

**Number:** 25-16

**Proposed Title: Measure of Latent Passenger Demand for Transit in the Eugene-Medford Corridor**

**1.** Concisely describe the **transportation issue** (including problems, improvements, or untested solutions) that Oregon needs research to investigate.  
There currently exists a gap in fixed-route, intercity public transit service between Eugene and Medford. Service in this corridor has historically been provided almost exclusively by Greyhound Bus Lines. Greyhound's service has not been convenient or reliable due to late-night travel times, infrequent service, frequent schedule changes, and service reductions made with little notification—including recent discontinuation of service to Salem Amtrak Station and Medford's Front Street stations. The only alternative to Greyhound in this corridor is a small but incomplete network of service available through local public transportation agencies which requires multiple transfers and provides only a limited geographic reach. Research is needed to determine whether latent demand for transit in the Eugene-Medford corridor is sufficient for adding more transit service.

**2.** Document how this **transportation issue** is important to Oregon and will support ODOT's [mission](#) and current [Strategic Action Plan](#).  
The results of this research will help ODOT understand the severity of the observed issue and determine what role the agency should play in addressing it. The results will be of critical interest to ODOT's Public Transportation Division's (PTD's) existing contract and grant investments in the region. The results will also be of interest to some external partners and to other ODOT programs outside of PTD.

Performing research on this issue will support ODOT's mission by helping PTD make more informed and data driven planning and investment decisions. It also supports several of the ODOT Strategic Action Plan's Strategic Outcomes, Priorities and Goals, including:

- **Modernizing our transportation system**, providing more opportunities for Oregonians to travel other than driving their cars alone, particularly in a corridor which has little to no other options for intercity travel;
- **Reducing our carbon footprint and reducing congestion** in the corridor by increasing access to public transportation options; and
- **Improving access to active and public transportation** by providing more frequent public transportation service throughout the corridor for those traveling both through the corridor and to and from cities located in between Eugene and Medford, including Creswell, Cottage Grove, Roseburg and Grants Pass.

If this research is not performed, current service levels and quality of service in the corridor will likely remain unchanged or continue to deteriorate, making it more difficult for passengers to reliably travel through the area using transit, and any transit investments made in the region by ODOT and its partner would be done without a complete picture of the situation.

If the research confirms the need for service investments, then filling this gap in the corridor would have a wide range of benefits for the region including:

- Improve mobility for Oregonians,
- Reduce the number of deaths and serious injuries from crashes in the corridor,
- Reduce the amount of Single Occupancy Vehicle (SOV) trips in this corridor,
- Reduce costs to ODOT including reduced wear and tear on our roads and less incident responses,
- Reduce greenhouse gas emissions,
- Reduce costs to Oregon travelers through less money spent on vehicle fuel and maintenance,
- Increase transportation access in the corridor, ensuring parity with other regions, and
- Strengthen an important connection between the Willamette Valley and southern Oregon.

**3. What final product or information** needs to be produced to enable this research to be implemented? A comprehensive study of latent demand for transit service in this corridor. The results of this study will help determine whether there is enough demand to warrant adding additional transit service in the corridor.

The final product will be intended for internal ODOT planning use. Key findings and data will be shared with a handful of relevant transit providers in the region in a summarized format with recommendations where appropriate.

**4. (Optional)** If able, list the proposed scope of work tasks for this research project. This can include potential research, development, or technical transfer activity(ies) that may develop better understanding of the **transportation issue** and lead to an improvement in the Oregon’s transportation infrastructure or services. Potential SOW tasks could include: (1) analyzing the demographics of people who live along the corridor, (2) surveying current intercity transit passengers, (3) holding focus groups, (4) interviewing local and regional transit operators, city transportation planners, ODOT staff including Regional Transit Coordinators, and other interested parties. To date, there is no research or plan underway for increasing current service levels in this region, presumably due to a lack of data and/or available resources.

**5. (Optional)** Are there any individuals in Oregon who will be instrumental to the success of implementing any solution that is identified by this research? If so, please list them below.

Name	Title	Email	Phone
Stephanie Zellner	Strategic Investment & Engagement Manager	Stephanie.S.ZELLNER@odot.oregon.gov	
Vacant	Transit Operations Manager		
Jennifer Sellers	Multimodal and Rail Services Manager	Jennifer.sellers@odot.oregon.gov	503-480-5556
Joel Manning	POINT Project Manager	Joel.MANNING@odot.oregon.gov	
Jennifer Boardman	Regional Transit Coordinator-Region 3	Jennifer.BOARDMAN@odot.oregon.gov	
Vacant	Regional Transit Coordinator-Region 2B		

**6. Other comments:** NA

**7. Corresponding Submitter’s Contact Information:**

Name:	Ian Clancy
Title:	Multimodal Network Analyst
Affiliation:	ODOT Public Transportation Division
Telephone:	(503) 302-0626
Email:	ian.clancy@odot.oregon.gov