



Transit Moves People. People Move Oregon.

Public transportation does a lot of important things that you might not even notice. It enables workers to get to jobs, older adults to medical facilities, younger people to schools, bike riders to urban centers, disabled adults to appointments and family members to shopping areas.

As public transportation matures and expands in Oregon, it will do many more important things. Electric buses will cut carbon emissions. Dial-a-ride and weekend service will give people more mobility options. Inter-community routes will expand the concept of neighborhood. On-demand scheduling and integrated payment platforms will empower statewide car-free travel. And that’s just the beginning.

Oregon’s 41 transit agencies have benefitted from additional funding through the Statewide Transportation Improvement Fund (STIF) approved by the 2017 legislature.

In the attached backgrounders, the agencies tell their stories – what they did during the pandemic, how they invested their STIF funds and where they could invest additional STIF funding if it was available.



Check out the backgrounders at TransitMovesOregon.com

House District 2



Your Guide to Umpqua Public Transportation District (UPTD)

Why UPTD service is so vital

After implementing a Free Ride Friday promotion, a woman named Lois called the transit manager to say:

“The \$8 I saved in my paratransit fare when I go grocery shopping is enough to buy the chicken meal deal at Fred Meyer. This is my dinner for four days.”

That convinced UPTD to lower its fares.

Residents of Winston and Dillard expressed elation with added service. Marcus said:

“Thanks for adding the new times. We were able to catch a bus in town in the am and return home by noon. Just amazing.

“We met friends today who, like us, took the bus to enjoy a walk at Ford’s Pond in Sutherlin.”

Umpqua Public Transportation District (UPTD) operates fixed route, paratransit, commuter route and demand-response Dial A Ride services for approximately 110,000 residents in Douglas County.

UPTD’s service area covers the entire county, encompassing 5,036 square miles of rugged, forested mountains and rivers that extend more than 110 miles from Crater Lake National Park to the Pacific Ocean and more than 70 miles of the I-5 corridor between Lane and Josephine counties.

UPTD is the sole transit system providing critical connections for the county's most vulnerable residents to access work, education, basic needs, medical care and day-to-day shopping. Riders come from small rural communities with as few as 200 residents to the county seat of Roseburg with a population approximately 25,000. Many county residents live near the I-5 corridor. Around 70 percent of residents live within two miles of a UPTD bus stop.

Hourly fixed route bus service is provided along a 23-mile corridor spanning Roseburg, Sutherlin and Winston between 6 am and 8 pm, Monday through Friday.

Complimentary paratransit services for eligible riders are available within three-quarters of an air mile of fixed route service during the same business hours of 6 am to 8 pm.

Saturday service, both fixed route and paratransit, is only provided in Roseburg.

Commuter service is provided from Roseburg to Winston, Dillard, Myrtle Creek, Tri-City, Riddle and Canyonville between 4:50 am and 8 pm, with a total of seven 100-mile round trips daily.

Demand-response Dial A Ride services are provided for older adults and people with disabilities in rural areas on a space-available basis for local rides and to bridge the gap to get riders to bus stops for trips outside of the community. Same-day rides are scheduled on a space available basis giving priority to older adults and people with disabilities.

	Weekday Ridership by Mode		
	2018-2019	2021-2022	2022-2023
Fixed Route	1,228	800	1,127
Commuter Routes	728	269	229
Demand Response	78	263	229
Total	2,034	1,332	1,585



Transit is vital to the health, welfare and quality of life that our riders lead.

How many buses, vans and other vehicles do you operate?

15 buses for fixed route and commuter service, 13 vans for paratransit and demand response service, five vans leased to entities to provide demand response service, six expansion vehicles ordered but delayed due to supply chain issues

Key priorities for making service route decisions?

UPTD priorities for route decisions include public input, reasonable accommodation requests from passengers and working with city planners for service to new housing complexes and businesses.

How has UPTD applied its funding from the STIF?

- Supported rural demand-response Dial-A-Ride projects
- Increased frequency of Winston and Sutherlin commuter route
- Implemented Saturday service in Roseburg
- Funded new collector route that will use expansion buses
- Funded service to connect Lane, Douglas, Josephine counties
- Expanded service hours for Roseburg route
- 5311 Operations Match Funding for fixed route, commuter route and demand-response paratransit
- Provided free rides for youth 0-18 program
- Funded new south county collector route
- Expanded paratransit service area
- Expanded hours for Dial-A-Ride services
- Increased pay for drivers and staff to bolster recruitment
- Matched money to develop a Transit Master Plan and purchased replacement vehicles (awaiting delivery)
- Developed a 3-year Coordinated Human Services Transportation Plan
- Purchased and improved facilities for administration, operations and maintenance
- Hired a General Manager and support staff for new District
- Purchased Route Match software licenses for call center
- Provided health insurance for transferring employees
- Secured IT support
- Created a minimum reserve for emergencies



With grant funding, UPTD and South Lane Wheels are operating the Lane-Douglas Connector that gives veterans access to VA medical centers and other destinations like Walmart on a twice weekly service schedule





UPTD set up shop just as the pandemic was declared. Because of dedicated drivers, we managed to sustain all the fixed routes that had been reopened when we took over.

How would UPTD apply additional STIF funding?



More than 40% of UPTD’s population is under the 200% poverty line, 24% are over 65 years old and 20% have a physical disability. Many residents are unable to drive. They depend on UPTD to get to work, go to the doctor and shop for groceries to maintain their independence and dignity

How did UPTD respond during COVID pandemic

- Increase frequency from hourly to half-hour or 20-minute headways on fixed route service. The increase to half-hour headways would require an additional 3,025 hours of service per year and 131,345 revenue service miles per year with four FTEs for the Roseburg fixed route.
- Increase the Lane and Josephine County connection to five days weekly, which would require an additional 8,060 hours of service per year and 113,400 revenue service miles per year with four FTEs.
- Establish new routes to give more coverage to underserved communities, requiring four FTEs.
- Invest in technology automated fare payment, automated passenger count and next-bus, real-time data for passengers.
- Continue progress toward cleaner fuel options, including R99 and hydrogen fuel cell.
- Complete technology projects to provide more complete data sets for planning and reporting.
- Create a multi-modal transit center that would include off-road bus parking, infrastructure for EV vehicles, park-and-ride and open public space to be shared with community.

UPTD was formed just when the pandemic was declared. Forty employees were hired, routes that had been halted were restarted and a new administration and operation center opened.

Incredibly, UPTD did not have an employee test positive for COVID until March 2021, a full year after the pandemic lockdown had gone into effect.

When drivers started going out for quarantine or sickness, other drivers stepped up, often working 50-60 hours per week to ensure UPTD didn’t close any of the routes the agency had just reopened when it took over fixed-route operations.

It was an all-hands-on-deck approach as drivers covered for fellow drivers who were out sick – and as they came back but still struggling with low-energy levels from the virus.

Every route remained open during the pandemic.