LTD COA

2023 Origin and Destination Study

January 2024

NELSON NYGAARD

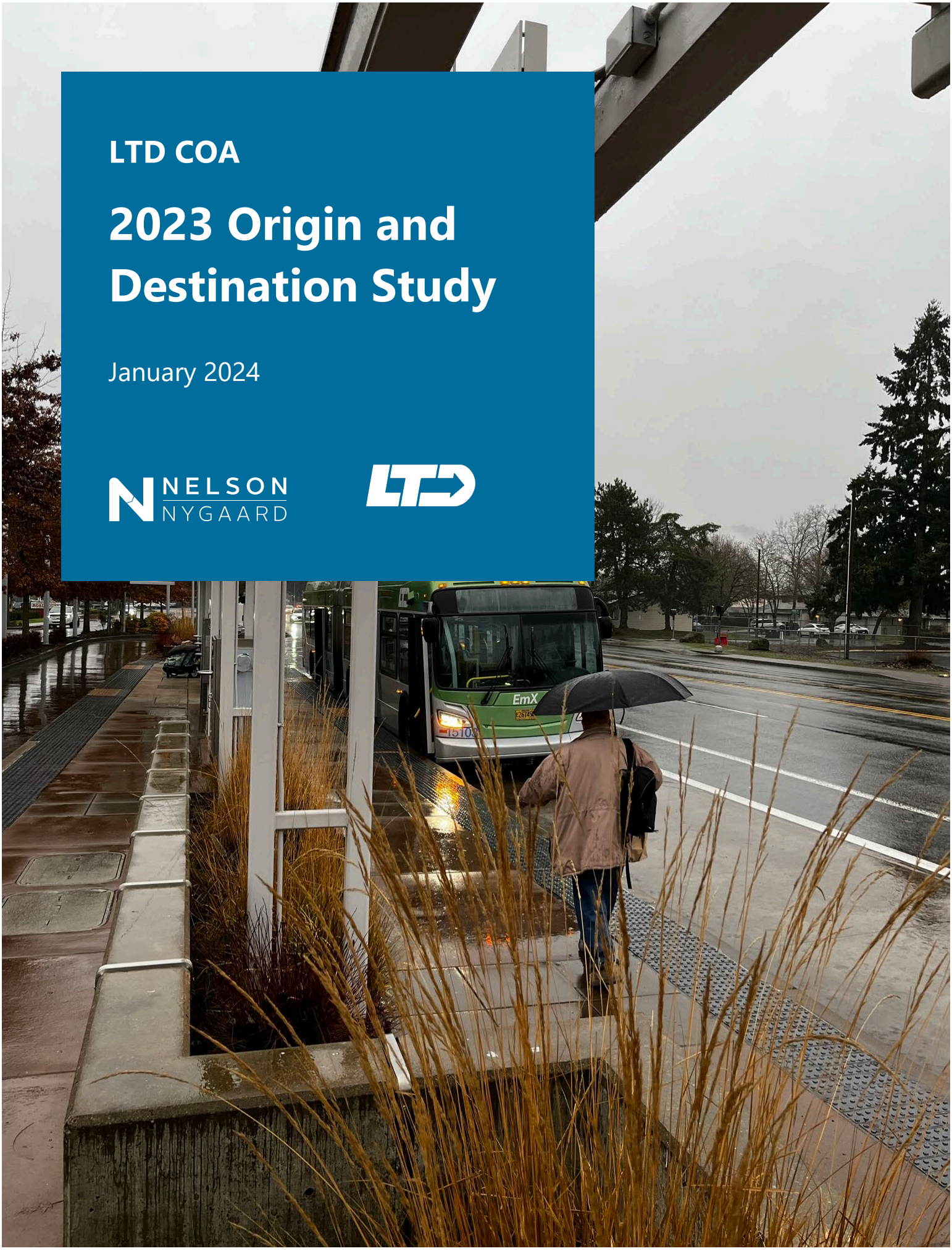


Table of Contents

Table of Figures

1 INTRODUCTION

A survey of passengers on LTD's fixed routes, including EmX, was conducted between October 14, 2023, and November 1, 2023. Surveyors boarded selected bus runs and provided self-administered questionnaires to riders. A total of 2,401 completed surveys were collected. The detailed data collection methodology and results are discussed in more detail below.

SURVEY METHODOLOGY

The on-board survey was administered to riders using a random sampling of LTD's fixed route and EmX runs. For the purposes of this report, a run is defined as a bus's journey from where the route begins to where the route terminates. This is not to be confused with trips, which are defined for this report as a passenger's journey from their origin to their destination. The sample of runs surveyed was selected in the following manner:

- A list of all bus runs was separated into three day-types: Weekdays, Saturday, and Sunday. The runs for each day type were grouped by time of day (before 8:30 am, 8:30 am – 4 pm, 4 pm - 6pm, and after 6 pm).
- Each run was assigned a random number using an Excel formula, then sorted according to that random number from lowest to highest. The total number of runs within each subgroup was divided by 10 to determine the number of runs to include for a 10% sample (starting from the top of the sorted list and counting down).
- This exercise was repeated for the appropriate day types to complete random samples that resulted in a plan to survey 326 weekday runs, 192 Saturday runs, and 187 Sunday runs.
- The weekday, Saturday and Sunday runs to be surveyed were then converted into daily surveyor schedules and a staffing agency was used to recruit surveyors for both weekend and weekday shifts. Due to staffing availability, more surveyors were available on weekdays than weekends.
- This process resulted in a survey plan that split weekend surveying over two weekends. Weekend surveying was conducted on October 14-15, 2023, and again on October 28-29, 2023. Surveys were not conducted on October 21-22, 2023 due to the University of Oregon football game that took place in Eugene on October 22, 2023.

- Weekday surveying took place on three days: October 30-31, 2023 and November 1, 2023.
- Final sampling was based on the method of the 2019 study, where schedules were created from LTD schedule blocks, only weekdays were stratified into AM Peak (4 am - 8:30 am), Mid-day (8:30 am – 4 pm), PM Peak (4 pm – 6 pm) and Night (after 6 pm). EmX runs were stratified separately from other runs to ensure a complete sample of EmX schedule blocks.

Questionnaire

The questionnaire was developed based on the 2019 survey, but with revisions identified in collaboration with LTD staff. Changes from the 2019 survey included asking riders about the transit improvements they would like to see most, instead of asking them to rate how their needs are met. Following the revisions, the questionnaire was then translated into Spanish. The survey questionnaires are available in the Appendix.

Survey data collection

Surveyors rode the designated buses during the time periods shown on each surveyor's daily schedule and were instructed to distribute a questionnaire to each passenger boarding the bus during the selected runs. The surveyors were allowed discretion in determining whether to administer surveys to riders appearing to be under the age of 16 or individuals that were sleeping, otherwise encumbered, or appeared to pose a threat to the safety of the surveyor or others. Pencils were provided, and a limited number of clipboards were also available to assist riders completing the survey. Surveyors wore high visibility vests provided by LTD and nametags showing that their purpose was to conduct an onboard passenger survey.

All riders were offered a questionnaire in English by default. Surveyors gave Spanish language questionnaires to riders that preferred to take the survey in Spanish. Riders were asked to complete the questionnaire and return it to the surveyor before leaving the bus. Those unable to complete the questionnaire in time were asked to give the completed survey to their next bus driver or turn it in to Customer Service at Eugene Station, where a box was placed to receive them.

Riders who had already completed the survey on a previous ride were asked to fill out only questions 1-19 to provide origin/destination information for this additional trip. As a result, there were two types of responses – complete form for those completing it for the first time, and partial forms for those completing it for the second or subsequent times.

Response rate

Survey team members were trained to record the time they administered each surveyed run. The times recorded on each survey was then used to assign that particular survey to the run that was surveyed.

A total of 705 LTD runs were surveyed. Of these, 659 (93%) were on fixed routes and 46 (7%) were on EmX.

Surveyors collected 2,401 surveys, 1887 (79%) of which were from fixed route runs and 514 (21%) were on EmX runs. Due to human error during data collection, 68 responses were unable to be associated with their corresponding fixed route or EmX run.

Of the 2,401 returned surveys, 86 (3.6%) indicated that the respondent had previously completed the questionnaire for an earlier trip.

Questionnaires completed in Spanish represented just 0.9% of those returned.

Analysis

The sampling methodology was designed to capture a purely random sample of 10 percent of LTD riders across the following four stratifications:

1. Riders of each of LTD's EmX and fixed routes
2. Saturday, Sunday, and weekday riders
3. Weekday AM, mid-day, PM, and evening riders
4. Inbound and Outbound trips

The goal was to collect data from a 10 percent sample of LTD's average daily ridership to inform this study and provide a means of comparison against LTD's earlier origin-destination studies. A 10 percent sample, based on the latest available ridership data for the study period (reflecting February 2023 ridership), required a minimum of 2,073 responses. A total of 2,401 responses were collected for this study, reflecting a data sample of 11.6 percent of LTD's anticipated ridership.

As in previous studies, expansion factors were used for each of the four stratifications to correct for any under- and over-sampling and to provide results that can be compared to previous studies. Factors were developed by LTD staff and applied to each response in a way that allowed for efficient categorical analyses reflective of LTD's full ridership. The complete datasets including the expansion factors are provided to LTD with all electronic products of this study.

Figure 1 Tally of Responses by Sample Stratification

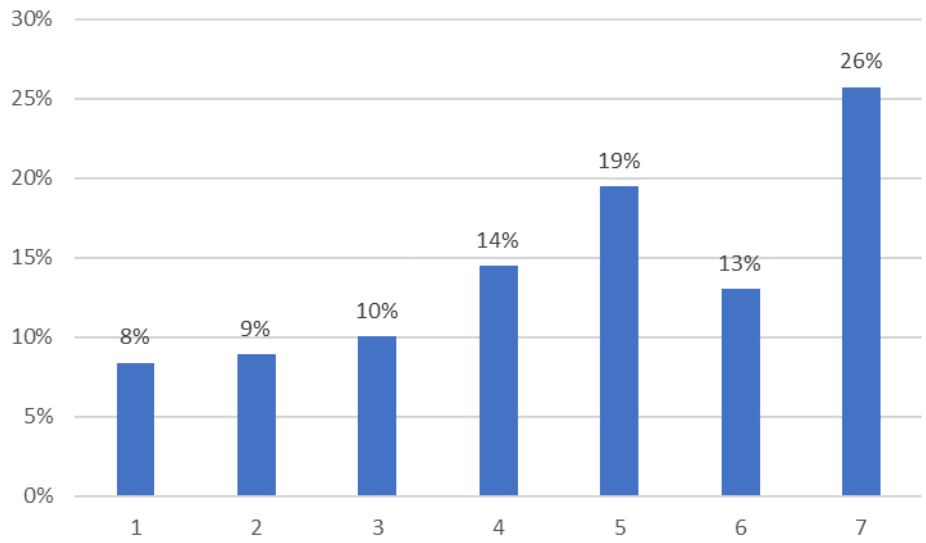
	Time of Day							
	Day/Time Unknown	Saturday	Sunday	Weekday AM	Weekday Mid-day	Weekday Night	Weekday PM	Total
Route No.								
1	0	2	8	1	5	0	0	16
11	0	85	74	5	0	3	0	167
12	0	11	36	0	36	0	0	83
13	0	69	26	19	5	28	9	156
17	0	1	11	0	25	1	0	38
18	0	10	9	0	20	2	0	41
24	0	38	42	19	24	2	0	125
28	0	47	26	12	19	6	0	110
33	0	0	0	1	4	0	0	5
36	0	24	13	11	26	5	10	89
40	0	30	18	22	47	0	0	117
41	0	47	31	4	43	5	2	132
51	0	17	37	0	6	7	0	67
52	0	6	8	1	9	0	10	34
55	0	0	0	19	4	0	2	25
66	0	49	53	16	35	9	15	177
67	0	47	23	10	23	6	17	126
79	0	0	0	0	58	14	42	114
81	0	21	0	0	7	5	0	33
82	0	0	0	0	50	0	3	53
85	0	0	0	6	11	0	0	17
91	0	4	0	0	0	1	0	5
92	0	2	0	14	1	0	0	17
93	0	3	2	0	0	0	0	5
95	0	10	0	8	4	0	0	22
96	0	3	0	10	0	0	0	13
98	0	12	11	0	0	2	7	32
103	0	132	24	57	122	43	76	454
104	0	0	0	0	39	0	21	60
.	67	0	0	0	0	1	0	68
Total	67	670	452	235	623	140	214	2,401

2 FREQUENCY OF USE

The following sections describe LTD's ridership based on the responses to the 2023 passenger survey.

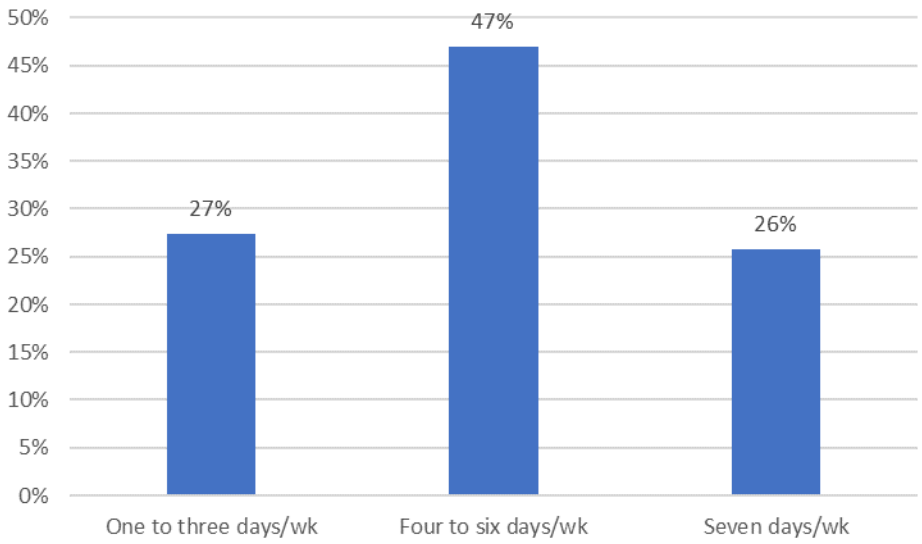
RIDER FREQUENCY SEGMENTS

Figure 2 Frequency of Using LTD (days per week)



Most riders (58%) in 2023 use LTD five or more days per week (Figure 2). Those that ride seven days per week comprise 26% of riders. Those riding LTD only once or twice per week accounted for 8% and 9% respectively.

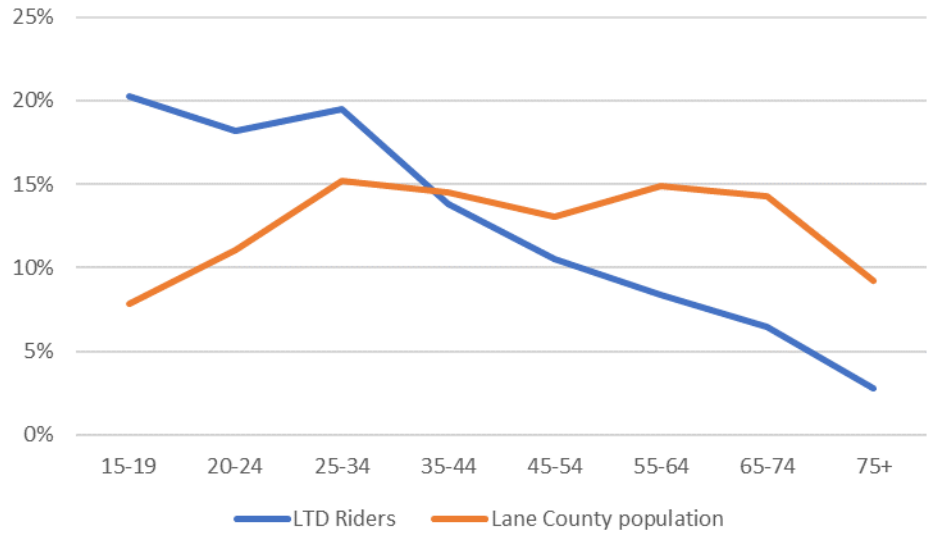
Figure 3 Defining the Rider Frequency Segments



Rider frequency segments were used throughout this report to categorize riders into three groups (Figure 3): those who ride occasionally (one to three days per week, 27%), those who ride regularly (four to six days per week, 47%), and those who ride every day (26%). Some of the figures later in this report examine how responses compare among these three rider frequency segments by riders' demographics, travel profile, and attitudes.

3 DEMOGRAPHICS

Figure 4 Age of riders and Lane County population!

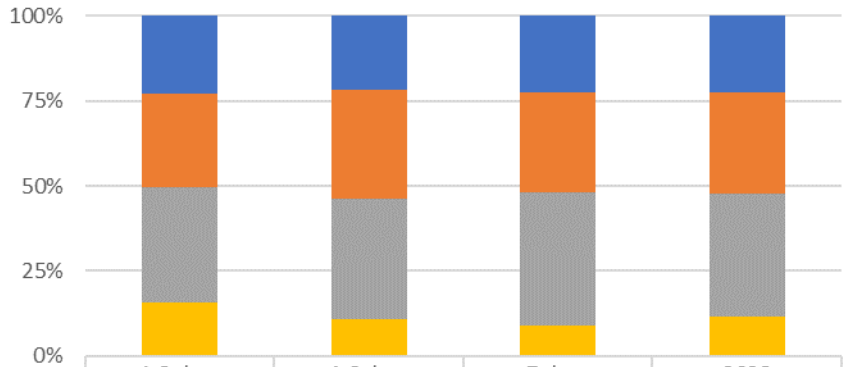


A comparison of the age distribution of the population 15 years of age and over of Lane County[1], with the age distribution of LTD riders in 2023, provides the following observations (Figure 4):

- The proportion of riders between the ages of 15 and 44 is greater than among the general population.
- The percentage of riders over the age of 44 is smaller than among the general population.

[1] American Community Survey, US Census Bureau, 2018-2022 5-Year Estimates for Lane County, Oregon.

Figure 5 Age by frequency segments!

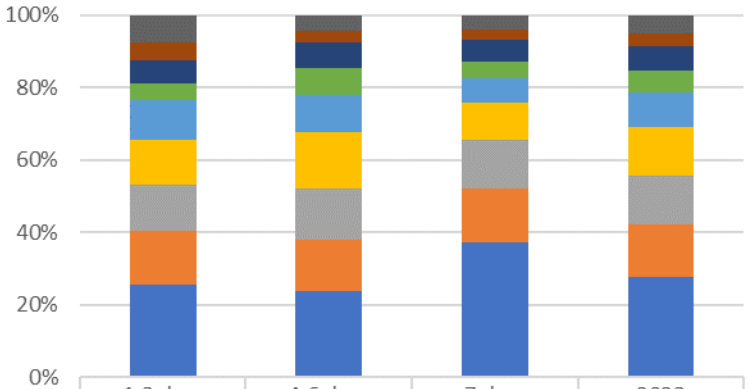


	1-3 days	4-6 days	7 days	2023
Under 20	23%	22%	23%	22%
20-30	27%	32%	29%	30%
31-60	34%	35%	39%	36%
Over 60	16%	11%	9%	12%

Like several figures in this report, data are stratified by rider frequency segments and compared to the 2023 survey data as a whole.

Riders are categorized into age groups of under 20, 20 to 30, 31 to 60, and over 60 (Figure 5). Those under 30 comprise 50% or more of riders across all three frequency segments and in 2023. Those aged 31 to 60 comprise over a third of riders across the frequency segments and in 2023.

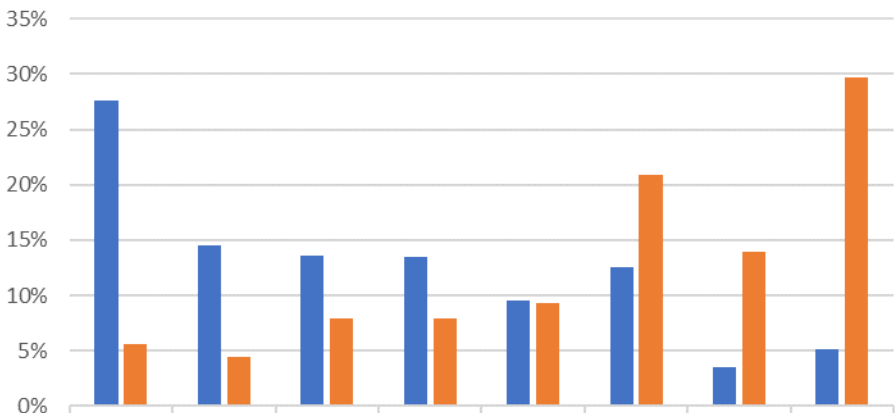
Figure 6 Household income by frequency segments



	1-3 days	4-6 days	7 days	2023
$100,000 or more	7%	4%	4%	5%
$75,000 to $99,999	5%	3%	3%	4%
$55,000 to $74,999	6%	7%	6%	7%
$45,000 to $54,999	5%	8%	4%	6%
$35,000 to $44,999	11%	10%	7%	10%
$25,000 to $34,999	12%	16%	10%	13%
$15,000 to $24,999	13%	14%	13%	14%
$10,000 to $14,999	15%	14%	15%	14%
Less than $10,000	26%	24%	37%	28%

LTD riders with a household income less than $10,000 are the highest proportion of riders across the three frequency segments and in 2023, and they comprise over a third of riders who ride every day (Figure 6). Every ridership frequency group includes a majority with household incomes of less than $25,000.

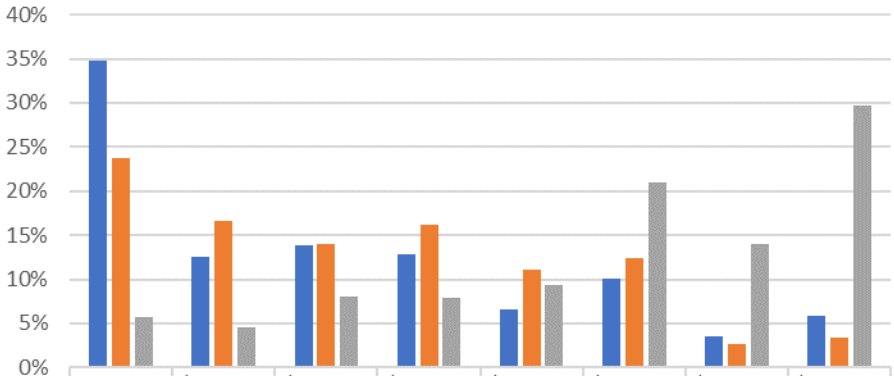
Figure 7 Household of riders and the Lane County population



	Less than $10,000	$10,000-$14,999	$15,000-$24,999	$25,000-$34,999	$35,000-$44,999	$45,000-$74,999	$75,000-$99,999	$100,000 or more
2023	28%	14%	14%	13%	10%	13%	4%	5%
Lane County households (ACS, 2022)	6%	5%	8%	8%	9%	21%	14%	30%

The household income of riders is below the general Lane County population with more riders in the lower income categories and fewer riders in the higher income categories than the general population (Figure 7). Riders with incomes less than $10,000 comprise 28% of riders compared to 6% of the Lane County population.

Figure 8 Incomes of student and non-student households

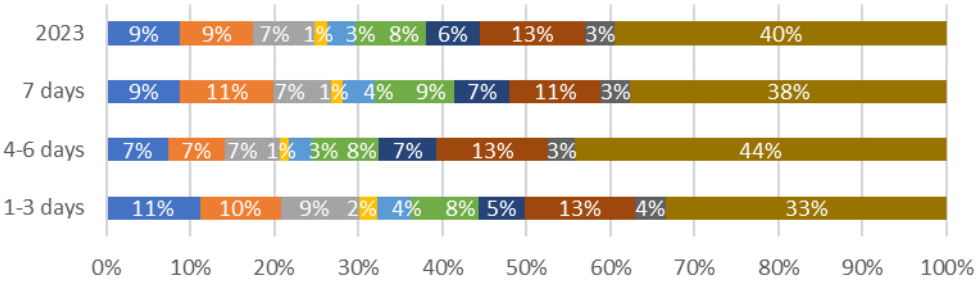


	Less than $10,000	$10,000-$14,999	$15,000-$24,999	$25,000-$34,999	$35,000-$44,999	$45,000-$74,999	$75,000-$99,999	$100,000 or more
Student riders 20 and older	35%	13%	14%	13%	7%	10%	3%	6%
Non-student riders 20 and older	24%	17%	14%	16%	11%	12%	3%	3%
Lane County households (ACS, 2022)	6%	5%	8%	8%	9%	21%	14%	30%

Student riders report lower household incomes than non-student riders (Figure 8), but the proportion of riders with an income less than $15,000 is similar in both groups (48% of students and 41% of non-students, compared to 11% in Lane County). Therefore, the low

income of the ridership cannot be attributed directly to the large number of student riders based on these data alone.

Figure 9 Employment and student trips by frequency segment



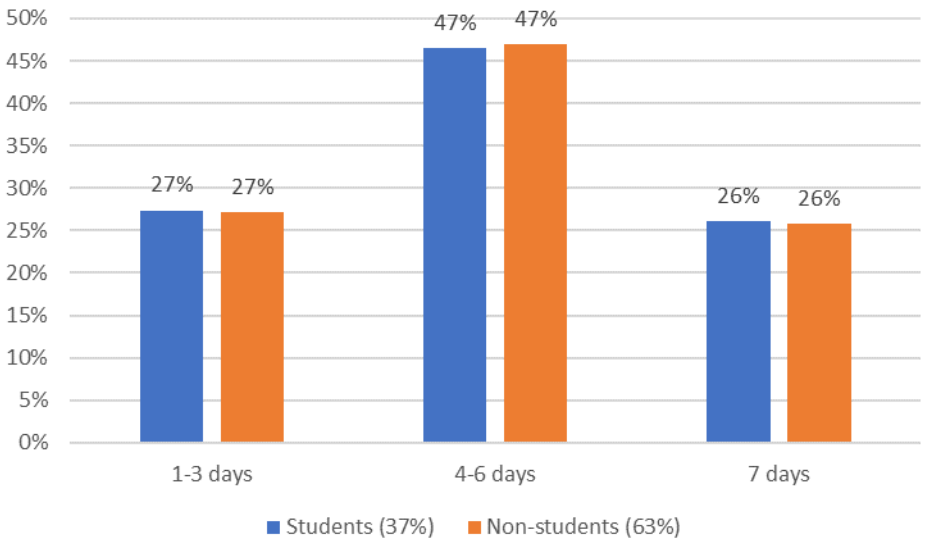
	1-3 days	4-6 days	7 days	2023
Disabled	11%	7%	9%	9%
Unemployed	10%	7%	11%	9%
Retired	9%	7%	7%	7%
Homemaker	2%	1%	1%	1%
Other student	4%	3%	4%	3%
MS/HS student	8%	8%	9%	8%
LCC student	5%	7%	7%	6%
UO student	13%	13%	11%	13%
Employed at home	4%	3%	3%	3%
Work outside home	33%	44%	38%	40%

Most riders (73%) are either employed or a student (Figure 9). Of all riders:

- 26% are neither employed nor a student.
- 30% are students.
- 43% are employed.

The 4–6-day group includes the highest proportion of riders that are employed (44%), while the 1–3-day group includes the lowest proportion (33%).

Figure 10 Student status and riding frequency



The proportion of student and non-student rides are roughly equivalent across the frequency groups (Figure 10). The 4–6-day group contains the largest proportion of student and non-student riders, 47%, respectively.

Figure 11 Student status among riders

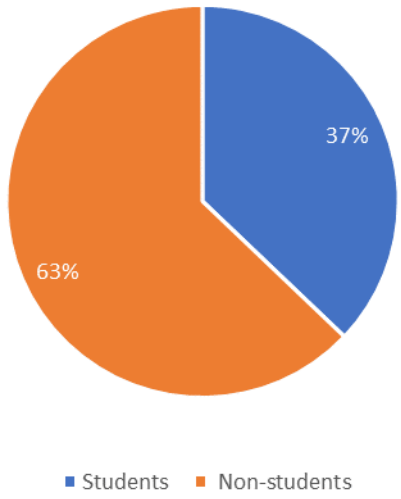
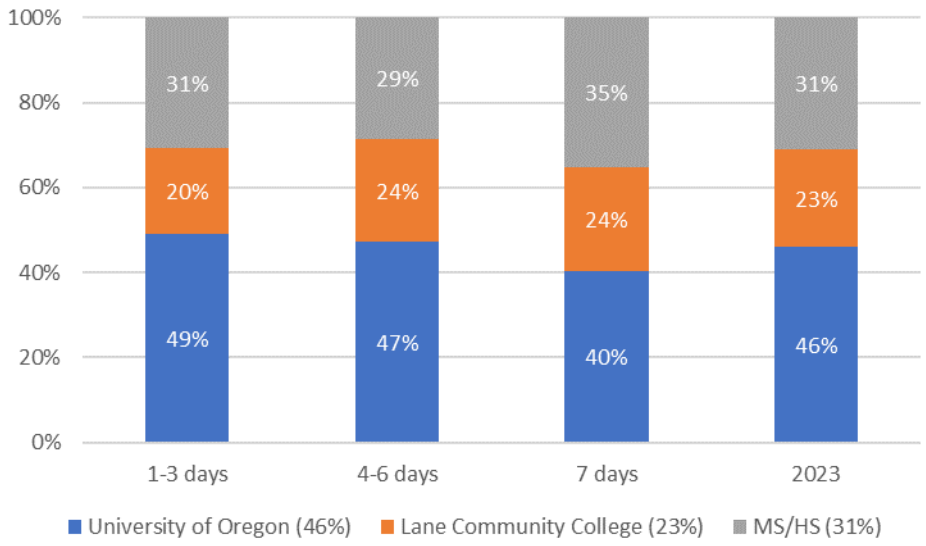
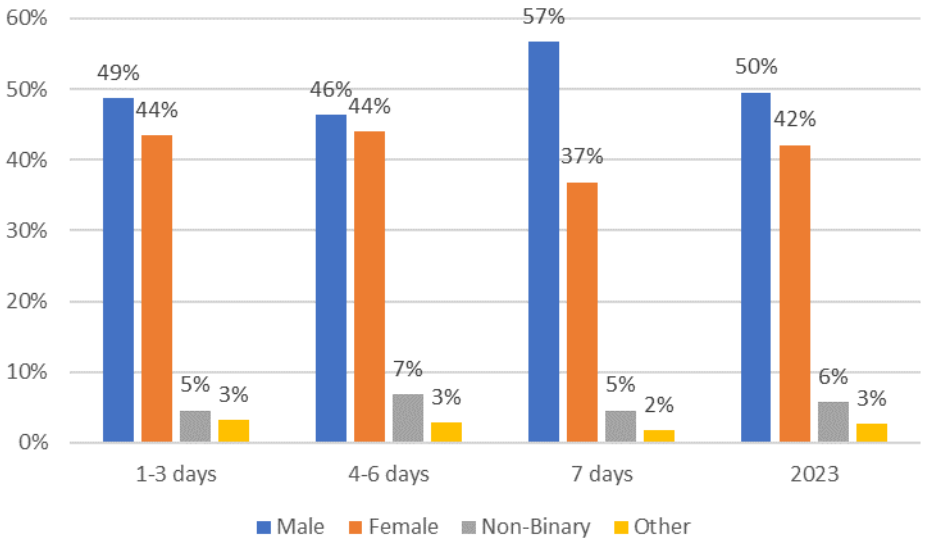


Figure 12 Student rides by school



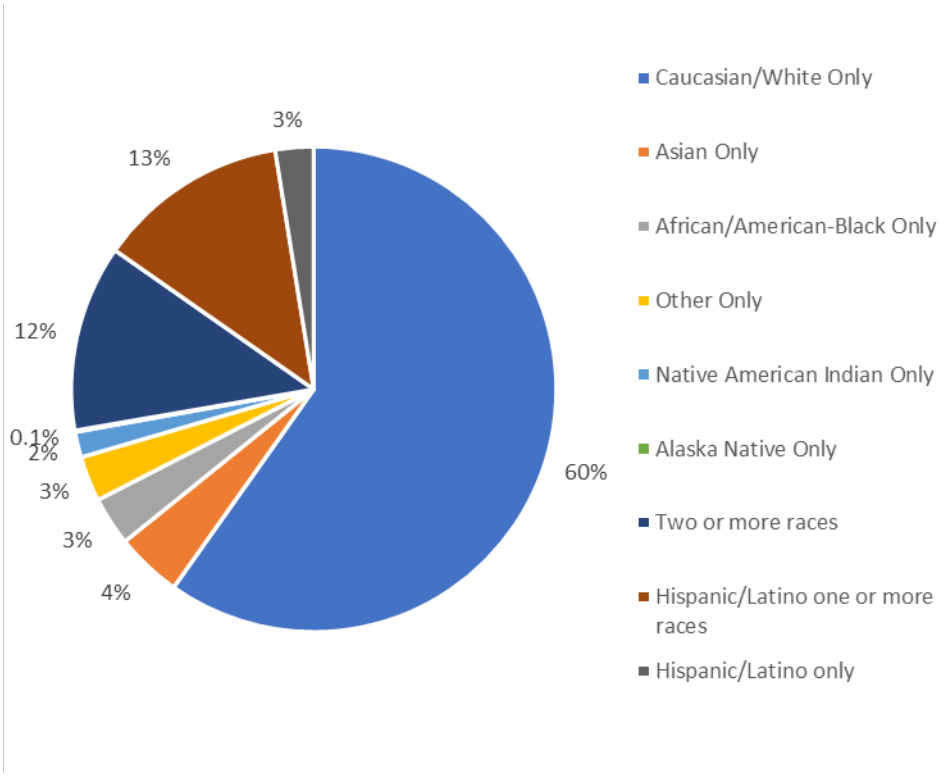
The employment/student status question allowed respondents to mark whether they are a Middle/High School student, UO student, or LCC student. Over a third of riders in 2023 are students (Figure 11). About half (46%) of student riders are University of Oregon students, who comprise the largest share of student riders for all frequency groups (Figure 12). The proportion of Middle/High School students is the highest among students who ride every day, whereas almost half of University of Oregon students ride 1-3 days. LCC students comprise the smallest share of student riders, and the largest share of these students ride 4-6 or 7 days.

Figure 13 Gender by frequency segments



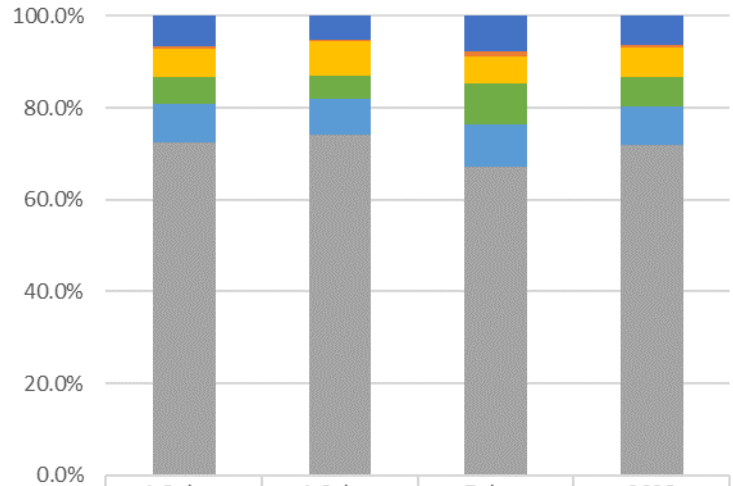
The percentages of riders that identify as male, female, non-binary, or other are presented (Figure 13). Males make up the largest proportion of riders within each frequency group as well as the largest share of riders overall. The discrepancy between the proportion of males and females is greatest (20%) among the 7-day riders and least (2%) among 4–6-day riders. The highest proportion of males are 7-day riders, whereas the lowest proportion of females are 7-day riders.

Figure 14 Race and Hispanic ethnicity



The identity of riders in terms of race and Hispanic/Latino ethnicity in 2023 is reported. (Figure 14). Most riders identify as Caucasian/White only (60%). Respondents claiming Hispanic or Latino descent represent the second largest group (16%). Those identifying as two or more races represent the third largest group (12%).

Figure 15 Race by frequency segments

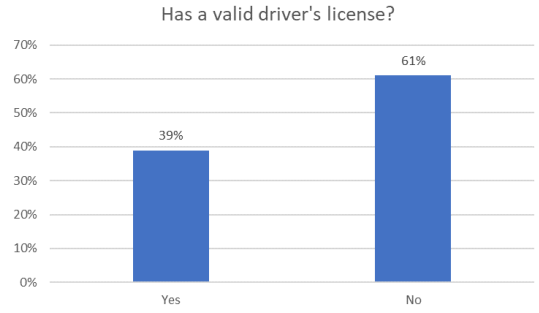


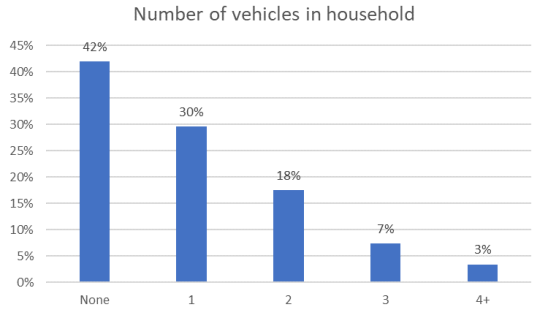
	1-3 days	4-6 days	7 days	2023
Native American Indian	6.7%	5.1%	7.8%	6.3%
Alaska Native	0.6%	0.4%	1.0%	0.6%
Asian	6.0%	7.3%	5.8%	6.6%
African American	5.8%	5.0%	9.2%	6.3%
Other	8.4%	7.9%	9.0%	8.3%
Caucasian/White	72.5%	74.2%	67.3%	71.9%

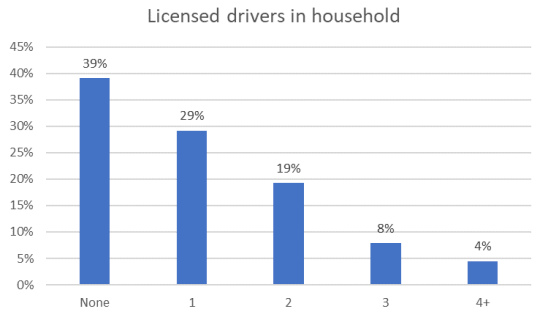
Riders' race, without distinguishing riders of Hispanic or Latino descent, is presented (Figure 15). Almost three-quarters of LTD riders identify as Caucasian/White. The remaining 28% are mostly evenly distributed among the other race categories on the questionnaire except for Alaska Native, which represents less than 1%.

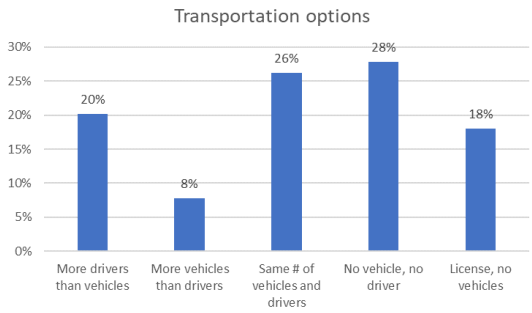
HOUSEHOLD VEHICLE OPTIONS

Figure 16 Transit Dependence at the Household Level







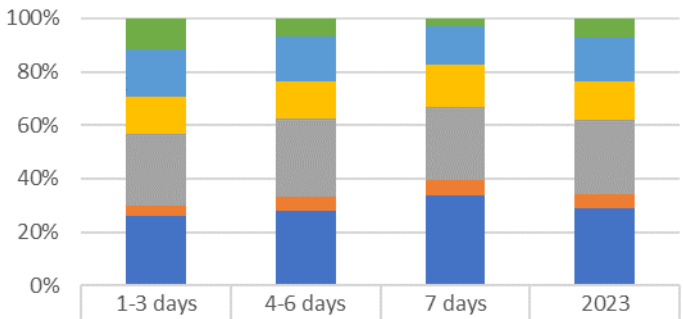


Transit dependency is often reported based on having a vehicle in the household, but actual dependency is more complex. Whether the rider has a driver's license or access to a vehicle in the household are also involved. For some, access is a matter of sharing a vehicle, not an absolute.

The survey asked about the number of vehicles and licensed drivers in the household and whether the rider responding to the survey had a valid driver's license. Two dimensions of transit dependency are examined: the household and the individual rider (Figure 16).

- 39% of riders have a valid driver's license.
- Although 61% do not have a driver's license, 61% reported that they live in a household in which at least one person has a valid driver's license.
- 58% have one or more working vehicles owned or leased by their household.
- 28% have neither a driver's license nor a vehicle in the household.
- 18% have a license but no vehicle in the household.
- 20% have more drivers in the household than vehicles.
- 26% have an equal number of vehicles (greater than zero) and licensed drivers in the household.
- 8% have more vehicles than licensed drivers in their household.

Figure 17 Personal vehicle options by frequency segments

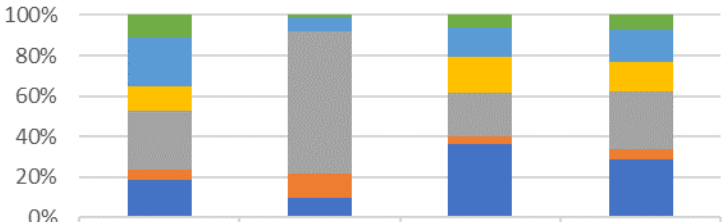


	1-3 days	4-6 days	7 days	2023
License, car	12%	7%	3%	7%
License, shared car	18%	17%	14%	16%
License, no car	14%	14%	16%	14%
No license, but car available	27%	30%	27%	28%
No license, others share car	4%	5%	6%	5%
No license, no car in household	26%	28%	34%	29%

The variation in transportation options reported by frequency segment and compared to 2023 is summarized (Figure 17). Transit dependency is an outcome of not having a license or access to a vehicle. 76% of riders have no license, no car, or neither, while 16% have shared access to a vehicle. 7% have a license and full access to a vehicle.

The 7-day riders are more transit dependent (84%) than others (71% among 1–3-day riders and 77% among 4–6-day riders).

Figure 18 Personal vehicle options among student and non-student riders



	College/other student (27%)	MS/HS (9%)	Non-Student (64%)	2023
License, car	11%	1%	6%	7%
License, shared car	24%	7%	14%	16%
License, no car	12%	0%	17%	14%
No license, but car available	29%	70%	22%	28%
No license, others share car	5%	12%	4%	5%
No license, no car in household	19%	10%	36%	29%

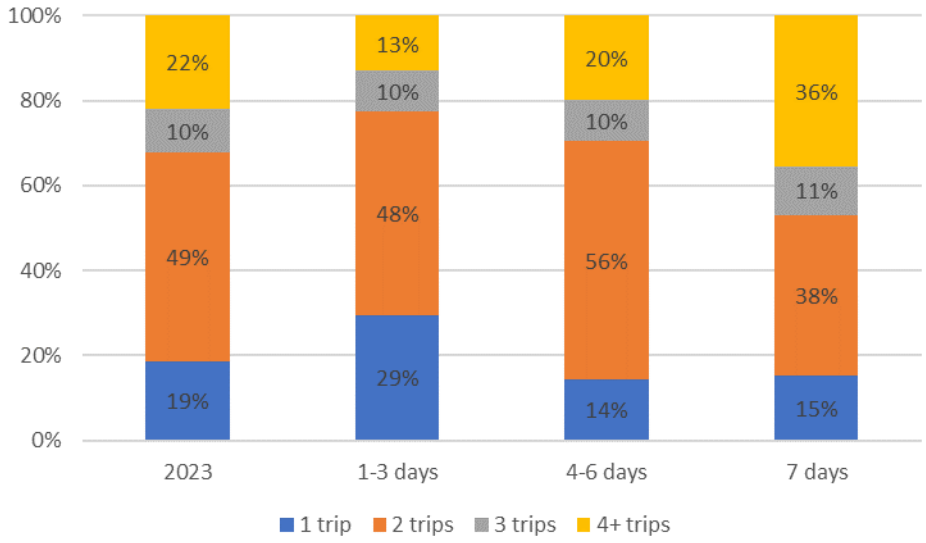
Student status has a role in the extent of transit dependency (Figure 18). Among students attending middle or high school (MS/HS), which comprise a relatively small portion (9%) of riders, 82% have some access to a vehicle if they were to get a license.

The percentage of college or other students that have neither a license nor car is less than non-students (19% compared to 40%). The percentage of students that have a license and share a car is greater than non-students (24% compared to 14%).

Among college student riders, 35% have a license and some access to a vehicle, compared to 20% of non-student riders.

4 TRAVEL PROFILE: HOW RIDERS USE LTD

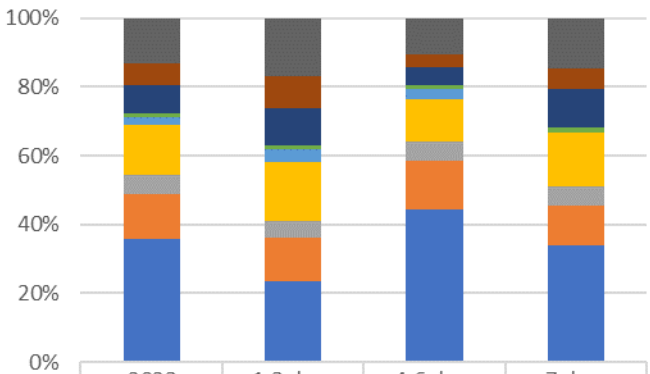
Figure 19 Trips per day by frequency segments



Riders were asked how many separate one-way trips they will make on the day they were surveyed. Responses to this question are assumed to represent the number of trips per day a rider will typically make. This data was then stratified by the frequency groups (Figure 19). Almost half of riders in 2023 (49%) make two one-way trips per day, i.e., a round trip, overall suggesting a tendency toward even-numbered trips (71%).

Fewer 7-day riders take one trip per day than the 1–3-day group (15% compared to 29%) and more of them take four or more trips per day than the 1–3-day group (36% compared to 13%).

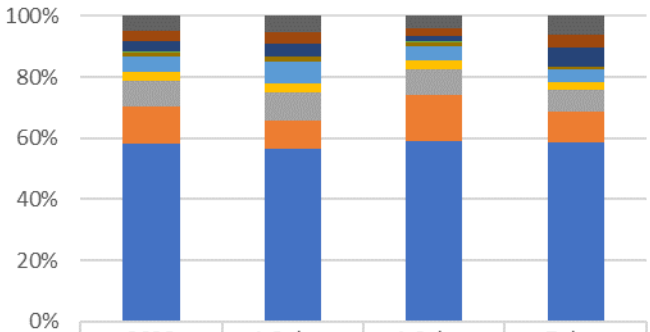
Figure 20 Trip destination (home excluded)



	2023	1-3 days	4-6 days	7 days
Other (specify)	13%	17%	10%	15%
Entertainment/Recreation	6%	9%	4%	6%
Visiting Others	8%	11%	5%	11%
Social Service Appointment	1%	1%	1%	2%
Medical/Dental Appointment	2%	4%	3%	0%
Store or Restaurant	15%	17%	12%	16%
Middle/High School	5%	5%	6%	6%
College	13%	13%	14%	11%
Work/Work-related	36%	24%	44%	34%

Excluding Home (Figure 20), Work is the most common destination (36% of non-Home trips in 2023). Store or restaurant is the second most common destination. The 4–6-day group includes the highest proportion of riders traveling to work (44%), while the 1–3-day group includes the lowest (24%).

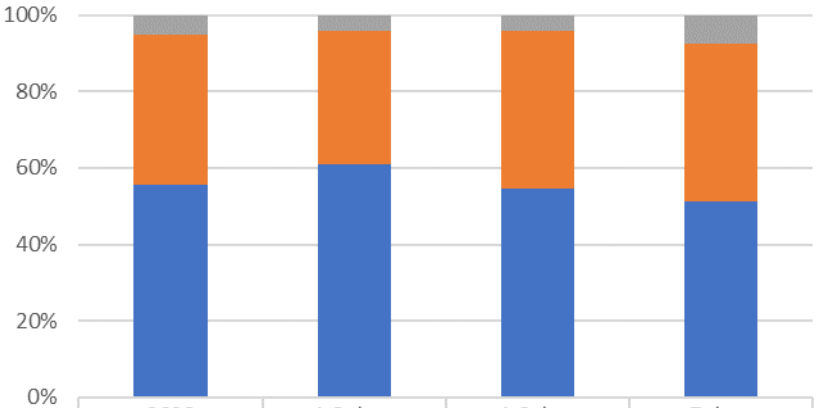
Figure 21 Where trips begin



	2023	1-3 days	4-6 days	7 days
Other (specify)	5%	5%	4%	6%
Entertainment/Recreation	3%	3%	2%	4%
Visiting Others	4%	4%	2%	6%
Social Service Appointment	0%	0%	1%	0%
Medical/Dental Appointment	1%	1%	1%	1%
Store or Restaurant	5%	7%	5%	4%
Middle/High School	3%	3%	3%	2%
College	8%	9%	8%	7%
Work/Work-related	12%	9%	15%	10%
Home	58%	57%	59%	59%

Most one-way trips in 2023 (Figure 21) begin at home (58%). This is also the most common response among each frequency group, representing a marginally larger proportion among the 4–6-day and 7-day rider groups (59%, respectively) than the 1–3-day group. However, the 4–6-day group alone includes a higher percentage than other groups of riders that start their trip from work (15%).

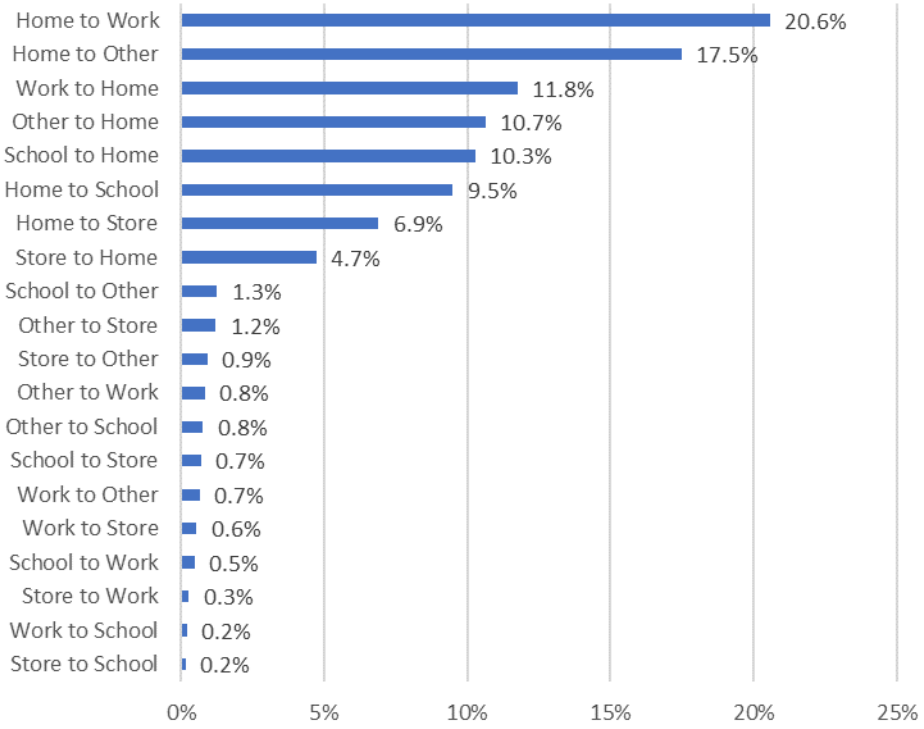
Figure 22 Number of buses used for this one-way trip



	2023	1-3 days	4-6 days	7 days
Three buses	5%	4%	4%	7%
Two buses	40%	35%	41%	42%
One bus	55%	61%	55%	51%

Most riders in 2023 (55%) do not require more than one bus (Figure 22). However, the proportion of riders not requiring a transfer decreases as the frequency in days of riding transit increases, which is indicated by the 4–6-day and 7-day groups having lower proportions of riders not requiring a transfer (55% and 51%, respectively) compared to the 1–3-day group (61%).

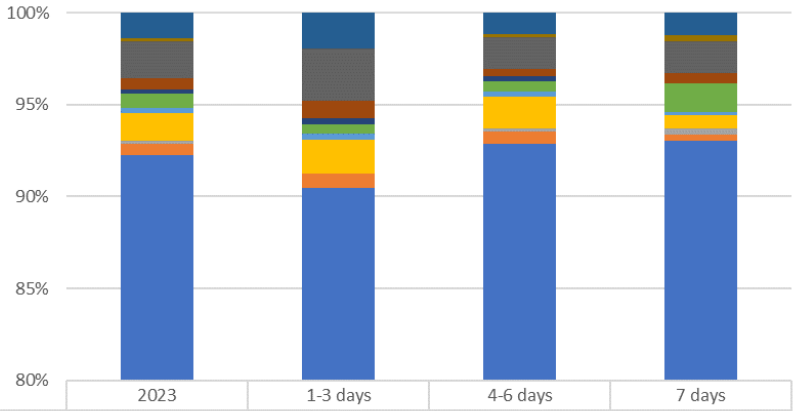
Figure 23 Origin-Destination pairs, functional



Percentages in Figure 23 are based on the total rider sample so that the sum of all percentages equals 100%. However, trips with the same type of origin and destination, such as Home to Home, Work to Work, Shop to Shop, School to School, or Other to Other trips, have been excluded from this analysis as not conforming to the definition of a one-way trip.

Most riders are traveling from Home to Work (21%). Thereafter riders are mostly traveling from Home to Other. Trips from Work to Home comprise 12%. Trips between Home and School or Work (30%) and School or Work and Home (22%) comprise the majority (52%) of origin and destination pairs.

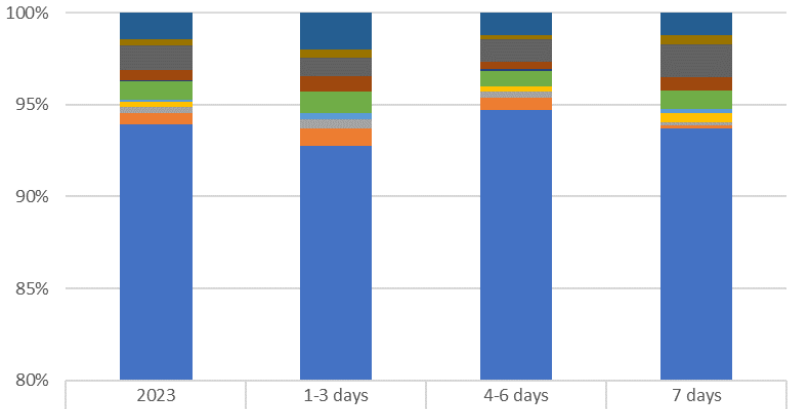
Figure 24 How riders get to their first bus stop



	2023	1-3 days	4-6 days	7 days
Other (specify)	1.4%	2.0%	1.1%	1.2%
Biked and left bike at/near bus stop/station	0.2%	0.0%	0.2%	0.3%
Biked and put bike on bus/EMX	2.0%	2.8%	1.7%	1.7%
Wheelchair/Scooter	0.6%	1.0%	0.4%	0.5%
Dropped off by Cottage Grove Connector	0.2%	0.3%	0.3%	0.0%
Bike Share or Scooter	0.8%	0.5%	0.6%	1.6%
Dropped off by a taxi, Uber or Lyft	0.3%	0.3%	0.3%	0.2%
Dropped off by someone	1.5%	1.8%	1.7%	0.7%
Drove with another rider and parked	0.2%	0.0%	0.2%	0.3%
Drove alone	0.6%	0.8%	0.7%	0.3%
Walked	92.2%	90.4%	92.8%	93.0%

Most riders in 2023 (Figure 24) walk to their first bus stop (92%). The next most common modes are bicycling, including bike share or scooter (3%), and dropped off by someone, including taxi, Uber, or Lyft (1.8%). The 7-day group includes the lowest proportion of riders that either drove to their first bus stop or were dropped off by someone (1.5%) The proportion of riders who drove or were dropped off by someone is about twice as much for the 1–3-day and 4–6-day groups (2.9%) compared to the 7-day group.

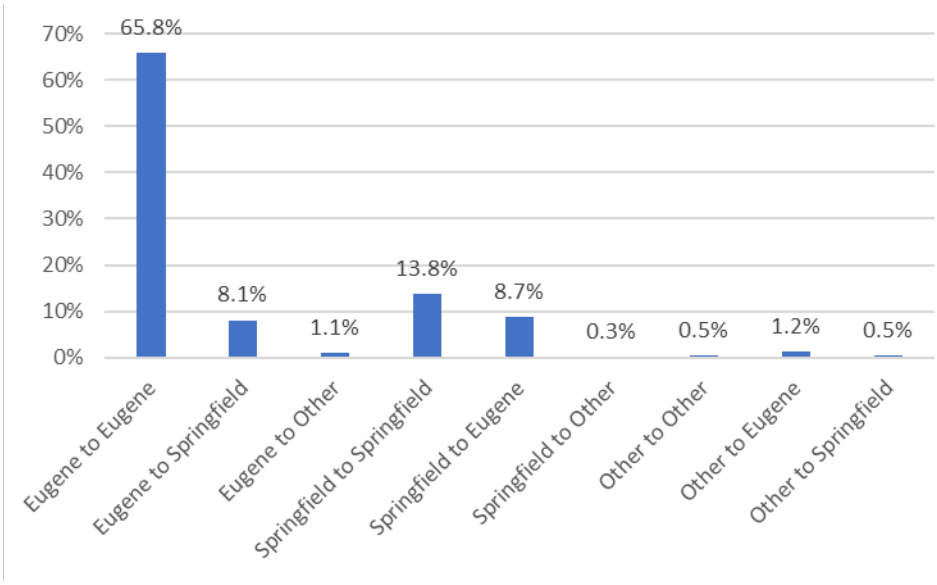
Figure 25 How riders get to their destination when they get off the last bus



	2023	1-3 days	4-6 days	7 days
Other (specify)	1.4%	2.0%	1.2%	1.2%
Bike and leave bike at/near bus stop/station	0.4%	0.5%	0.2%	0.5%
Bike and put bike on bus/EMX	1.3%	1.0%	1.2%	1.8%
Wheelchair/Scooter	0.6%	0.8%	0.4%	0.7%
Take Cottage Grove Connector	0.0%	0.0%	0.1%	0.0%
Bike Share or Scooter	1.0%	1.2%	0.9%	1.1%
Drop off by a taxi, Uber or Lyft	0.1%	0.3%	0.0%	0.2%
Drop off by someone	0.3%	0.0%	0.3%	0.5%
Drive with another rider and park	0.3%	0.5%	0.3%	0.2%
Drive alone	0.6%	1.0%	0.7%	0.2%
Walk	93.9%	92.7%	94.7%	93.7%

Walking is the most common mode in 2023 (94%) from a rider's final stop to their destination (Figure 25). The next most common modes are bicycling, including bike share or scooter (2.7%), and some other mode (1.4%). The percentage of riders who drive alone or with another rider from their final stop to their destination is greatest among those riding 1-4 days per week (1.5%), and lowest within the 7-day group (0.4%).

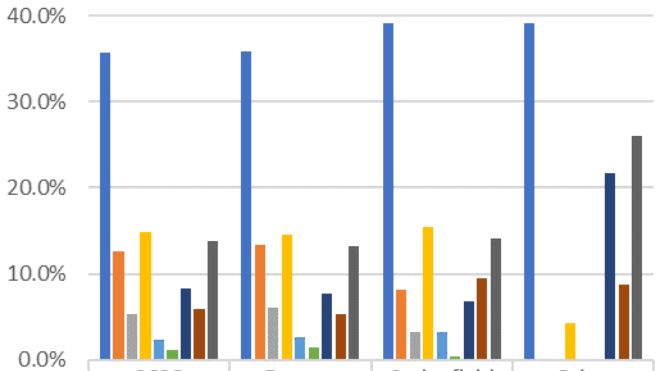
Figure 26 Origin-Destination pairs, geographic



The patterns of intercity, intracity, and other travel in 2019 is presented (Figure 26). Most trips in 2023 are within Eugene (65.8%). Trips within Springfield are the second most common (13.8%), and trips from Springfield to Eugene make up the third largest group (8.7%), with trips from Eugene to Springfield following closely behind (8.1%).

Trips between Eugene and Springfield, going in either direction, comprise 16.8% of trips. Trips that have either an origin, destination, or both outside of Eugene and Springfield account for 3.6% of responses.

Figure 27 Destination by city of origin (home excluded)

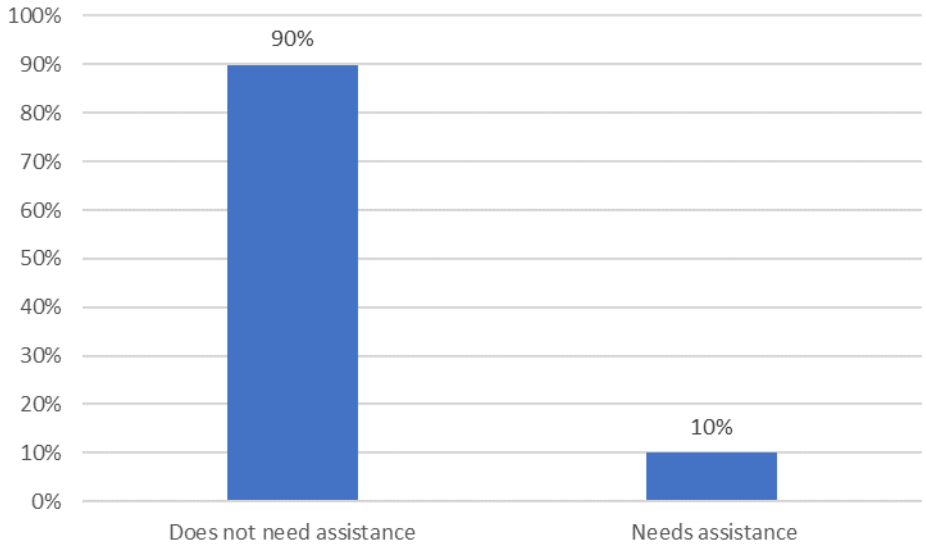


	2023	Eugene	Springfield	Other
Work/Work-related	35.7%	35.8%	39.1%	39.1%
College	12.6%	13.4%	8.2%	0.0%
Middle/High School	5.3%	6.1%	3.2%	0.0%
Store or Restaurant	14.8%	14.5%	15.5%	4.3%
Medical/Dental Appointment	2.4%	2.7%	3.2%	0.0%
Social Service Appointment	1.1%	1.4%	0.5%	0.0%
Visiting Others	8.3%	7.7%	6.8%	21.7%
Entertainment/Recreation	6.0%	5.3%	9.5%	8.7%
Other (specify)	13.8%	13.2%	14.1%	26.1%

Destination types vary by city of origin (Figure 27). Trips originating in Eugene include a greater proportion of riders traveling to school or college than trips originating elsewhere (19.5%), and a smaller proportion of riders traveling to work (35.8%). Trips originating from outside Eugene or Springfield include the largest proportion of riders using LTD to visit others (21.7%), and the lowest proportion of riders using LTD for school or appointments (0%, respectively) or shopping (4.3%).

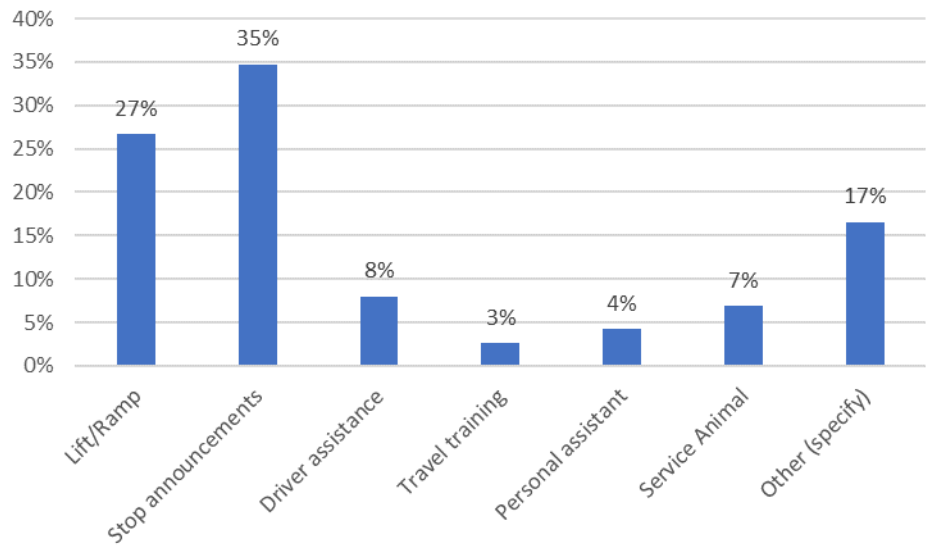
5 NEEDING ASSISTANCE TO USE LTD

Figure 28 Riders needing assistance to use LTD



Among all riders, 10% need assistance to use LTD (Figure 28). Responses that did not indicate a type of assistance needed are assumed for the purposes of this study to belong to the group that does not need assistance (90%).

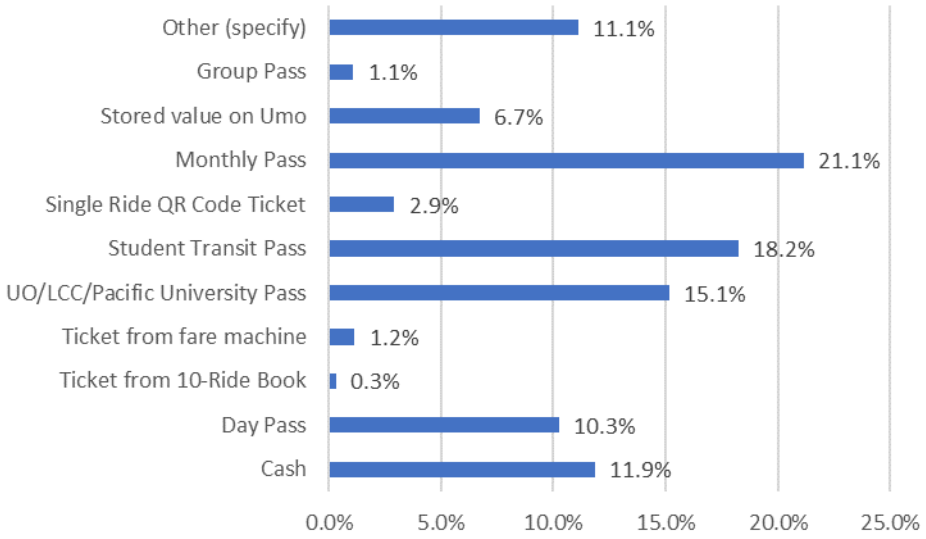
Figure 29 Type of assistance needed



The specific type of assistance needed as reported by the 10% group described previously is indicated in Figure 29. The most common type of assistance riders need are announcements for stops (35%). To use the lift or ramp (27%) is the second most common type of assistance needed.

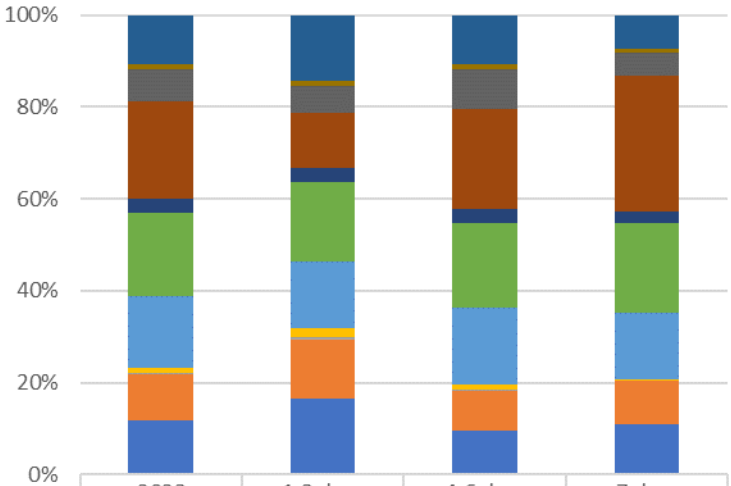
6 FARE MEDIA

Figure 30 Fare media used by riders



In Figure 30, riders that pay their fare in cash represent 11.9%. Most riders use a pass of some kind for fare payment. The largest group uses a student or university/college transit pass (33.3%). The second most common group uses a monthly pass (21.1%).

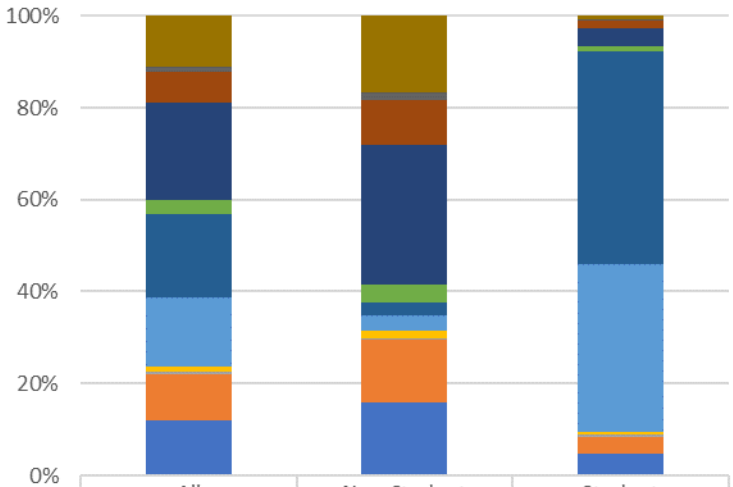
Figure 31 Fare media by frequency group



	2023	1-3 days	4-6 days	7 days
Other (specify)	10.9%	14.2%	10.8%	7.3%
Group Pass	1.1%	1.3%	1.1%	0.9%
Stored value on Umo	6.9%	5.7%	8.6%	5.0%
Monthly Pass	21.1%	12.1%	21.7%	29.5%
Single Ride QR Code Ticket	3.0%	3.0%	3.2%	2.7%
Student Transit Pass	18.3%	17.4%	18.3%	19.5%
UO/LCC/Pacific University Pass	15.5%	14.4%	16.6%	14.5%
Ticket from fare machine	1.1%	2.0%	1.2%	0.2%
Ticket from 10-Ride Book	0.3%	0.5%	0.3%	0.2%
Day Pass	10.1%	12.9%	8.8%	9.5%
Cash	11.7%	16.4%	9.5%	10.9%

The fare media used vary somewhat with riding frequency (Figure 31). The use of a school or college/university pass is proportionally lowest among 1–3-day riders (31.8%). Moreover, the use of a monthly pass is also lowest among the 1–3-day group (12.1%), while the use of cash (16.4%), a day pass (12.9%), or some other fare media (14.2%) are the highest.

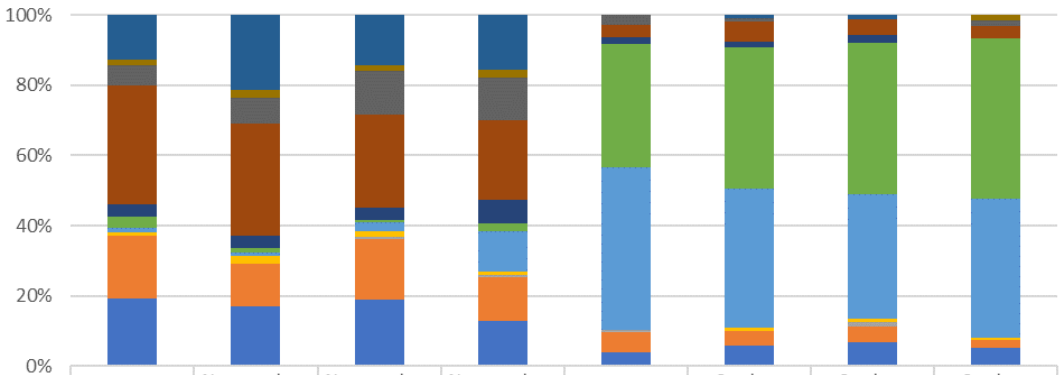
Figure 32 Fare media for student and non-student riders



	All	Non-Student	Student
Other (specify)	11%	17%	0.9%
Group Pass	1%	2%	0.2%
Stored value on Umo	7%	10%	1.5%
Monthly Pass	21%	31%	3.9%
Single Ride QR Code Ticket	3%	4%	1.1%
Student Transit Pass	18%	3%	46.4%
UO/LCC/Pacific University Pass	15%	3%	36.5%
Ticket from fare machine	1%	1%	0.6%
Ticket from 10-Ride Book	0%	0%	0.4%
Day Pass	10%	14%	3.7%
Cash	12%	16%	4.7%

Although 33% of riders use either a school or college/university pass (Figure 32), among student riders that proportion is 82.9%. Proportionally, non-students use a monthly pass (31%) or cash (16%) more than students (3.9% and 4.7%, respectively).

Figure 33 Fare medium by income comparison of student and non-student riders

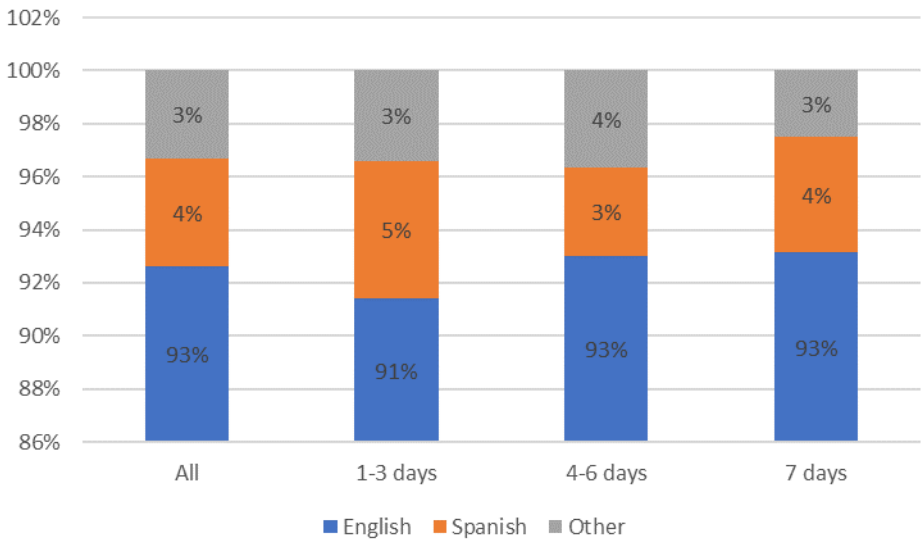


	Non-student (67%) < $10k	Non-student (67%) $10k-$25k	Non-student (67%) $25k-$45k	Non-student (67%) >= $45k	Student (33%) < $10k	Student (33%) $10k-$25k	Student (33%) $25k-$45k	Student (33%) >= $45k
Other (specify)	12.7%	21.4%	14.4%	15.4%	0.0%	0.8%	1.1%	0.0%
Group Pass	1.5%	2.2%	1.5%	2.5%	0.0%	0.0%	0.0%	1.5%
Stored value on Umo	5.8%	7.4%	12.5%	11.9%	2.9%	0.8%	0.0%	1.5%
Monthly Pass	33.8%	31.9%	26.6%	22.9%	3.5%	5.9%	4.5%	3.7%
Single Ride QR Code Ticket	3.5%	3.4%	3.3%	6.5%	1.7%	1.7%	2.3%	0.0%
Student Transit Pass	3.5%	1.5%	0.7%	2.5%	35.3%	40.3%	43.2%	45.5%
UO/LCC/Pacific University Pass	1.2%	0.9%	2.6%	11.4%	46.2%	39.5%	35.2%	39.6%
Ticket from fare machine	0.8%	2.2%	1.5%	1.0%	0.0%	0.8%	1.1%	0.7%
Ticket from 10-Ride Book	0.0%	0.0%	0.7%	0.5%	0.6%	0.0%	1.1%	0.0%
Day Pass	18.1%	12.1%	17.3%	12.4%	5.8%	4.2%	4.5%	2.2%
Cash	19.2%	17.0%	18.8%	12.9%	4.0%	5.9%	6.8%	5.2%

When we compare fare payment media in the context of student status and household income (Figure 33), we see that the group with the greatest individual proportion is students with household income greater than or equal to $45,000 that use a student or university/college pass (85.1%). The percentages of students of all income levels that use either of these passes are at least 78.4%. Among non-students the highest proportion of any group are those within an income less than $10,000 that use a monthly pass (33.8%).

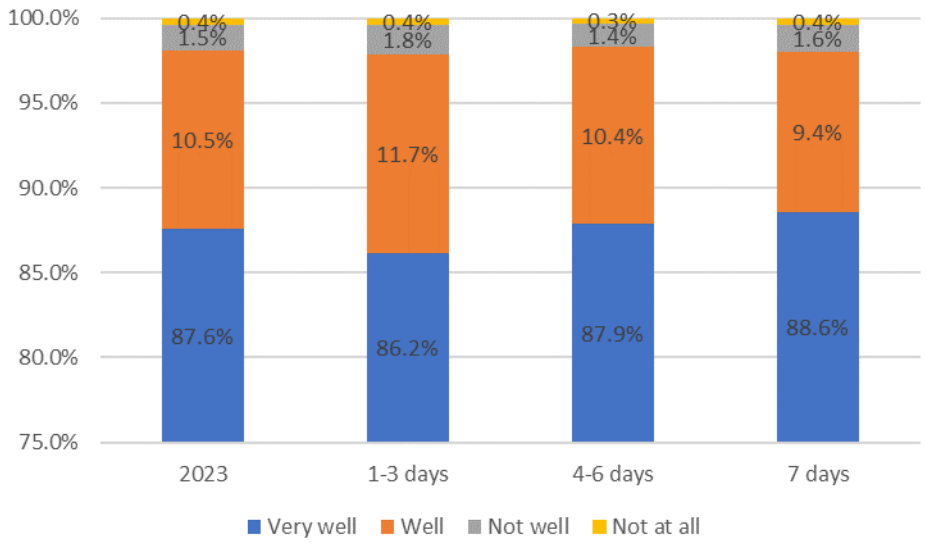
7 COMMUNICATION

Figure 34 Language riders speak most often at home



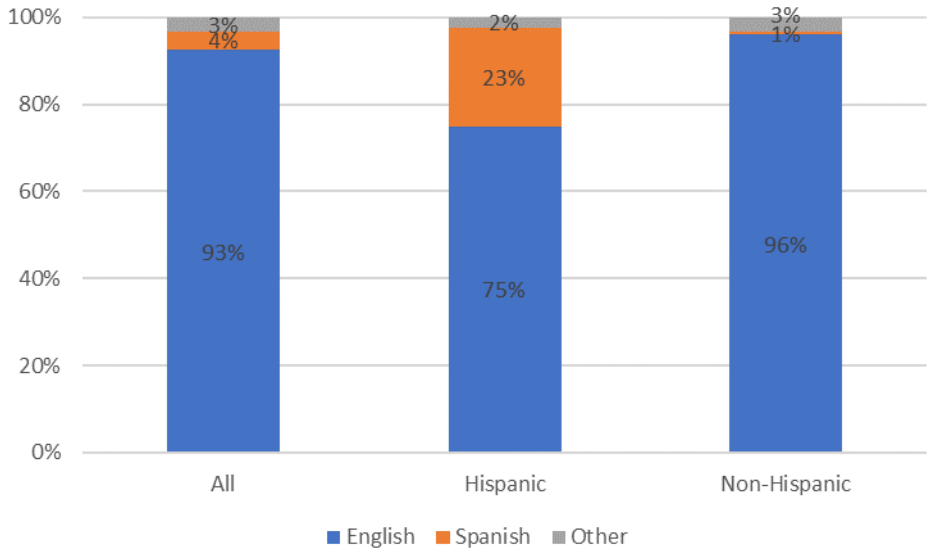
Most riders (93%) speak English most often at home (Figure 34). Riders speaking Spanish most often at home account for 4%. These results vary slightly across frequency groups.

Figure 35 English proficiency



Most riders (87.6%) speak English very well, and 10.5% speak English well (Figure 35). Less than 1% of riders speak no English at all. Among the frequency groups, those riding 1-3 days per week include lowest proportion of riders that speak English very well and the highest proportion of riders that either do not speak English well or that do not speak English at all.

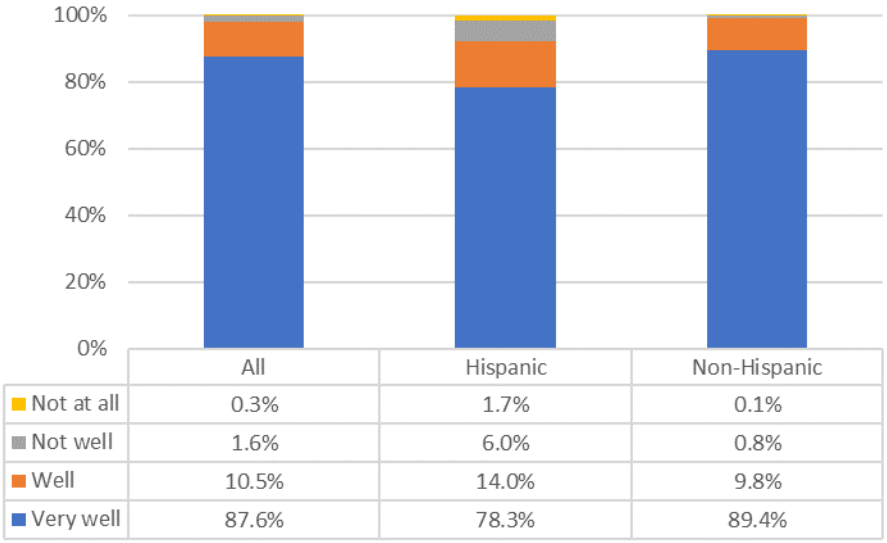
Figure 36 Language spoken most often at home by Hispanic and non-Hispanic riders



As reported earlier, approximately 16% of riders identify as Hispanic or Latino. Among this group (referred to as Hispanic in Figure 36), 75% speak English most often at home, while 23% speak Spanish most often at home.

Riders that speak a language besides English or Spanish most often at home represent 3% of the total. The proportion of riders that speak a language besides English or Spanish most often at home is smaller among Hispanic riders than among other riders (2% compared to 3%).

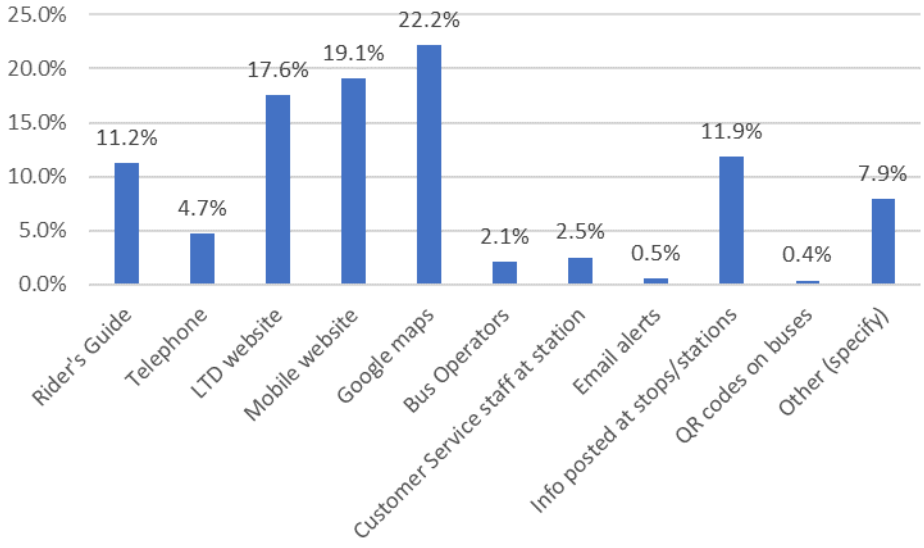
Figure 37 English proficiency among Hispanic and non-Hispanic riders



	All	Hispanic	Non-Hispanic
Not at all	0.3%	1.7%	0.1%
Not well	1.6%	6.0%	0.8%
Well	10.5%	14.0%	9.8%
Very well	87.6%	78.3%	89.4%

Although 7% of riders speak a language besides English most often at home, 1.9% speak English less than well (Figure 37). The proportion of Hispanic riders that speak English less than well is greater than that of non-Hispanic riders (7.7% compared to 1.8%).

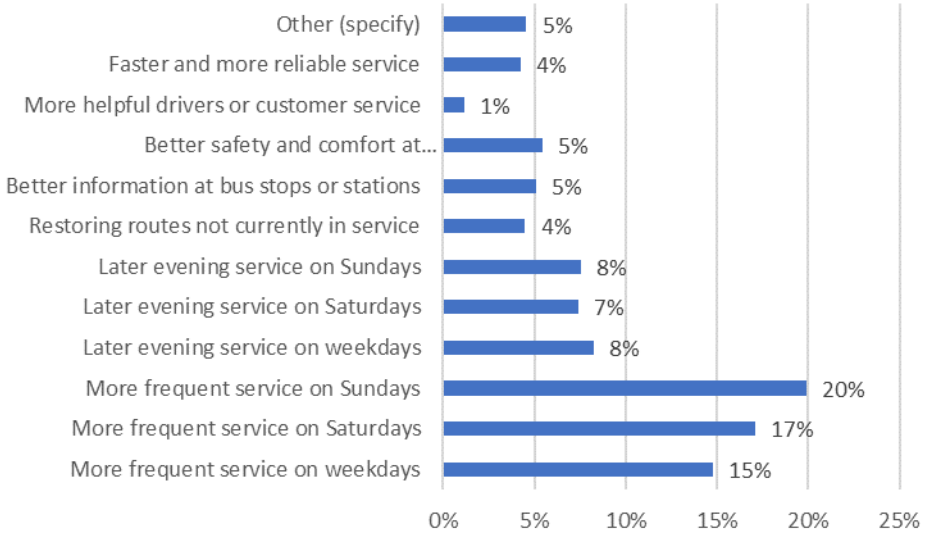
Figure 38 Source for LTD route and schedule information



More riders use Google maps for route and schedule information than any other source (Figure 38). A mobile website is the second most common source (19.1%), followed by the LTD website (17.6%).

8 SERVICE RATINGS

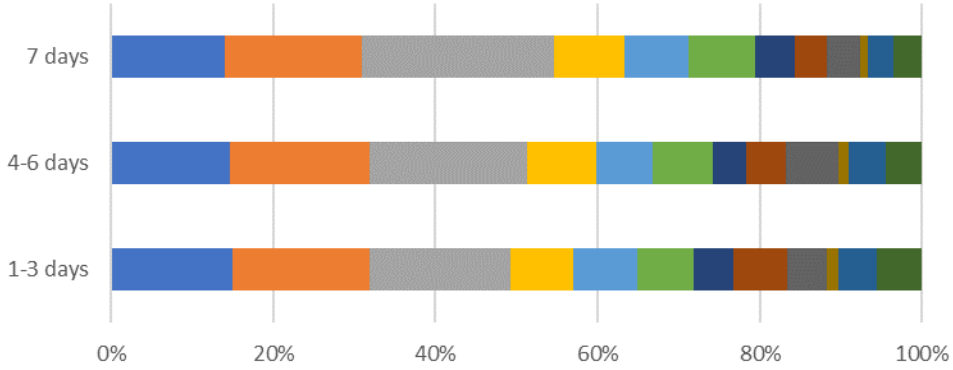
Figure 39 Which improvements would make riding LTD buses better, or encourage you to use LTD more often?



Respondents were asked about which improvements would make riding LTD buses better or encourage them to use LTD more often (Figure 39).

Most riders (52%) want frequent weekday and weekend service, followed by 23% of riders who want later evening service on these days. Very few riders (1%) want more helpful drivers or customer service, whereas 10% of riders want better, comfort, and information at stops, stations, or on the bus. Restoring routes not currently in service and making existing services faster and more reliable each comprised 4% of the total, while 5% of riders want some other improvement.

Figure 40 Comparing suggested improvements by frequency segments

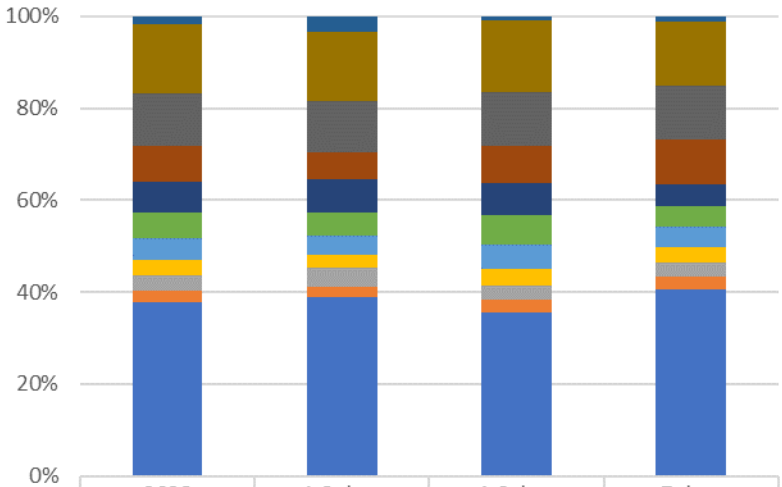


	1-3 days	4-6 days	7 days
More frequent service on weekdays	15%	15%	14%
More frequent service on Saturdays	17%	17%	17%
More frequent service on Sundays	17%	19%	24%
Later evening service on weekdays	8%	8%	9%
Later evening service on Saturdays	8%	7%	8%
Later evening service on Sundays	7%	8%	8%
Restoring routes not currently in service	5%	4%	5%
Better information at bus stops or stations	7%	5%	4%
Better safety and comfort at stops/stations or on the bus	5%	6%	4%
More helpful drivers or customer service	1%	1%	1%
Faster and more reliable service	5%	5%	3%
Other (specify)	6%	4%	3%

Figure 40 reports the percent of riders, by frequency segments, that indicate their suggested improvements. More riders in the 7-day group indicated they want more frequent weekend service than riders in any other frequency group (38% compared to 36% among the 4–6-day group and 34% among the 1–3-day group). The 7-day group also had the lowest percentages wanting better information, safety, or comfort at stops, stations, or on the bus, than any other frequency group

9 RIDER ATTRACTION AND RETENTION

Figure 41 How long riders have been using LTD



	2023	1-3 days	4-6 days	7 days
First time riding	2%	3%	1%	1%
< 1 year	15%	15%	16%	14%
1 year	11%	11%	12%	12%
2 years	8%	6%	8%	10%
3 years	6%	7%	7%	5%
4 years	6%	5%	6%	4%
5 years	5%	4%	5%	4%
6 years	3%	3%	4%	3%
7 years	3%	4%	3%	3%
8 years	3%	2%	3%	3%
9+ years	38%	39%	36%	41%

Among riders, 17% have begun using LTD in the last year (Figure 41), and another 11% in the prior year. This means that more than one-quarter (28%) of riders are new to LTD within the previous two years.

Among riders, 38% began using LTD 9 or more years ago. The 7-day riders include proportionally more long-time riders (41%) and fewer riders that began using LTD within the

previous two years (27%) than other frequency groups. The 1-3 day riders include a greater percentage of those who began using LTD for their first time (3%) than other frequency groups.