



**For Immediate Release**

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## **Lane Transit District**

### **LTD Unveils Text Subscription Service**

EUGENE, Ore. ---(February 27, 2024)--- Lane Transit District is offering passengers a new and convenient way to stay connected. The public can now subscribe to text messages about projects, service alerts, and other news. This new feature is intended to improve the customer experience, as well as increase equity in terms of access to information.

The program is free and subscribers can choose to receive text message alerts, email updates, or both.

People can [subscribe online](#) or text 888-311-8601 with the keyword of a topic for which they'd like to receive texts\*:

- **“Alerts”** to receive text messages about your route, bus detours and system-wide alerts.
- **“News”** to receive text messages about general news and updates, such as Bus Talk and Service Changes.
- **“Projects”** to receive text messages about current LTD projects, from construction to public outreach.

Passengers can also use the [online subscriber form](#) to subscribe to alerts for a specific bus route or LTD project. People can also [subscribe online](#) to receive email updates.

\*Message and data rates may apply. SMS messages received may count towards pay-as-you-go cellular plans. Check your carrier for details.

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### **About Lane Transit District (LTD)**

Lane Transit District (LTD) is a special district of the State of Oregon led by a seven-member volunteer board of directors appointed by Oregon's governor. LTD's budget is funded through a combination of fares, taxes paid by local employers and employees, and from state and federal sources. LTD lives its mission to connect our community by delivering more than 5 million annual passenger boardings from 30 fixed bus routes and two EmX Bus Rapid Transit lines. LTD's paratransit service, RideSource, provides more than 250,000 trips annually for people with disabilities and Medicaid recipients. More information about LTD is at [www.LTD.org](http://www.LTD.org).