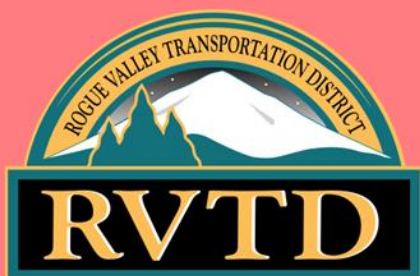


# 2021-2025 United We Ride Plan

May 2021



# **2021-2025**

## **United We Ride Plan for the Rogue Valley**

Prepared by  
The Rogue Valley Transportation District

By  
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Adopted by the Board of Directors of the Rogue Valley Transportation District,  
May 26, 2021

*Amended October 26, 2022*

# 2021-2025 United We Ride Plan for the Rogue Valley

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**RVTD Resolution No. XX-XX**

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# Chapter 1: Plan Overview

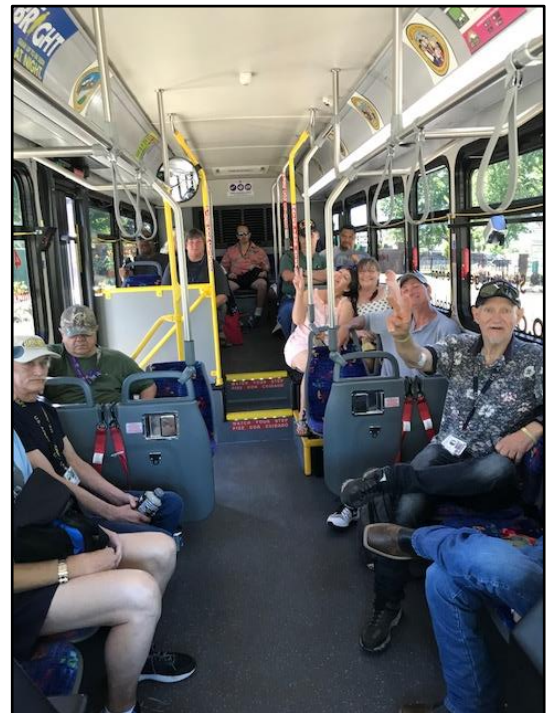
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This introductory section sets forth the federal requirements for a Coordinated Public Transit/Human Services Transportation Plan that shape this *2021-2025 United We Ride Plan*, an update to RVTB's 2017-2021 United We Ride Plan for the Rogue Valley.

## Federal Statute and Requirement

The FAST Act, *Fixing America's Surface Transportation Act*,<sup>1</sup> signed into law on December 4, 2015, continues the federal requirement for the adoption and periodic update of locally developed Coordinated Public Transit/Human Services Transportation Plans (Coordinated Plans) as a condition for receiving funding for transportation programs sponsored by the Federal Transit Administration (FTA). Coordinated Plans identify the transportation needs of individuals with disabilities, older adults and people with low incomes; provide strategies for meeting those local needs; and prioritize transportation services and projects for funding and implementation. Guidance on the content, process, and timelines for the adoption and updating of a Coordinated Plan is provided in FTA Circular 9070.1G.<sup>2</sup> This circular states that a Coordinated Plan must be developed "through a process that includes participation by seniors, individuals with disabilities, representatives of public, private and nonprofit transportation and human service transportation providers, and other members of the public."

Prior to the FAST act, SAFETEA-LU, *Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users*,<sup>3</sup> required that projects selected for funding under the Elderly Individuals and Individuals with Disabilities (Section 5310), Job Access and Reverse Commute (JARC – Section 5316)) and New Freedom (Section 5317) programs be derived from a locally developed, Coordinated Public Transit/Human Services Transportation Plan. Similar to the FAST act, SAFETEA-LU mandated that the plan be developed through a process that included representatives of public, private, and nonprofit transportation and human services providers and members of the public. The objective of each Coordinated Plan was to identify the transportation needs of individuals with disabilities, older adults and people with low incomes. The desired outcomes included identifying unmet mobility requirements as well as available resources in order to provide strategies for meeting the needs and furthering collaborations between public transportation providers and



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<sup>1</sup> Public Law 114-94.

<sup>2</sup> Issued June 6, 2014.

<sup>3</sup> Public Law 109-059, signed into law August 2005.



human services providers. The requirement for a Coordinated Plan continued with the passage of MAP-21, *Moving Ahead for Progress in the 21<sup>st</sup> Century Act*,<sup>4</sup> adopted in July 2012.

In addition to the aforementioned FTA requirements, the administrative rule of Oregon's Special Transportation Fund (STF) requires that STF Agencies, such as the Rogue Valley Transportation District (RVTD), prepare a plan to guide the investment of STF funds in order to maximize the benefit to older adults and people with disabilities within each jurisdictional area.

All these requirements are combined into this *United We Ride Plan for the Rogue Valley*. This plan serves as an update to the original Coordinated Public Transit/Human Services Transportation Plan, which was written and adopted in 2006 and updated in 2013 and again in 2017. The FAST Act required new guidance that states plans must be updated every four years. This plan will cover the time period of July 1, 2021 – June 30, 2025

## About this *United We Ride Plan*

The purpose of this 2021 update to the Coordinated Public Transit/Human Services Transportation Plan is to ensure the continued relevancy of the Coordinated Public Transit/Human Services Transportation Plan, adopted in 2006, and its subsequent updates. This iteration of the *United We Ride Plan* will continue to focus on improving the mobility of three target populations: people with disabilities, older adults and persons of low income. In addition, this update will:



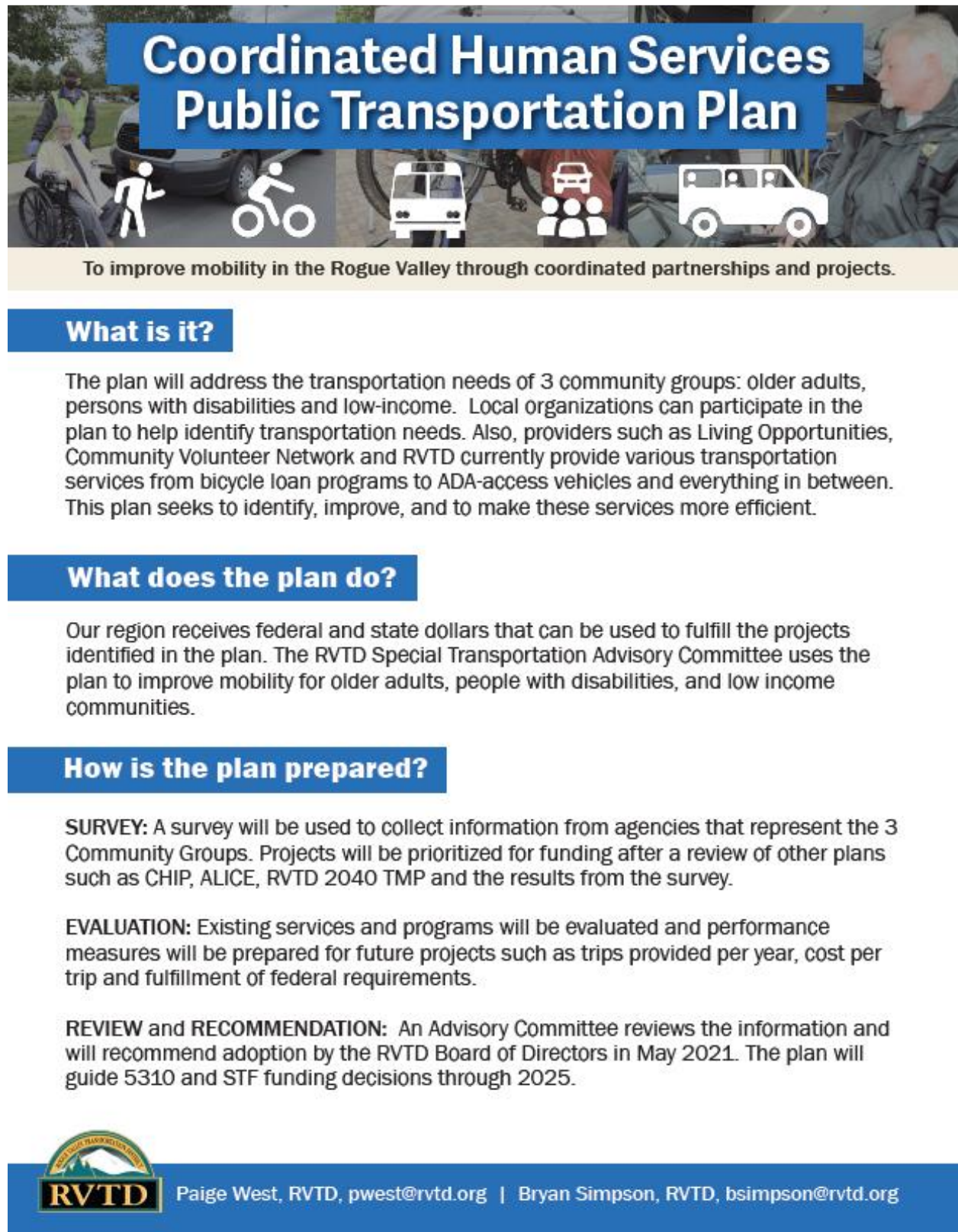
1. Fulfill the FTA circular 9070.1G requirement by updating the Coordinated Plan every four years.
2. Document changing and evolving mobility needs within Jackson County and the resources which are available to the target populations.
3. Document new unmet transportation needs while validating those previously identified.
4. Identify priority needs toward which funding may be targeted as it becomes available.

In March 2020, a public health crisis caused by the Coronavirus (otherwise known as COVID-19) became a global pandemic. The virus was especially devastating to older adults who experienced the highest fatalities. A state of emergency was declared throughout Oregon mandating indoor capacity limits, social distancing and wearing of face masks. The public health emergency has been in effect during the entire development of this plan and has made public involvement difficult. The public and stakeholders were notified about the plan update through email, a flyer and attending virtual meetings. But focus groups and participant surveys normally conducted in person were not allowed. Instead, RVTD has chosen to lean into several studies and planning documents that have been completed in recent years by area stakeholders which did include robust public engagement. RVTD also completed a survey of human service organizations similar to previous plan iterations and is using the most recent 2020 American Community Survey data to understand changing demographics.

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<sup>4</sup> Public Law 112-141, signed into law July 6, 2012.

Figure 1. 2020 Community Outreach Flyer



The flyer features a header image with a collage of people and transportation modes. A large blue banner across the top contains the title. Below the banner is a row of icons representing different transportation methods. A yellow bar contains the mission statement. The main body of the flyer is divided into three sections with blue headers: 'What is it?', 'What does the plan do?', and 'How is the plan prepared?'. Each section contains descriptive text. The footer includes the RVT logo and contact information for Paige West and Bryan Simpson.

# Coordinated Human Services Public Transportation Plan

To improve mobility in the Rogue Valley through coordinated partnerships and projects.

## What is it?

The plan will address the transportation needs of 3 community groups: older adults, persons with disabilities and low-income. Local organizations can participate in the plan to help identify transportation needs. Also, providers such as Living Opportunities, Community Volunteer Network and RVTD currently provide various transportation services from bicycle loan programs to ADA-access vehicles and everything in between. This plan seeks to identify, improve, and to make these services more efficient.

## What does the plan do?


Our region receives federal and state dollars that can be used to fulfill the projects identified in the plan. The RVTD Special Transportation Advisory Committee uses the plan to improve mobility for older adults, people with disabilities, and low income communities.

## How is the plan prepared?

**SURVEY:** A survey will be used to collect information from agencies that represent the 3 Community Groups. Projects will be prioritized for funding after a review of other plans such as CHIP, ALICE, RVTD 2040 TMP and the results from the survey.

**EVALUATION:** Existing services and programs will be evaluated and performance measures will be prepared for future projects such as trips provided per year, cost per trip and fulfillment of federal requirements.

**REVIEW and RECOMMENDATION:** An Advisory Committee reviews the information and will recommend adoption by the RVTD Board of Directors in May 2021. The plan will guide 5310 and STF funding decisions through 2025.

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## 2017-2021 GOALS REVIEW

The 2017-2021 iteration of the Plan put forth four goals listed in the table below with the Implementation Status described in the far-right column.

**Table 1. 2017-2021 United We Ride Plan Goals, Objectives and Strategies**

| Goal       | Objective   | Potential Project or Strategies  | Status  |
|------------|---|--|---|
| <b>1.0</b> | <b>Enhance Public Transit</b>   |  |   |
| 1.1        | Improve access to jobs, education and services by addressing temporal gaps in service | <ul style="list-style-type: none"> <li>• Sustain and expand RVTD frequency of service, as funding allows</li> <li>• Sustain and expand RVTD service area, as funding allows</li> <li>• Sustain and expand days and hours of operation, as funding allows</li> </ul>  | <ul style="list-style-type: none"> <li>• On-going. RVTD increased frequency, hours of operation and added routes in 2016 due to a levy and again in 2019 due to HB 2017 STIF formula funds.</li> </ul>  |
| 1.2        | Improve access to jobs, education and services by addressing spatial gaps in service  | <ul style="list-style-type: none"> <li>• Expand service into areas within RVTD district boundaries without existing service, as funding allows</li> </ul>  | <ul style="list-style-type: none"> <li>• On-going.</li> </ul>   |
| 1.3        | Increase the available transportation options   | <ul style="list-style-type: none"> <li>• Enhance RVTD's family of services including fixed-route, Valley Lift and Valley Lift Plus paratransit and RVTD's Way to Go program (travel training, van pool organization, rideshare matching, Drive Less Connect challenge, and promotion of active transportation modes, such as walking and bicycling), as funding permits</li> </ul>   | <ul style="list-style-type: none"> <li>• On-going. RVTD implemented the nationally recognized and award-winning Go Vets program in 2018 and started the MicroTransit service Ashland Connector in 2019.</li> </ul>  |
| 1.4        | Promote knowledge and ease of use of RVTD's existing services                         | <ul style="list-style-type: none"> <li>• Educate transit users, staffs of human service agencies and community stakeholders on the use of Google Transit as a user-friendly trip planner</li> <li>• Promote use of RVTD's website and OneBusAway app</li> <li>• Research and promote transit apps that are designed to enable people with disabilities to navigate the transit system</li> <li>• Establish text message capacity to notify riders of RVTD service changes or system disruptions</li> <li>• Increase signage at bus stops, including route numbers, scheduling information, RVTD phone number and web address</li> <li>• Continue to mail RVTD newsletter to Rogue Valley households</li> <li>• Continue on-bus surveys of RVTD and paratransit passengers to capture data on customer satisfaction and the quality of service</li> </ul> | <ul style="list-style-type: none"> <li>• United Way trained HS staff until 2018.</li> <li>• RVTD now has three apps for mobile trip planning and enhanced website.</li> <li>• The Transit app can be voice enabled for sight impairments.</li> <li>• The Transit app sends text to passengers who subscribed.</li> <li>• Complete by 2021- all stops will have trip planning signs.</li> <li>• On-going newsletters are sent to 90,000 HH</li> <li>• On-going- Due to COVID 19 an online passenger survey was conducted.</li> </ul> |

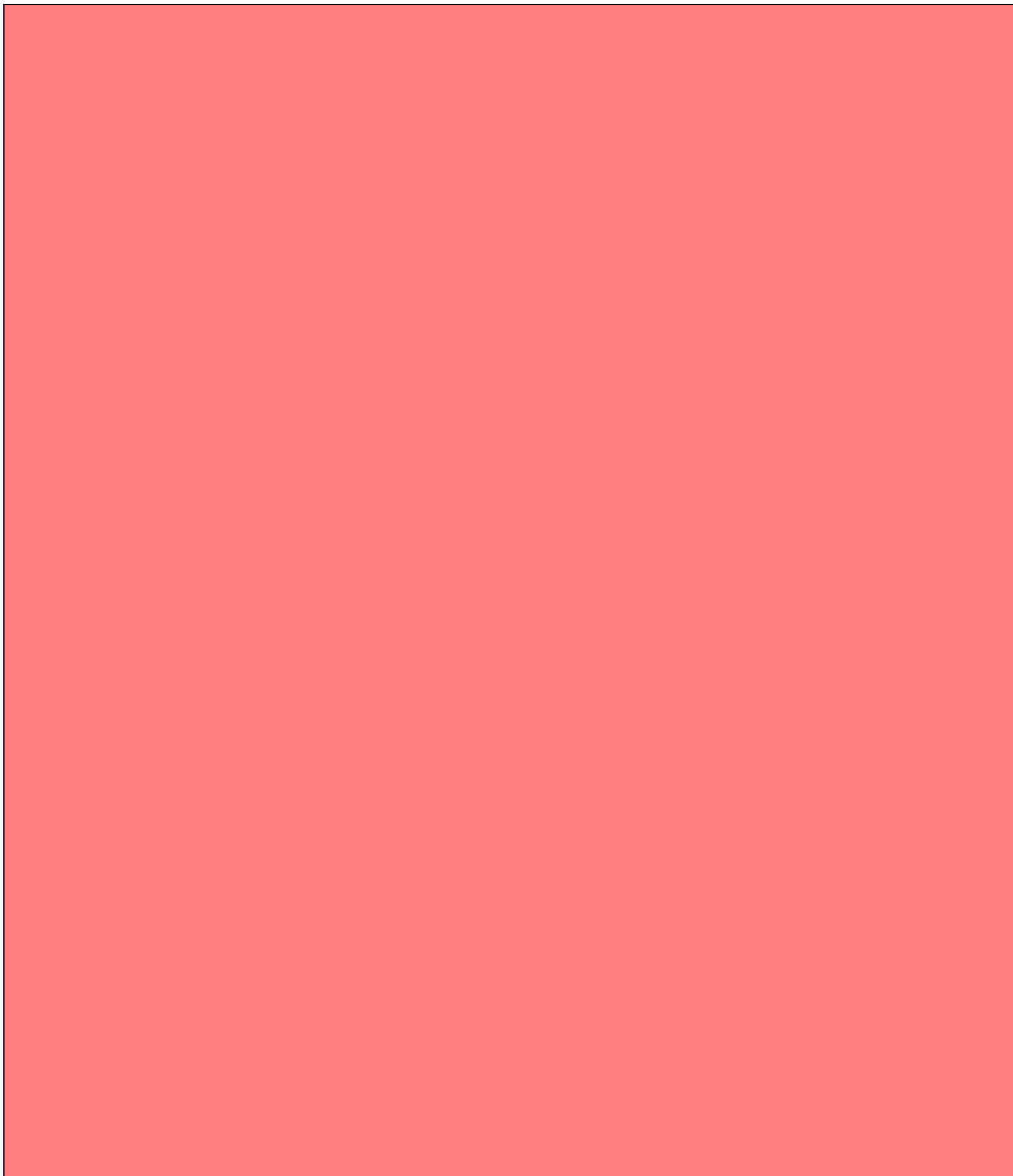
| Goal       | Objective   | Potential Project or Strategies   | Status  |
|------------|---|---|---|
| 1.5        | Anticipate increases in demand for RVTB services  | <ul style="list-style-type: none"> <li>Determine a course of action for fleet, operational and technology decisions that will increase efficiency in light of increased demand for services, as funding allows</li> </ul>   | On-going. RVTB is upgrading the Computer Aided Dispatch system and uses 30', 35' and vans in service. Battery Electric Buses are not in the fleet.  |
| 1.6        | Improve on-street infrastructure to enhance the experience of transit users and pedestrians   | <ul style="list-style-type: none"> <li>Improve bus stops with the addition of bus shelters, benches and increased signage, targeting the routes with highest use by the target populations, as funding allows</li> <li>Secure funding for improvements through Jackson County and the cities that make up the MPO</li> </ul>  | On-going. All existing shelters have been replaced and added seating to 8 stops. ADA compliant sidewalks continues to be a barrier.<br>A Regional Active Transportation Plan is being adopted by the MPO in 2021.   |
| 1.7        | Continue to build community support for RVTB services and public transportation   | <ul style="list-style-type: none"> <li>Provide forums on transportation topics hosted by the mobility manager</li> <li>Utilize the PAC to garner support for upcoming ballot measures</li> <li>Increase social media presence</li> <li>Create new marketing strategies</li> <li>Develop an electronic mail list of community supporters and transit users</li> </ul>  | On-going. United Way, Housing/Transit Coalition, AARP and community groups continue to provide limited support activities.  |
| <b>2.0</b> | <b>Increase Community Collaboration to Address Additional Transportation Needs</b>  |   |   |
| 2.1        | Develop partnerships with nonprofits, for-profits and other community organizations to enhance the mobility options available to the target populations | <ul style="list-style-type: none"> <li>Continue to develop community partnerships and mobility management strategies to address the needs of the target populations and to support such niche markets as college students and shift workers</li> <li>Educate agencies and stakeholders about the transportation options available in the Rogue Valley by continuing to update the transportation providers matrix</li> <li>Facilitate collaboration among agencies to share vehicles and other transportation resources</li> <li>Continue to develop projects which coordinate service to niche markets, such as purpose-specific shuttles</li> <li>Develop and annually update a database of agencies who serve transit-dependent persons</li> </ul> | <ul style="list-style-type: none"> <li>On-going. RVTB is involved in Housing/Transit Coalition and United Way Transportation Impact Committee. Other groups have not developed.</li> <li>On-going. United Way and JCCSC manage the 211 list.</li> <li>Not undertaken- work was done to list vehicles availability.</li> <li>Not undertaken. RVTB served general public, this would need to be a separate provider.</li> <li>Not undertaken</li> </ul> |
| 2.2        | Remove barriers to the use of public transit services by working in partnership with nonprofits, for profits and other community organizations          | <ul style="list-style-type: none"> <li>Expand the knowledge of and use of the Helping Hands Bus Pass Program</li> <li>Create new fare subsidy programs and leverage community funding</li> <li>Work with organizations to deliver customized travel training to target populations</li> </ul>   | <ul style="list-style-type: none"> <li>On-going. RVTB continues to sell Helping Hands passes and created a Low Income Bus Pass program using STIF.</li> <li>On-going. RVTB Travel Trainer provides specialized classes.</li> </ul>  |
| 2.3        | Leverage non-transit funding by providing support to organizations and programs that deliver  | <ul style="list-style-type: none"> <li>Provide operating support for agencies that enhance mobility of the target populations</li> <li>Encourage capital acquisitions by human service transportation providers to expand the availability of services to target populations</li> </ul>   | <ul style="list-style-type: none"> <li>On-going. Funding is available for qualified providers through STF and 5310.</li> </ul>  |

| Goal       | Objective  | Potential Project or Strategies  | Status   |
|------------|--|--|--|
|            | cost-effective mobility options for target populations   |  | <ul style="list-style-type: none"> <li>On-going. RVTD provides older vans to area nonprofits</li> </ul>  |
| 2.4        | Utilize technology to enhance efficiency in delivering transportation services   | <ul style="list-style-type: none"> <li>Support technology applications that enable trip-level coordination and improve cost-effectiveness</li> <li>Update the OBSS software</li> </ul>   | <ul style="list-style-type: none"> <li>Complete. RVTD adopted Spare Labs platform for same-day reservation and hopes to expand service.</li> <li>On-going. RVTD upgraded OBSS to allow web reservations.</li> </ul>  |
| <b>3.0</b> | <b>Expand Multi-modal Choices</b>  |  |  |
| 3.1        | Address hard-to-meet transportation needs with efficient, affordable and customized solutions  | <ul style="list-style-type: none"> <li>Continue to create specialized shuttles to serve niche markets. These shuttles can address spatial gaps, temporal gaps and trip-type needs.</li> <li>Encourage the development of more volunteer-based programs for transporting individuals who require door-to-door assistance</li> </ul> | <ul style="list-style-type: none"> <li>Not undertaken. RVTD serves general public, this would need to be a separate provider.</li> <li>On-going. RVTD is working on Get There enhancements.</li> </ul>   |
| 3.2        | Encourage multi-modal planning that anticipates growth in bicycle use, vanpools and rideshares.  | <ul style="list-style-type: none"> <li>Promote the use of the community bike share</li> <li>Advocate for better biking infrastructure in each community</li> <li>Continue to reach out to businesses and neighborhoods not currently served by transit to encourage the development of vanpools and ridesharing</li> </ul>         | <ul style="list-style-type: none"> <li>On-going. Zagster decommissioned stations in 2020- RVTD and Ashland seeking alternatives.</li> <li>On-going. Several partners advocate for bicycling projects.</li> <li>Not undertaken. Amy's Kitchen was provided rideshare solutions in 2015</li> </ul> |
| 3.3        | Support pedestrian infrastructure to promote safety and ease in accessing bus stops  | <ul style="list-style-type: none"> <li>Work with communities and Jackson County to develop pedestrian infrastructure, such as sidewalks and crossings to enhance access to transit</li> </ul>  | <ul style="list-style-type: none"> <li>On-going. A Regional Active Transportation Plan is being adopted by the MPO in 2021.</li> </ul>   |
| 3.4        | Support planning and land development policies that promote livable, walkable, and aging-friendly communities and foster the vital connection between housing and transportation | <ul style="list-style-type: none"> <li>Encourage human service agencies and large employers to consider locating near existing transit service</li> <li>Encourage city and county planners to consider the RVTD service footprint while promoting TOD policies</li> </ul>  | <ul style="list-style-type: none"> <li>On-going. RVTD's 2040 Transit Master Plan identifies spatial deficiencies, access and promotes land uses and model code.</li> </ul>   |
| 3.5        | Promote regional connectivity through partnerships with neighboring counties and public/private sector partnerships  | <ul style="list-style-type: none"> <li>Continue to work with Josephine County to support the intercounty Rogue Valley Commuter Line, as funding permits</li> <li>Continue to foster partnerships with CCO's and other organizations to provide destination-specific transportation for their clients and members</li> </ul>        | <ul style="list-style-type: none"> <li>On-going. RVC received STIF-D funds to continue through 2023. Sustainable funding needs to be identified.</li> <li>Not undertaken.</li> </ul>   |

| Goal | Objective  | Potential Project or Strategies   | Status   |
|------|--|---|--|
| 4.0  | Coordinate Land Use Development and Regional Planning with Transit   |   |  |
| 4.1  | Integrate transit issues into implementation of the adopted Greater Bear Creek Valley Regional Problem Solving Plan                          | <ul style="list-style-type: none"> <li>Encourage jurisdictions to adopt funding to support transit into urban reserve area.</li> <li>Plan for the increased transit needs when Medford expands its urban growth boundary (UGB).</li> </ul>  | <ul style="list-style-type: none"> <li>Not undertaken.</li> <li>On-going. 2040 Transit Master Plan identifies spatial deficiencies, access and additional routes.</li> </ul> |
| 4.2  | Encourage city planners, service providers and major trip generators to analyze the feasibility of maintaining or extending transit services | <ul style="list-style-type: none"> <li>Participate in land use planning efforts by service providers and major trip generators (TODs, hospitals, large employers, secondary and post-secondary schools, concentrated housing, etc.)</li> </ul>  | On-going. 2040 Transit Master Plan identifies spatial deficiencies, access and additional routes. The CAC included representatives of major trip generators.                 |
| 4.3  | Educate UWR-associated agencies and stakeholders about the implications of planning guidelines and policies                                  | <ul style="list-style-type: none"> <li>Use various formats, including forums hosted by the mobility manager, to share transit implications of local planning policies</li> <li>Engender support from agencies and stakeholders around those planning initiatives that will promote increased mobility of the target populations.</li> </ul> | <ul style="list-style-type: none"> <li>Not undertaken.</li> <li>On-going. United Way supports a Transportation Impact Committee.</li> </ul>                                  |

## Summary of progress made 2017-2021

RVTD has made significant improvements to public transit service and amenities due to new statewide funds through HB 2017. This landmark legislation has allowed public transit providers throughout the state to add new services. Additionally, with the progression of technology, RVTD improved the passenger information available to the public. RVTD has donated over a dozen vans to area nonprofits and created free or subsidized transit passes. However, coordination advancements have been slower to progress within the community. For example, the Mobility Manager position at United Way has shifted away from practicing mobility management strategies, as was the case in 2017, and is more generalized in providing community conversations around transportation issues. Transportation providers such as Living Opportunities and CVN continue to provide exclusive services but have expressed a willingness to coordinate resources. First and Last mile options such as Ashland Carshare and Zagster bikeshare pilot projects have come and went while valuable bike refurbishment programs have rotated through several nonprofits but have not found a ‘home’. External factors have also caused challenges in coordination, including Community Care Organizations that have inadvertently dismantled many transportation brokerages statewide making it difficult for Translink to make advancements. Lastly, in 2020 a global pandemic caused widespread issues and many projects came to a halt. At the time of writing this update the pandemic continues to make providing transportation difficult. And perhaps worst of all, an unprecedented urban fire devastated areas in Talent and Phoenix and caused persons who are meant to benefit from this plan’s work relocate to underserved areas. It is due to all of these factors that RVTD believed this update requires more than identifying gaps and possible solutions. For this plan, in its fourth iteration, RVTD is proposing to *prioritize* the goals and objectives for the first time so that we all have a clear path in making progress for our community.





## Chapter 2: Target Population Analysis

Population growth and changes provide a basis for estimating both needs and potential demand for transportation services by the three target groups of interest here:

- The **older adult population**
- The **People living with disabilities**
- The **low-income population**

The following tables are from the 2019 American Community Survey data for years 2014-2019 published December 2020.

### Key Population Facts for Jackson County Compared to Oregon

**Table 2 Older Adult Population**

|                          | Jackson County | Oregon |
|--------------------------|----------------|--------|
| <b>Under 18 Years</b>    | 20%            | 20%    |
| <b>18-64 Years</b>       | 57%            | 62%    |
| <b>65 Years and Over</b> | 23%            | 18%    |

**Table 3 Persons Living with a Disability and Age**

|  | Jackson County | Oregon |
|--|----------------|--------|
| <b>With a Disability</b>                   | 18%            | 15%    |
| <b>With a Disability under 18</b>          | 20%            | 10%    |
| <b>With a Disability 18-64</b>             | 80%            | 70%    |
| <b>With a Disability 65 years and over</b> | 80%            | 60%    |
| <b>No disability</b>                       | 82%            | 85%    |

**Table 4 Low-Income Population and Age**

|                        |  | Jackson County | Oregon |
|------------------------|--|----------------|--------|
|                        | <b>Total Below Poverty Level</b>           | 14%            | 11%    |
| <i><b>Of Those</b></i> | <b>65 and over and Below Poverty Level</b> | 18%            | 13%    |

**Table 5 Annual Household Income**

| Annual Household Income | Jackson County | Oregon |
|-------------------------|----------------|--------|
| Less than \$20,000      | 16%            | 13%    |
| \$20,000-\$39,999       | 21%            | 6%     |
| \$40,000-\$59,999       | 16%            | 16%    |
| \$60,000-\$99,999       | 25%            | 24%    |
| \$100,000-\$149,999     | 13%            | 17%    |
| \$150,000-\$199,999     | 5%             | 8%     |
| \$200,000               | 5%             | 7%     |

**Summary of Key Populations Analysis Comparing Jackson County to Oregon**

Jackson County residents tend to be slightly older than the state averages, which has changed over the previous Census periods that showed a larger divide from state averages previously. However, the County has a much higher rate of persons who are 65 and older living with a disability at 80% while the state is 60%. Generally, the County is higher for disabled across all age groups. Additionally, persons who are 65 and older tend to be poorer than this age group across the state with 18% living below the poverty level compared to 13% statewide. Generally, the County has more households living in poverty earning less than \$39,999 than the state.

**Additional information available for Jackson County****Table 6 Older Adults living in Rural Jackson County**

|  | Total Population | Age 65 and Above | Percentage of Population |
|--|------------------|------------------|--------------------------|
| Applegate Area (Tracts 13.01-.02, 15)                | 32,740           | 9,601            | 29%                      |
| Sam's Valley & West Upper Rogue Areas (Tracts 27-29) | 19,683           | 7,117            | 36%                      |
| Upper Rogue Area (Tract 26)                          | 2,556            | 1,053            | 41%                      |
| Green Springs Area (Tract 23, 25)                    | 5,684            | 2,304            | 41%                      |
| Jackson County Total                                 | 216,574          | 46,655           | 22%                      |
| State of Oregon Total                                | 4,129,803        | 717,797          | 17%                      |

**Table 7 Living Arrangements for Older Adults**

|                        |  |     |
|------------------------|--|-----|
|                        | <b>HH with 1 or more people 60 Years and over</b>    | 51% |
| <b><i>Of those</i></b> | Family HH with 1 or more people 60 Years and over    | 29% |
|                        | Nonfamily HH with 1 or more people 60 Years and over | 23% |
|                        |  |     |
|                        | <b>HH with no people 60 Years and over</b>           | 49% |
| <b><i>Of those</i></b> | Family HH with no people 60 Years and over           | 32% |
|                        | Nonfamily HH with no people 60 Years and over        | 17% |

**Table 8 Type of Disability reported**

|                                      |     |
|--------------------------------------|-----|
| <b>Hearing Difficulty</b>            | 27% |
| <b>Vision Difficulty</b>             | 9%  |
| <b>Cognitive Difficulty</b>          | 47% |
| <b>Ambulatory Difficulty</b>         | 44% |
| <b>Self Care Difficulty</b>          | 17% |
| <b>Independent Living Difficulty</b> | 37% |

**Table 9 Access to a Computer**

|                                     |     |
|-------------------------------------|-----|
| <b>Has a Computer</b>               | 94% |
| <b>Has a Computer with Internet</b> | 91% |

**Summary of Key Population Analysis Jackson County**

Looking closer within Jackson County we see that the County's rural areas have the highest older adult populations. Nearly half of the Upper Rogue and Green Springs areas are over 65 with 41% reported in Census tracts comprising these areas. Sam's Valley and West Upper Rogue have 36% of persons who are 65 and older and the Applegate is also higher than the County at 26%. When looking at older adults living arrangements, those who are living without family is a staggering 23%. Of persons who reported having a disability, cognitive and ambulatory are the highest. Lastly, computer access throughout the County is better than in previous years with only 6% of residents living without a computer and 9% without reliable internet.

# Income-Related Studies

## The ALICE report: A study of Financial Hardship

The ALICE report: A study of Financial Hardship, produced by the United Ways of the Pacific Northwest, provides a framework to measure and understand the struggles of the growing number of households in our area who do not earn enough to afford the most basic of necessities. This population is designated as ALICE, Asset Limited, Income Constrained, Employed.

The actual cost of household basics in every county in Oregon is well above the Federal Poverty Level (FPL) for all household sizes and types. For a single adult, the FPL was \$12,140 per year in 2018, but the average Household Survival Budget in Oregon was \$25,380 per year. The average Senior Survival Budget totaled \$28,632 per year, primarily due to increased health care costs. (Despite having Medicare, seniors have greater out-of-pocket health care costs, largely due to increased spending on chronic health issues like heart disease and diabetes.) And all budgets were significantly lower than the Household Stability Budget, which reached \$51,216 per year for a single adult.

- Low wage jobs dominate the local economy: Low-wage jobs are defined as paying less than wages needed for two workers to afford the household survival budget. Between 2017 and 2018, 13,400 new jobs were added in Oregon, the majority of these being low-wage jobs.
- The basic cost of living is high: In 2018, 16% of Oregon households were on the verge of the ALICE threshold.
- Jobs are not located near housing that is affordable: Affordable housing is often located in vulnerable areas such as high crime areas, or even areas without public transportation.

The Federal Poverty Level (FPL) for a four-person family was \$25,100 annually in 2018. As such, transportation is out of reach for many people, being an \$824 annual cost on average. In 2019 RVTB started using the STIF funding to provide \$50,000 annually worth of bus passes for low-income families. These bus passes are eligible to Nonprofits with proof of a 501(c)3 status to distribute bus passes using their own staff or volunteers to the communities they serve. This program helps offset the cost of transportation.

### Route 61 - RCC Table Rock

RVTB's Route 61 leaves Front Street Station on the hour and serves North Medford and West White City. Passengers can transfer to and from the Route 60 at Cascade Shopping Center at hwy 62 and Antelope Rd.

**Monday - Saturday**  
*\*Saturday Service is Limited to Times in Red*

| To RCC Table Rock |               |                |                         |  | To Front Street Station |               |                      |  |  |
|-------------------|---------------|----------------|-------------------------|--|-------------------------|---------------|----------------------|--|--|
| From Street       | Poplar Square | RCC Table Rock | Cascade Shopping Center |  | RCC Table Rock          | Poplar Square | Front Street Station |  |  |
| 6:00              | 6:11          | 6:31           | 6:40                    |  | 6:46                    | 7:07          | 7:19                 |  |  |
| 7:00              | 7:11          | 7:31           | 7:40                    |  | 7:46                    | 8:07          | 8:19                 |  |  |
| 8:00              | 8:11          | 8:31           | 8:40                    |  | 8:46                    | 9:07          | 9:19                 |  |  |
| 9:00              | 9:11          | 9:31           | 9:40                    |  | 9:46                    | 10:07         | 10:19                |  |  |
| 10:00             | 10:11         | 10:31          | 10:40                   |  | 10:46                   | 11:07         | 11:19                |  |  |
| 11:00             | 11:11         | 11:31          | 11:40                   |  | 11:46                   | 12:07         | 12:19                |  |  |
| 12:00             | 12:11         | 12:31          | 12:40                   |  | 12:46                   | 1:07          | 1:19                 |  |  |
| 1:00              | 1:11          | 1:31           | 1:40                    |  | 1:46                    | 2:07          | 2:19                 |  |  |
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| 3:00              | 3:11          | 3:31           | 3:40                    |  | 3:46                    | 4:07          | 4:19                 |  |  |
| 4:00              | 4:11          | 4:31           | 4:40                    |  | 4:46                    | 5:07          | 5:19                 |  |  |
| 5:00              | 5:11          | 5:31           | 5:40                    |  | 5:46                    | 6:07          | 6:19                 |  |  |
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| 7:00              | 7:11          | 7:31           | 7:40                    |  | 7:46                    | 8:07          | 8:19                 |  |  |
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**INFORMATION**

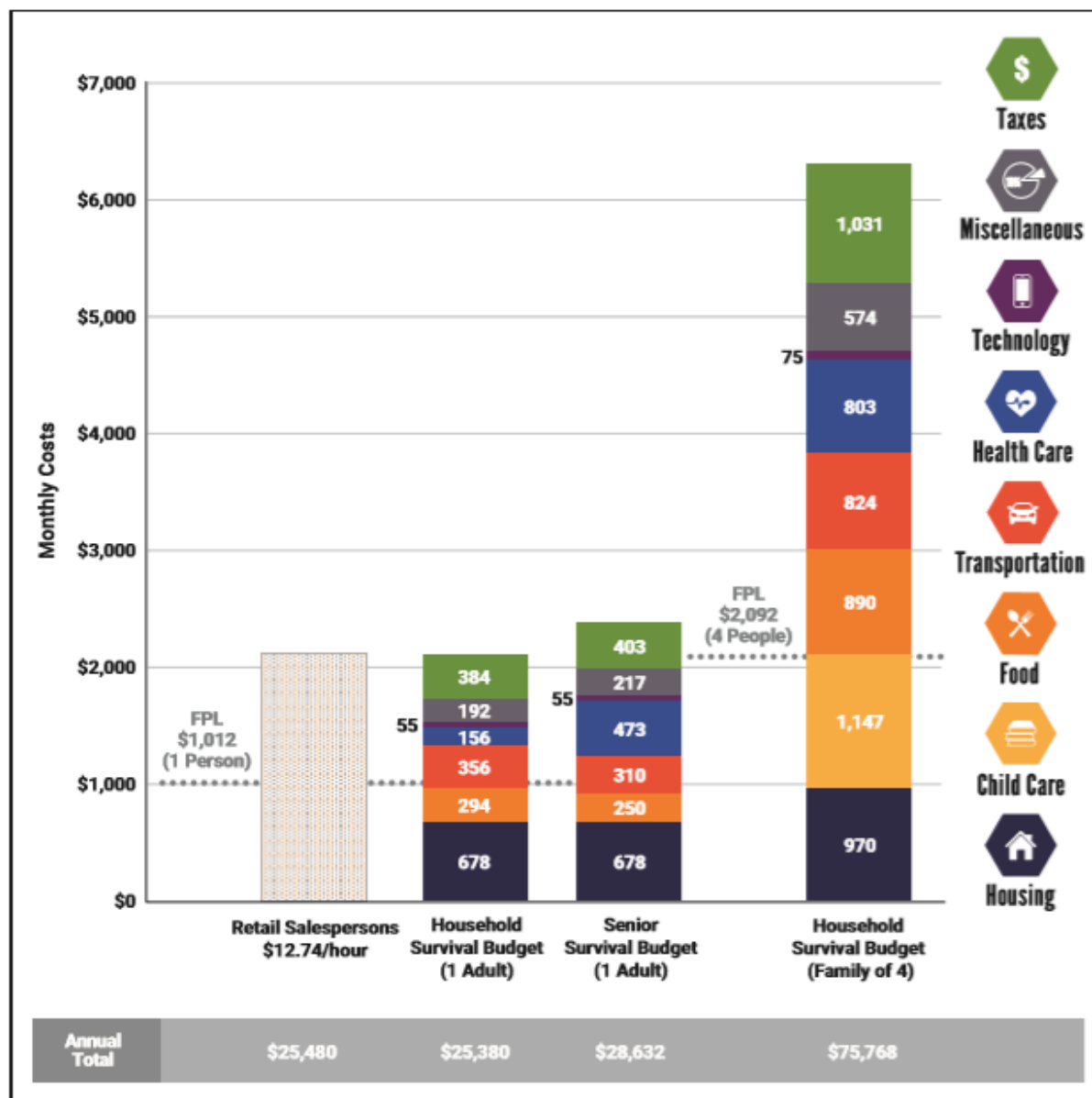
RVTB Main Line: (541)779-BUSS (2877)

Plan your transit trip on [Google Maps](#)

Download the [OneBusAway App](#) for LIVE departure times

Figure 2: ALICE Budget comparison

### Budget Comparison, Oregon, 2018



The 2018 ALICE report suggests the average household requires \$25,380 to afford basic standards of living. This includes a budget of \$356 per month for vehicle transportation. A subsidized transit pass could cost a person up to \$15 per month, depending on their circumstances with employment or housing, and would offset 17% of a HH budget. In Figures 3 and 4 on the next page, we see 16% of HH earn well below the survivor budget and 25% of RVTD passengers earned less than this budget in 2020.



Figure 3: Household Income: Comparison of Jackson County and Oregon

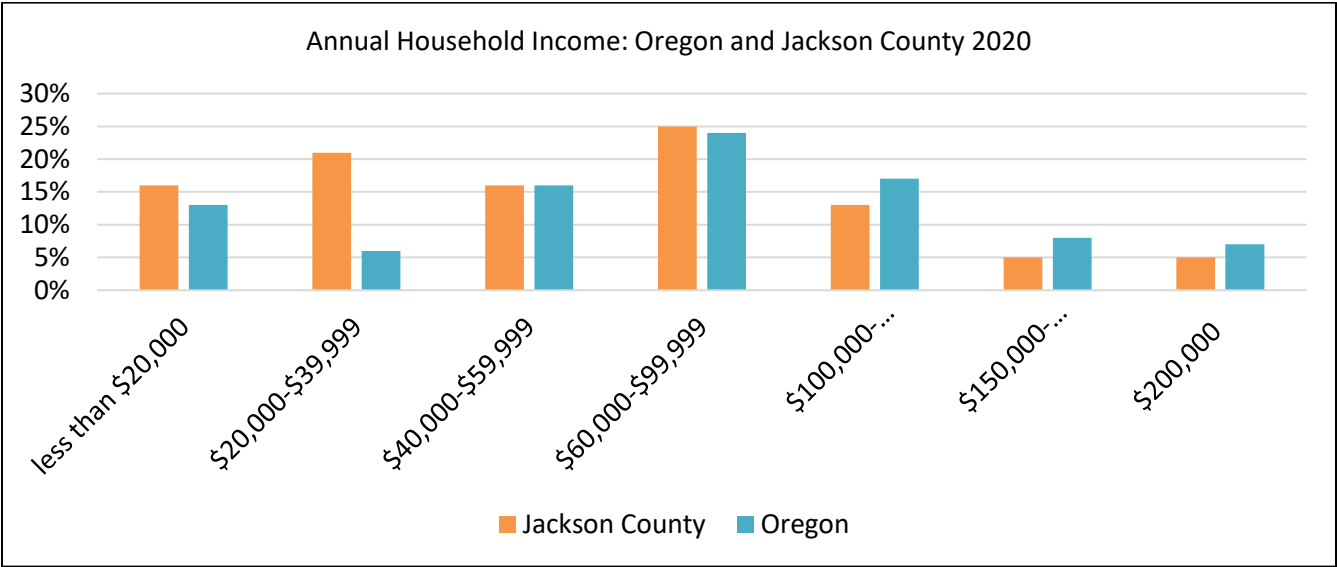
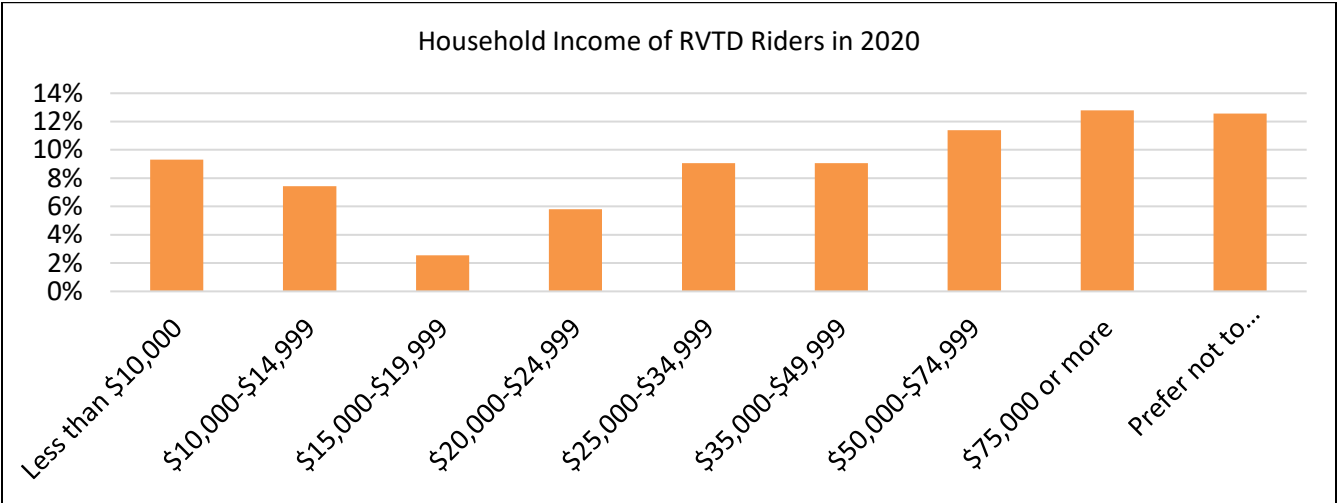


Figure 4: Household Income of RVTB Riders



## Assessment Studies and Initiatives

### Jackson County Community Services Consortium – Homeless Task Force

In operation since 1986, Jackson County Community Services Consortium is a collaboration of agencies, schools, colleges and universities, local government entities, service clubs, individuals and other organizations. Its overarching mission is to bring together people helping individuals and families, opening opportunities for coordination, collaboration, partnership, support and collective learning.

The Homeless Task Force, one of the Consortium's five committees, works to reduce the numbers, mitigate the impact and improve outcomes for people who experience homelessness in Jackson County. The Homeless Task Force serves as the area's Continuum of Care and oversees the annual homeless count. The 2020 Point-In-Time count represents 727 homeless persons in Jackson County.

**Table 10: Point in Time Count for 2020**

| GENDER                | Unsheltered | Sheltered |
|-----------------------|-------------|-----------|
| Female                | 115         | 150       |
| Male                  | 247         | 214       |
| Transgender           | 0           | 0         |
| Gender Non-Conforming | 1           | 0         |

| AGE          | Unsheltered | Sheltered |
|--------------|-------------|-----------|
| Under age 18 | 15          | 70        |
| Age 18 to 24 | 27          | 37        |
| Over age 24  | 321         | 257       |

| RACE                                   | Unsheltered | Sheltered |
|--|-------------|-----------|
| White                                  | 283         | 307       |
| Black/African American                 | 13          | 16        |
| Asian                                  | 7           | 1         |
| American Indian/Alaska Native          | 18          | 10        |
| Native Hawaiian/Other Pacific Islander | 9           | 17        |
| Multiple Races                         | 33          | 13        |

| ETHNICITY    | Unsheltered | Sheltered |
|--------------|-------------|-----------|
| Non-Hispanic | 310         | 325       |
| Hispanic     | 53          | 39        |

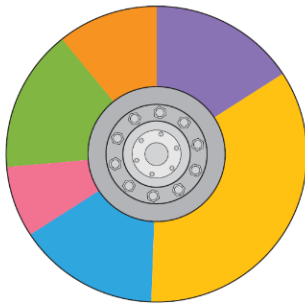
Please note that these are the demographic categories used by HUD.

## Rogue Valley Transportation District On-Board Passenger Survey, 2020

Between November 2020-January 2021 RVTB conducted an online passenger survey collecting 430 responses.

### Please tell us the last time you rode an RVTB bus.

- Within the past week • 43.95%
- Within the past month • 18.84%
- About 3 months ago • 10.47%
- Sometime before March of 2020 • 21.4%
- I have never ridden an RVTB bus • 5.12%

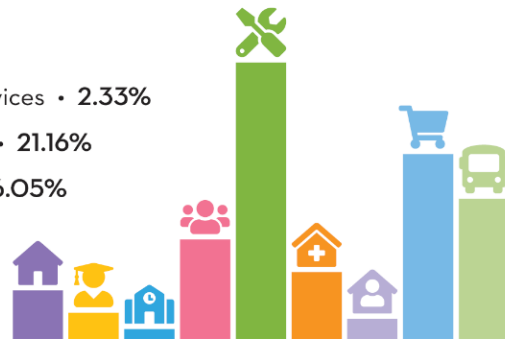


### If you use transit, how often do you ride?

- Daily • 16.05%
- 3-4 days per week • 34.65%
- About once per week • 15.35%
- About 3 trips per month • 7.67%
- Less than 3 times per month • 15.58%
- No response • 10.7%

### What kind of places are you going to the most when you use RVTB?

- Home • 5.58%
- University • 3.02%
- High School • 1.16%
- Recreation/Social • 11.4%
- Work/Work Related • 31.63%
- Medical Services • 7.67%
- Social Services • 2.33%
- Shopping • 21.16%
- Other • 16.05%



## Please tell us what kind of work you do.



Food Service • 13.72%

Grocery • 6.51%

Retail • 15.81%

Healthcare • 14.88%

Reception or Administration • 11.16%

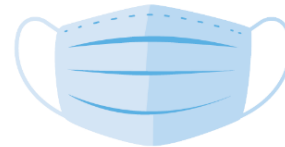
Professional or Management • 16.28%

Janitorial or Cleaning • 6.28%

Other • 15.35%

## Do you consider yourself as an 'essential worker'?

Yes • 55.12%    No • 28.84%    No response • 16.05%



## If bus service were not available, how would you make your trips?

Walk • 14.42%

Bike • 9.30%

Would not make this trip • 7.67%

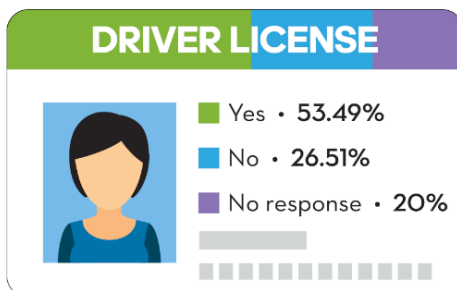
Drive alone • 24.42%

Taxi or Uber/Lyft • 15.35%

Ride with someone • 9.30%

Other • 19.53%

## Do you have a valid driver's license?



## How many working vehicles are available to your household?



None • 28.49%



1 • 40.40%



2 • 23.55%



3+ • 7.56%

**Table 11: Historical Comparison of RVTB Passenger Surveys**

| <b>Comparison of RVTB Riders 2005-2020</b>                       | <b>2005</b> | <b>2008</b> | <b>2011</b> | <b>2014</b> | <b>2020</b> |
|--|-------------|-------------|-------------|-------------|-------------|
| <b>Age between 19 &amp; 64</b>                                   | 74%         | 77%         | 87%         | 90%         | 95%         |
| <b>No Driver's License</b>                                       | 69%         | 63%         | 66%         | 68%         | 27%         |
| <b>Walked to bus stop</b>  | 73%         | 72%         | 88%         | 88%         | 60%         |
| <b>Annual household income less than \$15,000</b>                | 50%         | 36%         | 58%         | 66%         | 16%         |
| <b>Using the bus for work</b>                                    | 24%         | 29%         | 18%         | 20%         | 35%         |
| <b>Using the bus at least 5 days per week</b>                    | 54%         | 50%         | 42%         | 69%         | 27%         |
| <b>Would not make the trip if bus service were not available</b> | 26%         | 34%         | 31%         | 38%         | 3%          |

**Trends in passenger demographics related to this plan:**

In 2005, more older adults used RVTB's fixed route bus than in recent years. This could be due to safety concerns as the community has grown, or the proportion of ridership growth RVTB has experienced could be weighted more toward 19-64. RVTB has more youth riding through school-based bus passes than in previous years. And during COVID, older adults and people with disabilities have tended to avoid transit due to risk of exposure.

The 2020 survey shows a drastic increase in passengers who have a valid driver's license, where in previous years approximately 1/3 of passengers had a license. Being in possession of a valid driver's license is an indicator of a person's transit reliance. This can be the situation for older adults but also passengers who have DUI's. It can also be assumed that lower-income populations who do not own a car also do not see the need for a license.

The percentage of people who walked to their bus stop increased from 73% in 2005 to 88% in 2014. With the addition of several new routes it can help decrease walking distance to bus stops, benefiting people with disabilities and older adults. However, in 2020 the rate decreased perhaps due to more ambulatory 'essential riders' who bicycle to the stop.

Passengers who report earning less than \$15,000 has increased to 66% since 2008. Based on other studies cited in this plan, and in the absence of COVID, it can be assumed that trend would have continued in 2020 where 16% reported earning less than \$15,000.

People using the fixed route service to reach work increased from 24% in 2005 to 35% in 2020. One major factor is that in 2020 the COVID pandemic was limiting service to essential trips, one type being work-related trips. However, RVTB has also increased service over the years expanding into new areas and adding frequency making transit more feasible for commuting.





# Agency & Community Organizations Outreach

Forty-one agencies and community organizations participated in the survey. These agencies provided demographic data for the groups they serve. They also gave insight on what barriers their clients may face, along with some potential solutions. Most of the people served by these organizations are a part of the UWR target populations.

## Survey Responses from Human Service Agencies and Nonprofits

A total of 41 agency surveys were returned, representing unique organizations. There were some organizations that had multiple responses, due to the many different branches within the organization. Surveys were emailed to nonprofit agencies, community organizations, and faith-based organizations. The top two responding groups were nonprofit organizations (82%) and Government organizations (18%). Participants are listed by category in Table 12.

**Table 12: Organizations Who Participated in the UWR Agency Survey**

### NONPROFIT

|                                     |  |
|-------------------------------------|--|
| Addictions Recovery Center          | Asante                                   |
| Help Now! Advocacy Center           | Community Volunteer Network              |
| Compass House                       | Consumer Credit Counseling               |
| David's Chair                       | Jackson County Continuum of Care         |
| La Clinica                          | Maslow Project                           |
| OnTrack, Inc.                       | Options for Helping Residents of Ashland |
| Options for Southern Oregon         | Project Youth +                          |
| Rogue Community Health              | Rogue Retreat                            |
| Rogue Valley Council of Governments | Rogue Valley Family YMCA                 |
| Rogue Valley Mentoring              | St. Vincent de Paul                      |
| Southern Oregon Head Start          | United Way of Jackson County             |

### FAITH BASED

|                       |                        |
|-----------------------|------------------------|
| Hearts with a Mission | Medford Gospel Mission |
|-----------------------|------------------------|

### GOVERNMENTAL

|                                     |  |
|-------------------------------------|--|
| Ashland Parks & Recreation          | Medford Police Department              |
| Housing Authority of Jackson County | Senior and Disability Services (RVCOG) |
| RVTD Valley Lift                    | Central Medford High School            |

\*Agencies could select one or more categories.

## Characteristics of Participating Agencies & Organizations

Nonprofit organizations comprised 82% of the respondents, faith-based organizations 8%, government 18% and no for-profit organizations.

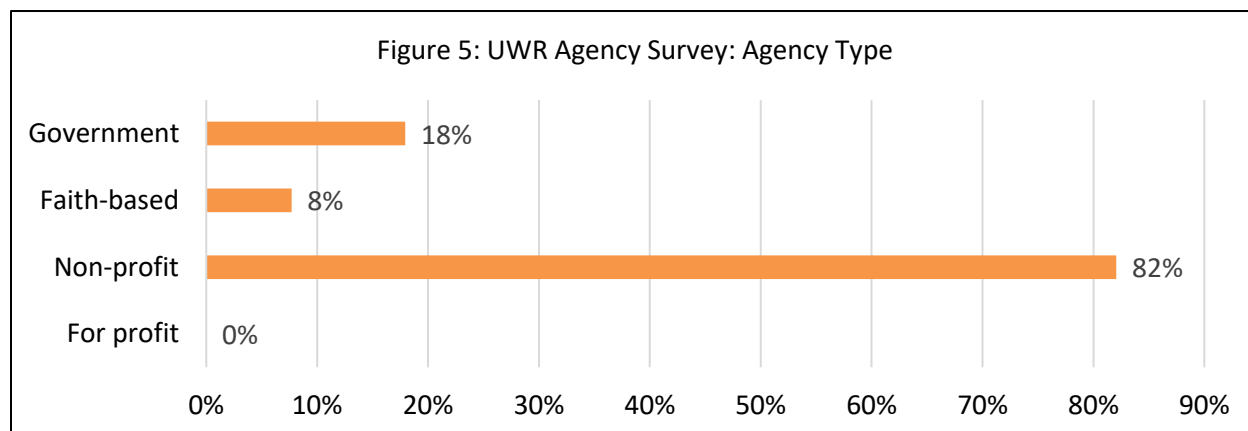


Figure 6 on the following page represents the type of client or member of the public to which the reporting organizations provide ongoing services. Responding organizations tended to report serving more than one client group and were asked to identify the groups in order, with 1 being the most frequent and 9 being the least frequent.

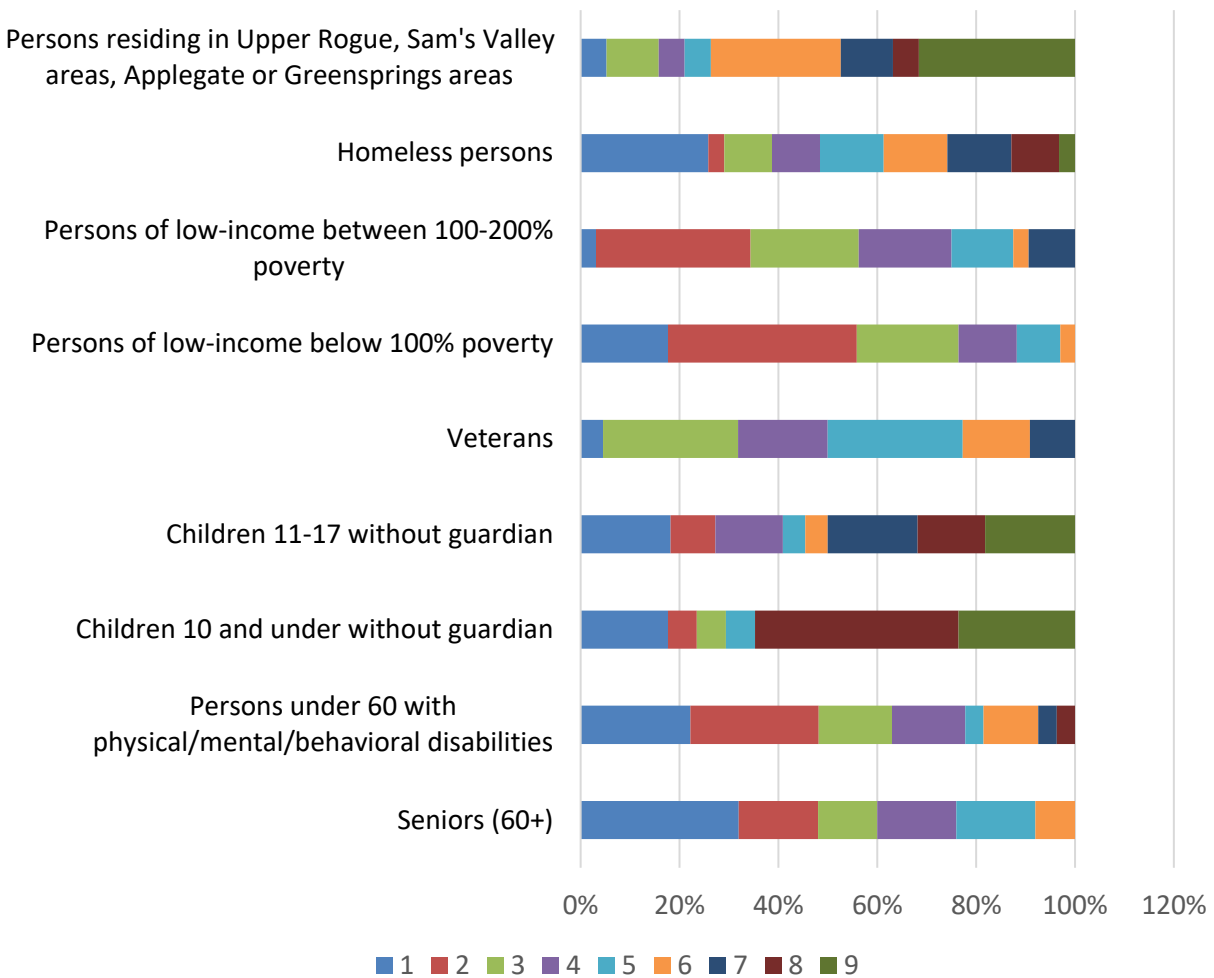
For example, the three top rated groups to be served are: Seniors (60+) being highest priority of the 39 agencies, followed by homeless persons, and persons under 60 with physical/mental/behavioral disabilities.

**Community Volunteer Network**  
A PRS Organization

The next largest groups to be served by these agencies are Persons of low-income below 100% poverty, Persons of low-income between 100-200% poverty, and Persons under 60 with physical/mental/behavioral disabilities. Veterans are also identified as a top group served.

The survey indicates that the organizations continue to be a valuable coordination partner for reaching the target populations with new services in the urban areas. However, the least served populations are those who live in rural areas of Jackson County and children without a guardian. The census shows that not only do higher than average target populations live in more rural areas which are not served by RVTD but also that Upper Rogue and Green Springs have the highest percentages in the county. This identifies a significant gap in services and transportation for the rural areas that would benefit from coordination between the nonprofits. Also, children over 10 can ride RVTD without a guardian for reduced fare and it instills transit-riding skills early on that may be useful later in life, especially if living in poverty.

Figure 6: UWR Agency Survey Groups served in priority 1-9



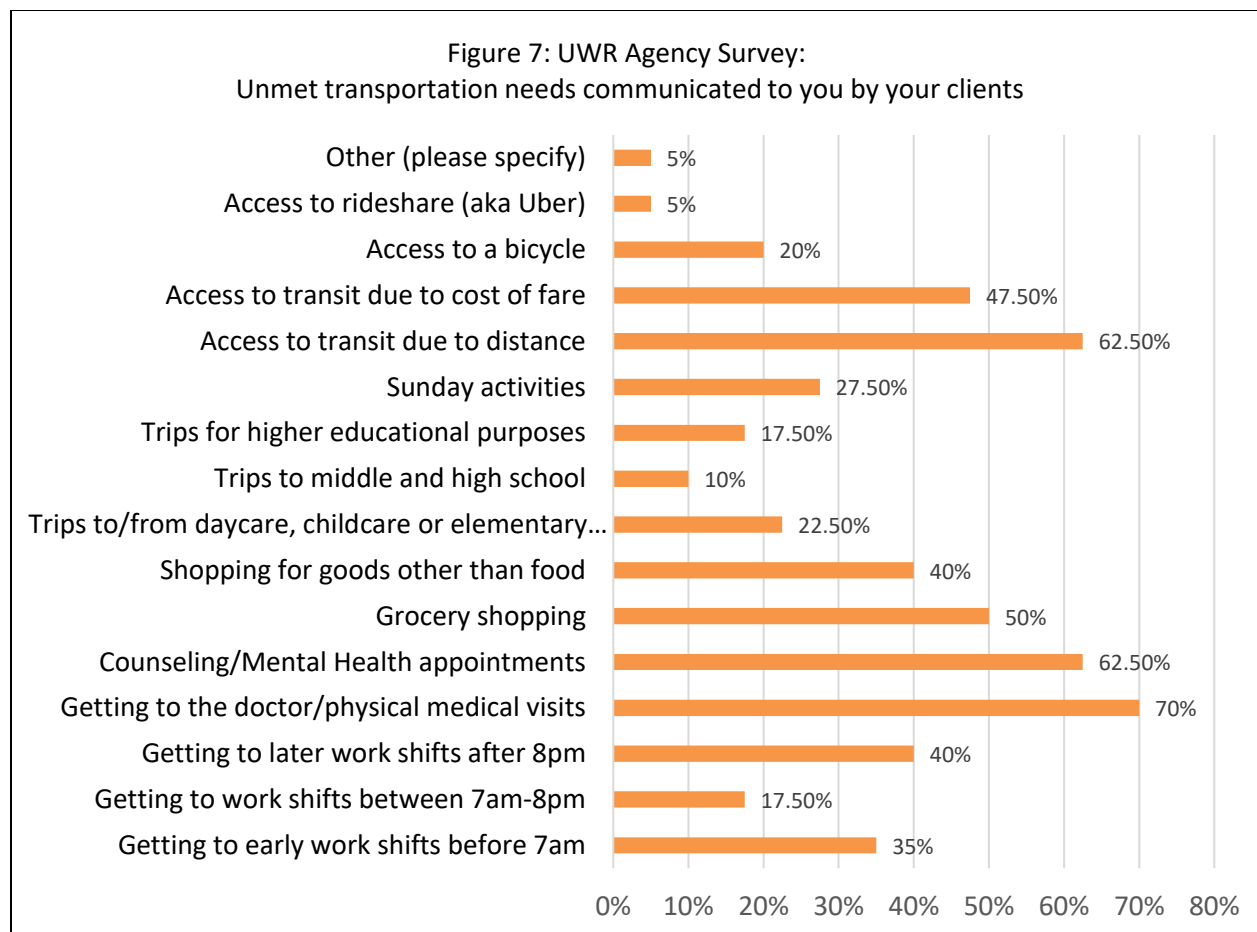
## Community Perceptions of Unmet Transportation Needs

The highest percentages of unmet transportation needs communicated to agencies by clients were doctor/physical medical visits, grocery shopping, access to transit due to distance and cost of fare (see Figure 7). Additionally shopping for goods other than food and getting to work shifts after 8pm we identified as unmet transportation needs.

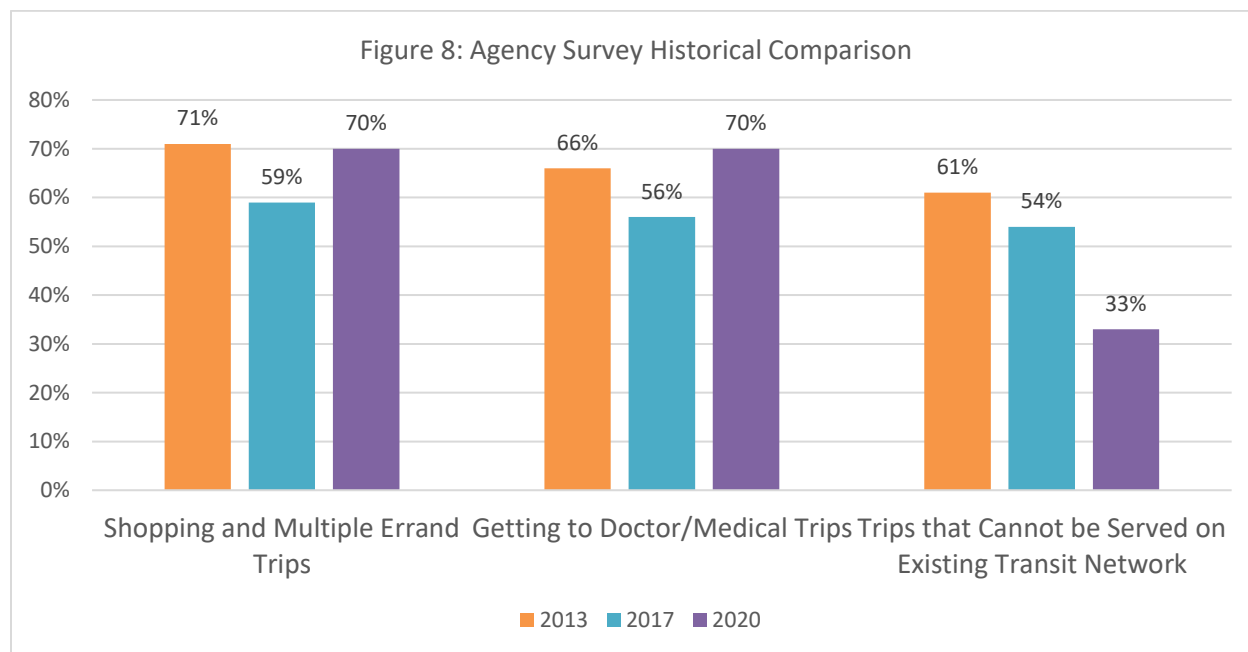
When asked to describe the programs or services used by their clients or members for transportation, the top three categories given by agencies and organizations were: TransLink, RVTB, and ReadyRide. The other common choices included transportation assistance provided by ACCESS, United Way, Maslow Project, First Student, Ashland Connector and Living Opportunities. Agencies also reported that their clients benefit from the bicycles donated from the Central Point Police Department which are distributed by the Teresa McCormick Center, and RVTB's Pedals for Patriots bicycle loan program provided to individuals

who need transportation to social services, employment or educational opportunities. Bikes are also donated to these organizations by Medford Police Department and the Ashland Bike Swap, as well as the VA Police Department. However, 20% of agencies continue to report that access to a bicycle is a transportation barrier. (This is the first time the agency survey has asked about bicycle access).

Nearly 48% of respondents stated that cost of fare was a barrier for their clients. RVTB has completed a transit fare comparison and has found that it is within the top 1/3 for the cost of a single ride compared to other transit providers. As part of the Statewide Transportation Improvement Fund (STIF) projects, RVTB is providing an opportunity for nonprofits who serve low-income individuals in the RVTB service area to receive bus passes or tokens. This program is only eligible to Nonprofits with proof of a 501(c)3 status. Nonprofits who can demonstrate that they serve low-income persons, and who can distribute bus passes using their own staff or volunteers using a criterion will be considered. RVTB is dedicating \$50,000 annually from the STIF Formula Funds toward this program each year. Organizations will be able to request single ride tokens, 6 ride passes, 20 ride passes, or any combination of the three. The type(s) of fare requested may depend on which ride option best meets the needs of the population each organization works with.



When comparing the 2013, 2017, and 2020 agency surveys some patterns were identified. In figure 8 below, you will see that there is a gradual reduction in some of the top unmet transportation needs over the years. The one that stayed the consistent year over year is the #1 choice for all three surveys, which is, shopping and multiple errand trips. The #2 and #3 choices were still prioritized in the same order, but 'trips that cannot be served on the existing transit network' has gradually decreased since 2013.



## Transportation Barriers

The largest barrier to accessing transportation, according to the agencies that took the survey, is the ability to help clients understand and use RVTD services. That problem could decrease if organizations knew more about the travel training RVTD offers. A similar reported barrier is the agencies understanding of RVTD services. Travel trainers and Mobility Managers offer a 'train-the-trainer' class where the agencies can have their staff learn how to do trip planning and navigate the bus routes to train their clients.

The Valley Lift service boundary was reported as being too limited and difficulty with scheduling included numerous scheduling mistakes, clients making last-minute cancellation of rides and the windows for pick-up are too long. ADA law requires RVTD provide a 30-minute window for pick up and drop off with passengers expected to make arrangements to not miss appointments, such as avoiding booking an arrival within 30-minutes of the appointment time.

The RVTD service area was also reported as being too limited. Many agencies/organizations reported their clients are located outside the RVTD service area and that fare is too expensive for clients. Also, the



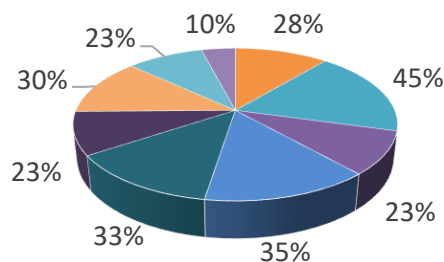
agencies reported RVTD has limited hours of operation, that location of stops are too far away from home or destination and that the bus is too hard to navigate for families carrying belongings and strollers or for individuals with groceries. Finally, it was reported that transportation services to the general public are limited in Upper Rogue and clients in rural areas have no access to bus service.



Unfortunately, this somewhat reflects the lack of understanding of RVTD and the services and fare programs RVTD provides, especially since the enhancements funded with new STIF funds. In RVTDs analysis in the 2040 Transit Master Plan, RVTD found that 62% of residents are within ¼ mile of an RVTD route and 86% of employment is within ¼ mile of transit (based on the 2019 system). Additionally, 69% of low-income persons and 57% of older adults are within ¼ mile of transit. RVTD has also created a new low-income bus pass program providing \$100,000 in passes to areas nonprofits each biennium. The most recent solicitation will have a surplus of funds demonstrating there are adequate resources in the community to access subsidized fare.

RVTD provided evening service prior to COVID to 8:00pm and intends to reinstate that service in 2021. The 2040 plan short-term goals are to provide service as late as 9:00pm with adequate funds. However this service lift is immense, as is Sundays, due to a full support staff required to be added. Therefore, this plan is identifying evening service, early morning service and Sundays as a priority for other coordination efforts to consider in the meantime.

Figure 9: What Barriers to Accessing and/or Coordinating Transportation Exist for you, your Agency or Organization

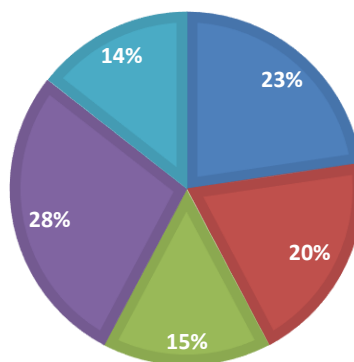


- My own understanding of RVTD services (where routes travel, hours of service, etc.)
- Ability to help clients understand and use RVTD services
- Understanding of other transportation such as Uber/bicycles/rideshare
- Understanding of other transportation such as CVN, DAV, Rogue and Ashland Connector
- My clients predominantly have needs beyond the RVTD service area
- My clients predominantly have needs beyond the RVTD service hours
- Our clients would not be safe as a pedestrian or bicyclist
- Not knowing who to call or websites that have transportation info
- Other (please specify)

## Transportation Coordination among Agencies/Organizations

FIGURE 10: TOP 5 CHOICES FOR TRANSPORTATION COORDINATION

- Centralized transportation information
- Centralized transportation ride scheduling
- Joint Contracting for specialized transportation services
- Transit subsidies and fare discount programs
- Coordinating vehicle and capital purchases



Survey respondents chose from a broad range of opportunities for potential coordination, see Figure 11 on following page. Comparing the 2017 survey and the 2020 survey, there are a lot of similarities. For instance, 2017's second highest choice selected was transit subsidies and fare discount programs, whereas in 2020 that was the number one choice. The number two choice for 2020 was centralized transportation information, which was the top choice for 2017. These responses demonstrate that the perceived coordination needs have not changed drastically. RVTD's low-income bus pass program should greatly alleviate the need for transit subsidies. Another top pick in 2020 (and new to the survey as a choice) was Centralized Ride Scheduling. This selection in combination with the response to have centralized transportation information is consistent with building a One Call One Click center that can perform both functions. And, the large response from the previous question regarding a lack of understanding of RVTD's and other transportation services available would also be alleviated. Therefore, a centralized scheduling and information function is an objective that is being prioritized in the goals.

Opportunities to coordinate resources such as vehicles, volunteers and scheduling or dispatching are very feasible and in both the 2017 and 2020 surveys respondents stated they would be interested in joint contracting. It is encouraging to see the interest to formalize a joint partnership and with the vehicles listed in Table 12 and those RVTD has donated to the community in combination with volunteer recruitment this will be listed as a priority project in the goals.

Figure 11: 2020 UWR Agency Survey Expressed Coordination Interests

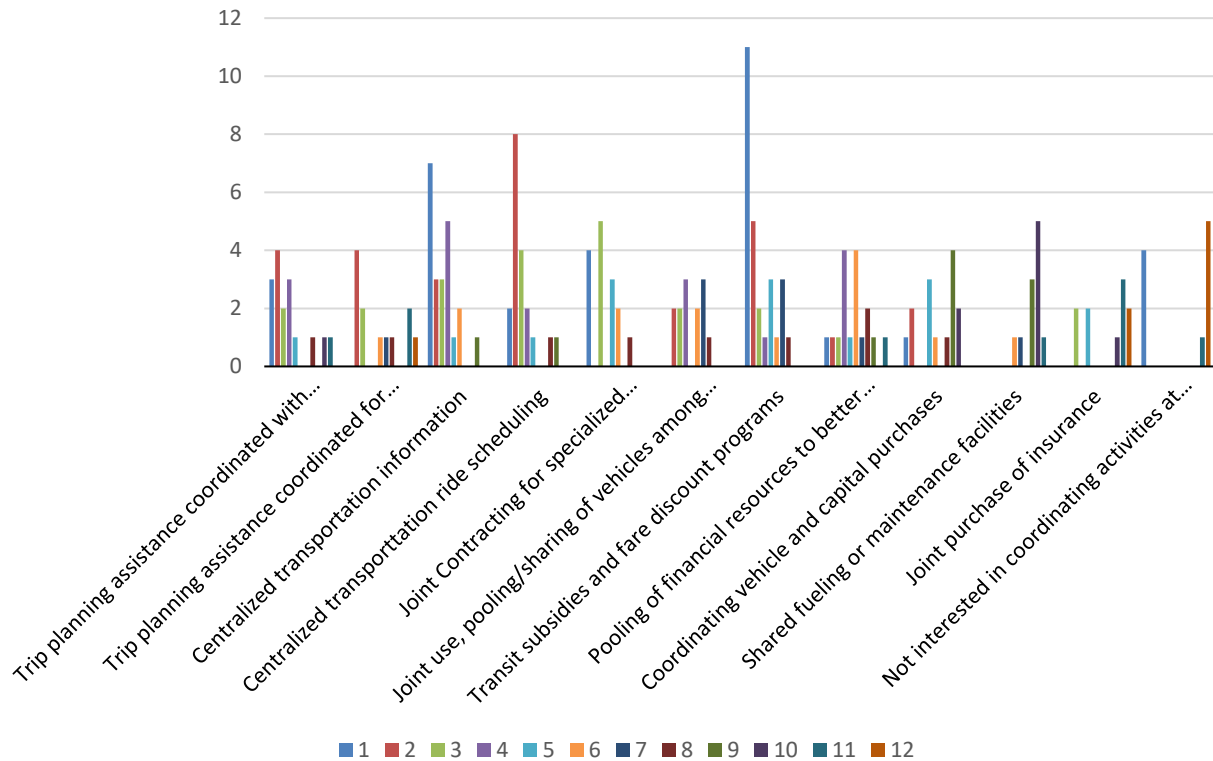
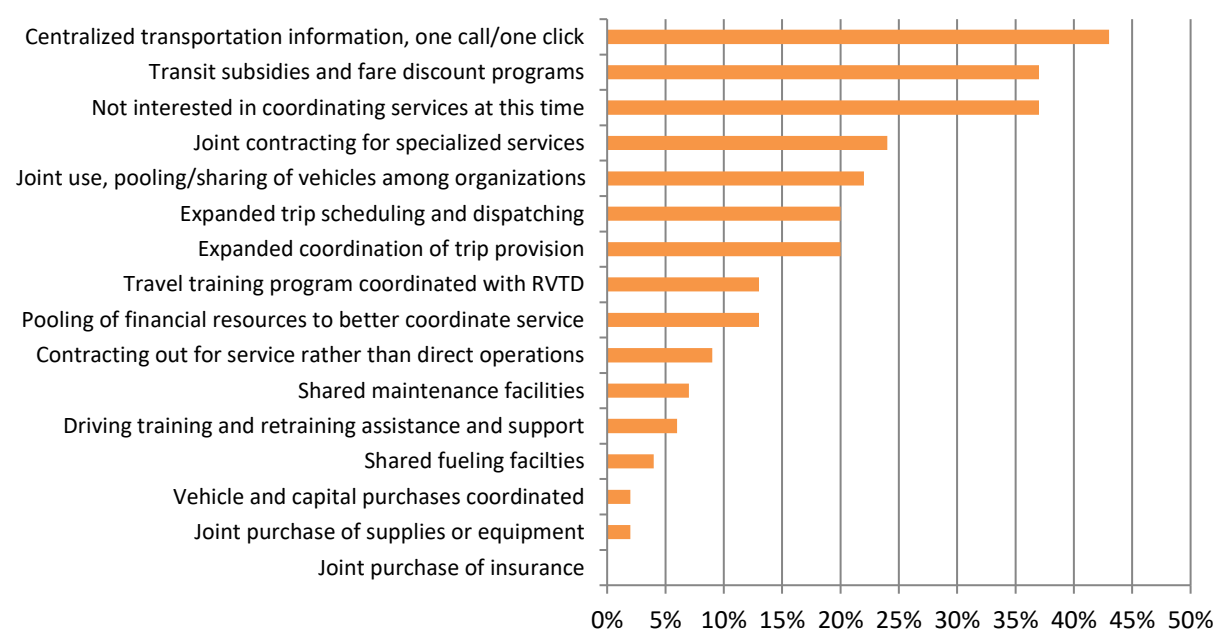
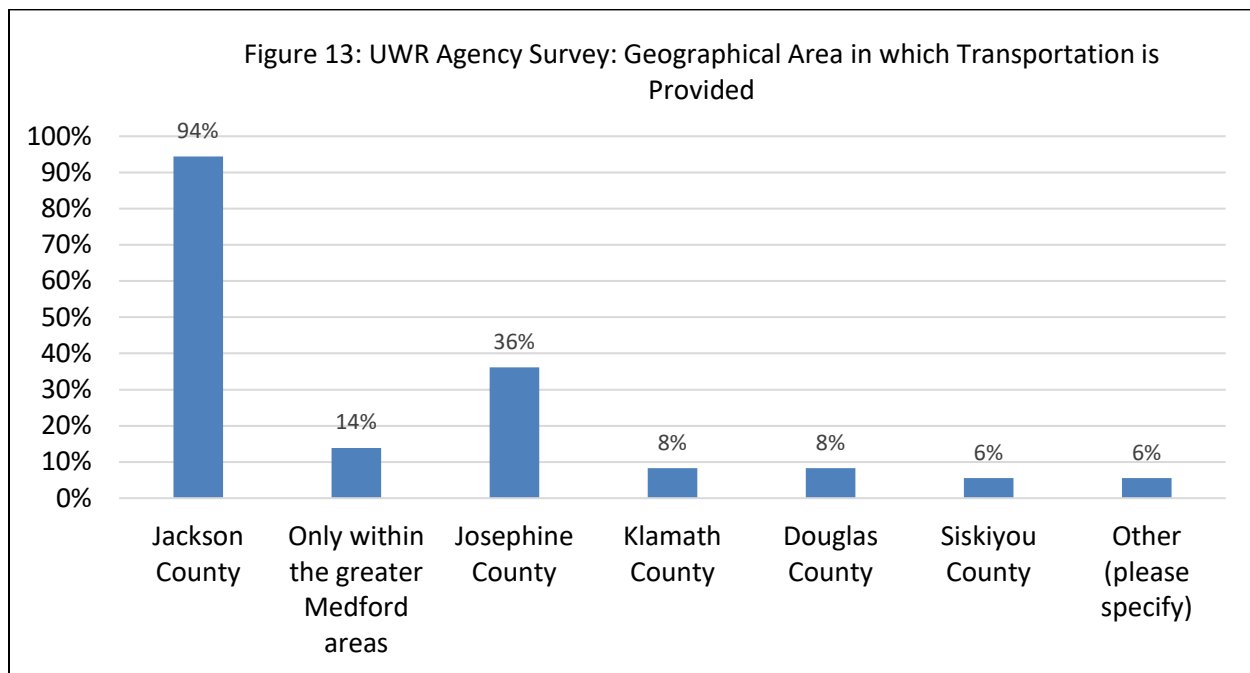


Figure 12: 2017 UWR Agency Survey: Expressed Coordination Interests



## Agencies and Organizations that Provide Transportation

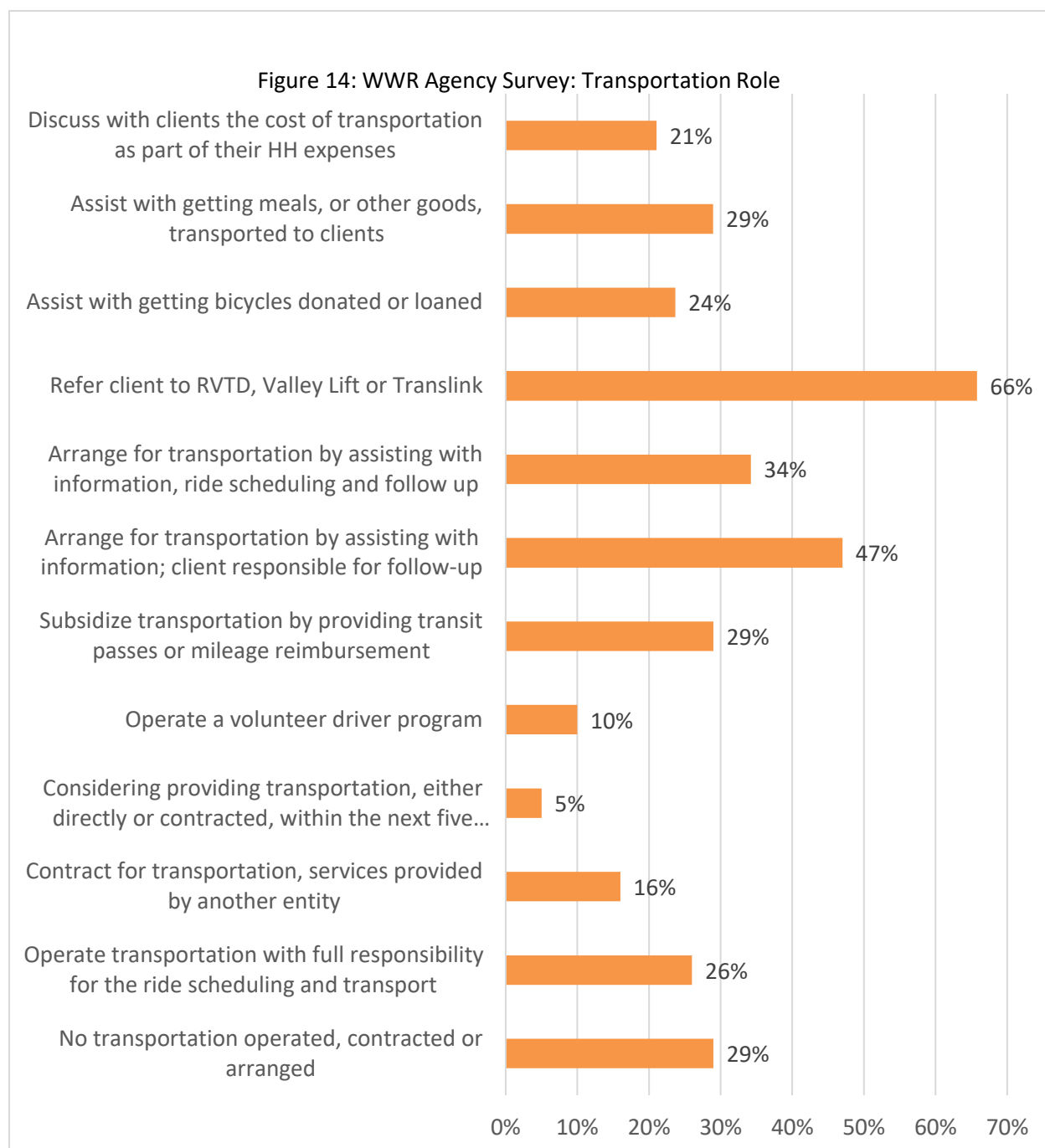
Of the 36 responders who described their service area, 94% reported providing service in Jackson County and only 14% reported serving the greater Medford area (Figure 13). Of the 23 agencies who reported if they have cooperative transportation arrangements or not, 65% reported not having cooperative transportation arrangements at all. Multiple organizations described arrangements with RVTD.



## Transportation Roles

Most of the respondents neither operate transportation nor provide transportation assistance. Of those who do provide transportation support, about 50% have volunteer drivers and less than that have paid drivers. Of the 10 agencies that have vehicles there are a total of 28 vehicles for client transportation. Most of those vehicles are sedans seating 5 or fewer passengers (see table 13).



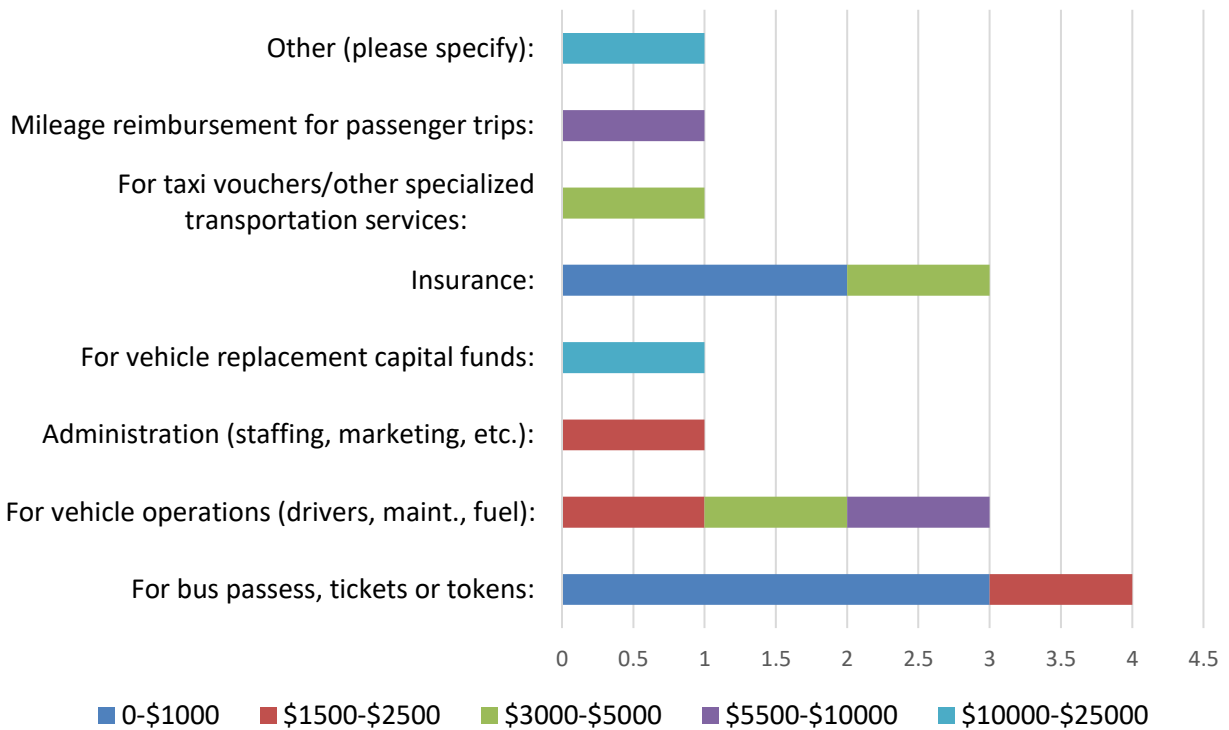


## Transportation Budgets

Of the agencies and organizations who participated in the survey, 12 responded that their transportation budget would increase, decrease or stay the same. Of those agencies, 7 of them said that their budget would increase for transportation, and the remaining 5 said that the budget would stay the same.

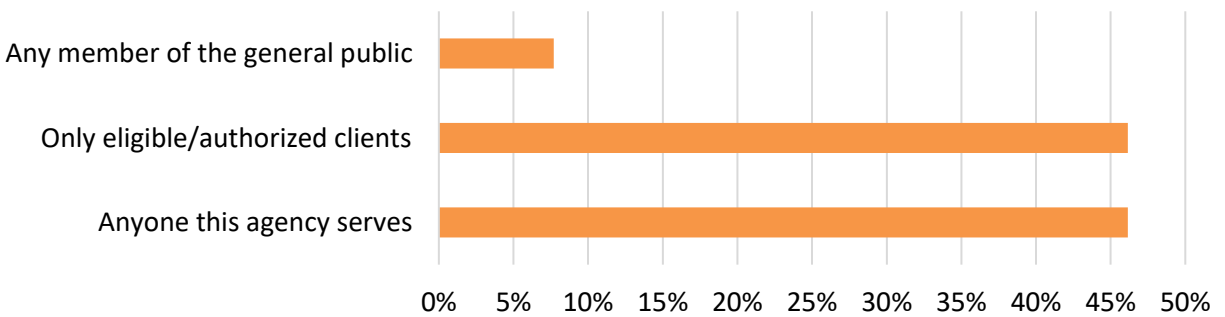
The funding sources most frequently noted included General Fund and Fundraising. Specific funding sources cited included State of Oregon DD53 funding, Special Transportation Fund (STF) dollars, donations by clients and Department of Human Services (DHS) funding.

Figure 15: UWR Survey: Transportation Budgets  
Reported Functionally



Of the 26 respondents offering transportation assistance, less than 8% of the respondents reported offering transportation assistance to the general public, while over 46% stated that only clients or members who meet eligibility requirements are provided with transportation support, the remaining 46% said that anyone their agency serves qualifies for transportation assistance.

Figure 16: UWR Agency Survey: Transportation Eligibility



## Vehicular Use by Agencies and Organizations

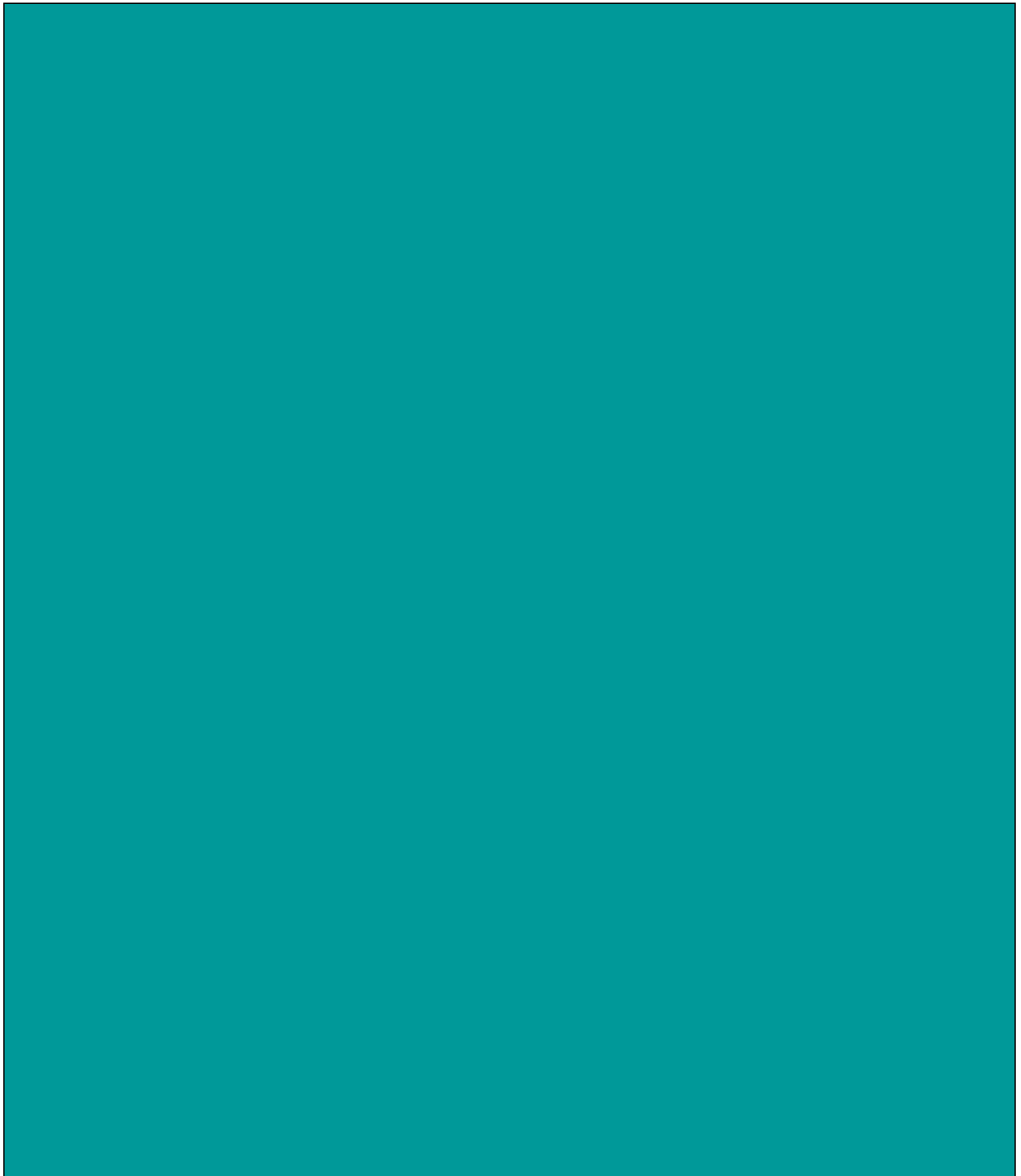
Of the 10 agencies that have vehicles for client transportation there is a total of 28 vehicles reported as used by agencies or organizations for client or member's transportation needs. The majority of whom were operated by nonprofits. The 9 agencies providing passenger trip information reported 10,277 one-way trips per month. Responses ranged from 10,000 trips per month by RVT Valley Lift to 7 trips per month by Options for Southern Oregon. These agencies reported that six of their vehicles needed replacing as soon as possible; five needed replacing within the year, and six within two years. (Three agencies did not say the capacity of their vehicles)

RVT has donated 13 buses and 19 vans to organizations within the last 10 years. Donations range from fire departments for training to Compass House for client transportation. Some of the organizations have given away their bus or van to other agencies that need it.

**Table 13: UWR Agency Survey: Vehicles Reported**

| Vehicle Characteristics |                        | All Agencies |
|-------------------------|------------------------|--------------|
| Responses               | <b>Total Vehicles</b>  | <b>28</b>    |
| Passenger Capacity      |                        |              |
|                         | 5 or fewer passengers  | 9            |
|                         | 6 to 10 passengers     | 9            |
|                         | 11 to 15 passengers    | 6            |
|                         | 16+ passengers         | 4            |
|                         | Lift-equipped vehicles | 6            |





## Chapter 3: Transportation Resources Available to Target Populations

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*This chapter provides an overview of the available public transit and publicly funded specialized transportation resources in the Rogue Valley. At the conclusion of this chapter are a series of matrices that can inform and assist prospective riders. These summaries of service characteristics inform the United We Ride Plan but also are potentially valuable as stand-alone tools to advise agency personnel and gatekeepers and the consumers with which they work.*

### Public Transportation Provided by RVTB

#### Overview of RVTB Services

RVTB's various transit services are described here. A matrix Table 13 at the end of this subsection provides key operating characteristics by service to assist potential riders in navigating through the existing transportation network. The Rogue Valley Transportation District (RVTB) serves most of the urbanized area in Jackson County and provides three basic transportation modes, fixed route, paratransit services and a connector that serves areas outside of RVTB's district boundaries. In addition, its Way to Go program helps riders connect with additional transportation options.

- **Fixed-route bus service** – regularly scheduled buses on routes serving the general public in Medford, Central Point, White City, Eagle Point, Jacksonville, Ashland, Phoenix, and Talent. Service is available Monday through Friday from 5:00 a.m. to 8:00 p.m. and on Saturdays from 7:00 a.m. to 6:00 p.m. The Route 1X is an Express Service from Medford to Ashland and back Monday through Friday, 6:00 a.m. to 8:00 p.m.
- **Valley Lift paratransit service** - is a paratransit service for people whose disability prevents them from using the local accessible fixed route buses. The service is provided in compliance with the guidelines of the Americans with Disabilities Act (ADA). The service is available within  $\frac{3}{4}$  of a mile of an RVTB fixed route bus stop. Service is available the same days and hours as the RVTB fixed-route bus service.



- **Valley Lift PLUS** – provides transportation to eligible riders, certified through the State of Oregon Department of Human Services, for non-medical trips using RVTB's Valley Lift vehicles. Service is provided within 1  $\frac{1}{2}$  miles to either side of RVTB's fixed-route bus service. There is no fee charged to eligible riders.
- **DD53 Transportation Program** – Provides employment transportation to individuals with developmental disabilities to and from employment locations within the Valley Lift service

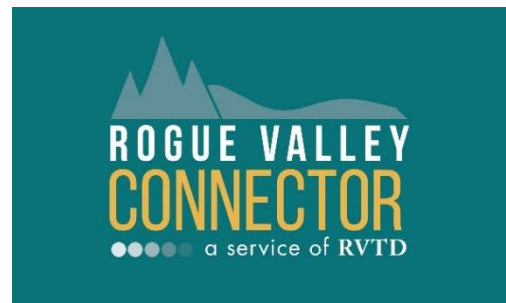
area. DD53 clients are determined eligible through the Jackson County Disability Services. No fare is charge to a rider for this service and passengers can receive up to 10 round trips per week.

- **The TransLink Medical Transportation Brokerage** provides non-emergency medical transportation to eligible Oregon Health Plan and eligible Medicaid clients traveling to authorized medical services appointments within the counties of Coos, Curry, Douglas, Jackson, Josephine, Klamath and Lake Counties. Riders must choose a care provider within or nearest the city or town they live.



TransLink matches the most appropriate and cost-effective mode of transportation to meet a client's trip need, including distribution of bus passes, taxi services, wheelchair or stretcher vans and shuttles or travel reimbursements that can compensate for mileage, meals and lodging. Travel reimbursements to authorized participants are loaded on to debit cards and paid weekly.

- **The Rogue Valley Connector (RV Connector)** – The Rogue Valley Connector, although no longer serving the communities of Shady Cove and Trail, will continue to be a transportation resource to communities as funding allows. This service provided transportation to the communities located outside RVTD's service area and provides connections to RVTD's fixed route and paratransit services. The RV Connector's primary purpose is to provide transportation options to older adults and people with disabilities. Space is available to the general public on a space-available basis



- **Way to Go Program** – is a transportation demand management program designed to provide individuals with alternatives to driving alone. These alternatives include coordinated access to vanpool and carpool programs as well as providing subsidies and transit discounts to employers to encourage automobile commuting alternatives. This program also promotes the use of bicycles and pedestrian travel through outreach programs, teaching travel safety and travel training to educate riders on how to use public transportation.

At the end of this chapter, a series of matrices present the detail for each service that would assist prospective riders in using RVTD services. These summaries of service characteristics inform the *United We Ride* Plan but also are potentially valuable as stand-alone tools to advise agency personnel and gatekeepers and the consumers with which they work.

## RVTD Funding Base

RVTD's annual transit budget of **\$25,788,913** is funded by a mixture of local, state and federal sources. The most recent revenue and expense data available is for the 2019-2020 fiscal year, provided in Table 13. District funding through property tax accounted for almost 19% of the 2020 operating revenues, just under \$4.9 million. Passenger fares generated almost \$1.4 million, which represented over 5% of revenue. State and Federal grants provide the largest source of revenue, accounting for just over 55% of the budget at \$14,230,163. Five years earlier, during fiscal year 2010-2011, operating revenue was significantly less at \$6,108,989. A major change from 5 years ago is the addition of the Employee Transit Tax, contributing \$4,748,301, contributing over 18% of the overall budget for 2020.

When fare revenue is compared over a five-year period, the actual dollar amounts are similar. In 2015-2016, fares generated \$1,495,227 as compared to the \$1,354,796 in 2019-2020. Fare revenue is dependent upon system-wide hours of operation. When RVTD service cuts occurred in 2015, ridership declined and fare revenues diminished, as depicted in Figure 13.

Operating expense for fixed route services, including both personnel and materials and supplies, a category which includes fuel and insurance, accounts for almost 83% of overall expenses. In 2010-2011, the operating expense for fixed route services was \$8,046,787, which represented 46% of the operating expense.

RVTD's specialized transportation, including its Federally-mandated Americans with Disabilities (ADA) complementary paratransit accounts for 16% of operating expense, which is significantly down from the 38.2% it represented in the 2010-2011 budget.

**Table 14: Rogue Valley Transportation District  
Revenues and Expenses for FY Ending June 30, 2020  
Comprehensive Annual Financial Report**

|                                    |                     |              |
|------------------------------------|---------------------|--------------|
| Revenue Supporting Operations      |                     |              |
| Riders Fare – charges for services | \$1,354,796         | 5.25%        |
| Property Tax                       | \$4,841,392         | 18.77%       |
| State Payroll Assessment           | \$318,460           | 1.23%        |
| Federal and State Grants           | \$14,230,163        | 55.18%       |
| Employee Transit Tax               | \$4,748,301         | 18.41%       |
| Interest & Miscellaneous Income    | <u>\$295,801</u>    | <u>1.15%</u> |
|                                    | <b>\$25,788,913</b> | <b>100%</b>  |
| Operating Expense                  |                     |              |
| Personnel Services                 | \$9,500,728         | 38.97%       |
| Materials and Services             | \$3,493,823         | 14.33%       |
| Capital Outlay                     | \$9,759,890         | 40.04%       |
| Special Transportation             | \$1,507,536         | 6.18%        |
| Debt Service                       | <u>\$115,786</u>    | <u>0.47%</u> |
|                                    | <b>\$24,377,763</b> | <b>100%</b>  |

## RVTD Fare Structure

RVTD's current fare structure includes:

- **Fixed-route** passenger fares are \$2.00 for full-fare passengers and \$1.00 reduced-fare for passengers who are 10-17 years of age, 62 years of age and older, on Medicare, or a person with a disability. Children ages 0-9 ride for free when accompanied by a fare-paying passenger. Fare passes of various time periods and denominations are also offered.
  - Monthly passes are \$56.00 for full fare riders and \$28.00 for reduced-fare passes to seniors, children, people on Medicare, and persons with disabilities. A 20-Ride punch pass is available at \$32.00 for full fare riders and \$16.00 for those that qualify for reduced fares. A \$44.00 Summer Youth Pass is available for ages 10-18 during the months of June through August. The general All Day Pass is \$6.00.
- **Valley Lift** standard cash fare is \$4.00 per one-way trip. Guests pay the same fare as Valley Lift passengers, and personal care attendants and children under the age of 10 ride for free. Scrip coupons that can be used in place of cash are also available and can be purchased in booklets to be used for Valley Lift services.
- **Rogue Valley Connector** The Rogue Valley Connector, although no longer serving the communities of Shady Cove and Trail, will continue to be a transportation resource to communities as funding allows.
- **Helping Hands Bus Pass** is a six-ride pass available for purchase only by 501(c)3 nonprofits. The cost per pass is \$6. RVTD requires a minimum purchase of 50 passes.
- **Go Vets Bus Pass** is a six-ride pass available to Veterans through select Veterans service agencies in the Rogue Valley.
- **Ashland Connector** is an on-demand ride-sharing service that operates within the city limits of Ashland. This service is the same fare as regular fixed-route service and is open to all individuals within Ashland.
- The City of Ashland also provides reduced cost passes through the Senior Center and the Department of Human Services (DHS) office to eligible residents.

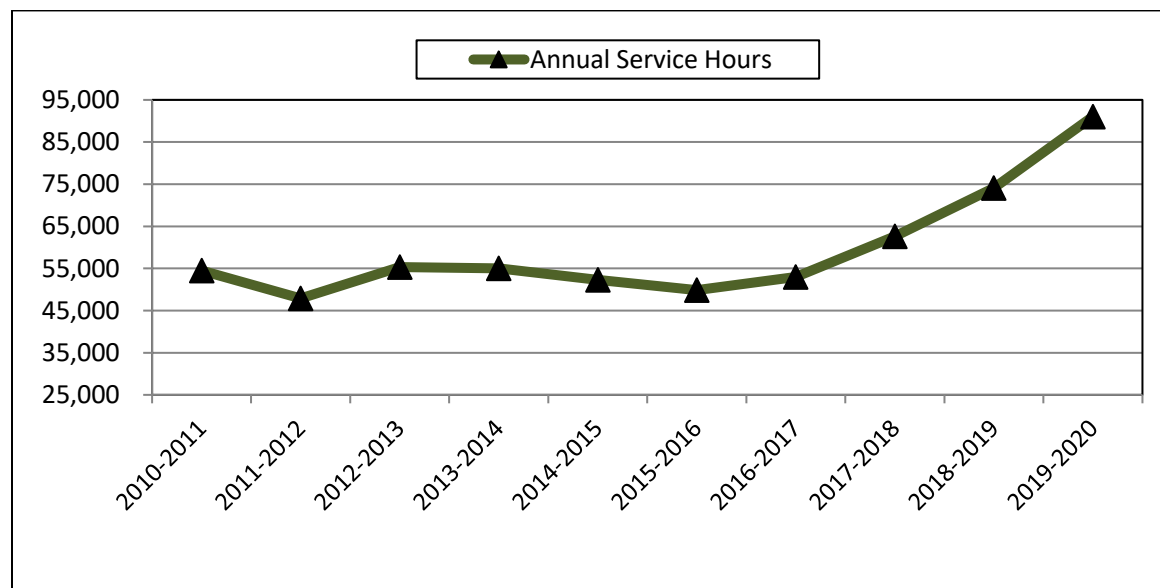


## Trends in RVTB Use

Figure 16 presents revenue hours resulting from RVTB's route changes and enhancements. Since the tax levy passing in 2016, with Saturday and evening service restored, RVTB has continued to enhance service according to community needs. January 2017 saw the addition of the Route 25, a West Medford circulator serving South Medford High School, shopping centers and low-income housing. Also, a Route 61 shuttle from SMHS to RCC's Table Rock campus began on a 1-hour headway. In September 2017, the Route 21 was suspended as the Route 61 became a full-fledged, 1-hour headway route. Due to high demand, in May of 2018, the Route 21 was reinstated on a 1-hour headway, complementing the Route 61.

July of 2019 saw the addition of the new satellite Route 26, running from Asante in east Medford to shopping centers in north Medford, and enhancement of the Route 24 into a satellite route serving farther south and east neighborhoods. December 2019 began the Route 1X, an Express service from Medford to Ashland, using Interstate 5, aimed at serving students and workers. Also, a new Route 27 East and West began serving as a connection across Medford, intersecting 5 existing routes for passenger transfer options. The new Route 63 began serving the city of Eagle Point, connecting on its south end to the Route 60. Finally, the Ashland Connector, a joint venture between the City of Ashland and RVTB, began an on-demand ride service using four 15-passenger vans to serve to Ashland neighborhoods which are inaccessible to full size RVTB buses.

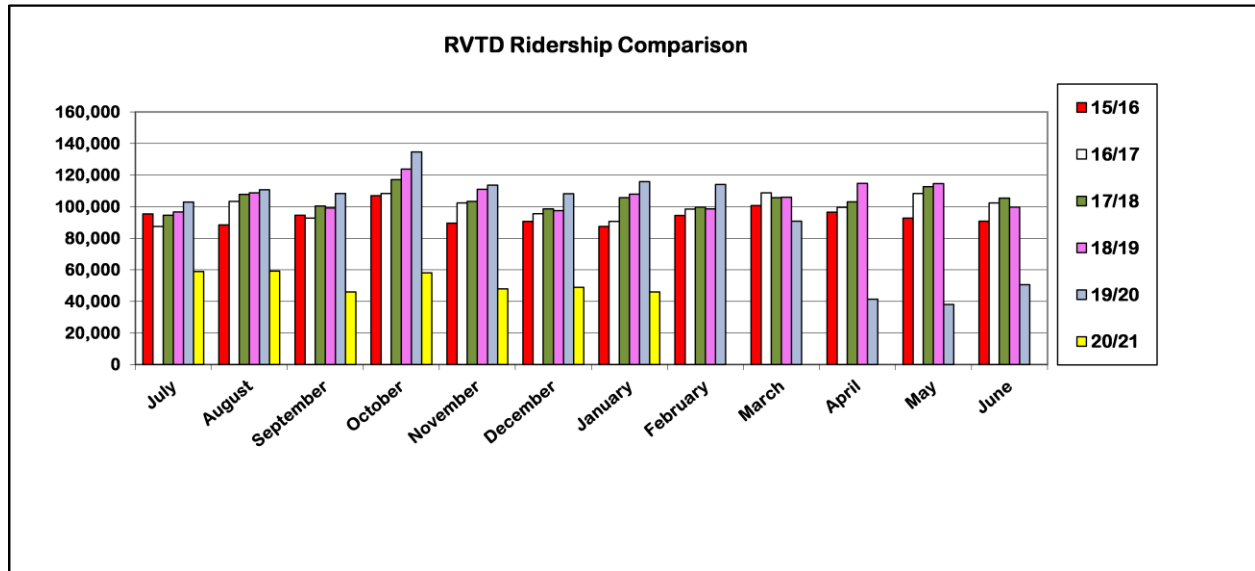
**Figure 16**



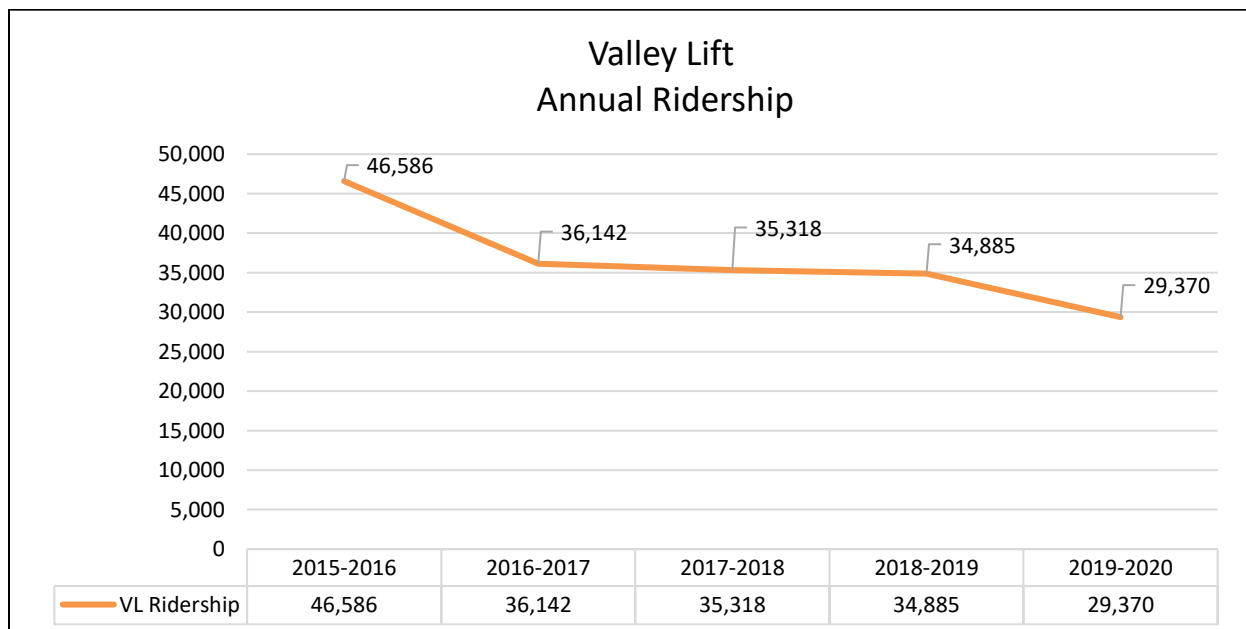
A survey of **Ashland Connector** riders revealed that 69% are between the ages of 25-65 and 1/3 of riders are using the service to commute. 24% of riders said they were able to avoid using a private vehicle due to the service and 40% of all rides were "induced" trips which would not have been taken at all if not for the service. Almost half (44%) had never ridden public transit prior to having the Ashland Connector option. *(Modal Shift Survey 2020, Results and Insights)*

Figure 17 reflects yearly ridership comparisons, increasing by about 50,000 per year from 2016 and hitting a high of 1.175 million in 2019.

**Figure 17 Historical Ridership Comparison**



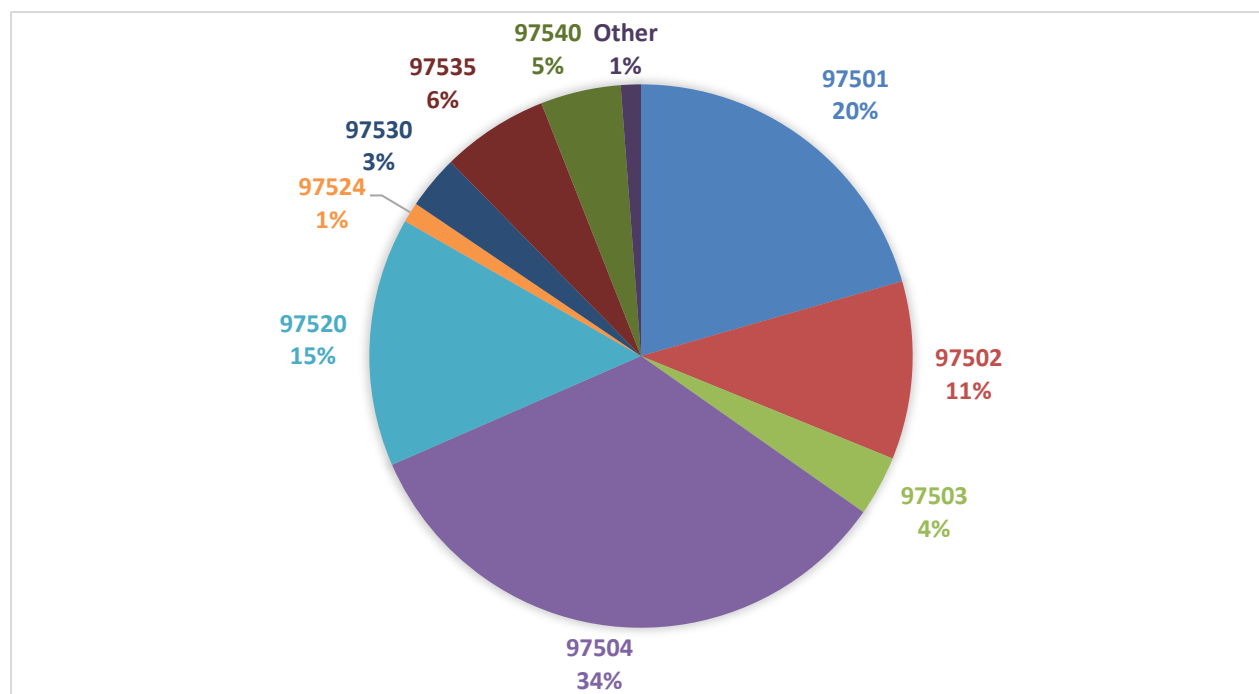
**Figure 18**





In a May 2015 demographic analysis using zip code of residences (see Figure 19), Valley Lift determined that the majority of its riders live within the areas of Medford (54%), Ashland (15%) and Central Point (11%). Residents of Jacksonville, Phoenix and Talent accounted for a combined 14% of the ridership.

**Figure 19: Valley Lift Ridership by Zip Code of Residence (2015)**



## Regional Transportation Options

### Josephine Community Transit

Josephine Community Transit (JCT), the public provider for the greater Grants Pass urban area, operates fixed route, demand response paratransit services and Route 100, which provides intercity travel between Grants Pass and Medford.

**Fixed Route service** is available to the general public between the hours 6:30 am and 9:30 pm and provides service in and around the City of Grants Pass for a full standard fare of \$1.00. Service to the north for the communities of Merlin, Sunny Valley and Wolf Creek and to the south for Cave Junction require a full standard fare of \$2.00. Young children under the age of six ride for free. Children 16 and under, seniors over the age of 62 and persons with a disability pay half the full fare.

**Paratransit service** is a curb-to-curb transit system available within  $\frac{3}{4}$  mile on each side of the fixed route. Trips must be scheduled the prior day and the fare is \$2.00 per one-way trip. Service is available from 6:30 am to 9:30 pm Monday through Friday. JCT provides additional demand response service outside the  $\frac{3}{4}$  mile service area when the schedule allows and space is available. JCT provides additional demand

response service for those over the age of 62, who are not paratransit qualified or eligible. Premium fares of \$4.00 are charged for same day and non-medical will-call trips.

**The Route 100** began service in September 2014 with Congestion Mitigation Air Quality funds made available through the Middle Rogue Metropolitan Planning Organization. This service, originally a demonstration project for commuter transit between Grants Pass, Rogue River, Gold Hill and Medford, is now funded with STIF discretionary funds through June 2023. Transfers can be made to the fixed route transit systems of Josephine Community Transit and Rogue Valley Transportation District, at either end of the line within 60 minutes for free. JCT also accepts RVTD RCC touch pass for students. This allows students on either side of the Valley to access all the campuses without having to pay a fee to board.

Trips depart seven times per day from Grants Pass, and stops are made in Rogue River, VRSP, Gold Hill and Medford, and there is no need to schedule trips in advance. The fare is \$2.00 one way with transfers. Reduced fare is available. The JCT monthly commuter pass is accepted on the RVCL and must be purchased from JCT. JCT \$20 punch cards are also honored on the RVCL.



A summary of these services is available at the end of the chapter after the summary of public transportation resources.

## Other Regional Services

**The Rogue Valley Connector** (RV Connector) The Rogue Valley Connector, although no longer serving the communities of Shady Cove and Trail, will continue to be a transportation resource to communities as funding allows.

**Greyhound**, with a bus terminal located within one block of the Front Street Transfer Station, offers daily service from Klamath Falls to Medford and to communities along the Interstate 5 corridor as well as connections to RVTD and JCT.

The **Klamath Shuttle** provides daily bus service between Klamath Falls and Medford. Additionally, it operates Crater Lake Trolley.

**Senior and Disability Services of RVCOG** contracts with the Rogue River Community Center to provide transportation for persons in rural areas around Rogue River. The services are provided by volunteers on a mileage reimbursement basis, using funding sources Title XIX of the United States Social Security Act and OAA Title IIIB.

**SouthWest POINT** provides regional transportation with daily bus service between Klamath Falls and Brookings, with stops in Medford, Ashland, Gold Hill, Grants Pass, Selma, Cave Junction, O'Brien, Gasquet, Hiouchi, Crescent City, and Smith River. This route provides connections to rail, local buses and regional transit, such as **Amtrak** via the **Amtrak Thruway Bus** in Klamath Falls, RVTD and **Greyhound** in Medford, JCT and Greyhound in Grants Pass, Redwood Coast Transit in Crescent City and Coastal Express of Curry Public Transit in Brookings. SW Point now connect with JCT in Cave Junction with free transfers to through passengers. SW Point only makes the connection between Cave Junction and Medford when JCT is not operating.

SW Point then connects with JCT in Medford for through transfers as well. This arrangement is a cost saving measure instituted by ODOT. The hope is there is enough cost savings to add an additional daily trip for SW Point at each end.

In return SW Point gives JCT passengers rides south of Cave Junction to O'Brian, further extending public transit service options to the south.

In addition, the Klamath Shuttle operates the **Crater Lake Trolley**, which provides service between Klamath Falls and Crater Lake National Park from July 1st through Labor Day. The trolleys used in the Park are ADA-compliant and designed to accommodate riders with disabilities. Amtrak passengers can connect to the Crater Lake Shuttle in Klamath Falls.

## Additional Mobility Alternatives: Community Bike Share/Car Share Options

### Pedals for Patriots

The Pedals for Patriots program gives bikes to veterans who need a mode of transportation. RVTD saw a need in the valley to help veterans get around on their own, so they started to reach out to get bicycles donated. Medford police department, Central Point police department, Ashland Parks and Recreation Department, Teresa McCormick Center, VA police department, and people in the community is where bicycles for the program where donated from. This program has helped over 120 Veterans with bicycles. Many of these Veterans needed transportation to and from a new job. With this free bike and new job Veterans could start their life over. This is just a small token of our appreciation for these men and women who have sacrificed so much for everyone else. Some people think "well it's just a bicycle," but to the Veterans who receive them it can be like getting a new car.



## **Teresa McCormick Center**

The Teresa McCormick Center (TMAC), located on the Harry and David campus in Medford, is a nonprofit that started in 2007. Originally formed as a resource solely for Harry and David employees, their 2009 transition to a 501c3 allowed them to offer services to the general Rogue Valley community. Offering everything from food and clothing to computer access and tax assistance, TMAC partnered with St. Vincent de Paul's bike program, offering storage space and sharing a bike mechanic. Currently they distribute 150-200 bikes per year to Rogue Valley residents, receiving their supply from local police departments and other community resources, such as the Ashland Bike Swap. Recipients are limited to one bike per year and are referred to local hospitals and fire departments for bike locks and helmets.

## **Bike Share for the People of Jackson County**

**Zagster** Despite concerted efforts among RVTB, United Way, the Rogue Valley Council of Governments (RVCOG), the City of Ashland and an acceptable level of community participation in the Zagster bike share operation, the bicycle program was suspended in March 2020 due to the COVID-19 pandemic, and then the company terminated all operations in June 2020. The City of Ashland is exploring ways to operate a similar program locally. RVTB invested funds through 5310 during the previous 2 bienniums that added tricycle bicycles and located 5 stations in areas with higher concentrations of older adults and low income populations.



**Zipcar** A pilot project began the Ashland Carshare operation using 5 vehicles and Zipcar software. A nonprofit organization ran the daily operations with some support from RVTB. Eventually the all-volunteer staff found the operation too cumbersome and ceased operation after 2 successful years.

# **Recent Coordination Projects**

## **STF-Funded Transportation Programs**

Several transportation programs coordinate their work with RVTB. This subsection details the programs receiving STF [Specialized Transportation Funding] through RVTB and the TransLink program, the designated Medicaid brokerage for this region by the State of Oregon.

The STF Program is funded by a combination of cigarette tax revenue and Transportation Operating Funds from Oregon Department of Transportation to provide a continuing source of funding in support

of transportation services for seniors and persons with disabilities of any age. For Jackson County, RVTD is designated as the regional STF agency and monitors each transportation program detailed to ensure that they conform to STF program requirements:

- **Community Volunteer Network RSVP/Call-A-Ride** offers free transportation to seniors 60 or older and persons with disabilities to access medical related appointments. Transportation is provided by volunteer drivers in their own vehicles on weekdays generally from 8 am to 5 pm. Volunteer drivers are eligible to receive a per mile reimbursement for their services if they choose.
- **Living Opportunities** supports persons with developmental disabilities with transportation for employment and day support services in Jackson County. Service is available 24 hours per day, seven days per week, but trips are generally scheduled between 8 a.m. and 8 p.m. and the service is free to enrolled clients.
- **RVTD's Rogue Valley Connector** The Rogue Valley Connector, although no longer serving the communities of Shady Cove and Trail, will continue to be a transportation resource to communities as funding allows.
- **STF Discretionary Program Projects** for the fiscal years 2016-2019 included: RVTD 2040 Transit Master Plan, OBSS on-line Configuration, Veterans Mobility Project (GoVets), TransLink remodel, Route 24 30 minute headways, and Bike Share for the People of Jackson County. For fiscal years 2021-2023, RVTD will oversee a One Call-One Click Feasibility Study.
- **United Way of Jackson County Mobility Management Project** collaborates with community partners to initiate and support transportation option opportunities, encourages and promotes alternatives to driving alone; provides travel trainings; and works to remove barriers for vulnerable populations, including older adults, people with disabilities and persons of low-income.

A summary of these services is available at the end of the chapter after the summary of public transportation resources.

## TransLink Brokerage

TransLink is a Medicaid Non-Emergency Medical Transportation (NEMT) brokerage. Currently, TransLink serves the following Coordinated Care Organization (CCO) and FFS (fee-for-service) populations:

- Oregon Health Authority (OHA) FFS members living in Jackson, Josephine, Douglas, Coos, Curry, Lake and Klamath Counties
- Jackson Care Connect - Jackson County
- Cascade Health Alliance / Sky Lakes Medical - Klamath County

**The TransLink Medical Transportation Brokerage** provides non-emergency medical transportation to eligible Oregon Health Plan and eligible Medicaid clients traveling to authorized medical services appointments within the counties of Coos, Curry, Douglas, Jackson, Josephine, Klamath and Lake Counties. Riders must choose a care provider within or nearest the city or town they live.

TransLink matches the most appropriate and cost-effective mode of transportation to meet a client's trip need, including distribution of bus passes, taxi services, wheelchair or stretcher vans and shuttles or travel reimbursements that can compensate for mileage, meals and lodging. Travel reimbursements to authorized participants are loaded on to debit cards and paid weekly.

## Oregon Brokerage Software System

RVTD's Valley Lift and TransLink have benefited from the Oregon Brokerage Software System, termed OBSS. The OBSS software helps TransLink provide cost effective, coordinated NEMT services.

The OBSS program provides for the following functions:

- Call taking of trip requests
- Viewing capacity of transportation providers to handle individual trip requests
- Assignment of trips to appropriate transportation provider
- Mapping trip distances and other tools to identify trip costs
- Billing of trip across multiple funding sources
- Reporting by providers, by funding source and other important variables
- Logging of customer complaints

The OBSS helps to ensure improved service to riders by getting their trip request to the most efficient and lowest cost provider. It helps ensure that all trip revenues that could come to RVTD or other providers are identified and sought. Its easy adaptability and reporting functions have greatly enhanced coordination around these administrative functions.



RVTD received a grant through the Oregon Department of Transportation in 2016 to enhance functionality of the OBSS software services. Enhancements include online scheduling and improved scheduling efficiencies. Implementation of the enhancements is expected to be in place in 2018.



## Summary of Public Transportation Resources

In addition to its **fixed-route system**, RVTB offers three transit modes for people with disabilities: **Valley Lift**, its ADA complementary paratransit program, **Valley Lift Plus** program that serves eligible non-ADA riders who require paratransit services and the **DD53 transportation program** for people with developmental disabilities to make work-related trips.

Regional travel options include **Josephine Community Transit's Rogue Valley Commuter Line**, RVTB's **Ashland Connector**, **Greyhound**, **Klamath Shuttle**, **SouthWest POINT** and **Crater Lake Trolley**.

Josephine Community Transit operates a **fixed route system** along with offering **commuter routes** across Josephine and parts of Jackson County. Also operates **paratransit service** and **demand response service** for those over the age of 62.

**RVTB manages the STF-funded programs**, and currently provides funding to Community Volunteer Network's RSVP/Call-A-Ride, Living Opportunities' transportation program for people with developmental disabilities, United Way's Mobility Management program and the Rogue Valley Connector.

**TransLink**, a Medicaid **NEMT brokerage**, provides transportation to authorized medical services for eligible residents of Coos, Curry, Douglas, Jackson, Josephine, Klamath and Lake Counties.

## Service Matrices

These matrices summarize the services provided by RVTB fixed-routes, RVTB Valley Lift, RVTB Plus, RVTB DD53, RVTB Way to Go programs, Josephine Community Transit fixed-routes, Josephine Community Transit Demand Response, Josephine Community Transit's Rogue Commuter Lines, STF funded programs, and the TransLink brokerage.



Table 15

| <b>RVTD - Fixed Route Services</b><br><a href="http://www.rvtd.org">www.rvtd.org</a><br>541-779-BUSS (2877)     |  |                |                |   |  |  |
|---|--|----------------|----------------|---|--|--|
| Description of Services   | Service Area   | Eligibility    | Reservations   | Days and Hours of Service   | Fare Policy  |  |
| Fixed route bus service consisting of thirteen routes and one shuttle serving stops throughout the Rogue Valley | Medford, Ashland, Jacksonville, Central Point, Phoenix, Talent, White City and Eagle Point | General Public | Not Applicable | <b>Operating Hours</b><br>(in general)<br>Mon-Fri<br>5:00 am-7:00 pm<br><br>Saturday<br>7:00 am – 6:00 pm<br><br>Operating hours vary by route, please visit <a href="http://www.rvtd.org">www.rvtd.org</a> for details<br><br><b>Customer Service</b><br>@ Front Street Station<br>Mon-Fri<br>6:00 am-8:00 pm<br>Saturday<br>6:15 am-4:15 pm | <b>FARES</b><br>\$2.00 Full Fare<br>\$1.00 Reduced Fare (62+ years, 10-17 years of age, Medicare cardholders, and people with disabilities holding an eligible ID Card).<br><br>Ages 0 - 9 ride free with a responsible, fare-paying passenger<br><br>Transfers - valid for one additional boarding within 90 minutes of the time issued<br><br><b>FARE PASSES</b><br>\$56.00 Full Fare Monthly Pass<br>\$28.00 Reduced Fare Monthly Pass<br>\$32.00 20 Ride Full Fare Punch Card<br>\$16.00 20 Ride Reduced Fare Punch Card<br>\$ 6.00 All Day Pass<br>\$44.00 Summer Youth Pass Ages 10-18<br><br><i>The City of Ashland also provides reduced cost passes to eligible residents; contact the city for more information.</i> |  |

| <b>RVTD – Valley Lift (Paratransit Services)</b><br><a href="http://www.rvtd.org">www.rvtd.org</a><br>541-779-BUSS (2877)   |   |  |   |  |   |                       |
|---|---|--|---|--|---|-----------------------|
| Description of Services   | Service Area                              | Eligibility  | Reservations  | Days and Hours of Service  | Fare Policy   | FY 19/20 Annual Trips |
| Valley Lift is a shared ride, origin-to-destination, wheelchair-accessible transportation service for people whose disabilities prevent them from using the lift-equipped buses on RVTD's fixed routes. | Within ¾ mile of RVTD fixed-route service | Persons with disabilities who hold a Valley Lift ID card distributed by RVTD | <p>Rides are scheduled through the Call Center at (541) 842-2050</p> <p>Call center lines are open Monday through Friday from 8:00 am to 5:00 pm.</p> <p>For inquiries about Valley Lift service and establishing eligibility, call (541) 842-2050 or download the Valley Lift Riders Guide at <a href="http://www.rvtd.org">www.rvtd.org</a></p> | <p><b>Operating Hours</b><br/>           Mon-Fri<br/>           5:30 am to 8:00 pm</p> <p>Saturday<br/>           7:00 am to 7:00 pm</p> | <p><b>FARES</b><br/>           \$4 one-way</p> <p>Personal Care Attendant may ride for free with holders of valid Valley Lift ID card.</p> <p>Children under 10 – free with fare-paying passenger</p> | 29,370                |


| <b>RVTD – PLUS</b><br><a href="http://www.rvtd.org">www.rvtd.org</a><br>541-779-BUSS (2877)  |   |  |   |   |                              |                       |
|--|---|--|---|---|------------------------------|-----------------------|
| Description of Services  | Service Area                                | Eligibility  | Reservations  | Days and Hours of Service   | Fare Policy                  | FY 19/20 Annual Trips |
| Provides non-medical transportation to individuals who are certified as eligible for transportation by the State of Oregon Department of Human Services. | Within 1 ½ mile of RVTD fixed-route service | Must be certified as eligible through the State of Oregon Department of Human Services | Rides are scheduled through the Call Center at (541) 842-2050<br><br>Call center lines are open Monday through Friday from 8:00am to 5:00 pm. | <b>Operating Hours</b><br>Mon-Fri<br>5:30 am to 8:00 pm<br><br>Saturday<br>7:00 am to 7:00 pm | No charge to eligible riders | 4,369                 |

| <b>RVTD – DD53</b><br><a href="http://www.rvtd.org">www.rvtd.org</a><br>541-779-BUSS (2877)                            |   |   |   |  |                              |                       |
|--|---|---|---|--|------------------------------|-----------------------|
| Description of Services  | Service Area                                | Eligibility   | Reservations  | Days and Hours of Service  | Fare Policy                  | FY 19/20 Annual Trips |
| Provides employment transportation to individuals with developmental disabilities within the Valley Lift service area. | Within 3/4 mile of RVTD fixed-route service | Must be certified as eligible through Jackson County Developmental Disability Services. | <p>Rides are scheduled through the Call Center at (541) 842-2050</p> <p>Call center lines are open Monday through Friday from 8:00 am to 5:00 pm.</p> | <p><b>Operating Hours</b></p> <p>Mon-Fri<br/>5:30 am to 8:00 pm</p> <p>Saturday<br/>7:00 am to 7:00 pm</p> | No charge to eligible riders | 7,406                 |

| RVTB – Way to Go Program<br>www.rvtd.org<br>541-842-2060 |   |
|--|---|
| Way to Go Program Service                                | Service Details   |
| Overall Program Details                                  | <p>RVTB houses the Transportation Options program for southwest Oregon. Our program promotes alternatives to driving alone.</p> <p>Education: programs in local schools include "<b>Gus Rides the Bus</b>" Interactive Bus program, bicycle safety education classes and Walk and Bike to School Day</p> <p>Public Outreach: RVTB hosts a booth at local events throughout the year to promote transportation options.</p> <p>Employer and Student Outreach: contact RVTB to learn more about the employee bus pass program, carpool matching, park &amp; ride lots, and our other services to employees and students. RVTB partners with local schools, RCC and SOU, to educate and promote transportation options to local students.</p> <p>Government Outreach: the Transportation Options program works with local government to promote policies and infrastructure that reduce reliance on automobile transportation.</p> |
| Go By Bike   | <p><b>Go by Bike Week</b> is promoted annually to set aside a week in which individuals ride their bikes to work and other destinations. Visit <a href="https://rvtd.org/way-to-go/events-and-campaigns/go-by-bike-week/">https://rvtd.org/way-to-go/events-and-campaigns/go-by-bike-week/</a> to pledge to ride and for more details about events during the week. RVTB also delivers bike safety classes throughout the year, including adults and families.</p>  |
| Group Bus Program  | <p>With the <b>U-Pass</b>, the monthly price of bus fare is \$3.85 per employee for companies that buy the pass for all of their employees. That's 93% less than the cost of a regular monthly bus pass based on the likelihood that not all employees will ride the bus. A minimum of 10 employees at an organization is required for participation in the program and there is no cost to the employee for the pass.</p> <p>The <b>Fare Share</b> option costs the employer \$0.45 per person per month for all their employees. Employees then purchase their monthly transit pass for \$10, rather than the normal \$56 monthly fare, which provides a 82% savings on the bus pass purchase. A minimum of 100 employees is required for participation in the Fare Share program.</p>  |

|                            |  |
|----------------------------|--|
| Way to Go Business Network | <p>Offers a full range of services to help employers address their transportation needs, including a bus pass program for employees, improved facilities for bicyclists and pedestrians and a commuter rewards package. <b>The Get There Challenge</b> is an annual competition designed to encourage workplaces to walk, bike, and carpool, use transit or telecommute.</p> <p>Commute/Employer Programs include: Employee Surveying, Transportation Fairs, New Employee Commuter Kits, Employee Transportation Coordinator Training, Worksite Carpool Networks and Vanpools Setups.</p> <p><b>Emergency Ride Home Program</b> is an opportunity for employers in the Rogue Valley to offer each employee up to four (4) free taxi rides home each year, should they experience a personal or family emergency on a day when they have commuted to work without a car (bike, bus, walk, carpool, vanpool). RVTD offers this program at no cost to both the employer and the employee.</p> |
|----------------------------|--|



| RVTD – Way to Go Program, cont'd<br><a href="http://www.rvtd.org">www.rvtd.org</a><br>541-842-2060 |   |
|--|---|
| Way to Go Program Service  | Service Details   |
| Telework and Alternative Schedules   | <p>RVTD surveys employees to produce a Commute Trip Reduction Report (most recently with City of Medford and Asante) determining if there is a demand from employees for teleworking opportunities.</p> <p>RVTD has developed a Telework Resource page (<a href="https://rvtd.org/way-to-go/your-options/telework/">https://rvtd.org/way-to-go/your-options/telework/</a>) which supports employer/employee teleworking with templates for policies, best practices and other resources.</p> <p>Telecommuting and decreasing commute trips by implementing alternative work schedules is not only beneficial to employees but reduces parking congestion, traffic congestion and each business' carbon footprint.</p> |
| Carpool and Vanpool  | <p><b>Get There</b> (<a href="https://rvtd.org/way-to-go/your-options/rideshare/">https://rvtd.org/way-to-go/your-options/rideshare/</a>) matches you with people that have the same travel needs. Using Get There ride matching function, you can set up and manage your own carpool or join an existing carpool to work. Get There is a free online matching service provided for all of Oregon, Washington, and Idaho. RVTD connects interested employees to vanpool providers and resources.</p>    |
| Park and Ride Lots   | <p>Park &amp; Ride lots provide free automobile parking for those riding the bus or carpooling. Most also provide bicycle parking facilities. Lots are not owned by RVTD, and overnight parking is not allowed in these lots. The parking party accepts responsibility for loss or damages.</p>   |
| Rogue Valley Bike Swap   | <p>The annual Rogue Valley Bike Swap promotes bicycle transportation and recreation and benefits bike safety education by providing a community venue for buying and selling working-condition bicycles and related equipment. Generated revenue supports bike safety education in local schools.</p>   |

|                              |   |
|------------------------------|---|
| Education Programs           | <p><b>Free Transit Tips classes</b>, which provide travel training for riding the bus, are held most months on a Friday afternoon at the Santo Community Center, at 701 N Columbus Ave in Medford. Find the date of the next class and register with Medford Parks and Recreation: 541- 774-2400. After completing the Transit Tips Classes, you will be ready to ride the bus with confidence.</p> <p><b>Gus the Interactive Bus:</b> This Interactive bus program is open to pre-school, elementary and middle school classes. The class includes Be Safe, Be Seen discussion and materials, a ride on the bus, and a pass good for 6 FREE rides. The program operates on Fridays during the school year.</p> |
| Safety for Alternative Modes | <p>Provides safety tips for pedestrians, skateboarders, bicyclists, and persons on scooters. Distributes safety lights, reflective materials and safety literature to community organizations.</p> <p>RVTD production of videos about bicycle maintenance, choosing a bike, crossing intersections safely and importance of wearing a helmet.</p> <p><b>Bicycle Rodeos</b> are held throughout the year to teach children safe bicycling skills.</p>  |





## STF Funded Programs (5310 and DD53) and TransLink Brokerage

| Agency   | Contact Information   | Description of Services   | Service Area                         | Eligibility   | Days and Hours of Service   | Fare Policy   | FY 19/20 Annual Trips |
|--|---|---|--------------------------------------|---|---|---|-----------------------|
| Community Volunteer Network<br>RSVP/Call-A-Ride  | <a href="https://www.retirement.org/about/volunteer-network/">https://www.retirement.org/about/volunteer-network/</a><br>(541) 857-7783<br>888-724-6424 | Utilizes volunteer drivers to provide transportation to medical-related appointments for individuals with no other means of transportation.         | Within Jackson county                | Must be a Senior (60+) or a person with a disability                                    | General hours are<br>Mon - Fri<br>9 am – 4 pm   | No enrollment fee, but donations are welcomed.                | 2,899                 |
| Living Opportunities                             | <a href="http://www.livingopps.org">www.livingopps.org</a><br>(541) 772-1503  | Provides transportation services for persons with developmental disabilities.   | Jackson County                       | Transportation is provided for employment and day support services for enrolled clients | Living Opportunities operates 24 hours a day, 7 days per week, transportation generally happens between 8 am – 8 pm | No fare for clients enrolled in Living Opportunities program. | 44,133                |
| United Way of Jackson County/Mobility Management | <a href="http://www.unitedwayofjacksoncounty.org">www.unitedwayofjacksoncounty.org</a><br>(541) 773-5339  | Works with community partners to remove transportation barriers for vulnerable populations and initiates and supports other transportation options. | Jackson County and Surrounding Areas | General Public  | Office Hours are<br>Mon – Fri<br>8:30 am – 4:30 pm  | No fee  | n/a                   |

| <div> TransLink www.rvtd.org 541-842-2060 </div>  |   |   |   |   |   |                       |
|---|---|---|---|---|---|-----------------------|
| Description of Services   | Service Area  | Eligibility   | Reservations  | Days and Hours of Service   | Fare Policy   | FY 19/20 Annual Trips |
| <p>TransLink provides non-emergent medical transportation (NEMT) to eligible Oregon Health Plan clients traveling to covered medical services.</p> <p>Non-Emergent Medical Transportation is scheduled with the most appropriate and most cost-effective mode of transportation that meets the individual needs of the client, this could be a bus ticket, bus pass, sedan, wheelchair van, stretcher van, or other type of transportation, as necessary.</p> <p>Transportation reimbursement is also available that may include mileage, meals and lodging. Travel reimbursement to authorized participants are loaded onto debit cards and typically paid out weekly.</p> | <p>Counties of Coos, Curry, Douglas, Jackson, Josephine, Klamath and Lake, although NEMT services are provided statewide when services are not available locally.</p> | <p>TransLink is responsible for verifying each client's eligibility prior to providing services.</p> <p>TransLink assumes full financial risk in serving a person who is not confirmed as eligible by the Department of Human Services. Eligibility is assessed daily and can change from week to week. Clients must choose a medical care provider in their local area. Transportation outside of a client's local area for services which are available locally typically are not eligible for NEMT services.</p> | <p>Rides can be scheduled Monday thru Friday 7 am to 5 pm.</p> <p>(voice): 1-541-842-2060</p> <p>(toll free): 1-888-518-8160</p> <p>7-1-1 Oregon Relay Service</p> <p>Rides should be scheduled at least 2 business days in advance, if possible</p> <p>Same day transportation is available when there is an urgent medical need or a physician needs to see the client immediately due to an unforeseen medical issue or situation.</p> | <p>Non-Emergent Medical Transportation services may be provided 24 hours a day, 365 days a year.</p> <p>However, it may be difficult to arrange transportation that takes place after hours or on weekends or holidays. Clients are encouraged to plan ahead and schedule their NEMT requests as soon as they know about their appointment.</p> | <p>Transportation services are provided at no cost to eligible clients.</p> | 203,778               |

| <b>Josephine Community Transit – Fixed Route</b><br><a href="http://www.co.josephine.or.us">www.co.josephine.or.us</a><br>541-747-5452                       |  |  |   |                                      |  |                       |
|--|--|--|---|--------------------------------------|--|-----------------------|
| Description of Services  | Service Area   | Eligibility  | Reservations  | Days & Hours of Service              | Fare Policy  | FY 19/20 Annual Trips |
| Fixed route bus system serving the Grants Pass area  | City of Grants Pass, Fruitdale, Redwood Highway, Lower River Road, Demaray Merlin and Murphy | General Public   | N/A   | Monday-Friday<br>6:30 am – 9:30 pm   | <b>Grants Pass Area</b><br>\$1 Full Fare<br>\$3 Daily Pass<br>\$38 Monthly Pass<br><br><b>North County &amp; Cave Junction</b><br>\$2 Full Fare<br>\$6 Daily Pass<br>\$50 N. County Monthly Pass<br><br>Children (under 6)- Free<br>Children 6-16 Half Full Fare<br>Senior (62 and over) Half Full Fare<br>Disabled Half Full Fare |                       |
| <b>Josephine Community Transit – Paratransit Demand Response</b>   |  |  |   |                                      |  |                       |
| Curb-to-curb transportation for people traveling within the greater Grants Pass area who cannot use the regular JCT fixed-route bus because of a disability. | Within ¾ mile on each side of an existing JCT fixed-route bus.                               | Persons with disabilities who are paratransit eligible and Seniors age 62+ | Eligible riders can schedule a trip by calling JCT dispatch, Sunday-Friday from 8 am to 5 pm. Rides scheduled for Monday must be called in Sunday by 5:00 pm. | Monday – Friday<br>6:30 am – 9:30 pm | Fares are per one-way ride. Additional charges apply for additional stops.<br><br>\$2 Zone 1 City of Grants Pass<br><br>JCT script may be purchased in \$10 and \$20 booklets  | n/a                   |

## Josephine Community Transit – Rogue Valley Commuter Line (RVCL)

[www.co.josephine.or.us](http://www.co.josephine.or.us)

541-747-5452

| Description of Services   | Service Area  | Eligibility    | Reservations | Days and Hours of Service   | Fare Policy   | Annual Trips   |
|---|---|----------------|--------------|---|---|--|
| Commuter transit service between Grants Pass, Rogue River, Valley of the Rogue State Park (VRSP), Gold Hill and Medford | One designated stop in each of these locations:<br>Grants Pass, Rogue River, VRSP, Gold Hill and Medford. | General Public | n/a          | <p>7 daily trips from Monday – Friday occur on this schedule:</p> <p>Monday – Friday 6:30 am – 4:15 pm in Grants Pass</p> <p>Monday – Friday 7:25 am – 5:10 pm in Medford</p> | <p>\$2 one-way</p> <p>Reduced fares or passes available.</p> <p>JCT monthly commuter passes and JCT punch cards are honored on RVCL.</p> <p>Transfers can be made to the RVTD and JCT fixed-route systems.</p> <p>Transfers valid for 60 minutes on RVTD and JCT.</p> | <p>FY 2015<br/>10,962</p> <p>FY 2016<br/>15,2115</p> |

## Josephine Community Transit – Rogue Valley Commuter Line (RVCL)

[www.co.josephine.or.us](http://www.co.josephine.or.us)

541-747-5452

| Description of Services                           | Service Area  | Eligibility    | Reservations | Days and Hours of Service   | Fare Policy  | Annual Trips |
|---|---|----------------|--------------|---|--|--------------|
| Commuter transit to Cave Junction                 | Serving RCC, Wonder, Selma, Kirby and Cave Junction | General Public | n/a          | 7 daily trips<br>Monday – Friday<br>Leaving Grants<br>Pass at<br>5:35 am<br>6:35 am<br>9:05 am<br>12:15 pm<br>2:15 pm<br>4:35 pm<br>5:35 pm | \$2 one-way<br><br>\$1 reduced fare<br><br>Monthly and daily passes available. |              |
| Commuter Transit to North end of Josephine County | Serving Merlin, Hugo, Sunny Valley and Wolf Creek   | General Public | n/a          | 3 daily trips<br>Monday – Friday<br>Leaving Grants<br>Pass at<br>6:00 am<br>12:35 pm<br>5:35 pm   | \$2 one-way<br><br>\$1 reduced fare<br><br>Monthly and daily passes available. |              |

## RVTD 2040 Transit Master Plan Adopted Short-Term Service Enhancements

The RVTD 2040 Transit Master Plan identifies recommended service projects based on the evaluation results from Service Enhancement Analysis, public feedback, and project team recommendations. The preferred projects are organized by timeframe for implementation (short-term, mid-term, and long-term). The short-term projects may be implemented within the timeframe of the 2021-2025 UWR plan and greatly improves access for the three target populations. Below is a system map showing the existing 2018 transit system in grey, and the enhanced routes in blue. The short-term projects are listed in Figure 21.

**Figure 20**

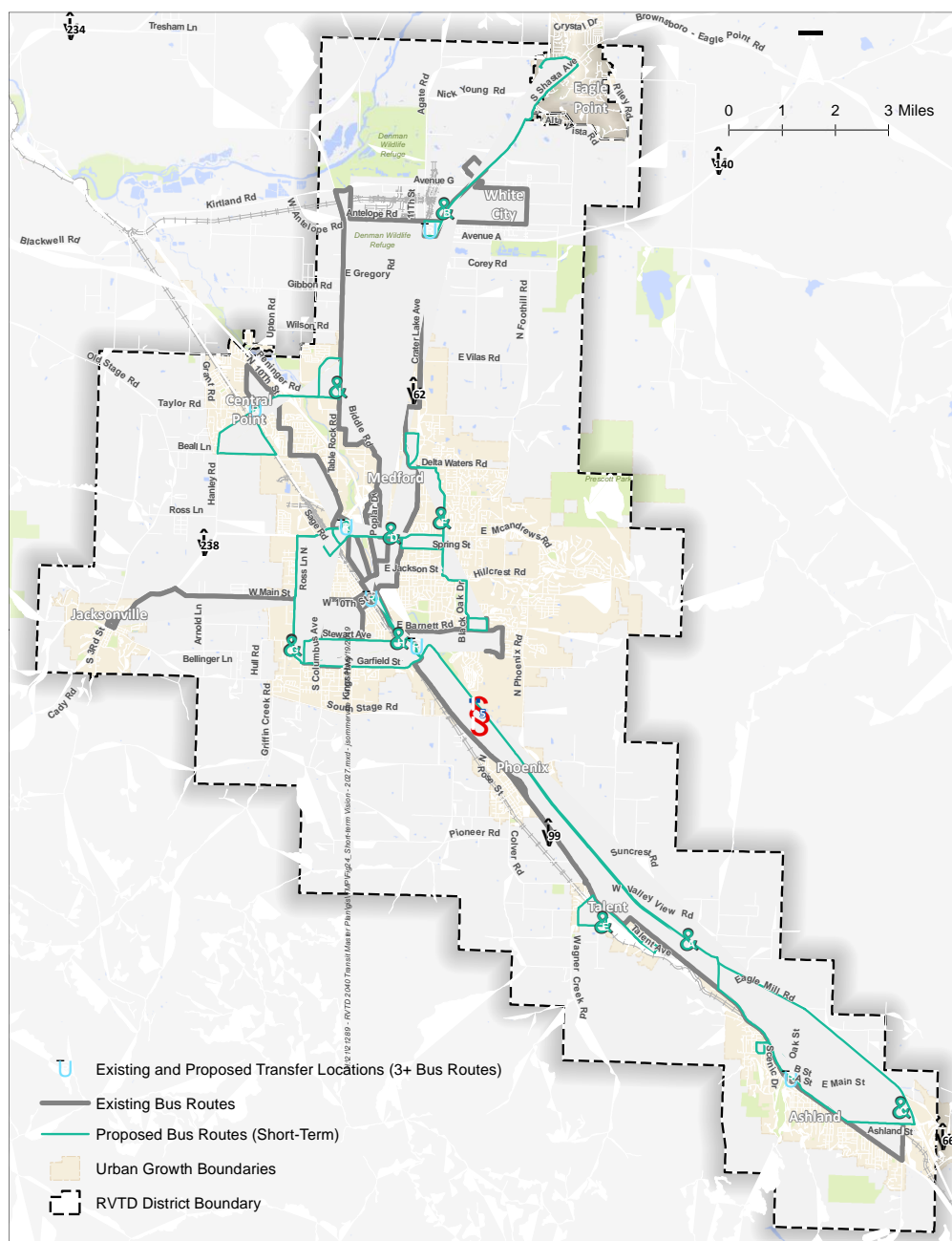


Figure 21



The following provides benchmark data for performance measures that were used to evaluate the 2040 Plan proposed improvements to ensure that the preferred system is helping RVTD accomplish its vision and goals.

**Table 16**

| <b>Access to Transit - 2018 System Compared to 2027</b>                    | <b>2018</b>             | <b>2027<br/>(Short-term projects)</b> |
|--|-------------------------|---------------------------------------|
| Total MPO Population   | 175,493                 | 192,865                               |
| Total Population within ¼ Mile of Transit Service                          | 84,078                  | 120,238                               |
| Percentage of Population within ¼ Mile of Transit Service                  | 48%                     | 62%                                   |
| Total MPO Employment   | 78,203                  | 91,648                                |
| Total Employment within ¼ Mile of Transit Service                          | 60,408                  | 78,457                                |
| Percentage of Regional Employment within ¼ Mile of Transit Service         | 77%                     | 86%                                   |
| Percentage Multi-family/mobile home parks within ¼ mile of transit         | 71%<br>(211 out of 296) | 73%<br>(216 out of 296)               |
| Number of Regional Essential Destinations within ¼ Mile of Transit Service | 57%<br>(216 out of 382) | 68%<br>(261 out of 382)               |

**Table 17**

| <b>2018 System Compared to 2027</b>                       | <b>Current System</b>       |                     | <b>2027 Preferred System<br/>(Short-term projects)</b> |                   |
|---|-----------------------------|---------------------|--|-------------------|
|   | <b>Within ¼-Mile</b>        | <b>Within MPO</b>   | <b>Within ¼-Mile</b>                                   | <b>Within MPO</b> |
| Minority Population <sup>1</sup>                          | 9,231<br>(58%)              | 15,915              | 11,479<br>(66%)  | 17,414            |
| Low Income (Poverty 100%) <sup>1</sup>                    | 17,975<br>(55%)             | 32,641              | 24,728<br>(69%)  | 35,591            |
| Population 65 Years Old or Older <sup>1</sup>             | 13,723<br>(40%)             | 34,607              | 21,943<br>(57%)  | 38,188            |
| Population 17 Years Old and Under <sup>1</sup>            | 18,919<br>(50%)             | 38,105              | 26,109<br>(63%)  | 41,571            |
| Limited English Proficiency (LEP) Population <sup>1</sup> | 3,667<br>(57%)              | 6,440               | 4,844<br>(69%)   | 7,015             |
| No Access to Vehicles <sup>1</sup>                        | 7,567<br>(60%) <sup>3</sup> | 12,599 <sup>3</sup> | 4,276<br>(75%)   | 5,712             |
| Poverty 200% <sup>2</sup>                                 | 36,207<br>(51%)             | 70,827              | 37,559<br>(53%)  | 70,821            |
| Population with Disabilities <sup>2</sup>                 | 12,588<br>(43%)             | 29,114              | 13,371<br>(46%)  | 29,111            |



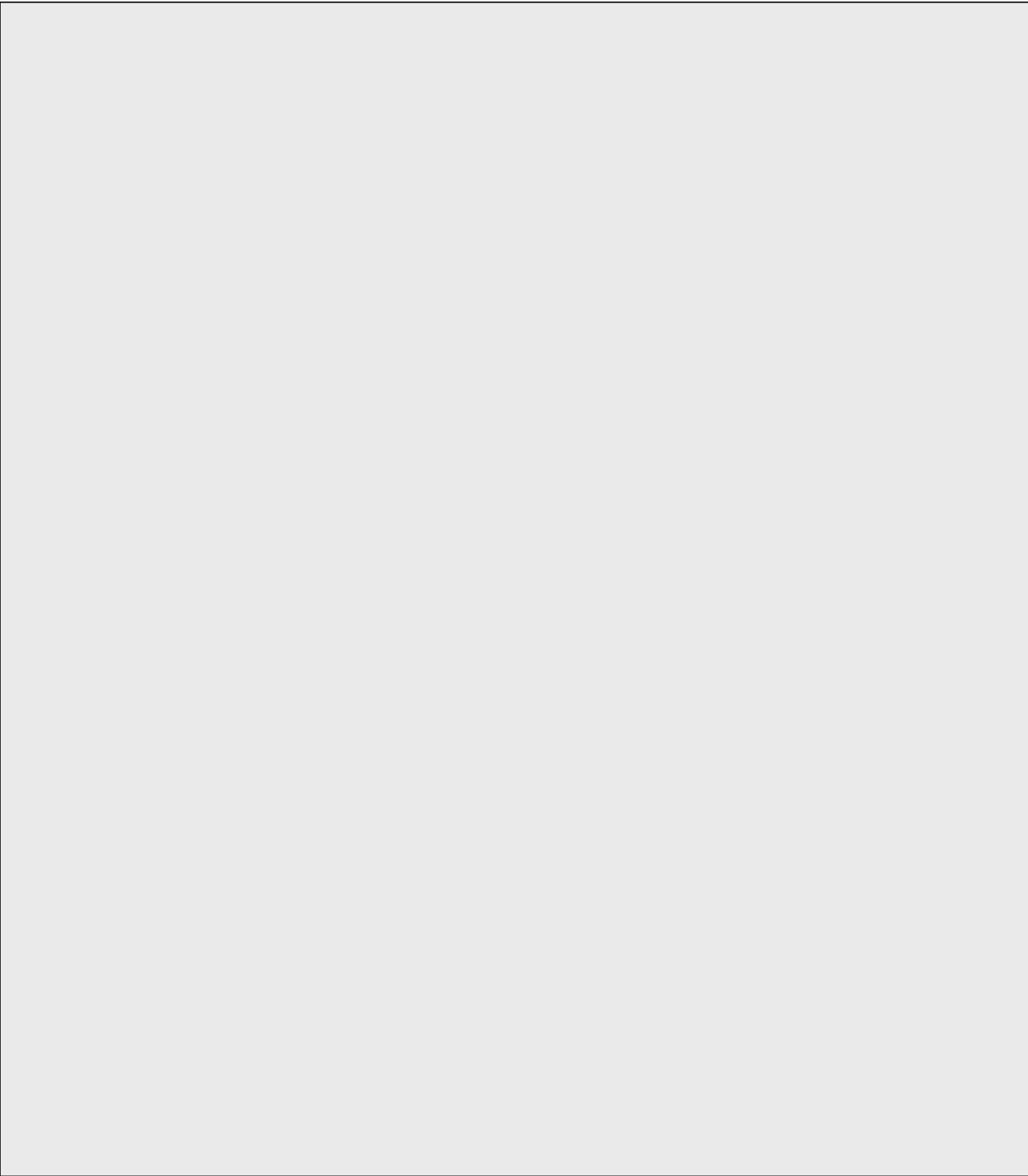
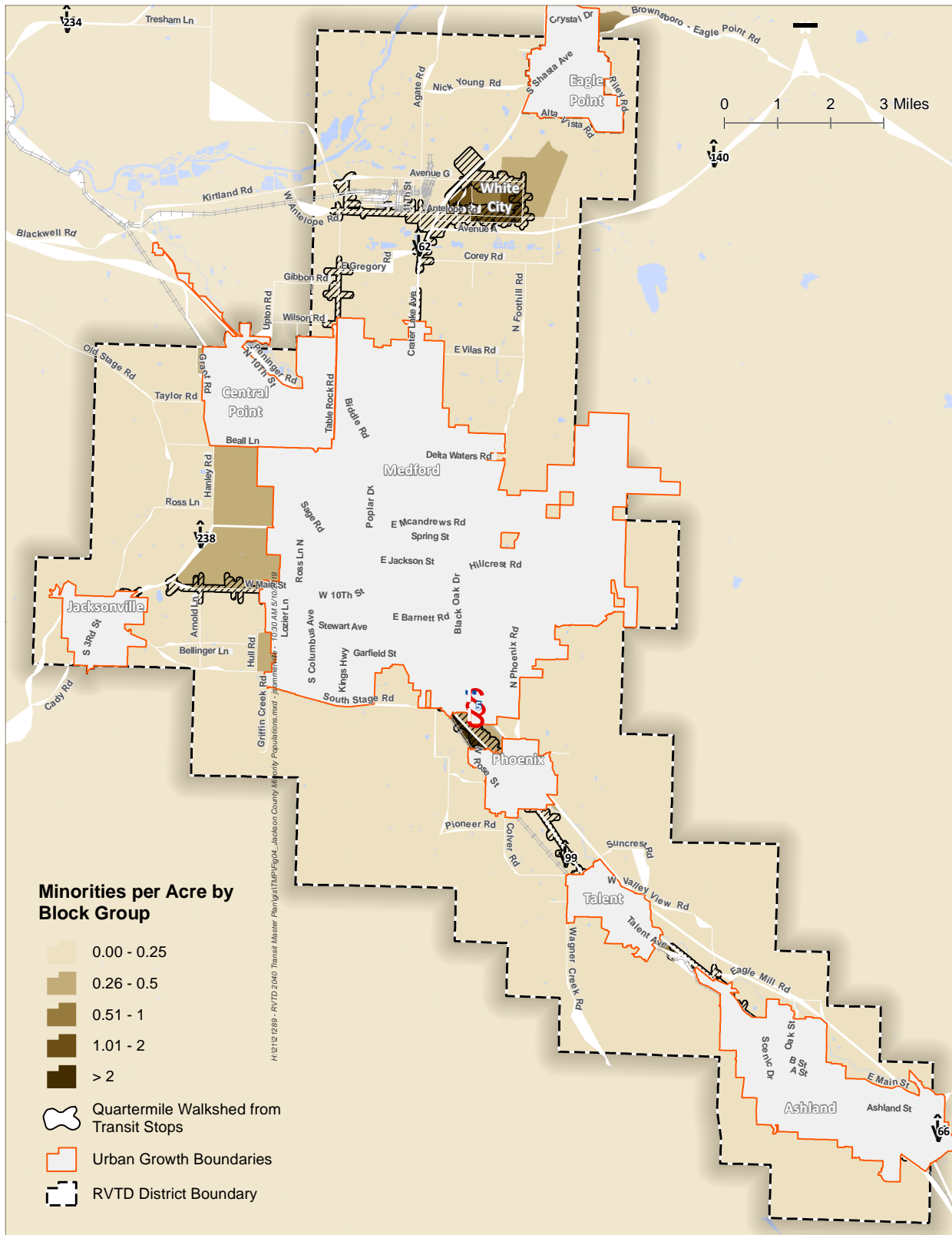




Figure 23: Jackson County Minority Populations - 2016



**Incomes Less Than 200% of Poverty Level per Acre by Block Group**

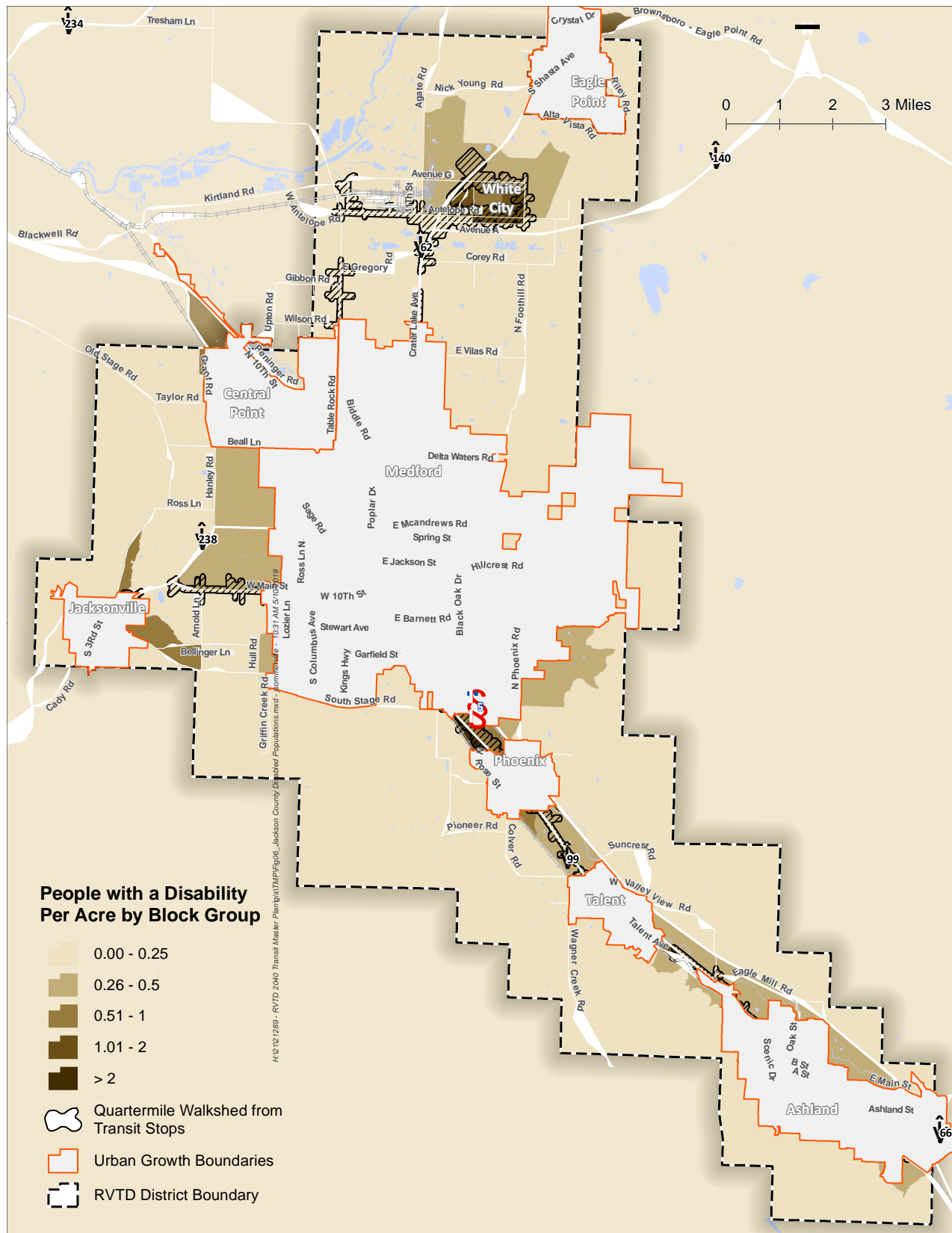
| Income Level | Color       |
|--------------|-------------|
| 0 - 1        | Light Green |
| 2            | Light Green |
| 3 - 5        | Light Green |
| 6 - 10       | Light Green |
| 11 - 14      | Dark Green  |

- Quartermile Walkshed from Transit Stops
- Urban Growth Boundaries
- RVRTD District Boundary

Map of Jackson County, Oregon, showing income levels by block group. The map includes labels for cities like White City, Medford, Phoenix, Ashland, and Jacksonville. A legend at the bottom explains the symbols for income levels, transit walksheds, urban growth boundaries, and RVRTD district boundaries. A scale bar and north arrow are also present.

64

Figure 25: Jackson County Populations with Disabilities - 2016



## Jobs and Employment

In 2015, 75,572 people were employed in Jackson County. Of these, 60,707 lived in Jackson County, while 14,865 traveled into the county for employment. A total of 15,534 Jackson County residents traveled outside the county for employment<sup>5</sup>, with many of those working in Josephine or Lane counties. For those traveling into the county for employment, Josephine County is the primary home location, followed by Douglas and Klamath Counties.

As shown in Table 18, the largest employer in Jackson County is the Asante medical group with a location in Medford, as well as in Grants Pass in Josephine County. Other major employers include Lithia Motors, Harry & David, Rogue Valley Medical Center, and Allegiant Air.<sup>6</sup>

**Table 18: Top Employers in Jackson County and Nearest Transit Service**

| Rank | Employer                                | Location                                    | Transit Provider/Route(s)  |
|------|---|---|--|
| 1    | Asante (overall)                        | Medford, Grants Pass                        | RVTD 24, Rogue Valley Commuter Line  |
| 2    | Lithia Motors, Inc.                     | Medford, Grants Pass                        | RVTD 40, 60, and 61; Rogue Valley Commuter Line  |
| 3    | Harry & David                           | Medford                                     | RVTD 10  |
| 4    | Rogue Valley Medical Center             | Medford                                     | RVTD 24, Rogue Valley Commuter Line  |
| 5    | Allegiant Air                           | Medford                                     | RVTD 61  |
| 6    | Providence Health System in Southern OR | Medford, Central Point, White City, Phoenix | RVTD 10, 24, 60, 61  |
| 7    | Medford School District 549C            | Medford                                     | RVTD 2, 10, 24, 25, 30, 40, 60, 61; Rogue Valley Commuter Line, Rogue Valley Connector |
| 8    | Jackson County                          | Medford, Central Point, Phoenix             | RVTD 2, 10, 24, 25, 30, 40, 60, 61; Rogue Valley Commuter Line, Rogue Valley Connector |
| 9    | Wal-Mart Stores                         | Medford, Grants Pass, Eagle Point           | RVTD 10, 60; Rogue Valley Commuter Line, Rogue Valley Connector                        |
| 10   | Boise Cascade                           | Medford, White City                         | RVTD 60, 61  |

Table 19 shows where Jackson County workers work within the county. The largest share work in Medford, approximately 29,800 workers or 51 percent of the workforce.

**Table 19: Work Location by City: Jackson County Jobs**

| Work City     | Jobs   | Share |
|---------------|--------|-------|
| Medford       | 29,759 | 51.3% |
| Central Point | 7,137  | 12.3% |
| Ashland       | 7,096  | 12.2% |
| White City    | 3,234  | 5.6%  |
| Eagle Point   | 3,024  | 5.2%  |
| Talent        | 2,238  | 3.9%  |
| Phoenix       | 1,742  | 3.0%  |

<sup>5</sup> US Census Bureau, LEHD On the Map, Inflow/Outflow Analysis. Accessed online: <http://onthemap.ces.census.gov/>

<sup>6</sup> Employment rankings provided by the Chamber of Medford/Jackson County's "Largest Employers" webpage, accessed online: [http://web.medfordchamber.com/cwt/external/wcpages/business\\_services/largest\\_employers.aspx](http://web.medfordchamber.com/cwt/external/wcpages/business_services/largest_employers.aspx)

|                  |       |      |
|------------------|-------|------|
| Jacksonville     | 843   | 1.5% |
| Shady Cove       | 786   | 1.4% |
| Rogue River      | 634   | 1.1% |
| All Other Places | 1,555 | 2.7% |

Source: 2015 LEHD

Table 20 shows the distance that Jackson County residents commute. Approximately 64 percent commute less than 10 miles, while 14 percent commute more than 50 miles. Medford, Central Point, and Ashland are hubs for residential and employment sites within Jackson County; as such, Jackson County residents either live and work within these cities or commute longer distances to reach employment further away.

**Table 20: Distance Home to Work**

| Distance Home to Work | Count         | Share       |
|-----------------------|---------------|-------------|
| Less than 10 miles    | 48,481        | 64.2%       |
| 10 to 24 miles        | 14,071        | 18.6%       |
| 25 to 50 miles        | 2,429         | 3.2%        |
| Greater than 50 miles | 10,591        | 14.0%       |
| <b>Total All Jobs</b> | <b>75,572</b> | <b>100%</b> |

Source: 2015 LEHD

Table 21 shows Jackson County residents' departure times for work. Approximately 80 percent of workers leave between 6:00 AM and 4:00 PM, which can be accommodated by RVTD's current hours of operation.

**Table 21: Departure Time to Work**

| All Workers          | Total  | Share |
|----------------------|--------|-------|
| 12:00 AM to 4:59 AM  | 3,785  | 4.6%  |
| 5:00 AM to 5:29 AM   | 2,697  | 3.3%  |
| 5:30 AM to 5:59 AM   | 3,744  | 4.6%  |
| 6:00 AM to 6:29 AM   | 5,399  | 6.6%  |
| 6:30 AM to 6:59 AM   | 7,783  | 9.6%  |
| 7:00 AM to 7:29 AM   | 10,801 | 13.3% |
| 7:30 AM to 7:59 AM   | 13,047 | 16.0% |
| 8:00 AM to 8:29 AM   | 8,136  | 10.0% |
| 8:30 AM to 8:59 AM   | 3,837  | 4.7%  |
| 9:00 AM to 9:59 AM   | 5,372  | 6.6%  |
| 10:00 AM to 10:59 AM | 2,979  | 3.7%  |
| 11:00 AM to 11:59 AM | 1,302  | 1.6%  |
| 12:00 PM to 3:59 PM  | 6,860  | 8.4%  |
| 4:00 PM to 11:59 PM  | 5,729  | 7.0%  |

Source: 2012-2016 ACS

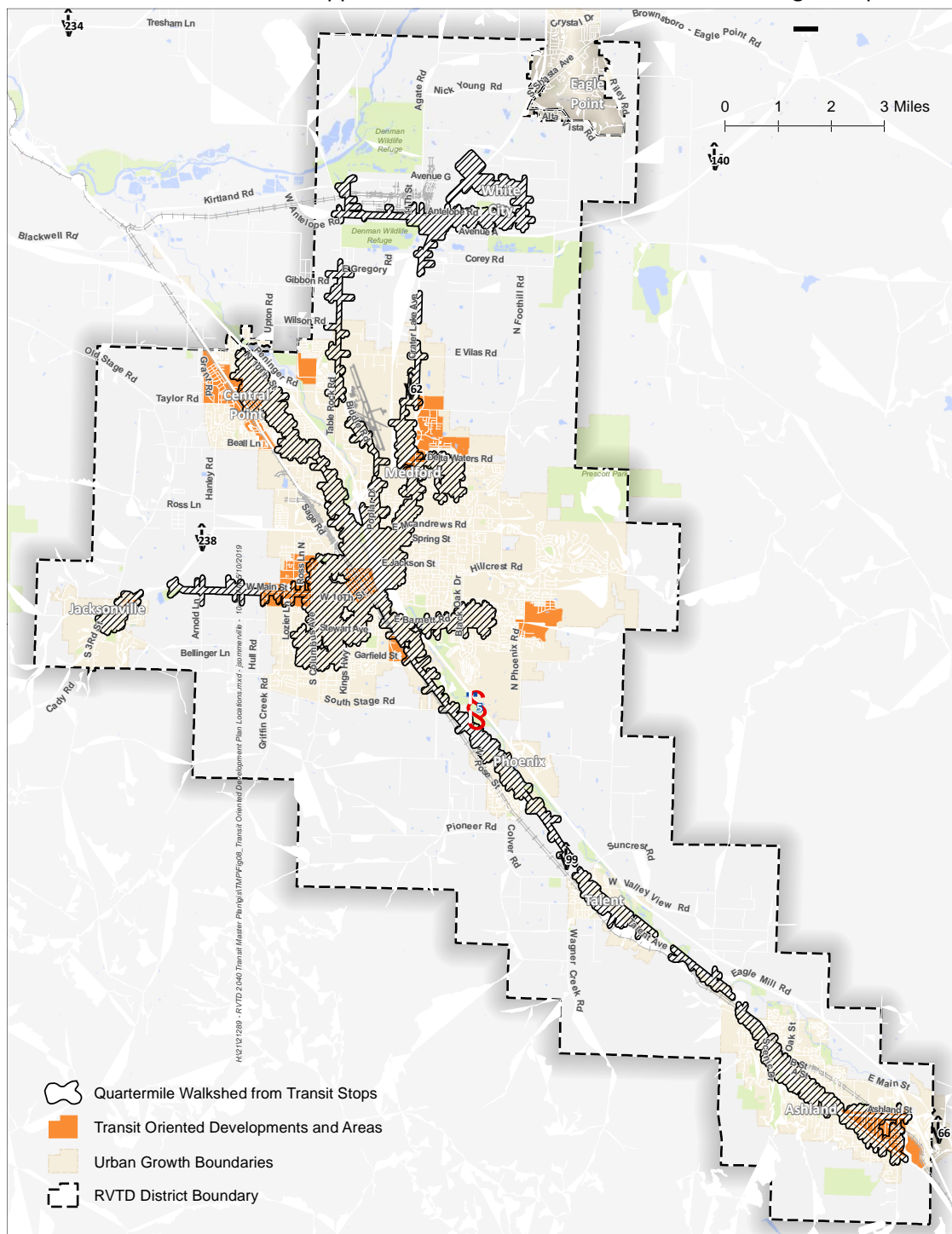


## Land Use & Development Patterns

### Land Use Trends

The Regional Problem Solving (RPS) Plan identified several regionally significant Transit-Oriented Development (TOD) strategies, policies, and promotion strategies in established cities and between urban reserve areas. These policies align with the “Nodal Development” land use modeling scenario in the RPS Plan, which places TOD mixed-use centers in urban reserve areas. The “Committed Densities” strategy from the RPS is expected to help produce a land use pattern in all seven participating jurisdictions that will have transit-supportive residential densities of seven dwelling units per gross acre by the year 2035. In addition, some communities are actively planning for TOD as shown in Figure 26.

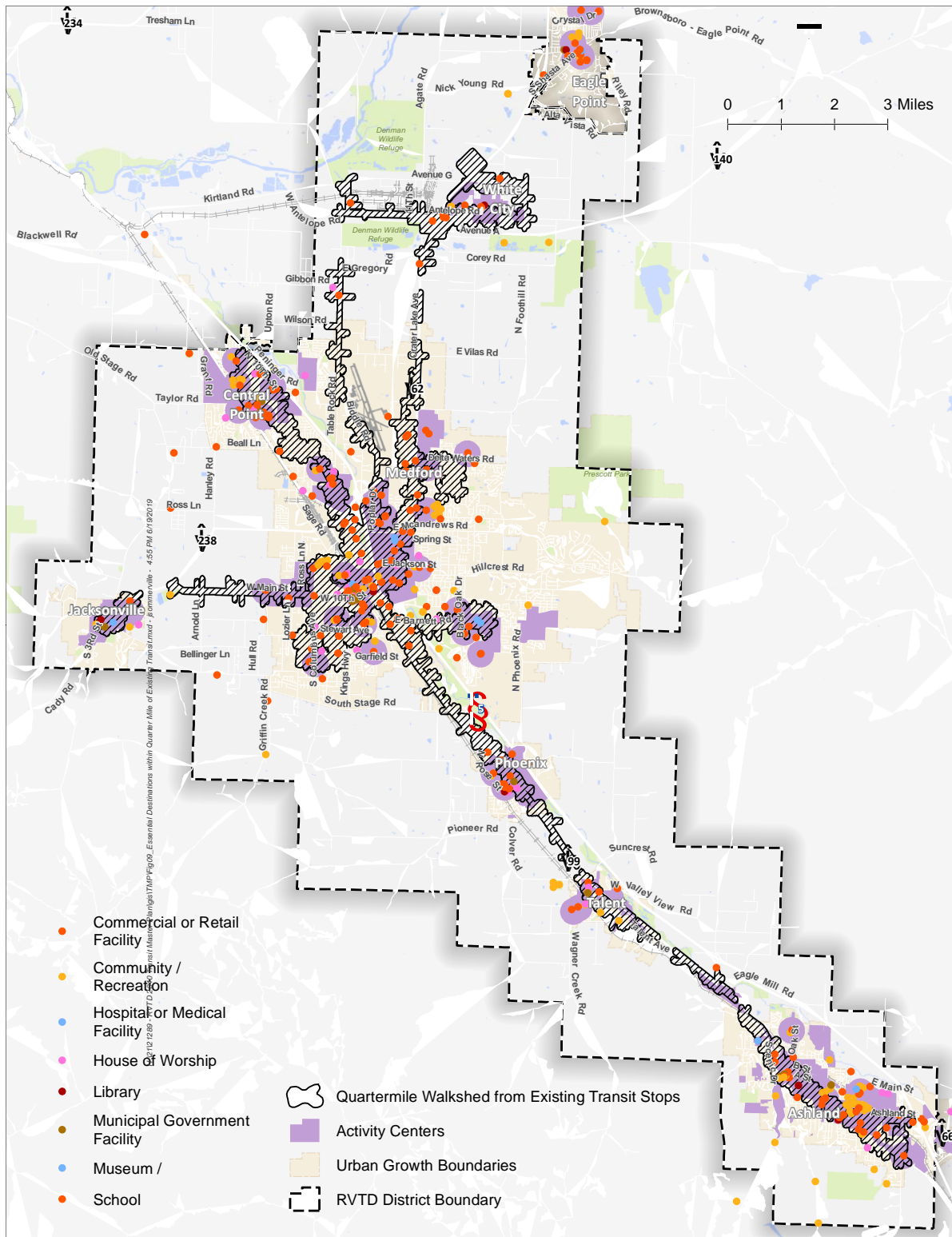
**Figure 26: Transit-Oriented Development Plan Locations**





## Origins and Destinations

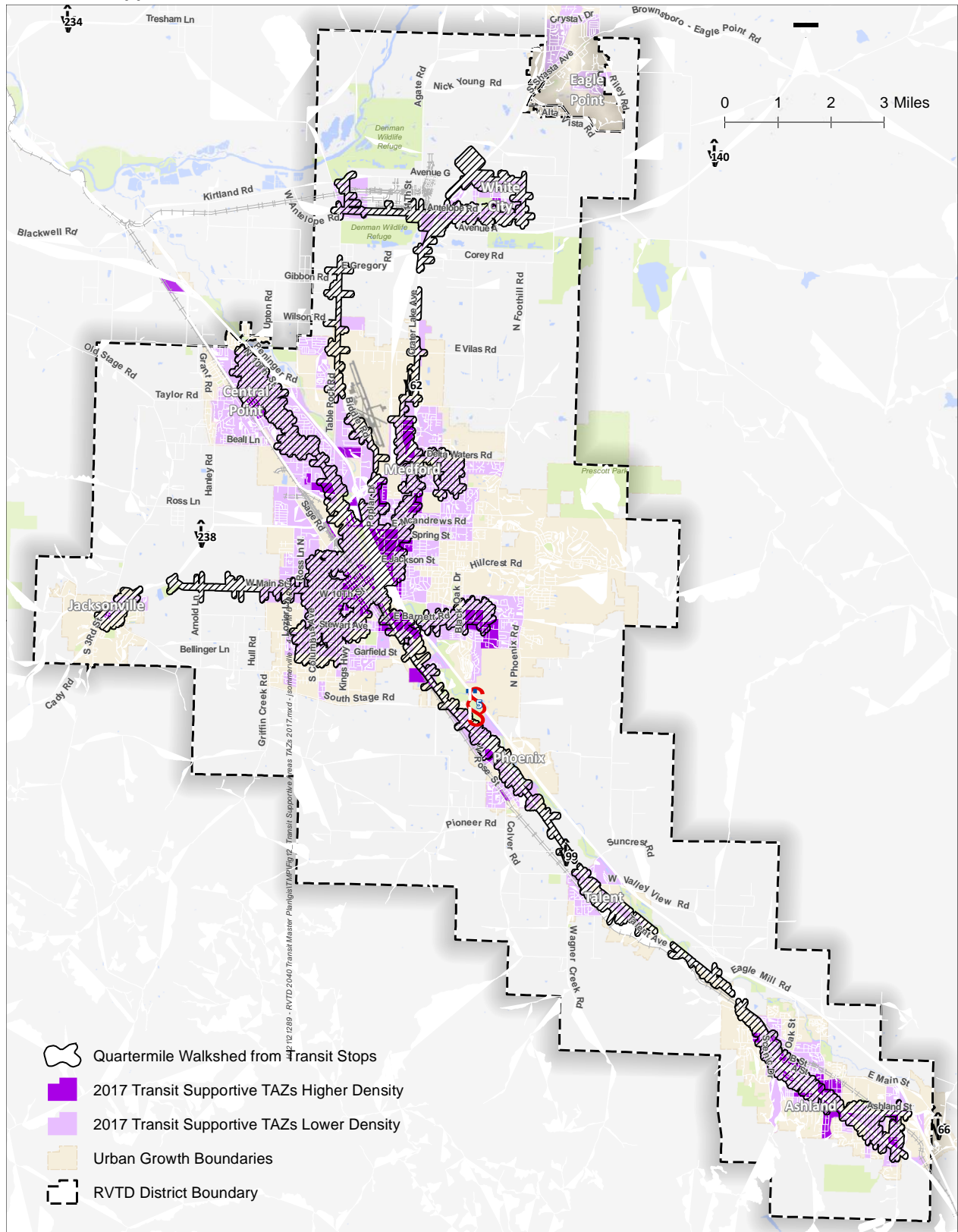
Jackson County provided destination data for various land use types in the Rogue Valley. Figure 27 shows a subset of destinations considered essential to meet people’s daily needs. These include commercial and retail facilities; community and recreation sites; hospitals and medical facilities; houses of worship; libraries; municipal government facilities; museums and attractions; and schools. Figure 27 also indicates Activity Centers provided by the Rogue Valley



Council of Governments. Each incorporated jurisdiction within the RVMPO area defines their own Activity Centers based on their understanding of commercial and employment land uses and a location’s local relevance in the community. Some locations, including portions of southwest White City and south Medford, have several essential destinations outside of the designated activity centers.

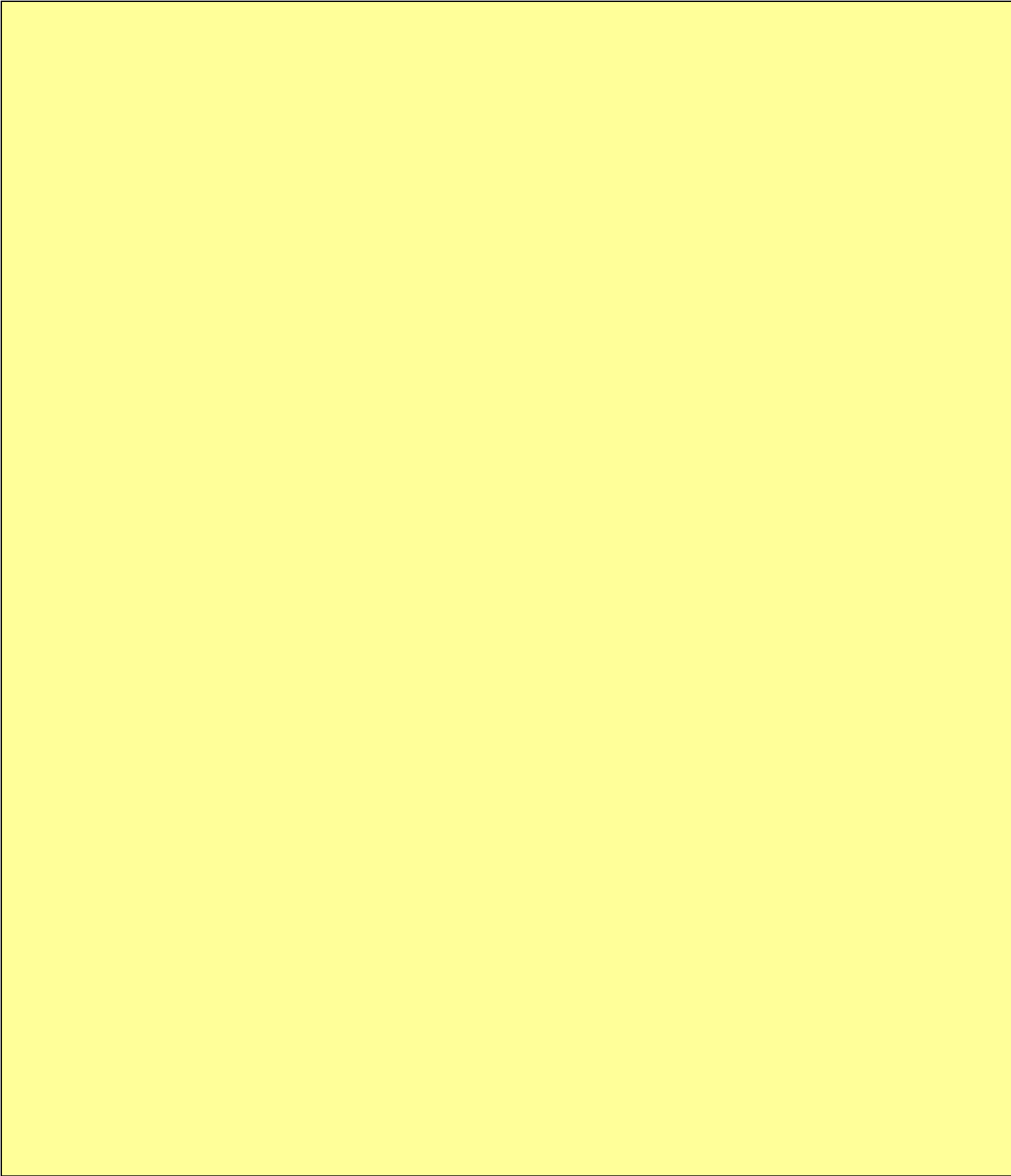
**Figure 27:**  
**Essential**  
**Destinations**  
**within Quarter**  
**Mile of Transit**

**Figure 28: Transit Supportive Areas–2017**



## **Summary of Transportation and Land Use-Related Topics**

The maps provided in this chapter are from the 2040 Transit Master Plan developed in 2017-2019 and is only a portion of the data gathered to determine a short, medium and long-range list of service enhancements. Through this work, RVTD has identified that with the current public transit system it provides service to the majority of transit supportive areas and as the short-range list of projects is realized there will be little gaps in the coverage of transit. However, there continues to be areas that are not be served by transit due to the cost of extending service to areas that have lower densities and limited essential destinations. These areas should be considered for different service types or providers. Recommendations for how to meet these needs are identified in Chapter 5.



# Chapter 5: Recommendations & Goals

Based upon information gathered from Chapters 2-5 the following strategies have been identified to address Jackson County’s transportation needs, barriers and gaps. The 2021-2025 Plan continues with the four broad goals of enhancing public transit, increasing community collaboration to address transportation needs, expanding multimodal choices and coordinating land use development with regional planning with transit. Within each of the four goal areas are objectives, potential projects or strategies and performance measures to monitor progress.

RVTD hosted two focus groups for community agencies, nonprofits and stakeholders in May 2021 to discuss the projects and prioritize them. The table below reflects the feedback received and is completed as follows: orange denotes high priority, yellow denotes medium priority and white denotes low priority.

## 2021-2025 GOALS

1. Enhance Public Transit
2. Increase Community Collaboration and Efficiency of Services
3. Expand Multimodal Choices
4. Support Land Use Designed for ‘All Ages & All Abilities’

**Table 22. UWR 2021-2025 Goals, Objectives and Potential Projects or Strategies**

| Goal       | Objective                             | Potential Project or Strategies  | Priority |
|------------|---------------------------------------|--|----------|
| <b>1.0</b> | <b>Enhance Public Transit</b>         |  |          |
| 1.1        | Address temporal gaps in RVTD service | <ul style="list-style-type: none"> <li>Sustain and expand RVTD frequency of service.</li> <li>Sustain and expand RVTD days of operation.</li> <li>Sustain and expand RVTD hours of operation.</li> <li>Pilot MicroTransit evening service</li> </ul>       | High     |
| 1.2        | Address spatial gaps in RVTD service  | <ul style="list-style-type: none"> <li>Expand RVTD service district to include Eagle Point.</li> <li>Sustain and expand RVTD service to transit supportive areas defined in 2040 plan.</li> <li>Pilot MicroTransit in transit supportive areas.</li> </ul> | Medium   |

| Goal | Objective  | Potential Project or Strategies   | Priority |
|------|--|---|----------|
|      |  | <ul style="list-style-type: none"> <li>• Open Valley Lift capacity to general public.</li> <li>• Sustain and expand RV Connector services throughout County, especially to Upper Rogue and Green Springs areas.</li> <li>• Sustain and Expand JCT Commuter Route 100</li> </ul>   | Low      |
| 1.3  | Increase the available transportation options for “first/last mile” to transit | <ul style="list-style-type: none"> <li>• Sustain and enhance bikeshare (general public)</li> <li>• Sustain and enhance RVTB’s Pedals for Patriots bicycle loan program (targeting Veterans)</li> <li>• Sustain and enhance region’s bicycle retrofit and donation program (general public)</li> <li>• Sustain and enhance RVTB’s Way to Go program</li> <li>• Enhance safe cycling classes toward target populations</li> <li>• Support emergency ride home programs</li> <li>• Explore other micromobility options (such as scooters)</li> <li>• Explore carsharing options</li> <li>• Encourage shared use park and rides</li> </ul>  |          |
| 1.4  | Promote knowledge and ease of use of RVTB’s existing services                  | <ul style="list-style-type: none"> <li>• Expand use of Google Transit, One Bus Away, Transit apps and other trip planning tools.</li> <li>• Sustain and enhance trip planning features on RVTB’s website</li> <li>• Promote apps designed to enable people with disabilities to navigate the transit system</li> <li>• Sustain and enhance text message schedule requests</li> <li>• Adopt text or pop up banner alerts for Valley Lift trips</li> <li>• Sustain trip planning signage at bus stops</li> <li>• Sustain and enhance e-fare and increase access</li> <li>• Continue surveys of RVTB passenger, paratransit passengers and target populations.</li> <li>• Sustain and enhance travel training for individuals, groups and case-workers/human service agencies staff.</li> <li>• Sustain and enhance travel training for paratransit services.</li> <li>• Complete feasibility study for one call/one click center and support recommended steps and actions from study.</li> </ul> |          |

| Goal | Objective  | Potential Project or Strategies   | Priority |
|------|--|---|----------|
|      |  | <ul style="list-style-type: none"> <li>Support and expand free and subsidized bus fare programs.</li> <li>Examine a Valley Lift fare subsidy program.</li> <li>Continue and expand wheelchair strapping for securement on transit vehicles.</li> <li>Pursue the construction of a “Mobility Training Center”, a simulated environment allowing the public to learn how to use transit and for Valley Lift assessments.</li> </ul>   |          |
| 1.5  | Identify transit needs and plan for transportation in community                                    | <ul style="list-style-type: none"> <li>Support RVTB planning projects such as updates to the 2040 Transit Master Plan, United We Ride Plan and other plans that benefit knowledge of target population transportation needs.</li> </ul>   |          |
| 1.6  | Improve on-street infrastructure to enhance the experience of passengers, pedestrians and cyclists | <ul style="list-style-type: none"> <li>Continue to improve comfort and safety of bus stops.</li> <li>Advocate for improved sidewalks and bicycle facilities that are low-stress and comfortable to use.</li> <li>Retrofit facilities that are leading to and part of RVTB bus stops to be in good condition and ADA compliant.</li> <li>Enhance pedestrian safety at intersections and installing high-visibility crosswalks.</li> <li>Explore and build mobility hubs to improve convenience of using multiple modes.</li> <li>Improve wayfinding signs</li> </ul> |          |
| 1.7  | Continue to build community support for RVTB services and public transportation                    | <ul style="list-style-type: none"> <li>Provide forums, focus groups, interview stakeholders on transportation topics</li> <li>Increase social media presence</li> <li>Create new marketing strategies</li> <li>Create an annual Transportation Partnership Inventory. Catalog Transportation Options partnerships across the Rogue Valley and determine level of partnership.</li> <li>Develop an electronic mail list of community supporters and transit users</li> </ul>   |          |

| Goal | Objective  | Potential Project or Strategies   | Priority |
|------|--|---|----------|
|      |  | <ul style="list-style-type: none"> <li>• Work with employers and major destinations (shopping, school, etc.) to complete commute surveys and encourage incentives to provide target populations with convenient ways to access non-auto modes.</li> <li>• Promote events and campaigns (Get There, Go by Bike Month, Go Vets and similar individualized marketing programs, etc.)</li> </ul>  |          |
|      |  |   |          |
| Goal | Objective  | Potential Project or Strategies   | Priority |
| 2.0  | <b>Increase Community Collaboration and Efficiency of Services</b>   |   |          |
| 2.1  | Develop partnerships with non-profits, for-profits and other community organizations to enhance the mobility options beyond what RVTD can or intends to provide. | <ul style="list-style-type: none"> <li>• Educate agencies and stakeholders about the shared vehicle options available in the Rogue Valley and role for expanding service beyond what RVTD can or intends to provide.</li> <li>• Identify and maintain list of vehicles owned by nonprofits, for profits and community organizations.</li> <li>• Facilitate collaboration among agencies to share vehicles and other transportation resources.</li> <li>• Develop and annually update a database of agencies who serve target populations.</li> <li>• Support recommended actions from One Call One Click Feasibility Study.</li> <li>• Recruit volunteer drivers and provide incentives to operate services to niche markets.</li> <li>• Sustain and enhance mileage-reimbursement programs.</li> <li>• Expand understanding and use of the Get There rideshare coordination and trip tracking tool.</li> </ul> |          |
|      |  |   |          |
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|      |  |   |          |
| 2.2  | Expand Rideshare   | <ul style="list-style-type: none"> <li>• Encourage private and public rideshare opportunities prioritizing early and late work shifts, areas beyond RVTD's service and for trips for grocery shopping.</li> <li>• Create specialized shuttles to serve niche markets. These shuttles can address spatial gaps, temporal gaps and trip-type needs.</li> </ul>  |          |
|      |  |   |          |



| Goal | Objective  | Potential Project or Strategies   | Priority |
|------|--|---|----------|
|      |  | <ul style="list-style-type: none"> <li>Encourage the development of more volunteer-based programs for transporting individuals who require door-to-door assistance.</li> <li>Continue to reach out to businesses and neighborhoods not currently served by transit to encourage the development of vanpools and ridesharing.</li> <li>Expand demand response vehicles (currently Spare Labs) to be used in private and public volunteer or mileage reimbursement settings.</li> </ul>   |          |
|      |  |   |          |
|      |  |   |          |
| 2.3  | Leverage funding to support and deliver cost-effective mobility options for target populations | <ul style="list-style-type: none"> <li>Contribute operating support for transportation service providers that offer cost-effective mobility options for the target populations</li> <li>Require programs to use performance metrics and monitor cost-effectiveness in reporting.</li> <li>Prioritize vehicle purchases, donation of vehicles and preventive maintenance on vehicles that will be shared. The exception is RVTD vehicles which are limited from being shared by FTA [Circular 5010.1E (76)]</li> <li>Continue to foster partnerships with CCO's and other organizations to provide destination-specific transportation for their clients and members.</li> </ul> |          |
|      |  |   |          |
|      |  |   |          |
|      |  |   |          |
| 2.4  | Enhance efficiency in delivering transportation services                                       | <ul style="list-style-type: none"> <li>Support technology applications that enable trip-level coordination and improve cost-effectiveness</li> <li>Sustain and enhance paratransit software and trip planning options.</li> <li>Consider battery electric vehicle propulsion and alternative fuels when purchasing vehicles.</li> <li>Support and enhance administrative and preventive maintenance functions within and adjacent to the Translink/Valley Lift facility to gain efficiencies in daily operations.</li> </ul>  |          |
|      |  |   |          |
|      |  |   |          |
|      |  |   |          |

| Goal | Objective   | Potential Project or Strategies   | Priority  |
|------|---|---|---|
| 3.0  | <b>Expand Multi-modal Choices</b>   |   |   |
| 3.1  | Address hard-to-meet transportation needs with efficient, affordable and customized solutions | <ul style="list-style-type: none"> <li>• Distribute safe bicycle route information.</li> <li>• Support efforts to gather information from target populations on ways to improve bicycle and pedestrian connections.</li> <li>• Continue work to identify solutions to the 'food gap' by providing affordable ways to access healthy foods in rural parts of County and 'food desert' neighborhoods.</li> <li>• Enlist at least one new employer or affordable housing site into a bus pass program each year.</li> <li>• Explore opportunities to partner with for-hire transportation companies for first mile/last mile connections.</li> <li>• Monitor usage of mobility management programs and periodically evaluate need for changes. Underutilized and duplicative programs could be targets for improvement to make them more useful to the target audience, to focus on awareness and marketing, and/or to eliminate and use resources elsewhere.</li> <li>• Promote ability to provide travel training and other programs in Spanish.</li> <li>• Prepare emergency response and recovery plan for older adults and people with disabilities.</li> </ul> | <div></div> <div></div> <div></div> <div></div> <div></div> <div></div> <div></div> <div></div> <div></div> |
| 3.2  | Enhance Collaboration and Partnerships  | <ul style="list-style-type: none"> <li>• Continue to explore new partners, such as walking and biking advocacy groups and major employers.</li> <li>• Reach out to new target audiences (e.g., minority populations, youth), not just the commuting public.</li> <li>• Provide long-term/secure bicycle parking at private and public locations.</li> <li>• Work with other City governments to create Open Streets events throughout the Rogue Valley.</li> </ul>  | <div></div> <div></div> <div></div> <div></div>   |

| Goal | Objective   | Potential Project or Strategies   | Priority |
|------|---|---|----------|
|      |   | <ul style="list-style-type: none"> <li>Continue United Way's transportation impact committee to further the mobility management program and further priority projects.</li> </ul>   |          |
| Goal | Objective   | Potential Project or Strategies   | Priority |
| 4.0  | <b>Support Land Use Designed for 'All Ages &amp; All Abilities'</b>   |   |          |
| 4.1  | Promote livable design to major developers in region.   | <ul style="list-style-type: none"> <li>Promote benefits of low-stress paths.</li> <li>Promote connectivity to nearby grocery markets.</li> <li>Promote housing for older adults and people with disabilities.</li> <li>Promote affordable housing.</li> <li>Promote higher densities near transit.</li> <li>Promote minimizing parking spaces, better parking management and parking cash-out or incentives to reduce cost of parking.</li> </ul>                                   |          |
| 4.2  | Support planning and land development policies that promote livable, walkable, and aging-friendly communities | <ul style="list-style-type: none"> <li>Encourage human service agencies, education institutions and large employers to locate near existing transit service.</li> <li>Encourage cities to locate parks and special attractors near existing transit service.</li> <li>Identify recreation opportunities for people with disabilities.</li> <li>Encourage city and county planners to consider the RVTD service footprint while promoting TOD policies.</li> </ul>                   |          |
| 4.3  | Educate stakeholders about All Ages & All Abilities   | <ul style="list-style-type: none"> <li>Use various formats, including forums hosted by the mobility manager.</li> <li>Include in social media, newsletters and other outreach.</li> <li>Conduct research on the true costs of not building for All Ages &amp; All Abilities to demonstrate economic benefits.</li> <li>Engender support from agencies and stakeholders around those planning initiatives that will promote increased mobility of the target populations.</li> </ul> |          |