South Lane Wheels.

FIGURE 9-2: COTTAGE GROVE GENERAL FUND FROM FISCAL YEAR 2020-21 BUDGET

Description	FY2017-18	FY2018-19	FY2019-20	FY2020-21
MOD Transportation SLW	\$0	\$0	\$224,400	\$35,125
5311 Transportation Grant	\$80,611	\$130,488	\$130,490	\$123,965
Special Transportation Fund – SLW	\$139,823	\$163,453	\$189,945	\$99,375
Transit Development Plan	\$0	\$0		\$100,000*

*\$100,000 in STIF funding for this project was spent over fiscal years 2020 and 2021

Note: SLW = South Lane Wheels

Source: City of Cottage Grove 2020-1 Adopted Budget – General Fund

OTHER POTENTIAL FUNDING OPPORTUNITIES

Figures 9-3 and 9-4 present potential sources of operating and capital funding, respectively, that the City of Cottage Grove could explore to enhance transit services in the Cottage Grove area. Figure 9-5 presents other potential founding sources for which the City of Cottage Grove or South Lane Wheels may be eligible.

FIGURE 9-3: POTENTIAL SOURCES OF OPERATING FUNDING FOR TRANSIT IN THE COTTAGE GROVE AREA

Opportunity	Description
FTA 5339	<i>Grants for Buses and Bus Facilities Formula Program</i> – FTA 5339 provides funding to states and transit agencies through a statutory formula to replace, rehabilitate and purchase buses and related equipment and to construct bus-related facilities.
Partnerships	Partnerships with local agencies, public institutions or organizations offer opportunities to leverage capacity, revenue, and funding sources. Examples of opportunities include partnering on grant applications, contribution of funds, providing physical space to house buses or transit stops, and fare discounts in exchange for local revenue.
Dedicated Property Tax	Property taxes generate revenues based on property value assessments. General fund monies used for transit operations often come from local property taxes, but property tax levies are also potential sources for dedicated transit revenues. An independent transportation district with taxing authority and a policy board focused on providing transit is likely required to administer a dedicated levy for transit operations.
Transportation Fees	Rather than using general funds or property tax revenue, some cities have successfully established a transportation utility fee. For example, the City of Corvallis has used a fee to replace the City’s general fund as the primary source of local transit funding. Previously, Corvallis’ primary source of local transit funds was property tax revenue through the City’s general fund. In February 2011, the City established a local funding source from the City’s Transit Operations Fee (TOF), which now represents the City’s second largest source of transit funding. The TOF is charged monthly to utility customers to generate revenue for Corvallis Transit System (CTS) operations and no other purpose. The establishment of an alternative

Opportunity	Description
	source of dedicated transit funding through the TOF freed up the property tax funding allocated to transit for other City services such as police, fire, library, parks and recreation, and community planning. The TOF provided a stable source of local funding to be used as match for state and federal funds and allowed Corvallis to eliminate fares on all CTS routes.
Advertising	Transit systems can raise revenues by selling advertising to businesses and nonprofit organizations. Opportunities for advertising include ads inside the bus, ads on the outside of buses, and ads in stations or at stops. Successful advertising campaigns are usually facilitated by a third-party advertising vendor. Advertising typically generates a small portion of total revenue but can be used for operations, administration, and/or capital expenses. Rather than an exchange of funds, corporations could also sponsor components of the service in return for brand visibility. Transit agencies should be cautious of potential issues such as controlling the advertising content and interference with the agency’s overall branding.
Sponsorship or Naming Rights	Similar to advertising, sponsors can be solicited to provide funding in return for naming rights of transit properties. Historically, the selling of naming rights to people or organizations that make a donation for a capital improvement was most common for large organizations, such as universities or hospitals. Selling naming rights has become more common among smaller organizations and some transit agencies sell naming rights to vehicles, stations, or transit corridors.

FIGURE 9-4: POTENTIAL SOURCES OF CAPITAL FUNDING FOR TRANSIT IN THE COTTAGE GROVE AREA

Opportunity	Description
Debt Financing	<p>Debt financing is an option for major construction projects (e.g. multimodal centers, rail projects). This option can be used to mitigate the immediate impacts of significant capital improvement projects and spread costs over the useful life of a project. Though interest costs are incurred, the use of debt financing can serve not only as a practical means of funding major improvements, but is also viewed as an equitable funding strategy, spreading the burden of repayment over existing and future customers who will benefit from the projects. The obvious caution in relying on debt service is that a funding source must still be identified to fulfill annual repayment obligations.</p> <p>The Oregon Transportation Infrastructure Bank (OTIB) is a potential source for cities to borrow funds for transportation improvement projects. The OTIB is a statewide revolving loan fund. Projects eligible to receive funding include roadway improvements, bicycle and pedestrian access, and transit capital projects.</p>
Public-Private Partnerships	A public-private partnership is a mutually beneficial agreement between both entities that seeks to increase revenues or improve the value of an asset. Public-private partnerships include private entities that rent space for concessions, shared right-of-way with organizations such as a utility, shared fueling facilities for alternative fuel vehicles, and other opportunities. Transit funding from public-private partnerships is most likely to be for capital projects such as a mixed-use development that constructed a transit station or center.

FIGURE 9-5: POTENTIAL GRANT OPPORTUNITIES

Opportunity	Description
AARP Community Challenge	Grants are available for projects that deliver a range of transportation and mobility options that increase connectivity, walkability, bikeability, wayfinding, access to transportation options, and roadway improvements, including projects that result in permanent physical improvements in the community, temporary demonstrations that lead to long-term change, and new, innovative programming or services. Grant awards range from hundreds of dollars to tens of thousands of dollars. Nonprofits and government agencies are eligible to apply.
Federal Emergency Management Agency (FEMA) Transit Security Grant Program (TSGP)	The TSGP provides funding to eligible public transportation systems (which include intra-city bus, ferries, and all forms of passenger rail) to protect critical transportation infrastructure and the traveling public from terrorism, and to increase transportation infrastructure resilience.
FEMA Intercity Bus Security Grant Program (IBSGP)	The IBSGP provides funds to eligible private operators of intercity over-the-road bus transportation systems to protect critical transportation infrastructure and traveling public from acts of terrorism, and to increase transportation infrastructure resilience.
Federal Lands Access Program (FLAP)	FLAP was established to improve transportation facilities that provide access to, are adjacent to, or are located within federal lands. FLAP supplements state and local resources for public roads, transit systems, and other transportation facilities, with an emphasis on high-use recreation sites and economic generators. Eligible activities include operation and maintenance of transit facilities, including the operation of all components of a transit system and the acquisition of public transportation vehicles.
Helping Obtain Prosperity for Everyone Program (HOPE)	In keeping with the U.S. Department of Transportation’s focus on addressing the deteriorating conditions and disproportionately high fatality rates on our rural transportation infrastructure, FTA’s HOPE Program supports projects that will address the transportation challenges faced by areas of persistent poverty.
Integrated Mobility Innovation	FTA’s Integrated Mobility Innovation Program funds projects that demonstrate innovative and effective practices, partnerships, and technologies to enhance public transportation effectiveness, increase efficiency, expand quality, promote safety, and improve the traveler experience.
National Rural Transit Assistance Program (RTAP) Community Rides Program	The RTAP Community Rides Program offers current recipients and subrecipients of FTA Formula Grants for Rural Areas (Section 5311) program the opportunity to apply for grant awards of up to \$100,000 for projects that develop or strengthen transportation partnerships that improve social determinants of health in rural and tribal communities. There is no minimum grant award, and local match is not required.
Transportation Growth Management (TGM) Program	TGM Planning Grants help local jurisdictions plan for streets and land to lead more livable, sustainable, and economically vital communities. This planning increases opportunities for transit, walking, and bicycling.



10. PERFORMANCE MONITORING

This chapter describes current performance monitoring and presents additional optional performance measures to help track progress toward TDP goals in the Cottage Grove area.

Performance measurement helps transit providers monitor the extent to which transit services are embodying their vision and achieving their goals. It is also a valuable tool for ongoing monitoring and management of all aspects of service delivery, ensuring accountability and transparency, and providing support for decision-making. Public transit providers may be required to report on specific performance measures by a funder or may choose to track optional performance measures and targets that enable them to monitor progress toward their goals. Though performance measurement can be a useful tool, data availability and staff capacity can limit the number and type of performance measures that an agency can reasonably track. To this end, this chapter provides a summary of the performance measures the City of Cottage Grove is already tracking and introduces optional performance measures the City may opt to track given data availability and staff capacity. For the purpose of this project, the following definitions apply:

Performance measures quantify characteristics of existing transit operations. A performance measure can be used as a basis for comparison to a desired goal, to peer systems, or to past performance. A good set of performance measures should rely on readily available data and focus on key aspects of operations.

Performance targets are values for specific performance measures. They set the expectations for acceptable levels of performance. A single performance measure may have multiple targets based on the service type, operating period, or geographic zone being evaluated. When setting performance targets, a transit provider needs to balance industry norms, its goals and objectives, and any requirements from funding or other sources.

CURRENT PERFORMANCE MEASURES

Transit providers that receive or utilize FTA funding are required to report financial, operating, and asset condition information to the National Transit Database (NTD).³² The NTD, established by Congress in 1974, is the primary source of information on transit agencies in the United States. The FTA submits an annual NTD report to Congress summarizing transit service as well as asset and safety data, which is used to apportion funding to transit agencies. Reporting to NTD is a prerequisite for receiving FTA funds, including Urban Area Formula Grants (\$5307) and Formula Grants for Rural Areas (\$5311). Agencies that do not receive FTA funding may voluntarily submit data to NTD.³³

NTD reporting requirements depend on the type of FTA funding (urban or rural) and type or level of service provided. The City of Cottage Grove is a sub-recipient of FTA \$5311 funds from the State of Oregon; these funds are passed directly through to South Lane Wheels. As the recipient, the City of

³² Title 49 United States Code (U.S.C.) §5335(a)

³³ FTA Office of Budget and Policy, *National Transit Database 2019 Policy Manual*.

Cottage Grove is responsible for reporting to FTA on behalf of South Lane Wheels as a Reduced Reporter – General Public Transit. Figure 10-1 lists the data that the City of Cottage Grove reports to NTD.

FIGURE 10-1: DATA REPORTED BY THE CITY OF COTTAGE GROVE TO NTD IN 2019

Performance Measure	NTD Reporting Form
Operations and Capital Expenses by Mode Type	RR-20
Revenues by Mode Type	RR-20
Other Directly Generated Funds	RR-20
Revenues Accrued Through a Purchased Transportation Agreement	RR-20
Funding Sources (Federal and Non-Federal)	RR-20
Number of Volunteer Drivers	RR-20
Number of Personal Vehicles in Service	RR-20
Annual Vehicle Revenue Miles by Mode	RR-20
Annual Unlinked Passenger Trips by Mode	RR-20
Annual Vehicles of Maximum Service by Mode	RR-20
Sponsored Services Unlinked Passenger Trips by Mode	RR-20
Reportable Incidents	RR-20
Fatalities	RR-20
Injuries	RR-20
Rolling Stock – Percent of Revenue Vehicles That Have Met or Exceeded Their Useful Life Benchmark	A-90
Equipment – Percent of Service Vehicles That Have Met or Exceeded Their Useful Life Benchmark	A-90
Facility – Percent of Facilities Rated Below 3 on the Condition Scale	A-90

In addition to NTD reporting requirements, South Lane Wheels tracks performance measures to report to Lane Transit District and the State of Oregon. Because South Lane Wheels operates the LTD Connector service within the Cottage Grove city limits, South Lane Wheels provides monthly reports with service and vehicle maintenance data to Lane Transit District. As a recipient of State grant funding, including the Statewide Transportation Improvement Fund (STIF) program that funded the development of this TDP, South Lane Wheels also reports on safety, asset, operations, and financial data through the Oregon Public Transit Information System (OPTIS). South Lane Wheels also tracks daily rides and fare instruments for internal performance monitoring. Figure 10-2 includes a list of these additional performance measures.

FIGURE 10-2: ADDITIONAL PERFORMANCE MEASURES TRACKED BY SOUTH LANE WHEELS

Performance Measure	Reported To
Total Trips by Service Type and Rider Type	LTD, CG
Total Miles Driven by Service Type and Rider Type	LTD, CG
Total Vehicle Hours by Service Type	LTD, CG
Number of Wheelchair Rides	LTD, CG
Route Accommodations	LTD, CG

Performance Measure	Reported To
People Count	LTD, CG
Self-Pay Ride Refusal	LTD, CG
Riders by Trip Purpose	LTD, CG
Accident Type	LTD, OPTIS
Number of Fatalities	LTD, OPTIS
Number of Injuries	LTD, OPTIS
Civil Rights Complaints	LTD, CG, OPTIS
In-Kind Contributions / Volunteer & Non-Cash Resources	LTD, CG, OPTIS
Fleet Summary (Including Vehicle Condition) / Vehicle Inventory	LTD, OPTIS
Vehicles Out of Service (Idle for More Than 90 Days)	LTD, OPTIS
Total Passenger One-Way Rides	LTD, CG, OPTIS
Seniors & Individuals with Disabilities Rides	LTD, CG, OPTIS
Revenue Operation Hours	LTD, CG, OPTIS
Revenue Service Mileage	LTD, CG, OPTIS
Revenue and Expenses by Type	LTD, CG, OPTIS
Rail and Public Transit Division-Funded Signs/Shelters Condition	OPTIS
On/Off by Stop and Passenger Type (including seniors, youth, general public, disabled, wheelchair, child, and aide)	SLW Internal
LTD Connector Fare Instrument Per Day by Type	LTD, CG, SLW Internal

Note: LTD = Lane Transit District; CG = City of Cottage Grove; OPTIS = Oregon Public Transit Information System; SLW = South Lane Wheels

OPTIONAL PERFORMANCE MEASURES

This section provides potential performance measures for the City of Cottage Grove’s consideration (Figure 10-3). The intent of including these optional performance measures is to provide tools that could be used to further track this TDP’s public transportation goals. The performance measures are presented as options based on what other peer public transportation providers have chosen to measure. The City of Cottage Grove may opt to begin tracking additional performance measures as a baseline and add relevant performance targets later, as desired. Figure 10-3 provides the optional performance measures, potential data sources, and the TDP goals they would support. They could be implemented immediately upon finalization of this TDP or phased in as feasible.

FIGURE 10-3: COTTAGE GROVE AREA TDP OPTIONAL PERFORMANCE MEASURES

Service Type	Performance Measure	Potential Data Source	Related TDP Goals
FR	Percent of bus stops that are ADA accessible	Field Survey	1-Safety 4-Accessibility 6-Equity
FR	Percent of bus stops with shelters	Field Survey	1-Safety 2-Convenience
FR	Percent of bus stops with pedestrian access	Field Survey	1-Safety 2-Convenience 4-Accessibility 5-Environmental Sustainability 6-Equity 8-System Resilience

Service Type	Performance Measure	Potential Data Source	Related TDP Goals
FR	Percent of bus stops with bicycle access	Field Survey	1-Safety 2-Convenience 4-Accessibility 5-Environmental Sustainability 6-Equity 8-System Resilience
FR, DR	Transit mode share	Census	4-Accessibility 5-Environmental Sustainability 8-System Resilience
FR, DR	Percent of public transportation vehicle fleet that is low- or zero-emission	Agency Data	5-Environmental Sustainability 7-Financial Stability 8-System Resilience
FR, DR	Percent of vehicles exceeding useful life	Agency Data	1-Safety 7-Financial Stability 8-System Resilience
FR, DR	Total passengers per service hour	Agency Data	3-Reliability 7-Financial Stability
FR, DR	Service miles per service hour	Agency Data	3-Reliability 7-Financial Stability
FR, DR	Cost per vehicle mile	Agency Data	3-Reliability 7-Financial Stability
DR	No show/late cancellation rate	Agency Data	7-Financial Stability
DR	Reservation call hold time/schedule response time	Agency Data	2-Convenience 3-Reliability 7-Financial Stability
DR	Percent pickups within 10 minutes of scheduled time	Agency Data	2-Convenience 3-Reliability 7-Financial Stability
DR	DR service level (miles and hours) per capita in Census Blocks with higher concentrations of Communities of Concern	Agency Data	4-Accessibility 6-Equity 8-System Resilience
DR	Number of veterans utilizing transit	Agency Data	4-Accessibility 6-Equity
MOD, DR	Percent of users booking services without using the app	Transit App Data	4-Accessibility 6-Equity
MOD, DR	Percent of users paying for services in cash	Transit App Data	4-Accessibility 6-Equity
MOD	Number of trips requested or planned through the MOD system	Transit App Data	2-Convenience 3-Reliability 4-Accessibility
MOD	Number of trips completed by users of the MOD system compared to number of trips ordered	Transit App Data	2-Convenience 3-Reliability 4-Accessibility

Note: FR = Fixed Route; DR = Demand Response; MOD = Mobility on Demand



11. LOOKING FORWARD

The intent of the Cottage Grove Area Transit Development Plan is to provide a framework to guide future decisions about public transportation strategies and investments within the Cottage Grove area. This TDP establishes community driven vision, values, goals, and objectives for the future of public transportation. It documents the transit needs within the Cottage Grove area as articulated by residents, stakeholders and a look towards future population and employment and provides strategies to meet those needs. This TDP will serve as a roadmap to meet increasing demand for public transportation as a viable transportation option.

APPENDICES

Appendix A: Existing Conditions

Appendix B: Peer Analysis

Appendix C: Plan and Policy Review

Appendix D: Public Participation Report

Appendix E: Draft Vision, Values, Goals, Objectives, and Performance Measures

Appendix F: Needs Assessment

Appendix G: Resolution #2046 Adopting the Cottage Grove Area TDP



Appendix A: Existing Conditions

COTTAGE GROVE AREA TRANSIT DEVELOPMENT PLAN

DATE: November 25, 2020
 TO: Cottage Grove Area TDP Project Management Team
 FROM: Lane Council of Governments: Kelly Clarke, Rachel Dorfman, Syd Shoaf
 SUBJECT: Cottage Grove Area Existing Conditions

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Purpose

The intent of this Existing Conditions memo is to provide a summary of the Cottage Grove Area community and transportation system. It will serve as a framework for the Cottage Grove Area Transit Development Plan (CGA TDP) and inform project analysis and recommendations.

Study Area

The CGA TDP study area includes the City of Cottage Grove and its travelshed. With a population of 10,083,¹ Cottage Grove is the largest city in Lane County outside of the Eugene-Springfield Metropolitan Area. The City boundary covers 3.9 square miles in southern Lane County and contains a population density of 2,607 people per square mile.² The Immediate Travelshed reflects the geography within which Cottage Grove area residents travel on a regular basis to meet daily needs related to work, education, medical and social services, recreation, and shopping. The Immediate Travelshed extends south to northern Douglas County, north to the Eugene-Springfield Metropolitan Area, and east-west from Dorena and Cottage Grove Lakes to Lorane (Map 1). The Larger Travelshed extends the Immediate Travelshed area to the southwest to include Elkton and Roseburg (Map 2).

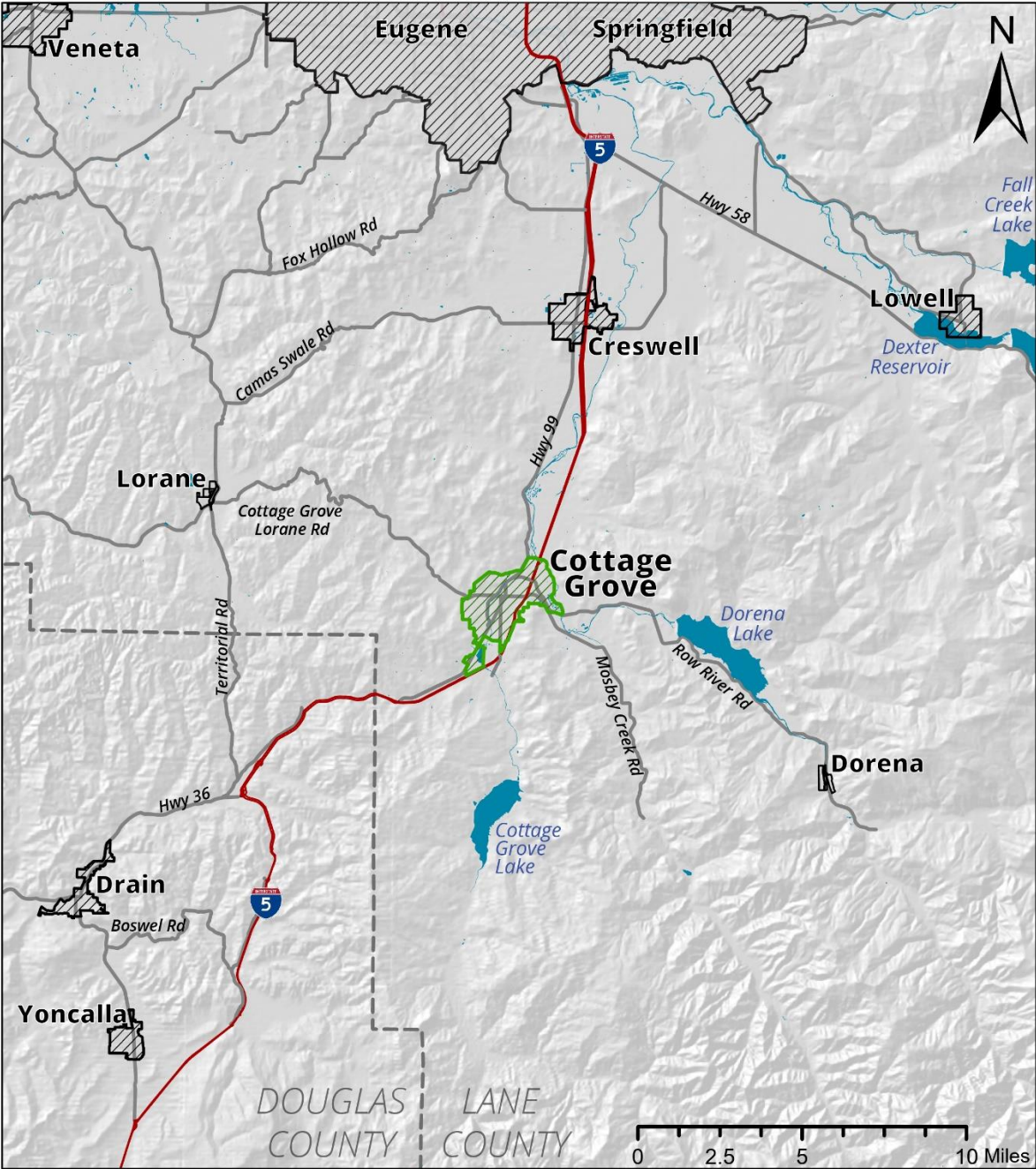
For the purposes of gathering data, the travelshed for the Cottage Grove area is represented by 11 Census Tracts³ as shown on Map 3. These Census Tracts include the majority of current service trips and together they represent the larger area from which future transit services are expected to originate.

¹ U.S. Bureau of the Census, American Community Survey 2018 5-Year Estimates

² U.S. Bureau of the Census, Census Reporter: Cottage Grove city, Oregon Profile

³ The SLW travelshed includes nine Census tracts in southern Lane County (41039000800, 41039001101, 41039001700, 41039001102, 41039001201, 41039001202, 41039001301, 41039001302, and 41039001400) and two Census tracts in northern Douglas County (41019030000 and 41019040000).

Map 1: Cottage Grove Area Immediate Travelshed



**Cottage Grove Area
Transit Development Plan
Immediate Travelshed**

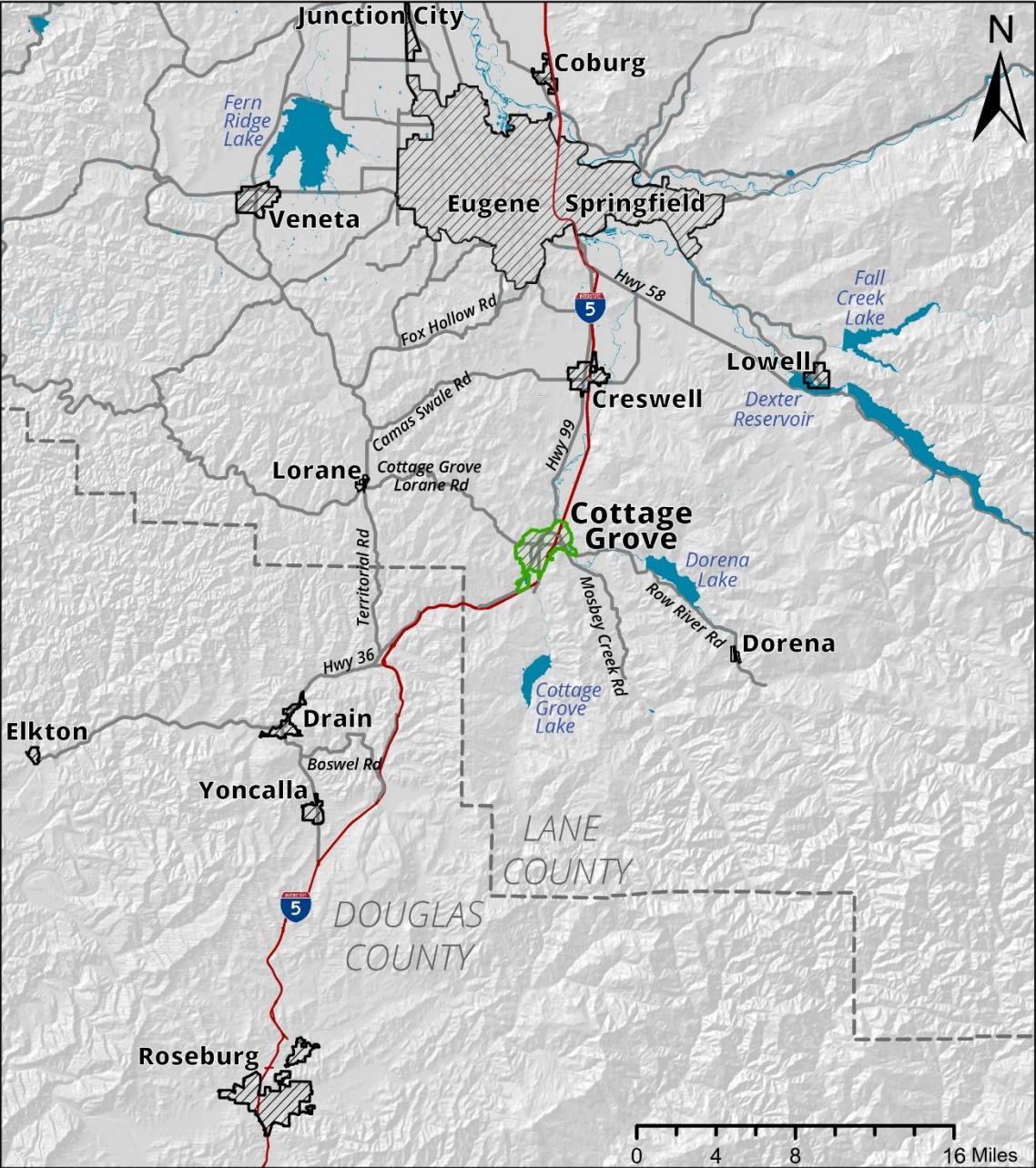
The information on this map was derived from digital databases on Lane Council of Governments' regional geographic information system. Care was taken in the creation of this map, but it is provided 'as is'. LCOG cannot accept any responsibility for errors, omissions, or positional accuracy in the digital data or the underlying records. There are no warranties, expressed or implied, accompanying this product. However, notification of any errors will be appreciated.

- Urban Growth Boundaries
- Unincorporated Community
- Bodies of Water
- County Boundary
- Interstate Highways
- Roads



Source: Lane Council of Governments GIS Services

Map 2: Cottage Grove Area Larger Travelshed



**Cottage Grove Area
Transit Development Plan
Larger Travelshed**

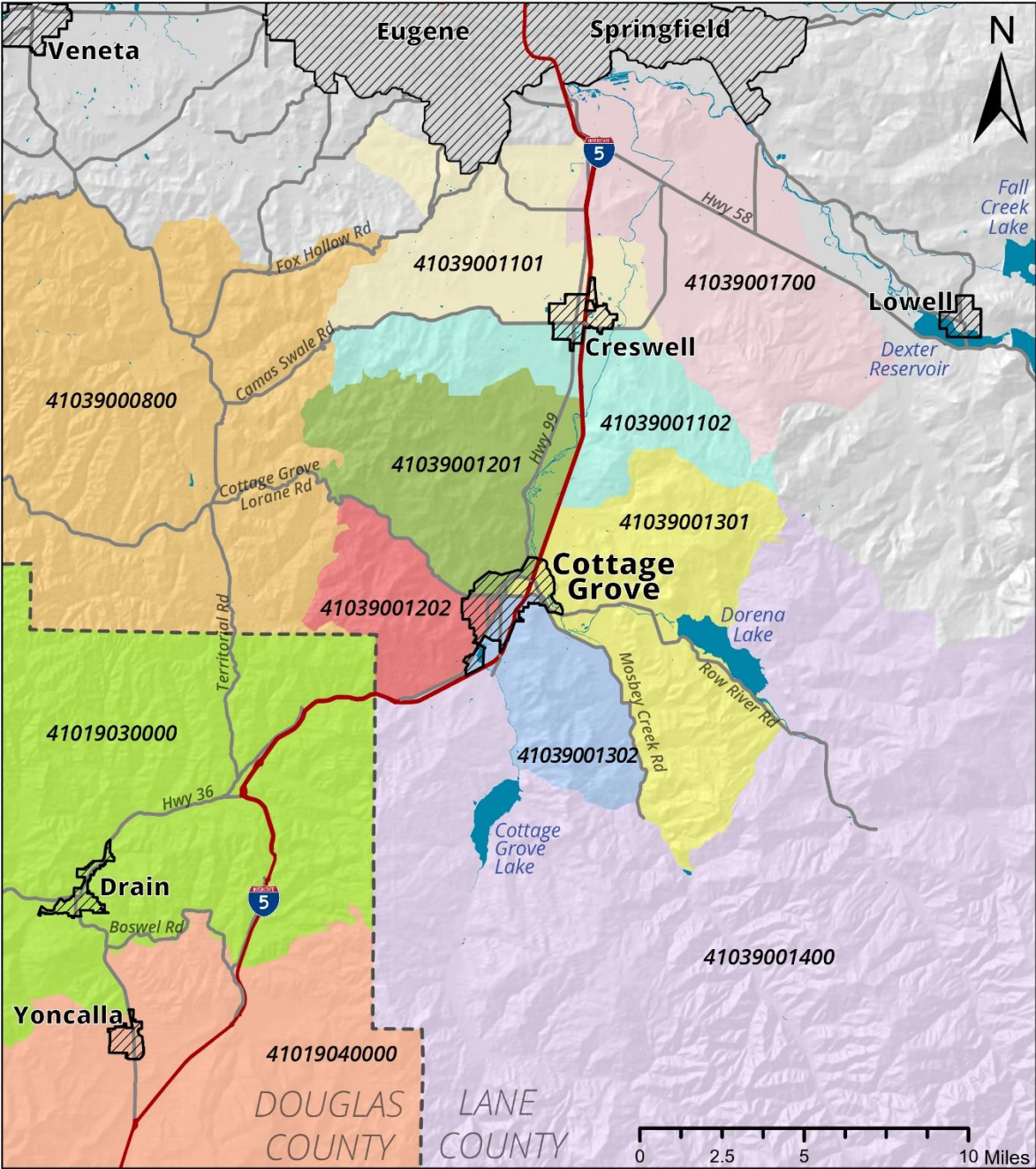
The information on this map was derived from digital databases on Lane Council of Governments' regional geographic information system. Care was taken in the creation of this map, but it is provided 'as is'. LCOG cannot accept any responsibility for errors, omissions, or positional accuracy in the digital data or the underlying records. There are no warranties, expressed or implied, accompanying this product. However, notification of any errors will be appreciated.

-  Urban Growth Boundaries
-  Unincorporated Community
-  Bodies of Water
-  County Boundary
-  Interstate Highways
-  Roads



Source: Lane Council of Governments GIS Services

Map 3: Census Tracts Included in Cottage Grove Area Travelshed



**Cottage Grove Area
Transit Development Plan
Travelshed with Census Tracts**

The information on this map was derived from digital databases on Lane Council of Governments' regional geographic information system. Care was taken in the creation of this map, but it is provided 'as is'. LCOG cannot accept any responsibility for errors, omissions, or positional accuracy in the digital data or the underlying records. There are no warranties, expressed or implied, accompanying this product. However, notification of any errors will be appreciated.

- Urban Growth Boundaries
 - Bodies of Water
 - County Boundary
 - Interstate Highway
 - Roads
- Census Tracts:
- 41019030000
 - 41019040000
 - 41039000800
 - 41039001101
 - 41039001102
 - 41039001201
 - 41039001202
 - 41039001301
 - 41039001302
 - 41039001400
 - 41039001700



Source: Lane Council of Governments GIS Services

Community Profile

This section presents a community profile for the Cottage Grove area, including an overview of demographics, households, employment trends, and existing land use. The analysis utilizes American Community Survey (ACS) data, which, unlike the Decennial Census, produces estimates based on a sample of the population. Because ACS estimates are based on a sample rather than a count, there is a level of error inherent in ACS data; accordingly, each ACS estimate has its own margin of error (MOE). ACS margins of error are based on a 90-percent confidence level, and confidence bounds can be created by adding or subtracting the MOE from each estimate. For some detailed tabulations, and especially for smaller geographies, MOEs can be quite large relative to the estimate. The Census recommends against using data when the MOE is larger than the estimate. The following analysis follows this recommendation.

Demographic Overview

Table 1 provides a demographic overview of Cottage Grove, the travelshed, and, for context, Oregon as a whole. Cottage Grove, which represents roughly 25% of the travelshed population, has a median income of \$47,316 compared to \$59,393 statewide (including the Portland Metro area). The median home value is \$180,200 compared to \$287,300 statewide. The unemployment rate is 5.3% in Cottage Grove compared to 4.0% in the travelshed and 3.7% statewide.

Table 1: Demographic Overview, 2018

	Cottage Grove	Travelshed	Oregon
Total population	10,083	41,931	4,081,943
Median age	39	--	39.2
Median household income	\$47,316	--	\$59,393
Median home value	\$180,200	--	\$287,300
Occupied housing units	3,968	16,840	1,591,835
Owner-occupied	64%	75%	62%
Renter-occupied	36%	25%	38%
Unemployment Rate	5.3%	4.0%	3.7%

Source: U.S. Bureau of the Census, 2018 ACS 5-Year Estimates (Tables S0101, DP04, DP03)

Note: Because the travelshed includes 11 Census Tracts, median figures cannot be calculated.

Population

Population growth and population density are important indicators of a community’s need for public transportation services. These indicators can help providers understand and anticipate current and future demand for services. Expected growth in population may indicate a growth in demand for services, while population density can identify neighborhoods and destinations that can or should be included on transit routes.

Tables 2 and 3 show historic and projected growth in Cottage Grove, Creswell, Lane County, Douglas County, and Oregon. Over the 18-year period from 2000 to 2018, Creswell, the second largest city inside

the travelshed area, experienced the greatest growth (48%). Cottage Grove and the state of Oregon both experienced 19% growth, while Lane County and Douglas County are forecasted to increase by 14% and 10% respectively. All five geographies experienced more growth in the period from 2000 to 2010 than from 2010 to 2018; notably, Creswell grew by 41% from 2000 to 2010, compared with 5% in the following eight years. From 2018 to 2040, the populations of Cottage Grove and Creswell are expected to grow at an average annual growth rate of 0.5% and 1.2%⁴, respectively, leading to 14% growth in Cottage Grove and 38% growth in Creswell over that timeframe. Lane County and Douglas County are both expected to grow by 13%, which is lower than the state’s expected growth of 24%.

Table 2: Historic population growth, 2000 to 2018

	2000	2010	2018	Change 2000-2010	Change 2010-2018	Change 2000-2018
Cottage Grove	8,445	9,686	10,083	15%	4%	19%
Creswell	3,579	5,031	5,291	41%	5%	48%
Lane County	322,959	351,715	368,882	9%	5%	14%
Douglas County	100,399	107,667	110,283	7%	2%	10%
Oregon	3,421,399	3,831,074	4,081,943	12%	7%	19%

Source: U.S. Bureau of the Census, 2000 DEC Summary File 1 (Table P001), 2010 DEC Summary File 1 (Table P1) and 2018 ACS 5-Year Estimates (Table S0101)

Table 3: Projected population growth, 2018 to 2040

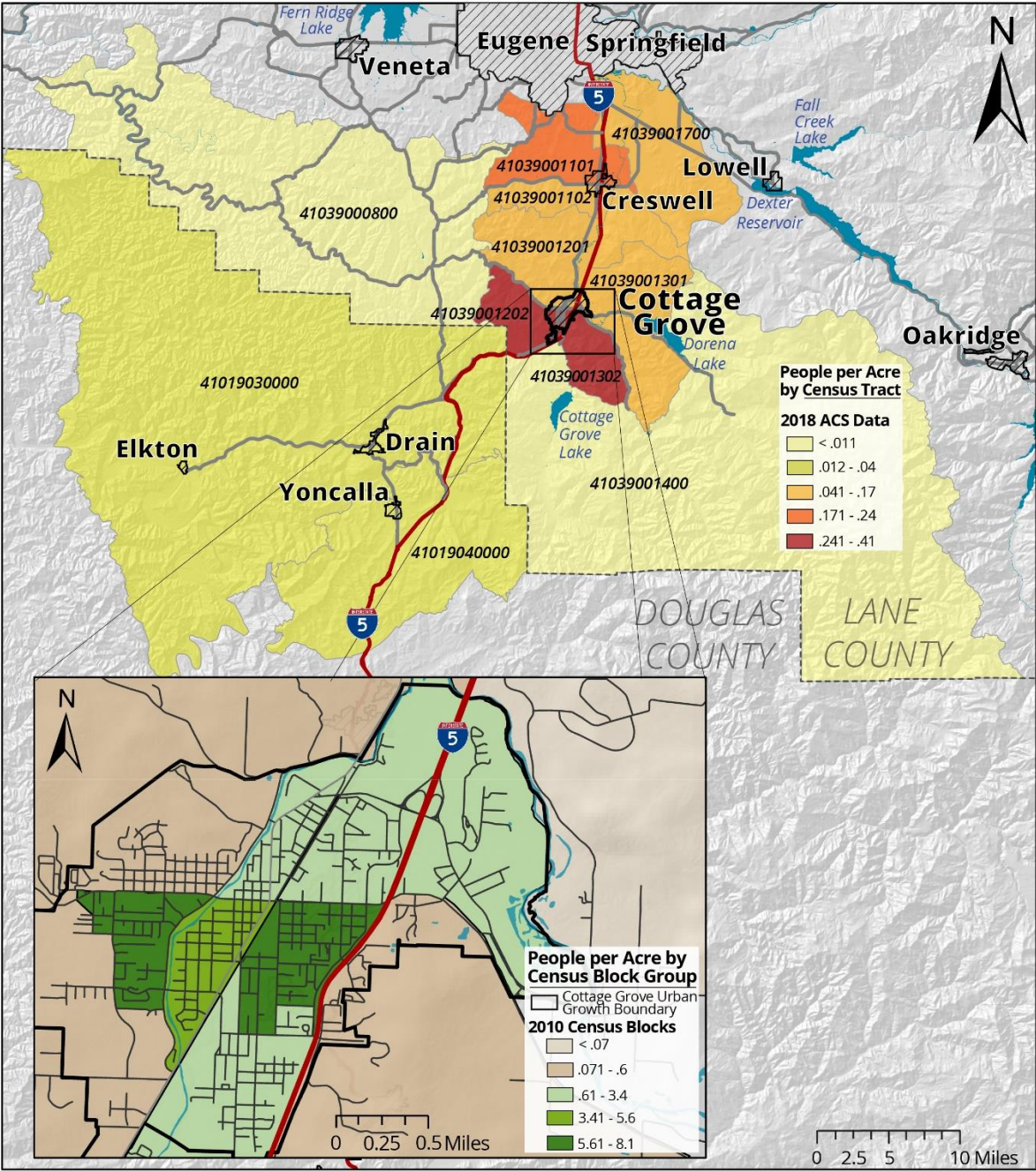
	2018	2040	Change
Cottage Grove	10,083	11,450	14%
Creswell	5,291	7,300	38%
Lane County	368,882	417,901	13%
Douglas County	110,283	125,169	13%
Oregon	4,081,943	5,044,000	24%

Source: U.S. Bureau of the Census 2018 ACS 5-Year Estimates (Table S0101) and PSU Coordinated Population Forecast for Lane County, 2018 to 2068

Map 4 shows population density per acre by Census Tract in the Cottage Grove area. In the larger travelshed area on Map 4, most of the population density is centered around the cities of Cottage Grove and Creswell along the I-5 corridor. The larger Census Tracts south and west of Cottage Grove are predominantly rural, with fewer people per acre. The inset shows population density by Census Block Group inside City limits. Population density is highest in the central part of Cottage Grove west of I-5.

⁴ Portland State University Coordinated Population Forecast for Lane County, 2018 to 2068

Map 4: Population Density in the Cottage Grove Area



Cottage Grove Area Transit Development Plan Population Density

The information on this map was derived from digital databases on Lane Council of Governments' regional geographic information system. Care was taken in the creation of this map, but it is provided 'as is'. LCOG cannot accept any responsibility for errors, omissions, or positional accuracy in the digital data or the underlying records. There are no warranties, expressed or implied, accompanying this product. However, notification of any errors will be appreciated.

- Urban Growth Boundaries
 - Bodies of Water
 - County Boundary
 - Interstate Highway
 - Roads
- | | | | | |
|--------|------------|------------|------------|------------|
| < .011 | .012 - .04 | .041 - .17 | .171 - .24 | .241 - .41 |
| < .07 | .071 - .6 | .61 - 3.4 | 3.41 - 5.6 | 5.61 - 8.1 |



Source: Lane Council of Governments GIS Services

TRANSIT-SUPPORTIVE POPULATIONS

Lack of transportation can be a significant barrier to accessing employment, healthcare, education, and other public services, particularly in rural areas. Transit fills a critical mobility gap for populations who do not have access to a personal vehicle to meet their needs. Understanding which populations may be more likely to rely on public transportation can provide clues to demand for transit in a community.

Transit-supportive populations include people over 65 or under 18, people of color, people with limited English proficiency, people with a disability, people with low to moderate incomes, households with no vehicles available, and veterans. Understanding the growth or decline in transit-supportive populations, as well as their spatial distribution, can help transit planners prioritize development that meets the unique mobility needs of vulnerable populations.

In addition to market analysis, tracking transit-supportive populations within the service area is critical to ensuring compliance with Federal non-discrimination requirements. Title VI of the Civil Rights Act of 1964 prohibits “discrimination on the basis of race, color, and national origin, including matters related to language access for limited English proficient (LEP) persons”.⁵ Executive Order 12898, *Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations* of 1994 builds on Title VI and is intended “to prevent minority communities and low-income communities from being subject to disproportionately high and adverse environmental effects.”⁶ All state, local, regional, public, and private providers of fixed-route public transportation that receive Federal Transit Authority (FTA) funding are required to submit a Title VI Program detailing their compliance with Title VI requirements every three years. Similarly, all FTA grant recipients are required to integrate Environmental Justice into decision-making and environmental review. In order to meet these obligations, transit providers should understand key demographic indicators for minority,⁷ low-income,⁸ and limited English proficient (LEP)⁹ populations.

Table 4 provides an overview of transit-supportive populations in Cottage Grove, the travelshed, and Oregon. Following are some key takeaways:

- The share of the population over 65 is greater in the travelshed (22%) than Cottage Grove (16%).
- The share of the population under 18 is higher in Cottage Grove (24%) than the travelshed (20%).
- Cottage Grove and the travelshed both have resident populations that are 92% white and 8% non-white.

⁵ FTA Circular 4702.1B: Title VI Requirements and Guidelines for FTA Recipients (p. 12)

⁶ FTA Circular 4703.1: Environmental Justice Policy Guidance for Federal Transit Administration Recipients (p. 3)

⁷ According to FTA Circular 4703.1 (2012), “minority includes persons who are American Indian and Alaska Native, Asian, Black or African American, Hispanic or Latino, and Native Hawaiian and other Pacific Islander.”

⁸ According to FTA Circular 4703.1 (2012), “low-income means a person whose median household income is at or below the Department of Health and Human Services (HHS) poverty guidelines.” Providers may also develop a local threshold based on FTA grant program guidelines (family income at or below 150% of federal poverty) or a percentage of area median income, as long as the local threshold meets HHS poverty guidelines at a minimum.

⁹ According to FTA Circular 4702.1B (2012), Limited English Proficient (LEP) persons include those who report speaking English “less than very well,” “not well,” or “not at all” on the United States Census.

- More residents report having a disability in Cottage Grove and the travelshed (21% each) than Oregon (15%).
- Cottage Grove has a higher share of low-income individuals than the travelshed at all three measures of poverty. A greater share of individuals in both Cottage Grove and the travelshed live in poverty compared with the state.¹⁰
- At 12%, Cottage Grove has twice the share of occupied housing units with no vehicles available compared with the larger travelshed (6%).
- The share of veterans in Cottage Grove (10%) and the travelshed (12%) are larger than Oregon (9%).

Table 4: Overview of Transit-Supportive Populations, 2018

	Cottage Grove		Travelshed		Oregon	
	#	%	#	%	#	%
Total population	10,083	100%	41,931	100%	4,081,943	100%
65 or older	1,602	16%	9,357	22%	682,546	17%
18 or younger	2,388	24%	8,452	20%	868,178	21%
Non-white population	853	8%	3,250	8%	636,010	16%
Population speaking English less than "very well"	342	4%	Not available*	Not available*	224,339	6%
Noninstitutionalized population with disability**	2,104	21%	8,838	21%	584,576	15%
Individuals whose income in the past 12 months is below poverty level***	2,120	21%	6,387	15%	565,247	14%
Individuals with incomes below 150% of Federal poverty level***	3,506	35%	11,464	28%	932,926	23%
Individuals with incomes below 200% of Federal poverty level***	4,515	45%	15,525	37%	1,302,201	33%
Housing units with no vehicles available	482	12%	966	6%	119,031	8%
Veterans****	737	10%	4,065	12%	288,540	9%

Source: U.S. Bureau of the Census, 2018 ACS 5-Year Estimates (Tables S0101, DP02, DP04, B02001, S1810, S1701)

*Figures reported by the Census not statistically significant

**Percentages calculated based on total noninstitutionalized populations for each geography

***Percentages calculated based on population for whom poverty status is determined

****Percentages calculated based on civilian population 18 years and older

Table 5 shows the change over time in the populations under 18 and over 65 in Cottage Grove, the travelshed, and Oregon between 2010 and 2018. The population under 18 grew modestly in Cottage Grove (1%) and Oregon (0.2%) while declining by 4% in the travelshed. The population over 65, meanwhile, changed relatively little in Cottage Grove (0.4%) but grew dramatically in the travelshed (23%) and the state (28%). The negative growth for residents under 18 and large positive growth for residents over 65 in the travelshed indicate an aging of the overall population in the broader study area.

¹⁰ There are many ways of measuring poverty, each with its own set of benefits and limitations. The three measures of poverty presented in Table 4 are included to provide Cottage Grove with those most relevant for different reporting requirements and funding opportunities.

Table 5: Population Over 65 and Under 18 Change Over Time, 2010 to 2018

	Under 18			Over 65		
	2010	2018	Change	2010	2018	Change
Cottage Grove	2,364	2,388	1%	1,596	1,602	0.4%
Travelshed	8,836	8,452	-4%	7,618	9,357	23%
Oregon	866,453	868,178	0.2%	533,533	682,546	28%

Source: U.S. Bureau of the Census, 2010 DEC Summary File 1 (Table P12) and 2018 ACS 5-Year Estimates (Table S0101)

Table 6 shows the change over time for the non-white populations of Cottage Grove, the travelshed, and Oregon. Between 2010 and 2018, the non-white population grew by 29% in the travelshed and by 17% statewide while the non-white population in Cottage Grove grew by 2%.

Table 6: Non-White Population Change Over Time, 2010 to 2018

	2010	2018	Change
Cottage Grove	836	853	2%
Travelshed	2,512	3,250	29%
Oregon	541,675	636,010	17%

Source: U.S. Bureau of the Census, 2010 and 2018 ACS 5-Year Estimates (Table S0101)

Table 7 shows the change over time in the limited English proficient (LEP) populations of Cottage Grove and Oregon.¹¹ The population speaking English less than “very well” in Cottage Grove increased dramatically between 2010 and 2018. This large increase may be influenced by a large margin of error (MOE). Figures for the travelshed are not available due to MOEs exceeding estimates. Estimates for population speaking English less than “very well” for Cottage Grove also have high MOEs, which may contribute to the strikingly large percent change between 2010 and 2018. By comparison, the LEP population of Oregon changed very little during that time.

Table 7: Population Speaking English Less Than "Very Well" Change Over Time, 2010 to 2018

	2010	2018	Change
Cottage Grove	115	342	197%
Travelshed	Not available*	Not available*	Not available*
Oregon	223,960	224,339	0.2%

Source: U.S. Bureau of the Census, 2010 and 2018 ACS 5-Year Estimates (Table DP02)

*Figures reported by the Census not statistically significant

Table 8 shows the change over time in the populations with a disability in Cottage Grove, the travelshed, and Oregon. Between 2012 and 2018, all three geographies saw increases in the number of residents with a disability, with the travelshed experiencing the largest increase (16%).

¹¹ The margins of error in the travelshed were too high to conduct a statistically significant analysis – for several of the Census Tracts, the margin of error was larger than the estimate. The US Census Bureau recommends against using data where the margin of error is larger than the estimate.

Table 8: Civilian Noninstitutionalized Population with Disability Change Over Time, 2012 to 2018

	2012*	2018	Change
Cottage Grove	1,887	2,104	11%
Travelshed	7,629	8,838	16%
Oregon	511,297	584,576	14%

Source: U.S. Bureau of the Census, 2012 (Table S1810) and 2018 ACS 5-Year Estimates (Table DP02)

*Note: Table DP02 does not report on disability figures in 2010 and Table S1810 was not published for ACS 5-Year Estimates until 2012.

Table 9 shows the change over time for three poverty indicators in Cottage Grove, the travelshed, and Oregon. Between 2012 and 2018, the population living below the Federal poverty level decreased dramatically in the travelshed (-37%), while increasing in Cottage Grove by 16%. In fact, the number of individuals at each of the three poverty thresholds in Cottage Grove increased between 2012 and 2018.

Table 9: Poverty Change Over Time, 2012 to 2018

	Individuals whose income in the past 12 months is below poverty level			Individuals with incomes below 150% of Federal poverty level			Individuals with incomes below 200% of Federal poverty level		
	2012*	2018	Change	2012*	2018	Change	2012*	2018	Change
Cottage Grove	1,833	2,120	16%	3,044	3,506	15%	4,331	4,515	4%
Travelshed	6,001	3,796	-37%	10,575	11,464	8%	15,741	15,525	-1%
Oregon	584,059	565,247	-3%	959,292	932,926	-3%	1,333,734	1,302,201	-2%

Source: U.S. Bureau of the Census, 2012 and 2018 ACS 5-Year Estimates (Table S1701)

*Note: The U.S. Census Bureau has identified a processing error that affects the 2010 ACS 5-Year Estimates for Table S1701. As a result, the affected datasets were removed on April 26, 2016. The error was corrected for ACS 5-Year Estimates beginning in data year 2012.

Table 10 shows change over time in the number of housing units with no vehicle available in Cottage Grove and Oregon.¹² The number of housing units without a vehicle increased in both Cottage Grove and the state between 2010 and 2018. Cottage Grove saw a 26% increase in the number of units with no vehicle available.

Table 10: Housing Units with No Vehicle Available Change Over Time, 2010 to 2018

	2010	2018	Change
Cottage Grove	383	482	26%
Travelshed	Not Available*	Not Available *	Not Available *
Oregon	114,118	119,031	4%

Source: U.S. Bureau of the Census, 2010 ACS 5-Year and 2018 ACS 5-Year Estimates (Table DP04)

*Figures reported by the Census not statistically significant

¹² The margins of error in the travelshed were too high to conduct a statistically significant analysis – for several of the Census Tracts, the margin of error was larger than the estimate. The US Census Bureau recommends against using data where the margin of error is larger than the estimate.

Table 11 shows change over time in the veteran population in Cottage Grove, the travelshed, and Oregon. The share of the civilian population 18 or older who are veterans is decreasing in each geography. Overall, the veteran populations in Cottage Grove and the travelshed have dropped by 10% and 9%, respectively, while the state of Oregon’s veteran population decreased by 17%.

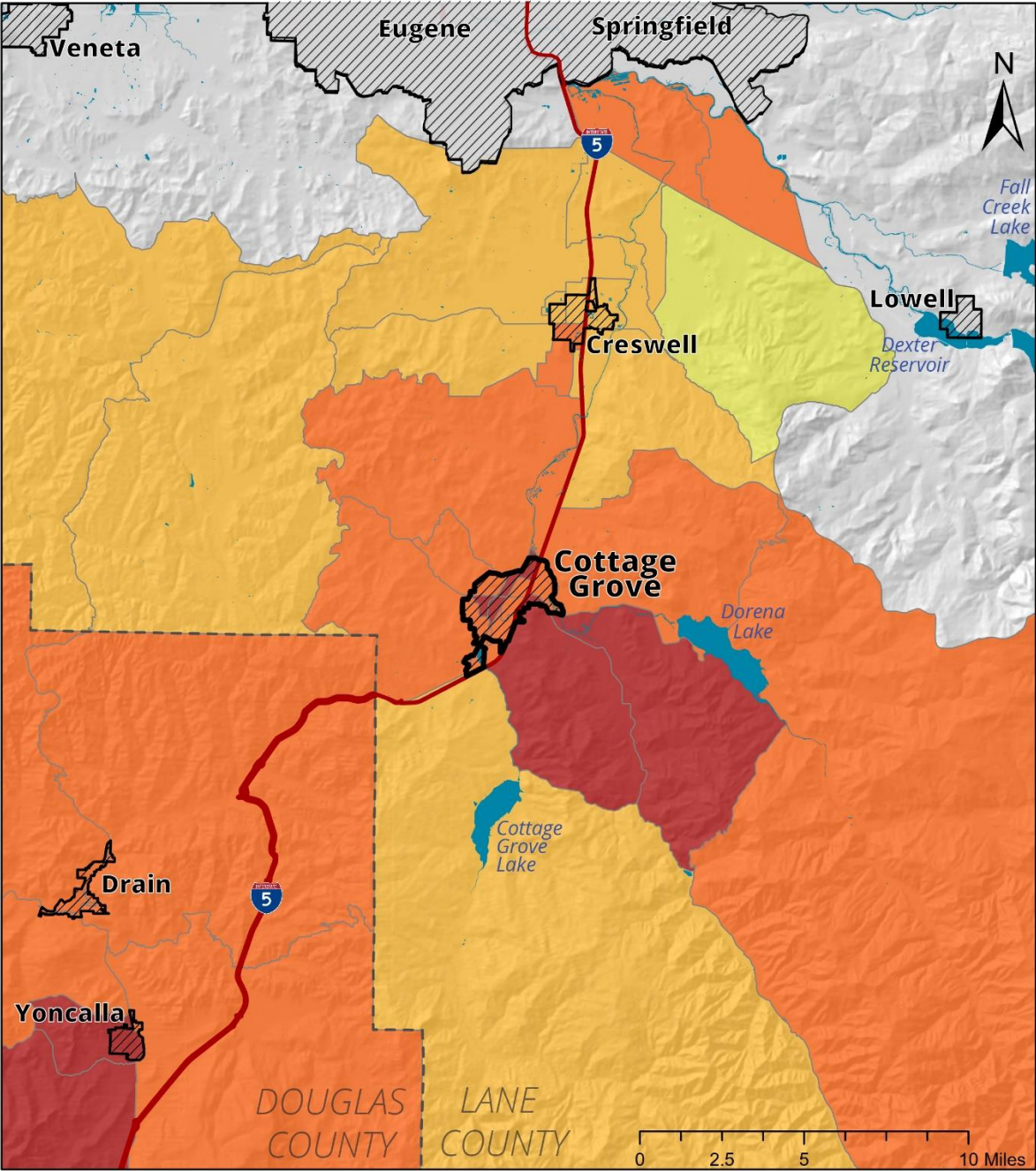
Table 11: Civilian Population 18 or Older Who are Veterans Change Over Time, 2010 to 2018

	2010	2018	Change
Cottage Grove	822	737	-10%
Travelshed	4,488	4,065	-9%
Oregon	345,700	288,540	-17%

Source: U.S. Bureau of the Census, 2010 ACS 5-Year and 2018 ACS 5-Year Estimates (Table DP02)

Map 5 shows concentrations of Title VI Communities of Concern in the travelshed. According to the Title VI definition, Communities of Concern are those with high concentrations of one or more of the following four socio-economic factors: minority population, households in poverty, elderly population, and people with disabilities. The map shows Census Block Groups where the share of residents for one or more of these factors is higher than the average across the entire travelshed. Figure 1 is a bar graph that shows how each Block Group compares to the overall distributions of the four factors within the shown census tracts.

Map 5: Title VI Communities of Concern in the Immediate Travelshed



**Cottage Grove Area
Transit Development Plan
Title VI Communities of Concern**

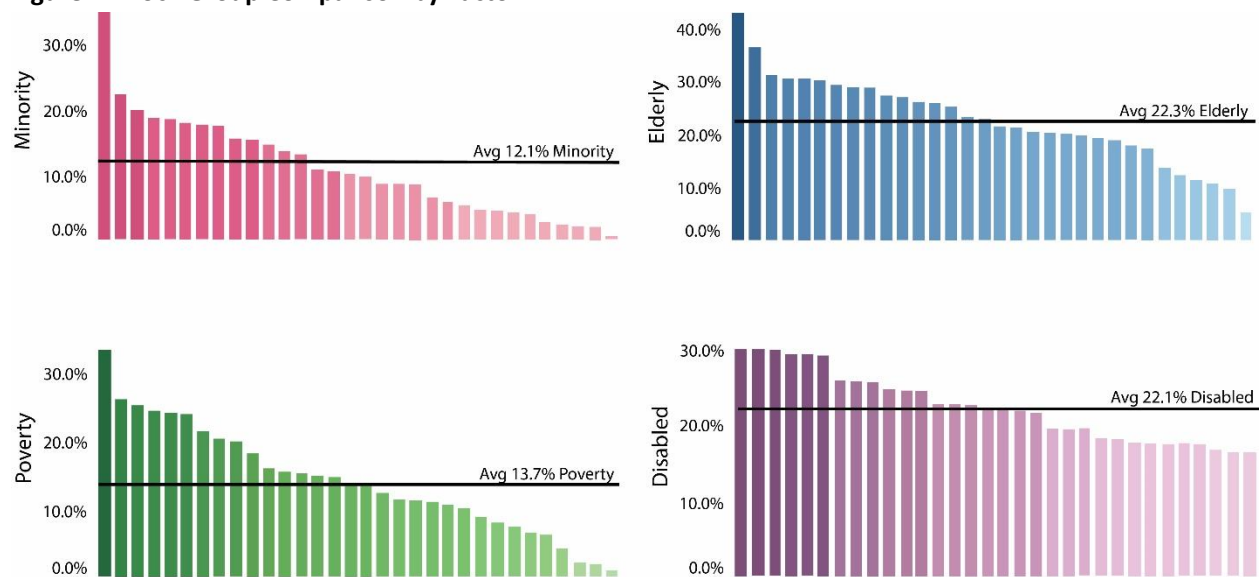
The information on this map was derived from digital databases on Lane Council of Governments' regional geographic information system. Care was taken in the creation of this map, but it is provided 'as is'. LCOG cannot accept any responsibility for errors, omissions, or positional accuracy in the digital data or the underlying records. There are no warranties, expressed or implied, accompanying this product. However, notification of any errors will be appreciated.

- Urban Growth Boundaries
 - Bodies of Water
 - County Boundary
 - Interstate Highway
- Number of Socio-Economic Factors by Block
- 0
 - 1
 - 2
 - 3



Source: Lane Council of Governments GIS Services

Figure 1: Block Group Comparison by Factor



Source: Lane Council of Governments GIS Services

Employment

Table 12 shows the growth in employment among the population 16 years and older in Cottage Grove, the travelshed, and Oregon between 2010 and 2018. The number of employed individuals in the state of Oregon grew 10% during that time period, compared with 4% growth in Cottage Grove and a decline of 3% in the travelshed. The Oregon Employment Department (OED) provides ten-year employment forecasts by industry for the county. Total employment across Lane County is projected to grow 11% from 2017 to 2027, with the largest growth in Construction (25%) followed by Private Educational and Health Services (17%). According to the Cottage Grove Transportation System Plan, employment within the Cottage Grove UGB is expected to grow to 4,916 by 2035. Significant employment growth is expected along OR-99 between the UGB and East Harrison Avenue in the southwest, on either side of Row River Road, and near the Cottage Grove Connector at OR-99 in the north.

Table 12: Employment Growth, 2010 to 2018

	2010	2018	% Change
Cottage Grove	4,024	4,184	4%
Travelshed	17,491	16,999	-3%
Oregon	1,763,324	1,934,643	10%

Source: U.S. Bureau of the Census, 2010 ACS 5-Year and 2018 ACS 5-Year Estimates (Table DP03)

Table 13 shows employment by sector in the travelshed. There are 1,312 establishments that provide 9,055 jobs located inside the travelshed boundaries. The top five industries account for 63% of jobs. The average annual wage across all sectors is \$36,785. Public Administration and Mining, Quarrying, and Oil and Gas Extraction pay the highest average annual wages at \$70,518 and \$62,971, respectively.

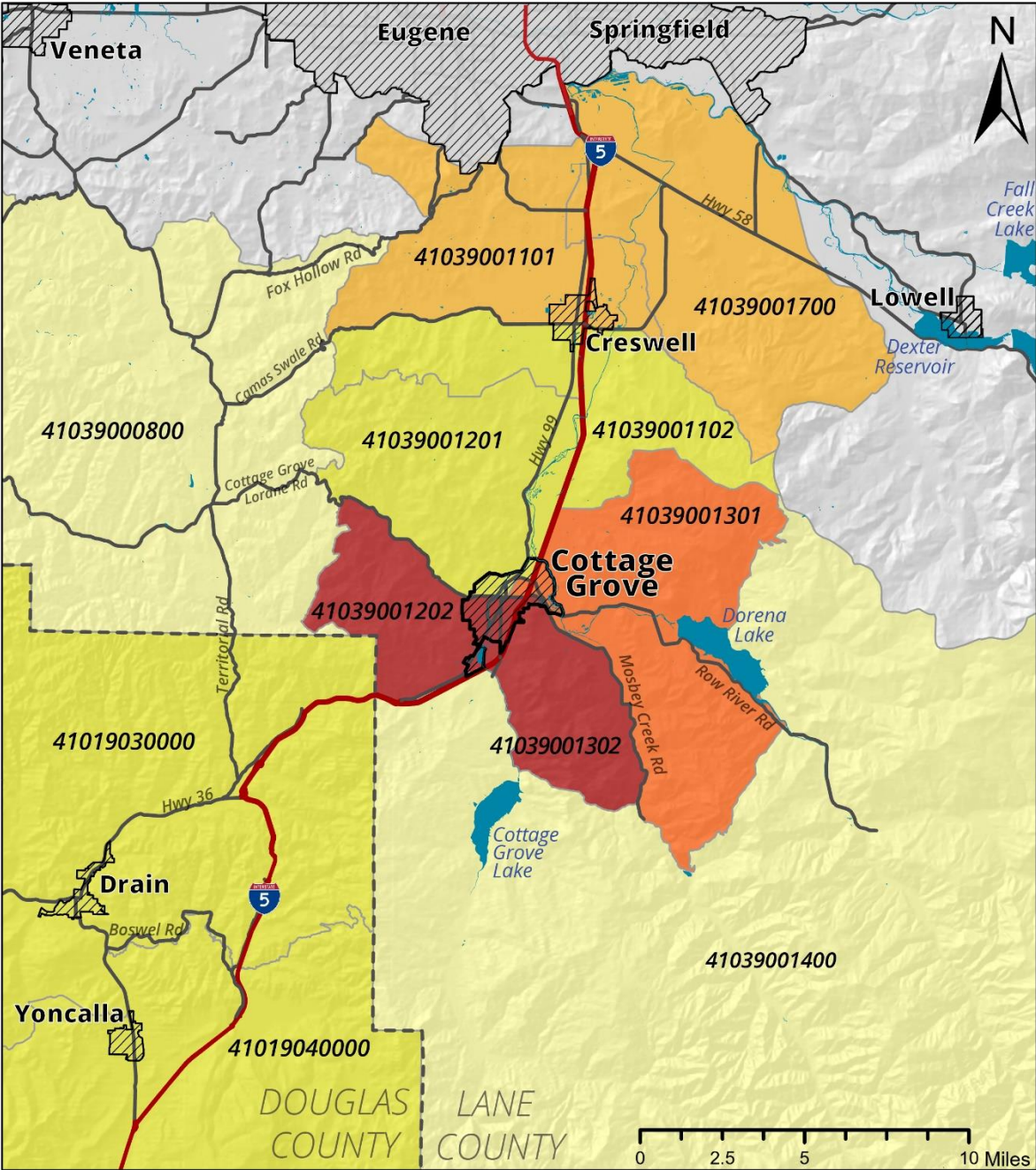
Table 13: Travelshed Employment by Sector, 2018

Industry Group	Establishments	Average Annual Employment	Average Annual Wage
All Sectors	1,312	9,055	\$36,785
Manufacturing	56	1,386	\$51,465
Retail Trade	123	1,334	\$27,415
Accommodation and Food Services	89	1,002	\$16,422
Educational Services	44	982	\$37,883
Health Care and Social Assistance	105	981	\$31,085
Construction	175	718	\$45,556
Transportation and Warehousing	41	528	\$50,907
Other Services (except Public Administration)	252	463	\$25,281
Agriculture, Forestry, Fishing and Hunting	100	441	\$35,732
Administrative and Support and Waste Management and Remediation Services	50	252	\$32,794
Public Administration	14	229	\$70,518
Professional, Scientific, and Technical Services	78	179	\$36,551
Arts, Entertainment, and Recreation	23	136	\$17,720
Finance and Insurance	41	122	\$54,562
Real Estate and Rental and Leasing	43	92	\$26,193
Wholesale Trade	30	86	\$54,157
Information	18	58	\$53,920
Mining, Quarrying, and Oil and Gas Extraction	5	27	\$62,971
Utilities	6	16	\$46,187
Management of Companies and Enterprises	6	16	\$52,958
Unclassified	13	7	N/A

Source: Oregon Employment Department

Map 6 shows employment density in the Cottage Grove area. The Census Tracts covering Cottage Grove have the most employees per acre. Within Cottage Grove City limits, Census Block Groups bordering OR-99, I-5, and Row River Road have the highest employment densities.

Map 6: Employment Density in the Cottage Grove Area



**Cottage Grove Area
Transit Development Plan
Employees per Acre by Census Tract**

The information on this map was derived from digital databases on Lane Council of Governments' regional geographic information system. Care was taken in the creation of this map, but it is provided 'as is'. LCOG cannot accept any responsibility for errors, omissions, or positional accuracy in the digital data or the underlying records. There are no warranties, expressed or implied, accompanying this product. However, notification of any errors will be appreciated.

- Urban Growth Boundaries
 - Bodies of Water
 - County Boundary
 - Interstate Highway
 - Roads
- Employees per Acre by Census Tract:
- < .001
 - .001 - .03
 - .031 - .041
 - .0411 - .047
 - .0471 - .07



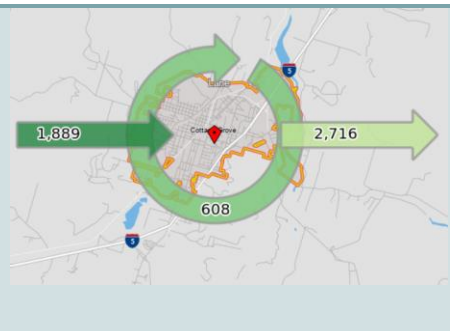
Source: Lane Council of Governments GIS Services

Commute Flows

The American Community Survey (ACS) asks respondents about their primary work location, and, when this information is paired with the workers' residence location, commute flow is generated. Commute flow can help to understand the interconnectedness of communities within the travelshed and rates at which people are commuting between them. They can help to identify transportation needs and to make decisions when planning and implementing public transportation services.

Table 14 shows commute flows for Cottage Grove. More workers are commuting from Cottage Grove than are commuting into the area for work. This is to be expected given the travelshed's location in proximity to a major urban area. The majority of workers employed in Cottage Grove (76%) live outside city limits and commute in for work, while 82% of Cottage Grove residents commute beyond city limits for work. The mean travel time to work for residents of Cottage Grove is nearly 21 minutes; 81% drive to work in a car, truck, or van (65.4% drive alone and 16.1% commute via carpool).¹³

Table 14: Commuter flows in Cottage Grove¹⁴

	#	%	
Workers Employed in Cottage Grove	2,497	100%	
Employed in Cottage Grove but Living Outside	1,889	76%	
Employed and Living in Cottage Grove	608	24%	
Workers Living in Cottage Grove	3,324	100%	
Living in Cottage Grove but Employed Outside	2,716	82%	
Living and Employed in Cottage Grove	608	18%	

Source: OnTheMap, LEHD Census

Land Use

Land use plays a key role in transit planning. The way land is developed and planned for directly affects travel demand and ridership. Land use and development in Cottage Grove are guided by the City's adopted Comprehensive Plan and implemented by the Development Code. The Comprehensive Plan's plan designations represent categories, such as industrial and low density residential, that direct where specific land use activity should occur (Figure 2). Plan designations are implemented by the Development Code, which defines allowed uses, intensity of development, and design standards. An understanding of land use and development patterns is key to identifying areas that may support service expansion due to higher densities or a mix of residential and non-residential uses. It may also help identify areas where there is a need for better coordination between transit investments and land use planning.

¹³ Source: U.S. Bureau of the Census, 2018 ACS 5-Year Estimates (Table DP03)

¹⁴ Employment figures from the Oregon Employment Department (OED) rely on OnTheMap and Longitudinal Employer-Household Dynamics, so employment figures differ slightly from Census figures.

EXISTING LAND USE AND DEVELOPMENT

Cottage Grove’s comprehensive plan establishes the following plan designations (Figure 2):

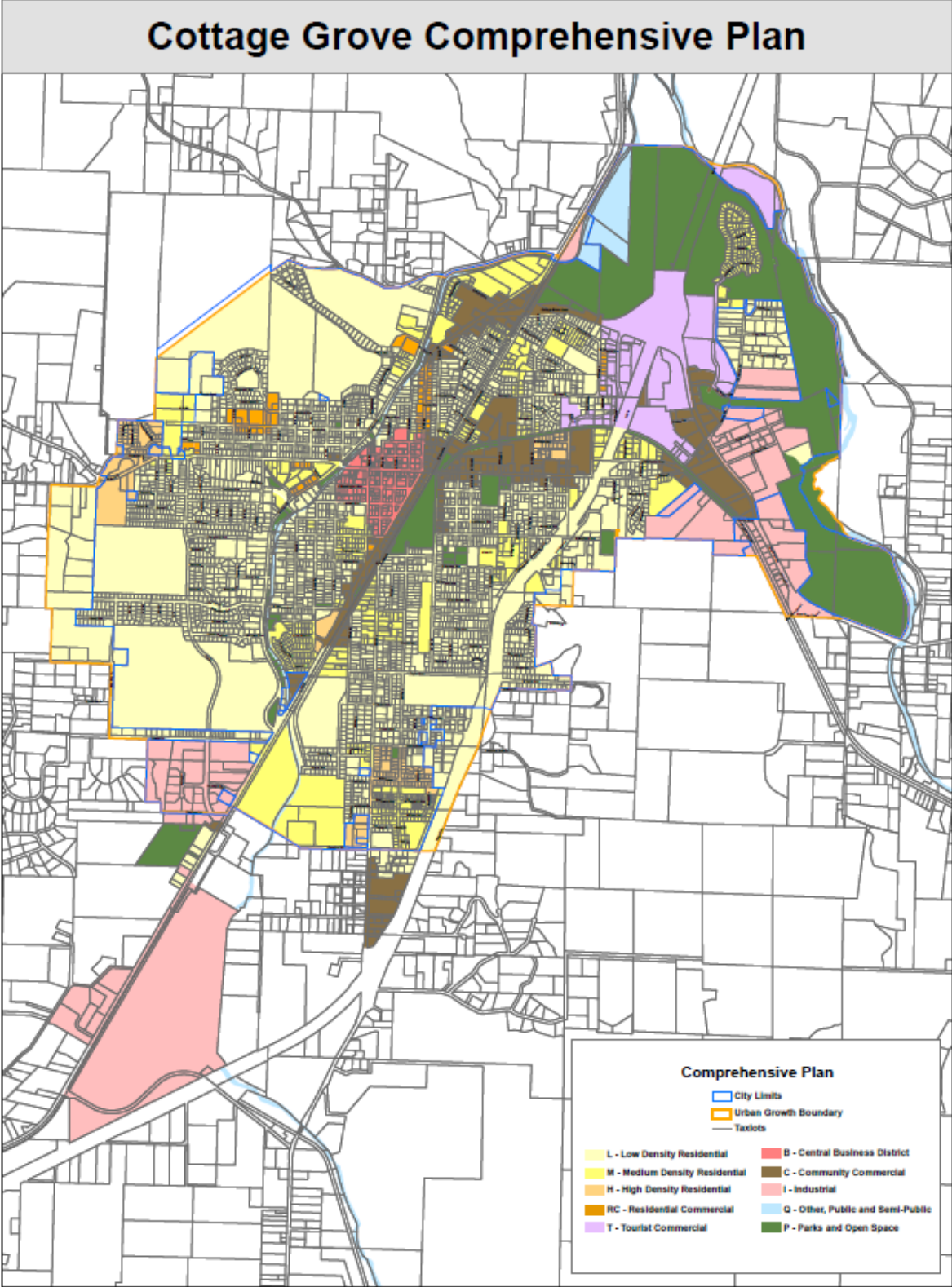
L – Low Density Residential	B – Central Business District
M – Median Density Residential	C – Community Commercial
H – High Density Residential	I – Industrial
RC – Residential Commercial	Q – Other, Public and Semi-Public
T – Tourist Commercial	P – Parks and Open Spaces

A majority of the land within Cottage Grove’s urban growth boundary (UGB) is designated for Low Density Residential use (light yellow), with a few smaller pockets of Medium Density Residential (bright yellow), High Density Residential (light orange), and Residential Commercial (bright orange). Most commercial development—represented by Central Business District (dark pink), Community Commercial (brown), and Tourist Commercial (purple) designations—is clustered in the center of town around East Main Street, OR-99, East Cottage Grove Connector, I-5, and the Row River Trail.

The following major activity centers in the Cottage Grove area were identified at the first Stakeholder Advisory Committee meeting:

- Lane Community College, Cottage Grove
- Cottage Theatre
- Dorena Reservoir
- Cottage Grove Reservoir
- Cottage Grove High School
- Lincoln Middle School
- Federally Qualified Health Care Center
- Low income apartments and housing developments
- Senior housing
- Bohemia Park
- Cottage Grove Armory
- Downtown Commercial Historic District
- Cottage Grove Community Hospital (PeaceHealth)
- Walmart

Figure 2: City of Cottage Grove Comprehensive Plan Map, March 2020



Source: City of Cottage Grove

FUTURE LAND USE AND DEVELOPMENT

Future development planned for Cottage Grove that may impact transit planning includes:

- **Federally Qualified Community Health Center** – A Federally Qualified Community Health Center offering medical, mental/behavioral, and oral healthcare to Cottage Grove area families is scheduled to open in Cottage Grove in 2021. The Health Center provides a healthcare option in Cottage Grove to families who currently must travel to the Eugene-Springfield Metropolitan Area or else skip care. It will also serve as a training campus for high school and post-secondary students interested in health care careers. Lane County will operate the Cottage Grove Community Health Center as a Federally Qualified Health Center site, meaning it will provide services for low-income and low English proficiency individuals regardless of age, insurance coverage, housing status, or documentation. The Health Center will be housed at the Lane Community College-Cottage Grove campus adjacent to Cottage Grove High School on the southern end of town. It is expected to expand access to healthcare for thousands of families, generating trips from within Cottage Grove and beyond.
- **Sunrise Ridge Residential Subdivision** – This is a 57-acre residential development that has been approved to move into phase two of development. The development would include approximately 250 residential units west of M Street and north of Birch Avenue. The City plans to construct a reservoir in this phase to make development possible.
- **Mount David Residential Subdivision** – This subdivision is a potential 200- to 300-unit residential development adjacent to Sunrise Ridge, though no immediate plans exist for development.
- **Madonna Project** – This mixed-use development including commercial and residential uses along OR-99 south of East Harrison Avenue is mostly built out in single-family and multi-family development, with a remaining lot proposed for townhouses.
- **Proposed Multi-Family Development along Gateway** – A zone change has been initiated for the area to change the zoning to Residential Commercial.
- **Woodward Property South** – This property would include a potential mixed multi-family and single-family development.
- **South R Street to OR-99 Extension** – The City has obtained the property to complete this extension. The project is expected to occur next year.

Existing Transportation System

Cottage Grove is served by a multimodal transportation system that offers residents and visitors many transportation options in addition to transit. The information in this section references Cottage Grove’s 2015 Transportation System Plan.¹⁵

Street Network

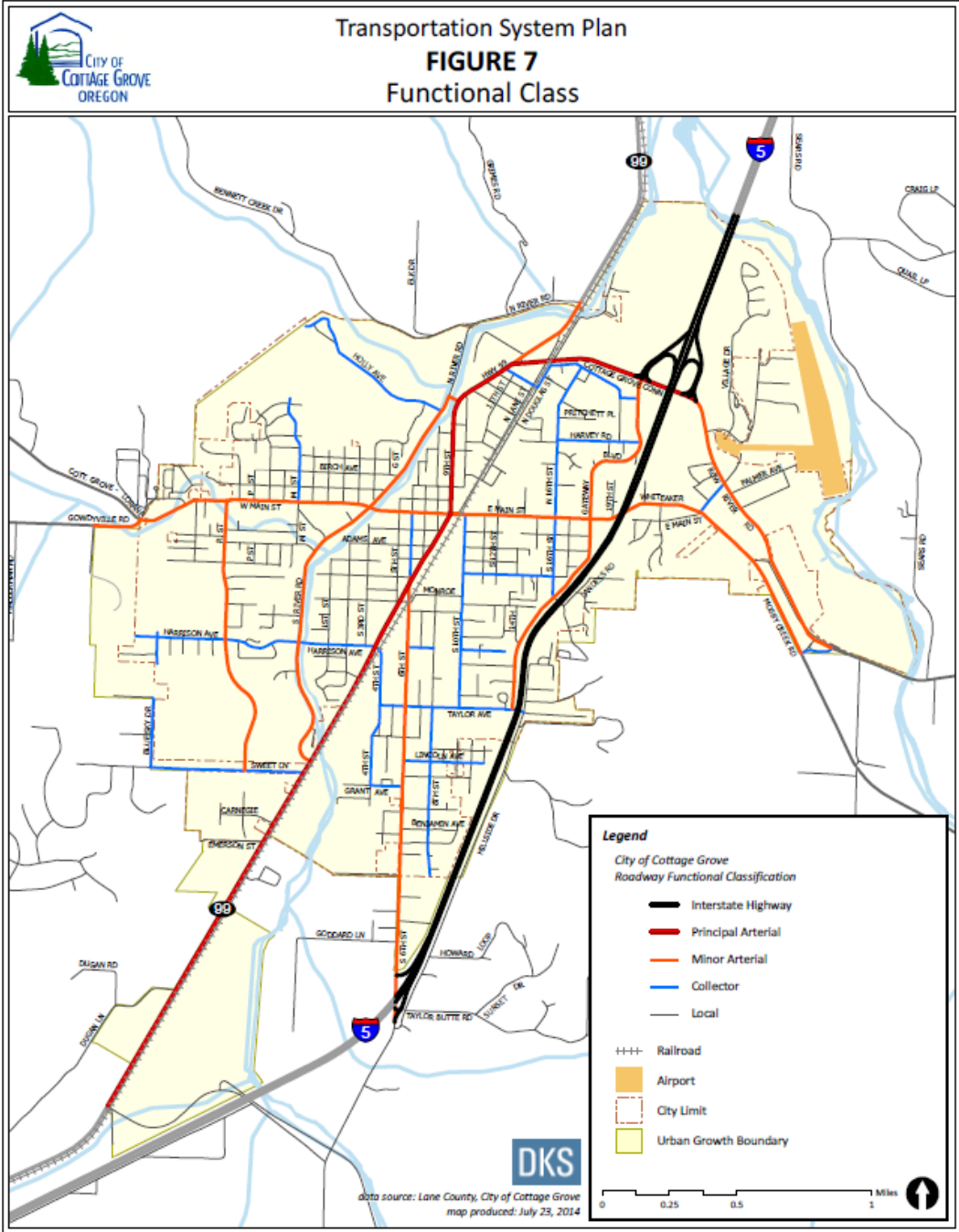
Cottage Grove’s street network is fairly well connected and generally follows a grid pattern. City of Cottage Grove TSP Map 1 shows functional class for roads inside Cottage Grove’s Urban Growth Boundary. OR-99, the only principal arterial serving Cottage Grove, is the primary north-south transportation route through town, which runs through downtown Cottage Grove and effectively divides the city in half. Continuous east-west routes are limited by the Coast Fork Willamette River, railroad tracks, and I-5, which create physical barriers to cross-town movement. Main Street and the Cottage Grove Connector/Row River Road are the only east-west streets connecting OR-99 to the area of town east of I-5. City of Cottage Grove TSP Map 2 shows roadway jurisdiction for roads inside Cottage Grove’s Urban Growth Boundary. OR-99, I-5, and the Cottage Grove Connector are under ODOT jurisdiction (black), and several roads and road segments are under Lane County’s jurisdiction (blue). The rest of the street network falls under the City’s jurisdiction (green).

Cottage Grove is located on the I-5 corridor, which connects with Creswell and the Eugene-Springfield Metropolitan Area to the north and Douglas County—including the cities of Drain via OR-38 and Yoncalla via Elkhead Road—to the south. Other major roadways connecting Cottage Grove to the rest of the travelshed include:

- OR-99 north to Saginaw, Walker, Creswell, and Goshen
- Cottage Grove Lorane Highway to Lorane and Territorial Highway
- Row River Road to Dorena Lake
- London Road to Cottage Grove Lake
- Mosby Creek Road to Walden and Blue Mountain County Park
- I-5 south to Latham, Veatch, Comstock, Curtin, Anlauf, and OR-38

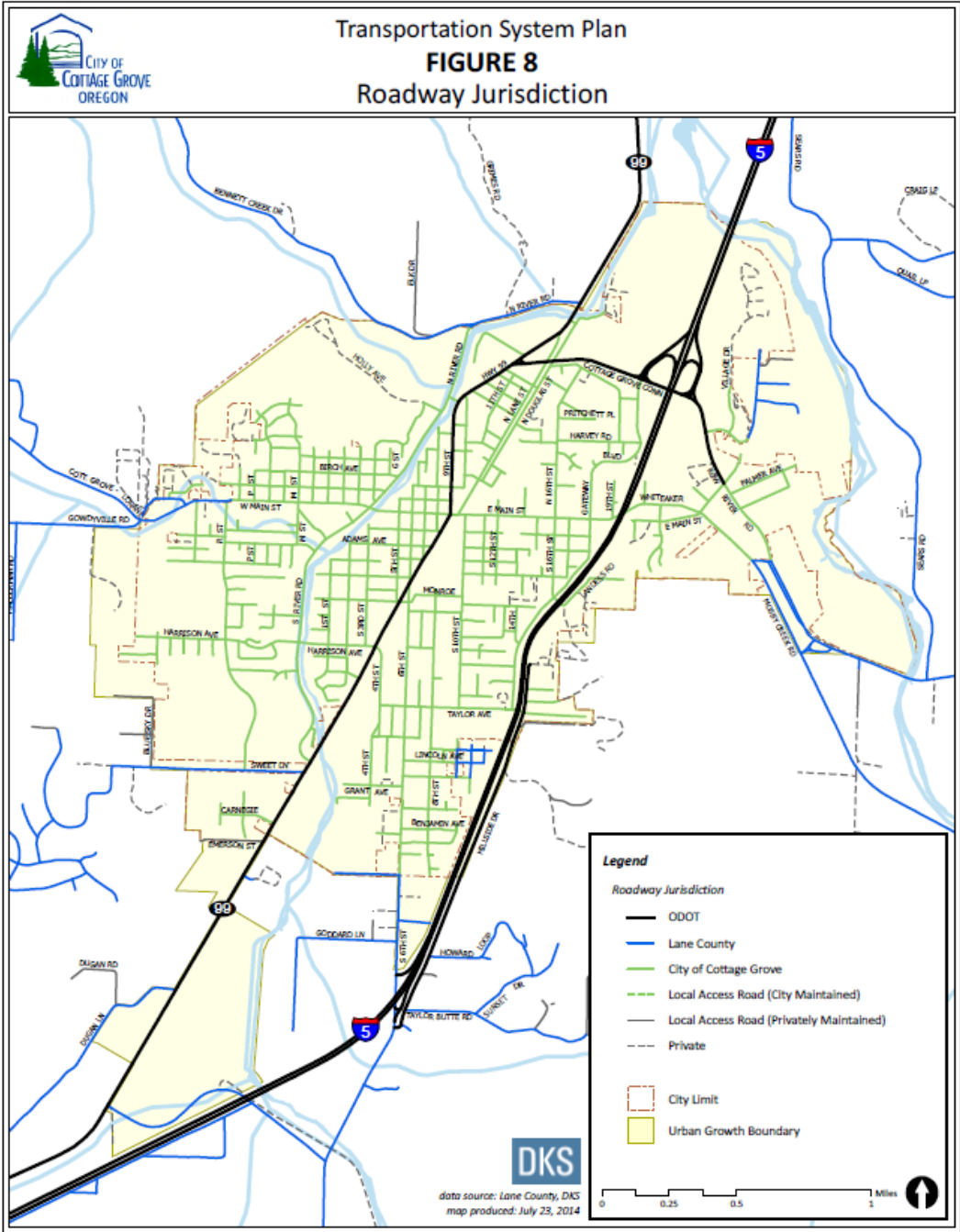
¹⁵ City of Cottage Grove. City of Cottage Grove Transportation System Plan. 2015.
<https://www.cottagegrove.org/cd/page/2015-transportation-system-plan>

City of Cottage Grove TSP Map 1: Cottage Grove Roadway Functional Classification



Source: City of Cottage Grove Transportation System Plan

City of Cottage Grove TSP Map 2: Cottage Grove Roadway Jurisdiction



Source: City of Cottage Grove Transportation System Plan

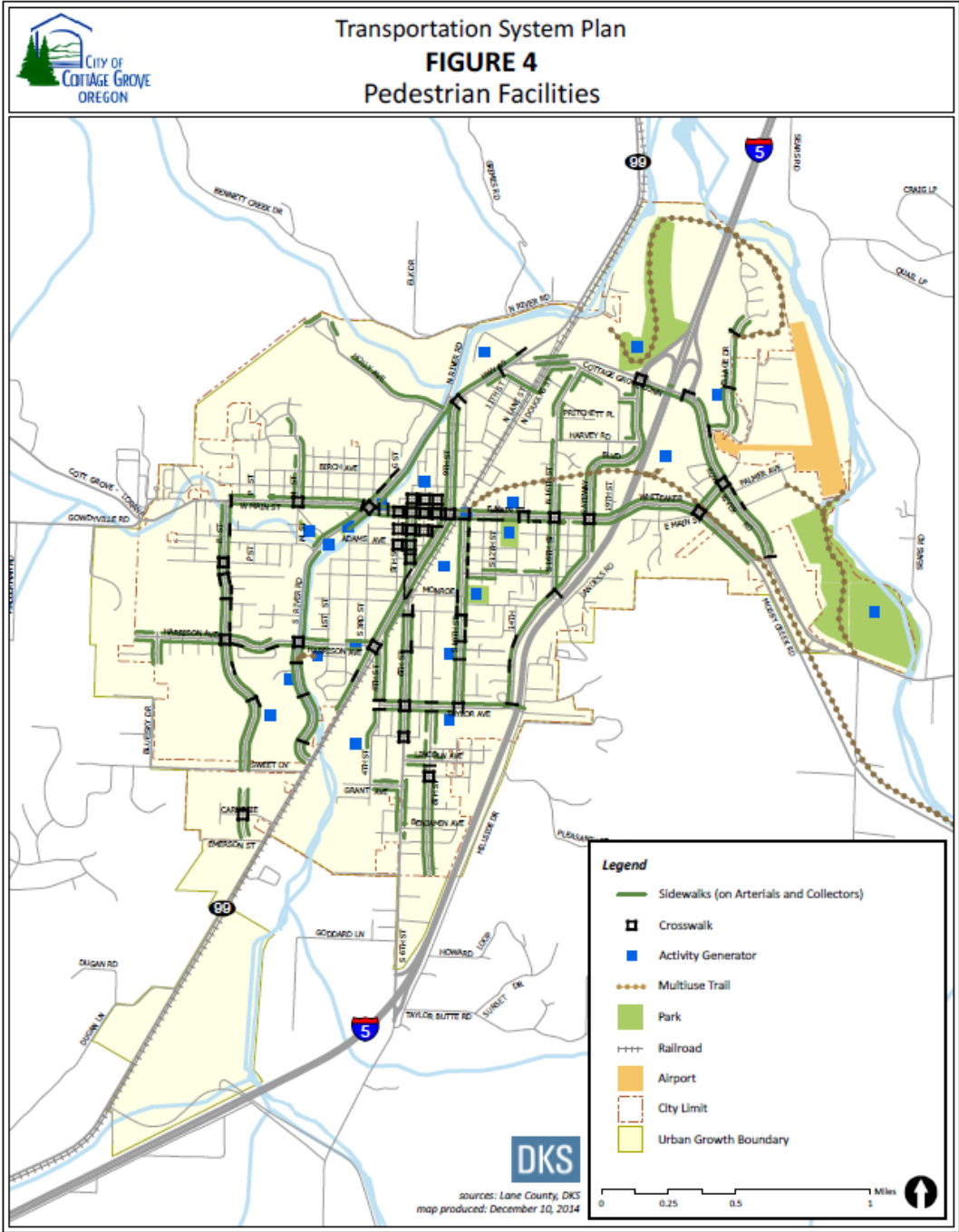
Pedestrian and Bicycle Networks

The pedestrian and bicycle networks are a vital part of Cottage Grove’s existing multimodal transportation system—they provide critical access to employment, recreation, shopping, education, and other activity generators; support healthy lifestyles; and address social equity by providing transportation options to those who do not have access to a vehicle.

Cottage Grove’s pedestrian network includes sidewalks, shared-use paths, and roadway shoulders (City of Cottage Grove TSP Map 3). Cottage Grove residents commute to work on foot at a much higher rate than the state (7.6% in Cottage Grove compared with 2.6% in Oregon). Most roadways in downtown Cottage Grove have continuous sidewalks on both sides. Sidewalks and shared used pathways also link the downtown area to the Row River Trail along Main Street. Wide shoulders (six feet or wider) are utilized by pedestrians on streets with low traffic volumes (fewer than 3,000 vehicles per day). Crosswalks and ADA ramps are important accessibility features that have been installed at many high-volume intersections in the downtown core, though many areas outside of downtown still lack these facilities. Pedestrian network connectivity is critical to supporting access to jobs, goods, and services for Cottage Grove residents, and Cottage Grove’s Transportation System Plan supports continuous sidewalk connections between all activity generators and arterial/collector roadways.

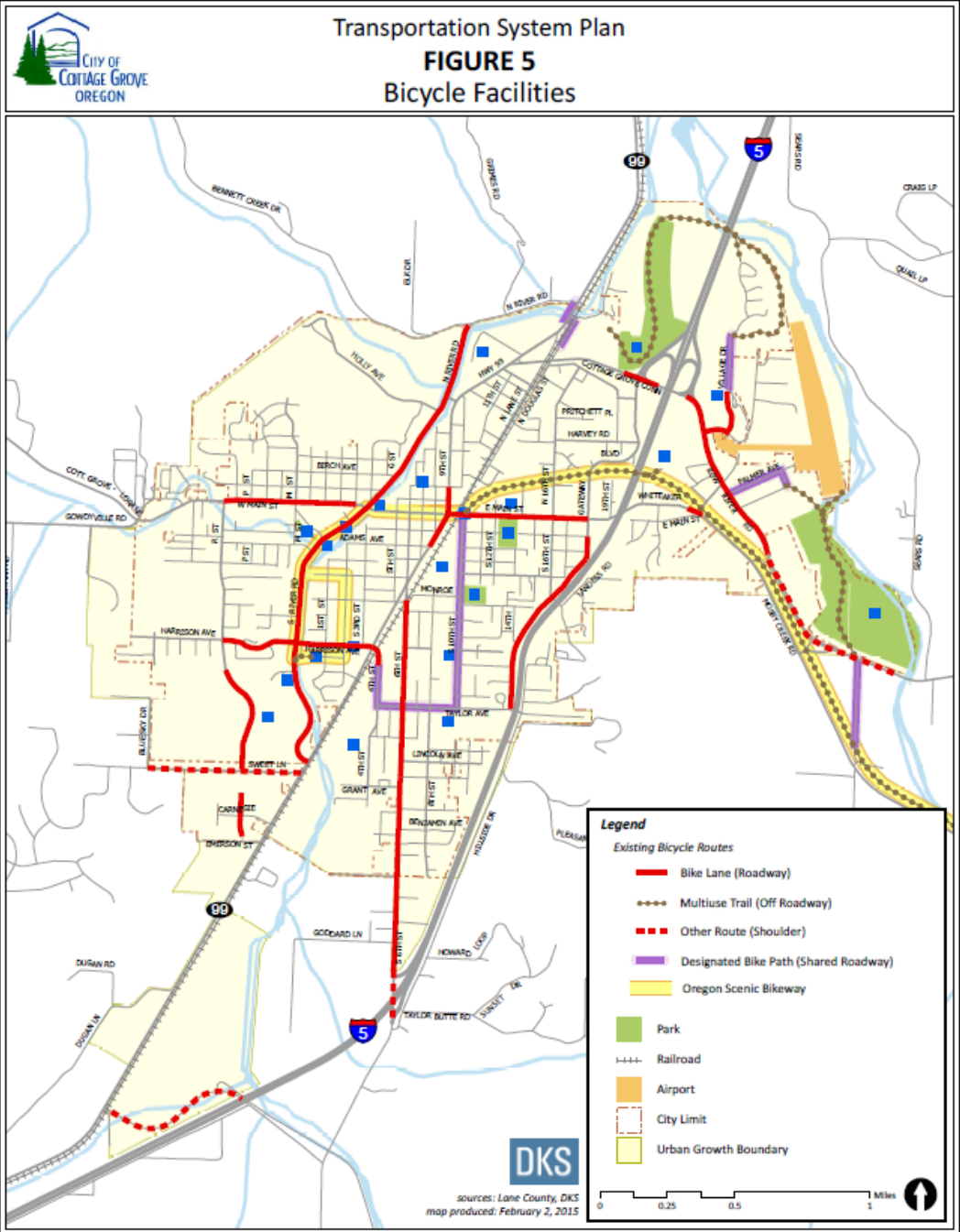
Cottage Grove’s bicycle network consists of shared roadways, shoulder bikeways, bike lanes, and shared-use paths (City of Cottage Grove TSP Map 4). Marked bike lanes are consistent in the downtown core on Main Street, 6th Street, River Road, Gateway, Harrison Avenue, and Row River Road. Although the bicycle network is not complete with marked bike lanes, there are designated bike paths on shared roadways to connect the overall network. The Covered Bridges Scenic Bikeway is a 36-mile loop that starts from downtown Cottage Grove and goes out and around Dorena Lake, providing connections between the Row River Trail, North Regional Park, and Trailhead Park. The loop route utilizes multi-use trails, bike lanes, and shoulder bikeways, and key connections of the loop are made via designated bike paths on shared roadways. The ride starts on the Row River Trail, a flat, paved multi-use path that extends for 15.6 miles. The entire 36-mile bikeway features bridges, lake views, foliage, flowers, and the historic Cottage Grove downtown that can be enjoyed year-round.

City of Cottage Grove TSP Map 3: Pedestrian Facilities in Cottage Grove



Source: City of Cottage Grove Transportation System Plan

City of Cottage Grove TSP Map 4: Bicycle Facilities in Cottage Grove



Source: City of Cottage Grove Transportation System Plan

Freight Network

A freight network that supports efficient movement of trucks—and the raw materials and finished products they carry—is vital to the economy. Designating through truck routes is a way to simultaneously support efficient movement of goods, neighborhood livability, and public safety while minimizing roadway system maintenance costs. I-5 is the only designated truck through route in Cottage Grove.

Rail

One short line freight railroad, known as the Siskiyou Line, runs through Cottage Grove parallel to OR-99. The Siskiyou Line is owned by Central Oregon & Pacific Railroad and used for freight hauling (primarily lumber), connecting Medford and Eugene. The line is utilized by an average of twelve trains per day. There are seven at-grade railroad crossings in Cottage Grove, which produce delays that can exceed 30 minutes due to stopped trains. Blockages hinder transportation modes of all types, including emergency response crews, school buses, vehicles, pedestrians, and bicyclists. There is currently no passenger rail service in Cottage Grove, though LTD bus service connects Cottage Grove residents with Amtrak services in Eugene.

Air

Jim Wright Field, the Cottage Grove State Airport owned by the Oregon Department of Aviation, is located inside City limits in northeast Cottage Grove. The airport is classified by ODOT as a Category 4 airport, and it is available to both public and private parties, including small recreational planes and light jets. The closest commercial passenger service to Cottage Grove is available at the Eugene Airport approximately 30 miles north.

Waterways

Local waterways primarily serve recreational needs. They include the Coast Fork Willamette River, which runs through Cottage Grove; the Row River, which borders Cottage Grove to the east; and Silk Creek, which feeds the Coast Fork Willamette River from the northwest.

Pipelines

No major pipelines are located in Cottage Grove.

Cottage Grove Area Transit Service Background

Purpose

This section describes how the City of Cottage Grove authorizes and manages public transportation services. Brief information about the City's transit history is provided for context.

History

Transit in Cottage Grove began with South Lane Wheels (SLW) in November 1980 as a volunteer effort to provide rides to seniors. The SLW Board of Directors was originally formed under the sponsorship of the United Methodist Church, which received a one-time grant for a “fully-equipped” vehicle that provided no operating money. The church remained the sponsor until SLW became a non-profit 501(c)(3) in 1983. SLW initially operated a semi-fixed route that ran to Lorane, Creswell, Mosby Creek, Row River Road, and London on different days of the week, but after a short time it was determined that ridership was too low to sustain these long routes. Subsequently, SLW operated a fixed-schedule route from Cottage Grove to connect commuters to LTD service in Creswell until 1999, when the City of Cottage Grove declined to provide matching funds requested by SLW. In November 1999, Cottage Grove voters approved joining the LTD service area, and SLW directed their 5311 Federal funds to include the public in its regular demand response service.

Today, both the City of Cottage Grove, with SLW as its contract operator, and Lane Transit District provide service to, within, and from Cottage Grove.

South Lane Wheels Organizational Structure

SLW is a non-profit 501(c)(3) and is managed by the SLW Board and Executive Director. The Board is made up of six community members and has two advisors, including the City of Cottage Grove Planner. The Executive Director is responsible for day-to-day operations. SLW employs 12 employees, eight of whom are full time.

Lane Transit District Organizational Structure

LTD was established in 1970 as a special-purpose district enacted by the State of Oregon. LTD is governed by a seven-member Board of Directors. Appointed by the governor, the LTD Board provides policy direction and collaborates with local elected officials on regional transportation planning. The General Manager is responsible for the agency's day-to-day operations.

Cottage Grove and South Lane Wheels Financial Characteristics

Cottage Grove receives funding for transit operations, which are managed by the contract operator, SLW. Table 15 below illustrates the transit funding that the City of Cottage Grove receives each year. This includes a mixture of formula, discretionary, and local funding sources. For Fiscal Year 2019-20, SLW



had a proposed budget of \$546,000 with an additional \$124,000 from Coronavirus Aid, Relief, and Economic Security (CARES) funding from the Federal Transit Administration (FTA).

FTA 5307 MASS TRANSIT

Vehicle Replacement

This is federal funding awarded to Lane Transit District and is used on the LTD Route 98 service. It is funding to keep urban fixed-route bus fleets in good condition and replaces large buses which are in service past their established useful life.

FTA 5310

Enhance Mobility of Seniors and Individuals with Disabilities Discretionary Program

This funding source supports projects for operations, mobility management, purchased service, and preventative maintenance for transportation providers serving seniors and individuals with disabilities in rural areas.

FTA 5311 FORMULA GRANTS

Rural Areas

This funding source provides capital, planning, and operating assistance to public transportation providers that support public transportation in rural areas with a population of less than 50,000.

CARES Act

The Coronavirus Aid, Relief, and Economic Security (CARES) Act was created in response to the COVID-19 global pandemic in 2020. The CARES Act provided funds to prevent, prepare for, and respond to COVID-19. SLW was eligible to receive CARES Act funding in 2020.

FTA 5340

Formula Grants for Urban Areas

FTA 5340 formula grants for urban areas support public transportation capital, planning, job access and reverse projects. For SLW, this grant is used for preventative maintenance to vehicles.

SPECIAL TRANSPORTATION FUND (STF)

This is state funding that supports public transportation services for people who are senior and people of any age with disabilities. This funding is eligible for any purpose directly related to transportation services, including transit operations, capital equipment, planning, travel training, and other transit-related purposes.

STATEWIDE TRANSPORTATION IMPROVEMENT FUND (STIF)

Oregon legislature passed HB2017 in 2017 and created this funding source that is dedicated to improving or expanding public transportation service in Oregon. STIF funding was awarded to the City of Cottage Grove to develop the Cottage Grove Area Transit Development Plan.

LOCAL FUNDING

SLW maintains intergovernmental agreements or contracts with the City of Cottage Grove and LTD to support public transportation in the Cottage Grove Area. LTD and SLW entered into an intergovernmental agreement in 2019, formalizing SLW as the Mobility on Demand Connector (MOD) operator.

Table 15: Cottage Grove General Fund from Fiscal Year 2020-21 Budget

Description	FY2017-18	FY2018-19	FY2019-20	FY2020-21
MOD Transportation SLW	\$0	\$0	\$224,400	\$35,125
5311 Transportation Grant	\$80,611	\$130,488	\$130,490	\$123,965
Special Transportation Fund – SLW	\$139,823	\$163,453	\$189,945	\$99,375
Transit Development Plan	\$0	\$0	\$100,000	\$100,000

Source: City of Cottage Grove 2020-1 Adopted Budget – General Fund

Lane Transit District Financial Characteristics

Funding for LTD Route 98 is mostly from the LTD Payroll Tax, fare revenue, and some federal funding. The federal funding is mostly from FTA 5307 Funds, which is available to all urban areas and for transportation-related planning. The funding breakdown for this route is complex and comes from different funding sources within LTD, however, it is funded in the same proportions of those sources as their other services.

Table 16: LTD Route 98 Financial Characteristics

Year	Revenue Hours	Cost/Revenue Hour	Total Cost
FY 2015	4,332.29	\$147.74	\$640,067.27
FY 2016	4,383.43	\$149.09	\$653,525.55
FY 2017	4,431.54	\$154.84	\$686,179.27
FY 2019	4,038.55	\$169.08	\$682,838.43

Source: Lane Transit District

Transit Capital Assets

VEHICLE FLEET

SLW leases six vehicles from LTD for Metro Shuttle and Door-to-Door services. There were three vehicles removed from the fleet in March 2020 (Table 17).

Table 17: SLW Vehicle Fleet

Vehicle #	Make / Model	Year	Lift Yes / No (Ramp)	Lift Capacity (Lbs)	Seat Capacity	Wheel-chair Capacity	Additional Notes
29	Ford Aerotech Small Bus	2007	Yes	800	14	2	
30	Ford Aerotech Small Bus	2007	Yes	800	14	2	Removed from fleet 3/4/2020
11	Ford Aerotech 240	2008	Yes	800	14	3	
2101	Chevy GMC Express	2010	Ramp	800	24	1	Removed from fleet 3/5/2020
5	Dodge Grand Caravan SE	2010	Ramp	800	5	1	Removed from fleet 3/5/2020
40	Ford El Dorado Aerotech Bus	2011	Yes	800	14	3	
42	Dodge Grand Caravan SE	2013	Ramp	600	5	2	
41	Ford E450 Aerotech 240	2015	Yes	1,000	15	3	
43	Ford Ecoline E450	2018	Yes	1,000	14	3	

Source: South Lane Wheels Vehicle Inventory 2019-20

EXAMPLES OF SLW VEHICLES



Source: South Lane Wheels Facebook page

FACILITIES

SLW maintains 24 bus stops (five are LTD) from their suspended Route-Around-Town route. Below is a table illustrating their Bus Stop and Shelter Inventory.

Table 18: SLW Bus Stop and Shelter Inventory

Stop #	Stop Location	Sign (SI)	Bench (BE)	Shelter (SH)
1	Village Center	SI-1		
2	Cottage Grove Sewing & Vac Center	SI-2		
3	Riverview Terrace	SI-3	BE-1	SH-1
4	LCC	SI-4	BE-2	SH-2
5	Lincoln Middle School	SI-5		
6	6 th	SI-6		
7	Corey Commons	SI-7		
8	Pool	SI-8		
9	Taylor & 6 th (LTD Stop)	SI-9		
10	6 th (LTD Stop)	SI-10		
11	6 th & Quincy (LTD Stop)	SI-11		
12	Madison	SI-12		
13	Jefferson Park	SI-13		
14	Adams	SI-14		
15	Youth Center	SI-15		
16	Community Center	SI-16		
17	6 th & Gibbs (Senior & Disabled)	SI-17		
18	Main & 12th	SI-18	BE-3	
19	Main & 14 th (LTD Stop)	SI-19		
20	Gateway Center	SI-20		
21	Whitaker & 22 nd (LTD Stop)	SI-21		
22	Wal-Mart	SI-22	BE-4	SH-3
23	Hospital	SI-23	BE-5 & BE-6	
24	Jim Wright Way	SI-24		
25	Oswald & Gateway	SI-25		
26	CG Living on 16 th	SI-26	BE-7	SH-4
27	14 th & Pennoyer	SI-27		
28	CG Living on N. Douglas	SI-28	BE-8	SH-5
29	Wal-Mart (LTD Stop)	SI-29		

Source: South Lane Wheels Bust Stop Sign, Bench and Shelter Inventory as of August 2011

Existing Services

System Overview

SLW currently offers two different types of services:

1. **Door-to-Door** service area covers from Culp Creek to Lorane and from London to Creswell into Cottage Grove for any purpose.
2. **Metro Shuttle** is similar to Door-to-Door except this service takes riders to the Eugene-Springfield Metropolitan Area.

LTD offers three different types of services:

1. **Route 98** fixed-route bus service serves Cottage Grove, Creswell, Lane Community College, University of Oregon, and downtown Eugene.
2. **Paratransit** is operated by Lane Transit District’s paratransit brokerage service, RideSource.
3. **LTD Connector** is Lane Transit District’s pilot mobility on demand (MOD) shuttle service operated by South Lane Wheels within the Cottage Grove city limits.
4. **Non-Emergency Medical Transportation (NEMT)** is available for free to Lane County residents who are eligible for transportation benefits under the Oregon Health Plan. NEMT is provided by RideSource.

South Lane Wheels Door-to-Door Services Overview

There are two different types of Door-to-Door services operated by SLW – general door-to-door and the Metro Shuttle. Service is requested on a first call, first served basis and office hours are Monday through Friday, from 8:00 AM to 5:00 PM. For the local Door-to-Door service, passengers are recommended to call by noon the day before their trip. For the Metro Shuttle, SLW recommends passengers to call at least three to four days before their trip. Operating hours for SLW trips are Monday through Friday, 8:00 AM to 5:00 PM. After hours service is available upon approval from SLW. There is no service on New Year’s Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day and the day after, and Christmas Day.

An unscheduled return trip is considered a “Will Call” ride, which may have a 30-minute wait after the pickup call is made. A trip may be cancelled in advance (up to 8:00 AM the day of the trip) or it is considered a “No-Show”. A pattern of “No-Shows” may affect future ride requests. Operators will wait up to five minutes for a rider to board before leaving. If a rider is not prepared to board within the five minute window, this will also be considered a “No-Show”.

Tables 19 and 20 break down fares that vary by service and distance. Exact fares must be paid when at the time of boarding. The drivers do not make change and they accept cash, checks (made out to SLW), or a SLW ticket. Discounted books of ten tickets for Door-to-Door service can be purchased at the SLW office in Cottage Grove.

Lane Transit District Route 98 Overview

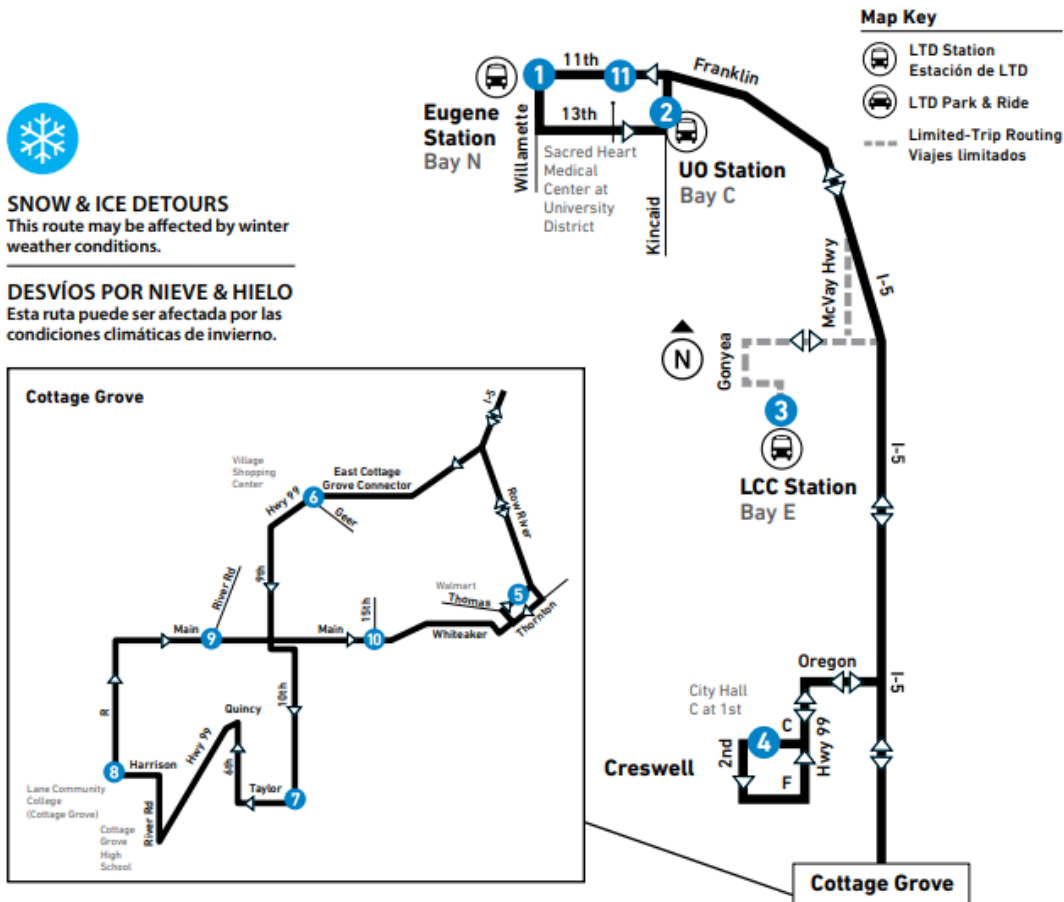
Route 98 is a fixed-route service that runs seven days a week with a weekday, Saturday, and Sunday schedule.

Figure 3 shows Route 98’s service area as of winter 2020. The route begins at Eugene Station (Bay N) and travels south on Willamette Street and east on 13th Avenue where it serves Sacred Heart Medical Center at University District and UO Station (Bay C). The bus travels north on Kincaid Street, east on Franklin Boulevard to I-5 South/McVay Highway, west on 30th Avenue, and south on Gonyea Road,

which serves Lane Community College Station (Bay E) and Lane Community Colleges’ main campus. The bus continues east on 30th Avenue and travels South onto I-5. It takes the Creswell exit and heads west on Oregon Avenue, south on 2nd Street, east on F Street, north on Highway 99, and east on Oregon Avenue.

The bus continues south on I-5 and exits the freeway on the Cottage Grove Connector which serves the Village Shopping Center on limited trips¹⁶. On these limited trips, the bus turns southwest on OR-99, south on 9th Street, east on Main Street, south on 10th Street, west on Taylor Avenue, north on 6th Street, southwest on OR-99 and north on River Road where it serves Cottage Grove High School and Lane Community College at Cottage Grove. The bus turns west on Harrison Avenue, north on R Street, east on Main Street, east on Whiteaker Avenue, and northwest on Thomas Lane which serves the Wal-Mart Park and Ride. The bus returns to I-5 by heading north on Row River Road to Eugene Station along its regular routing.

Figure 3: Winter 2020 Route 98 Route



Source: Lane Transit District 2020 Winter Rider’s Digest

¹⁶ Prior to COVID-19, LTD ran more frequent trips before and after the LTD MOD service was in operation. Route 98 would run limited trips through town while other trips terminated at the Cottage Grove Walmart. When there was no connecting service with the MOD, LTD ran the traditional Route 98 service through the town in a loop.

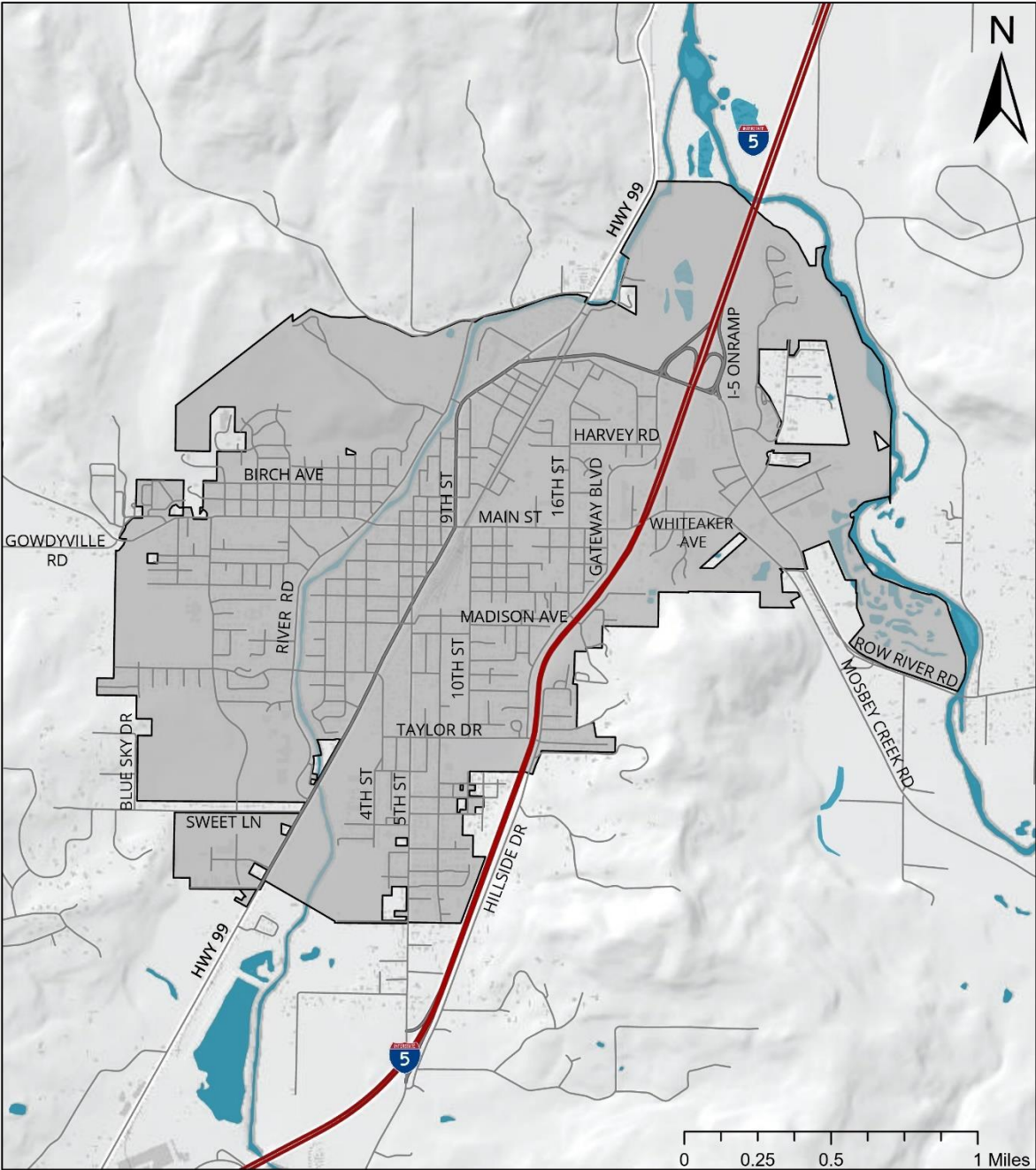
LTD Connector Mobility on Demand (MOD) Overview

The LTD Connector is a pilot shuttle service within the Cottage Grove city limits operated by SLW. The pilot started in January 2019 and was initially planned to operate through August 2020. However, COVID-19 restrictions temporarily paused the service from March until August 2020.

To use this service passengers must download the free app from TransLoc to schedule a pickup time. Passengers without a smart phone can schedule a ride by calling the LTD Connector dispatch at (541) 942-0456 extension 1 Monday through Friday from 7:00 AM to 7:00 PM. The shuttle operates 8:30 AM to 5:00 PM on the following holidays – Memorial Day, Independence Day, Labor Day, the day after Thanksgiving, and New Year’s Day. There is no service on Christmas Day and Thanksgiving Day. The service only operates within the Cottage Grove city limits Monday through Friday from 7:00 AM to 7:00 PM. The cost of the shuttle is \$1 per ride and other LTD fare is also accepted. Map 6 shows the LTD service area for the MOD pilot.

Map 7 illustrates the LTD Connector’s service area within the Cottage Grove city limits.

Map 7: LTD MOD Service Area: Cottage Grove City Limits



**Cottage Grove Area
Transit Development Plan
Lane Transit District
Mobility on Demand Service Area**

The information on this map was derived from digital databases on Lane Council of Governments' regional geographic information system. Care was taken in the creation of this map, but it is provided 'as is'. LCOG cannot accept any responsibility for errors, omissions, or positional accuracy in the digital data or the underlying records. There are no warranties, expressed or implied, accompanying this product. However, notification of any errors will be appreciated.

- Cottage Grove City Limits
- Bodies of Water
- Interstate Highways
- Roads



Source: Lane Council of Governments GIS Services

Historical Services

SLW ROUTE-AROUND-TOWN

The Route-Around-Town was suspended in February 2019 when the LTD Connector service was launched in Cottage Grove. The Route-Around-Town was similar to the LTD Connector service and served riders only within the Cottage Grove city limits.

SLW MEDICAID & OREGON HEALTH PLAN SERVICE PROVISION

SLW was a Medical/Non-Medical transportation provider contracted through RideSource. Medicaid or Oregon Health Plan (OHP) Plus clients may have transportation to medical and non-medical appointments covered. Service structure was like SLW's Door-to-Door shuttle and had to be reserved in advanced by calling the SLW dispatch.

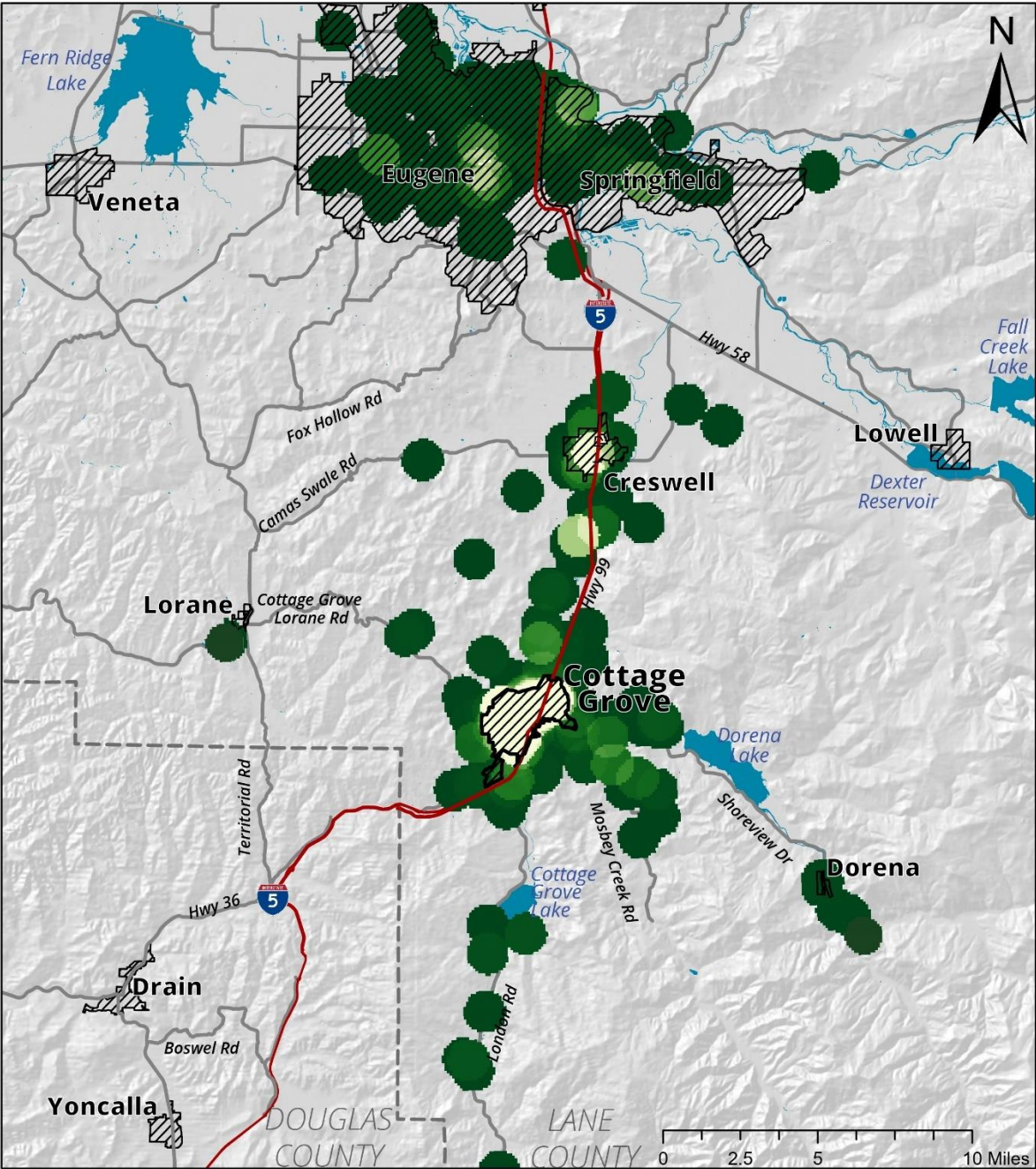
To qualify, passengers had to contact the RideSource call center at (541) 682 5577 to schedule their trip. RideSource scheduled transportation for passengers with the most appropriate and lowest cost provider.

Origin and Destination Locations

Data on transit trip origins and destinations can help illuminate travel patterns and identify locations where demand for transit is highest. Maps 7-12 show origin and destination points for transit trips in the Cottage Grove Area as heat maps, with lighter colors representing higher frequencies:

- Maps 7 and 8 depict origins and destinations, respectively, for SLW trips in the travelshed from 2017 to 2018, before the MOD pilot started. The City of Cottage Grove, the City of Creswell, and, to a lesser extent, the Eugene-Springfield Area show the highest frequency of trip origins and destinations. Trip origins and destinations are clustered along the I-5 corridor and a handful of other key transportation corridors connecting the City with other communities in the area.
- Maps 9 and 10 depict origins and destinations, respectively, for SLW trips in the travelshed in 2019, after the MOD pilot started. The City of Cottage Grove shows the highest frequency of trip origins and destinations during this time period. Trip origins and destinations are still clustered along the I-5 corridor and a handful of other key transportation corridors.
- Maps 11 and 12 depict origins and destinations, respectively, for MOD trips in the Cottage Grove City limits between January 2019 and March 2020. Trips are evenly distributed throughout the City, supporting observations by City and SLW staff that this service is popular.

Map 8: SLW 2017-2018 Trip Origin Locations



**Cottage Grove Area
Transit Development Plan
South Lane Wheels Trip Origins 2017-18**

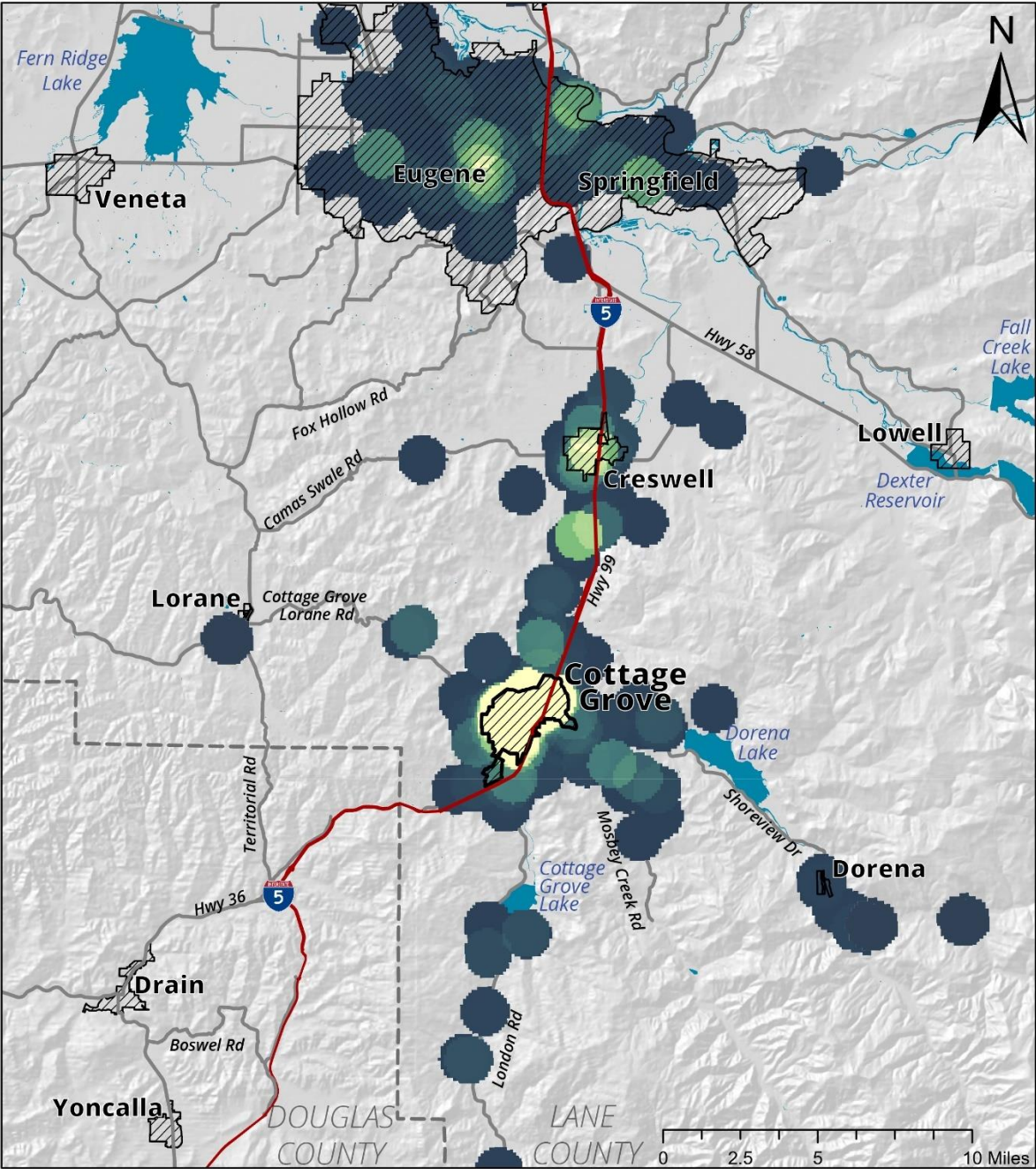
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- Urban Growth Boundaries
- Unincorporated Communities
- County Boundary
- Interstate Highways
- Roads
- High Trip Origin Count
- Low Trip Origin Count



Source: Lane Council of Governments GIS Services

Map 9: SLW 2017-2018 Trip Destination Locations



**Cottage Grove Area
Transit Development Plan
South Lane Wheels Trip Destinations 2017-18**

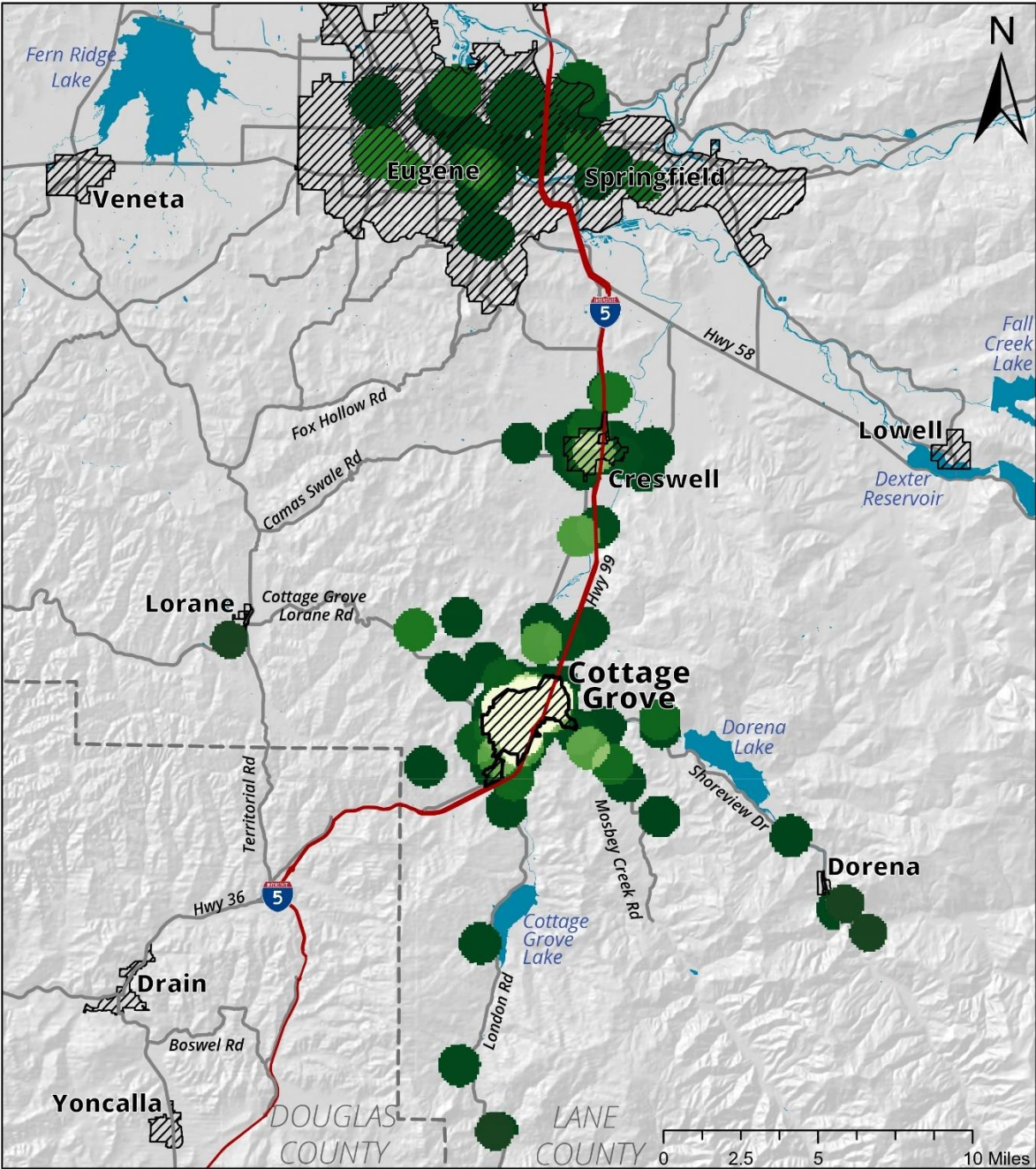
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- Urban Growth Boundaries
- Unincorporated Communities
- County Boundary
- Interstate Highways
- Roads
- Trip Destination Count
High (green) to Low (blue)



Source: Lane Council of Governments GIS Services

Map 10: SLW 2019 Trip Origin Locations



**Cottage Grove Area
Transit Development Plan
South Lane Wheels Trip Origins 2019**

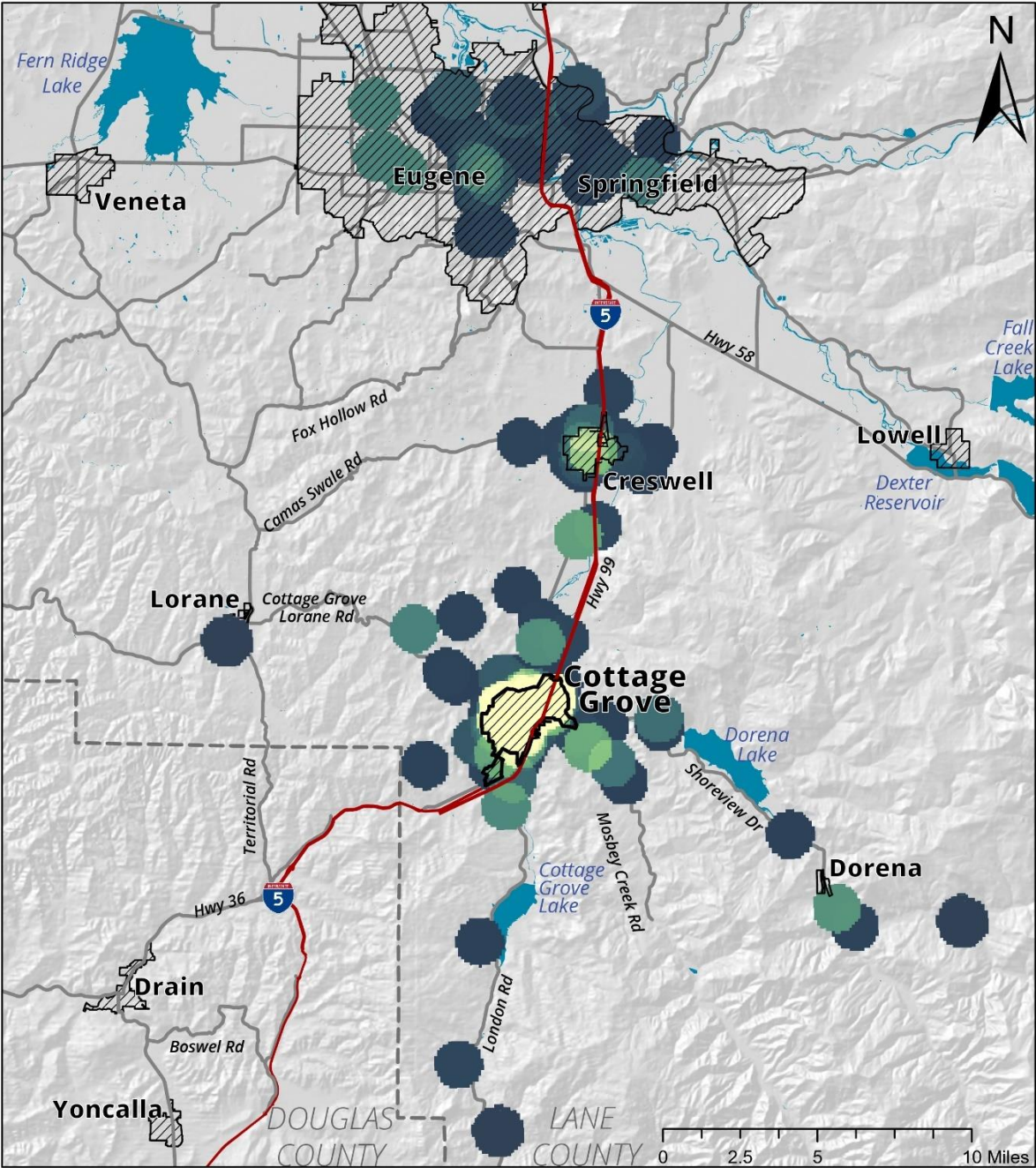
The information on this map was derived from digital databases on Lane Council of Governments' regional geographic information system. Care was taken in the creation of this map, but it is provided 'as is'. LCOG cannot accept any responsibility for errors, omissions, or positional accuracy in the digital data or the underlying records. There are no warranties, expressed or implied, accompanying this product. However, notification of any errors will be appreciated.

- Urban Growth Boundaries
- Unincorporated Communities
- County Boundary
- Interstate Highways
- Roads
- High Trip Origin Count
- Low Trip Origin Count



Source: Lane Council of Governments GIS Services

Map 11: SLW 2019 Trip Destination Locations



**Cottage Grove Area
Transit Development Plan
South Lane Wheels Trip Destinations 2019**

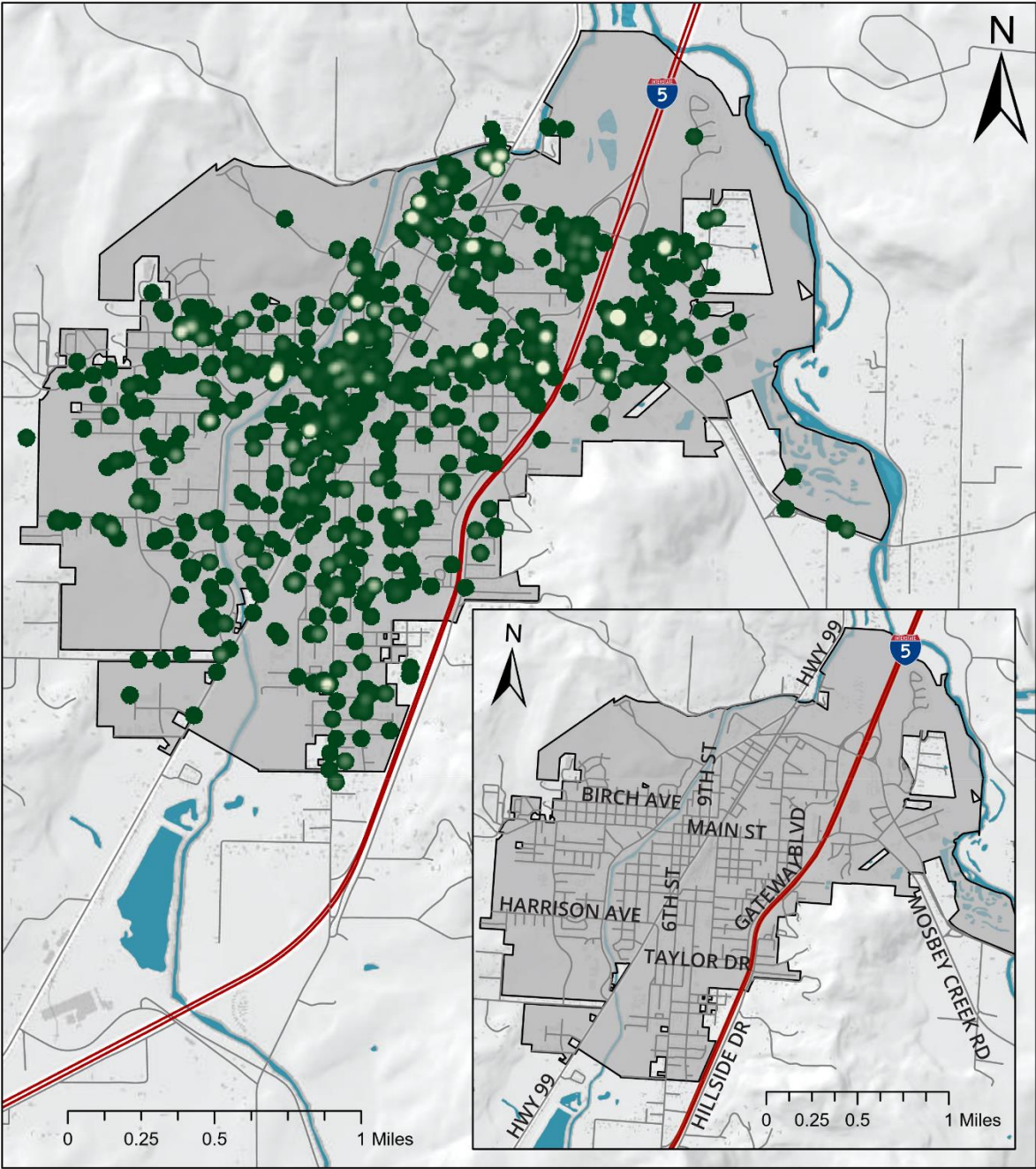
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- Urban Growth Boundaries
- Unincorporated Communities
- County Boundary
- Interstate Highways
- Roads
- Trip Destination Count
 - High
 - Low



Source: Lane Council of Governments GIS Services

Map 12: LTD MOD Trip Origin Locations January 2019 – March 2020



**Cottage Grove Area
Transit Development Plan
Lane Transit District Mobility on Demand
Pilot Trip Origins Jan 2019 - Mar 2020**

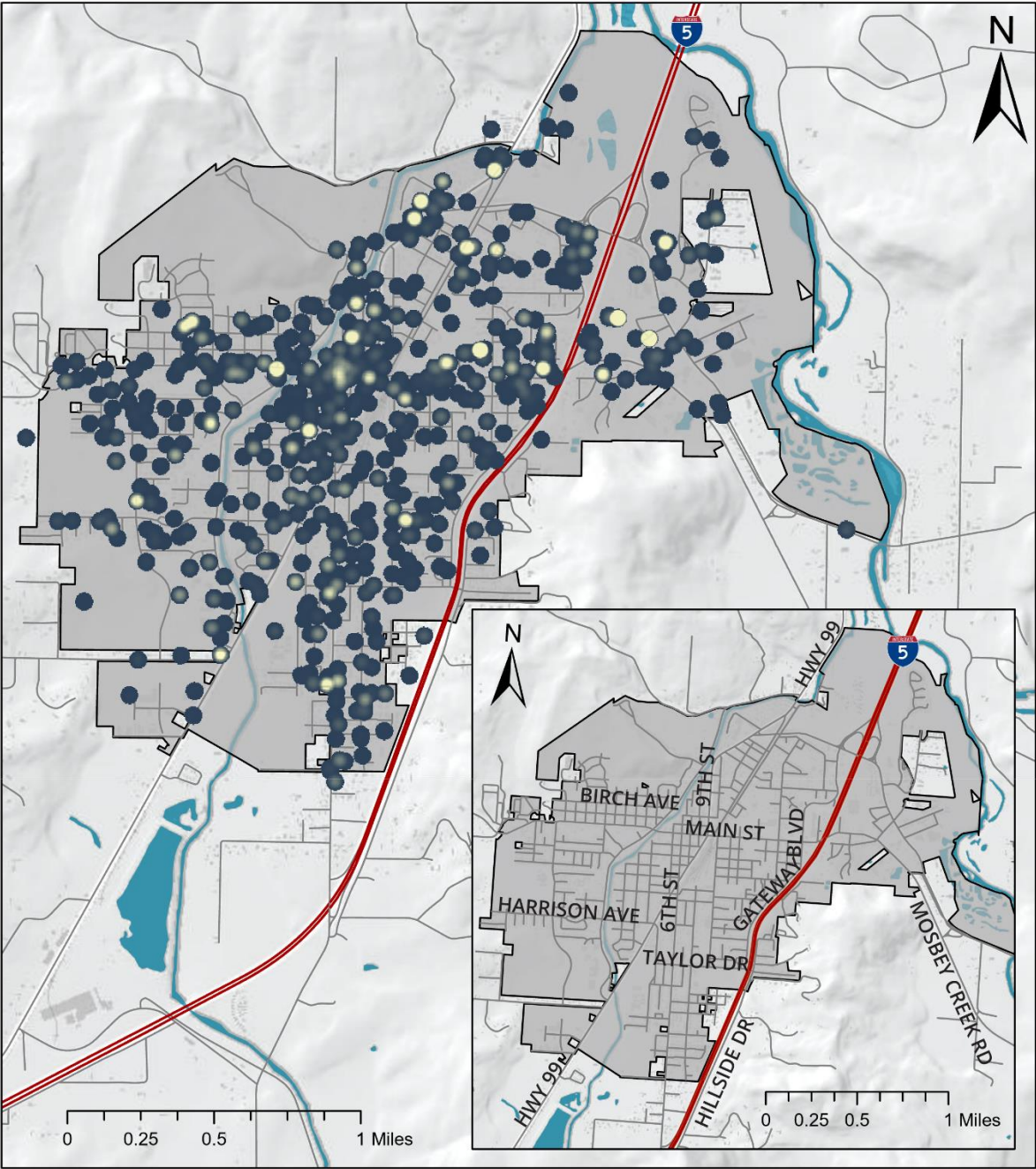
The information on this map was derived from digital databases on Lane Council of Governments' regional geographic information system. Care was taken in the creation of this map, but it is provided 'as is'. LCOG cannot accept any responsibility for errors, omissions, or positional accuracy in the digital data or the underlying records. There are no warranties, expressed or implied, accompanying this product. However, notification of any errors will be appreciated.

- Cottage Grove City Limits
- Bodies of Water
- Interstate Highways
- Roads
- Trip Origin Count
High
Low



Source: Lane Council of Governments GIS Services

Map 13: LTD MOD Trip Destination Locations January 2019 – March 2020



**Cottage Grove Area
Transit Development Plan
Lane Transit District Mobility on Demand
Pilot Trip Destinations Jan 2019 - Mar 2020**

The information on this map was derived from digital databases on Lane Council of Governments' regional geographic information system. Care was taken in the creation of this map, but it is provided 'as is'. LCOG cannot accept any responsibility for errors, omissions, or positional accuracy in the digital data or the underlying records. There are no warranties, expressed or implied, accompanying this product. However, notification of any errors will be appreciated.

- Cottage Grove City Limits
- Bodies of Water
- Interstate Highways
- Roads
- Trip Destination Count
High
Low



Source: Lane Council of Governments GIS Services

South Lane Wheels Fares

The Fares to ride SLW services depend on the type of service and miles to a destination. Fares are collected by the drivers and no change is given. Passengers can pay by cash, a check written to SLW, or with a SLW ticket. Discounted ticket books can be purchased for SLW by visiting or calling their office.

Table 19: South Lane Wheels Door-to-Door Fares

One Way Trips per Person*	Rate	Book of 10 tickets
Up to 3 miles	\$3	\$25
Up to 5 miles	\$5	\$45
Up to 10 miles	\$10	Not available
Additional charge per mile over 10	\$1	

*One attendant rides for free if rider needs assistance.

Table 20: South Lane Wheels Metro Shuttle to Eugene-Springfield Metropolitan Area

Pick up location rates per person*	One Way	Round Trip
From Creswell	\$10	\$20
From Cottage Grove	\$15	\$30

*One attendant rides for free if rider needs assistance.

Lane Transit District Fares

Table 21 breaks down Route 98 fares. This fare breakdown is the same for all LTD routes.

Table 21: Lane Transit District Route 98

	Single Ride	Day Pass	1-Month Pass	3-Month Pass
Adult	\$1.75	\$3.50	\$50	\$135
Half Fare* & Youth	\$0.85	\$1.75	\$25	\$67.50
RideSource	\$3.50			
Students (K-12)	FREE			
Children (5 & Under)	FREE			
Honor Ride (65+)	FREE			

Source: Lane Transit District

*Half Fare is for qualifying people with disabilities

Schedule

SLW does not have a fixed schedule since all services are dial-a-ride. Table 22 details LTD's Route 98 schedule as of June 2020 after COVID-19. Table 23 details Route 98's schedule pre-COVID and this is what the standard schedule looks like. LTD typically changes their schedule bi-annually and it is updated to their website and the LTD Rider's Digest magazine.



Table 22: LTD Route 98 modified schedule as of June 2020

From: Eugene Station To: Cottage Grove via Creswell											From: Cottage Grove To: Eugene Station via Creswell					
LEAVE Eugene Station Bay N	UO Station Bay C	LCC Station Bay E	Creswell	Walmart	Village Shopping Center on Hwy 99	Taylor at 10th	R at Harrison	Main at River Road	Main at 15th	ARRIVE Walmart	LEAVE Walmart	Creswell	LCC Station Bay E	11th at Alder	ARRIVE Eugene Station	
1	2	3	4	5	6	7	8	9	10	5	5	4	3	11		
MONDAY-SUNDAY / LUNES A DOMINGO																
AM	8:35	8:40	--	8:58	--	9:11	9:16	9:21	9:25	9:28	9:34	9:48	10:00	--	10:18	10:25
PM	5:35	5:40	--	5:58	--	6:11	6:16	6:21	6:25	6:28	6:34	6:48	7:00	--	7:18	7:25

Source: https://www.ltd.org/system-map/route_98/

Table 23: LTD Route 98 pre-COVID schedule as of the winter 2019 Rider's Digest

From: Eugene Station To: Cottage Grove via Creswell											From: Cottage Grove To: Eugene Station via Creswell					
LEAVE Eugene Station Bay N	UO Station Bay C	LCC Station Bay E	Creswell	Walmart	Village Shopping Center on Hwy 99	Taylor at 10th	R at Harrison	Main at River Road	Main at 15th	ARRIVE Walmart	LEAVE Walmart	Creswell	LCC Station Bay E	11th at Alder	ARRIVE Eugene Station	
1	2	3	4	5	6	7	8	9	10	5	5	4	3	11		
MONDAY-FRIDAY / LUNES A VIERNES																
AM	--	--	--	--	5:28	5:33	5:38	5:42	5:45	5:49	5:49	6:01	--	6:17	6:25	
	6:00	6:05	--	6:23	--	6:36	6:41	6:46	6:50	6:53	7:04	7:04	7:16	7:31	7:44	7:55
	7:00	7:05	--	7:23	--	7:36	7:41	7:46	7:50	7:53	8:04	8:04	8:16	8:31	8:44	8:55
	10:00	10:05	--	10:23	--	10:36	10:42	10:48	10:53	10:56	11:07	11:09	11:21	11:38	11:51	12:05
PM	2:30	2:35	2:50	3:03	3:21	3:24	3:30	3:36	3:41	3:44	3:53	3:55	4:07	--	4:25	4:35
	3:30	3:35	3:50	4:03	4:21	4:24	4:30	4:36	4:41	4:44	4:53	4:55	5:07	--	5:25	5:35
	4:35	4:40	4:56	5:09	5:27	5:30	5:36	5:42	5:47	5:50	5:59	6:01	6:13	--	6:30	6:40
	5:35	5:40	5:55	6:08	6:26	6:29	6:34	6:39	6:43	6:46	6:56	6:59	7:11	--	7:27	7:35
	7:45	7:50	8:05	8:18	8:36	8:39	8:44	8:49	8:53	8:56	9:04	9:04	9:16	--	9:32	9:40
SATURDAY / SÁBADO																
AM	8:35	8:40	--	8:58	--	9:12	9:18	9:23	9:27	9:30	9:36	9:48	10:00	--	10:17	10:25
PM	1:00	1:05	--	1:23	--	1:37	1:43	1:48	1:52	1:55	2:01	2:16	2:28	--	2:45	2:52
	5:35	5:40	--	5:58	--	6:12	6:18	6:23	6:29	6:32	6:38	6:48	7:00	--	7:17	7:25
SUNDAY / DOMINGO																
AM	8:35	8:40	--	8:58	--	9:11	9:16	9:21	9:25	9:28	9:34	9:48	10:00	--	10:18	10:25
PM	5:35	5:40	--	5:58	--	6:11	6:16	6:21	6:25	6:28	6:34	6:48	7:00	--	7:18	7:25

Source: [LTD Winter 2020 Rider's Digest](#)

System Performance and Ridership

This section details ridership for SLW, LTD MOD, and LTD Route 98. Table 24 details SLW ridership by type of service from its earliest data to its most recent ridership data. Table 25 shows LTD MOD ridership prior to the pilot's suspension due to COVID-19. Table 26 shows LTD Route 98 ridership.



Table 24: South Lane Wheels Ridership Data by Year – 2010 to 2020

	FY10-11	FY11-12	FY12-13	FY13-14	FY14-15	FY15-16	FY16-17	FY17-18	FY18-19	FY19-20	% Change
Disabled	2,583	3,415	3,323	3,051	2,862	2,398	3,388	2,965	2,699	1,998	-23%
Seniors	4,331	4,224	3,645	3,088	2,032	1,489	1,445	1,455	1,436	867	-80%
General Public	2,453	2,272	2,526	2,838	2,826	1,674	1,754	1,789	1,935	1,536	-37%
Route-Around-Town*	7,060	4,767	5,182	4,405	5,565	5,191	4,605	3,771	1,708*	-	-76%
LTD MOD	-	-	-	-	-	-	-	-	6,596**	15,460	+134%
Demand-Response	-	-	-	4,646	4,036	3,345	3,674	3,320	3,538	3,821	-18%
Brokerage Medicaid ***	-	-	-	3,980	3,666	2,584	3,805	2,851	2,338	320	-92%

Source: South Lane Wheels Ridership Data

*Note: Route-Around-Town was suspended in February of FY 2018-19

**Note: LTD MOD started January of FY2018-19

***Note: Brokerage Medicaid stopped before the LTD MOD Connector started.

Table 25: LTD Mobility on Demand Ridership*

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2019	364	793	1,158	1,570	1,553	1,468	1,693	1,950	1,825	2,219	1,946	1,984	18,523
2020	2,335	1,640	823	-	-	-	-	-	-	-	-	-	4,798

Source: Lane Transit District

*This route was suspended in March 2020 due to COVID-19

Table 26: LTD Route 98 Ridership by Year

Year	Passengers	% Change
2015	110,687	-
2016	99,141	-10%
2017	91,560	-8%
2018	91,249	0%
2019	78,429	-14%
2015-2019	471,066	-29%

Source: Lane Transit District

Regional Connections

Both LTD Route 98 and SLW service connect passengers to transportation systems north of the Cottage Grove area. However, there is currently a lack of connection to transportation services south of the Cottage Grove area to Douglas County. The following public transportation agencies provide regional connections to and from the Cottage Grove area:

- Lane Transit District
- Amtrak
- Umpqua Transit
- Lane Council of Governments: Link Lane

LANE TRANSIT DISTRICT

LTD operates transit services in the Eugene-Springfield Metropolitan Area, Creswell, Cottage Grove, Junction City, Veneta, Oakridge, Florence, and along the McKenzie River to the McKenzie Ranger station. LTD operates fixed-route services, including one Bus Rapid Transit (BRT), two Mobility on Demand pilots, and RideSource.

Service generally runs weekdays 6:00 AM to 12:30 AM, Saturdays 7:00 AM to 11:30 PM, and Sundays 8:00 AM to 9:30 PM. A break down for LTD fares can be found in Table 27. Information about LTD routes and other general information can be found at <https://LTD.org>.

Table 27: LTD Fares

	Single Ride	Day Pass	1-Month Pass	3-Month Pass
Adult	\$1.75	\$3.50	\$50	\$135
Half Fare* & Youth	\$0.85	\$1.75	\$25	\$67.50
RideSource	\$3.50	-	-	-
Students (K-12)	FREE	-	-	-
Children (5 & Under)	FREE	-	-	-
Honor Ride (65+)	FREE	-	-	-

Source: Lane Transit District

AMTRAK

Amtrak is in downtown Eugene and has two daily round trips between Eugene and Portland. This specific Amtrak service is branded as Amtrak Cascades and can take riders north from Eugene to Vancouver, British Columbia. Figure 4 highlights the stops along this route.

Riders can reserve trips in advance online or by calling Amtrak customer service. Fares depend on distance travelled.

Figure 4: Amtrak Cascades Stop Locations



Source: Amtrak Cascades

UMPQUA TRANSIT

Umpqua Transit is a public transportation service operated by Umpqua Public Transportation District. This transit service is in Douglas County and serves the greater Roseburg area, Winston, Sutherlin, Myrtle Creek, and Canyonville.

Umpqua Transit operates 7 fixed routes and UTrans Direct ParaTransit program for people with disabilities. The cost of a regular one-way ticket is \$2, reduced fare is \$1, day pass is \$5, and the service is free for those 17 and under.

In August 2020, Umpqua Public Transit District was awarded \$50,000 for the Rural Veterans Healthcare Transportation Program Discretionary Grant. This grant is for the North Douglas County Veterans Medical Transportation Connector for veterans-centered bedroom community connections to the Veterans Affairs (VA) facility in Roseburg. This is a partnership between SLW and North Douglas Betterment (a veterans service organization) to manage this project. Service is anticipated to begin in the Fall of 2020.

LINK LANE

Link Lane is a fixed-route bus service provided by the Lane Council of Governments (LCOG) in partnership with the Confederated Tribes of Coos and Lower Umpqua and Siuslaw Indians. Link Lane operates two intercity routes: the Eugene-Florence and the Florence-Yachats Connector.

The Eugene-Florence bus operates seven days per week with two routes per day. The Florence-Yachats Connector runs four routes Monday through Saturday. For the Eugene-Florence Connector, the cost of a one-way ticket is \$5 and \$1 for trips made between Florene and Mapleton. For the Florence-Yachats Connector, the cost of a one-way trip is \$2.50 or \$5 for two tickets for all day service.

Table 28: Link Lane Eugene-Florence Connector Morning Schedule

Stop Location	Departure Time
Eugene Amtrak Station	7:25 AM
Downtown Eugene	7:32 AM
Veneta	7:42 AM
Mapleton	8:39 AM
Three Rivers Casino	8:59 AM
Old Town Florence	9:16 AM
Grocery Outlet Florence	9:26 AM
Three Rivers Casino	9:32 AM
Mapleton	9:50 AM
Veneta	10:30 AM
Downtown Eugene	10:57 AM
Eugene Amtrak Station	Arrive at 11:05 AM

Source: Link Lane

Table 29: Link Lane Eugene-Florence Connector Afternoon Schedule

Stop Location	Departure Time
Eugene Amtrak Station	3:30 PM
Downtown Eugene	3:37 PM
Veneta	4:04 PM
Mapleton	4:44 PM
Three Rivers Casino	5:04 PM
Old Town Florence	5:21 PM
Grocery Outlet Florence	5:31 PM
Three Rivers Casino	5:37 PM
Mapleton	5:55 PM
Veneta	6:35 PM
Downtown Eugene	7:02 PM
Eugene Amtrak Station	Arrive at 7:09 PM

Source Link Lane

Table 30: Link Lane Florence-Yachats Connector Trip 1 Schedule

Stop Location	Departure Time
Grocery Outlet Florence	7:30 AM
Carl G. Washburne State Park	8:00 AM
Log Church in Yachats	8:30 AM
Carl G. Washburne State Park	8:50 AM
Grocery Outlet Florence	Arrive at 9:20 AM

Source: Link Lane

Table 31: Link Lane Florence-Yachats Connector Trip 2 Schedule

Stop Location	Departure Time
Grocery Outlet Florence	10:30 AM
Carl G. Washburne State Park	11:00 AM
Log Church in Yachats	11:30 AM
Carl G. Washburne State Park	11:50 AM
Grocery Outlet Florence	Arrive at 12:20 PM
Source: Link Lane	

Table 32: Link Lane Florence-Yachats Connector Trip 3 Schedule

Stop Location	Departure Time
Grocery Outlet Florence	2:45 PM
Carl G. Washburne State Park	3:15 PM
Log Church in Yachats	3:45 PM
Carl G. Washburne State Park	4:05 PM
Grocery Outlet Florence	Arrive 4:35 PM
Source: Link Lane	

Table 33: Link Lane Florence-Yachats Connector Trip 4 Schedule

Stop Location	Departure Time
Grocery Outlet Florence	5:35 PM
Carl G. Washburne State Park	6:05 PM
Log Church in Yachats	6:35 PM
Carl G. Washburne State Park	6:55 PM
Grocery Outlet Florence	Arrive at 7:25 PM
Source: Link Lane	

Conclusion

The intent of this Existing Conditions memo is to provide a summary of the Cottage Grove Area community and transportation system. The information from this memo will serve as the framework for the TDP analysis, findings, and recommendations.

Appendix B:

Peer Analysis

COTTAGE GROVE AREA TRANSIT DEVELOPMENT PLAN

DATE: July 31, 2020

TO: Cottage Grove Area TDP Project Management Team

FROM: Lane Council of Governments: Kelly Clarke, Rachel Dorfman, Syd Shoaf

SUBJECT: Cottage Grove Area TDP Peer analysis

Purpose

The intent of this peer analysis is to provide some comparison between transit services in Cottage Grove and a select number of peer transit providers operating in similar conditions. Though Cottage Grove is within and served by Lane Transit District (LTD), this peer analysis focuses on South Lane Wheels (SLW) as Cottage Grove’s contracted transit provider and flow-through recipient of Federal Transit Administration (FTA) funds. Through peer analysis, Cottage Grove and SLW can measure their area’s transit service against peers on common performance measures. All transit providers receiving federal funds are required to report a range of data to the National Transit Database (NTD), which are available in the form of compiled reports on the FTA’s website.¹ Peer analysis is not just a tool for self-evaluation—it is also an opportunity to gain an understanding for what might be possible for Cottage Grove and SLW in the future based on what peer agencies have achieved with similar resources or in similar operating environments.

Peer Analysis Approach

For this analysis, peers were selected based on the size of the population center in which they serve, their relationship to the surrounding rural and urban communities, the type of service they provide, and their operating budget. An initial review of transit providers in Oregon produced a list of 21 comparable providers with a federal designation of “small urban” or “rural,” most of which, like SLW, fall into the “Rural General Public Transit” NTD reporting category, indicating that they are not required to report on

¹ The National Transit Database uses standardized definitions for performance measures. However, there can still be inconsistencies in the way that transit providers report on performance measures.

the full set of performance measures. The Project Management Team (PMT)² narrowed the larger list to six transit providers deemed to provide the best opportunity for comparison: City of Canby, City of Lebanon, City of Sandy, City of Woodburn, Josephine County, and the South Clackamas Transportation District. These six providers operate primarily in rural or small urban areas, provide a similar level of service through demand response and fixed routes, and have operating budgets below \$2 million; they also represent a cross-section of provider types—city, county, and district (see Table 1).

Table 1: Peer Provider List

Provider	Category	Federal Designation	NTD Reporter Type	Main City	Main City Population
South Lane Wheels	City / Nonprofit	Rural	Rural General Public Transit	Cottage Grove	10,083
City of Canby	City	Rural	Rural General Public Transit	Canby	17,527
City of Lebanon	City	Rural	Rural General Public Transit	Lebanon	16,599
City of Sandy	City	Rural	Rural General Public Transit	Sandy	10,834
City of Woodburn	City	Rural	Rural General Public Transit	Woodburn	25,417
Josephine County	County	Small urban	Reduced Reporter	Grants Pass	37,201
South Clackamas Transportation District	District	Rural	Rural General Public Transit	Molalla	9,082

Sources: National Transit Database 2018 Agency Profiles, U.S. Bureau of the Census ACS 2018 5-year estimates, Table S0101

Peer Service Comparison

Table 2 gives an overview of the services provided by SLW and its peers. SLW operates eight vehicles in maximum service that have a total seating capacity of 76. In 2018, SLW reported serving 11,065 annual unlinked passenger trips over 95,684 vehicle revenue miles with total operating expenses of \$384,165.

Table 2: Peer Provider Service Overview

Provider	Vehicles Operated in Maximum Service	Total Revenue Vehicles	Seating Capacity	Annual Vehicle Revenue Miles	Annual Vehicle Revenue Hours	Annual Unlinked Passenger Trips	Total Operating Expenses
South Lane Wheels	8	9	76	95,684	7,898	11,065	\$384,165
City of Canby	8	13	184	223,766	14,400	75,038	\$1,679,387
City of Lebanon	5	5	65	44,085	4,812	20,272	\$312,893
City of Sandy	7	10	215	347,042	16,238	129,776	\$1,342,311
City of Woodburn	11	11	167	120,513	8,690	35,672	\$602,833
Josephine County	14	17	192	458,730	24,098	222,849	\$1,646,552
South Clackamas Transportation District	4	6	116	263,135	11,579	90,996	\$704,934

Source: National Transit Database 2018 Agency Profiles

² PMT members include: Amanda Ferguson, Cottage Grove City Planner; Ruth Linoz, South Lane Wheels Executive Director; Mark Bernard, ODOT Region 2B Transit Coordinator; Paul Thompson, LCOG Program Manager; Kelly Clarke, LCOG Senior Planner; Rachel Dorfman, LCOG Assistant Planner; and Syd Shoaf, LCOG Assistant Planner

Table 3 breaks down operating funds by funding type. In 2018, approximately 87% of SLW’s funds came from federal sources (\$390,901 of \$446,514 total). It is worth noting that Cottage Grove is within Lane Transit District’s (LTD’s) boundary. Employers within the LTD boundary pay a transit district payroll tax on wages of employees. The 2020 tax rate is 0.75%, and the rate is scheduled to increase each year by 0.01%.³ Revenue generated through this tax supports LTD’s operating budget and flows back into Cottage Grove via LTD’s Route 98 bus service and partnership with SLW. This funding source is not reflected in Table 3 as it is not part of SLW’s operating funds, but it does contribute to transit availability in the Cottage Grove area.

Table 3: Operating Funds by Funding Type

Provider	Fares	Other Directly Generated	Taxes & Fees Levied by Agency	Local	State	Federal	Total
South Lane Wheels	\$25,457	\$20,327	\$0	\$9,829	\$0	\$390,901	\$446,514
City of Canby	\$59,901	\$45	\$0	\$1,081,053	\$122,750	\$506,861	\$1,770,610
City of Lebanon	\$13,958	\$44,338	\$0	\$66,782	\$76,484	\$85,559	\$287,121
City of Sandy	\$98,994	\$0	\$0	\$297,063	\$126,437	\$591,329	\$1,113,823
City of Woodburn	\$38,226	\$67,541	\$0	\$116,000	\$151,875	\$278,707	\$652,349
Josephine County	\$122,260	\$367,432	\$0	\$73,356	\$296,191	\$867,000	\$1,726,239
South Clackamas Transportation District	\$38,527	\$0	\$0	\$383,714	\$146,784	\$260,582	\$829,607

Source: National Transit Database 2018 Funding Sources Table

Table 4 provides a peer comparison of the demand response services provided by the peer group. In 2018, seven of SLW’s eight vehicles operating in maximum service were used for demand response services. SLW’s door-to-door services accounted for 66% of its total unlinked passenger trips, 89% of its total vehicle revenue miles, and 83% of its total operating expenses. SLW served 1.1 passengers per hour at a cost of \$43.96 per passenger.

³ Lane Transit District, “Payroll & Self-Employment Tax Information,” <https://www.ltd.org/payroll-self-employment-tax-information/>

Table 4: Demand Response Peer Comparison

Provider	Number Vehicles	Passengers per Hour	Cost per Passenger	Unlinked Passenger Trips	Vehicle Revenue Hours	Vehicle Revenue Miles	Total Operating Expenses
South Lane Wheels	7	1.1	\$43.96	7,294	6,592	84,894	\$320,663
City of Canby	5	2.8	\$40.96	17,146	6,033	66,623	\$702,261
City of Lebanon	4	4.3	\$14.70	19,687	4,562	41,544	\$289,449
City of Sandy	3	2.7	\$26.74	14,626	5,341	85,547	\$391,036
City of Woodburn	8	2.6	\$16.25	14,841	5,642	75,490	\$241,133
Josephine County	5	2.8	\$32.29	16,339	5,891	85,064	\$527,538
South Clackamas Transportation District	0	N/A	N/A	N/A	N/A	N/A	N/A

Source: National Transit Database 2018 Metrics Table

Table 5 provides a peer comparison of fixed route bus services provided by the peer group. SLW suspended its Route-Around-Town service starting in January 2019 in response to Lane Transit District’s Mobility On Demand (MOD) pilot. The comparison from 2018 data remains of value given that SLW will consider reinstating its fixed route service depending on the outcome of the pilot.

Table 5: Fixed Route Bus Peer Comparison

Provider	Number Vehicles	Passengers per Hour	Cost per Passenger	Unlinked Passenger Trips	Vehicle Revenue Hours	Vehicle Revenue Miles	Total Operating Expenses
South Lane Wheels	1	2.9	\$16.84	3,771	1,306	10,790	\$63,502
City of Canby	3	6.9	\$16.88	57,892	8,367	157,143	\$977,126
City of Lebanon	1	2.3	\$40.08	585	250	2,541	\$23,444
City of Sandy	1	5.7	\$12.43	4,320	756	11,222	\$53,692
City of Woodburn	3	6.8	\$17.36	20,831	3,048	45,023	\$361,700
Josephine County	4	14.6	\$3.60	173,606	11,907	176,476	\$624,931
South Clackamas Transportation District	1	9.4	\$6.95	23,968	2,547	17,104	\$166,560

Source: National Transit Database 2018 Metrics Table

Table 6 provides a comparison of commuter bus services provided by the peer group. SLW does not provide traditional commuter bus services; its Metro Shuttle operates as a demand response commuter option connecting Cottage Grove and Creswell to the Eugene-Springfield Metro area. In this peer group, only three transit agencies provide commuter bus service. The City of Canby and South Clackamas Transportation District both serve areas in proximity to the Portland Metro area, a much larger population and employment center. Josephine County, however, serves a predominantly rural population with smaller population centers.

Table 6: Commuter Bus Peer Comparison

Provider	Number Vehicles	Passengers per Hour	Cost per Passenger	Unlinked Passenger Trips	Vehicle Revenue Hours	Vehicle Revenue Miles	Total Operating Expenses
South Lane Wheels	0	N/A	N/A	N/A	N/A	N/A	N/A
City of Canby	0	N/A	N/A	N/A	N/A	N/A	N/A
City of Lebanon	0	N/A	N/A	N/A	N/A	N/A	N/A
City of Sandy	3	10.9	\$8.10	110,830	10,141	250,273	\$897,583
City of Woodburn	0	N/A	N/A	N/A	N/A	N/A	N/A
Josephine County	5	5.2	\$15.02	32,904	6,300	197,190	\$494,083
South Clackamas Transportation District	3	7.4	\$8.03	67,028	9,032	246,031	\$538,374

Source: National Transit Database 2018 Metrics Table

Peer Fare Comparison

Table 7 compares the fare structures of SLW and the six peer provider agencies. Every agency in this analysis provides some form of dial-a-ride or deviated fixed route service. Some are open to the general public for a fare and some are only available to seniors or those with a disability, usually for free or at a discounted rate. SLW’s door-to-door fares are dependent on mileage; they range from \$3 to \$10 and up depending on distance. While SLW has historically offered Medicaid/Non-Medical Transportation, it is no longer contracted through RideSource to provide this free service. SLW is the only provider in this analysis that provides advanced-request scheduled rides to and from the nearest large metro area—its Metro Shuttle ranges from \$20 to \$30 round trip between Creswell or Cottage Grove and the Eugene/Springfield Metro area. Other agencies provide fixed-route intercity commuter bus service with fares ranging from \$1 to \$2 each way. At \$1 per ride, the Mobility On Demand pilot, also known as the LTD Connector, is consistent with both dial-a-ride and fixed route services that are confined within the urban growth boundaries or smaller service areas of SLW peers.

Table 7: Fare Comparison

Provider	Service	Description	Fare*
South Lane Wheels	Door-to-Door	Door-to-door services available to the general public in the Cottage Grove area	Up to 3 miles - \$3 Up to 5 miles - \$5 Up to 10 miles - \$10 Each additional mile after 10 - \$1 (one attendant rides for free)
	Metro Shuttle to Eugene/Springfield	Advanced-request scheduled ride into the Eugene/Springfield metro area	From Creswell - \$10 From Cottage Grove - \$15
	LTD Connector	Pilot shuttle service operating within Cottage Grove city limits that connects to LTD route 98 running between Eugene and Cottage Grove	\$1
City of Canby	Route 99X	Commuter bus service to Oregon City and Woodburn	\$1

	Dial-A-Ride (General Public)	General public service available to anyone traveling within the Canby Urban Growth Boundary; available as space allows (designed to utilize unused capacity in the Complimentary Paratransit service)	\$1
	Dial-A-Ride (Complimentary Paratransit Service)	Complimentary paratransit available to individuals whose disability prevents them from using or accessing local fixed route service	Fareless
	Dial-A-Ride (Shopping Shuttle)	Free shopping shuttle service offered on weekdays	Fareless
City of Lebanon	LINX Dial-A-Bus	Curb-to-curb transportation for seniors, those with disabilities, and general public within city limits of Lebanon	Seniors & those with disabilities - \$1 (caregiver is free) General Public - \$2
	LINX Loop	Fixed route with seven scheduled stops	Seniors & those with disabilities - \$1 (caregiver is free) General public: Schedule stops - \$1 Depart from route - \$2
City of Sandy	SAM – In-Town Service	Fixed route service	Fareless
	SAM – Gresham Service	Fixed route service	\$1
	SAM – Estacada	Fixed route service	\$1
	Sandy Shopper – In-Town Service	Shopper shuttle service	Fareless
	STAR Dial-A-Ride (General Public)	Curb-to-curb service available to anyone within a 3 mile radius of the City of Sandy	\$1
	STAR Dial-A-Ride (Elderly/Disabled)	ADA complimentary paratransit rides to ADA eligible individuals	\$1 (round trip)
	ED – Out of Town Medical Transport	Out of town medical rides for appointments that can't be reached with existing SAM services (must meet ADA requirements as elderly, frail, or disabled)	\$2
City of Woodburn	Woodburn Fixed Route	1-hour loop going through Woodburn 7 days a week	\$1.25
	Express Route	Fixed route loop designed to serve the most frequented stops on weekdays	\$1.25
	Dial-A-Ride	Door-to-door service for people with disabilities and the elderly living within Woodburn	\$2.50
Josephine County	Dial-a-Ride	Door-to-Door service available to people whose disability prevents them from using the fixed route bus	JCT Service Area - \$2 Same day - \$4

		available ¼ of a mile on each side of any JCT fixed route service	
	Fixed Route Service	Weekday service serving Grants Pass with four fixed routes	\$1
	Commuter Route	Commuter service between Grants Pass and Medford	\$2
South Clackamas Transportation District	Molalla City Bus	Deviated fixed route service offered to the general public	Fareless
	Molalla to Canby	Fixed route service between Molalla and Canby	\$1
	Molalla to Clackamas Community College	Fixed route service between Molalla and Clackamas Community College	\$1
Source: Individual provider websites			
*Note: All fares are one way unless otherwise indicated			

Appendix C: Plan and Policy Review

COTTAGE GROVE AREA TRANSIT DEVELOPMENT PLAN

DATE: July 29, 2020

TO: Cottage Grove Area TDP Project Management Team

FROM: Lane Council of Governments: Kelly Clarke, Rachel Dorfman, Syd Shoaf

SUBJECT: Cottage Grove Area TDP Plan and Policy Review

Overview

The Cottage Grove Area TDP will ultimately support local, regional, and state goals to improve the Statewide Transit Network and enhance public transportation options to Cottage Grove Area residents. The Lane Council of Governments (LCOG) conducted a review of local, regional, and state plans with the intent of identifying applicable and relevant transit goals and policies that the TDP can consider supporting and reinforcing.

Table 1 details the list of plans reviewed and is organized by governmental authority and then year completed. A detailed list of relevant goals, policies, and objectives that shaped the goals of the Cottage Grove Area TDP can be found below.

Table 1: Reviewed Plans for Cottage Grove Area TDP

Authority	Document	Year Completed
State	Oregon Transportation Plan	2006
	Oregon Transportation Options Plan	2015
	Oregon Transportation Safety Action Plan	2015
	Oregon Bicycle and Pedestrian Plan	2016
	Oregon Public Transportation Plan	2018
County	Lane County Rural Comprehensive Plan	2009
	Lane County Transportation System Plan	2017
	Lane County Transportation Safety Action Plan	2017
	Douglas County Comprehensive Plan	2017
City	Cottage Grove Transportation System Plan	2015
	Creswell Transportation System Plan	2019
Transit Agency	Lane Coordinated Public Transportation Plan (Lane Transit District)	2019

Plan and Policy Review

STATE PLANS AND POLICIES

Oregon Transportation Plan

The Oregon Transportation Planning Rule (TPR) requires the state to develop a statewide Transportation System Plan (TSP) known as the Oregon Transportation Plan (OTP). The OTP serves as the guiding document for local TSPs and addresses the core challenges and opportunities facing transportation in Oregon. Relevant goals, policies, and strategies from the OTP include:

- **Policy 1.2 Equity, Efficiency and Travel Choices:** Promote a transportation system with multiple travel choices that are easy to use, reliable, cost-effective and accessible to all potential users, including the transportation disadvantaged.
- **Strategy 1.2.1:** Develop and promote inter and intra-city public transportation.
- **Strategy 1.2.2:** Better integrate, locate, and design passenger and freight multimodal transportation facilities and connections to expedite travel and provide travel options. Locate and design transportation facilities to connect with other modes.
- **Policy 2.1 Capacity and Operational Efficiency:** Manage the transportation system to improve its capacity and operation efficiency for the long-term benefit of people and goods movement.
- **Strategy 4.3.5:** Reduce transportation barriers to daily activities for those who rely on walking, biking, rideshare, car-sharing and public transportation by providing access to public transportation and the knowledge of how to use it and facility designs that consider the needs of the mobility-challenged including seniors, people with disabilities, children and non-English speaking populations.
- **Policy 7.1 A Coordinated Transportation System:** Collaboratively with other jurisdictions and agencies with the objectives of removing barriers so the transportation system can function as one system.

Oregon Public Transportation Plan

The Oregon Public Transportation Plan (OPTP) provides a planning and policy framework to guide local decision-making and investments regarding public transportation but does not make service decisions for communities. The OPTP goals include:

- **Goal 1 Mobility – Public Transportation User Experience:** People of all ages, abilities, income levels move reliably and conveniently between designations using an affordable, well-coordinated public transportation system. People in Oregon routinely use public transportation to meet their daily needs.
- **Goal 2 Accessibility and Connectivity – Getting from Here to There:** Riders experience user-friendly and convenient public transportation connections to and between services and travel modes in urban, suburban, rural, regional, and interstate areas.
- **Goal 3 Community Livability and Economic Vitality:** Public transportation promotes community livability and economic vitality by efficiently and effectively moving people of all ages to and

from homes, jobs, businesses, schools and colleges, and other destinations in urban, suburban, and rural areas.

- **Goal 4 Equity:** Public transportation provides affordable, safe, efficient, and equitable transportation to jobs, services, and key destinations, improving quality of life for all Oregonians.
- **Goal 5 Health:** Public transportation fosters improved health of Oregonians by promoting clean air, enhancing connections between people, enabling access to services such as health care and goods such as groceries, and by giving people opportunities to integrate physical activity into everyday life through walking and bicycling to and from public transportation.
- **Goal 6 Safety and Security:** Public transportation trips are safe; riders feel safe and secure during their travel. Public transportation contributes to the resilience of Oregon communities.
- **Goal 7 Environmental Sustainability:** Public transportation contributes to a healthy environment and climate by moving more people with efficient, low-emission vehicles, reducing greenhouse gases and other pollutants.
- **Goal 8 Land Use:** Public transportation is a tool that supports Oregon's state and local land use goals and policies. Agencies collaborate to ensure public transportation helps shape great Oregon communities providing efficient and effective travel options in urban, suburban, and rural areas.
- **Goal 9 Funding and Strategic Investment:** Strategic investment in public transportation supports the overall transportation system, the economy, and Oregonians' quality of life. Sustainable and reliable funding enables public transportation services and infrastructure to meet public needs.
- **Goal 10 Communication, Collaboration, and Coordination:** Public and private transportation providers and all levels of government within the state and across state boundaries work collaboratively and foster partnerships that make public transportation seamless regardless of jurisdiction.

Oregon Transportation Safety Action Plan

The Oregon Transportation Safety Action Plan (TSAP) provides long-term goals, policies and strategies in an effort to achieve no deaths or life changing injuries on Oregon's transportation system by 2035. As one of the seven plans under the Oregon Transportation Plan (OTP), the TSAP helps facilitate an integrated and interconnected transportation system to meet the diverse and changing needs of Oregonians. The plan identifies four emphasis areas that have a near-term focus. These emphasis areas include:

- **Risky Behaviors:** Deter unsafe or risky behaviors made by drivers and other transportation users to minimize impaired driving, unbelted, speeding, and distracted driving crashes.
- **Infrastructure:** Construct or retrofit multimodal transportation assets to minimize intersection and roadway departure crashes.
- **Vulnerable Users:** Protect vulnerable road users – pedestrians, bicyclists, motorcyclists, older drivers – to minimize pedestrian, bicycle, motorcycle, and older road user crashes.
- **Improved Systems:** Continually improve data, train, and educate transportation and safety staff, support law enforcement and emergency responders, and minimize commercial vehicle crashes.

Oregon Transportation Options Plan

Goals, strategies, and policies in the Oregon Transportation Options Plan promote the efficient use of existing transportation system investments, reduced reliance on the single-occupancy vehicles, and the use of walking, biking, transit, rideshare, and telecommuting. This plan is part of a suite of plans under the Oregon Transportation Plan (OTP), that support an integrated and interconnected transportation system. Strategies that are applicable to the Cottage Grove Area TDP include the following:

- **Strategy 2.i:** Facilitate cost sharing between local jurisdictions, healthcare organizations, and higher education institutions for transportation options coordinators and/or maintenance of bicycle, pedestrian, and transit facilities on campuses.
- **Strategy 3.b:** Develop guidance for transportation options programs suitable for all regions and communities of various sizes. For example, all communities with transit or rideshare services should also consider Guaranteed Ride Home programs.
- **Strategy 4.a:** Promote, encourage, and incentivize biking, walking, and taking transit, and carpool/vanpool (rideshare) program participation to help spread demand across modes and to more efficiently utilize existing modal capacity.
- **Strategy 4.k:** Foster the identification and development of mobility hubs through financial, policy, or technological support or coordination, with an initial focus on locations with an existing user base such as park-and-ride lots, transit stops or stations, universities, or institutional campuses.
- **Strategy 7.c:** Pair mixed-use development with expansion of transit, walking, and bicycle networks to facilitate availability of transportation options.
- **Strategy 8.i:** Encourage private and public development of transit and shuttle access or bicycle and pedestrian infrastructure that links to travel destinations.

Oregon Bicycle and Pedestrian Plan

Oregon's Bicycle and Pedestrian Plan is one of seven modal plans under the Oregon Transportation Plan (OTP), that facilitate an integrated and interconnected transportation system to meet the diverse and changing needs of system users. Regional and local plans must be consistent with the Oregon Bicycle and Pedestrian Plan policies and strategies. Relevant policies and strategies for the South Lane Wheels TDP include:

- **Policy 2.4:** Improve access to multimodal connections for bicyclists and pedestrians through planning, design, prioritization, and coordination.
- **Strategy 2.4B:** When designing, extending, or improving pedestrian and bicycle networks, coordinate with transit agencies to ensure that existing planned transit service is considered in facility design and identify opportunities to remove physical barriers in access to transit.
- **Strategy 2.4C:** Build and maintain partnerships with transit agencies to facilitate network connections with travelers walking or biking to support first and last mile connections to transit.

COUNTY PLANS AND POLICIES

Lane County Transportation System Plan

The Lane County Transportation System Plan serves as a long-term guide for transportation investments at the county level. The Lane County TSP was updated in 2017 and was adopted as a part of the Lane County Rural Comprehensive Plan and complies with applicable transportation and planning requirements. The goals and policies relevant to the South Lane Wheels TDP include:

- **Goal 1 Safety:** Eliminate fatalities and reduce severe-injury collisions on Lane County’s transportation system.
- **Goal 2 Economic Vitality:** Provide a reliable transportation system that enhances the economic health of Lane County
 - **Economic Vitality Policy 2-b:** Realize the economic benefits that walking, biking, public transportation, and other active transportation investments can provide to Lane County.
- **Goal 3 Natural Environment:** Create and maintain a transportation system that first avoids, then minimizes, and finally mitigates impacts to the natural environment.
 - **Natural Environment Policy 3-a:** Support strategies in the Oregon Sustainable Transportation Initiative (OSTI) to encourage the reduction of greenhouse gases (GHG) such as building infrastructure that facilitates and supports bicycling or walking, supporting increased public transportation services, deploying intelligent transportation systems, and planning for efficient freight traffic movement.
- **Goal 4 Equity and Accessibility:** Provide safe and efficient access to destinations and populations within Lane County.
 - **Equity and Accessibility Policy 4-a:** Consider transportation improvement projects that accommodate all transportation users by including shoulders, sidewalks, bike lanes, and bus stop turnouts, consistent with adopted road design standards.
 - **Equity and Accessibility Policy 4-b:** Provide a multi-modal transportation system that is accessible to all users, improves access to basic needs (e.g., education, employment, food, housing, and medical care) and complies with the Americans with Disabilities Act (ADA).
 - **Equity and Accessibility Policy 4-c:** Encourage the provision of transportation services to the meet the needs of the transportation disadvantaged such as low-income persons, children, older persons, alter-abled persons, racial and ethnic minorities, and those with limited English proficiency.
- **Goal 5 Mobility:** Promote the efficient and cost-effective movements of people, goods and services by all modes.
- **Goal 6 Connectivity:** Provide improved and new transportation connections within and between developed and developing areas.
 - **Connectivity Policy 6-a:** Encourage safe and convenient pedestrian and bicycle connections between residential uses and adjacent activity centers, including transit facilities and commercial, employment, civic/institutional, and recreation uses.

- **Goal 7 Active Transportation and Public Health:** Create a built environment¹ that encourages health, safe, comfortable, and convenient active transportation options that are viable for all users.
- **Goal 8 Coordination:** Implement the Transportation System Plan by working with public, community groups, transit providers, cities and other government agencies.

Lane County Rural Comprehensive Plan

The Lane County Rural Comprehensive Plan applies to all unincorporated lands within the County beyond the Urban Growth Boundaries of incorporated cities in the County. The relevant goals and policies to the South Lane Wheels TDP include:

- **Goal 12 Transportation:** Lane County shall strive for a coordinated and balanced transportation system which complies with Department of Land Conservation and Development Commission's (LCDC) Goal 12 and is responsive to the economic, social, and environmental consideration.
 - **A.** Safe, convenient and economical transportation for all people, materials and services.
 - **B.** An effective distribution of transportation options.
 - **G.** Encouragement of energy-efficient modes of transportation.
 - **I.** An efficient public transportation service which meets demonstrated needs for alternative transportation.

Lane County Transportation Safety Action Plan

The overall goals for the Lane County Transportation Safety Action Plan are to help reduce traffic fatalities and serious injuries on County roads, bridges, and paths. The Plan identifies a wide range of safety challenges and strategies, and places safety as a high priority across Lane County. The relevant goals and policies to the Cottage Grove Area TDP include:

- **Goal 1: Create a Culture of Safety and shared responsibility**
- **Goal 2: Build infrastructure that provides safety for all people regardless of mode and ability**
- **Goal 3: Create a transportation network that supports livable communities**
- **Goal 4: Prepare for advanced technologies**
- **Goal 5: Focus on collaboration and cooperation between and within regional agencies**
- **Goal 6: Invest in safety**

Douglas County Comprehensive Plan

The Douglas County Comprehensive plan was developed in compliance with the Oregon Statewide Planning Goals. This plan was most recently adopted in 2017.

- **Goal 1:** To develop a transportation system that establishes a system of transportation facilities and services adequate to meet identified needs.
 - **Objective A:** To be consistent with the state transportation system.
 - **Policies:**

¹ The built environment is defined as human-made structures, features, and facilities viewed collectively as environment in which people live and work.

- The County Transportation System Plan relies upon the Oregon Transportation System Plan and its modal and multi-modal plans for analysis and policy direction on state facilities and relies upon the Oregon Department of Transportation to apply plan policies and programs on state facilities.
- **Goal 2:** To provide and encourage a safe, convenient and economical transportation system.
 - **Objective B:** To accommodate existing and projected transportation demand in Douglas County.
 - **Objective C:** To encourage energy conservation through promotion of means other than the private automobile for transportation.
 - Efforts to decrease the dependence on the private automobile shall be encouraged.
 - **Objective D:** To improve transportation availability to the transportation disadvantaged.
 - The transportation disadvantaged shall be considered in the design of transportation facilities and alternative transportation modes.
 - **Objective F:** To encourage, coordinate and assist in the development of transportation modes other than private vehicle.
 - The County shall encourage the reestablishment of bus service to all cities in the County.

CITY PLANS AND POLICIES

Cottage Grove Transportation System Plan

The role of the Cottage Grove Transportation System Plan (TSP) is to guide how the long-range transportation needs of the community will be addressed. The TSP focuses on making travel safer and more convenient for Cottage Grove residents, businesses, and visitors. Relevant goals and policies from the TSP include:

Goals

- **Goal 1: Enhance the Cottage Grove area's quality of life and competitive economic advantage by providing a transportation system that is:**
 - Accessible,
 - Balanced,
 - Efficient,
 - Equitable,
 - Environmentally responsible,
 - Interconnected,
 - Financially stable,
 - Safe,
 - Sustainable.
- **Goal 2: Develop a cost-effective transportation system that meets the needs of all people and businesses, and that serves the existing future arrangement of land uses to the consensus of all jurisdictions involved.**

- **Goal 3: Develop a cost-effective transportation system that is based on informed citizen input, professional review, and technical analysis.**
- **Goal 4: Develop an integrated transportation and land use system that helps implement statewide transportation goals, statewide administrative rules, and the Cottage Grove Comprehensive Plan. Objective 1: Provide an interconnected regional transportation system, which ensures ease of transfer between modes of travel and appropriate access for all potential users to all areas of the city, region, state, and nation.**

Objectives

- **Objective 2: Provide a balanced transportation system that gives people realistic choices or options other than driving alone in an automobile.**
- **Objective 4: Provide an environmentally responsible transportation system.**
- **Objective 5: Provide a safe transportation system.**
- **Objective 6: Provide support for sustainable development by designing and developing a transportation and land use system that integrates residential, retail, and employment land uses.**

Policies

- **Overall**
 - **Policy 1:** Develop a well-connected transportation system across all modes and locations in the city.
- **Standards**
 - **Policy 9:** Consider the degree to which proposed transportation system improvement support community development plans and land use designations when evaluating projects, solutions, or strategies.
 - **Policy 11:** Consider the following primary criteria in evaluating and prioritizing transportation improvement projects – safety connectivity, access, average daily traffic, physical conditions of street, street geometrics, and capacity/congestion (level of service).
 - **Policy 14:** Consider commercial, industrial, and recreational transportation needs in decisions about access management and in construction or reconstruction of roadways.
 - **Policy 18:** Comply with Americans with Disabilities Act (ADA) standards when installing new (or reconstructing) transportation facilities, including sidewalks.
- **Multi-Modal**
 - **Policy 21:** Consider multi-modal contributions and linkages in evaluating and prioritizing street improvement projects.
 - **Policy 25:** Encourage demand management programs, such as carpooling and park-and-ride facilities, to reduce single-occupancy auto trips to and from Eugene-Springfield.
- **Transit**
 - **Policy 35:** Develop a cost-effective accessible transit program that meets the needs of all potential and identified users.
 - **Policy 36:** Support provision of basic mobility services for the elderly and people with special needs.

- **Policy 37:** Provide and support improvements such as sidewalk and bicycle connections, shelters, and benches to complement transit service and encourage higher levels of transit use.
- **Policy 38:** All new development shall be referred to transit service providers for review and comment to determine if new transit stops are appropriate and can reasonably be provided as part of the new development.

Creswell Transportation System Plan

The Creswell Transportation System Plan is a long-range plan that sets the vision for the community's transportation system for the next 20 years and beyond. The TSP strives to align future multimodal transportation investments with Creswell's community goals, objectives and priorities. The relevant information for the Cottage Grove Area TDP includes:

- **Goal 1 Safety and Efficiency:** Provide a safe and efficient transportation system for all users (e.g., age, mobility, income, geography, transportation disadvantaged).
- **Goal 2 Transportation Balance (Increase use of Non-Automotive Modes):**
 - Provide more safe convenient options for bicycling, walking, paratransit, carpooling, and public transportation.
 - Provide for a balanced transportation system that offers legitimate mobility choices for all users.
 - Educate users to expand knowledge of transportation options.
 - Develop, enhance, and support higher level of transit usage, including provision of amenities (e.g., sidewalk and bicycle connections, shelters, benches) beyond transit provider services.
 - Explore opportunities to expand transit coverage (e.g., in north and east Creswell)
 - Consider transportation demand management measures that could reduce peak hour vehicle demand.
- **Goal 3 Economic Development and Regional Links:**
 - Improve regional links (e.g., connections to I-5) that offer accessibility to employment opportunities for residents and convenient access to services for rural population.
- **Goal 4 Neighborhoods and Livability**
- **Goal 5 Intermodal Compatibility:**
 - Minimize conflicts and facilitate compatibility and connections between transportation modes.
 - Design streets on bus routes to support transit services.
 - Promote and improve park & ride (e.g., bus to work).

TRANSIT PLANS AND POLICIES

Lane Coordinated Public Transit-Human Services Transportation Plan (Lane Coordinated Plan)

This plan was prepared and adopted by Lane Transit District (LTD) to meet both Federal Transit Administration (FTA) and State of Oregon planning expectations. The Lane Coordinated Plan satisfies federal requirements enacted through the passage of Safe, Accountable, Flexible, and Efficient



Transportation Equity Act: A Legacy for Users (SAFETEA-LU). Relevant information from this plan includes:

- Support South Lane to perform a planning assessment to determine opportunities and strategies to meet the needs of southern Lane County.



Appendix D: Public Participation Report

COTTAGE GROVE AREA TRANSIT DEVELOPMENT PLAN

DATE: January 13, 2021

TO: Cottage Grove Area TDP Project Management Team

FROM: Lane Council of Governments: Kelly Clarke, Rachel Dorfman, Syd Shoaf

SUBJECT: Public Participation Report

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Introduction

Public participation is critical to Cottage Grove Area Transit Development Plan (TDP) development. The purpose of a TDP is to help plan for a public transportation system that serves the Cottage Grove area and meets community needs. The Cottage Grove Area TDP should reflect the transit-related vision, goals, priorities, and values of Cottage Grove area community members and stakeholders. The purpose of this memorandum is to outline the public participation strategies implemented so far in the process.

Due to COVID-19 and the associated stay-at-home orders, many outreach activities were not possible as originally planned and were either reformatted in scale or reimagined for a remote setting. Despite these challenges, a robust effort has been made to engage Cottage Grove area residents in the TDP process to date.

Stakeholder Advisory Committee

A stakeholder advisory committee was established to help guide the TDP process. The Cottage Grove Area TDP Stakeholder Advisory Committee (AC) is made up of local stakeholders, including representatives from other local transit providers, nonprofit organizations, the Cities of Cottage Grove and Creswell, and Lane County. The role of the AC is to provide technical and policy advice according to member expertise throughout the TDP process. The AC has met twice so far and will meet a total of four times throughout the process. Table 1 highlights the members of the PMT and the project’s AC.

Table 1: Cottage Grove Area TDP Stakeholder Advisory Committee

	Name	Affiliation
Project Management Team (PMT)	Amanda Ferguson	City of Cottage Grove
	Jennifer Boardman	Oregon Department of Transportation
	Mark Bernard	Oregon Department of Transportation
	Kelly Clarke	Lane Council of Governments
	Paul Thompson	Lane Council of Governments
	Rachel Dorfman	Lane Council of Governments
	Syd Shoaf	Lane Council of Governments
	Ruth Linoz	South Lane Wheels
Advisory Committee (AC)	Greg Ervin	City of Cottage Grove City Councilor
	Ashley Rigel	City of Cottage Grove Planning Commission
	Emma McDonald	City of Cottage Grove Youth Advisory Committee
	Maddie Phillips	City of Creswell
	Michelle Amberg	City of Creswell
	Shauna Neigh	Cottage Grove Chamber of Commerce
	Sasha Vartanian	Lane County
	Andrew Martin	Lane Transit District

	Jennifer Bragg	North Douglas Betterment
	Patrick McDaniel	South Lane Mental Health
	Theresa Bichsel	South Lane School District
	Suzanne Huebner-Sannes	South Lane Wheels Board
	Mike Baker	Umpqua Transit

Outreach

A combination of outreach methods were used including a community survey, presentations and radio, printed materials, and a project website.

Community Survey

The Community Survey’s goal was to gather information about the community’s travel needs and perceptions of public transportation. This was a 15-question survey that was deployed from July 2020 through the end of September 2020. A copy of the Community Survey is included in Appendix A.

The survey was available in both English and Spanish online and as a paper copy. The online survey was created through the platform SurveyMonkey and the link to the survey were distributed on the project’s website, social media channels, and shared via email. Paper copies of the survey were available at the City of Cottage Grove City Hall, on South Lane Wheel buses, and through local nonprofit organizations. Respondents that completed the survey had the option to leave their contact information to win a \$50 Bi-Mart gift certificate.

A total of 196 responses were collected: 175 online and 21 paper surveys. Of those surveyed, 80% have access to an automobile while 14% do not have access and 6% do, but not all the time. Respondents were mostly white/Caucasian (89%) in the 25-44 years old range (43%). Most were full-time employed (48%) with their total household income in the \$50,000-74,999 range (22%).

The survey results indicated that 88% of the respondents lived in Cottage Grove and their top mode of transportation between their home and places like work, school, and recreation was to **drive alone** (75%). The survey results found that 48% of respondents have also **never** used public transportation. Respondents indicated that they would most likely use public transportation if **service ran at the times of day they need it** (54%), **service went where they need to go** (43%), and **service was closer to their home** (29%). Respondents believe the Cottage Grove Area’s public transportation could improve if there was **weekend service** (42%), if **service went more places** (30%), and if there was more **frequent service** (37%). Respondents believe that the Cottage Grove Area’s public transportation should be **safe** (54%), **convenient** (52%), **accessible** (46%) and **dependable** (46%).

A detailed summary of the survey responses can be found in the Community Survey Results Memo in Appendix B.

Presentations and Radio

To further gather community feedback and promote the project’s Community Survey, the TDP PMT presented to various local groups

On August 27, 2020, members of the PMT presented to Be Your Best, a coalition of community partners in Cottage Grove that engages with marginalized and disenfranchised community members to improve family and community health. The presentation was over Zoom and included over 20 members from various



organizations. Be Your Best coalition members provided the PMT with additional outreach recommendations and opportunities. The PowerPoint presentation is included in Appendix C.

On August 31, 2020, members of the PMT went on the Beeper Call-In Talk Show, a live a radio show covering a wide range of social and political topics. The hour long show was dedicated to discussion about the Cottage Grove Area TDP and included calls from interested community members. Over 580 people viewed the Facebook Live post for the broadcast; metrics are not available for the number of people that listened to the show over the radio.

Printed Outreach

In August and September 2020, Cottage Grove residents received information about the Cottage Grove Area TDP in their monthly water bill, which directed them to the project website and online survey.

In addition, a local newspaper, The Chronicle, featured a brief article about the project.

These items can be found in Appendix D.

Project Website

The Cottage Grove Area TDP website includes information about the project and resources as well as interactive widgets that encourage community members to leave comments and feedback about public transportation. The website also included a link to the online Community Survey. The website is live and updates as the project progresses. The next website update will include the community survey results, finalized projects documents, and will also include information about the different types of funding.

Detailed screenshots of the website can be found in Appendix E.

University of Oregon Sustainable City Year Program Report: Current and Future Mobility Needs Assessment for Cottage Grove and Creswell

This report was conducted by the University of Oregon Sustainable City Year Program (SCYP) that is a university-community partnership program that matches the resources of the University with one Oregon community each year to help advance that community's sustainability goals. This purpose of this project was to analyze the current and future transportation needs of Cottage Grove and Creswell through professional insight and community input. Below are key recommendations and findings related to the Cottage Grove Area Transit Development Plan from the SCYP Report:

Current Transportation Recommendations

- **Increase the frequency of Route 98.** Survey results indicated 45% of respondents were in favor of increasing frequency.
- **Target investments in improved amenities based on stop usage.** The survey indicated that about 30% of respondents expressed the desire for more bus shelters along LTD Route 98. The report further recommends that these improvements could “add to the design, safety, and comfort level at the stops, in turn improving riders’ experience”.
- **Expand bus service within and between Cottage Grove and Creswell.** The survey results indicated that 36% of respondents would ride the Route 98 bus more frequently. Additionally, 16% of respondents would ride the Route 98 bus if it stopped in more and/or different locations. Respondents also expressed interest in amenities such as **bus shelters** (38%) and **real-time transit arrival information** (33%).

- **Implement land use development that promotes accessibility to transit in Cottage Grove and Creswell.** The report suggests that this can be done promoting denser development around transit stops and creating complete streets that allow for pedestrian and bicycle access.
- **Increase coordination and establish more partnerships across organizations to improve transportation options for Cottage Grove and Creswell residents.**

New Transportation Options Recommendations

- **Prioritize bike and pedestrian infrastructure improvements, especially around the popular stops.** Survey results indicated respondents want more/better sidewalks and bike lanes as improvements to their community.
- **Provide internet hot spots.**
- **Allow for alternative methods of payment for new mobility options.** The report highlights that bank checking account requirements present a barrier for equitable access to transit services. The report suggests that Cottage Grove should consider policies that create a transit system that allows for cash options since MOD currently does not.
- **Fund future transportation initiatives with Transient Room Tax (TRT).** The report suggests Lane County's TRT and to overall be strategic with funding opportunities.
- **Increase Lane County's Transient Room Tax and allocate funding to transportation initiatives since resident will not bear the burden of the tax.**
- **Identify creative revenue sources.**

Mobility on Demand (MOD) Recommendations

- **Keep the MOD Pilot to gather more data, specifically continue service once the COVID-19 pandemic restrictions subside.**
- **Integrate the MOD Connector with Route 98.** The report recommends to specifically to use the MOD Connector transport Cottage Grove residents to Route 98.
- **Create varied pricing for frequent users vs. single-use riders.** Recommendations include increasing the price for single-use riders to re-invest the higher revenue back into the program and create a benefits program for frequent riders. Another option recommended is to create a low-income fare to provide affordable service and incentivize riders to use the program more frequently.
- **Improve the availability of service information to riders.** The report suggests a two-part plan to inform riders about the service. First part is to create a smartphone application or website that includes information about the route, stop locations, fares, and the schedule. This should also include information about which seats are available and estimated times of arrival. The second part is to create an informational pamphlet that will be posted inside MOD vehicles and on the website that outlines the information that is listed above in part one.
- **Round trip scheduling.** The survey found that 6.5% respondents do not own a cell phone and 15.6% of respondents are concerned with access to month data. The report suggests that riders should have the ability to book round trip in a single interaction including calls, online scheduling, or smartphone application.
- **Increased ADA accessibility.** Report analysis indicates that 2.4% of rides contained wheelchair service requests. Of the 2.4% of wheelchair request rides, 60% did not use the service again. The report suggests considering using dedicated wheelchair accessible vans for the MOD Connector service.



- Prioritize those who require transportation to medical/mental health appointments.
- Give job preferences to those unemployed by the COVID-19 pandemic.

Paratransit

- Consider investing in a pilot on-demand service in partnership with rideshare companies to expand paratransit service.

Ride Hail Partnerships

- Encourage collaboration between the transit system and the ride-share company for a carpool-based system.
- Consider utilizing promotions, such as 10% off all rides for the first week of use.
- Consider a flat rate payment based on the average annual income.

Bike Share

- Implement bike share, not e-scooters, into Cottage Grove and Creswell's transportation plans.

The complete SCYP report can be found in Appendix F.

Appendix A – Community Survey

Cottage Grove Area Transit Development Plan Community Survey

Please help us plan for public transportation in the Cottage Grove Area. The City of Cottage Grove would like to hear from you about how public transportation is working, or not working, for you. Your responses will help guide our public transportation decisions over the next 10 to 15 years. This survey will be open until Friday, September 11th, 2020.

If you would like to know more information about the project or other ways to get involved, please visit:

<https://lco.org/CottageGroveAreaTDP>

What do we mean when we are asking about Public Transportation? It is any type of transportation that is available to all of us. Examples include the bus, Dial-A-Ride service, Mobility on Demand (MOD), bike share and more.

Si necesita realizar esta encuesta en español, visite:

<https://www.surveymonkey.com/r/SpanishCottageGroveAreaTDP>

1. In what city or community do you live? (Circle one answer):

- Cottage Grove
- Creswell
- Eugene or Springfield
- Douglas County
- Lane County
- Rural Lane County



2. Which types of travel do you typically use to go between your home and places like work, school, and shopping? (Check all that apply):

- Drive alone
- Someone drives me
- Taxi
- Bike
- Walk
- Lane Transit District
- South Lane Wheels
- Mobility on Demand (MOD)
- Other: _____

3. How often do you ride public transportation? (Circle one answer):

- a. 5 days per week
- b. 2 to 4 days per week
- c. 1 day per week
- d. 1 to 4 days per month
- e. Less than 1 day per month
- f. A few times per year
- g. Never

4. I would use public transportation more often if...

(Check all that apply):

- Service ran at the times of day that I need it
- Service went where I need it to go
- Service was closer to my home
- The service took less time
- The fare was not so expensive
- There was a group fare
- I felt safe using this service
- I felt safe getting to this service
- Nothing. I don't want to use public transportation.
- Other (please specify): _____

5. How could Cottage Grove Area's public transportation be better? (Check all that apply):

- More reliable
- Available earlier in the day
- Available later in the day
- Weekend service
- Service went to more places
- Less time using service
- More frequent service
- Less time waiting for service
- Lower cost to use service
- Door-to-door service
- Better connections to other public transportation services (for example: Amtrak)

Other: _____

6. Is there anywhere you would like to take public transportation but are not able to?

(Check all that apply)

- More areas within Cottage Grove
- Eugene/Springfield area
- Creswell
- Dorena Lake
- Cottage Grove Lake
- Roseburg
- Other: _____

7. What is most important you when using public transportation? Service is...

(Check 3 boxes):

- Accessible
- Affordable
- Convenient
- Dependable
- Equitable
- Inclusive
- Reliable
- Safe
- Sustainable
- Connected
- Other (**One word answer**): _____

8. Do you have any additional comments about transportation (existing service or thoughts about making service better) in the Cottage Grove area? (Free response)

Demographics

9. Do you have access to an automobile?

- a. Yes
- b. No
- c. Yes, but not all of the time

10. What is your age?

- a. 17 and under
- b. 18-24 years
- c. 25-44 years
- d. 45-64 years
- e. 65-74 years
- f. 75 years and over

11. What is your ethnicity?

- a. American Indian or Alaskan Native
- b. Asian
- c. Black/African American
- d. Hispanic/Latino/Spanish
- e. Native Hawaiian or Pacific Islander
- f. White/Caucasian
- g. Other: _____

12. Are you...

(Check all that apply):

- Full-time worker
- Part-time worker
- Unemployed, seeking work
- Unemployed, not seeking work
- College student
- Middle/High school student
- Retired
- Other

13. What is your total household income?

- a. Less than \$10,000
- b. \$10,000-14,999
- c. \$15,000-24,999
- d. \$25,000-34,999
- e. \$35,000-49,999
- f. \$50,000-74,999
- g. \$75,000-99,999
- h. \$100,000 or more

Thank you for filling out our survey! This survey is completely anonymous.

14. Enter me in a raffle to win a \$50 gift certificate to Bi-Mart.

My email is: _____



15. I'd like to stay involved in this project.

My email is: _____

If you have any other questions, please contact Syd Shoaf at SSHOAF@lcog.org
or (541) 682 4023.

Thank you!

Appendix B – Community Survey Results Report

Introduction and Methodology

As the consultants for the Cottage Grove Area Transit Development Plan, the Lane Council of Governments (LCOG) distributed a survey to the Cottage Grove community. The objective of the survey was to determine public perceptions and behaviors of public transportation, specifically in the Cottage Grove area.

Research Design: Between July 27 and September 28, 2020, LCOG distributed an online and paper-copy survey to the Cottage Grove area. The online survey was created through SurveyMonkey and was available as a link on the project's webpage, distributed to community partners, and posted across various social media channels. Paper-copies of the survey were distributed via email to be printed, available for pick up and drop off at the Cottage Grove City Hall and were distributed to South Lane Wheels riders while using their service. The survey was promoted on the City and project webpages, a local Cottage Grove radio show known as the Beeper Show and was featured in the Cottage Grove Chronicle and the water bill paystub for the months of August and September to Cottage Grove residents. The survey was also available in both English and Spanish for both the online and paper-copy surveys.

In sum, the survey received 196 responses – 175 online and 21 paper-copy. For the online surveys, it took an average of 3 minutes and 44 seconds.

This survey was conducted in July 2020 during COVID-19 restrictions which shifted outreach that is traditionally in-person to online engagement. In September 2020 towards the end of the survey, the region experienced wildfires that were close to communities in the Cottage Grove Area. Despite these unforeseeable events, we are happy to have received as much feedback as we did throughout this outreach process.

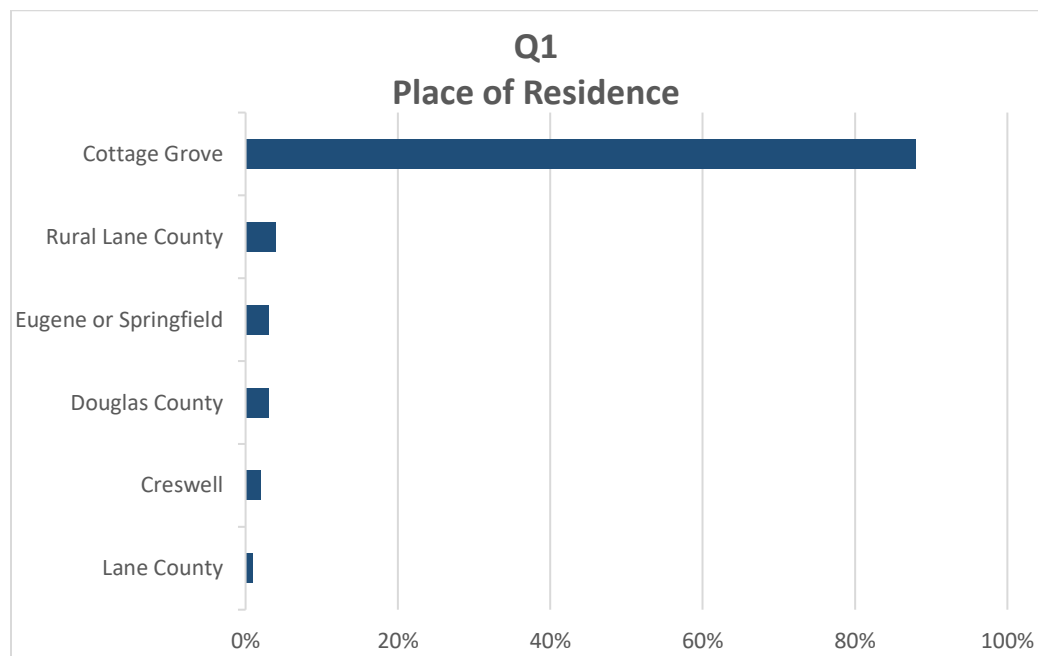
Summary of Findings

Of those surveyed, 80% have access to an automobile while 14% do not have access and 6% do, but not all the time. Respondents were mostly white/Caucasian (89%) in the 25-44 years old range (43%). Most were full-time employed (48%) with their total household income in the \$50,000-74,999 range (22%).

The survey results indicated that 88% of the respondents lived in Cottage Grove and their top mode of transportation between their home and places like work, school, and recreation was to **drive alone** (75%). The survey results found that 48% of respondents have also **never** used public transportation. Respondents would most likely use public transportation if **service ran at the times of day they need it** (54%), **service went where they need to go** (43%), and **service was closer to their home** (29%). Respondents believe the Cottage Grove Area’s public transportation be better if there was **weekend service** (42%), if **service went more places** (30%), and if there was more **frequent service** (37%). Respondents believe that the Cottage Grove Area’s public transportation should be **safe** (54%), **convenient** (52%), **accessible** (46%) and **dependable** (46%).

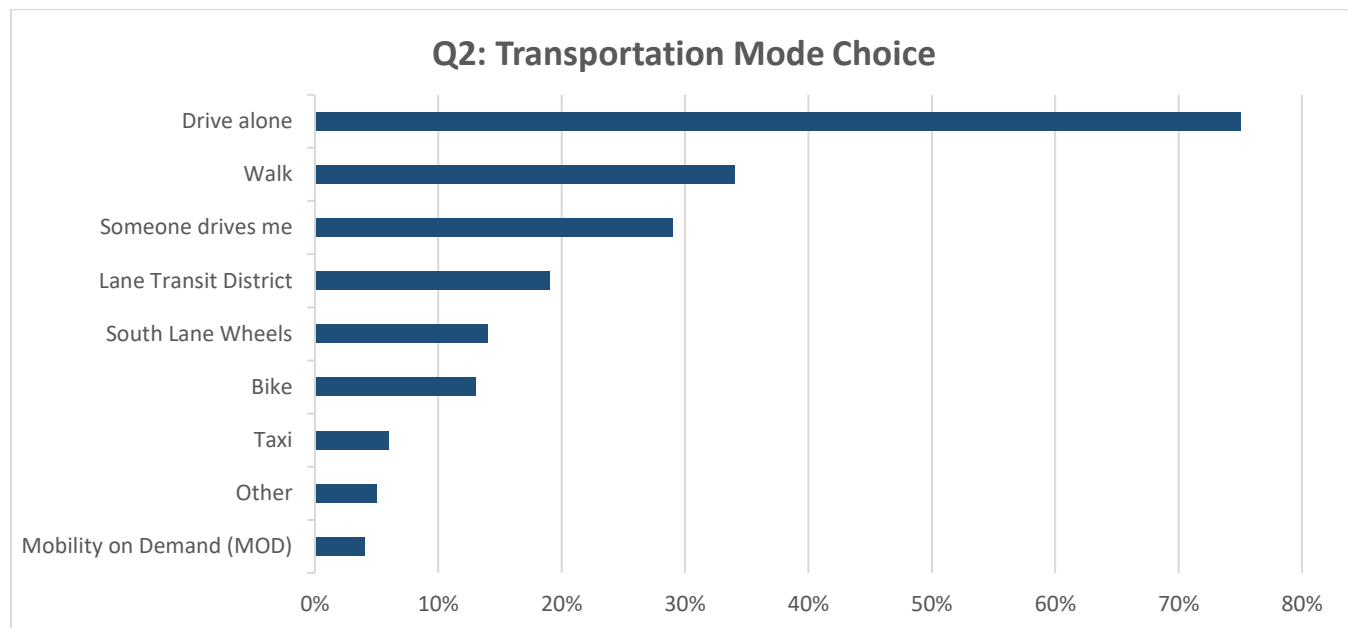
Findings

Respondents were asked in what city or community they lived in (Q1).



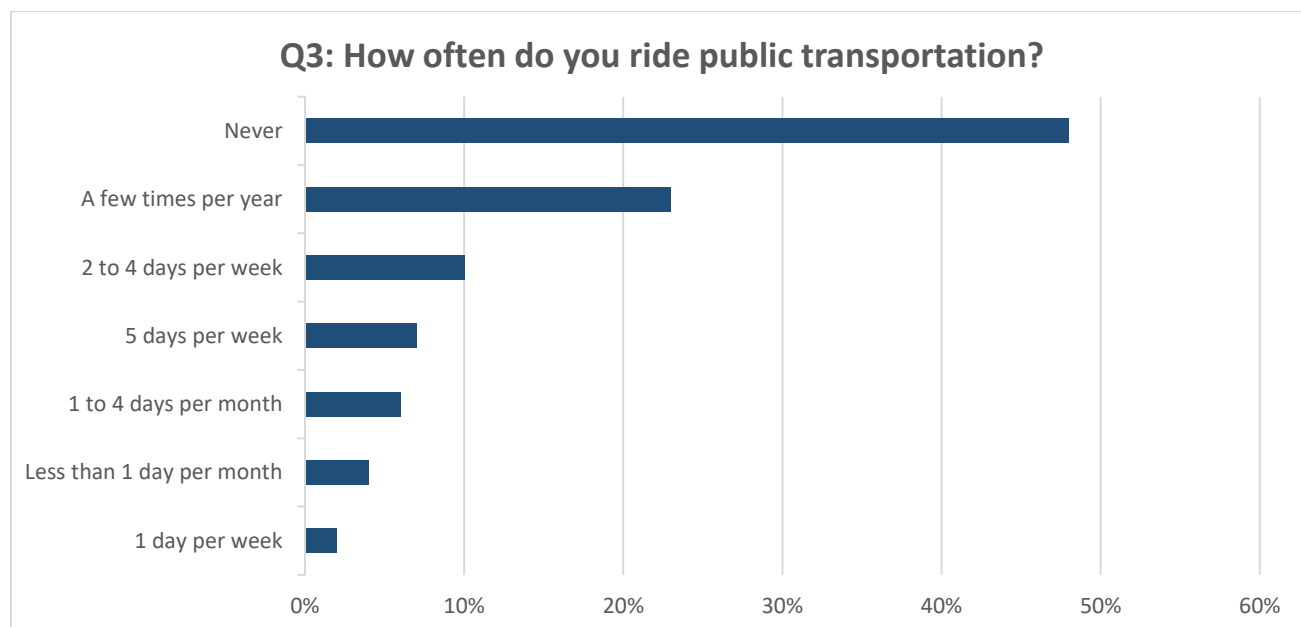
Most of the respondents live in **Cottage Grove** (88%) followed by **Rural Lane County** (4%), **Eugene or Springfield** (3%), **Douglas County** (3%), **Creswell** (2%), and **Lane County** (1%).

Next respondents were asked what type of travel they go on between their home and places like work, school, and shopping (Q2).



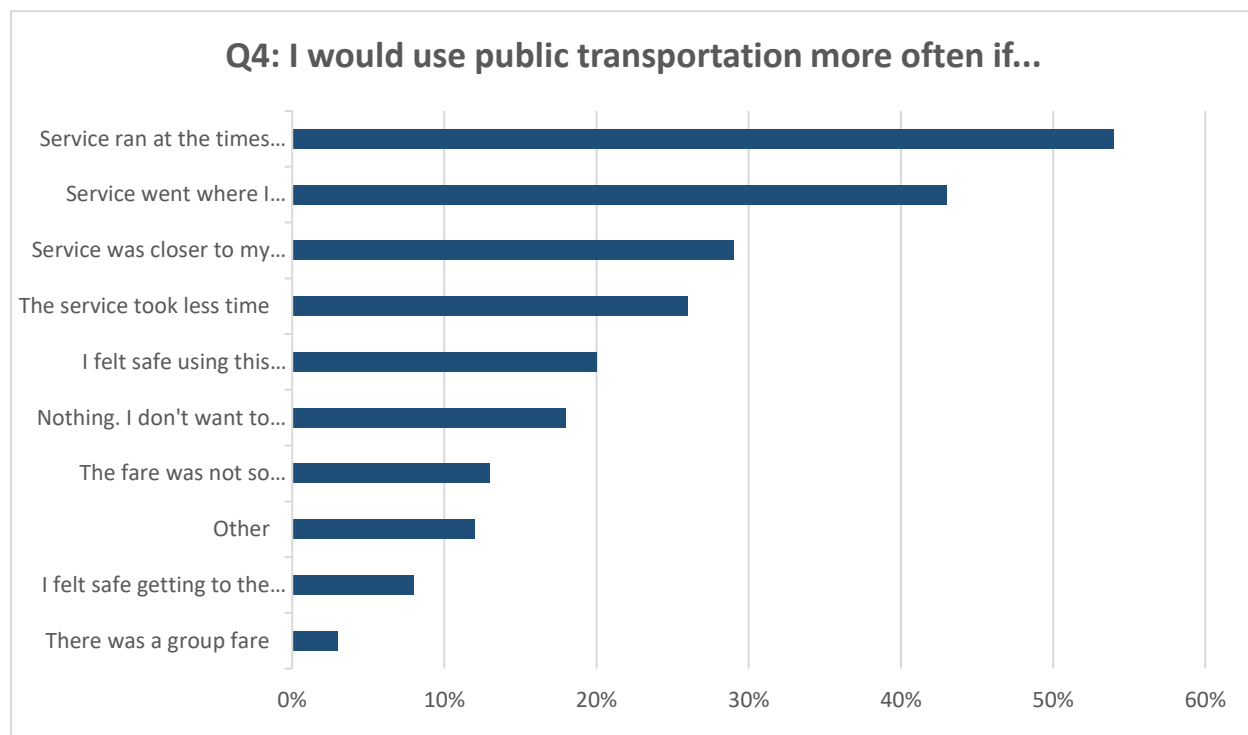
Overall, 75% of respondents said they typically **Drive alone** for trips between their home and places like work, school, and shopping. This was followed by **Walk** (34%), **Someone drives me** (29%), **Lane Transit District** (19%), **South Lane Wheels** (14%), and **Bike** (13%). Other responses below 10% include **Taxi** (6%), **Other** (5%), and **Mobility on Demand** (4%). Of the **Other** responses, most of the answers related to carpooling.

Respondents were then asked how often they use public transportation (Q3).



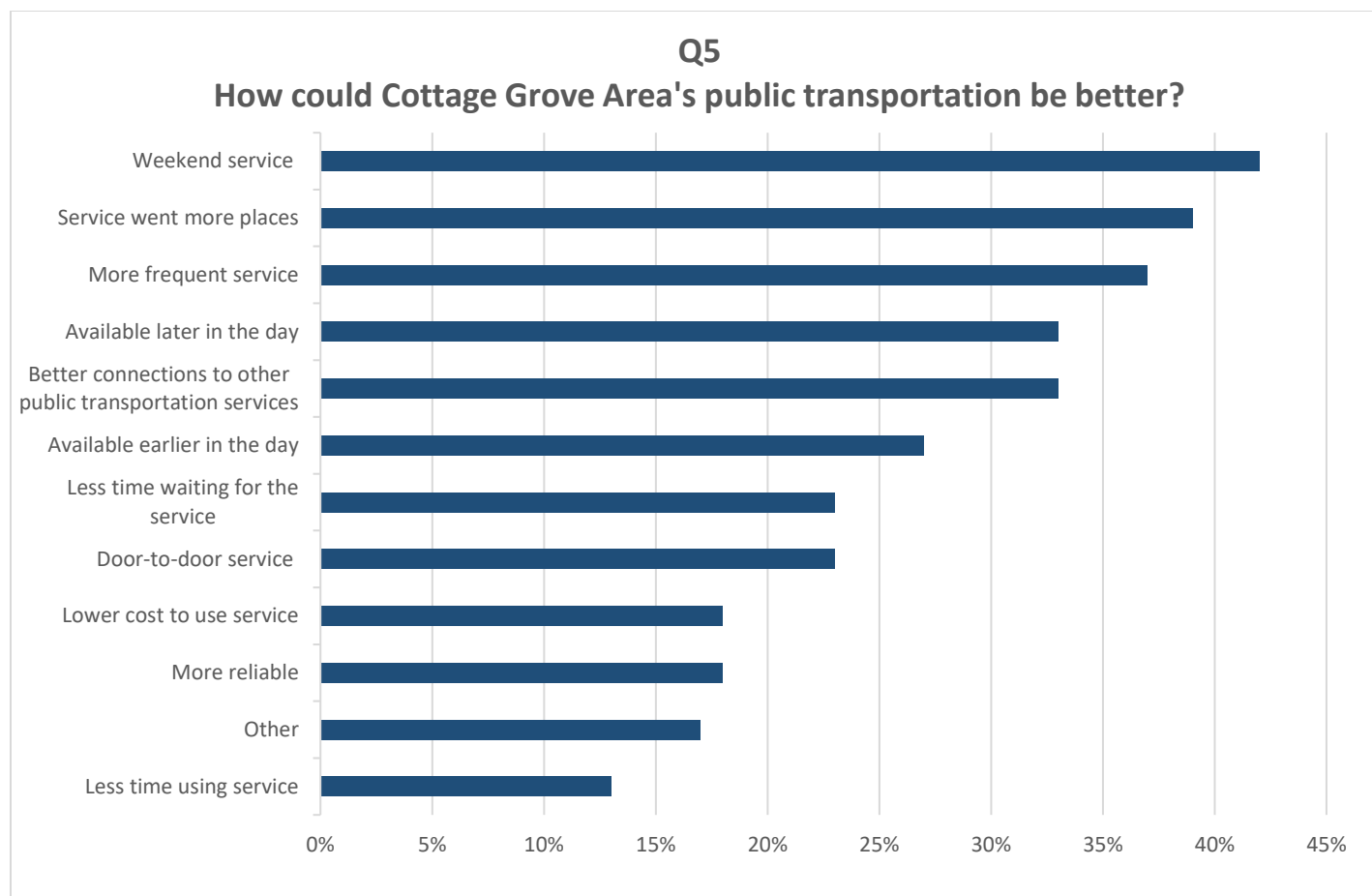
Nearly half of respondents **Never** (48%) ride public transportation. This is followed by **A few times per year** (23%), **2 to 4 days per week** (10%), **5 days per week** (7%), and **1 to 4 days per month** (6%).

Next, respondents were asked to check all the options that would entice them to use public transportation more often (Q4).



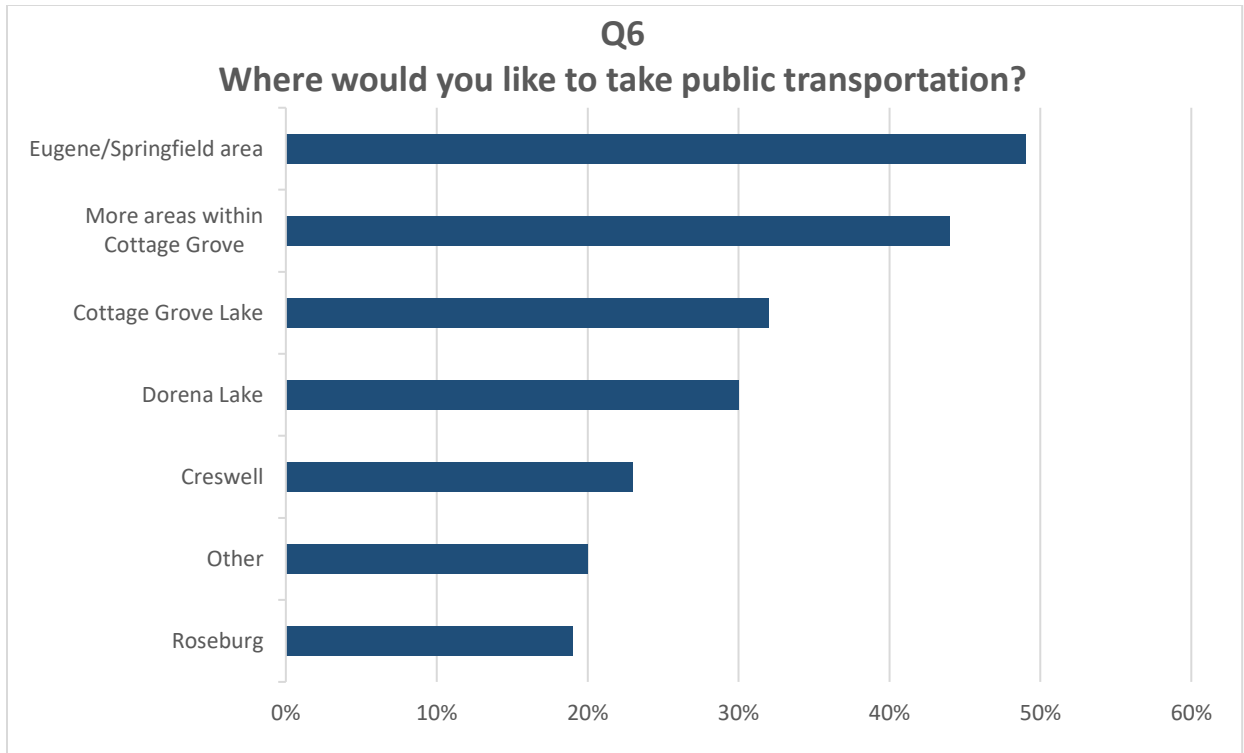
Respondents are more likely to use public transportation more if **Service ran at the times of the day they need it** (54%). Other factors include if **Service went where I need it to go** (43%), **Service was closer to my home** (29%), **Service took less time** (26%), **Felt safe using the service** (20%), **Nothing would motivate them to use public transportation** (18%), **Fare was not so expensive** (13%), and **Other** (12%). Factors under 10% include **Felt safe getting to the service** (8%) and if **There was a group fare** (3%).

Respondents were then asked to check all the options that would make the Cottage Grove Area's public transportation better (Q5).



The top ways for how the Cottage Grove Area’s public transportation could be better are **Weekend service** (42%), **Service went more places** (39%), and **More frequent service** (37%). These were followed by **Available later in the day** (33%), **Better connections to other public transportation services** (33%), **Available earlier in the day** (27%), **Less time waiting for service** (23%), and **Door-to-Door service** (23%). Answers under 20% included **Lower cost to use services** (18%), **Other** (17%), and **Less time using service** (13%).

For Q6, respondents were asked where they would like to take public transportation to.



Nearly half of respondents said they would like to take public transportation to the **Eugene/Springfield area** (49%). This was followed by **More areas within Cottage Grove** (44%), **Cottage Grove Lake** (32%), **Dorena Lake** (30%), **Creswell** (23%), **Other** (20%), and **Roseburg** (19%).

In **Other**, respondents expressed that they want to take public transportation to the coast, Corvallis, Eugene Airport, and rural communities in southern Lane County.

Respondents were asked to mark three boxes for what word is most important them when using public transportation (Q7).

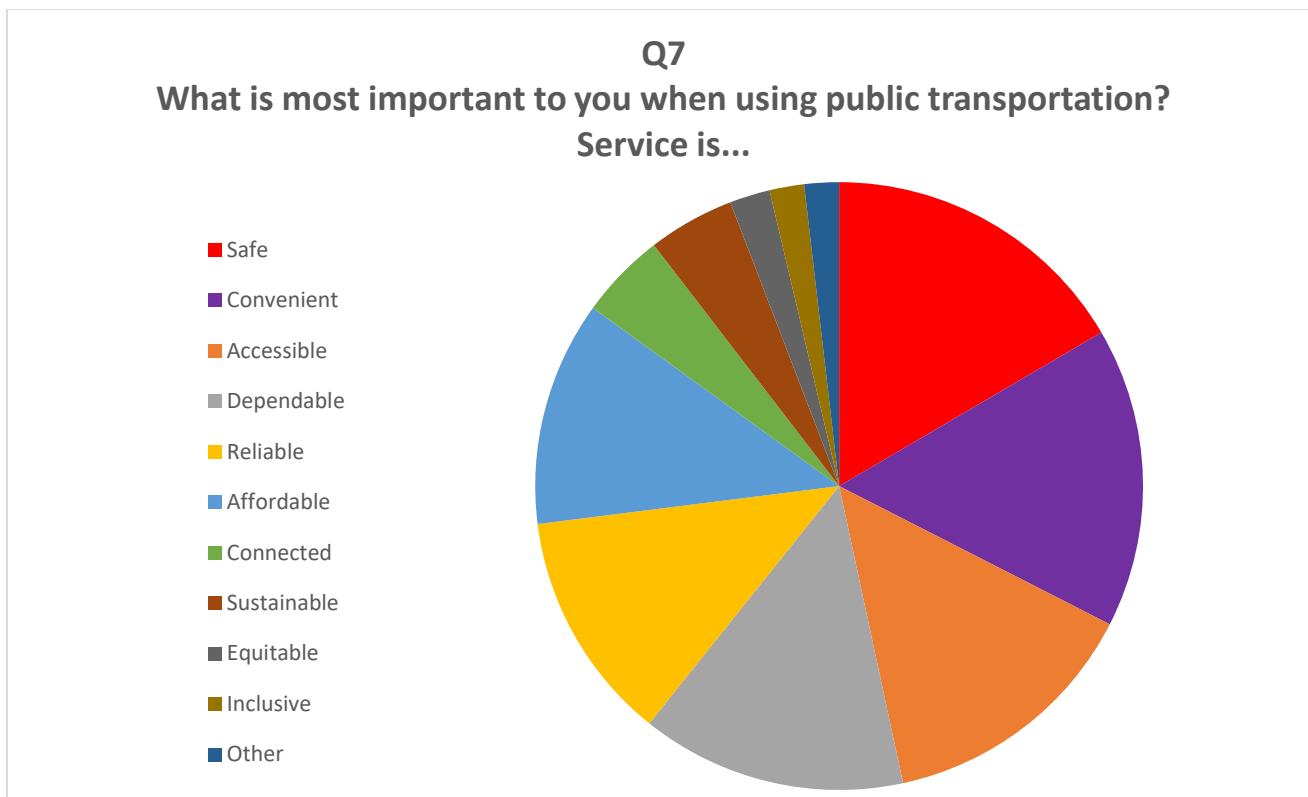


Figure 1: Question 7 Word Cloud

More than half of the respondents said that service should be **Safe** (54%) and **Convenient** (52%). These were followed by **Accessible** (46%), **Dependable** (46%), **Reliable** (40%), **Affordable** (39%), **Connected** (15%), and **Sustainable** (15%). Less than 10% of the responses included **Equitable** (7%), **Inclusive** (6%), and **Other** (6%).

Other responses included abolishment, clean, and self-reliant.



Lastly, respondents were asked an open-ended question: **Do you have any additional comments about transportation (existing service or thoughts about making service better) in the Cottage Grove Area?**

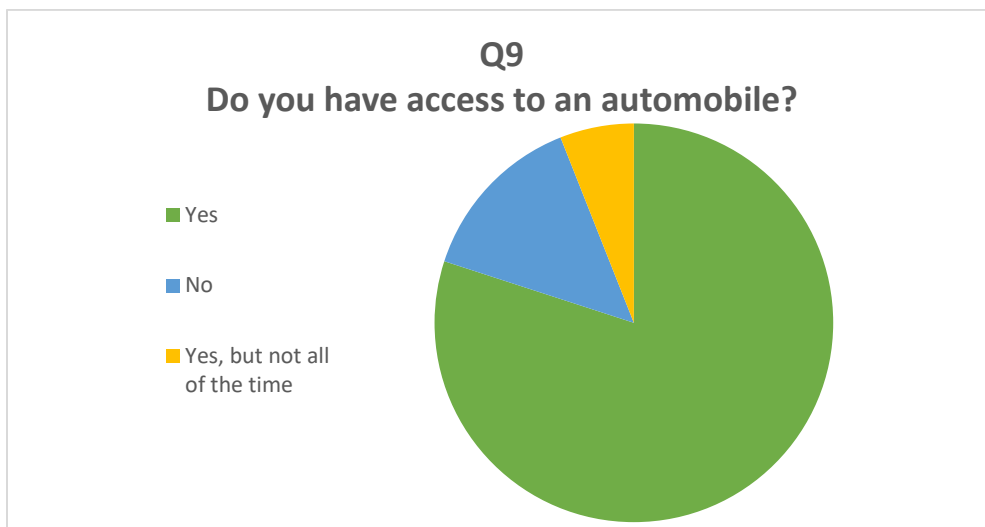
A full list respondents' answers can be found in the Annotated Questionnaire section. There were 67 fill in the blank responses that grouped into the 10 themes from Question 7.

The top themes included 12 responses related to **Connected** and 10 responses related to **Convenient**. The other themes included 7 for **Equitable**, 6 for each **Dependable** and **Inclusive**, 5 for **Accessible**, 3 for **Reliable**, 2 for **Affordable**, and 1 response each for **Safe** and **Sustainable**. There were also 12 responses that included "No", "None", "Nothing", "N/A" in the free response space.

Demographics

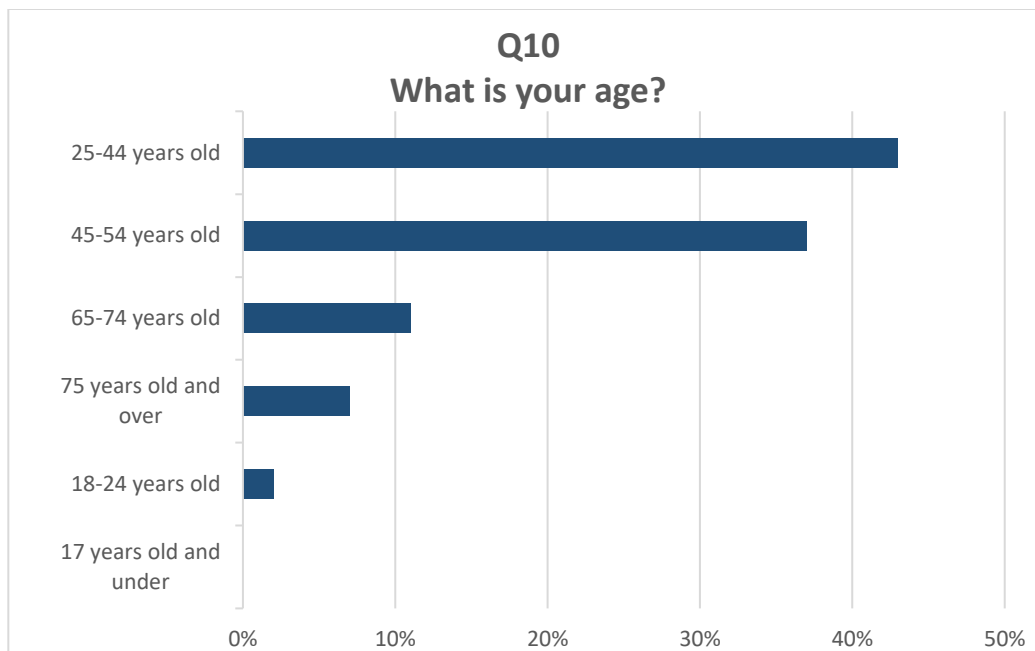
From Q9-Q13, respondents were asked questions about their demographics. These questions were left optional to be answered.

For Q9, respondents were asked if they had access to an automobile.



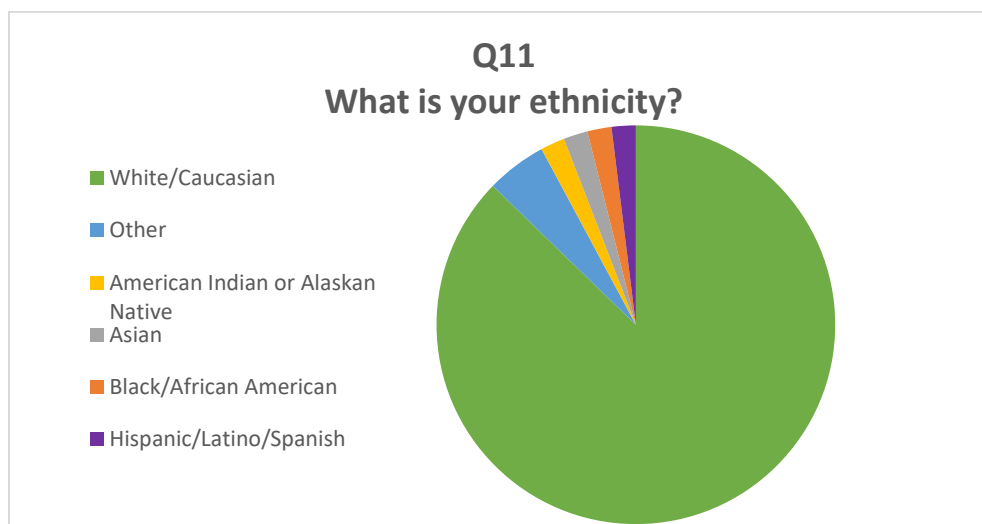
Eight of out ten respondents said **Yes** (80%) they have access to an automobile. While 14% **do not have access** and 6% **do have access, but not all of the time**.

Next, respondents were asked what their age is (Q10).



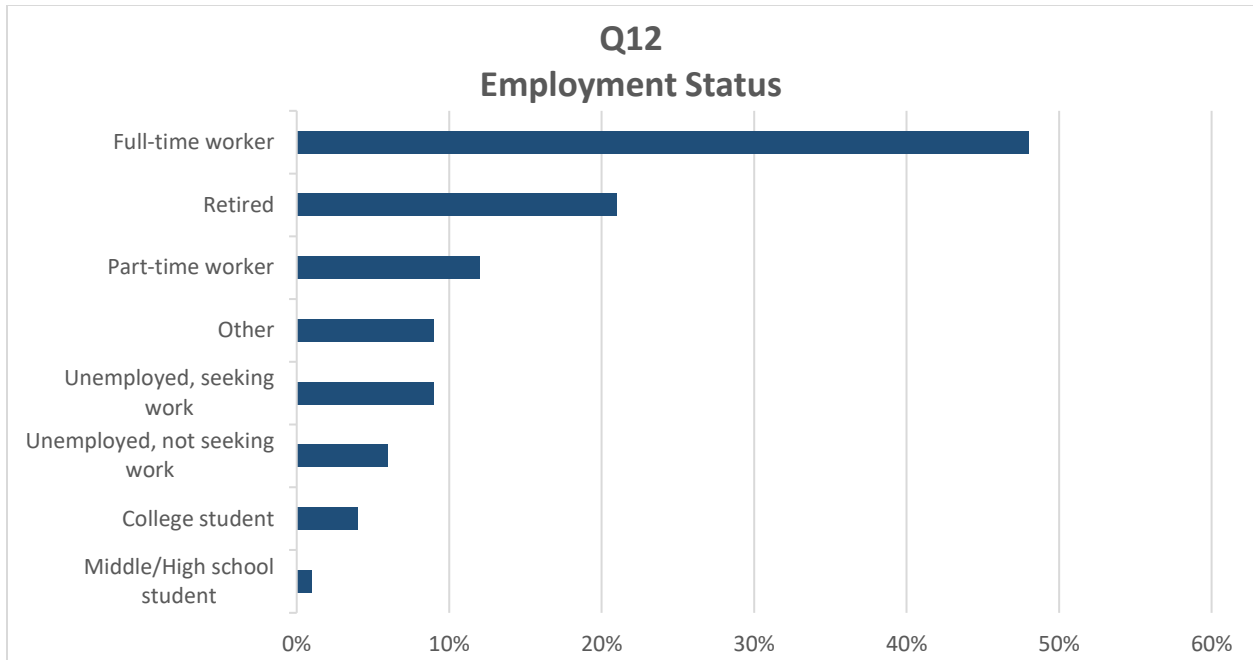
Most respondents that answered Q10 are **25-44 years old** (43%) followed by **45-64 years old** (37%) and **65-74 years old** (11%). Answers less than 10% include **75 years old and over** (7%), **18-24 years old** (2%), and **17 years old and under** (0%).

For Q11, respondents were asked what their ethnicity is.



Nearly nine out of ten respondents are **White/Caucasian** (89%) and this was followed by **Other** (5%). The following all received 2% of responses: **American Indian or Alaskan Native**, **Asian**, **Black/African American**, and **Hispanic/Latino/Spanish**.

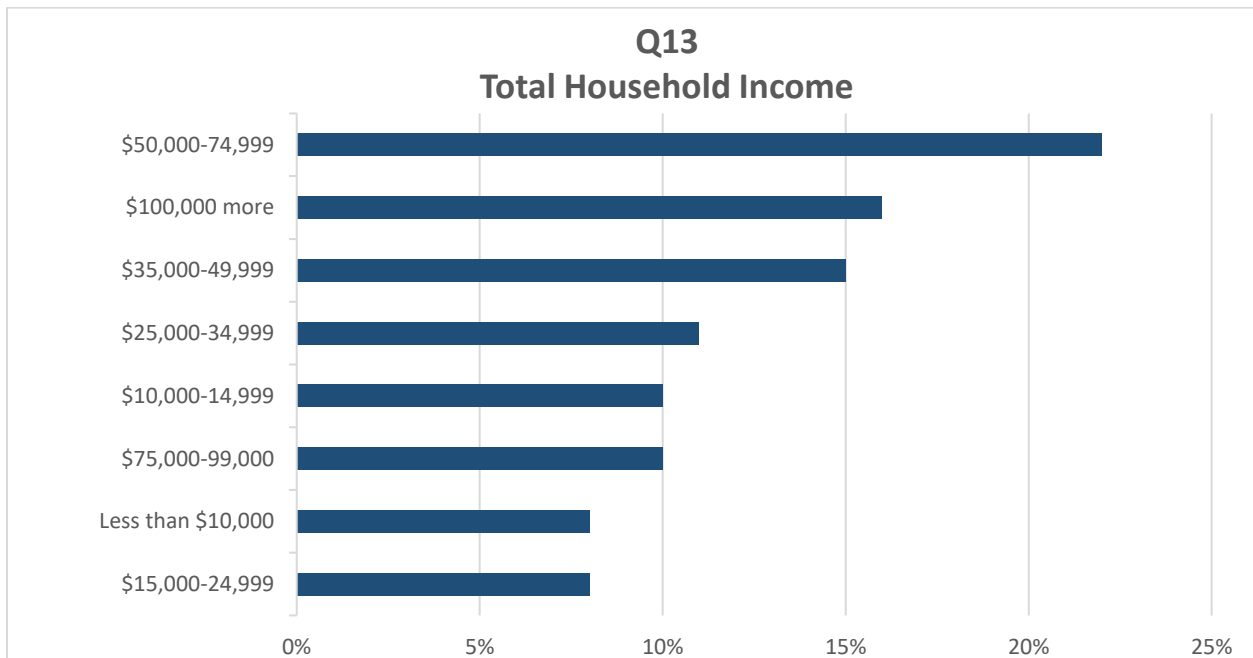
Next, respondents answered their employment status (Q12).



The results showed that **Full-time worker** (48%) was the top answer followed by **Retired** (21%) and **Part-time worker** (12%). The rest of the answers were under 10% and they include **Other** (9%), **Unemployed, seeking work** (9%), **Unemployed, not seeking work** (6%), **College student** (4%), and **Middle/High school student** (1%).

More than half of the respondents that marked **Other** said they were disabled (53%) in the fill in the blank section.

Lastly, the survey concluded by asking respondent what their total household income is (Q13).





Respondents top answers for total household income were **\$50,000-74,999** (22%), **\$100,000 or more** (16%), **\$35,000-49,999** (15%), and **\$25,000-34,999** (11%). Both **\$10,000-14,999** and **\$75,000-99,999** accounted for 10% each while **Less than \$10,000** and **\$15,000-24,999** accounted for 8% each.

Annotated Questionnaire

Lane Council of Governments / City of Cottage Grove
Cottage Grove Area Transit Development Plan Community Survey

July 27-September 28, 2020

N= 196 (Total) N=175 (online) N= 21 (paper)

Please help us plan for public transportation in the Cottage Grove Area. The City of Cottage Grove would like to hear from you about how public transportation is working, or not working, for you. Your responses will help guide our public transportation decisions over the next 10 to 15 years. This survey will be open until September 11th, 2020.

If you would like to know more information about the project or other ways to get involved, please visit: <https://lcog.org/CottageGroveAreaTDP>

What do we mean when we are asking about Public Transportation? It is any type of transportation that is available to all of us. Examples include the bus, Dial-A-Ride service, Mobility on Demand (MOD), bike share and more.

Si necesita realizar esta encuesta en español, haga clic [aquí](#).

1. In what city or community do you live?

Answer Choices	Responses n=196	
Cottage Grove	88%	173
Rural Lane County	4%	8
Douglas County	3%	5
Eugene or Springfield	3%	5
Creswell	1%	3
Lane County	1%	2

2. Which types of travel do you typically use to go between your home and places like work, school, and shopping? (Check all that apply):

Answer Choices	Responses n=196	
Drive alone	75%	147
Walk	34%	66
Someone drives me	29%	56
Lane Transit District	19%	37
South Lane Wheels	14%	27
Bike	13%	26

Taxi	6%	11
Other (please specify)	5%	9
Mobility on Demand (MOD)	4%	7

Other responses included:

- Husband + I drive together
- Cottage Grove Taxi
- LTD CG Connector
- Uber
- CG Connector
- Carpool
- RideSource
- Carpool
- With passenger (wife) with me driving

3. How often do you ride public transportation?

Answer Choices	Responses n=196	
Never	48%	94
A few times per year	23%	46
2 to 4 days per week	10%	20
5 days per week	7%	13
1 to 4 days per month	6%	12
Less than 1 day per month	4%	8
1 day per week	2%	3

4. I would use public transportation more often if... (Check all that apply):

Answer Choices	Responses n=196	
Service ran at the times of day that I need it	54%	106
Service went where I need it to go	43%	85
Service was closer to my home	29%	57
The service took less time	26%	50
I felt safe using this service	20%	39
Nothing. I don't want to use public transportation	18%	35
The fare was not so expensive	13%	26
Other (please specify)	12%	23
I felt safe getting to the service	8%	16
There was a group fare	3%	5

Other responses included:

- My car was broken and I needed to farther than 1 mile
- Haven't use it, yet
- I don't think I am a good candidate. I live walking distance from everything.
- Direct CG to Downtown Eugene service. Current service takes over an hour and a half, versus a 30 minute drive.
- COVID went away!
- Better weekend service and have more frequent routes into Springfield and Eugene.

- No need to.
- Don't need it now but may in the future
- If service was available on weekends also.
- Almost everything I need is within walking distance.
- I should not be taxed to provide transportation for anyone.
- I personally don't use it, but my kids probably will in the future.
- RideSource for people with disabilities to get to work
- I didn't have my car.
- I support public transportation, but don't use it myself.
- 8
- Current operating times are adequate
- South Lane Wheels takes me everywhere I need to go
- No complaints
- I couldn't drive
- Pandemic over so I can travel
- "No", "None", "Nothing", "N/A": 2 responses

5. **How could Cottage Grove Area's public transportation be better? (Check all that apply):**

Answer Choices	Responses n=196	
Weekend service	42%	82
Service went more places	39%	77
More frequent service	37%	73
Available later in the day	33%	65
Better connections to other public transportation services (for example: Amtrak)	33%	64
Available earlier in the day	27%	52
Less time waiting for the service	23%	46
Door-to-door service	23%	46
Lower cost to use the service	18%	36
More reliable	18%	35
Less time using the service	17%	33
Other (please specify)	13%	25

Other responses included:

- Don't use it so I don't know
- Don't know haven't used it yet
- Service to the recreation areas. Cottage Grove Lake or Dorena Lake
- Unsure
- I have heard people say that the current bus service is too limited for them to use on a regular basis
- Wow! Door to door, I never considered that. Frequent and reliable would be great. Service to Eugene airport and near the Amtrak station would be FABULOUS (If we can ever travel again).
- Airport
- I don't like how dirty it is

- Service to Amtrak would be great
- Night trips to and from events in Eugene
- Stop wasting government funds on public transportation, if there is a need, people will pay. If not, shut it down.
- I have never used so I can't say
- Get rid of it. Give my tax money back!
- More inclusive to people with disabilities to get to work
- I don't use it
- Needs more advertisement
- Never looked into it so hard for me to answer
- With a lack of people working, taxes coming in, and a small population – we should wait to increase any public spending
- Make it more known to the community
- As non-user, can't answer
- I would prefer no out of town public transportation. LTD from Eugene has brought nothing but homelessness and crime to our community.
- More times to western side of town to get closer to home
- Keep the Door to Door Connector
- More social networking presence explaining services. Not near enough internet savvy demographics.
- Its great as is
- Better connections to LTD buses
- Not sure? Of course any of those would make any public transportation system better
- “No”, “None”, “Nothing”, “N/A”: 5 responses

6. Is there anywhere you would like to take public transportation, but are not able to? (Check all that apply):

Answer Choices	Responses n=196	
Eugene/Springfield area	50%	97
More areas within Cottage Grove	44%	86
Cottage Grove Lake	32%	62
Dorena Lake	30%	58
Creswell	23%	45
Other	20%	40
Roseburg	19%	37

Other responses included:

- Coast, Corvallis, Portland Airport, Eugene Airport, Amtrak
- Haven't rode it yet
- Cottage Grove to Roseburg
- The coast
- Not sure
- Curtin
- More rural areas

- Coast
- Florence, coast
- Not for me
- None. It should not exist
- Casino
- I don't use
- As a non-user, can't answer
- London/Dorena/Culp Creek
- Rural areas of Cottage Grove/Creswell
- Coast
- Service areas are adequate enough for me
- Coast
- Stay at home. Stop the spread
- "No", "None", "Nothing", "N/A": 20 responses

7. **What is most important to you when using public transportation? Service is... (Check 3 boxes):**

Answer Choices	Responses n=196	
Safe	54%	106
Convenient	52%	101
Dependable	46%	90
Accessible	46%	90
Reliable	40%	79
Affordable	39%	76
Connected	15%	30
Sustainable	15%	29
Equitable	7%	14
Inclusive	6%	12
Other	6%	11

Other responses included:

- Self-reliant (1 response)
- Weather (1 response)
- Clean (1 response)
- Better time quicker schedule (1 response)
- Abolishment (1 response)
- "No", "None", "Nothing", "N/A": 6 responses

8. **Do you have any additional comments about transportation (existing service or thoughts about making service better) in the Cottage Grove area?**

- When COVID-19 isn't a factor, transportation could improved for those that work in Eugene, but live in Cottage Grove. There could be more direct transportation via LTD or Amtrak for business people living in our community. For example, I work 6:30 AM to 4:30 PM in

downtown Eugene, but there are no direct and simple to-and -from options that don't also include stops in Creswell and LCC.

- Increase number of LTD trips from between CG and Eugene including stops at the current bus stops in CG.
- I think the City should look into electric cars and buses to be sustainable. I would take the bus regularly to Eugene/Springfield if it were more convenient to do so. The buses should run early in the morning and later at night.
- Not at this time.
- We have students in the out lying area that would benefit from transportation so they can participate in after school activities.
- Public transport is crucial. Thanks for planning ahead so that it's available.
- I frequently bike to Cottage Grove. It would be nice to be able to rely on the bus if I wanted a ride home or if I wanted to take the bus down with a friend who would ride the Row River Trail or visit businesses downtown. The bus comes infrequently so it's hard to really plan a trip down there.
- Fix the roads.
- Seems like the wrong time to make changes with the country locked down.
- Affordable public transportation should be available during working hours and weekends even during COVID. I am unable to drive due to seizures and depend on public transportation for work and errands. When there is no consistent transportation it impacts disabled and working citizens negatively. It isolates us and increases stress because now we have to come up with new ways to get around.
- Fix the roads!!
- Restore MOD, other services.
- It takes me 2 hours to get to work (Eugene) each day with the current arrangement with LTD. This is unacceptable. Also, please, please, please at least consider more access for folks living our Shoreview Drive!
- My family used the LTD Connector often before COVID!
- Ride Around Town was difficult for people with technological skill and/or smart phones to use.
- I always though that the route around town was a good idea though I guess it wasn't utilized enough.
- Extending service to rural areas so that it is possible for all of the citizens of Lane County to participate fully in the activity of Lane County without owning a personal private automobile.
- No. I live quite a ways from town so would have to drive to connect with bus service.
- Go back to the old LTD schedule.
- My work as a caregiver requires a car so I can't take public transit. I know it is invaluable to my low income & disabled friends that maintains their independence. South Lane Wheels is *AMAZING* in how it maximizes its resources to serve those who depend on it. Having Bus 98 provide a public transit option to connect The Grove to the metro area multiple times per day is essential. A noon route would be beneficial.
- Youth passes like what LTD offers in the summer.
- Stop cutting services to this town.
- More small electric buses that can pick up on call.

- Need to know schedule and how to get door to door service
- Having a route that goes to the outlining areas like Diston, Culp Creek and out Row River. Also the ability for Creswell folks to make it to Cottage Grove and Curtain to Cottage Grove.
- Going to rural areas on either side of I-5.
- A bus that ran in a loop south on 99, then east on Main, then north on Gateway, then over the bridge back onto 99 would be really handy for shopping.
- Uber would be a great service + jobs.
- I would love to see expanded hours for door to door service.
- Yes I need services on the weekend I have disabled children and I am disabled and it's hard to get to Eugene and Springfield to see family we miss many activities and family gatherings because Cottage Grove is cut off most service.
- Eliminate the service. The isn't at full capacity and is not cost effective. That's why I'm taxed on something that creates more traffic issues than it solves.
- We need an option for people with disabilities in our community to have transportation to vocational programs at are offered in Eugene & Springfield.
- No. Are usually only use public transportation for going to concerts and sporting evens in the Eugene Springfield area. You say park somewhere and hop a bus.
- We need the service and need it more times of the day.
- We need it to help kids get to Head Start.
- Language accessibility, service to community service agencies, routes with schedules, service to the airport would be amazing after COVID lift. Unpredictability is a big issue. Better customer service and a stronger community to equity will be needed to build trust up with riders of color.
- When I went to school at LCC I used the bus daily. But due to limited hours to the return home, I ended up renting an apartment in Eugene to attend UO because it was cheaper and more convenient than monthly parking or taking the bus.
- I used the LTD connector program and I thought it was a wonderful way to get around town. However I didn't care for the change in how LTD cut the route times around town. This meant I usually had to go to appointments way earlier than necessary and come back later in the day.
- I tried to use the transportation smaller vehicle but app and directions were so confusing and impossible to navigate.
- As mentioned above, service to London, Dorena, Culp Creek, with stops at the lakes, would be a game changer.
- Current public transportation service needs more buses and drivers to meet the need. More routes and/or door to door for elderly and disabled.
- Provide the service to folks within 2 miles of city limits.
- I love the service.
- I love their service.
- If I think of something, I'll let you know.
- Please keep the Cottage Grove Connector bus.
- Not crazy about app jumping around with several ETA's for bus. More accuracy would be appreciated. Not sure why screen says contact dispatch while waiting for bus, but it has cause stress wondering if ride was cancelled. Offering more services should only be considered if adequate cleaning and distance can be attained due to COVID. How drivers pay

attention to riders NOT sitting in designated seats. Distance on bus is hard enough without rules being followed EVERY. SINGLE. TIME.

- You guys are great!
- Good work.
- Make it available in all Lane County. VA Hospital in Portland and Roseburg.
- Make it available all over Oregon.
- Exposed twice due to travel. March – LTD in and from Eugene symptoms + fever for 12 weeks. June – Classic Taxi Driver = Mike. Symptoms + fever for 6 weeks. Will travel more after all symptoms are gone, “stop the spread” “SD, mark, handwash”
- “No”, “None”, “Nothing”, “N/A”: 12 responses

9. Do you have access to an automobile?

Answer Choices	Responses n=194	
Yes	80%	155
No	14%	28
Yes, but not all of the time	6%	11

10. What is your age?

Answer Choices	Responses n=194	
25-44 years old	43%	84
45-54 years old	37%	72
65-74 years old	11%	22
75 years old and over	7%	13
18-24 years old	2%	3
17 years old and under	0%	0

11. What is your ethnicity?

Response Category	Responses n=187	
White/Caucasian	89%	166
Other (please specify)	5%	9
American Indian or Alaskan Native	2%	3
Asian	2%	3
Hispanic/Latino/Spanish	2%	3
Black/African American	2%	3

Other responses included:

- White & American Indian
- Prefer not to say
- Human
- Heinz 57
- Why does this matter
- Human
- Not relevant
- Mixed
- Why should this matter except divide us.

12. Are you... (Check all that apply):

Answer Choices	Responses n=188	
Full-time worker	48%	91
Retired	21%	39
Part-time worker	12%	22
Other (please specify)	9%	17
Unemployed, seeking work	9%	16
Unemployed, not seeking work	6%	12
College student	4%	7
Middle/High school student	1%	2

Other responses included:

- Online college student
- Homemaker
- Missing leg. Disabled
- NOYB
- Adult
- Disabled
- Self employed
- Disabled
- Disabled
- Stay at home parent and teacher
- Disabled
- Homemaker
- Disable – Vocational program
- Mom
- Disabled
- Disabled ewe d
- Disabled

13. What is your total household income?

Response Category	Responses n=181	
\$50,000-74,999	22%	40
\$100,000 or more	16%	29
\$35,000-49,999	15%	27
\$25,000-34,999	11%	20
\$75,000-99,999	10%	18
\$10,000-14,999	10%	18
Less than \$10,000	8%	15
\$15,000-24,999	8%	14

14. Enter me in a chance to win a \$50 gift certificate to Bi-Mart. My email is:

- Received 117 responses.

15. I'd like to stay involved in this project. My email is:

- Received 40 responses.

Appendix C – Community PowerPoint Presentation

Cottage Grove Area Transit Development Plan

Be Your Best Presentation

Thursday, August 27th 2020



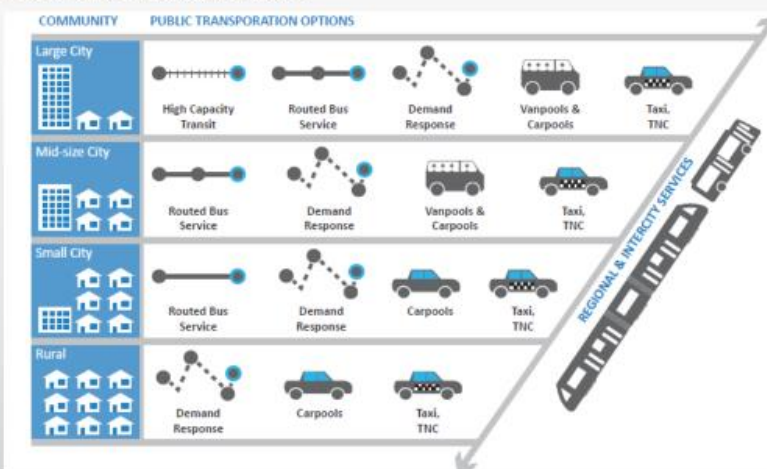
What is a Transit Development Plan?

- A master plan to help guide the role of public transportation within and beyond Cottage Grove
- A reflection of the community's public transportation-related vision, goals, priorities and needs



What do we mean by public transportation?

- **Public transportation** is any transportation that is available to the public. Examples include buses, Dial-A-Ride, the Lane Transit District Mobility on Demand (MOD) Connector, bike share, and more.



Note: In this figure, TNC = transportation network company.

Source: Oregon Department of Transportation's Transit Development Guidebook

Why Develop a TDP?

- Support and guide decisions about public transportation service improvements and investments
- Evaluate the impacts of community growth and development on public transportation service and explore alternative futures
- Strengthen coordination with the public and community partners
- Strategize funding opportunities



A TDP should...

- Identify and prioritize transit investments
- Support a range of community and regional goals
- Explore alternatives for addressing transit needs
- Identify opportunities to improve connectivity between transit stops, other transportation modes, multiple transit providers, and rider origins and destinations
- Be linked to performance measures and targets
- Provide the basis for the transit element of the community's Transportation System Plan (TSP)
- Examples of final TDPs can be found [here](#)

Developing the Cottage Grove Area TDP

- Funded by Statewide Transportation Improvement Fund (STIF)



Objectives:

- Enhance rider experience;
- Promote the full range of transportation options in the region including biking, walking and use of public transit;
- Integrate public transportation within and beyond Cottage Grove;
- Coordinate service with adjacent transit providers;
- Support existing and future community development;
- Contribute to reducing greenhouse gas emissions.

Key Components

- Vision, goals and priorities
- Existing and future conditions
- Transit needs and opportunities
- Performance measures
- Financial Plan
- Implementation Plan



Project Management Team

- Amanda Ferguson, Cottage Grove City Planner
- Ruth Linoz, South Lane Wheels Executive Director
- Mark Bernard, ODOT* Regional Transit Coordinator
- Paul Thompson, LCOG** Transportation Program Manager
- Kelly Clarke, LCOG Senior Transportation Planner
- Rachel Dorfman, LCOG Assistant Planner
- Syd Shoaf, LCOG Assistant Planner

* Oregon Department of Transportation
** Lane Council of Governments

Stakeholder and Public Involvement

- Stakeholder Advisory Committee
 - Expected to meet four times through the duration of the project. Also expected to review and comment on deliverables and provide technical and policy advice according to member expertise.
- Community Outreach – online and in-person when restrictions are lifted
- Project webpage
- Presentations to local committees and boards
- Community survey
- Community interviews

Current Community Outreach

[Community Survey –](http://surveymonkey.com/r/CottageGroveAreaTDP)

<http://surveymonkey.com/r/CottageGroveAreaTDP>

Scan with your phone camera to take survey:



Cottage Grove Area Transit Development Plan Community Survey

Please help us plan for public transportation in the Cottage Grove Area. The City of Cottage Grove would like to hear from you about how public transportation is working, or not working, for you. Your responses will help guide our public transportation decisions over the next 10 to 15 years. This survey will be open until September 4th, 2020.

If you would like to know more information about the project or other ways to get involved, please visit: <https://cog.org/CottageGroveAreaTDP>

What do we mean when we are asking about Public Transportation? It is any type of transportation that is available to all of us. Examples include the bus, Dial-A-Ride service, Mobility on Demand (MOD), bike share and more.

Si necesita realizar esta encuesta en español, haga clic [aquí](#).

OK

* 1. In what city or community do you live?

- Cottage Grove
 Douglas County
 Oriskany
 Lane County
 Eugene or Springfield
 Rural Lane County

0 of 10 answered

Current Community Outreach

[Project Webpage –](http://lcog.org/CottageGroveAreaTDP) <http://lcog.org/CottageGroveAreaTDP>

COTTAGE GROVE AREA TRANSIT DEVELOPMENT PLAN

The City of Cottage Grove is working on a plan for the future of public transportation in the Cottage Grove area.

Public transportation is any transportation that is available to the public. Examples include buses, Dial-A-Ride, Mobility on Demand (MOD), bike share, and more.

Input from community members like you is a very important part of this process so we can better understand the needs and opportunities to make transit work for you.

We want to hear from you! This survey will be open until September 4th. Click the link below to take the survey and let us know your thoughts.



Picture credit: Kenneth Michael Roberts

[Click Here to Take the Survey](#)

Tell us what your public transportation experience has been like

Submit

What is most important to you when using public transportation? Service is...

Check 3 boxes

- Accessible
- Affordable
- Convenient
- Dependable
- Inclusive
- Reliable
- Safe
- Sustainable
- Connected
- Other:

(1 word limit)

Submit

Project Timeline



Existing Transit Services in the Cottage Grove Area

Thursday, August 27th 2020

Existing Transit Services Overview

- Lane Transit District
 - Route 98
 - LTD Connector (operated by South Lane Wheels)
 - Medicaid Brokerage
- South Lane Wheels
 - Door-to-Door
 - Metro Shuttle
- Private transit services
 - Cottage Grove Classic Taxi



Lane Transit District

- Route 98
 - Fixed Route Service
 - Runs seven days a week
 - Serves downtown Eugene, University of Oregon, Lane Community College, Creswell, and Cottage Grove
 - There is one stop in Creswell city limits and six stops in the Cottage Grove city limits including Village Shopping Center, Lane Community College, and Wal-Mart Park & Ride



Lane Transit District (continued)

- LTD Connector
 - Mobility on Demand
 - Pilot started in January 2019, was suspended in March 2020 to August 2020 due to Covid-19
 - Service started again on August 17th with a new schedule:
 - Monday through Friday 9:00 AM to 4:00 PM
 - Cost is \$1 per ride To schedule a ride:
 - Use mobile app
 - Website
 - Call



LTD Connector Service Area

Lane Transit District (continued)

- Medicaid Brokerage
 - Demand response service
 - Non-emergency medical transportation for Medicaid
 - This is operated by Lane Transit District's paratransit, *RideSource*, and serves the Cottage Grove area



South Lane Wheels

- Door-to-Door Shuttle
 - Demand Response service
 - Reservations made by calling South Lane Wheels dispatch
 - Service area: rural areas of South Lane County including Cottage Grove and Creswell
 - Hours: Monday – Friday 7:30 AM to 5:30 PM
 - Cost for one-way trips:
 - Up to 3 miles: \$3
 - Up to 5 miles: \$5
 - Up to 10 miles: \$10
 - Additional charges per mile over 10: \$1



South Lane Wheels (continued)

- Metro Shuttle
 - Demand Response service
 - Reservations are made by calling SLW Dispatch
 - Door-to-door service from Creswell and Cottage Grove to the Eugene-Springfield metropolitan area
 - Hours: Monday – Friday 7:30 AM to 5:30 PM
 - Cost for one-way trip/round trip:
 - From Creswell: \$10 / \$20
 - From Cottage Grove: \$15 / \$30



Existing Private Transit Services

- Cottage Grove Classic Taxi
 - Operates 24 hours per day Monday through Saturday
 - Pricing:
 - \$3 Flag Drop
 - \$2.50 per mile
 - \$5 minimum



South Lane Wheels Historic Services

- Route-Around-Town
 - Suspended in 2019
 - This was a deviated fixed route with bus stops. Similar to LTD's Route 98.
- Medicaid & Oregon Health Plan Service Provision
 - No longer a contract service as of 2020
 - Users with Medicaid benefits through the Oregon Health Plan were eligible for free transportation provided by *RideSource* through South Lane Wheels

Prospective Services

- Rural Veterans Healthcare Transportation Grant
 - Proposed fixed route transit service operated by South Lane Wheels and North Douglas Betterment
 - This would connect the Eugene Veteran Affairs (VA) Clinic and the Roseburg VA hospital
 - Would be funded by the Federal Transit Authority 5311 VA grant
 - If awarded, service is anticipated to start August 2020



Thank you!

Questions?

Kelly Clarke kclarke@lco.org | Rachel Dorfman rdorfman@lco.org | Syd Shoaf sshoaf@lco.org

Appendix D – Printed Outreach

Cottage Grove Water Bill Flyer

Help shape the future of public transportation!

The City of Cottage Grove is working on a plan for the future of public transportation in the Cottage Grove area. Input from community members like you is a very important part of this process so we can better understand the needs and opportunities to make public transportation work for you.

We want to hear from you!

Tell us what you think by scanning the QR code:



You can also visit:

<https://www.surveymonkey.com/r/CottageGroveAreaTDP>

This survey is completely anonymous, however, you have the chance to win a \$50 gift certificate to Bi-Mart by leaving your email at the end of the survey.

For more information, please visit: <https://www.lcog.org/CottageGroveAreaTDP>



BRIEFS

'5K Your Way' lets runners customize their challenge

SPRINGFIELD — Willamalane's virtual fundraiser run, 5K Your Way, returns Aug. 21-31. All proceeds support scholarships and equipment for Springfield youth.

5K Your Way is an opportunity for community members to get active at their own pace while supporting a good cause. Participants can walk, run, or roll to participate. There are five suggested 5K routes outlined on Willamalane trails for local residents, but supporters can tackle the 3.1-mile challenge from anywhere.

Willamalane scholarships fund 50% of programming fees for activities like sports camps and childcare for families who qualify.

For scholarship applications, visit willamalane.org. Registration for the 5K is \$5.

Cottage Grove offering public transportation survey

City leaders in Cottage Grove are planning for the future of public transportation in and around the area, including Creswell. Public transportation includes the bus, Dial-A-Ride, Mobility on Demand (MOD), bike share, and more. City planners are offering an online survey to help identify needs, and guide public transportation growth in Cottage Grove and out to North Douglas County, the Eugene-Springfield area, Creswell, Lorane, and Dorena. The survey can be found at sdslane.org until Sept. 5.

Performers hope to capture 'Disney magic'

BY ALIYA HALL
THE CHRONICLE

Disney magic is only "a wish upon a star" away with the new Disney princess character performer company Around the Riverbend.

Co-founded by Jordan Winans and Kaytlin Smith, these women have moved from California to Lane County to start the area's first and only character performing company, and they have already started getting in touch with Southern Willamette Valley communities. Although they are normally hired to play at parties, with COVID-19, the company is starting off with doing Zoom meet-and-greets.

"It's the worst time to start a company," Smith said with a laugh, adding that it has given them ample time to solidify the plans and costuming for their company so they can "come out of the gates strong," she explained. "We don't want to get out there and not know what we're doing. We have the time to research and make it as perfect as possible."

Due to her personality, Smith plays characters like Rapunzel, Snow White and Anna from Frozen, while Winans plays the more reserved characters like Elsa, Ariel from the Little Mermaid and Aurora from Sleeping Beauty.

"We figured out who we fit more with personality and looks too," Smith explained. "We try to adhere to parts and not look like someone we're less convincing as. I know I don't make a convincing Elsa, that's

not my strength."

The two met around four years ago at a convention, where they were cosplaying as the same character from a TV Show. Performance has been in their backgrounds, with Winans singing and performing since 2011 and Smith dancing and working as a character actor since her freshman year of college.

Research is a big part of what goes into a performance. Beyond the mannerisms — "Rapunzel doesn't move or act like Cinderella would," Smith said — getting convincing and quality products is important. They have saved up to buy the best dresses to keep from having to upgrade quickly, and finding the right makeup to give them a look like they stepped out of a storybook.

Prep work also includes rewatching their characters' movies, reading Disney Wikipedia pages and watching YouTube videos of characters in Disney Parks or from other companies. All to prepare them for the questions kids will ask them.

"Kids throw everything at you," Smith said. "I've gotten weird questions before and you have to think on your feet."

The next big step Smith and Winans want to do is expand their cast to include more diverse princess characters. Winans said that during their research it surprised them how many times a company would hire a white girl to play a character like Princess Jasmine, or having the same performer play Tiana and Pocahontas.

"It's not something we're OK with," Winans said. "These people



Jordan Winans, left, is dressed as Ariel from the Little Mermaid and holding Meeko — named after the raccoon in Pocahontas. Kaytlin Smith, right, interacts with a child as Snow White. She said the memories of meeting the children is the most rewarding aspect for her.

hiring us for parties, if a girl is excited to see Tiana as her representation, Tiana needs to be right."

Smith added that Pocahontas was her favorite growing up, and watching non-native women play her is "sad because she deserves that representation, especially because Oregon is native land." Winans said that for every white girl who sees herself in Rapunzel, a girl of color deserves to feel the same when they see Jasmine.

Along with creating a bigger, diverse cast, Smith and Winans also want to volunteer and find a future venue where they can host parties and classes.

The most rewarding aspect for the two of them is the children and the memories that stick with them.

Smith said seeing the same children over and over, or being able to communicate with a deaf girl through American Sign Language and make her feel comfortable is huge. Winans said watching their faces as they meet the princesses is the most impactful.

"Kaytlin was Snow White and when the little boy opened the door and saw Snow White, he didn't know how to handle himself," she said. "It was energy overload. His face was pure shock and joy, and then he ran away. We never know what to expect but it's always memorable."

For those interested in Around The Riverbend, send an email to: aroundtheriverbendevents@gmail.com.

Appendix E – Project Website

Home › Programs › Projects / News › Current Projects › Cottage Grove Area Transit Development Plan A A

COTTAGE GROVE AREA TRANSIT DEVELOPMENT PLAN

The City of Cottage Grove is working on a plan for the future of public transportation in the Cottage Grove area.

Public transportation is any transportation that is available to the public. Examples include buses, Dial-A-Ride, Mobility on Demand (MOD), bike share, and more.

Input from community members like you is a very important part of this process so we can better understand the needs and opportunities to make transit work for you.

We want to hear from you! This survey will be open until September 11th. Click the link below to take the survey and let us know your thoughts.



Picture credit: Kenneth Michael Roberts

[Click Here to Take the Survey](#)

Project Background

A Transit Development Plan (TDP) is a master plan to help guide the role of public transportation within and beyond the Cottage Grove area. The study extends south to North Douglas County, north to Eugene-Springfield, west out to Lorane, and east to Dorena.

A TDP is developed to:

Support and guide decisions about public transportation service improvements and investments, **evaluate** the impacts of community growth and development on public transportation service and explore alternative futures, **strengthen** coordination with the public and community partners, and **strategize** funding opportunities.

The City of Cottage Grove and Lane Council of Governments have partnered to develop the Cottage Grove Area TDP for the planning period of 2019-2029.

Project Goals



What is most important to you when using public transportation? Service is...

Check 3 boxes

- Accessible
- Affordable
- Convenient
- Dependable
- Inclusive
- Reliable
- Safe
- Sustainable
- Connected
- Other:

(1 word limit)

How to Get Involved

We want to hear from YOU! Community input is an essential part of the process and we need your feedback in the survey below. The survey will remain open to the public until September 4th.

[Click Here to Take the Survey](#)

Thank you for filling out the survey! Next, tell us your story. We would like to hear from you about your experiences with public transportation in the Cottage Grove area.

Tell us what your public transportation experience has been like

Project Timeline

The project kicked off in March 2020 and will be adopted in Spring 2021. Community engagement is an essential part of the process and is ongoing through the entire project duration.



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Enter your email if you would like to be added to our project email list

Submit

Resources

- [Stakeholder Advisory Committee List](#)
- [Transit Development Plan Overview PowerPoint](#)
- [June 16, 2020 Stakeholder Advisory Committee Notes](#)
- [Examples of Completed Transit Development Plans](#)
- [Peer Analysis Memo](#)
- [Plan and Policy Review Memo](#)



Appendix E: Draft Vision, Values, Goals, Objectives, & Performance Measures

COTTAGE GROVE AREA TRANSIT DEVELOPMENT PLAN

DATE: January 31, 2021

TO: Cottage Grove Area TDP Project Management Team

FROM: Lane Council of Governments: Kelly Clarke, Rachel Dorfman, Syd Shoaf

SUBJECT: Draft Vision, Values, Goals, Objectives, and Performance Measures

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Purpose

The intent of this memorandum is to establish the draft vision, values, goals, objectives, and performance measures for the Cottage Grove Area Transit Development Plan (TDP). This memo will:

1. Discuss the development of the draft vision, values, goals, objectives, and performance measures, including the public engagement process and local plan and policy review that informed their development.
2. Present the draft vision, values, goals, objectives, and performance measures for public transportation in the Cottage Grove area.

The vision, values, goals, objectives, and performance measures will inform the assessment of current transit services within the Cottage Grove Area and transit needs identified by the community. They will also provide a framework for developing and prioritizing strategies, projects, and investments to meet those needs.

Development of Draft Vision, Values, Goals, Objectives, and Performance Measures

Public Engagement

The Cottage Grove Area TDP will plan for a public transportation system that is self-reliant and meets the Cottage Grove area's community needs. Public input is critical to developing a TDP that will serve the community. The Cottage Grove Area TDP should reflect the transit-related vision, values, goals, and priorities of Cottage Grove area community members and stakeholders. The draft vision, values, goals, objectives, and performance measures presented in this memo were directly informed by community and stakeholder feedback.

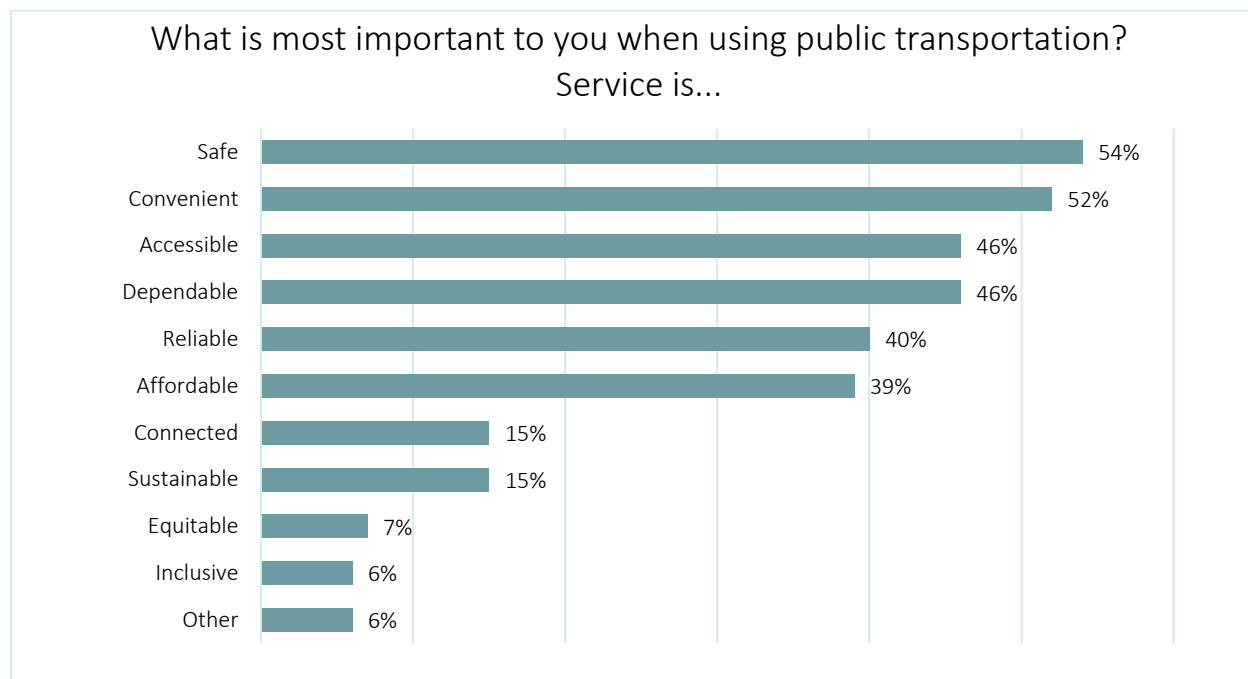
Due to COVID-19 and the associated stay-at-home orders, many outreach activities were not possible as originally planned and were either reformatted in scale or reimagined for a remote setting. Despite these challenges, a robust effort has been made to engage Cottage Grove area residents throughout the TDP process. Table 1 provides a summary of public engagement activities. The *Cottage Grove Area TDP Public Participation Report* provides a full report of public engagement activities and feedback received.

Table 1: Public Engagement Activities

Community Survey	A 15-question survey was deployed from July through the end of September 2020 to gather community feedback. Surveys were available in English and Spanish, both online and in print at the City of Cottage Grove, on South Lane Wheels buses, and through local nonprofit organizations. The survey received 196 responses. Survey results are summarized in the <i>Cottage Grove Area TDP Public Participation Report</i> .
Presentations and Radio	On August 27, 2020, members of the Cottage Grove Area TDP Project Management Team (PMT) presented to Be Your Best, a coalition of community partners in Cottage Grove that engages marginalized and disenfranchised community members to improve family and community health. Be Your Best coalition members provided PMT members with additional outreach recommendations and opportunities. On August 31, 2020, members of the PMT went on the Beeper Call-In Talk Show, a live radio show covering a wide range of social and political topics. The hour-long show was dedicated to discussion about the Cottage Grove Area TDP and included calls from interested community members. Over 580 people viewed the Facebook post for the broadcast; metrics are not available for those who listened on the radio or South Lane Television translator.
Advisory Committee	The Cottage Grove Area TDP Advisory Committee is made up of local stakeholders, including representatives from other local transit providers, nonprofit organizations, the Cities of Cottage Grove and Creswell, and Lane County. The Advisory Committee’s role is to provide technical and policy advice according to member expertise throughout the TDP process.
Printed Outreach	In August and September 2020, Cottage Grove residents received information about the Cottage Grove Area TDP in their water bill, which directed them to the project website and online survey. In addition, a local newspaper, The Chronicle, ran a brief article about the project on August 20, 2020.
Project Website	The Cottage Grove Area TDP project website includes information about the project and resources as well as interactive widgets that encourage community members to leave comments and feedback about public transportation.

The community survey played a significant role in understanding Cottage Grove area residents’ values and priorities with respect to public transportation. Question seven of the survey asked respondents, “What is most important to you when using public transportation?” and prompted them to select up to three of ten terms provided. Safe, Convenient, Accessible, Dependable, and Reliable were the top five responses (Figure 1). These themes are reflected in the draft TDP vision, values, goals, objectives, and performance measures presented in this memo.

Figure 1: Community Survey Question Seven Results



Note: See *Cottage Grove Area TDP Public Participation Report* for full survey results

Public engagement has helped identify community priorities, needs, and opportunities that this TDP will address. For example, residents and other stakeholders are interested in public transportation services that serve regional employment and activity centers, make regional connections to other public transportation services, and serve residents and businesses with convenient hours. There is also a need to increase community awareness about existing transportation services available in the Cottage Grove area. The next memo LCOG prepares will summarize the needs and opportunities identified throughout public engagement efforts.

Local Plan and Policy Review

The Cottage Grove Area TDP will support local, regional, and state goals to improve the Statewide Transit Network and provide a blueprint to enhance public transportation to Cottage Grove Area residents. The Lane Council of Governments (LCOG) conducted a review of local, regional, and state plans with the intent of identifying applicable transit goals, policies, and objectives that the TDP may consider supporting and reinforcing. Table 2 details the list of plans reviewed. A detailed list of relevant goals, policies, and objectives can be found in the *Plan and Policy Review Memo*.



Table 2: Reviewed Plans for Cottage Grove Area TDP

Authority	Document	Year Completed
State	Oregon Transportation Plan	2006
	Oregon Transportation Options Plan	2015
	Oregon Transportation Safety Action Plan	2015
	Oregon Bicycle and Pedestrian Plan	2016
	Oregon Public Transportation Plan	2018
County	Lane County Rural Comprehensive Plan	2009
	Lane County Transportation System Plan	2017
	Lane County Transportation Safety Action Plan	2017
	Douglas County Comprehensive Plan	2017
City	Cottage Grove Transportation System Plan	2015
	Creswell Transportation System Plan	2019
Transit Agency	Lane Coordinated Public Transportation Plan (Lane Transit District)	2019

The draft TDP vision, values, goals, objectives, and performance measures are most directly intended to support the Cottage Grove Transportation System Plan (TSP goals and objectives are shown in Tables 3 and 4, respectively), the Oregon Public Transportation Plan (Table 5), and South Lane Wheels’ Mission and Values (as shown in the callout box on the following page). The City of Cottage Grove has also prioritized resilience with respect to the transportation system. Transportation system resilience is critical to the economic, social, and environmental well-being of the community. According to the *City of Cottage Grove Natural Hazards Mitigation Plan* (2016), Cottage Grove’s transportation networks are vulnerable to flooding, landslides, earthquakes, winter storms, and wildfire. Transit buses can play a key role in disaster response by assisting in evacuations, transporting emergency workers and supplies, and providing transportation to recovery-related jobs. Community values identified through the community survey—such as safety, accessibility, dependability, connectivity, and sustainability—also support resilience as a transit priority as reflected in the draft vision, values, goals, objectives, and performances measures presented in this memo.

South Lane Wheels Mission Statement

South Lane Wheels provides safe, reliable, and accessible transportation to empower people of all capabilities while strengthening connections between individuals, businesses, and nonprofit organizations.

South Lane Wheels Organizational & Community Values

We Believe...

For our Communities:

- That building connections to other organizations and people strengthens us all
- In being more than casually involved
- That SLW provides vital services that are valuable, dependable, and consistent
- Transportation should be safe, affordable, and dependable
- Our services are a true economic value to everyone, individuals and businesses alike

For our Organization:

- That SLW should focus on its clients' needs
- The best organization is built of active and involved individuals
- In obtaining our dreams responsibly
- In discovering, cultivating, and using the strengths of the staff and board of SLW
- In organizational integrity that fosters respect and dignity
- That the board of SLW should run the organization in an honest and well-balanced manner while maintaining fiscal responsibility

Table 3: Cottage Grove TSP Goals

Goal 1	Enhance the Cottage Grove area's quality of life and competitive economic advantage by providing a transportation system that is: accessible, balanced, efficient, equitable, environmentally responsible, interconnected, financially stable, safe, and sustainable.
Goal 2	Develop a cost-effective transportation system that meets the needs of all people and businesses, and that serves the existing and future arrangement of land uses to the consensus of all jurisdictions involved.
Goal 3	Develop a cost-effective transportation system plan that is based on informed citizen input, professional review, and technical analysis.
Goal 4	Develop an integrated transportation and land use system that helps implement statewide transportation goals, statewide administrative rules, and the Cottage Grove Comprehensive Plan.

Table 4: Cottage Grove TSP Objectives

Objective 1	Provide an interconnected regional transportation system, which ensures ease of transfer between modes of travel and appropriate access for all potential users to all areas of the city, region, state, and nation.
Objective 2	Provide a balanced transportation system that gives people realistic choices or options other than driving alone in an automobile.
Objective 3	Provide for efficient movement of goods and services.
Objective 4	Provide an environmentally responsible transportation system.
Objective 5	Provide a safe transportation system.
Objective 6	Provide support for sustainable development by designing and developing a transportation and land use system that integrates residential, retail, and employment land uses.
Objective 7	Make streets as “unobtrusive” to the community as possible.
Objective 8	Require developments to address on- and off-site transportation system impacts.
Objective 9	Provide opportunities for public involvement in transportation system decisions and respond to community needs and neighborhood impacts.
Objective 10	Coordinate among agencies to facilitate efficient planning, design, maintenance, and operation of the transportation system.
Objective 11	Ensure a financially stable, economically viable, and cost-effective transportation system.
Objective 12	Make full use of existing roadways by reducing motor vehicle demand during peak use periods and increasing operational efficiency.

Table 5: Oregon Public Transportation Plan Goals

Goal 1: Mobility – Public Transportation User Experience	People of all ages, abilities, and income levels move reliably and conveniently between destinations using an affordable, well-coordinated public transportation system. People in Oregon routinely use public transportation to meet their daily needs.
Goal 2: Accessibility and Connectivity – Getting from Here to There	Riders experience user-friendly and convenient public transportation connections to and between services and travel modes in urban, suburban, rural, regional, and interstate areas.
Goal 3: Community Livability and Economic Vitality	Public transportation promotes community livability and economic vitality by efficiently and effectively moving people of all ages to and from homes, jobs, businesses, schools, and colleges, and other destinations in urban, suburban, and rural areas.
Goal 4: Equity	Public transportation provides affordable, safe, efficient, and equitable transportation to jobs, services, and key destinations, improving quality of life for all Oregonians.
Goal 5: Health	Public transportation fosters improved health of Oregonians by promoting clean air, enhancing connections between people, enabling access to services such as health care and goods such as groceries, and by giving people opportunities to integrate physical activity into everyday life through walking and bicycling to and from public transportation.
Goal 6: Safety and Security	Public transportation trips are safe; riders feel safe and secure during their travel. Public transportation contributes to the resilience of Oregon communities.
Goal 7: Environmental Sustainability	Public transportation contributes to a healthy environment and climate by moving more people with efficient, low-emission vehicles, reducing greenhouse gases and other pollutants.
Goal 8: Land Use	Public transportation is a tool that supports Oregon’s state and local land use goals and policies. Agencies collaborate to ensure public transportation helps shape great Oregon communities providing efficient and effective travel options in urban, suburban, and rural areas.
Goal 9: Funding and Strategic Investment	Strategic investment in public transportation supports the overall transportation system, the economy, and Oregonians’ quality of life. Sustainable and reliable funding enables public transportation services and infrastructure to meet public needs.
Goal 10: Communication, Collaboration, and Coordination	Public and private transportation providers and all levels of government within the state and across state boundaries work collaboratively and foster partnerships that make public transportation seamless regardless of jurisdiction.

Cottage Grove Area TDP Draft Vision & Values Statements

The Cottage Grove Area TDP will reflect the community's vision for the future of public transportation in the Cottage Grove area. It will also be consistent with the community's values about public transportation, which will provide guidance toward achieving the vision. For the purpose of this project, the following definitions apply:

The **TDP Vision Statement** expresses the Cottage Grove Area's transit purpose and mission. The vision is directly informed by the community, the City of Cottage Grove, and South Lane Wheels.

The **TDP Values Statement** reflects the public transportation priorities, principles, and standards that are important to the community. It is intended to reflect the community's values and provides a framework that guides goal setting and helps identify, develop, and prioritize TDP projects, strategies, and improvements.

This memo presents the following draft Cottage Grove Area TDP Vision and Values Statements:

Draft TDP Vision Statement

The Cottage Grove area has a regional transit system offering equitable, safe, resilient, and reliable local and regional connections.

Draft TDP Values Statement

We value a public transportation system that connects people to each other and to their destinations safely and dependably, provides a vital service that is affordable and accessible, is inclusive and equitable, meets the needs of the area's most vulnerable populations, expands opportunity for everyone in the area, and fosters respect and dignity in the Cottage Grove community and beyond.

Cottage Grove Area TDP Draft Goals and Objectives

The Cottage Grove Area TDP will support a range of community and regional goals. It will establish a goal-based framework to develop projects and strategies that address identified needs and support the community's values. For the purpose of this project, goals and objectives are defined as follows:

Goals are guiding statements that set local priorities for TDP implementation by describing the desired result. Goals establish the overall policy direction and organizational philosophy. They are typically value statements.

Objectives offer a means to meeting a goal. They are typically action-oriented strategy statements and should be understandable, specific, attainable, and measurable. Objectives can be met through a variety of actions.

Draft TDP Goals

The following eight draft TDP goals will guide the development of the TDP, including the identification, evaluation, and prioritization of public transportation projects and strategies. Each goal is supported by one or more objective (see Cottage Grove Area TDP Draft Objectives sub-section below).

1-SAFETY

The public transportation system is safe for all users.

2-CONVENIENCE

Public transportation is a convenient option for traveling in and beyond the Cottage Grove area.

3-RELIABILITY

Public transportation provides people with a reliable way to get where they need to go when they need to be there.

4-ACCESSIBILITY

Public transportation connects people with their destinations and improves access to Cottage Grove and the surrounding area.

5-ENVIRONMENTAL SUSTAINABILITY

Public transportation provides an environmentally responsible transportation option.

6-EQUITY

Public transportation reduces transportation barriers and expands opportunity for everyone in the Cottage Grove area.

7-FINANCIAL STABILITY

Public transportation is financially stable through responsible stewardship of financial resources.

8-SYSTEM RESILIENCE

The public transportation system is resilient and helps the Cottage Grove Area anticipate, prepare for, and adapt to natural and non-natural hazards.

Draft TDP Objectives

The following 12 draft TDP objectives were developed to further support and add definition to the TDP vision and goals. Each objective directly supports one or more specific TDP goal, as indicated in Table 6.

Table 6: Draft TDP Objectives

Cottage Grove Area TDP Objective	Related Cottage Grove Area TDP Goals
1. Regional Coordination – Collaborate with regional partners to ensure regional coverage, leverage resources, and support emergency operations.	2-Convenience 4-Accessibility 6-Equity 7-Financial Stability 8-System Resilience
2. Safety & Access – Provide safe access and minimize barriers to transit for Cottage Grove area residents.	1-Safety 4-Accessibility 6-Equity
3. Transportation Options – Increase the use of transportation options by making transit attractive and encouraging safe, multimodal connections to transit.	1-Safety 2-Convenience 4-Accessibility 5-Environmental Sustainability 8-System Resilience
4. Outreach & Education – Educate potential and existing users about the services available and how to use them; provide educational and marketing materials in multiple languages.	2-Convenience 6-Equity
5. Equity – Distribute the benefits and impacts of services fairly and address the transportation needs and safety of all users, including the young, older adults, people with disabilities, people with limited English proficiency, and people of all races, ethnicities, and income levels.	2-Convenience 3-Reliability 4-Accessibility 6-Equity 8-System Resilience
6. Capital Needs – Evaluate capital needs in order to manage the fleet, improve service efficiency and reliability, and provide high-quality transit facilities that support customer comfort, safety, and convenience.	1-Safety 3-Reliability 7-Financial Stability 8-System Resilience
7. Convenience – Provide efficient service that meets the needs of the community and improves access to key destinations with convenient hours and days of service.	2-Convenience 4-Accessibility 6-Equity
8. Sustainable Funding – Pursue sustainable funding sources to support high quality transit service in the long term and create a self-sustaining public transportation system in the Cottage Grove area.	2-Convenience 3-Reliability 7-Financial Stability 8-System Resilience
9. Coordinated Improvements – Coordinate improvements to the coverage, reliability, and frequency of services that are responsive to community needs using data-driven and customer-focused methods.	2-Convenience 3-Reliability 4-Accessibility 8-System Resilience

Table 6: Draft TDP Objectives

<p>10. Environmental Sustainability – Provide environmentally sustainable transportation options that are a convenient alternative to driving, increase the use of public transportation in the Cottage Grove area, and explore opportunities to utilize cleaner energy.</p>	<p>2-Convenience 5-Environmental Sustainability 8-System Resilience</p>
<p>11. Reduce Vulnerability – Reduce the public transportation system’s vulnerability to economic fluctuations, natural disasters, climate change, and hazardous incidents, and provide resources to community members during such events.</p>	<p>1-Safety 3-Reliability 7-Financial Stability 8-System Resilience</p>
<p>12. Community & Economic Development – Develop a multimodal public transportation network that enhances opportunities for people in the Cottage Grove area, promotes tourism, and contributes to sustainable community and economic development.</p>	<p>2-Convenience 3-Reliability 4-Accessibility 6-Equity 7-Financial Stability 8-System Resilience</p>

Performance Measures

Performance measurement helps transit providers monitor the extent to which transit services are embodying their vision and achieving their goals. It is also a valuable tool for ongoing monitoring and management of all aspects of service delivery, ensuring accountability and transparency, and providing support for decision-making. Public transit providers may be required to report on specific performance measures by a funder or may choose to track optional performance measures and targets that enable them to monitor progress toward their goals. Though performance measurement can be a useful tool, data availability and staff capacity can limit the number and type of performance measures that an agency can reasonably track. To this end, this memo provides a summary of the performance measures the City of Cottage Grove is already tracking and introduces optional performance measures the City may opt to track given data availability and staff capacity.

For the purpose of this project, the following definitions apply:

Performance measures quantify characteristics of existing transit operations. A performance measure can be used as a basis for comparison to a desired goal, to peer systems, or to past performance. A good set of performance measures should rely on readily available data and focus on key aspects of operations.

Performance targets are values for specific performance measures. They set the expectations for acceptable levels of performance. A single performance measure may have multiple targets based on the service type, operating period, or geographic zone being evaluated. When setting performance targets, a transit provider needs to balance industry norms, its goals and objectives, and any requirements from funding or other sources.

Current Performance Measures

Transit providers that receive or utilize Federal Transit Administration (FTA) funding are required to report financial, operating, and asset condition information to the National Transit Database (NTD).¹ The NTD, established by Congress in 1974, is the primary source of information on transit agencies in the United States. The FTA submits an annual NTD report to Congress summarizing transit service as well as asset and safety data, which is used to apportion funding to transit agencies. Reporting to NTD is a prerequisite for receiving FTA funds, including Urban Area Formula Grants (§5307) and Formula Grants for Rural Areas (§5311). Agencies that do not receive FTA funding may voluntarily submit data to NTD.²

NTD reporting requirements depend on the type of FTA funding (urban or rural) and type or level of service provided. The City of Cottage Grove is a sub-recipient of FTA §5311 funds from the State of Oregon; these funds are passed directly through to South Lane Wheels (SLW). As the recipient, the City of Cottage Grove is responsible for reporting to FTA on behalf of SLW as a Reduced Reporter – General Public Transit. Table 7 lists the data that the City of Cottage Grove reports to NTD.

Table 7: Data Reported by the City of Cottage Grove to NTD in 2019

Performance Measure	NTD Reporting Form
Operations and Capital Expenses by Mode Type	RR-20
Revenues by Mode Type	RR-20
Other Directly Generated Funds	RR-20
Revenues Accrued Through a Purchased Transportation Agreement	RR-20
Funding Sources (Federal and Non-Federal)	RR-20
Number of Volunteer Drivers	RR-20
Number of Personal Vehicles in Service	RR-20
Annual Vehicle Revenue Miles by Mode	RR-20
Annual Unlinked Passenger Trips by Mode	RR-20
Annual Vehicles of Maximum Service by Mode	RR-20
Sponsored Services Unlinked Passenger Trips by Mode	RR-20
Reportable Incidents	RR-20
Fatalities	RR-20
Injuries	RR-20
Rolling Stock – Percent of Revenue Vehicles That Have Met or Exceeded Their Useful Life Benchmark	A-90
Equipment – Percent of Service Vehicles That Have Met or Exceeded Their Useful Life Benchmark	A-90
Facility – Percent of Facilities Rated Below 3 on the Condition Scale	A-90

In addition to NTD reporting requirements, SLW tracks performance measures to report to Lane Transit District (LTD) and the State of Oregon. Because SLW operates the LTD Connector, a Mobility on Demand (MOD) pilot service within the Cottage Grove city limits, SLW provides monthly reports with service and vehicle maintenance data to LTD. As a recipient of State grant funding, including the Statewide

¹ Title 49 United States Code (U.S.C.) §5335(a)

² FTA Office of Budget and Policy, *National Transit Database 2019 Policy Manual*.



Transportation Improvement Fund (STIF) program that funded the development of this TDP, SLW also reports on safety, asset, operations, and financial data through the Oregon Public Transit Information System (OPTIS). SLW also tracks daily rides and fare instruments for internal performance monitoring. See Table 8 for a list of these additional performance measures.

Table 8: Additional Performance Measures Tracked by South Lane Wheels

Performance Measure	Reported To
Total Trips by Service Type and Rider Type	LTD, CG
Total Miles Driven by Service Type and Rider Type	LTD, CG
Total Vehicle Hours by Service Type	LTD, CG
Number of Wheelchair Rides	LTD, CG
Route Accommodations	LTD, CG
People Count	LTD, CG
Self-Pay Ride Refusal	LTD, CG
Riders by Trip Purpose	LTD, CG
Accident Type	LTD, OPTIS
Number of Fatalities	LTD, OPTIS
Number of Injuries	LTD, OPTIS
Civil Rights Complaints	LTD, CG, OPTIS
In-Kind Contributions / Volunteer & Non-Cash Resources	LTD, CG, OPTIS
Fleet Summary (Including Vehicle Condition) / Vehicle Inventory	LTD, OPTIS
Vehicles Out of Service (Idle for More Than 90 Days)	LTD, OPTIS
Total Passenger One-Way Rides	LTD, CG, OPTIS
Seniors & Individuals with Disabilities Rides	LTD, CG, OPTIS
Revenue Operation Hours	LTD, CG, OPTIS
Revenue Service Mileage	LTD, CG, OPTIS
Revenue and Expenses by Type	LTD, CG, OPTIS
Rail and Public Transit Division-Funded Signs/Shelters Condition	OPTIS
On/Off by Stop and Passenger Type (including seniors, youth, general public, disabled, wheelchair, child, and aide)	SLW Internal
MOD Fare Instrument Per Day by Type	LTD, CG, SLW Internal

Note: LTD = Lane Transit District; CG = City of Cottage Grove; OPTIS = Oregon Public Transit Information System; SLW = South Lane Wheels

Optional Performance Measures

This section provides potential performance measures for the City of Cottage Grove’s consideration (Table 9). The intent of including these optional performance measures is to provide tools that could be used to further track this TDP’s public transportation goals. The performance measures are presented as options based on what other peer public transportation providers have chosen to measure. The City of Cottage Grove may opt to begin tracking additional performance measures as a baseline and add relevant performance targets later, as desired. Table 9 provides the optional performance measures, potential data sources, and the TDP goals they would support. They could be implemented immediately upon finalization of this TDP or phased in as feasible.

Table 9: Cottage Grove Area TDP Optional Performance Measures

Service Type	Performance Measure	Potential Data Source	Related TDP Goals
FR	Percent of bus stops that are ADA accessible	Field Survey	1-Safety 4-Accessibility 6-Equity
FR	Percent of bus stops with shelters	Field Survey	1-Safety 2-Convenience
FR	Percent of bus stops with pedestrian access	Field Survey	1-Safety 2-Convenience 4-Accessibility 5-Environmental Sustainability 6-Equity 8-System Resilience
FR	Percent of bus stops with bicycle access	Field Survey	1-Safety 2-Convenience 4-Accessibility 5-Environmental Sustainability 6-Equity 8-System Resilience
FR, DR	Transit mode share	Census	4-Accessibility 5-Environmental Sustainability 8-System Resilience
FR, DR	Percent of public transportation vehicle fleet that is low- or zero-emission	Agency Data	5-Environmental Sustainability 7-Financial Stability 8-System Resilience
FR, DR	Percent of vehicles exceeding useful life	Agency Data	1-Safety 7-Financial Stability 8-System Resilience
FR, DR	Total passengers per service hour	Agency Data	3-Reliability 7-Financial Stability
FR, DR	Service miles per service hour	Agency Data	3-Reliability 7-Financial Stability
FR, DR	Cost per vehicle mile	Agency Data	3-Reliability 7-Financial Stability
DR	No show/late cancellation rate	Agency Data	7-Financial Stability
DR	Reservation call hold time/schedule response time	Agency Data	2-Convenience 3-Reliability 7-Financial Stability
DR	Percent pickups within 10 minutes of scheduled time	Agency Data	2-Convenience 3-Reliability 7-Financial Stability
DR	Demand response service level (miles and hours) per capita in Census Blocks with higher concentrations of Communities of Concern	Agency Data	4-Accessibility 6-Equity 8-System Resilience
DR	Number of veterans utilizing transit	Agency Data	4-Accessibility 6-Equity
MOD, DR	Percent of users booking services without using the app	Transit App Data	4-Accessibility 6-Equity

Table 9: Cottage Grove Area TDP Optional Performance Measures

MOD, DR	Percent of users paying for services in cash	Transit App Data	4-Accessibility 6-Equity
MOD	Number of trips requested or planned through the MOD system	Transit App Data	2-Convenience 3-Reliability 4-Accessibility
MOD	Number of trips completed by users of the MOD system compared to number of trips ordered	Transit App Data	2-Convenience 3-Reliability 4-Accessibility
Note: FR = Fixed Route; DR = Demand Response; MOD = Mobility on Demand			



Appendix F: Needs Assessment

COTTAGE GROVE AREA TRANSIT DEVELOPMENT PLAN

DATE: April 8, 2021

TO: Cottage Grove Area TDP Project Management Team

FROM: Lane Council of Governments: Kelly Clarke, Rachel Dorfman, Syd Shoaf

SUBJECT: Cottage Grove Area TDP Needs Assessment Draft

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Purpose

The purpose of this memo is to provide an assessment of the transit related needs within the Cottage Grove area. It is a key step in developing the TDP implementation strategies tailored to the Cottage Grove area community. This memo presents the gaps, issues, and needs articulated from three primary sources:

1. The Cottage Grove area community and stakeholders
2. The Draft TDP Goals and Objectives
3. Analysis of the Cottage Grove area's existing and future transportation, population, and land use conditions

In some cases, needs from each source were articulated as an experienced or analyzed gap or issue with the current transit system and are presented as such. This project's *Public Participation Report; Vision, Values Goals, Objectives, and Performance Measures Memo; Existing Conditions Memo; and Peer Analysis Memo* may be referenced for additional detail on each source. The final section of this memo summarizes the gaps, issues, and specific needs as a synthesized list of transit-related needs.

Assessment of Needs

Stakeholder and Public Identified Issues and Gaps

The Project Management Team, Advisory Committee, current riders, community members, and other stakeholders weighed in on transit related needs through a variety of outreach methods (Table 1). Due to COVID-19 and the associated stay-at-home orders, many outreach activities were not possible as originally planned and were either reformatted in scale or reimagined for a remote setting. Despite these challenges, a robust effort was made to engage Cottage Grove area residents in the TDP process. This section summarizes the key issues and gaps identified through the community outreach process. For a full description of outreach methods and results, see the *Public Participation Report*.

Table 1: Summary of TDP Community Outreach

Timeframe	Outreach Event
March 2020 – Present (April 2021)	Project Management Team involvement
June 2020	Stakeholder Advisory Committee #1
July 2020 – September 2020	Community Survey
July 2020 – Present (April 2021)	Project Website
August 2020	Be Your Best community group presentation
August 2020	Beeper Radio Show presentation
September 2020	Stakeholder Advisory Committee #2
January 2021	Stakeholder Advisory Committee #3
April 2021	Stakeholder Advisory Committee #4

Public and stakeholders identified the following transit-related needs, issues, and gaps:

- Connections between Cottage Grove, Creswell, and the Eugene-Springfield metropolitan area are not convenient for work, recreation, seeing family/friends, and medical services
- There is not enough service to areas outside of the Cottage Grove city limits – e.g. Row River, Shoreview Drive, Disston, Culp Creek, Curtain, London, Dorena, Culp Creek, the lakes, the Eugene Airport, and southern Lane County’s recreational destinations
- There are gaps in services for students of all ages; high school and middle school students do not have reliable access to transportation for after school events and college students do not have reliable service for evening classes
- Better access to community service agencies, downtown Cottage Grove, and the shopping center off Gateway are needed
- Additional service in the morning, later at night and during weekends is needed to better serve local businesses, particularly restaurants and community events

- It takes too long to travel between Cottage Grove, Creswell, and the Eugene-Springfield metropolitan area; the timing is particularly challenging for commuters
- Service cuts to Lane Transit District's (LTD) Route 98 have led to longer trip times; the cuts have also made riders go to appointments earlier than necessary and come back later in the day
- The one-way route structure of LTD's Route 98 through town limits the ability to promote community connections for daily shopping, social, or medical trips
- Southern Lane County is aging and rural; transit service needs to be accessible for disabled, elderly, low-income, and rural Cottage Grove area residents
- Language is a barrier for some community members with limited English proficiency; it is difficult to understand the transit services that are offered
- Better customer service and a commitment to equity is needed to build trust with riders of color
- Scheduling and obtaining information about public transportation is difficult for those without technological expertise and/or a smart phone; the Route-Around-Town and the LTD Mobility on Demand (MOD) Connector are difficult to use for some
- Transit service in Cottage Grove is infrequent and unpredictable, which makes trip planning difficult
- There are not enough buses and drivers to meet the ridership needs of the community
- The app for LTD's MOD Connector service is confusing since it shows different estimated time of arrivals for the bus, which can appear that the ride was cancelled and cause undue stress
- There is a lack of general awareness about public transportation services that are available in the Cottage Grove area
- Current MOD service is limited to the Cottage Grove city limits; there are businesses just outside the city limits that are not served
- I-5, the railroad tracks, and the Coast Fork Willamette River create East-West barriers to public transportation access
- Lack of performance targets makes it difficult to track progress toward goals
- Community events, like the Cottage Theatre and Bohemia Park have after hours and weekend practice, performance, and program times, which are not served by transit
- There are inadequate sidewalks and bicycle infrastructure that connect to transit locations
- Communities in northern Douglas County, like Drain, are food deserts and residents need to go to Cottage Grove for groceries and other goods

TDP Goals and Objectives

The Cottage Grove Area TDP goals are:

1-SAFETY

The public transportation system is safe for all users.

2-CONVENIENCE

Public transportation is a convenient option for traveling in and beyond the Cottage Grove area.

3-EFFICIENCY & RELIABILITY

Public transportation provides people with an efficient and reliable way to get where they need to go when they need to be there.

4-ACCESSIBILITY

Public transportation connects people with their destinations and improves access to Cottage Grove and the surrounding area.

5-ENVIRONMENTAL SUSTAINABILITY

Public transportation provides an environmentally responsible transportation option.

6-EQUITY

Public transportation reduces transportation barriers and expands opportunity for everyone in the Cottage Grove area.

7-FINANCIAL STABILITY

Public transportation is financially stable through responsible stewardship of financial resources.

8-SYSTEM RESILIENCE

The public transportation system is resilient and helps the Cottage Grove Area anticipate, prepare for, and adapt to natural and non-natural hazards.

The TDP objectives center on supporting the goals through regional coordination, safety and access, transportation options, outreach and education, equity, capital needs, convenience, sustainable funding, coordinated improvements, environmental sustainability, reducing vulnerability, and community and economic development. For the full description of Goals and Objectives, please see the *Vision, Goals, Objectives, Performance Measures Memo*.

Public engagement directly informed the goals and objectives and also helped identify needs, gaps, and issues at a higher level in the current system.

Transit-related needs relating to the **TDP Goals and Objectives** include:

- The Cottage Grove area public transportation system needs to be resilient and responsive to changing funding climates and environmental conditions
- Riders need to feel safe using the public transportation system
- People who do not have access to a smart phone or credit card still need to be able to use the public transportation system
- The vehicle fleet should produce low to zero emissions
- People need to be able to rely on the public transportation system to get them where they need to go when they need to be there
- Public transportation needs to work with local service providers to provide emergency response

Existing and Future Conditions

The Cottage Grove area is a growing and evolving community which places increased demand on transit. This section assesses transit needs to meet projected future population, employment, and land use growth in the Cottage Grove area. Understanding the Cottage Grove area's future conditions is important in anticipating the future public transportation related needs of the community. For a full description of baseline conditions in the Cottage Grove area, including a community demographic profile and description of the current transportation system, see the *Existing Conditions Memo*.

Existing Services

Three types of transit service are currently offered to the general public in the Cottage Grove area: door-to-door services operated by South Lane Wheels (SLW), fixed-route services operated by Lane Transit District (LTD), and LTD's Mobility on Demand (MOD) service, the *LTD Connector*, operated by SLW. In addition, LTD offers s through the Medicaid brokerage *RideSource*, which provides transportation to Medicaid/Non-Medical appointments for free to qualifying residents. SLW previously operated a deviated fixed-route service, *Route-Around-Town*, which was suspended in January 2019 in response to LTD's MOD pilot. Recent analyses by students at University of Oregon¹ have helped identify gaps in current services that supplement qualitative data gathered through the stakeholder and public engagement process. The City of Cottage Grove reports on its service and fleet to the Federal Transit Administration's National Transit Database but does not currently track local performance targets.

¹ *The LTD Connector: Evaluating the Effectiveness of Mobility-On-Demand in Cottage Grove, Oregon and Current and Future Mobility Needs Assessment for the Cities of Cottage Grove and Creswell*

Door-to-Door Services

SLW operates door-to-door services (dial-a-ride) in the Cottage Grove area as well as the Metro Shuttle, which takes riders to the Eugene-Springfield metropolitan area. Passengers call SLW dispatch in advance to schedule rides. SLW vehicles cover large distances, and fares for services are dependent on mileage; they range from \$3 to \$10 and up depending on distance for door-to-door services in the Cottage Grove area and \$20 to \$30 round trip between Creswell or Cottage Grove and the Eugene-Springfield Metropolitan Area for the Metro Shuttle. For a detailed breakdown of fares, see the *Existing Conditions Memo*. A peer fare comparison found that peer transit agencies provided commuter services for \$1 to \$2 each way. Rural dial-a-ride and fixed-route services were more difficult to compare with peer providers, most of which provided services confined within city limits or smaller service areas for \$1 to \$2 per ride (for additional comparison with peer providers, see the *Peer Analysis Memo*).

Fixed-Route Services

LTD's Route 98 connects Cottage Grove with Creswell and the Eugene-Springfield metropolitan area and serves the City of Cottage Grove in a one-way loop that makes stops at key trip generators within the community, including the Cottage Grove Lane Community College campus, Cottage Grove High School, the downtown and commercial districts, and the Walmart Park-and-Ride. Although these key community destinations are served, Route 98 follows a large figure eight path through town that takes 20 minutes to complete, and the one-way route structure limits its utility as a convenient intracity transit option for daily shopping, social, or medical trips. There are significant infrastructure limitations to rerouting Route 98 due to the East-West barriers created by the river, railroad, and I-5. Route 98 primarily serves ridership that needs to access educational opportunities, employment centers, medical services, and other social services in the Eugene-Springfield metropolitan area.

Mobility on Demand (MOD) Pilot Services

The MOD pilot, also known as the *LTD Connector*, provides smartphone app-based trip planning for on-demand door-to-door services within the Cottage Grove city limits. MOD was initially conceived as a replacement for the loop portion of LTD's Route 98 in Cottage Grove. The original concept truncated Route 98 at the Walmart stop. However, LTD found that the app struggled with making connections at prearranged destinations and times with fixed-route services. LTD responded by reinstating the Route 98 loop through town and running it simultaneously with MOD. With these adjustments, MOD is providing a valuable mobility service for local access within the City limits, particularly to low-income and elderly community members. LTD is now working with a new app provider that will allow users to prearrange a pickup time and location as well as provide more certainty to riders hoping to make a connection with Route 98. From an equity perspective, the app-based platform potentially presents technological and financial barriers to low-income and elderly residents and those without access to a smart phone or bank account.

Transit-related needs, gaps and issues relating to existing services include:

- SLW buses cover large distances, leading to wear and tear on vehicles
- SLW fares may be too high for regular commuters or low-income riders; alternative services (Route 98 and MOD) take too long, do not run with enough frequency, or are limited to rides within city limits
- Uni-directional routing of fixed-route services serves key destinations but limits the ability to promote community connections for daily shopping, social, or medical trips
- Significant East-West barriers including I-5, the railroad tracks, and the Coast Fork Willamette River limit transit routes through town
- MOD is not adequately integrated with Route 98
- The MOD's dependence on technology to access the service presents potential technological and financial barriers for some seeking to use the service
- The City of Cottage Grove reports on its service and fleet to the Federal Transit Administration's National Transit Database but establishing and tracking local performance measures with targets are needed to help to monitor progress over time and help to prioritize investments.

Population Growth

The population of Cottage Grove is expected to grow 14% by 2040, which will put additional pressure on the existing transit system.² Several key transit-supportive populations in the City of Cottage Grove—including people over 65 and under 18, people of color, people with limited English proficiency, people with a disability, people with low to moderate incomes, and households with no vehicles available—grew between 2010 and 2018. These trends indicate a growing demand for transit in the Cottage Grove area over the past decade, and—combined with forecasted overall population growth—will likely continue to sustain new demand for transit services in the future.

In 2018, the City of Cottage Grove adopted a Housing Needs Analysis for the 2018 to 2038 period.³ The report describes factors that will affect future housing demand in Cottage Grove, such as population growth.⁴ Although the report focuses on demand for housing in Cottage Grove, it presents two key population characteristics that will also have an impact on Cottage Grove's transit demand:

² Source: U.S. Bureau of the Census 2018 ACS 5-Year Estimates (Table S0101) and PSU Coordinated Population Forecast for Lane County, 2018 to 2068

³ https://www.cottagegroveor.gov/sites/default/files/fileattachments/community_development/page/7371/hna.pdf

⁴ The Housing Needs Analysis shows a 28% increase from 10,740 residents in 2018 to 13,981 residents in 2038, a 1.3% average annual growth rate. This discrepancy is due to the fact that ECONorthwest extrapolated the official

1. **A growing population of seniors.** In addition to identifying a need for housing types specific to seniors, the report identifies “loss of mobility” as a challenge that aging seniors face in continuing to live in their community.
2. **A proportionally large population of younger people.** According to the report, a larger share of the population in Cottage Grove is under 20 years old (28%), compared to Lane County (22%) and Oregon (24%). A larger population of younger residents without access to a vehicle or who seek transportation options will continue to drive demand for transit services geared toward young people and students.

Transit-related needs relating to **population growth** include:

- Expanded transit services will be needed to serve a growing population in general, with specific focus on the needs of transit-supportive populations
- A growing population of seniors will require transit tailored to their needs, such as increased access to shopping destinations, healthcare facilities, and other services as well as Americans with Disabilities Act (ADA) accessible facilities
- A growing population of people with limited English proficiency will require translated materials and targeted education/outreach
- Increased outreach and education are needed to promote awareness about existing services among people of all ages and abilities

Employment and Development

Employment is expected to grow over the next decade, and land development/redevelopment is already occurring in the Cottage Grove area. Both will influence demand for transit as significant trip generators and destinations.

The Oregon Employment Department (OED) provides ten-year employment forecasts by industry for Lane County.⁵ Total employment across Lane County is projected to grow 8% from 2019 to 2029, with the largest growth in Health Care and Social Assistance (19%) followed by Private Educational and Health Services (18%). According to the Cottage Grove Transportation System Plan, employment within the Cottage Grove Urban Growth Boundary (UGB) is expected to grow to 4,916 by 2035. The growth in employment is expected along OR-99 between the UGB and East Harrison Avenue in the southwest, on either side of Row River Road, and near the Cottage Grove Connector at OR-99 in the north. Current employment density is primarily centered along the I-5 corridor, with fewer employees per acre in rural areas.

population forecast from the Oregon Population Forecast Program for 2015 (to 2018) and 2035 (to 2038). This Memorandum used the Portland State University Coordinated Population Forecast for Lane County, 2018 to 2068.

⁵ https://www.qualityinfo.org/more-articles?assetPubId=101_INSTANCE_zzQVrB7aEq2k

Commute patterns in Cottage Grove provide clues to transportation needs and represent a potential need for transit services. More workers commute from Cottage Grove than into the area for work, a phenomenon that is not surprising given Cottage Grove's proximity to a major urban area. Most workers employed in Cottage Grove (76%) live outside city limits and commute in for work, while 82% of Cottage Grove residents commute beyond city limits for work. A majority of residents (81%) drive to work in a car, truck, or van, most of whom (65.4%) drive alone.⁶ Public and stakeholder feedback have indicated that existing services in the Cottage Grove area do not capture this potential market; fixed route services take too long for commuters and do not operate at convenient times of day, while door-to-door services may be cost prohibitive for daily use as a commute option.

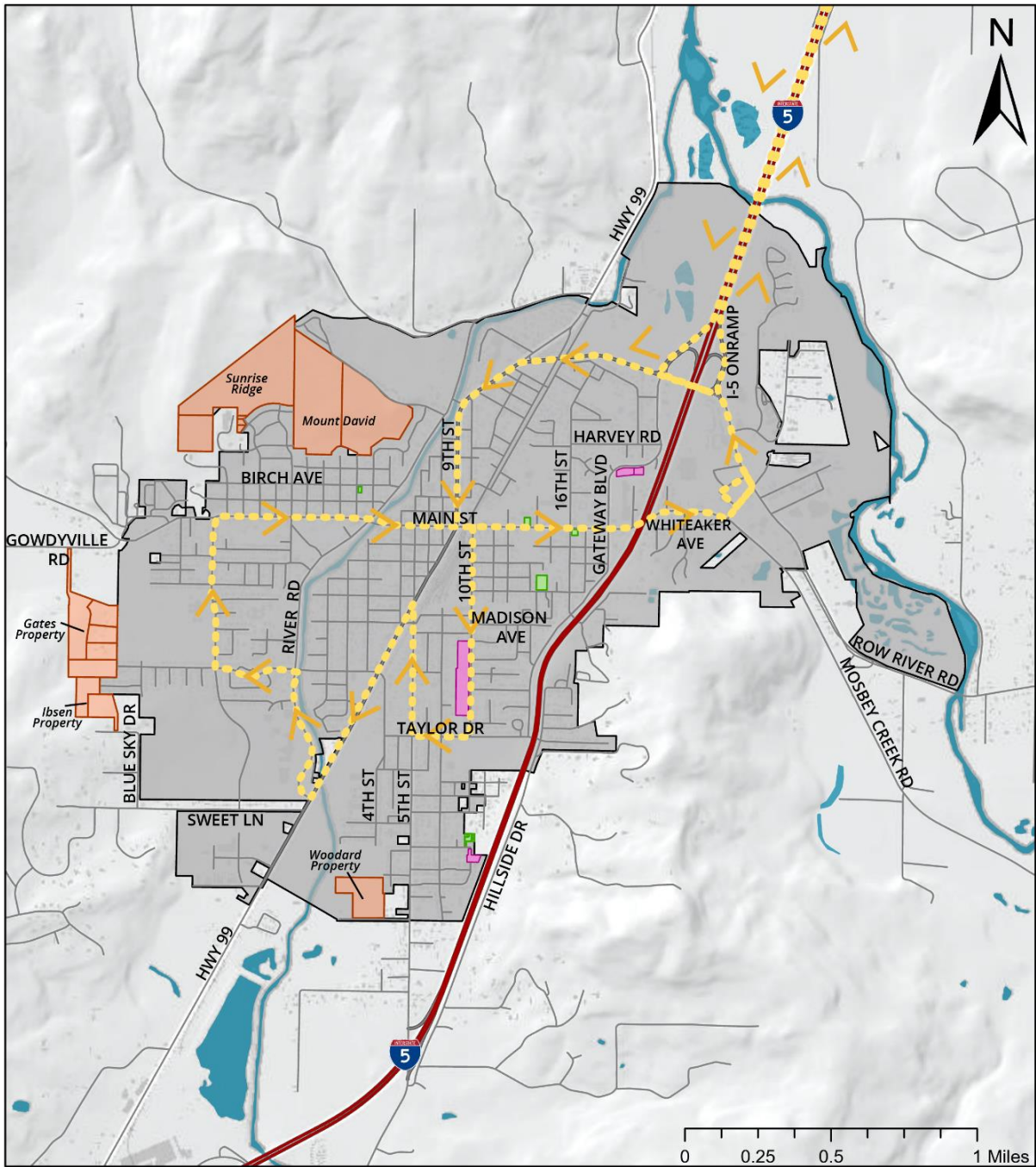
Development and redevelopment also play an important role in transit planning since both directly affect travel demand and ridership. Identifying current and future land uses and developments is vital in understanding where the Cottage Grove area residents and visitors may rely on public transportation to get to and from now and in the future. Map 1 illustrates multi-family residential developments in Cottage Grove that are potential, permitted/in-construction, and recently completed. Most of the potential projects in Cottage Grove are at the edges of the city limits and are further away from LTD's Route 98 through town. Additional land use and development considerations within the Cottage Grove area are documented in the *Existing Conditions Memo*.

Transit-related needs relating to **employment and development growth** include:

- Transit service that operates during peak commute times and that has a direct, timely service to the Eugene-Springfield metropolitan area is essential to meet the needs of workers who travel to and from Cottage Grove
- Expected employment growth may lead to increased demand for transit services; particularly along OR-99 between the UGB and East Harrison Avenue in the southwest on either side of Row River Road, and near the Cottage Grove Connector at OR-99 in the north where employment growth is expected
- New residential development will need to be served by transit
- The new Federally Qualified Community Health Center will be a major regional trip generator; low-income and limited English proficiency residents from the region may need transit to access services

⁶ Source: U.S. Bureau of the Census, 2018 ACS 5-Year Estimates (Table DP03)

Map 1: Multi-Family Residential Developments in Cottage Grove since 2019



**Cottage Grove Area
Transit Development Plan
Lane Transit District
Residential Development Areas**

The information on this map was derived from digital databases on Lane Council of Governments' regional geographic information system. Care was taken in the creation of this map, but it is provided 'as is'. LCOG cannot accept any responsibility for errors, omissions, or positional accuracy in the digital data or the underlying records. There are no warranties, expressed or implied, accompanying this product. However, notification of any errors will be appreciated.

**Residential
Development
Area Types**

- Completed
- Potential
- Permitted/
In Construction

- LTD Route 98
- Cottage Grove City Limits
- Bodies of Water
- Roads
- Interstate Highways



Source: LCOG GIS Services

Cottage Grove Transit Development Plan Needs Summary

Table 2 reflects a summarized list of transit-related needs within the Cottage Grove area as synthesized from the community and stakeholders; the draft TDP Goals and Objectives; and analysis of the Cottage Grove area’s existing and future transportation, population, and land use conditions.

Table 2: Summary List of Cottage Grove Area Transit Needs

ADA compliant vehicles and infrastructure are needed to meet the ongoing needs of a growing and aging population.

The Cottage Grove area’s population is increasing and is projected to include higher proportions of seniors and young people. The public transportation system will need to respond to a growing demand for transit in the Cottage Grove area.

Increased frequency of transit service between Cottage Grove, Creswell, and the Eugene-Springfield metropolitan area is needed so that it can be more reliably used for commuting, shopping, personal needs, medical appointments, and education.

Increased collaboration with regional partners is needed to provide regional coverage; particularly connections to rural southern Lane County, northern Douglas County, and communities outside of the Cottage Grove city limits.

Expanded weekday and weekend service hours are needed in the morning and evening to better serve students; local businesses; local events, and local destinations.

Expanded marketing and outreach efforts are needed to raise public awareness and clearly communicate how to use available services. Materials should be accessible to all Title VI populations.

Physical, financial, and technological barriers to transit for Cottage Grove area residents need to be lowered, particularly for transit-dependent populations.

Public transportation needs to contribute more to enhance community and economic development in Cottage Grove.

Transit needs to serve incoming development, particularly the Federally Qualified Community Health Center, incoming residential development, and forecasted areas with increased employment.

Transit is subject to economic fluctuations, natural disasters, climate change and hazardous incidents. Resiliency needs to be integrated into the system to absorb and respond to these fluctuations, changes, and incidents.

Feeling safe and secure when using a public system is important to its success; the system needs to provide a safe and accessible space for all riders.

Walking and bicycling is integral to the transit network. Sidewalks, bicycling infrastructure, and vehicles with bicycle racks are needed to complete this network. The City of Cottage Grove will be developing a Bicycle and Pedestrian Master Plan and should cross-reference the TDP to better leverage funding opportunities to implement strategies serving all active (bicycle, pedestrian, transit) modes.

More vehicles and drivers are needed to meet the community’s transit needs.

Establishing and tracking local performance measures with targets is needed to help monitor progress over time and help to prioritize investments

RESOLUTION NO. 2046

A RESOLUTION ADOPTING THE COTTAGE GROVE
AREA TRANSIT DEVELOPMENT PLAN

WHEREAS, the City of Cottage Grove received State Transportation Improvement Funds in 2020 to complete a Transit Development Plan (TDP), a planning study designed to help transit providers identify their needs and make informed decisions to address them; and

WHEREAS, the City of Cottage Grove is required to have a TDP to continue to pursue State Transit Improvement Fund grant funding; and

WHEREAS, the City of Cottage Grove contracted with Lane Council of Governments (LCOG) to develop a Cottage Grove Area Transit Development Plan in March 2020; and

WHEREAS, the purpose of the Cottage Grove Area TDP is to plan for transit in and around Cottage Grove where most residents travel to meet their daily needs related to work, education, medical and social services, recreation and shopping; and


WHEREAS, the Cottage Grove Area TDP represents the culmination of a year-long process that reflects the community's vision, goals, priorities, and needs as they relate specifically to public transportation, and provides a set of strategies to address identified needs; and

WHEREAS, the Cottage Grove Area TDP will help the City of Cottage Grove make strategic decisions about how to invest in and improve public transportation, evaluate how community growth may affect service in the future so that transit service can continue to meet the needs of Cottage Grove area residents, and set the foundation for Cottage Grove to identify and apply for future funding opportunities.


NOW, THEREFORE, BE IT RESOLVED, that the City of Cottage Grove City Council adopts the Cottage Grove Area Transit Development Plan, as set forth in Exhibit A, as the guiding document for transit program design, funding and implementation for the next five years.

BE IT FURTHER RESOLVED that this resolution shall take effect immediately upon its passage.

PASSED BY THE COUNCIL AND APPROVED BY THE MAYOR ON THIS 14TH
DAY OF JUNE, 2021.


Jeffrey D. Gowing, Mayor
Dated: June 14, 2021

ATTEST:


Richard Meyers, City Manager

Dated: June 14, 2021