

MINUTES OF DIRECTORS MEETING
LANE TRANSIT DISTRICT
SPECIAL BOARD MEETING/WORK SESSION

Monday, April 11, 2016

Pursuant to notice given to *The Register-Guard* for publication on April 7, 2016, and distributed to persons on the mailing list of the District, the Board of Directors of the Lane Transit District held a Special Board meeting on Monday, April 11, 2016, beginning at 5:30 p.m., at the LTD Board Room, 3500 E. 17th Avenue, Eugene, Oregon.

Present: Gary Wildish, President
Carl Yeh, Vice President
Ed Necker, Treasurer
Gary Gillespie
Donald Nordin
Angelynn Pierce

A. J. Jackson, General Manager
Jeanne Schapper, Clerk of the Board
Lynn Taylor, Minutes Recorder

Absent: Julie Grossman, Secretary

CALL TO ORDER/ROLL CALL: Mr. Wildish convened the meeting and called the roll.

PRELIMINARY REMARKS BY BOARD PRESIDENT: Mr. Wildish thanked everyone for attending the meeting.

COMMENTS FROM THE GENERAL MANAGER: Ms. Jackson said that typically the Board held a regular meeting on the third Wednesday and occasionally a second work session on the second Monday of the month. She asked the Board to consider using the work session to group topics of interest and allow for longer presentations with the opportunity for questions and discussions. She noted that a recent presentation by the American Bus Benchmarking Group (ABBG) had to be rushed because of limited time. She solicited feedback on whether the Board would like to return to scheduling a work session meeting each month.

Mr. Necker said that he agreed that it was a good idea to hold a monthly work session if there were items of interest to the Board.

Mr. Wildish said that he also felt it would be helpful to have opportunities to spend more time on topics such as the ABBG presentation. Mr. Yeh concurred.

Mr. Gillespie added that he supported the idea of having two meetings each month: one to address regular business and action items, and a work session to allow time for more in-depth discussions.

Ms. Pierce said that she also supported the idea.

Mr. Nordin said that it would represent an additional investment of time to attend two meetings, particularly if one just addressed a single item. Ms. Jackson said that staff would attempt to group items of interest for work sessions, and the purpose was to provide an opportunity to explore those items in greater detail than could occur at a regular meeting.

Mr. Necker pointed out that there was no audience participation at work sessions.

ANNOUNCEMENTS: There were no announcements.

ITEM FOR ACTION AT THIS MEETING:

Approval of Revised Drug and Alcohol Policy: Risk Manager David Lindelien said that the Federal Transit Administration (FTA) had, during a recent audit, made suggestions on items in the current policy that needed to be changed/updated to be in compliance with FTA drug and alcohol regulations. He said that staff had made the changes, and the FTA indicated they were pleased with the updated policy. He said that the policy was not substantially changed; and he briefly reviewed changes, which were highlighted in the policy document provided in the agenda packet.

In response to a question from Mr. Necker, Mr. Lindelien said that the FTA's preferred term of "public transportation" was substituted for "mass transit" throughout the document.

Mr. Gillespie asked if the testing was contracted to another party. Mr. Lindelien replied that Cascade Health Solutions had been contracted to conduct sampling and collection; samples were then sent to Legacy Labs in Portland for testing and verification.

Mr. Gillespie observed that the changes appeared to be a standard adjustment to the policy.

MOTION Mr. Necker moved approval of Resolution No. 2016-008, adopting the revised Lane Transit District Drug and Alcohol Program Policy. Mr. Gillespie provided the second.

VOTE The resolution was approved as follows:
AYES: Gillespie, Necker, Nordin, Pierce, Wildish, Yeh (6)
NAYS: None
ABSTENTIONS: None
EXCUSED: Grossman (1)

ITEMS FOR INFORMATION AT THIS MEETING:

Main Street-McVay Transit Study Update: Planning and Development Manager Tom Schwetz said that the Study's Governance Team was composed of representatives from the LTD Board, Springfield City Council, and Oregon Department of Transportation (ODOT). He said that the Governance Team had identified the following options for further consideration from a range of options initially examined:

Main Street segment: No-Change (existing service) and Bus Rapid Transit
McVay Highway segment: No-Change (existing service) and Enhanced Corridor

Mr. Schwetz explained that the federal environmental assessment process required the no-change option as a baseline. He said that the next step in the study would involve discussions with business and property owners along the corridors, lead by Springfield staff, to set up meetings. LTD staff would join City staff in face-to-face meetings to explain the project, options under consideration, and potential impacts. He said that feedback from those meetings would help staff to refine designs.

Ms. Pierce said that the Governance Team discussed at a recent meeting potentially decreasing acquisitions and incorporating a protected bike lane instead of a larger bike lane on the street.

Mr. Gillespie expressed that it would be interesting to see how LTD's experience with the 6th Avenue/7th Avenue and Pioneer Parkway corridors would translate to the Main Street project.

Mr. Schwetz said that LTD and its partners had collectively evolved how they viewed corridors from a multi-modal perspective, rather than just transit, with livability and safety being major objectives.

Bus Graphics: Marketing Manager Meg Kester said that the procurement of the District's first electric buses and additional hybrid buses was an opportune time to consider updating the look of LTD's fleet. She said that a more appealing, modern design could better fit the District's current brand and the image it wished to project to the community. She said that the current fixed-route, EmX, and RideSource vehicles looked distinctly different, and the public often failed to connect some of these services to LTD. She said that recent research determined that when people became aware of the range of services LTD provided to the community, their opinions of the District improved significantly. She said that the rolling stock was the most visible tool in defining LTD to the general public.

Ms. Kester said that changing the graphics on LTD's vehicles was a significant and important business decision. She said that staff envisioned no additional direct costs with a new vehicle graphic design as new vehicles would be painted with the new graphics once they arrived. A wholesale repainting of the entire fleet was unrealistic and cost prohibitive; the design changes would be integrated over a period of years as old vehicles were retired from service. She said that the new design would be a soft transition, retaining LTD bus colors and other brand elements, over a period of years when both old and new vehicles were part of the fleet.

Mr. Yeh said that he supported the direction of better LTD brand identification. He asked how long the current design had been in use. Ms. Kester said that it was about 12 years and the current fixed-route vehicles carried the outdated LTD logo. She said that staff was proposing the removal of the old vinyl decals and replacing them with the correct logo if the Board approved.

In response to a question from Mr. Yeh, Maintenance Manager Ernie Turner said that the cost to replace the logo decals was between \$700 and \$1,000 per vehicle. Repainting a 40-foot bus was about \$7,900, and the District currently owned 69 40-foot vehicles.

Mr. Gillespie said that he was pleased with the idea of clearly identifying LTD as the provider of all its services. He added that he did not like advertising decals on bus windows. He suggested a "10 New Reasons to Ride LTD" campaign in which the public was invited to name the ten new buses. He expressed that he was concerned that entirely rebranding the

fleet could create problems for people who were used to a certain vehicle appearance for the service they used.

Mr. Nordin asked if the electric buses would be highlighted so the public would know it was one of the new vehicles. Ms. Kester said that had been discussed, as there would be community interest in the all-electric vehicles, but staff were recommending not using a separate paint scheme; decals could be used to identify the electric buses. She said that the District could also consider a moratorium on exterior advertising for those buses as they were introduced to the community.

In response to a question from Mr. Necker, Ms. Kester said that the fiscal impact of no advertising on electric vehicles would depend on the length of the moratorium. When hybrid vehicles were introduced, no advertising was done for two years; she was not recommending that length of time. She said that a cost-benefit analysis could be conducted to determine the fiscal impact.

Mr. Necker asked if RideSource vehicles would have the LTD logo decal as RideSource was the one service that most people did not recognize as part of LTD. Ms. Kester said that staff were still considering options for enhancing that identification. She invited input from the Accessible Transportation Committee and Board members.

Ms. Kester distributed conceptual drawings of possible designs and asked if the Board wished to move forward with the idea of new bus graphics.

Mr. Wildish determined that there was a consensus from the Board to move forward.

Ms. Kester briefly reviewed the conceptual designs and answered questions from Board members.

Mr. Yeh expressed that he hoped that the “feel of the community” could be captured in the design. Mr. Gillespie made the suggestion that one bus could receive a tie-dye paint job.

Ms. Kester explained that next steps would include proceeding with designs and inviting input from employees and a future presentation to the Board.

WORK SESSION:

Lane Transit District Long-Range Transit Plan: Ms. Jackson explained that this agenda item was a follow-up to the Board strategic planning session and discussion of the District’s direction, performance standards, the goal of continuing to provide quality services and options for the future, and how to articulate those issues in a plan.

Mr. Schwetz described two different types of thinking and posed a problem to demonstrate the difference between fast and slow thinking. He said that while both styles were useful, slow thinking was best suited for long-range planning efforts. He used a diagram to illustrate how it might look to implement the Main Street and four MovingAhead corridors within a 10-year timeframe. While it represented an ideal scenario where everything went right, it was not realistic. He said that planning needed to consider all of the incremental changes that the District would go through over time, not just the EmX corridors. Those could include moving from a hub-and-spoke model, examining various services levels, how service was delivered to outlying areas, accessible service functions, transportation options, technology, electric

vehicles, skill sets for mechanics, fleet management, and many other structural changes. He said that service hours was a good basis for determining and meeting other needs such as personnel and the associated costs and revenue requirements. Those issues needed to be aligned within the District's planning documents and an implementation framework. Other factors that would affect how fast LTD developed its system were environmental, economic, and political.

Mr. Schwetz said that planning should anticipate the need to evolve and adapt as conditions changed and understand what was required to achieve the established goals. LTD needed to identify and work with community partners, needed to deliver the transit service that the community wanted, and identify generational differences in the demand for transit that could affect future service.

Mr. Schwetz said that all planning documents should be consistent with a ten-year implementation, and the ten-year plan should be divided into three-year, short-term plans that could be used to focus the District's efforts. He listed some steps that, at a minimum, should be taken in that process:

- Identify service changes needed
- Estimate the service hours required and miles operated to deliver that service
- Estimate the number of vehicles and operators required
- Estimate the number of mechanics and administrative staff required
- Estimate the materials and services required
- Estimate facility needs
- Update the Long-Range Financial Plan to reflect the ten-year implementation plan
- Update the Capital Improvements Plan to reflect the priorities in the ten-year plan

Mr. Nordin commented that the steps and assumptions outlined by Mr. Schwetz were based on operating a bus company; but within the ten-year timeframe, there were factors such as technology and autonomous vehicles that could change those assumptions. Mr. Schwetz agreed that current models would not work in all cases; the Accessible Services workgroup pointed out that the tools the service planners had to plan transit service would not help estimate the use of RideSource, which was a different market. He said that would require different strategies for projecting paratransit demands. He said that a benefit of planning in three-year segments was that it would allow for adjustments to accommodate emerging technology and other factors that could affect implementation of the ten-year plan.

Ms. Jackson said that the process would engage employees in determining how to do a good job today and in the future, and make decisions based on future goals and changing conditions. A ten-year plan might be optimistic, but it provided the District with a target. Staff would be working on topics such as urban growth boundaries and development predictions so that LTD would be prepared and proactive, rather than reactive.

Mr. Gillespie remarked that he did not see anything promoting or responding to the political climate on the list of steps, such as factors related to the payroll tax or legislative initiatives. He pointed out that LTD was a public body but also a political body affected by political change.

Mr. Schwetz said that LTD would need successful political relationships at the federal, state, and local levels to be able to implement the plan. He said that he agreed that the list addressed primarily operational questions; but other functions within the organization, such

as government relations, were needed to make things happen and move forward with the plan.

Mr. Gillespie noted that the governor was working on a transportation plan that would impact the District, which prompted his comments about including the political environment in the planning process.

Mr. Schwetz said that a survey of internal and external stakeholders was conducted when the Long-Range Transit Plan was updated in 2010. He suggested that information might be a good way to begin the current planning process. He added that he would provide the results of that survey to interested Board members.

Mr. Wildish said that he was enthusiastic about the proposed process and the opportunity to find ways to better serve the community and provide more attractive options. He noted that LTD had ranked highly in most of the ABBG categories, with room for improvement in two or three areas. He said that incorporating some of those ideas in the planning process now could help the District provide better transportation options in the future for every resident.

Ms. Jackson asked for feedback from the Board on engagement. She said that she did not want to move too far internally without public input. She invited suggestions on how that public engagement should occur and what any key issues were for residents of the community.

Mr. Necker said that the engagement process should be well publicized, people should be given the opportunity to comment via telephone and e-mail, and feedback should be obtained from local groups such as neighborhood organizations. He said that he did not feel that people would respond to a ten-year plan, but rather be more focused on current services and those in the next year.

Mr. Yeh said that he liked the opportunity to respond to people at the subdistrict level.

Mr. Gillespie said that he felt that the southern/southwestern portion of his subdistrict had been overlooked in plans for future service. He said that was a key area to consider over the next year. He noted that another factor to consider was Lane Community College and the impact on service demand if the state enacted free junior college tuition.

Mr. Nordin said that there were two customer levels: one group of customers loved LTD because it served their needs, while the District was irrelevant to the others because it did not serve their purposes. He said that there was a great opportunity to incorporate much of Lane County in discussions of LTD. It was a direction in which the District should invest some resources.

Mr. Wildish said that many people, organizations, and jurisdictions were interested in transportation; and it would be beneficial to involve them in planning for the District's future.

Mr. Schwetz said the discussion had touched on a number of strategies that the Board and the organization should be deliberating in the near future and discussing with partners.

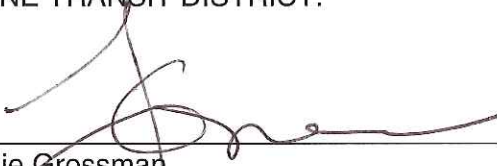
Ms. Jackson said that the public's perception was that it was feast or famine with LTD. The goal was to create a plan that would avoid compromising service, allow the District to be proactive, and build trust with the community.

Mr. Wildish emphasized the importance of keeping the Board engaged in the planning process.

Mr. Gillespie commended a recent LTD video that presented a positive and uplifting message.

ADJOURNMENT: Mr. Wildish adjourned the meeting at 7:27 p.m.

LANE TRANSIT DISTRICT:



Julie Grossman
Board Secretary

Date Approved: 5/12/16

ATTEST:



Jeanne Schapper
Clerk of the Board