



Business Survey Report: EmX Evaluation

Final Report:

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INTRODUCTION

Through a grant from the Oregon Transportation Research and Education Consortium (OTREC), Lane Transit District (LTD) partnered with University of Oregon's Community Planning Workshop (CPW) to examine how to evaluate the planning and implementation processes of their bus rapid transit line, the Emerald Express (EmX). As a part of this project, CPW conducted a stakeholder analysis to better understand stakeholder perceptions and information needs.

The stakeholder analysis included several components: interviews with planners, stakeholders, and elected officials; a survey of the Fairmount neighborhood group, and a survey of members of the Eugene and Springfield Chambers of Commerce (e.g., area businesses). This report summarizes the results of the business survey.

PURPOSE AND METHODS

CPW designed and administered a survey of the Eugene-Springfield business community to gauge businesses' perceptions of the EmX and determine what types of information businesses would like to have about the EmX. The survey also assessed perceptions about local businesses role in the EmX public involvement process and what methods of communication are best for engaging with the business community. CPW partnered with the Eugene and Springfield Chambers of Commerce to distribute the survey. A total 55 businesses completed the survey.

The online survey consisted of 33 questions; the survey instrument can be found in Appendix A. CPW used logic sequences to ensure that respondents only had to answer questions that applied to them. For example, if a business owner indicated that they did not participate during the EmX environmental analysis stage, they would be redirected to a different section and not have to answer questions about their role during the environmental analysis stage. Depending on the location of a business and the business owner's level of involvement, the respondent was given the opportunity to answer between 16 and 33 questions.

Respondents were able to offer additional comments to 18 of the multiple-choice questions. For questions that received a large number of comments (i.e. more than 25% of total respondents provided a comment), CPW created a matrix to summarize the topic and frequency of the comments. If only a few comments were made, we conducted a general summary and analysis.

Two questions in the survey were open-ended and invited respondents to comment on their public participation experience (if applicable) and offer general comments about Lane Transit District. Where duplicate comments exist, we summarized the theme of the comment and provided a count of how many times a comment was made. Appendix B contains a complete record of all the responses and comments.

The survey was not intended to be a random sample survey; CPW's intent was to better understand the range of perceptions held by area businesses. As such, we encourage readers use caution in interpreting the results, which cannot be considered representative of all businesses that are members of the Eugene or Springfield Chambers of Commerce.

ORGANIZATION OF REPORT

The remainder of this report summarizes the survey results and is organized as follows.

- **Respondent characteristics** describes various characteristics of the responding businesses.
- **Survey Findings** examines and compares the survey responses.
- **Implications** discusses how this survey will be used and how it is tied into other deliverables associated with this project.

RESPONDENT CHARACTERISTICS

The online survey targeted businesses in Eugene and Springfield that were members of either the Eugene or Springfield Chamber of Commerce. Most respondents that recorded their business sector came from companies specializing in professional and business services (52%). Table 1 shows the complete business sector breakdown of the survey respondents.

Table 1. Which sector best categorizes your business?

Business Sector	Percentage of Respondents	Number of Respondents
Agriculture, forestry and fishing	2.4%	1
Arts, sports and recreation	4.8%	2
Catering and accommodation	2.4%	1
Construction	2.4%	1
Education	2.4%	1
Health and social care services	4.8%	2
IT and telecommunications services	4.8%	2
Manufacturing	2.4%	1
Media and creative services	4.8%	2
Mining, energy and utilities	0.0%	0
Personal services	4.8%	2
Professional and business services	52.4%	22
Retail, hire and repair	9.5%	4
Transport and distribution	0.0%	0
Wholesale	2.4%	1
Other (please specify)	23.8%	10
	<i>answered question</i>	42
	<i>skipped question</i>	13

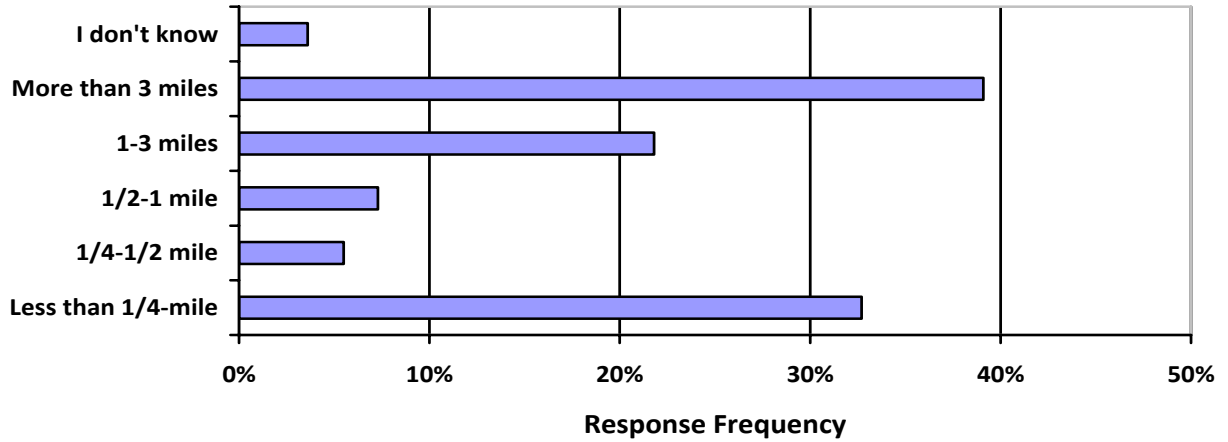
Of the responding businesses, most were either large (over 40 employees) or small (five or less employees) businesses. Figure 2 shows a more complete breakdown of business size.

Table 2. Number of employees at respondents' businesses

Number of Employees	Percentage of Respondents	Number of Respondents
No employees	5.9%	3
1-5	25.5%	13
6-10	5.9%	3
11-20	11.8%	6
21-40	15.7%	8
More than 40	35.3%	18
	<i>answered question</i>	51
	<i>skipped question</i>	4

Figure 1 shows the businesses' reported distances from existing EmX stations. As shown, the majority of business that responded were within 1/4-mile or over three miles from an existing EmX station.

Figure 1. Respondents' distance from EmX stations



SURVEY FINDINGS

This section summarizes the key findings of online survey of area businesses. The survey included 25 closed-ended questions related to the EmX and the interaction between Lane Transit District and the business community. These questions were divided into the following sections:

- Perceptions of the EmX
- Impacts of the EmX
- Evaluation Criteria
- Involvement During EmX Environmental Analysis Stage
- Communication
- General Comments about LTD

The remainder of this section is organized into the same categories.

Many of these questions allowed the respondent to offer open-ended comments. When applicable, these comments are summarized per question.

PERCEPTIONS OF THE EMX

The purpose of this section was to assess general feelings and perceptions about the EmX system. CPW asked all 55 respondents the questions in this section.

QUESTION 1. To what extent do you agree or disagree with this statement: "As a business owner/manager, I support the EmX system."

Most respondents (42%) "strongly agreed" with this statement, suggesting a significant amount of support for the EmX within our sample. However, it is important to note that the second most frequent response to this statement was "strongly disagree." This shows that within our sample, a significant majority of the respondents (67%) have strong feelings about the EmX one way or another.

**Table 3. To what extent do you agree or disagree with this statement:
"As a business owner/ manager, I support the EmX system."**

Answer Options	Response Frequency	Response Count
Strongly disagree	25.0%	13
Somewhat disagree	9.6%	5
Neither agree nor disagree	5.8%	3
Somewhat agree	17.3%	9
Strongly agree	42.3%	22
I don't know	0.0%	0
	<i>answered question</i>	52
	<i>skipped question</i>	3

SUMMARY OF COMMENTS

This question invited respondents to explain their answer in an open-ended format. There were 26 comments that are grouped by their general theme and summarized in the following tables.

**Table 4. To what extent do you agree or disagree with this statement:
"As a business owner/manager, I support the EmX system."**

Comment	Count	Frequency
Future benefits	4	High
Improved access	2	
Economic vitality	2	Medium
Positive contribution to public transportation	2	
Incentive to move to area	1	
Contributes to social equity	1	Low
EmX is successful	1	
	<i>Total respondents</i>	13

Reasons for Supporting the EmX

Seven respondents indicated that they supported the EmX because they felt that it improved access to their business for both customers and employees. One of these respondents wrote, "All of our staff have bus passes and use the EmX frequently for getting to work and meetings during the day."

Two respondents noted that the EmX is important because it contributes to the economic vitality of the region. Related to this topic, two separate respondents commented on how the EmX was an important aspect of the larger transportation system. One of these respondents wrote, "Increased transportation options are important going forward, and EmX offers the most effective way of moving people the

fastest.” Two other respondents stated that they supported the EmX because of the future benefits that it would bring to the region.

One respondent commented that they supported the EmX because it was a more affordable method of transit. Another respondent supported the EmX because of the time-savings it provided.

Reasons for Not Supporting the EmX

Five respondents indicated that they did not support the EmX for reasons related to the business payroll tax. Most of these comments made the claim that businesses should have voting rights if they are required to pay a tax to LTD. Two respondents commented that the EmX was an improper use of business tax dollars.

Table 5. Reasons for not supporting the EmX

Comment	Count	Frequency
Taxation	5	High
Customers/clients don't use EmX	3	Medium
Little noticeable impact	1	
EmX doesn't provide service to business	1	Low
Feelings of being misled by LTD staff	1	
Total respondents		11

Three respondents explained why they did not support the EmX by stating that their customers or clients did not use the EmX. One of these respondents wrote, “I see no return on the LTD tax that I pay. None of my employees use it and neither do any of my clients.”

One respondent did not support the EmX because they felt that there was very little impact from the 4-mile Franklin Route. Another respondent noted that the EmX does not serve the area surrounding their business. Finally, one respondent explained their lack of support for the EmX by discussing a negative interaction their business had with LTD staff. This respondent wrote, “We have found the EmX folks to be very misleading in their comments about EmX development.”

QUESTION 2. To what extent do you agree or disagree with this statement: "I feel that the EmX is a valuable asset to the community."

The majority of respondents (63%) either “Strongly agreed” or “Somewhat agreed” with this statement, suggesting that the EmX is seen as a valuable asset to most respondents. Like the previous question, a notable percentage (21%) of businesses stated that they “Strongly disagreed” with this statement, again showing a large degree of polarity within the business community that we surveyed.

Table 6. To what extent do you agree or disagree with this statement: "I feel that the EmX is a valuable asset to the community."

Answer Options	Response Frequency	Response Count
Strongly disagree	21.2%	11
Somewhat disagree	9.6%	5
Neither agree nor disagree	3.8%	2
Somewhat agree	19.2%	10
Strongly agree	44.2%	23
I don't know	1.9%	1
	<i>answered question</i>	52
	<i>skipped question</i>	3

SUMMARY OF COMMENTS

This question invited respondents to explain their answer in an open-ended format. There were 21 comments that have been grouped by their general theme and summarized in the following tables.

Reasons the EmX is Viewed as an Asset

Four respondents stated that the EmX was an asset to the community because of the future benefits it would bring to the area. There is a general feeling from these comments that improvements and expansion must take place before this asset is fully realized. For example, one respondent wrote, "Once we have the community connected and it's convenient to get from A to D - people will flock to this system." Another respondent noted that the system will continue to improve as it expands in the future. They wrote, "As network expands moving around the metro area will become more efficient."

Table 7. Reasons the EmX is viewed as an asset

Comment	Count	Frequency
Future benefits	4	High
Improved access	2	
Economic vitality	2	Medium
Positive contribution to public transportation	2	
Incentive to move to area	1	
Contributes to social equity	1	Low
EmX is successful	1	
	Total respondents	13

Improved access throughout the community, contribution to economic vitality, and benefit to the overall transit system were all recorded as reasons that the EmX is an asset to the community. Referring to the economic impacts of the EmX, one respondent

wrote, "It will help improve the economy by encouraging growth, progress and development."

One respondent wrote that the EmX was an asset because it attracted people to move to the Eugene-Springfield area. Another respondent wrote that the EmX is successful, and therefore should be considered an asset. Social equity was credited by one respondent for creating the value of the EmX. This respondent wrote, "Many people do not have legal means to get around, no driver's licenses for a variety of reasons. Bus service is extremely important."

Reasons EmX is Not Viewed as an Asset

Three respondents made comments related to funding issues. One respondent recognized that the majority of funding for the EmX is from the federal government and not from the business payroll tax. However, this respondent noted that these funds are still collected from private citizens, and still felt as though they were paying for the system. Another respondent felt that the system should capitalize on its success by charging passengers.

Table 8. Reasons the EmX is not viewed as an asset

Comment	Count	Frequency
Inefficient use of funds	3	High
Underutilized system	2	Medium
No measurable impact	1	
Decreased access to business	1	Low
Disrupts neighborhoods	1	
Total respondents		8

Two respondents felt the EmX is not an asset to the community because it is underutilized and needs to be improved. One respondent wrote felt that the transportation system in the region should be improved from its current state, but this improvement should be a slow, gradual process.

One respondent cited the lack of measurable impact that the EmX has currently had on the region as a reason it is not an asset. Another respondent claimed that the EmX is not an asset because it disrupts neighborhoods, while still another respondent said that the EmX restricted access to their business.

QUESTION 3. The EmX currently runs along a 4-mile route between downtown Eugene and downtown Springfield. Are you aware that there are regional plans for the EmX to be a 61-mile system?

The majority of businesses (60%) stated that they were aware that the current EmX route is part of a larger regional vision; 40% were not aware. Because this question

deals with an issue as important as the long-term vision of the EmX, LTD should try to increase the percentage of businesses that are aware of these plans. While the responses to this question indicate that this message is being communicated, CPW finds that improvements can still be made when communicating the larger vision of the EmX system.

IMPACTS OF THE EMX

The purpose of this section was to gain an understanding of how the businesses within the Eugene-Springfield area have been impacted by the EmX. The survey utilized a logic sequence that only allowed businesses that were located ½-mile or less from an EmX station to answer questions in this section.

Twenty-one businesses met this requirement, and 18 of the responses (86%) came from businesses located less than ¼-mile from an EmX station. Of the 21 respondents for this section, 35%, 30% and 20% stated that the nearest EmX station was High Street Station, Eugene Station, and Springfield Station, respectively.

QUESTION 6. What impact has the EmX had on access to your business?

The majority of respondents to this question (65%) felt that the EmX had either “Some” or “A lot” of impact on access to their business. While this question does not tell us if these impacts were helpful or harmful (this is addressed in the following question), the responses to this question do show that businesses near EmX stations are aware of access-related impacts created by the EmX.

Table 9. What impact has the EmX had on access to your business?

Answer Options	Response Frequency	Response Count
None	15.0%	3
Very little	15.0%	3
Some	40.0%	8
A lot	25.0%	5
I don't know	5.0%	1
	<i>answered question</i>	20
	<i>skipped question</i>	35

SUMMARY OF COMMENTS

This question allowed respondents to provide open-ended comments. Six respondents wrote comments. These comments stated that the EmX had improved access for customer, clients, and employees. One respondent wrote that the EmX has helped their business hire staff, while another wrote that they access had been improved to their business despite not having measurable evidence to support this. One respondent

stated that they were concerned about connecting from the EmX to other buses to access other locations in the Eugene-Springfield area.

QUESTION 7. Did the EmX improve access to your business?

Most respondents (47%) reported that the EmX improved access to their business. When data from this question was cross tabulated with the previous question, we found that all of the respondents that felt the EmX had “A lot” of impact on access to their business reported that this impact improved access. Additionally, 50% of individuals that reported the EmX to have “Some” impact stated that this impact was positive. Only two respondents stated that the EmX impacted access to their business negatively.

Table 10. Did the EmX improve access to your business?

Answer Options	Response Frequency	Response Count
Yes	50.0%	10
No	20.0%	4
I don't know	15.0%	3
Not applicable	15.0%	3
<i>answered question</i>		20
<i>skipped question</i>		35

QUESTION 8. What impact has the EmX had on your business' property value?

The majority of respondents to this question (55%) stated that they did not know how the EmX impacted the property value of their business. This provides an opportunity for LTD to study the impact of the EmX on property values and communicate these findings to the business community.

Table 11. What impact has the EmX had on your business' property value?

Answer Options	Response Frequency	Response Count
None	15.0%	3
Very little	15.0%	3
Some	10.0%	2
A lot	5.0%	1
I don't know	55.0%	11
<i>answered question</i>		20
<i>skipped question</i>		35

SUMMARY OF COMMENTS

Four respondents offered additional comments to this question. Two of these respondents wrote that they leased their building, and were therefore unaware if property values had been impacted. One respondent stated that their property values

had in fact decreased, while another respondent felt that their property value was enhanced by the design and appearance of the system.

QUESTION 9. Did the EmX increase your business' property value?

Similar to the previous question, most respondents (45%) did not know if the EmX improved their property value or not. This question shows that 30% of respondents did not feel the EmX improved their property value, but it is unclear if any of these businesses indicated that the EmX decreased the value of their property. The answers to questions 8 and 9 indicate that business owners do not have the information or resources available to assess the EmX's impacts on their property value.¹ As stated above, this situation provides LTD an opportunity to help businesses understand the real impacts of the EmX on businesses.

Table 12. Did the EmX increase your business' property value?

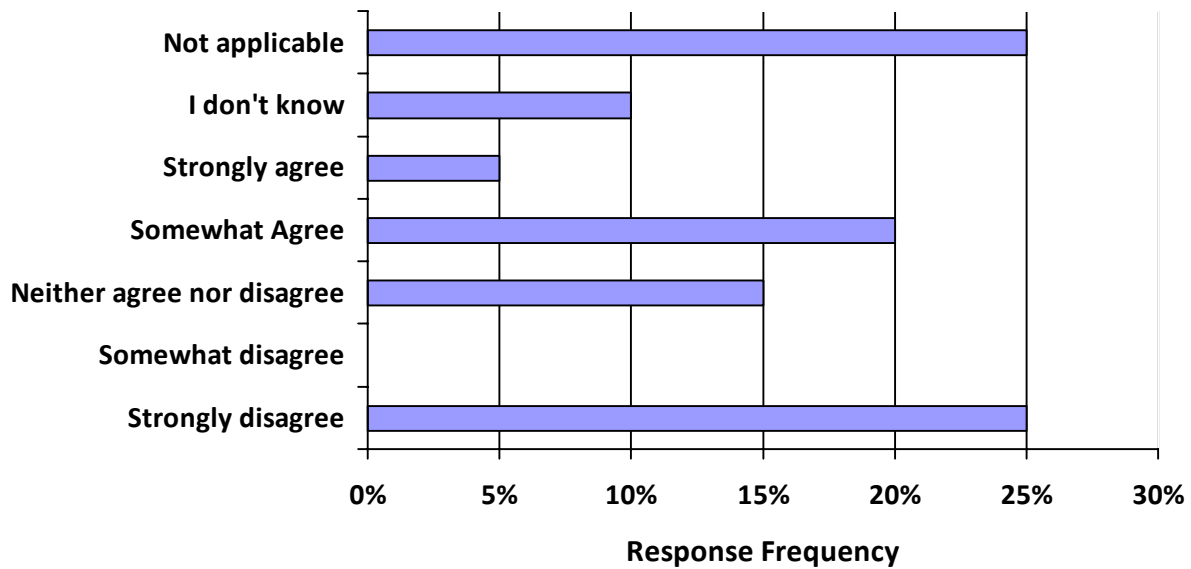
Answer Options	Response Frequency	Response Count
Yes	5.0%	1
No	30.0%	6
I don't know	45.0%	9
Not applicable	20.0%	4
	<i>answered question</i>	20
	<i>skipped question</i>	35

QUESTION 10. To what extent do you agree or disagree with this statement: "The EmX increased the number of customers that visit my business."

The answers to this question were essentially split four ways: 25% agreed to some extent, 25% disagreed to some extent, 25% did not know or had no opinion, and 25% did not find this question applicable to their business. This split is a further indicator that business owners are not aware of the EmX's real effect on day-to-day business operations.

¹ This probably due, in part, to the fact that EmX has not operated long enough to have a measureable impact on property values. Moreover, no empirical studies on property value impacts of the EmX exist at this time.

Figure 2. To what extent do you agree or disagree with this statement: "The EmX increased the number of customers that visit my business."



SUMMARY OF COMMENTS

One respondent offered an additional comment to this question writing, "Our "customers" come to our office by appointment only, from a four county area, and are very unlikely to use EmX."

QUESTION 11. To what extent do you agree or disagree with this statement: "The EmX has influenced new development near my business."

The most common answer to this question was "I don't know" (26%). Nearly 37% of respondents did not have an opinion on this issue, or did not have enough information to form an opinion. Even though the respondents to this survey only represent a small fraction of the Eugene-Springfield business community, CPW observes that it would be advantageous for LTD to track development within 1/2 mile of EmX lines. This information could then be presented to businesses within the area to keep them better informed about the impacts of the EmX system.

Table 13. To what extent do you agree or disagree with this statement: "The EmX has influenced new development near my business."

Answer Options	Response Frequency	Response Count
Strongly disagree	10.5%	2
Somewhat disagree	15.8%	3
Neither agree nor disagree	10.5%	2
Somewhat agree	15.8%	3
Strongly agree	15.8%	3
I don't know	26.3%	5
Not applicable	5.3%	1
	<i>answered question</i>	19
	<i>skipped question</i>	36

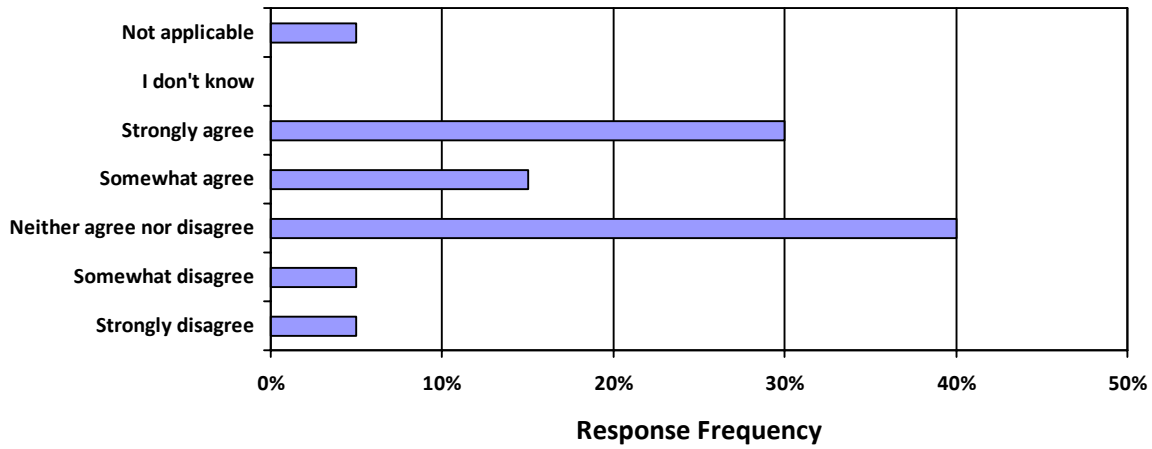
SUMMARY OF COMMENTS

Two respondents provided additional comments to this question. Both stated that they believed that no new development took place surrounding their business.

QUESTION 12. To what extent do you agree or disagree with this statement: "The EmX has improved the overall character of the area surrounding my business."

Most of the responses to this question were "Neither agree nor disagree" (40%). However, it is important to note that 45% of respondents agreed to some extent that the character of the area surrounding their business had improved. Only 10% of respondents disagreed to some extent with this statement, suggesting that most businesses view the EmX as a benefit to the character of the Eugene-Springfield area.

Figure 3. To what extent do you agree or disagree with this statement: "The EmX has improved the overall character of the area surrounding my business."



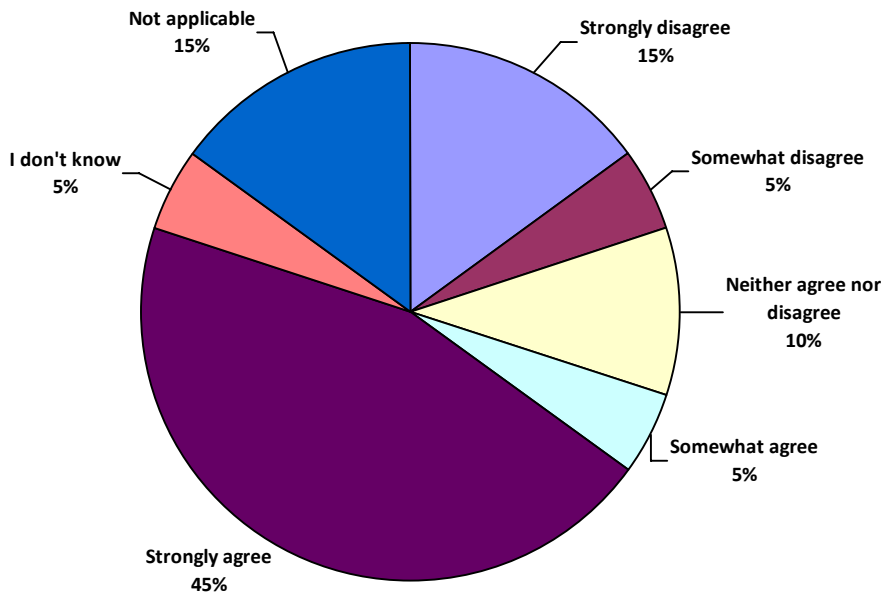
SUMMARY OF COMMENTS

Three respondents provided additional comments to this question. One of these comments points out that the Eugene Station existed before the EmX, implying that it is difficult to tell if the EmX has impacted the character of the area.

QUESTION 13. To what extent do you agree or disagree with this statement: "Lane Transit District effectively communicated how my business would be impacted during the construction of the EmX."

Half of respondents agreed with this statement to some extent, although the number of respondents that disagree or strongly disagree with this statement suggest that LTD's communication process is not effectively reaching all affected businesses.

Figure 4. To what extent do you agree or disagree with this statement: "Lane Transit District effectively communicated how my business would be impacted during the construction of the EmX."



SUMMARY OF COMMENTS

Although the percentage of respondents that agreed or disagreed with the above statement was relatively even, the open-ended comments indicated that those businesses that were not satisfied with the level of communication were passionate when expressing their disapproval. Three respondents offered additional comments to this question. One of these comments commended LTD for being “excellent communicators.” The other two comments reflected negative experiences that were had between LTD and businesses. While these responses are certainly not a representative sample of the Eugene-Springfield business community, it is important to note that there appears to be opportunities for improvement when communicating and interacting with businesses.

EVALUATION CRITERIA

The purpose of this section was to collect data on what types of information businesses would like to have regarding the impacts of the EmX. This information could be used by LTD to guide future evaluations of the EmX system. All 55 respondents were asked a multipart question about evaluation criteria, and the results are summarized in the responses to question 14.

QUESTION 14. Please rate your level of interest in knowing how the EmX impacts the following.

Table 16 shows that respondents are somewhat or extremely interested in all of the information options listed. A majority of respondents indicated that they were “Extremely interested” in knowing how the EmX impacts the following topics: economic development (62%), business activity (60%), traffic congestion (54%), and property values (51%). Several businesses also indicated that they were “Extremely interested” in knowing more about the impact of the EmX on LTD’s operating costs (44%) and mass transit ridership (40%).

Information related to the impact of the EmX on motor vehicle access, emissions and pollution, and social equity were also listed by a number of businesses as topics they were “Somewhat interested” in hearing about.

The results of this question indicate that the business community is interested in learning more about the impacts of the EmX, even impacts that might be considered outside of areas that directly affect business (i.e. emission/pollution and social equity). This suggests that LTD should avoid tailoring the information it provides to businesses about the impacts of the EmX. The businesses surveyed display a broad area of interests, and while some appear to be more important than others, CPW recommends that the full range of impacts be widely shared with the business community as it becomes available.

Table 14. Responses to the question “Please rate your level of interest in knowing how the EmX impacts the following:”

Answer Options	Not at all interested	Somewhat interested	Extremely interested	No opinion	Response Count
Mass transit ridership	15.4% (8)	38.5% (20)	40.4% (21)	5.8% (3)	52
Emissions/pollution	18.0% (9)	44.0% (22)	36.0% (18)	2.0% (1)	50
Property values	7.8% (4)	37.3% (19)	51.0% (26)	3.9% (2)	51
Economic development	7.7% (4)	28.8% (15)	61.5% (32)	1.9% (1)	52
Business activity	9.6% (5)	28.8% (15)	59.6% (31)	1.9% (1)	52
Traffic congestion	9.6% (5)	32.7% (17)	53.8% (28)	3.8% (2)	52
LTD's operating costs	11.5% (6)	40.4% (21)	44.2% (23)	3.8% (2)	52
Social equity	27.5% (14)	45.1% (23)	23.5% (12)	3.9% (2)	51
Motor vehicle access	12.0% (6)	50.0% (25)	32.0% (16)	6.0% (3)	50
<i>answered question</i>					52
<i>skipped question</i>					3

SUMMARY OF COMMENTS

The survey invited respondents to offer additional criteria that they would like to see evaluated for the EmX system. Eight businesses recorded comments for this question,

although only three of these comments were related to evaluation criteria. These three respondents stated that they would be interested in the following:

- Impacts on pedestrian and bicycle access
- Cost per rider information
- Cost of the EmX to businesses

The remaining comments were related to unrelated issues. Most of these comments suggested that the EmX should charge a fare for service. Two respondents made comments related to tree removal, one of which suggested that LTD communicate its position on tree preservation.

INVOLVEMENT DURING EMX ENVIRONMENTAL ANALYSIS STAGE

This section assesses the experience businesses had during their involvement in the environmental analysis stage. For the purpose of this survey, the environmental analysis stage was defined as the period of public involvement that takes place before an EmX route is finalized and before construction begins.

The survey allowed businesses located within ½-mile of an existing or proposed route to answer the questions in this section. Thirty-two respondents provided answers to the following questions. Of these respondents, the majority (66%) were located along the pilot route on Franklin Boulevard. Respondents also included businesses located near the Gateway Extension route (31%), the proposed West Eugene Extension route (28%), and the proposed route along Coburg Road (9%).²

QUESTION 16. Do you recall receiving notification by mail from Lane Transit District during the environmental analysis stage of the EmX?

There were an equal number (43%) of respondents that answered both “Yes” and “No” to this question, showing an interesting divide in how information is received by businesses. These businesses should have received notification because LTD is required by law to notify businesses and residents within ½-mile of a proposed route, and most likely did. The fact that 43% of businesses surveyed do not recall being notified suggests that improvements can be made regarding how LTD conducts outreach to the business community since their current methods are not getting the attention of business owners.

² The question asked respondents to select all routes that were within ½-mile of their business. Because respondents could select multiple categories, the responses sum to more than 100%.

QUESTION 17. What method(s) did Lane Transit District use to notify you about the EmX? (select all that apply)

The majority (54%) of respondents that answered this question stated that they were notified by telephone. Additionally, 36% of respondents that answered this question recalled being notified via email. There were twelve respondents that did not recall being notified, however, two respondents that selected "Other" stated that they were also not notified.

Table 15. What method(s) did Lane Transit District use to notify you about the EmX? (Select all that apply)

Answer Options	Response Frequency	Response Count
Mailing	53.6%	15
Telephone	3.6%	1
Email	35.7%	10
Personal contact	21.4%	6
I don't recall being notified	42.9%	12
Other (please specify)	14.3%	4
	<i>answered question</i>	<i>28</i>
	<i>skipped question</i>	<i>27</i>

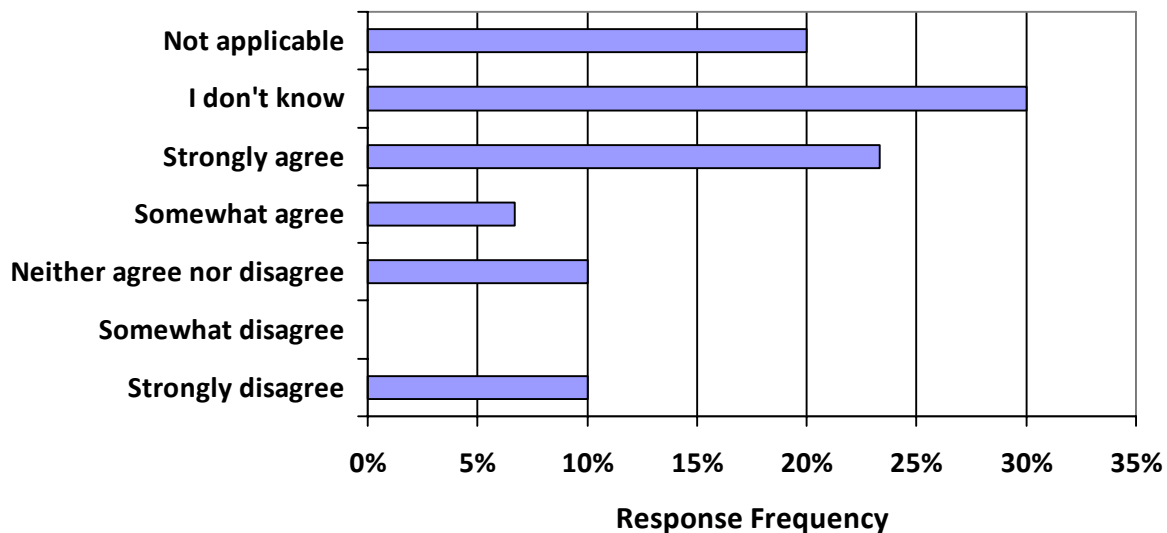
SUMMARY OF COMMENTS

The survey allowed respondents to write in an alternative method of communication that was not included on this list. Four respondents selected this option, while only one actually provided a method of being notified. This respondent wrote that they heard about the EmX through a newspaper insert that advertised a public meeting. Another respondent wrote that because they were renters, they were unsure if they had been notified, although they believed their landlord was. Two respondents wrote that they were not notified by LTD.

QUESTION 18. To what extent do you agree or disagree with this statement: "Lane Transit District invited me to provide input during the environmental analysis stage."

The most common answer (30%) to this question was "I don't know." This response could be the result of businesses not remembering if they were contacted or not. Because so many businesses do not recall being invited to participate, CPW recommends that LTD reevaluate the methods it uses to invite businesses to participate in the environmental analysis stage of the EmX. It is also worth noting that 30% of respondents agreed that LTD invited them to participate, while only 10% disagreed.

Figure 5. To what extent do you agree or disagree with this statement: "Lane Transit District invited me to provide input during the environmental analysis stage."



QUESTION 19. Did you participate in any of the following public participation processes during the environmental analysis stage of the EmX? (Mark all that apply)

While most businesses (48%) indicated that they did not participate during the environmental analysis stage, those that did most commonly attended meetings held by LTD (37%) and interacted with LTD staff directly (33%). It is important to note that while some methods of participation were more widely used than others, respondents did report using all of the public participation processes offered by LTD. This suggests that our survey sample includes businesses that are interested and involved in a wide range of public involvement processes.

Table 16. Did you participate in any of the following public participation processes during the environmental analysis stage of the EmX? (Mark all that apply)

Answer Options	Response Frequency	Response Count
Attended meetings held by LTD	37.0%	10
Attended focus groups held by LTD	14.8%	4
Attended meetings held by city staff	14.8%	4
Interacted with LTD staff directly	33.3%	9
Interacted with LTD through email / letters	18.5%	5
I did not participate	48.1%	13
Other (please specify)	7.4%	2
	<i>answered question</i>	<i>27</i>
	<i>skipped question</i>	<i>28</i>

SUMMARY OF COMMENTS

Two respondents indicated that they were involved in a public participation process that was not included in this question. Only one respondent described this process, writing that they attended a Chamber of Commerce meeting with LTD staff. The other respondent stated that they were not invited to participate despite owning property along an EmX route.

QUESTION 20. To what extent do you agree or disagree with this statement: "I am satisfied with the level of involvement my business had during the environmental analysis stage of the EmX."

Eight respondents indicated that this question was not applicable to them. This response is likely due to the business not being interested in being involved during this process. This response could also come from businesses that were not located near an EmX route at the time the environmental analysis was conducted.

Apart from respondents who answered "Not applicable," 29% of businesses indicated that they disagreed to some extent with this statement, while 48% of businesses agreed with this statement to some extent. The results of this survey question suggest that LTD is satisfying a number of businesses with its outreach efforts, but also indicates that improvements can be made.

Table 17. To what extent do you agree or disagree with this statement: "I am satisfied with the level of involvement my business had during the environmental analysis stage of the EmX."

Answer Options	Response Frequency	Response Count
Strongly disagree	17.2%	5
Somewhat disagree	3.4%	1
Neither agree nor disagree	17.2%	5
Somewhat agree	10.3%	3
Strongly agree	24.1%	7
Not applicable	27.6%	8
Please provide additional comment if necessary:		2
	<i>answered question</i>	29
	<i>skipped question</i>	26

COMMUNICATION

CPW designed this section of the survey to collect information on how businesses would like to communicate with LTD. This section also assesses whether or not businesses feel their feedback is welcome by LTD, and whether this feedback is incorporated into the decision-making process. The survey allowed all respondents to provide answers to the following questions.

QUESTION 21. If applicable, please comment on your public participation experience:

There were three responses to this open-ended question. Each response was critical of the amount of involvement and communication that occurred with their business. Two respondents wrote that Lane Transit District did not notify or involve their businesses.

The third respondent noted that their business was involved, but they felt unsure that input was actually factored into the decision-making process. This respondent wrote, "It isn't clear what exactly comes of any input received, and/or how it is recorded. It'd be helpful if there was a more direct feedback loop that would underscore that a participant's comments/interest has been registered and what it means in terms of any changes in outcome(s) as a result."

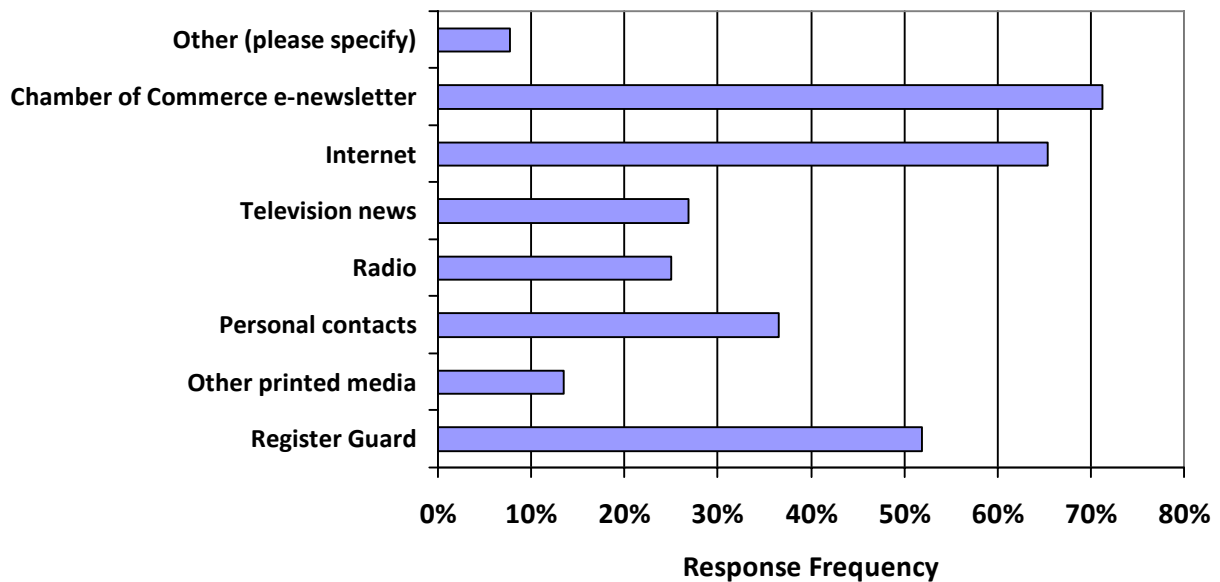
QUESTION 22. What is your preferred method(s) of obtaining information about issues that impact your business? (Select all that apply)

The majority (71%) of businesses indicated that they prefer to receive information through their Chamber of Commerce newsletter.³ Additionally, 65% of respondents indicated that they prefer to receive information pertaining to their business from the internet, and 52% of businesses said they prefer to get their news from the Register Guard newspaper.

These responses should be considered closely as LTD reevaluates how it communicates with the business community. CPW recommends better utilizing resources like the Chamber of Commerce newsletter to get its message to businesses. This could take the form of a notice for a public meeting, or a "Fast Facts" insert that communicates information about the EmX that is important to businesses (see Question 14 for more details). Of course, the Chamber of Commerce newsletter does not reach all businesses in the Eugene-Springfield area, and LTD should investigate other existing business communications.

³ This is not surprising; all of the respondents are Chamber members.

Figure 6. What is your preferred method(s) of obtaining information about issues that impact your business? (Select all that apply)



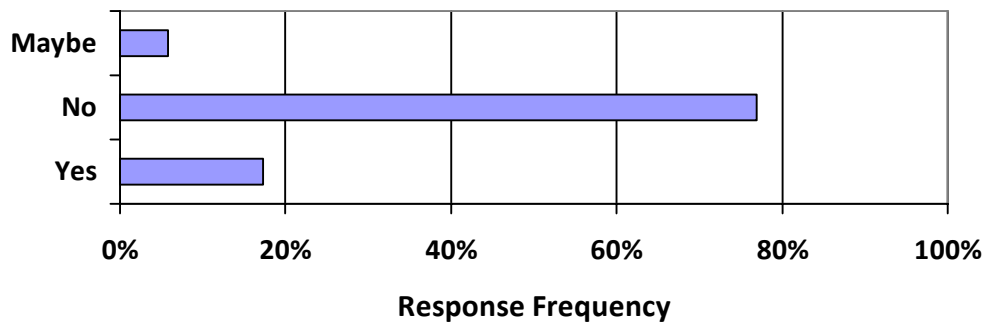
SUMMARY OF COMMENTS

Four respondents indicated that they prefer to obtain news about their business from a source that was not listed in this question. Two respondents indicated that email is their preferred method of receiving news, and one business stated that their preferred method was obtaining a legal notice from their property owner. Another respondent said that “RG Blue Chip” was their preferred way of obtaining news about their business.

QUESTION 23. Would you consider using social networking services (e.g. Facebook, MySpace) to interact with Lane Transit District?

An overwhelming majority (77%) of respondents indicated that they would not consider using a social networking site like Facebook or MySpace to interact with Lane Transit District. This response should be taken into consideration as LTD experiments with new ways of interacting with its stakeholders. CPW recommends that LTD use social networking sites only to complement a more direct communication approach. Sites like Facebook and MySpace may be popular, but they may not represent the best mode for interacting with businesses in the Eugene-Springfield community.

Figure 7. Would you consider using a social networking service to interact with LTD?

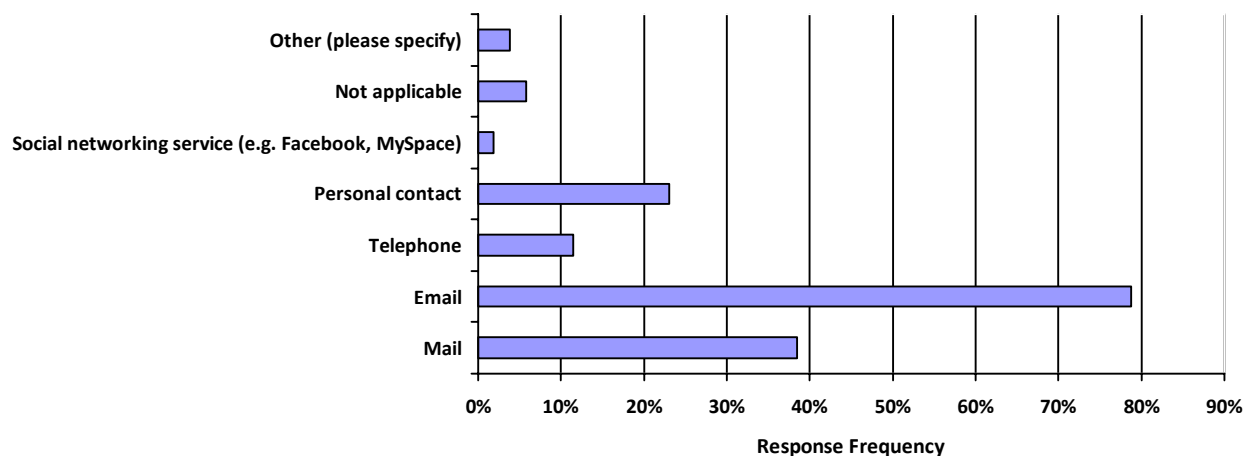


QUESTION 24. What is your preferred method of being contacted by Lane Transit District about future EmX-related activities? (select all that apply)

Nearly 79% of respondents indicated that they would prefer to be notified by email about future EmX activities. In keeping with the findings for the previous question, only 2% of respondents indicated that they were interested in being contacted by a social networking service.

It is also worth noting that 23% of businesses indicated that they would prefer to be personally contacted about future EmX-related activities. While incorporating this communication strategy would likely require additional funding and staff, CPW recommends that LTD consider expanding this approach when interacting with the business community.

Figure 8. What is your preferred method of being contacted by Lane Transit District about future EmX-related activities? (Select all that apply)



SUMMARY OF COMMENTS

Respondents that selected “Other” were asked to specify what method they would like LTD use to contact them in the future. Two businesses responded, yet only one offered a method that was not included in this question. This respondent wrote that they would prefer to be notified about EmX activities at a community-networking meeting. The other respondent wrote that they would not like to be contacted by LTD at all.

QUESTION 25. How important is it for your business to be contacted about future EmX projects?

Nearly 80% of businesses indicated that they felt being notified about future EmX projects was important to some degree. This response suggests that LTD should continue to evaluate how it communicates with businesses and actively seek to increase awareness of new projects.

Because responses to the survey were voluntary, respondents may have a disproportionately high interest in EmX planning compared to the entire Eugene-Springfield business community. These respondents volunteered to participate in a survey about the EmX, indicating that they all had some level of interest in the system.

Table 18. How important is it for your business to be contacted about future EmX projects?

Answer Options	Response Frequency	Response Count
Not at all important	9.8%	5
Somewhat important	51.0%	26
Extremely important	27.5%	14
No opinion	7.8%	4
Not applicable	3.9%	2
	<i>answered question</i>	51
	<i>skipped question</i>	4

QUESTION 26. To what extent do you agree or disagree with this statement: "LTD welcomes feedback from my business."

The most common response to this question was "Strongly agree." Furthermore, 49% of respondents agreed with this statement to some degree. It is interesting to point out that even though agreement was the most common response, individuals that disagreed were the only respondents that offered open-ended comments after recording their answer. This may suggest that businesses that don't feel that their feedback is welcomed are neither passive nor content with this feeling.

Table 19. To what extent do you agree or disagree with this statement: "LTD welcomes feedback from my business."

Answer Options	Response Frequency	Response Count
Strongly disagree	21.6%	11
Somewhat disagree	2.0%	1
Neither agree nor disagree	11.8%	6
Somewhat agree	21.6%	11
Strongly agree	27.5%	14
I don't know	11.8%	6
Not applicable	3.9%	2
Please provide additional comment if necessary:		11
	<i>answered question</i>	51
	<i>skipped question</i>	4

SUMMARY OF COMMENTS

There were 11 open-ended comments recorded for this question. The majority of these comments discussed how the respondent felt that LTD appears to welcome feedback, but this feedback is not actually listened to. One respondent wrote, "In practice, welcoming feedback has come to mean a systematic approach of encouraging people to express their views, encouraging them to believe that their input is perceived as

valuable and important in an attempt to diffuse opposition while the agency pursues its internal agenda.”

Other responses in this section were not as critical of LTD’s involvement process. One respondent stated that they were unsure of what was meant by “feedback,” and another wrote that as a small business, they would like to have more input about how LTD spends payroll taxes.

QUESTION 27. To what extent do you agree or disagree with this statement: "LTD responds to feedback from my business."

The most common response to this question was “I don’t know.” If this is representative of businesses that interact with LTD, this response is problematic. Or, this response might indicate that many of the survey respondents do not provide comments. To strengthen relationships in the business community, LTD needs to close the feedback loop by informing businesses if and how their comments are incorporated into the decision-making process. CPW recommends that LTD incorporate greater transparency regarding how public comments are addressed. Additionally, if comments from the business community cannot be accommodated or incorporated into the decision-making process, CPW recommends that LTD openly communicates this fact and provide an explanation if possible.

Table 20. To what extent do you agree or disagree with this statement: "LTD responds to feedback from my business."

Answer Options	Response Frequency	Response Count
Strongly disagree	19.6%	10
Somewhat disagree	3.9%	2
Neither agree nor disagree	17.6%	9
Somewhat agree	17.6%	9
Strongly agree	17.6%	9
I don't know	21.6%	11
Not applicable	2.0%	1
Please provide additional comment if necessary:		5
	<i>answered question</i>	51
	<i>skipped question</i>	4

SUMMARY OF COMMENTS

Five respondents offered open-ended comments to this question. Three of these respondents wrote that they had experience with LTD not incorporating their feedback. One respondent wrote that their business had voiced concern over there not being a fare charged for EmX, and they were disappointed that the EmX was still free.

QUESTION 28. Would you like to provide input on future EmX projects?

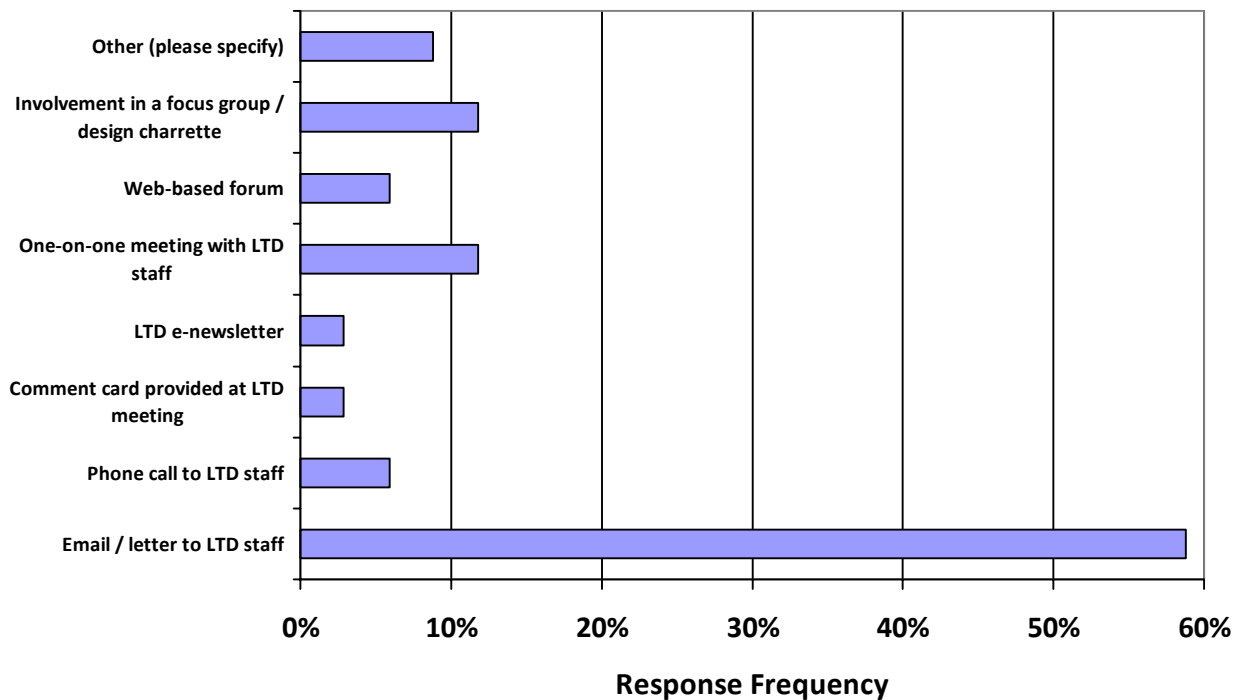
The majority (70%) of respondents stated that they would like to provide input on future EmX projects. This suggests a high level of interest throughout the business community for working with LTD on future expansion of the EmX system.

QUESTION 29. What is your preferred method of providing input to LTD?

The majority of respondents (59%) indicated that they would like to provide input about EmX projects using either an email or a letter to LTD staff. One-on-one meetings with LTD staff and involvement in a design charrette were also popular answers, both receiving 12% of the total response.

A number of methods of providing feedback appear to be underutilized. For example, only one respondent wrote that they would like to fill out a comment card at an LTD meeting. It is unclear if LTD currently uses this approach, but CPW recommends that this technique not be relied on to gain adequate feedback.

Figure 9. What is your preferred method of providing input to LTD?



GENERAL COMMENTS ABOUT LTD

QUESTION 33. Please provide any additional comments you may have about Lane Transit District:

Nine individuals responded to this question. Within these responses, three themes were commonly repeated. These themes are the character of LTD staff, the level of communication and representation among businesses, and taxation. The following section describes these themes in detail.

Character of LTD Staff

Three respondents wrote positive comments about the staff at Lane Transit District. One responded commended the personal ethics of the staff at LTD and another comment praised their leadership. One respondent wrote of LTD, "They continue to provide an excellent service to this community. They are people who actually care about transit and the community."

Level of Communication & Representation Among Businesses

Two respondents also commented on the issue of communication and representation. One respondent that they felt it was unfair that their business could not to vote for LTD board members. Another respondent simply wrote, "All stakeholders should be represented and have a say."

Taxation

Three respondents made comments related to LTD's funding structure and the business payroll tax. Each of these comments called for a reevaluation of how LTD collects its operating funds. For example, one respondent suggested that the community at large could provide more aid to LTD. This comment was echoed by another respondent who asked, "Why not get some new revenue by charging EmX riders?" Another comment suggested that providing a payroll tax to LTD should allow a business owner or manager to vote for LTD board members.

IMPLICATIONS

The Community Planning Workshop used the information from this business survey to guide the recommendations for our report to Lane Transit District. These recommendations can be found in the Stakeholder Perceptions Document and the Evaluation Framework Report. Recommendations offered to LTD regarding the Eugene-Springfield business community were also influenced by open-ended interviews that were conducted with representatives from the Eugene and Springfield Chambers of Commerce, as well as a representative from the Lane Metro Partnership.

Appendix A

Survey Instrument

CPW Business Survey: Perceptions of the EmX

1. Introduction

The University of Oregon's Community Planning Workshop is analyzing community perceptions and attitudes towards Lane Transit District's (LTD) EmX bus rapid transit system. As a part of this analysis, we are surveying area business owners and managers.

To help us better understand the perceptions of the business community, we encourage you to complete the following survey. The survey should take 10 - 15 minutes to complete.

With your help, our analysis will assist LTD in improving its communication and interaction with businesses as it plans to expand the EmX system in the future. Your opinions are important to us. Your responses will be anonymous.

We appreciate your assistance in improving the quality of our analysis. Results of this survey will be made available upon request. Please contact Sara Schooley for more information at sschoole@uoregon.edu.

On behalf of the Community Planning Workshop and Lane Transit District, thank you for taking the time to participate in this survey.

Instructions:

1. The survey should take between 10 - 15 minutes to complete.
2. The survey must be completed in one sitting.
3. Please submit your survey by May 22nd.
4. If your business has multiple locations, please provide answers for ONE location of your choice.

CPW Business Survey: Perceptions of the EmX

2. Perceptions of the EmX

The following questions relate to general perceptions of the EmX bus rapid transit system.

1. To what extent do you agree or disagree with this statement:

"As a business owner/manager, I support the EmX system."

- Strongly disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Strongly agree
- I don't know

Please briefly explain your answer:

2. To what extent do you agree or disagree with this statement:

"I feel that the EmX is a valuable asset to the community."

- Strongly disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Strongly agree
- I don't know

Please briefly explain your answer:

3. The EmX currently runs along a 4-mile route between downtown Eugene and downtown Springfield.

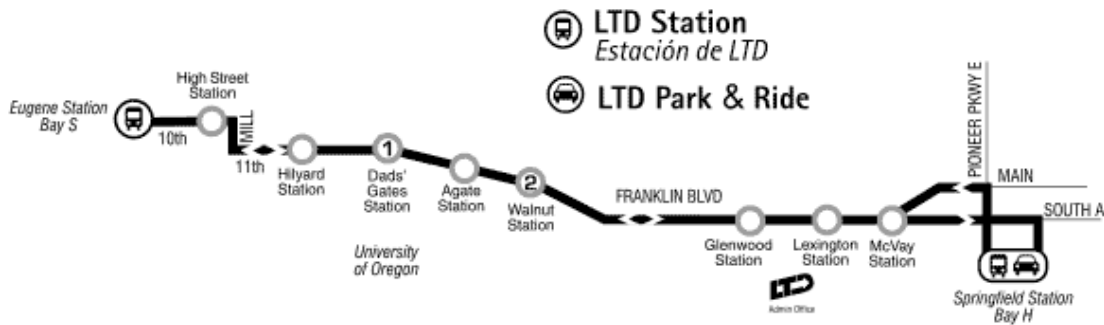
Are you aware that there are regional plans for the EmX to be a 61-mile system?

- Yes
- No

CPW Business Survey: Perceptions of the EmX

3. Distance From EmX Station

The map below shows the location of existing EmX stations. Please refer to this map when answering question 4.



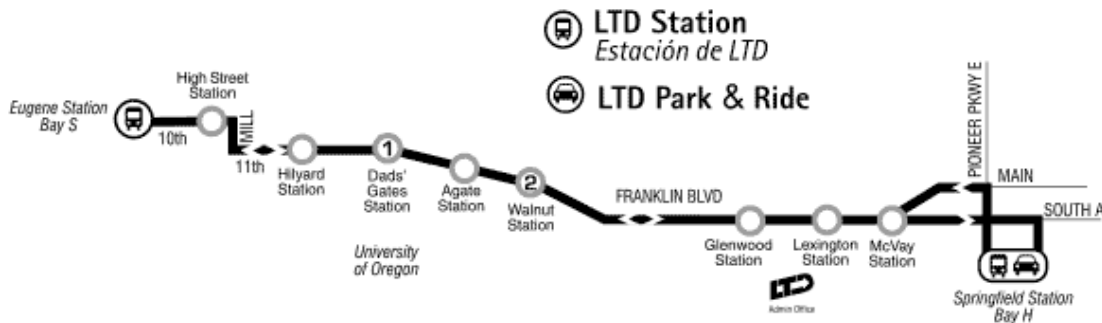
* 4. Please estimate how far your business is from an existing EmX STATION:

- Less than 1/4 mile
- 1/4 mile - 1/2 mile
- 1/2 mile - 1 mile
- 1 - 3 miles
- More than 3 miles
- I don't know

CPW Business Survey: Perceptions of the EmX

4. Nearest EmX Station

The map below shows the location of existing EmX stations. Please refer to this map when answering question 5.



5. Please indicate the EmX station your business is closest to:

Eugene Station

High Street Station

Hilyard Station

Dads' Gates Station

Agate Station

Walnut Station

Glenwood Station

Lexington Station

McVay Station

Springfield Station

CPW Business Survey: Perceptions of the EmX

5. Impacts of EmX (1)

The following questions refer to the impacts of the EmX on your business.

6. What impact has the EmX had on access to your business?

None

Very little

Some

A lot

I don't know

Please provide additional comment if necessary:

7. Did the EmX improve access to your business?

Yes

No

I don't know

Not applicable

8. What impact has the EmX had on your business' property value?

None

Very little

Some

A lot

I don't know

Please provide additional comment if necessary:

9. Did the EmX increase your business' property value?

Yes

No

I don't know

Not applicable

CPW Business Survey: Perceptions of the EmX

6. Impacts of EmX (2)

The following questions refer to the impacts of the EmX on your business.

10. To what extent do you agree or disagree with this statement:

"The EmX increased the number of customers that visit my business."

- Strongly disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat Agree
- Strongly agree
- I don't know
- Not applicable

Please provide additional comment if necessary:

11. To what extent do you agree or disagree with this statement:

"The EmX has influenced new development near my business."

- Strongly disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Strongly agree
- I don't know
- Not applicable

Please provide additional comment if necessary:

CPW Business Survey: Perceptions of the EmX

7. Impacts of EmX (3)

12. To what extent do you agree or disagree with this statement:

"The EmX has improved the overall character of the area surrounding my business."

- Strongly disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Strongly agree
- I don't know
- Not applicable

Please provide additional comment if necessary:

13. To what extent do you agree or disagree with this statement:

"Lane Transit District effectively communicated how my business would be impacted during the construction of the EmX."

- Strongly disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Strongly agree
- I don't know
- Not applicable

Please provide additional comment if necessary:

CPW Business Survey: Perceptions of the EmX

8. Interest in Impacts of EmX

14. Please rate your level of interest in knowing how the EmX impacts the following:

	Not at all interested	Somewhat interested	Extremely interested	No opinion
Mass transit ridership	jn	jn	jn	jn
Emissions/pollution	jn	jn	jn	jn
Property values	jn	jn	jn	jn
Economic development	jn	jn	jn	jn
Business activity	jn	jn	jn	jn
Traffic congestion	jn	jn	jn	jn
LTD's operating costs	jn	jn	jn	jn
Social equity	jn	jn	jn	jn
Motor vehicle access	jn	jn	jn	jn

Please comment on any other topics related to the impacts of the EmX that interest you:

CPW Business Survey: Perceptions of the EmX

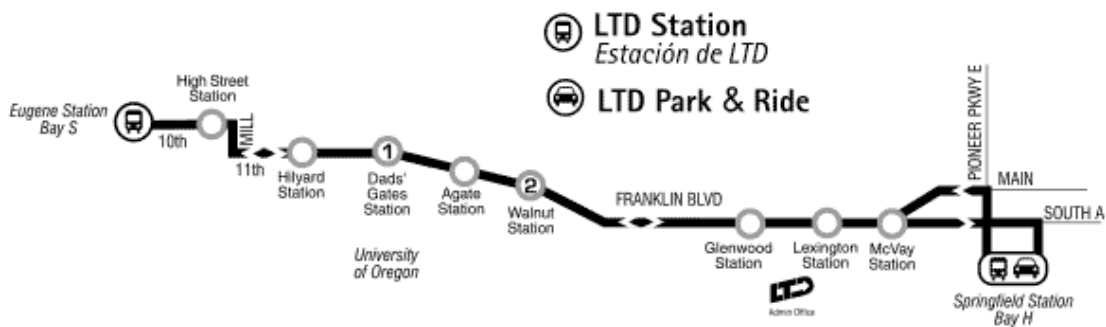
9. Involvement During EmX Environmental Analysis Stage (1)

Refer to the maps below to answer question 14.

* 15. Is your business located within 1/2 mile of the following EmX ROUTES? (select all that apply)

- Franklin Boulevard Route (existing)
- Coburg Road Route (suspended)
- Gateway Extension Route (under construction)
- West Eugene Extension Route (in progress)
- My business is not near any of these routes.
- I don't know

Franklin Boulevard (existing)

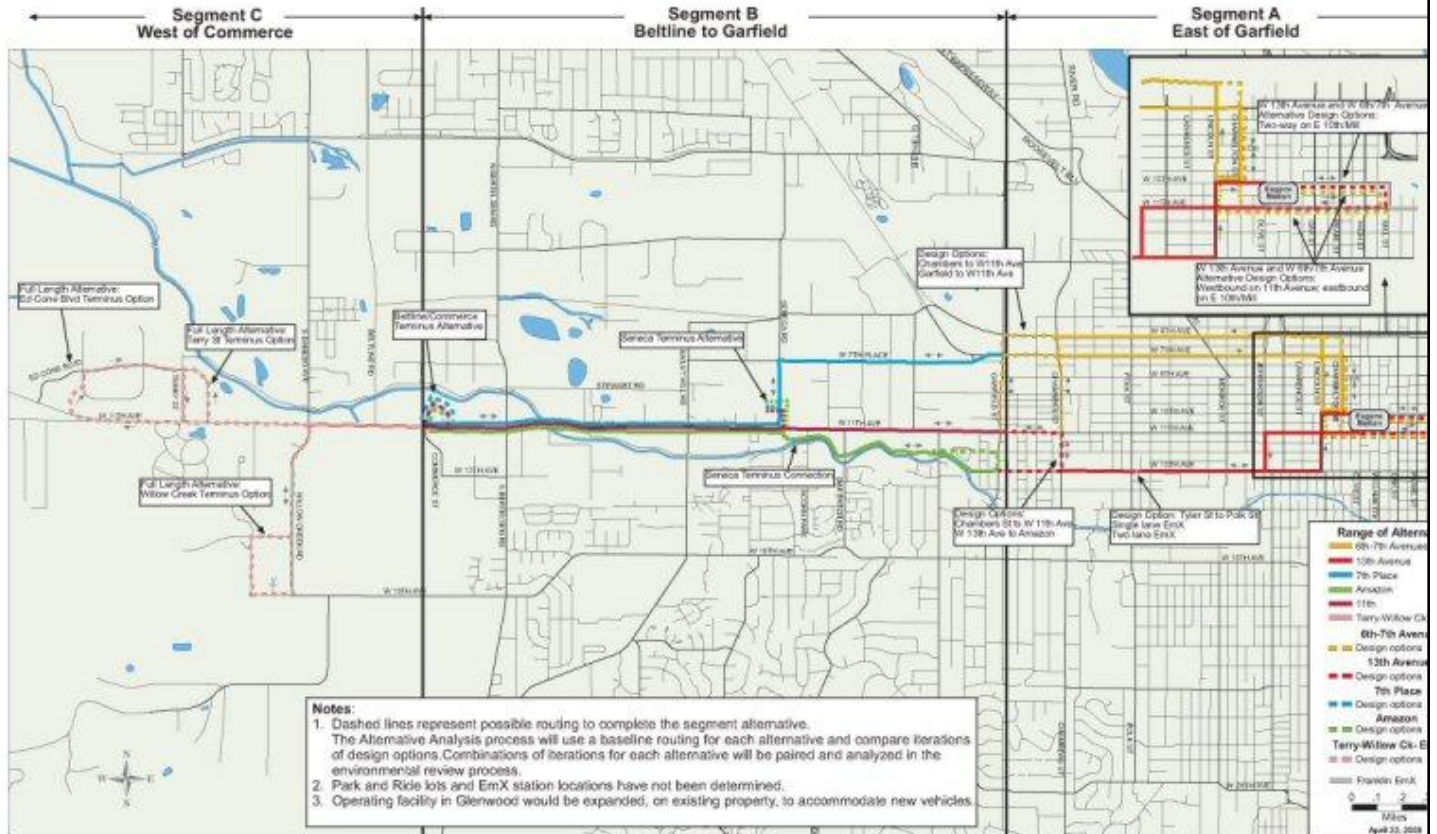


Gateway EmX Extension (under construction)



CPW Business Survey: Perceptions of the EmX

West Eugene Route Alternatives



Draft Environmental Impact Statement (DEIS) Range of Alternatives
 Draft Design Options

CPW Business Survey: Perceptions of the EmX

10. Involvement During EmX Environmental Analysis Stage (2)

Before a final EmX route is selected, Lane Transit District notifies residents and businesses within 1/2 mile of the all possible route alternatives. These individuals are then invited to provide feedback and participate in the environmental analysis stage.

The following section asks questions about your involvement during this environmental analysis stage of the EmX. For the purpose of this survey, the environmental analysis stage refers to the period of public involvement that takes place BEFORE an EmX route is finalized and BEFORE construction begins.

If you have been contacted about multiple routes, please refer to the route that you were most recently contacted about.

16. Do you recall receiving notification by mail from Lane Transit District during the environmental analysis stage of the EmX?

Yes

No

I don't know

17. What method(s) did Lane Transit District use to notify you about the EmX? (select all that apply)

Mailing

Telephone

Email

Personal contact

I don't recall being notified

Other (please specify)

CPW Business Survey: Perceptions of the EmX

11. Involvement During EmX Environmental Analysis Stage (3)

For the purpose of this survey, the environmental analysis stage refers to the period of public involvement that takes place BEFORE an EmX route is finalized and BEFORE construction begins.

If you have been contacted about multiple routes, please refer to the route that you were most recently contacted about.

18. To what extent do you agree or disagree with this statement:

"Lane Transit District invited me to provide input during the environmental analysis stage."

- Strongly disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Strongly agree
- I don't know
- Not applicable

19. Did you participate in any of the following public participation processes during the environmental analysis stage of the EmX? (mark all that apply)

- Attended meetings held by LTD
- Attended focus groups held by LTD
- Attended meetings held by city staff
- Interacted with LTD staff directly
- Interacted with LTD through email / letters
- I did not participate
- Other (please specify)

CPW Business Survey: Perceptions of the EmX

12. Involvement During EmX Environmental Analysis Stage (4)

For the purpose of this survey, the environmental analysis stage refers to the period of public involvement that takes place BEFORE an EmX route is finalized and BEFORE construction begins.

If you have been contacted about multiple routes, please refer to the route that you were most recently contacted about.

20. To what extent do you agree or disagree with this statement:

"I am satisfied with the level of involvement my business had during the environmental analysis stage of the EmX."

Strongly disagree

Somewhat disagree

Neither agree nor disagree

Somewhat agree

Strongly agree

Not applicable

Please provide additional comment if necessary:

21. If applicable, please comment on your public participation experience:

CPW Business Survey: Perceptions of the EmX

13. Communications (1)

The following section asks questions about the best ways of communicating with your business.

22. What is your preferred method(s) of obtaining information about issues that impact your business? (select all that apply)

- Register Guard
- Other printed media
- Personal contacts
- Radio
- Television news
- Internet
- Chamber of Commerce e-newsletter
- Other (please specify)

23. Would you consider using social networking services (e.g. Facebook, MySpace) to interact with Lane Transit District?

- Yes
- No
- I don't know

24. What is your preferred method of being contacted by Lane Transit District about future EmX-related activities? (select all that apply)

- Mail
- Email
- Telephone
- Personal contact
- Social networking service (e.g. Facebook, MySpace)
- Not applicable
- Other (please specify)

CPW Business Survey: Perceptions of the EmX

25. How important is it for your business to be contacted about future EmX projects?

- Not at all important
- Somewhat important
- Extremely important
- No opinion
- Not applicable

CPW Business Survey: Perceptions of the EmX

14. Communications (2)

26. To what extent do you agree or disagree with this statement:

"LTD welcomes feedback from my business."

- Strongly disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Strongly agree
- I don't know
- Not applicable

Please provide additional comment if necessary:

27. To what extent do you agree or disagree with this statement:

"LTD responds to feedback from my business."

- Strongly disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Strongly agree
- I don't know
- Not applicable

Please provide additional comment if necessary:

28. Would you like to provide input on future EmX projects?

- Yes
- No

CPW Business Survey: Perceptions of the EmX

15. Preferred Method of Providing Input

29. What is your preferred method of providing input to LTD?

- Email / letter to LTD staff
- Phone call to LTD staff
- Comment card provided at LTD meeting
- LTD e-newsletter
- One-on-one meeting with LTD staff
- Web-based forum
- Involvement in a focus group / design charrette

Other (please specify)

CPW Business Survey: Perceptions of the EmX

16. Overview of Business

The final section of this survey asks questions related to the type of business you own or operate. Please remember that individual answers will remain anonymous.

30. Which sector best categorizes your business?

Other (please specify)

31. How many employees does your business have?

1 - 5

6 - 10

11 - 20

21 - 40

More than 40

My business does not have employees

32. Other than employees, how many people visit your business on a typical day?

Less than 10

Between 10 and 50

More than 50

33. Please provide any additional comments you may have about Lane Transit District:

CPW Business Survey: Perceptions of the EmX

17. Thank You!

34. Please enter your email address if you would like receive updates from Lane Transit District:

Email Address:

Once again, we appreciate your time and value the input you have provided. If you would like more information on our project, please contact Sara Schooley at sschoole@uoregon.edu.

For more information on the Community Planning Workshop, please go to <http://cpw.uoregon.edu/>.

Appendix B

Survey Responses

This appendix lists all of the open-ended comments provided by survey respondents. The comments below are recorded as they were written and may contain spelling and grammatical mistakes.

QUESTION 1

To what extent do you agree or disagree with this statement: "As a business owner/manager, I support the EmX system."

RESPONSES

1. Provides more consumer traffic to my business by eliminating the congestion created by cars.
2. The EmX system doesn't come near our business.
3. A strong transit system is essential for the economic vitality of the area.
4. it supplies access to businesses for an expanded group of individuals
5. do not like the idea of paying for something. without any one to represent me and other business owners.
6. We must think of the future and the impact this will have years from now.
7. It's important that people have every opportunity to get to businesses in the community.
8. Support alternative transportation for employees and community is important as a business in the community.
9. It has been great for our guests to get around town.
10. Forging a strong public transit system ahead of the growth we will naturally have going forward is smart and allows us to plan residential and business areas much more wisely.
11. very important for public transportation
12. I am just not sure how many it will effect out here in Gateway
13. I am for public transportation
14. I see more taxes...

15. I see no return on the LTD tax that I pay. None of my employees use it and neither do any of my clients.
16. We must evolve with the changing environment regarding the transportation component of our economy.
17. EmX is a waste of money. As a business owner I pay a lot of payroll tax for system that does not benefit my business, my employees or me.
18. Increased transportation options are important going forward, and EmX offers the most effective way of moving people the fastest
19. All of our staff have bus passes and use the EmX frequently for getting to work and meetings during the day
20. We have found the EmX folks to be very misleading in their comments about EmX development.
21. providing free rides at our expense isn't a sustainable model.
22. my business is not dependent on foot traffic
23. Taxation without representation. Mass transit is good. But, LTD is a kingdom; we have no say in taxes, budget, policies, or directors.
24. It doesn't really affect me
25. Currently moves lots of people between Springfield and Eugene, in quick, efficient manner, cutting traffic between the cities, provide inexpensive travel mode
26. Use it often to get from downtown to UO or research park. Saves time and money.

QUESTION 2

To what extent do you agree or disagree with this statement: "I feel that the EmX is a valuable asset to the community."

RESPONSES

1. It is underutilized.
2. see above.

3. provides access to more community members
4. Having good public transit is always valuable.
5. Give us a convention center and the impact will be measurable.
6. It's an important factor for some people to consider who want to move to our area.
7. Once we have the community connected and it's convenient to get from A to D - people will flock to this system. Just need to make it convenient - like the trains in Europe!
8. Many people do not have legal means to get around, no driver's licenses for a variety of reasons. Bus service is extremely important for work, school and other transportation needs.
9. need multiple things like this
10. I feel we need to slowly build a better public transportation system.
11. waste of federal money,,, which is my money!!!!
12. It's a good idea for people that want to travel that way. The question is why businesses are made to support the system. If it is such a great mode of transportation and the riders are saving so much money over driving a car why aren't they picking up the cost instead of every business in the LTD area.
13. It will help improve the economy by encouraging growth, progress and development.
14. EmX complicates traffic patterns and makes it difficult for the public to reach my business. The access and visibility impediments created by EmX have reduced my revenue, the value of my business and the value of my property.
15. It is great to have a transit district that is planning for the future.
16. We feel that EmX will require even larger subsidies.
17. While I support a more green technology I do not support disruption of quiet neighborhoods to put in an EMX line (i.e. proposed Amazon option in west Eugene)
18. We need transit alternatives.
19. Seems like its good for the college

20. As network expands moving around the metro area will become more efficient, adds value to the community
21. Allows more efficient travel from point to point. Essential if we are ever to build up central business areas.

QUESTION 6

What impact has the EmX had on access to your business?

RESPONSES

1. Most LTD ridership to Sacred Heart was via the 75X shuttle that PeaceHealth paid for. Staff now have to use other options, including EmX, and the station is a bit more distant than the 75X stop, but minimally. Bigger concern is about connections from EmX to buses accessing other destinations/areas of town.
2. It has been great for hiring staffing that takes the bus.
3. The Gateway Station is at Gateway Mall.
4. clients sometimes take EmX to our office
5. easy to get to and from work
6. Probably improved the potential for customers to visit our downtown Eugene office but I do not have any measurable impact

QUESTION 8

What impact has the EmX had on your business' property value?

RESPONSES

1. Enhancements from design and appearance.
2. We lease; am not aware of what the property valuations are for this building.
3. decreased value
4. Our downtown space is leased. When the west side line is up and running it may make a difference at the office we own on 12th and Chambers

QUESTION 10

To what extent do you agree or disagree with this statement: "The EmX increased the number of customers that visit my business."

RESPONSES

1. Our "customers" come to our office by appointment only, from a four county area, and are very unlikely to use EmX.

QUESTION 11

To what extent do you agree or disagree with this statement: "The EmX has influenced new development near my business."

RESPONSES

1. There has been no new development near the Hilyard St station, and while redevelopment and renovations at Sacred Heart's University District campus will certainly benefit from EmX service, in and of itself EmX has not influenced any of these development decisions.
2. All the businesses were already in place. No new development has taken place.

QUESTION 12

To what extent do you agree or disagree with this statement: "The EmX has improved the overall character of the area surrounding my business."

RESPONSES

1. It hasn't changed for the worse but it definitely hasn't improved it either.
2. Eugene Station has been here
3. You know, judging by the type of questions, EmX is really trying to get a result that indicates they have been a positive influence on business. This survey seems a bit loaded.

QUESTION 13

To what extent do you agree or disagree with this statement: "Lane Transit District effectively communicated how my business would be impacted during the construction of the EmX."

RESPONSES

1. The LTD staff are excellent communicators, positive, realistic and willing to listen.
2. you need another category to truly explain how incompetently LTD communicates with community members and property owners!!!!
3. They blew their communications with us.....

QUESTION 14

Please rate your level of interest in knowing how the EmX impacts the following:

RESPONSES

1. Potential impacts and/or accommodations made for pedestrian and bicycle access.
2. None of my business clients use the bus system, I am a realtor. I am very frustrated as I have to help pay for the system and have no connection at all from a business standpoint. It is of no value to me at all. I however do support the system but feel strongly that people using the system need to pay fares!!! EMX should now be charging fares!!!
3. how much will it cost businesses
4. I would be interested in knowing the predicted impact for business growth on the EMX line.
5. Whether tree preservation is very important to LTD.
6. I would love to see a report of how much the cost per rider is.
7. Taking up traffic lanes Destroying trees to make way for bus in Springfield Not paid for by riders i.e. no fee to ride?
8. There should be some fare for the riders. Free has no value.

QUESTION 17

What method(s) did Lane Transit District use to notify you about the EmX? (select all that apply)

RESPONSES

1. Because we are tenants, I think our landlord may have summarized for us. It was several years ago so I don't specifically remember things received at the office, but I do recall that there was newspaper coverage.
2. We had to seek out LTD at least 2 years after they started the EA
3. They failed to notify us. We found out indirectly.
4. Newspaper Inserts and Public hearings

QUESTION 19

Did you participate in any of the following public participation processes during the environmental analysis stage of the EmX? (mark all that apply)

RESPONSES

1. Chamber meetings with LTD staff / management
2. Although we own property along the EmX route we were not invited to participate in the EA process.

QUESTION 20

To what extent do you agree or disagree with this statement: "I am satisfied with the level of involvement my business had during the environmental analysis stage of the EmX."

RESPONSES

1. LTD is a master at the process and then doing exactly what they want.
2. I was never notified about the proposed Amazon route/W 11th which most affects my business.

QUESTION 21

If applicable, please comment on your public participation experience:

RESPONSES

1. Looking back, it appears that there may be some flaws in the process. It isn't at all clear as to what may or may not be acceptable alternatives for one to propose, and not always clear as to what the implications may be of one alternative or another. For example, the discord over tree removal on the Pioneer Parkway could have been averted if the public was made clear that this was a consequence of not retaining the pathway in its current location. Also, it isn't clear what exactly comes of any input received, and/or how it is recorded. It'd be helpful if there was a more direct feedback loop that would underscore that a participant's comments/interest has been registered and what it means in terms of any changes in outcome(s) as a result.
2. We have sent letters to LTD and its board documenting our lack of involvement in the entire EmX process. I assume they are available to the public.

3. I was never notified about the proposed Amazon route/W 11th which most affects my business. I found out from a neighbor. I have since spoken with many others in the area and none of them knew either. The Guard's recent article congratulating LTD on their outreach efforts was laughable-- poor, ill-researched reporting. My efforts to talk with LTD have been patronized at best. The EmX could have been a good thing with me as a supporter. But, I now hope to be one of their biggest opponents.

QUESTION 22

What is your preferred method(s) of obtaining information about issues that impact your business? (select all that apply)

RESPONSES

1. E-mail/list serves
2. If by internet you mean email, then I would check the box.
3. legal notice to property owner
4. RG Blue Chip

QUESTION 24

What is your preferred method(s) of obtaining information about issues that impact your business? (select all that apply)

RESPONSES

1. Community networking meetings
2. I prefer no direct contact with LTD. I don't support the organization or its goals and would prefer to see it down sized.

QUESTION 26

What is your preferred method(s) of obtaining information about issues that impact your business? (select all that apply)

RESPONSES

1. welcoming feedback and acting upon it are different things

2. My business, small business directly pays for the bus system, I would like more of a say into what we are financing and how it is being paid for, especially the fares.
3. I don't think you listen to anyone, but yourselves
4. My direct feedback is unimportant because my work location is too far away from the EmX line.
5. It depends on what that feedback is.
6. Most business owners that I talk to are not in support of the LTD tax. They don't welcome that kind of feedback. They only note the companies that do support it.
7. LTD professes to "welcome feedback." In practice, welcoming feedback has come to mean a systematic approach of encouraging people to express their views, encouraging them to believe that their input is perceived as valuable and important in an attempt to diffuse opposition while the agency pursues its internal agenda. The agency then touts its public outreach efforts as if they actually considered public input. Nice job on public outreach through this survey.
8. I feel that they project a responsible, open attitude, but I also perceive that LTD is a governmental bureaucracy with a large grant in hand that they need to spend in the manner for which they applied to get it, and that they have no choice but to move forward with EmX.
9. While LTD spends a lot of time and money appearing to work with property owners the fact is they continually ask forgiveness rather than permission.
10. see previous comments
11. We have no input in anything. This is mainly just a PR move on LTD's part.

QUESTION 27

To what extent do you agree or disagree with this statement: "LTD responds to feedback from my business."

RESPONSES

1. Same as above
2. LTD has consistently acted contrary to my input.
3. see answer to question 26

4. They have been asked about the no fee for EmX and all we get is a lot of PC excuses and how bad the community "Needs" this. However in reality we need to money put elsewhere like patching and paving our existing roads
5. We have no input in anything. This is mainly just a PR move on LTD's part.

QUESTION 29

What is your preferred method of providing input to LTD?

RESPONSES

1. The term input implies that information is actually considered. As it is not considered, the form of "input is immaterial.
2. My interest in providing feedback is at least as much personal as it is professional.
3. I will be making an appointment with them this week

QUESTION 30

Which sector best categorizes your business?

RESPONSES

1. Software Development
2. Real Estate Sales
3. Coop non-profit
4. Public entity
5. Retail Pack and Ship Store
6. retail, customized products
7. Public charitable foundation with broad areas of interest and grantmaking
8. Commercial property
9. Financial services
10. Developer of Education Technology Products

QUESTION 33

Please provide any additional comments you may have about Lane Transit District:

RESPONSES

1. Public Transportation is vitally important to our community, especially modes of transportation that have dedicated lanes like EmX that have the ability to bypass traffic congestion. My only suggestions for improvement are more routes, and use all electric vehicles powered by overhead wires eliminating the cost of fuel and maintenance of internal combustion engines while improving air quality.
2. I am familiar with some members of the LTD work force. I am impressed with their work and personal ethics and I appreciate the service all the employees at LTD provide to our area.
3. I have a negative outlook on LTD in general. My biggest bitch is some of your drivers who seem to think they own the road. I watched just last week up the McKenzie, (near Waterville School) a bus pull out into traffic and almost caused a 5 car pileup. We all had to slam on our brakes as your driver pulled into traffic. he could have waited 10 seconds for the line on 6-8 cars to pass. I've seen this many times. I also do not like paying the Tax. and not be able to VOTE for your Board. Taxation without representation maybe you have heard of that.
4. I live on LTD line, use it, love it and feel community members could pay a bit more to have the advantages of it providing service in the community.
5. Our business only operates 40 days during the summer.
6. I think the financing of LTD, like much of Oregon's public financing, is due for re-examination. I believe LTD is too reliant on the business sector for its revenue from taxes. Also, if it true that EmX is still free, why not get some new revenue by charging EmX riders? Why should riders of other LTD buses pay when they do not? I am very appreciative of the sponsored bus passes provided to students. This is smart for many reasons and I hope it continues.
7. They continue to provide an excellent service to this community. They are people who actually care about transit and the community.
8. All stakeholders should be represented and have a say.
9. Very positive impression of the organization and leadership. We're lucky to have LTD.