



## CELEBRATING 40 YEARS! 1975-2015

### WHY DO YOU RIDE RVT?

**"I RIDE FOR LESS POLLUTION AND IT'S FUN FOR MY KIDS. MY DAUGHTER WANTS TO SELL THE CAR SO WE CAN RIDE THE BUS ALL THE TIME." - MARY KRAUSE, MEDFORD**

### WHO RELIES ON TRANSIT IN THE

- 26% of passengers indicated work as their destination.
- 38% of passengers would not make the trip if bus service weren't available, up 11% from 2011.
- 56% of passengers are employed, either full or part time, which is up 6% since 2011.
- Percent of passengers who don't own vehicles rose by 21% since 2011
- 47% of passengers claim a household income of \$10,000 or less
- 16% of Saturday passengers were using the bus for work, 15% for shopping.
- The number of passengers who bicycle to their bus stop has doubled to 8% since 2011.

RVT receives three federal funding sources from the federal government as a direct recipient, or through the Oregon Department of Transportation.

These include:

- 5307 Urbanized Operating funds (\$2.4 M)
- 5309 Preventative Maintenance (\$825K)
- 5310 Elderly and Disabled (\$700K)

These funds allow RVT to provide seven transit routes and the ADA service alongside each route within 3/4 mile.

Additional funds come from passenger fares, advertising sales and property tax, yet \$300,000 of federal funds cannot be leveraged due to a lack of qualified match.

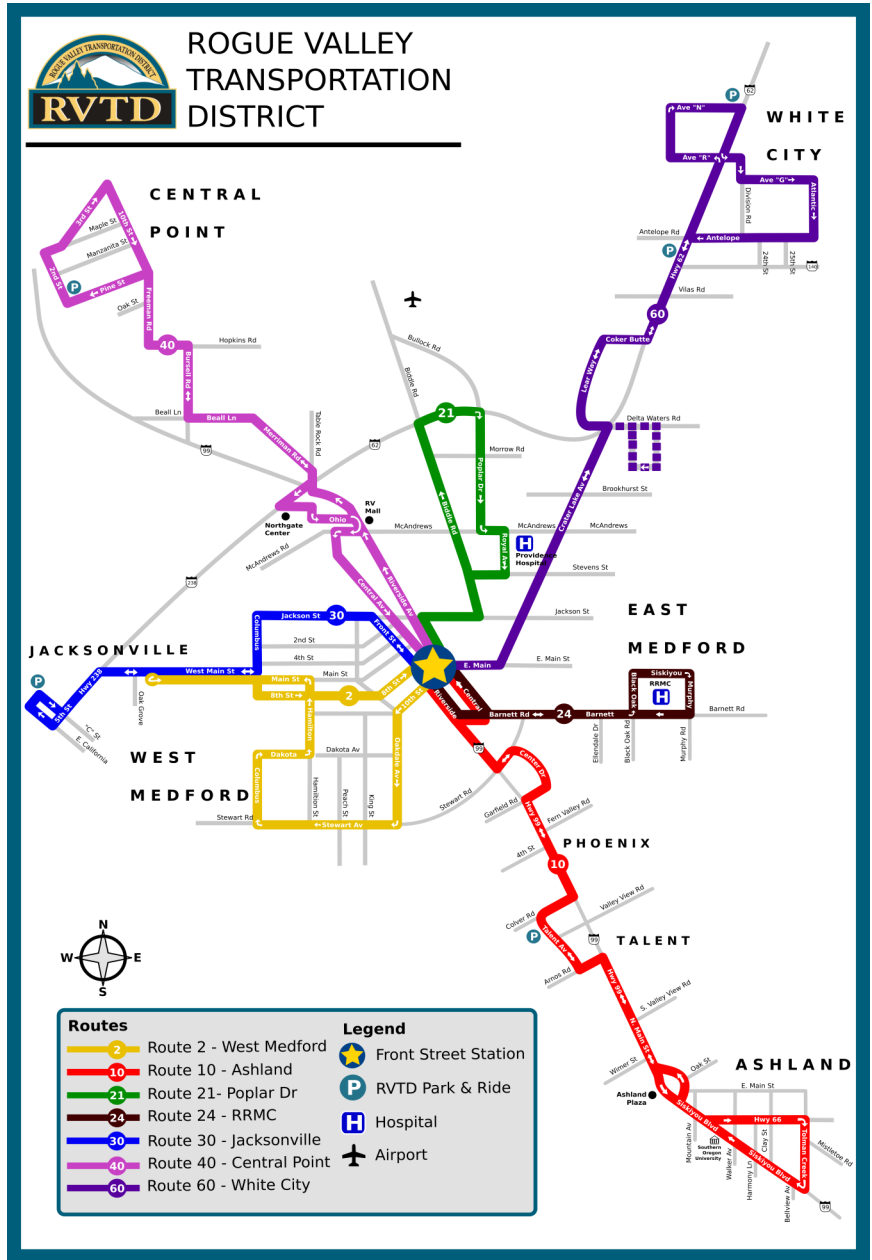
A CMAQ grant allowed RVT to provide Saturday and evening service between 2012-2015 creating a 16% increase in ridership.



### With passage of the Public Transportation Expansion Fund

RVT would be able to:

- Restore vital services in the evenings, on Saturdays and add two new routes to lower-income areas
- Add a route to the Rogue Community College campus to help prepare the area's labor force for future job growth
- Reduce harmful Greenhouse Gases by adding attractive express routes for commuters and choice riders . RVT's natural gas vehicles help the Metropolitan Planning Organization meet the regional goals on air quality conformity.
- Improve reduced fare options for low-income, elderly and disabled and veterans



### RVTD Ridership Comparison

