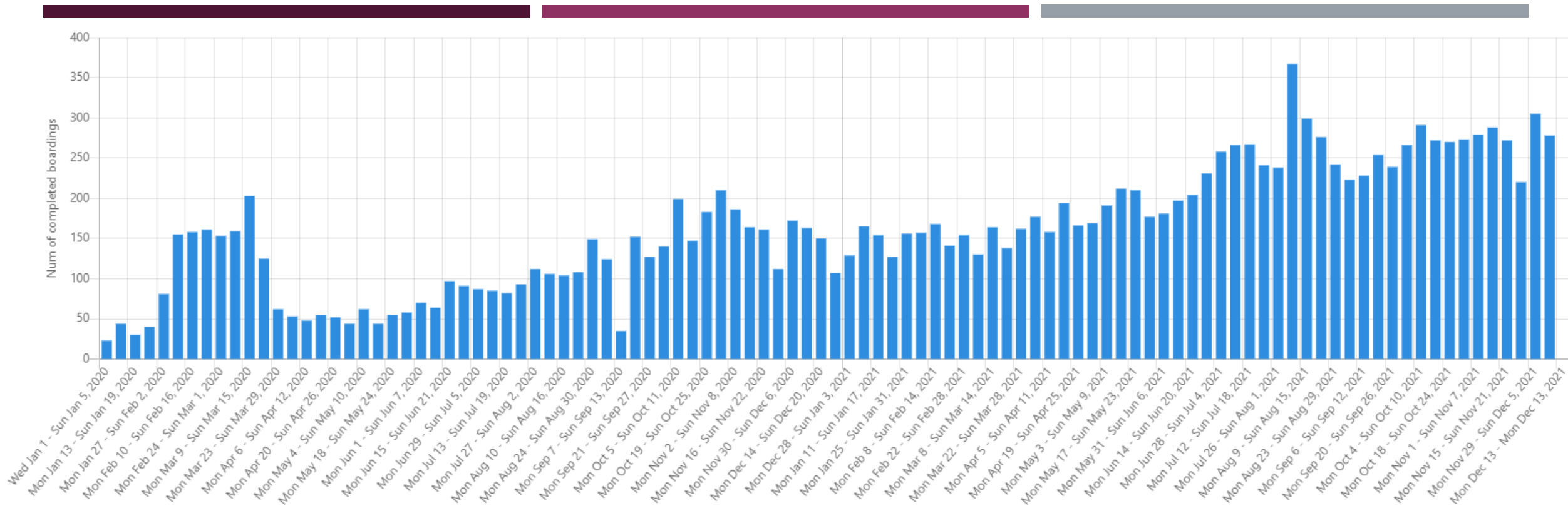


A MICROTRANSIT PROJECT
IN ASHLAND, OREGON



ASHLAND CONNECTOR

Activity Between Jan. 2020 – Dec. 2021



16,469 COMPLETED TRIPS

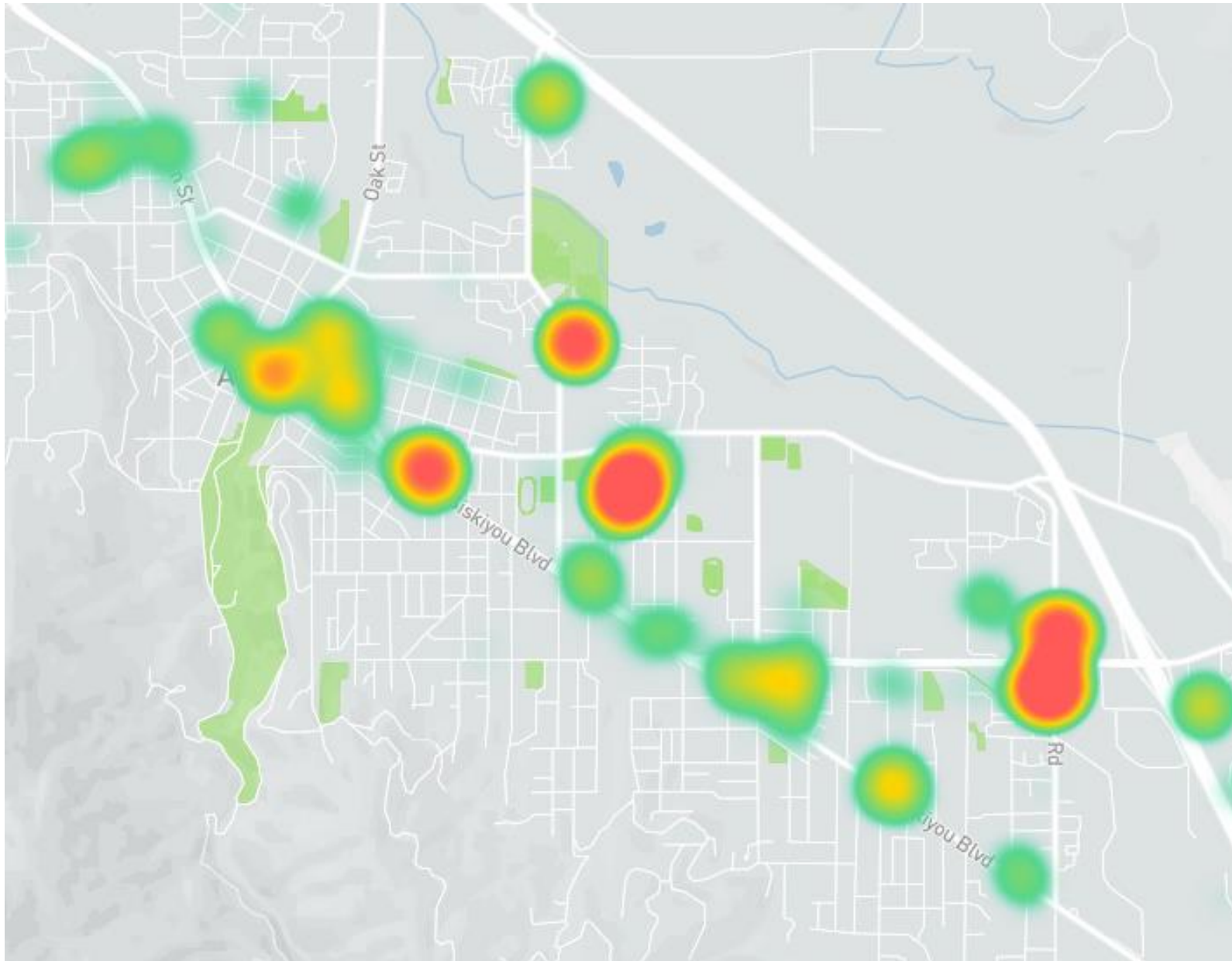
62% RIDER APP BOOKED

1570 USERS ; 528 RECURRING USERS

TRIP CHARACTERISTICS AND RIDER EXPERIENCE

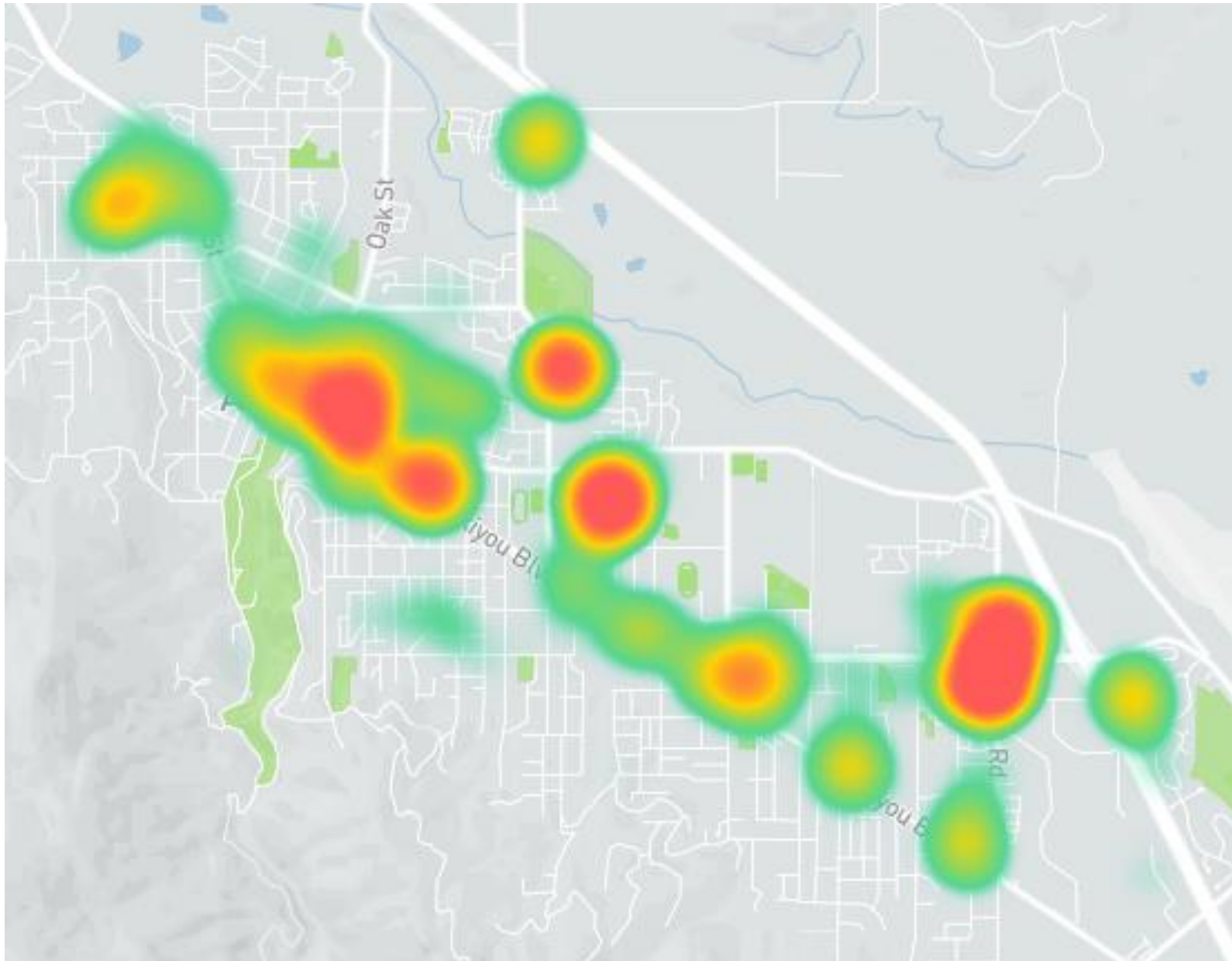
11 min. avg wait time
23 avg trips per rider
2 miles avg trip distance
97% on-time pick up
99% on time drop off





PICK UPS





DROP OFFS

OCT / NOV 2020
PASSENGER
SURVEY

55
RESPONSES

33% of trips were for commuting followed by 19% shopping and 17% healthcare

44% of riders had not used RVTD's public transit before

Xfers: 222 bus to A/C; 42 A/C to bus

Bus was most displaced mode (44%) followed by walking (21%) and taxis (18%) Private car was 6%

TRIP PURPOSE AND MODE SHIFT

PASSENGER DEMOGRAPHICS

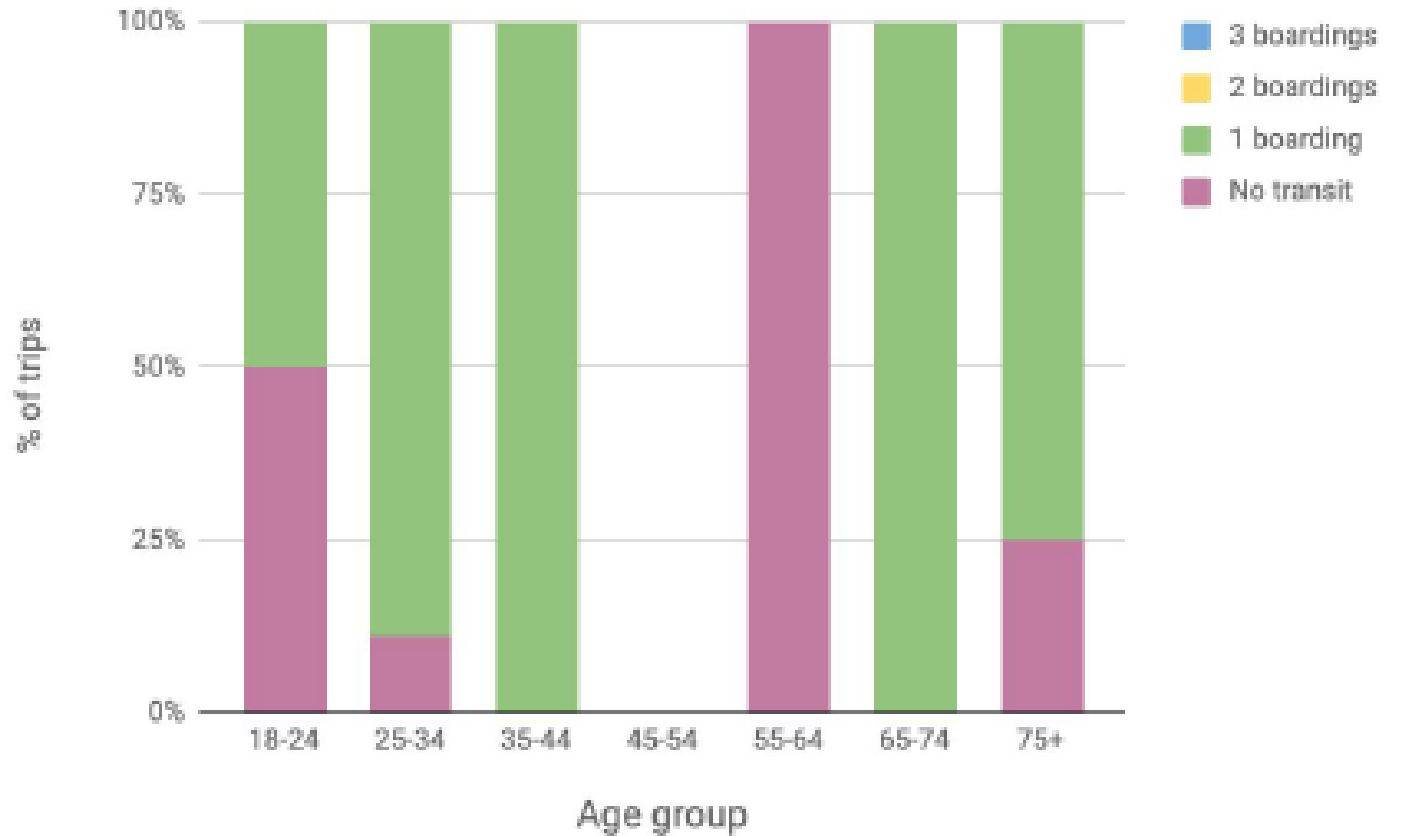
54% female riders

14% senior riders

22% riders with disabilities

69% of riders between 25-65

Number of boardings required for the same trip on mass transit
By age group



FUNDING FOR ASHLAND CONNECTOR



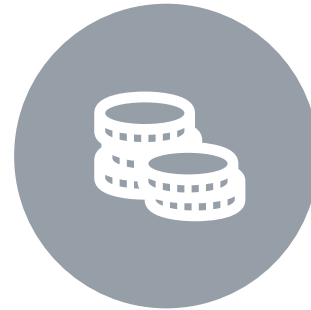
\$514,000

**STIF-D
GRANT**



\$100,000

**CMAQ
GRANT**



\$45,000

STIF-F



TOTAL

\$659,000



QUESTIONS

Bill Belew, Ashland Connector's first rider



FIXED ROUTE BUSES

- OPEN TO ANYONE ABLE TO BOARD THE BUS UNDER THEIR OWN POWER OR USING A MOBILITY DEVICE.
 - RUNS ON A FIXED ROUTE AND A FIXED SCHEDULE.
-
- **\$2.00 for regular fare, \$1.00 for reduced fare. Reduced fare for age 62 and over and/or disability (eligibility required). Fare includes up to 2 transfers within 90 minutes.**
 - **Service Monday thru Friday, 5-7pm, and Saturday, 7am-6pm. No Sunday service.**
 - **Service animals are allowed on the bus.**
 - **13 routes serving Ashland, Talent, Phoenix, Medford, Central Point, Jacksonville, Eagle Point and White City**
 - **All buses are ramp-equipped and ADA Accessible**



VALLEY LIFT SERVICE

- **ELIGIBILITY-BASED, CURB TO CURB PICK UP AND DROP OFF, SERVING ¾ MILE TO BOTH SIDES OF ANY FIXED ROUTE SERVICE.**
- **ONCE QUALIFIED, MUST CALL 24 HOURS IN ADVANCE OF DESIRED RIDE.**

- **\$4.00 each ride with no transfers.**
- **Service Monday thru Friday, 5-7pm, and Saturday, 7am-6pm. No Sunday service.**
- **No service on Holidays: New Year's Day, Memorial Day, Labor Day, Thanksgiving, 4th of July, Christmas Day**
- **Service animals are allowed on the vehicle.**
- **1 Personal Care Attendant (PCA) may ride for free with each paying customer.**



TRANSLINK MEDICAL SERVICES BROKERAGE

TRANSLINK PROVIDES NON-EMERGENT MEDICAL TRANSPORTATION FOR COORDINATED CARE ORGANIZATIONS (CCO'S): JACKSON CARE CONNECT, WESTERN OREGON ADVANCED HEALTH, CASCADE HEALTH ALLIANCES AND PRIMARY HEALTH OF JOSEPHINE COUNTY.

- TransLink also provides rides to open card members on the Oregon Health Plan (OHP) living in Coos, Curry, Douglas, Jackson, Josephine, Klamath and Lake counties.
- TransLink must verify eligibility of riders prior to service. It is best to schedule rides at least 2 days in advance but next-day rides must be scheduled before 4pm the previous day.
- 1 Personal Care Attendant (PCA) may ride for free with each paying customer. Children under age 11 must have an adult attendant.
- TransLink vehicles are ADA equipped but TransLink does not provide oxygen.



Phone Numbers and Websites

RVTD Fixed Route Service

Main Line: 541-779-2877 or TTY 7-1-1

Email: info@rvtd.org

Travel Trainer: Mike Bowman

541-608-2420, mbowman@rvtd.org

Valley Lift Call Center

541-842-2080 or TTY 7-1-1

8am-5pm Monday –Friday

TransLink

Toll Free 1-888-518-8160

541-842-2060 or TTY 7-1-1