

**Number:** 25-12

**Proposed Title:** Feasibility of a statewide, online tool for discovery and planning of multimodal trips

### **1. Description**

Oregon's transit network lacks a statewide, online tool for discovery and planning of multimodal trips. Rider facing resources are a patchwork of inconsistent offerings hosted by Individual jurisdictions, usually lacking transfer information. This proposal explores feasibility for a one-stop, interactive platform, connecting all discrete transit lines in Oregon, including links to Amtrak and airports, eliminating the need to use multiple sites. A state-run resource will enhance the rider experience while enabling ODOT to monitor and proactively resolve issues, for a smoother flow of data across jurisdictions and revolutionize bus travel in Oregon.

### **2. Importance**

A new proposed implementing action in the 2026 Strategic Action Plan is implementing a statewide tool that will help Oregon travelers connect between transit systems and travel modes. This proposal also addresses a critical gap in Oregon's transit infrastructure by creating a statewide, passenger-friendly digital platform. Currently, passengers face challenges in discovering and planning multimodal options as information is scattered across disparate sites hosted by individual jurisdictions, with varying technical proficiency. This fragmented approach hinders the rider's experience and limits efficiency on Oregon's transit network.

A unified platform represents a significant step toward getting Oregon out of the digital mud by empowering riders to navigate multimodal systems connecting communities and our overall economy more safely and reliably. Modernizing transit by streamlining information across platforms (web, mobile, on-site kiosk, text-to-voice, in multiple languages, etc.) promotes a more equitable traveling experience while lowering barriers to mobility and economic opportunity.

Relieving transit providers from the burden of delivering and maintaining modern tech solutions will contribute toward sufficient and reliable on-going funding by freeing up local resources. Optimizing transit data through convenience of access parity with ODOT's support for private vehicle travel through TripCheck will reduce barriers and promote use – which will contribute to ODOT's climate equity objectives. Finally, as a state-run resource, it positions ODOT to monitor and address issues while proactively identifying opportunities to coordinate between systems.

### **3. Deliverable**

A feasibility study assessing immediate technical, financial, and logistical aspects of a statewide trip planning tool and its on-going maintenance needs. This study would provide insights into the practicality of creating an open-sourced, one-stop platform. Additionally, user experience (UX) research and design prototypes are crucial to ensure the platform is intuitive and accessible to a diverse range of users. Conducting usability testing with potential passengers would refine features, enhance user-friendliness, and optimize overall effectiveness. Furthermore, a comprehensive data analysis and integration plan is imperative to coordinate information from different jurisdictions, transit agencies, and transportation modes. This plan would recommend protocols for real-time data sharing, ensuring the accuracy and timeliness of transit information.

Finally, an implementation strategy, including a phased rollout plan, stakeholder engagement initiatives, and a maintenance framework, is essential for the successful deployment and sustainable operation. Collectively,

these research products provide the foundation for informed decision-making, effective development, and successful implementation of the proposed solution.

#### 4. Proposed Scope

This initial phase would focus on conducting a thorough feasibility study encompassing technical assessments, financial modeling, and logistical considerations. This research would provide insights into the viability of the proposed platform, including potential challenges and opportunities. It may recommend additional UX research and design prototyping to be initiated, engaging potential users to refine the platform's features, and ensure accessibility and usability for diverse audiences.

If determined to be feasible, a follow up study may include data analysis and integration planning; developing a framework for aggregating and sharing real-time transit data across jurisdictions at scale; collaborative efforts with relevant stakeholders to establish data-sharing protocols and ensuring accuracy and timeliness of transit information. Concurrently, a comprehensive implementation strategy should be crafted, outlining a phased rollout plan, stakeholder engagement initiatives, and a sustainable maintenance framework.

#### 5. Expert Knowledge Contacts

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#### 6. Other comments:

NA

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