



2024

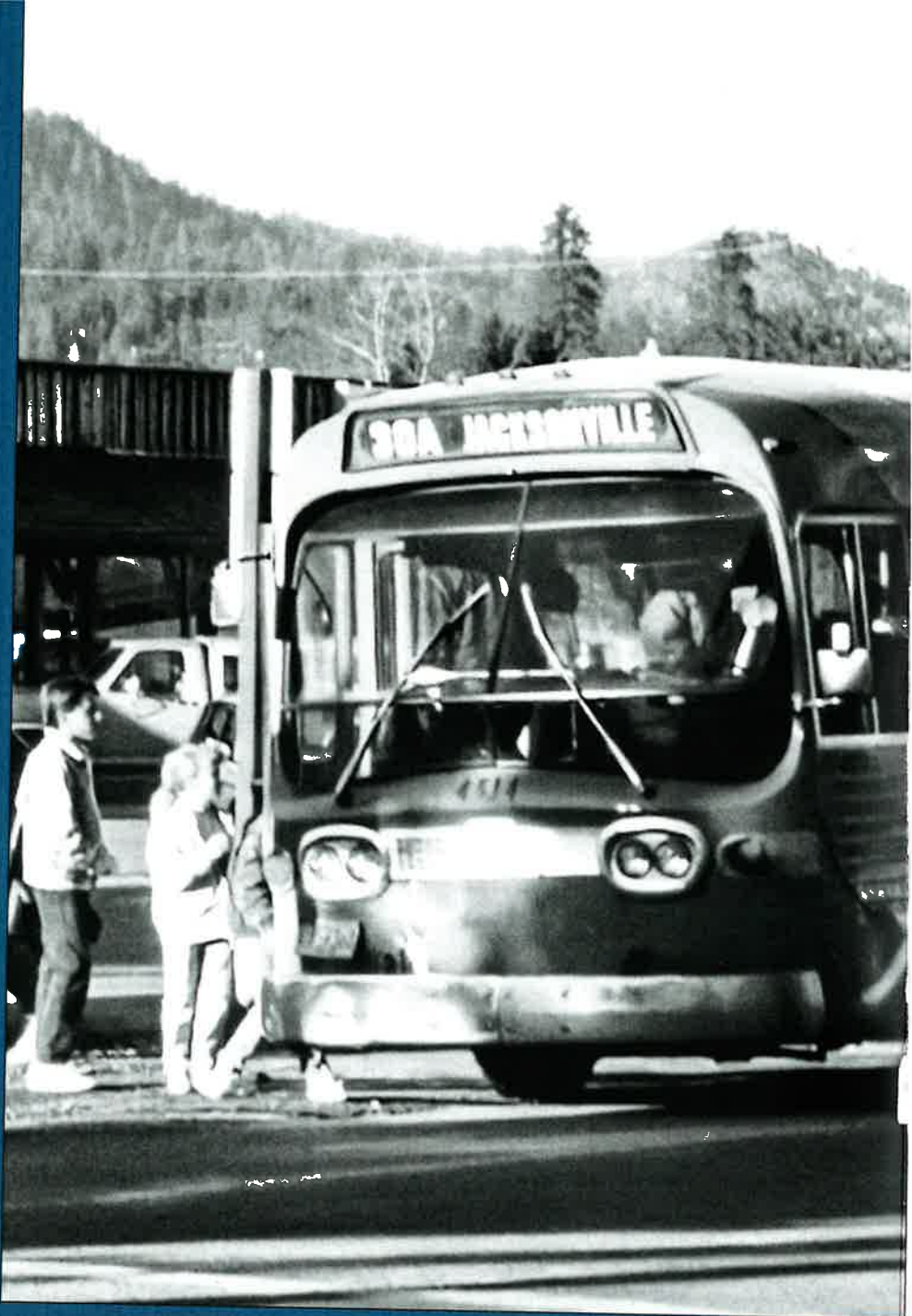
Community
Benefits
Report



MOVING
our community
FORWARD

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JULIE BROWN



Thoughts on 2024

As we enter 2025, Rogue Valley Transportation District proudly celebrates its 50th Anniversary, a significant milestone inviting us to reflect on our shared journey and achievements. This moment is not just a celebration; it's a testament to our resilience and commitment to our community.

The wisdom of Theodore Roosevelt inspires us: "Nothing in the world is worth having or worth doing unless it means effort, pain, difficulty..." Rogue Valley Transportation District has embraced these challenges, turning obstacles into stepping stones for success.

In the 1970s, our nation faced an energy crisis that ignited a push for public transportation funding. In 1974, Oregon's legislation created the framework for transportation districts, empowering our community to establish Rogue Valley Transportation District (RVTD), supported by an *ad valorem* tax levy.

Over the decades, we have tirelessly responded to the ever-changing needs of our community. We've tackled significant issues, including air quality, soaring gas prices, increasing operational costs, and our essential transition to natural gas. Each challenge tested our resolve, but with strong community engagement and the passage of additional funding in 2016, we successfully reinstated and safeguarded essential services.

In 2017, state legislators developed a robust public transportation package, which has been instrumental in enhancing our services and frequency, including Saturday operations. By leveraging a portion of the 2017 state funding, we also secured federal funds for our much-needed capital campus expansion.

Looking ahead to the next decade, we have ambitious projects lined up. Our primary goals are to ensure the sustainability of our fixed-route network, add Sunday service, and implement our comprehensive 2040 Transit Master Plan. Achieving these objectives hinges on the ongoing support of our local, state, and federal partners. We are excited about the journey ahead and all it holds for our community. Thank you for your continued support as we move forward together!

A handwritten signature in blue ink that reads "Julie Brown". The signature is fluid and cursive, with a long horizontal line extending from the end.

Julie Brown
General Manager

CELEBRATING 50 YEARS OF SERVICE

RVTD Marks Half a Century of Connecting the Rogue Valley

This year, Rogue Valley Transportation District (RVTD) celebrates 50 years of dedicated service to the residents of the Rogue Valley. Since its beginning in 1975, RVTD has grown from a small organization with just two vans into a respected state leader and nationally recognized public transit service, even adding to our accolades the award of the 2017 National Small Urban Transit System of the Year. RVTD now boasts a fleet of 47 buses and 23 paratransit vans covering nearly 80 square miles of territory that serve eight cities.

The journey began on May 6, 1975, after voters in Jackson County approved the formation of a public transportation district by a 3-2 margin. Under the leadership of the newly elected Board Chair, Henry Padgham, RVTD's founding members quickly got to work. Their first task was to secure funding for the district, with Medford State Representative Al Densmore playing a key role in securing state support. On July 18, 1977, RVTD launched its first vehicles into service—introducing five new routes that would serve the greater Medford area. In the first three days of service more than 500 community members rode the buses, marking the beginning of RVTD's long-standing commitment to connecting the valley's residents.

• 1975 •

1985 •

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Today, RVTB serves nearly 200,000 people across the communities of Medford, Central Point, Jacksonville, Phoenix, Talent, Ashland, White City, and Eagle Point with nearly 4,000 daily boardings. The district operates a 214-mile fixed-route system and offers ADA-compliant paratransit services for older adults and people with disabilities. A strong advocate for sustainability, RVTB was a national leader as one of the first to use compressed natural gas in our transit fleet. RVTB's fleet now includes 33 buses powered by compressed natural gas, with a significant portion of that energy coming from renewable natural gas (RNG) sourced through a partnership with US Gain, a leader in alternative fuel development and distribution. Additionally, 100% of RVTB's hybrid-diesel electric fleet is now powered by renewable diesel.

RVTB's headquarters, centrally located in Medford, has grown along with the District. Originally purchased in 1977, RVTB's main facility on Crater Lake Avenue in north Medford was expanded in 1985 with the addition of an Administration Building.

In 1996, RVTB's main transfer point moved from the curbs at 6th and Bartlett in downtown Medford to a newly developed site on Front Street between 8th and 10th streets. This long and narrow property was one of RVTB's first investments and continues to serve approximately one-third of RVTB's passengers seeking to make connections to other communities. The site offers off-street bus bays, safe and comfortable passenger waiting areas and has continued to grow with the expansion of the Driver, Dispatch and Customer Service Building.

The growth and expansion of RVTB has always been fueled by local and state funding initiatives. Voters in Jackson County overwhelmingly approved a 2016 special levy to support RVTB which was

reapproved by voters again in 2021, while the passage of Oregon's HB 2017 established the Statewide Transportation Improvement Fund (STIF). This influx of funding has allowed RVTB to add to its fixed bus routes, growing from 9 to 14 routes in just seven years, significantly improving connectivity throughout the Rogue Valley. Today, passengers can more easily access RVTB stops with reduced travel time and greater convenience.

As RVTB celebrates its 50th year, the district reflects on its growth from humble beginnings to becoming a nationally recognized transit system. Over the past five decades, RVTB has expanded to meet the evolving needs of the Rogue Valley, which itself has nearly doubled in population. Looking ahead, RVTB is planning for the future with its 2040 Transit Master Plan, outlining the need for additional routes to accommodate continued growth including more express routes and adding frequency to existing service. This forward-thinking plan stays true to the district's original vision:

"Providing quality, efficient public transportation that improves the quality of life and the environment in the Rogue Valley, connecting diverse communities to jobs, opportunities, and daily needs"

As RVTB moves into its next 50 years, it remains excited about growing alongside the community, continuing to enhance mobility, and strengthening its role as a vital part of life in the Rogue Valley.



Board of Directors

Rogue Valley Transportation District is governed by a seven-member Board of Directors elected to four-year terms. The Board oversees the General Manager and adopts major policies, enacts federal legislation, and strives to fulfill RVTD's mission. Meetings can be streamed on rvtv.sou.edu or watched live on **RVTV Civic**.



Denise Krause

Position 1 · Term began 7/1/2023



Jenna Marmon

Position 5 · Term began 7/1/2021

- RVTD Liaison to Rogue Valley Area Commission on Transportation (RVACT)



Bill Mansfield

Position 2 · Term began 5/24/2006

- Founding member of the RVTD Board of Directors in 1976-77
- Member of the Medford Planning Commission
- RVTD Liaison to Rogue Valley Council of Governments (RVCOG)



Dan Davis · Vice Chair

Position 6 · Term began 10/26/2015



Tonia Moro · Chair

Position 3 · Term began 7/1/2015

- RVTD Liaison to Rogue Valley Metropolitan Council of Governments (RVMPGO)
- Board Member Rogue Valley Transit Now



Karl Macnair

Position 7 · Term began 7/1/2021

- Oregon Traffic Control Devices Committee Member
- Board Member for the Association of Oregon Rail and Transit Advocates (AORTA)



Don Stone

Position 4 · Term began 5/24/2006

- Previous RVTD Board Member from 2015-2017
- Member of the Medford Transportation Commission
- RVTD Liaison to TRADCO

Key Employees

1. **Julie Brown**
General Manager
28 years
2. **Luanne Spencer**
Administration Manager
31 years
3. **Paige West**
Planning and Strategic Programs Manager
19 years
4. **Debbie Wilbur**
Finance Manager
10 years
5. **Tim Fountain**
*Accessible Transportation/
Translink Manager*
26 years
6. **Nick Black**
Facility/Maintenance Manager
16 years
7. **Andrew Swanson**
Manager of Safety and Security
3 years
8. **Lynn Dufur**
Human Resource Manager
3 years
9. **Matt Christensen**
Information Technology Manager
6 years
10. **Kelly Madding**
Operations Manager
1 Year



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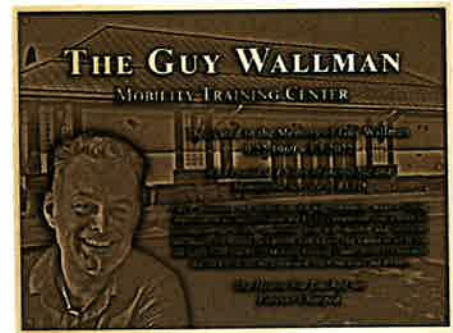


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Inside the Guy Wallman Training Center



RVTD's Travel Training program has taken a significant leap forward with the opening of the downtown Guy Wallman Mobility Training Center in September 2024. The Center is named after former RVTD coach operator Guy Wallman, who passed away in 2022. His dedication and enthusiasm for his community continue to live on through the Mobility Training Center named in his honor.

Located in the old "Greyhound building" on Front Street, the Mobility Center houses a modified bus that was used in service before retiring to its now permanent location. The bus is outfitted with the same amenities as those on RVTD's routes, allowing passengers to experience using transit in a stress-free environment. The bus offers a realistic experience for riders who are anxious about how to pay fare, where to sit, how to ask for the next bus stop, and how to learn the common rules for using transit. It is also equipped with a ramp deployed for wheelchairs and walkers, allowing people using mobility devices to practice getting on and off the bus and securing their wheelchair using the restraints inside.

Other features inside the Center include a full-size bus shelter, a Simme seat (another common bus stop style), and an interactive TV screen for real-time trip planning practice and route finding. RVTD also has a demonstration bike rack found on the front of each bus in the Center, allowing passengers to practice loading and unloading their bikes. While similar centers exist in larger cities, RVTD's Mobility Training Center is unique to the Rogue Valley.

Why Use the Mobility Training Center?

New riders often feel intimidated by the idea of using the bus system for the first time. They worry about inconveniencing others by taking too long to learn how to board, load and unload a bike, or ask questions about routes and schedules. The Mobility Training Center bus allows riders with mobility devices to practice using the ramp, farebox, and securement area in a controlled, stress-free environment. The bike rack offers a confident setting for loading and unloading practice, while the shelter provides a sense of what it feels like to wait for a bus.



Travel Training not only offers an overview of accessibility features on transit, allowing participants to apply this knowledge to travel on any bus, but also provides repetitive, step-by-step training for those who need more specific instructions. Participants work with a Travel Trainer to learn how to travel to locations they visit regularly. From traditional one-on-one and group training for general route navigation and system familiarization, the program is now better equipped to address the physical and cognitive limitations of riders, meeting their diverse needs directly on-site.

Benefits of Travel Training

The Travel Training program is free and increases participants' independence, supporting a more active lifestyle. It provides greater access to the community and helps reduce traffic congestion. For anyone looking to lessen their dependence on a car, Travel Training offers an excellent opportunity to discover car-free transportation options for work, medical appointments, shopping, recreation, or socializing with friends. Participants learn how to use route maps and schedules for trip planning, identify bus stops and transfer points, load and unload bikes, maneuver mobility devices, and ride safely while communicating their needs to the bus driver.



COMMUNITY BIKE PROGRAMS

Bike to the Future

Bikes are an important part of a robust regional transportation strategy. They are particularly efficient when used for short trips or as that “last mile” when used in conjunction with a bus ride. Increasing the number of trips made by bikes helps us reach our climate goals. And people who ride bikes report better physical and mental health!

While we celebrate the bicycle as a viable transportation option, there are many barriers that preclude many in our service district from choosing to ride a bicycle. RVTD provides programs intended to lower these barriers.

Through our many public events and other outreach efforts, we offer encouragement and instruction to those interested in riding. Trying something outside of our usual routines can be intimidating so RVTD’s public events, including several during our annual “Bike Month” each May and “Get There Challenge” each fall, provide incentives for local residents to try riding. Anyone can win prizes during



these seasonal celebrations for logging trips using transportation options, playing games like Bike Bingo, entering our photo contests, or pledging to ride.

We provide bike-related education programs and giveaways at public events, to local community groups, and to regional employers. Programs address bike safety through presentations and with staff-guided rides through our city streets. We also invite the bike-curious to pop-up “Bike Socials” throughout the Rogue Valley and throughout each year, where RVTB staff give away basic bike safety equipment and share our knowledge of bike maintenance and repair so people can confidently maintain their own bicycles.

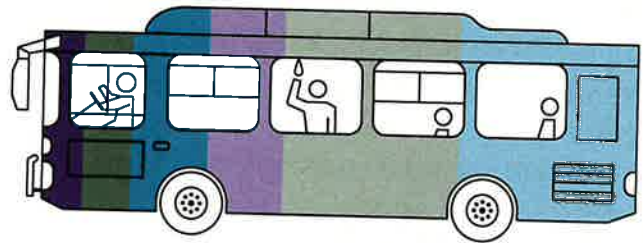
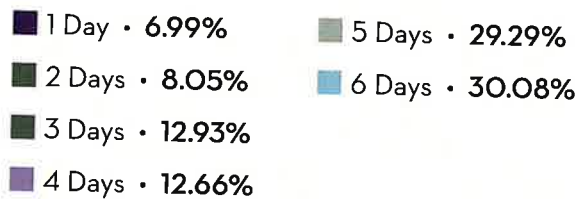
RVTB distributes hundreds of bicycles each year. Our bike program began to flourish with a 2018 grant to provide bikes to veterans through our GoVets “Pedals For Patriots” program. The program has since expanded every year, giving more and more bikes to both veterans and civilians. The PedalPower Community Bike program, which RVTB jointly manages with the Ashland Parks and Recreation Commission, solicits and receives donations of hundreds of bikes annually, mostly from generous individuals, local police departments, and plucked from the waste stream at Recology’s Valley View Transfer Station. Volunteers convene each week to refurbish these bikes. In 2023, 29 individuals together donated more than 700 hours to work on bikes, and RVTB distributed nearly 200 free bikes to over a dozen local service organizations throughout the Rogue Valley. Another 79 volunteer-refurbished bikes were sold for low prices at the annual Rogue Valley Bike Swap, co-sponsored by RVTB. All Bike Swap proceeds are used to fund local youth bike safety education programs. More than \$5,000 was raised for these programs at the 2024 Rogue Valley Bike Swap.



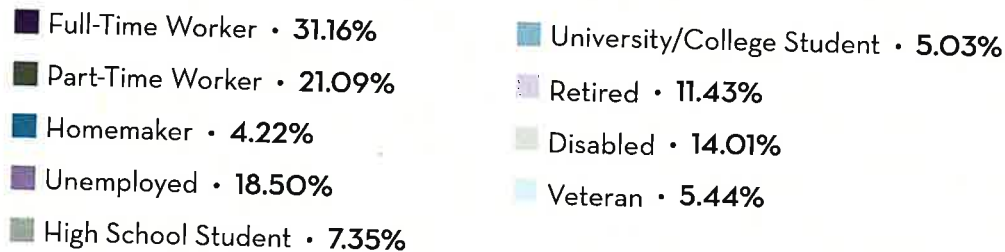
Passenger Survey

In March 2023, RVTB conducted an on-board passenger survey to gain insight into each rider's age, trip frequency, destination, and more. The results demonstrate Jackson County's continued need for a reliable transportation system.

How many days a week do you use transit?



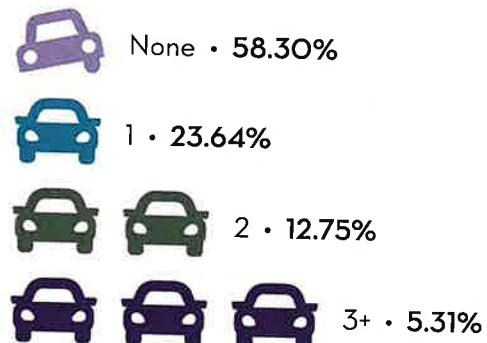
Are you? (Surveyed passengers checked all that applied.)



Do you have a valid driver's license?

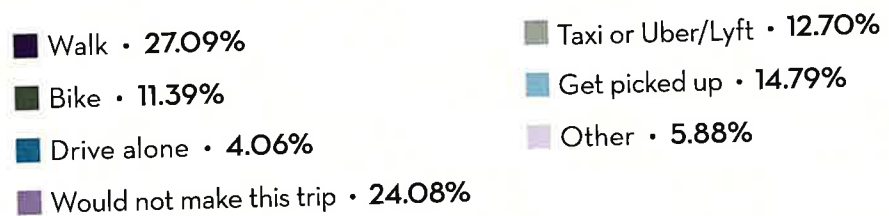


How many working vehicles are available to your household?

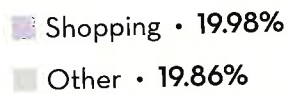
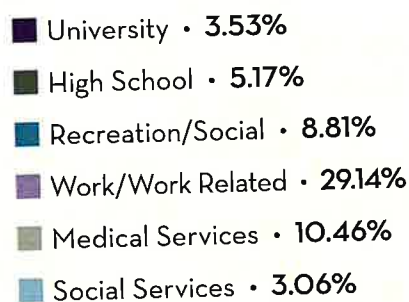




If bus service were not available, how would you make your trips?



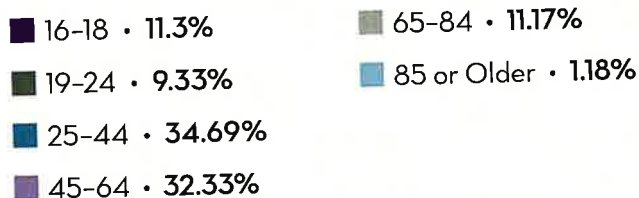
What kind of places are you going to the most when you use RVTD?



What is your personal income?



What is your age?



Investing in Sustainable Emissions-Reduction



The State of Oregon and the Federal Transit Administration have both encouraged approaches to reduce Greenhouse Gas (GHG) emissions in transit fleets. RVTD has been a steward for improving air quality since 1994 when our agency was one of the first to pioneer the use of compressed natural gas (CNG) in our bus fleet. CNG is a low-cost fueling option that is considered a low-emission fuel strategy and has a long range while in service. Today over two-thirds of RVTD's fleet is powered by CNG.

To better understand a transition to zero emission buses, RVTD completed a Fuels Analysis Study in 2022. The study identifies fuel and power availability, market trends, infrastructure requirements, service reliability and cost. Unfortunately, battery electric bus (BEB) technology continues to be challenging based on industry practitioners' testimony. Coupled with the substantial cost investment in buses, charging stations and upgrading the power supply, RVTD has decided to postpone this leap into BEB and is also considering hydrogen fuel cells as they become more mainstream.





Instead of a zero-emission transition, we have invested in Renewable Diesel Fuel refined in the northwest from rennet and algae feed stock. The remaining one-third of RVTD's fleet is powered by 100% renewable diesel fuel, and it did not require secondary investments in specialized technology, so the adoption of this fuel source occurred immediately.

But we didn't stop there...

Recently two projects funded with state and federal grants further supported a transition to GHG reduction:

- RVTD purchased six hybrid-diesel electric buses that will be fueled by renewable diesel fuel and can run intermittently on battery alone. Our Fleet Manager purchased an after-market geofencing feature that allows the bus to automatically switch to battery while operating in downtowns and neighborhoods. Our communities will benefit from cleaner air and quieter bus ride.
- Paratransit fleets are often overlooked when it comes to battery-electric technology. RVTD was awarded funds through the Oregon Climate Office's Carbon Reduction Program to purchase five paratransit vans that are fully electric. RVTD's Valley Lift service provides over 50,000 trips annually for older adults and people with disabilities who will use these vans. With Valley Lift's dynamic trip scheduling software RVTD will be able to strategically time when a van needs to be taken out of service for charging so that no one misses a ride.

RVTD's efforts to reduce GHG emissions have a long history. In fact, in RVTD's 2021 Climate Action Plan Baseline Study we discovered that since the adoption of CNG fuel in 1994, RVTD has reduced emissions by 35% on a per mile basis. 2022 was the lowest year on record for per mile emissions. RVTD has also reduced electricity consumption in our facilities and installed two solar panel arrays on the main campus. Since 2008, RVTD has reduced overall electrical consumption by 71%, which also helps to conserve taxpayer dollars. We strive to be good stewards to the environment and the communities we serve and will continue advancing these goals in the years to come.





BUILDING FOR TOMORROW

Making Infrastructure Investments

RVTD has positioned itself well to accommodate current and future service with the addition of new facilities. With the new STIF revenues passed in HB 2017 for transit providers across the state, RVTD was expecting at least a 30% increase in transit service hours, and indeed, we have achieved that goal with six new routes and a seventh coming in 2025. Each new route has required more personnel, buses, and ultimately, more space to operate a larger transit system. To help prepare for this growth, RVTD completed a Campus Master Plan identifying facilities in which RVTD should invest.

Several projects were considered, but the top two priorities included a new transportation and operations building, which would house the majority of RVTD's personnel, and moving administrative personnel off the main campus to make room for an expanding bus fleet. Both projects seemed more of a dream at the time, but we were successful in receiving two large federal and state grants which allowed these new facilities to become a reality. There is still more to do in coming years including expanding our maintenance facility where RVTD

performs all of our own work on the bus fleet, preparing for low and no emission technology, and working to expand Front Street Station's passenger waiting areas in downtown Medford. This recent investment in facilities required RVTD to use local funds reserved for the purpose of non-operating expansion and pursuing new projects will require us to build up a reserve again. For now, we are thankful for the additional 'elbow room' to do our jobs even better than before.

More Connections Within Our Community

In the past five years, RVTD has added six routes using new STIF funding and maintained service through a local special levy. The STIF funds, introduced through HB 2017's Transportation Bill, were considered landmark legislation because before its passage Oregon ranked in the bottom 10% nationally for state-funded transit support. STIF now makes up 25% of RVTD's annual operating revenues, and beginning in 2025, all funds will go toward maintaining the new service. At the time of HB 2017 passing, RVTD operated 933,394 fixed-route service miles. Today RVTD operates 1,411,422 service miles, resulting in a 34% increase in service.

New routes mean more connections for the community we serve. Cities such as Eagle Point—that prior to 2019 had no transit service at all and yet had one of the highest older adult populations in Oregon—can now connect to regional destinations, medical care, and affordable shopping. The largest city, Medford, where before only 48% of residents lived within a quarter mile of a transit route, now has three new routes connecting neighborhoods with jobs and higher education. Commuters who wanted faster service can now ride the 1X, RVTD's first express route, between Medford and Ashland. And one of Oregon's most climate-friendly cities, Ashland, now has their own circulator connecting residents with SOU, the hospital, local shopping and the arts. These improvements are just the beginning as we look forward to continuing with higher frequency service and adding service on Sundays.



2024 Financials

Careful Stewardship of Financial Resources

RVTD carefully follows all guidelines and regulations pertinent to receiving local, state, and federal funds. For 19 years running, RVTD has been recognized by the Government Finance Officers Association with the Achievement for Excellence in Financial Reporting.

RVTD Key Operating Indicators for Fiscal Year 2024	
Fixed-route buses	45
Fixed-route service ridership	958,995
Annual service hours	103,504
Average daily boardings	3,124
Fixed-route operating cost per mile	\$8.80
Fixed-route service miles	1,411,422
Average fare per ride	\$1.10
Average cost per ride	\$12.69
Percentage of costs covered by fares	4.45%

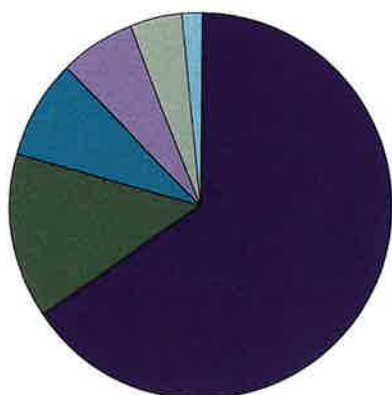
Valley Lift Key Operating Indicators	
Valley Lift ridership	37,180
Valley Lift average daily boardings	126
Valley Lift average fare per ride	\$1.95
Valley Lift average cost per ride	\$62.29
Percentage of costs covered by fares	3.13%

Statement of Net Position as of June 30, 2024	
Assets	
Current and other assets	\$25,426,147
Capital assets, net of accumulated depreciation	\$38,599,929
Total assets	\$64,026,076

Liabilities	
Current liabilities	\$3,869,752
Non-current liabilities	\$660,993
Total liabilities	\$4,530,745

Net Position	
Net investment in capital assets	\$38,497,543
Unrestricted	\$20,997,788
Total net position	\$59,495,331
Total liabilities and net position	\$64,026,076

District Employees by Function



- Operations - Business Services **65.44%**
- Operations Maintenance **13.97%**
- Special Transportation - TransLink **8.09%**
- General Administration **6.62%**
- Support Services **4.41%**
- Special Transportation - Valley Lift **1.47%**

RYTD Summary Statement of Revenues and Expenses *for the year ended June 30, 2024*

	General Fund	TransLink Fund	Totals
Operating revenues			
Charges for services	\$1,564,081	\$8,668,019	\$10,232,100
Operating expenses			
Personnel services	\$13,501,722	\$1,473,328	\$14,975,050
Materials and services	\$4,462,327	\$7,327,332	\$11,789,659
Special Transportation Fund	\$1,825,771		\$1,825,771
Depreciation	\$2,719,115		\$2,719,115
Total operating expenses	\$22,508,935	\$8,800,660	\$31,309,595
Operating income (loss)	(\$20,944,854)	(\$132,641)	(\$21,077,495)
Non-operating revenues (expenses)			
Property taxes	\$5,762,468		\$5,762,468
State Employee transit tax	\$7,930,025		\$7,930,025
State payroll assessment	\$461,074		\$461,074
Federal and state grants	\$7,638,731		\$7,638,731
Interest income	\$660,338		\$660,338
Gain (or loss) on sale of assets	(\$9,370)		(\$9,370)
Debt service	(\$3,330)		(\$3,330)
Total non-operating revenues (expenses)	\$22,439,936		\$22,439,936
Income (loss) before contributions	\$1,495,082	(\$132,641)	\$1,362,441
Capital contributions			
Federal and state grants for capital acquisition	\$9,339,793		\$9,339,793
Change in net position	\$10,834,875	(\$132,641)	\$10,702,234

Donated Vehicles Support Local Nonprofits

In 2024, RVTD made a contribution to local nonprofits by donating two 2018 Ford Transit vans. These ADA-accessible vehicles were provided to the Rogue River Community Center and the Confederated Tribes of Coos, Lower Umpqua, and Siuslaw Indians, continuing RVTD's tradition of repurposing its used paratransit vehicles for community benefit.

Although these vans have reached the end of their service life within RVTD's operations, they will continue to serve the community through their new nonprofit owners. The Confederated Tribes of Coos, Lower Umpqua, and Siuslaw Indians are using their van to enhance elder care and educational programs in Coos County. This vehicle is supporting transportation for a range of tribal services, helping members access medical appointments and other essential resources.

Meanwhile, the van donated to the Rogue River Community Center will be a key asset in supporting the center's Access Food Pantry and Food & Friends programs. Volunteers use the vehicle to deliver 30-50 meals daily to seniors and individuals who have difficulty traveling to town. The new van also helps transport rural community members to the Center's numerous events, increasing access to important services for those unable to travel independently.

RVTD is honored to support these community partners and their vital work. By donating these vehicles, RVTD helps extend the life of our vehicles, ensuring continued service to the community.

