



Rogue Valley Transportation District

From the Desk of Paige West, Senior Planner

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Visit our website at: www.rvtd.org

Date: 1/18/2024
To: RVTD Board of Directors
CC: Julie Brown, RVTD General Manager
From: Paige West, RVTD Planning and Strategic Programs Manager
RE: Upcoming Spring Service Changes

Chair Moro and Board Members,

Over these past several months RVTD's Planning Department has been analyzing service changes and would like to propose three modifications to take place March 31, 2024. A public hearing will be held at the February 28, 2024 meeting and after the hearing the Board will be asked to consider and approve these changes.

In September 2023 RVTD hired several drivers to alleviate possible service cuts from absences such as holiday vacations, illness, FMLA and workers compensation. The hiring of these drivers provided a needed 'cushion' during that time but we are now ready to put the new hires behind the wheel of new service. Staff has also used schedule adherence data, onboard passenger surveys, intercept surveys at bus stops, passenger activity data at the stop level and had several internal and external discussions since August of last year to prepare these recommendations.

More information will be available in a presentation at the upcoming Board meeting. Here are the highlights:

Bringing Back Pre-COVID Service

In the spring of 2020 RVTD made several service cuts due to driver shortages caused by the pandemic. RVTD has two routes that are still running on the COVID schedule and we are eager to bring the Route 27 back to full service. The Route 27 is a crosstown route that connects with 8 routes in Medford. RVTD started this route at 30-minute service providing convenient transfers to the rest of the system. It has been operating since 2020 on 60-minute service and while growing in ridership does not provide convenient service for our passengers. The Route 27 is a Title VI route, meaning we identify this route as having the highest population of Latinos using the service and 42% of passengers earn less than \$10,000. RVTD is proposing to move this route back to 30-minute service and slightly adjust the schedule for better on-time performance.

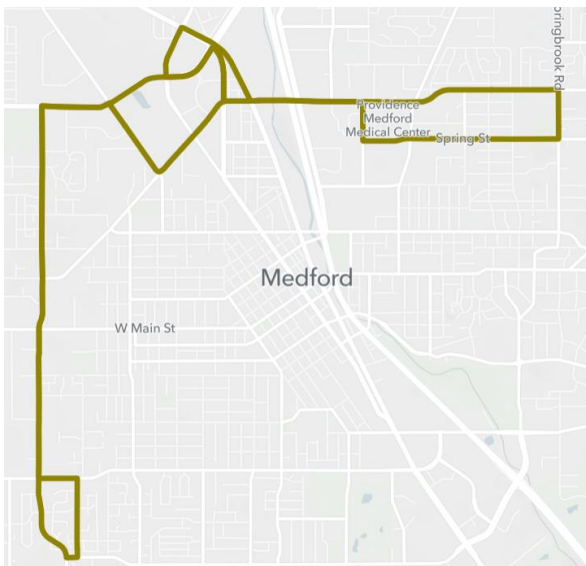
Modifying Route 21 and 61

These two routes have been in service for a number of years and are ready for a revamp. The Route 21 which serves the Poplar Square area in north Medford has severe schedule adherence issues, arriving back at Front Street Station on time only 72% of the time. The route runs every hour and is complimented by the Route 61 which travels the same streets going to and from White City. This provides the area with 30-minute service using two different routes.

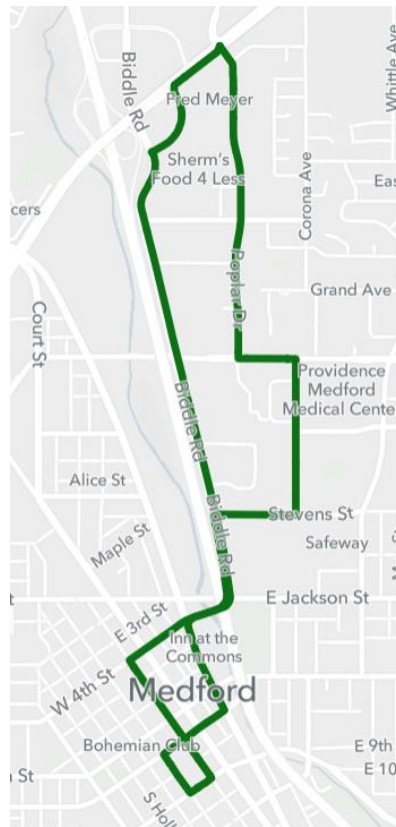
RVTD is proposing to change Route 21 to a 40-minute schedule but using 2 buses giving the area 20-minute service on a single route. Extending the runtime from 30 to 40 minutes allows us to build extra time into the schedule for increased reliability for passengers and decreased driver anxiety. The Route 21 area has the highest ridership after Route 10, 40 and 60 and this would be a great enhancement for the passengers it serves.

The Route 61 has similar challenges with schedule adherence but more importantly, very low ridership north of Hwy 62. In fact, 74% of the Route 61 trips occur in the Route 21 area. This is consistent with our recent onboard survey on the Route 61 where 67% of passengers reported they were “staying in Medford for the start and end of their trip.” Therefore we are proposing to make the Route 61 a commuter route running 7 trips per day instead of the current 15. While this is a service decrease it provides greater efficiencies. By limiting the stops and skipping the Route 21 area we are also able to add Amy’s Kitchen as a bus stop. Staff have been in conversations with RCC, Amy’s Kitchen and Carestream to understand their shifts and class times and the schedule we are proposing provides very good coverage. We also have passenger activity data for the RCC Table Rock Campus showing us boards and alights to ensure we are serving them at the highest activity times.

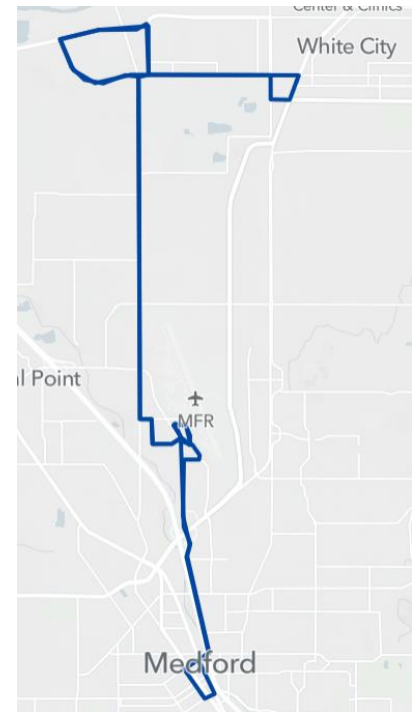
The following are maps of the three routes, The Route 61 is the proposed new route alignment.



Route 27 Crosstown



Route 21



Route 61

A full system map that is interactive and shows all of RVTD’s routes can be found at www.rvtd.org under Maps & Schedules >>>Interactive Route Map.