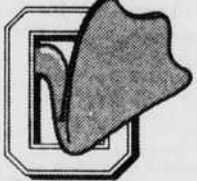


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An artist's rendering shows LTD's planned extra bus lane on West 11th Avenue.

LTD: Public meetings planned

Continued from Page 1C

capacity for LTD. The agency has seven specific steps to achieve a goal of reducing passenger travel time. The service features are: exclusive rights-of-way; fewer stops than traditional transit service; signal prioritization technology to reduce delays; increased service frequency; smaller, neighborhood friendly buses that can improve service coverage; easy access, low-floor, multiple-door buses; and prepaid fare instruments.

The project has begun by planning a pilot corridor that extends from Springfield through Franklin Street and Broadway and down West 11th Avenue. This corridor has the highest LTD ridership, Bergeron said.

"If we don't do anything, as it gets worse for cars, the buses are going to slow down, too," he said.

This program, which will not affect local taxes because it is paid for by a government grant and LTD savings, is being engineered on light-rail transit principles

even though it involves buses. According to LTD, this gives a more overarching perspective to the project.

In addition, with this program, LTD is setting itself up for light rail if it is ever necessary in the future, Bergeron said. An early study conducted by LTD found that light rail would not be a feasible or cost-effective transportation option for Eugene and Springfield right now, but could be by 2015. This would put the Eugene area in line with many other major metropolitan areas in the United States.

Because BRT is being planned for busses with light rail in mind, the project is being engineered with those future needs in mind.

LTD has held earlier public meetings in Eugene and on the University campus to get community feedback, Bergeron said. By giving feedback, the public will essentially dictate the actions taken to solve Eugene's transportation problems.

Students ride for free on LTD as a part of the incidental fees

The optional refund was discontinued last year because it was too expensive to administer

By Michael Hines and Michael Burnham
 Oregon Daily Emerald

The University and Lane Transit District, the local public transportation agency, will this year continue the contract that subsidizes student rides.

Essentially, each student is charged \$6.87 per term to ride LTD as often as he or she wants. Law students pay \$10.31 per semester. This is expected to generate about \$340,000 for LTD. There has been one recent amendment to the contract, and that was to eliminate the stipulation that allowed students who did not ride LTD to get a refund.

"It was costing more to administer the contract," ASUO Vice Presi-

dent Morgan Cowling said. "Not enough students were using it, and this year we took out the clause."

Additionally, section nine of the contract, which is signed by Diane Hellikson of LTD, ASUO President Geneva Wortman, Cowling and University Vice President for Administration Dan Williams, stipulates that "LTD will provide detailed information to U of O students regarding its services and schedules, and will actively market its services to students throughout the academic year, to encourage bus ridership in support of the program objectives. In marketing its services, LTD will make students aware that their incidental fees are funding this program."

"We do a variety of things," said LTD spokeswoman DeLynn Anderson. "Radio and print ads, print stories and information at bus stops themselves. We do a real

mix of mediums."


According to Anderson, LTD spent about \$14,500 in its 1997-98 budget promoting bus service to University students, faculty and staff. The budget number includes promotion for ridership to University events such as football and basketball games.

"We are doing some radio spots specifically targeted at students through September," Anderson said. "Our focus for this year, I've been told, is not as much on print ads, but on outdoor display units and radio in general."

Specifically, LTD is focusing its radio budget on KDUK FM, KNRQ AM/FM, KKNV FM, KMGE FM, KEHK FM and KZEL FM.

Although the focus for LTD's student-oriented advertising will not be in print media, the agency will use print advertising for specific events, Anderson said.

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