

MINUTES OF DIRECTORS MEETING

LANE TRANSIT DISTRICT

REGULAR BOARD MEETING

Wednesday, January 21, 2015

Pursuant to notice given to *The Register-Guard* for publication on January 15, 2014, and distributed to persons on the mailing list of the District, the Board of Directors of the Lane Transit District held a regular board meeting on Wednesday, January 21, 2015, 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  
Julie Grossman, Secretary  
Ed Necker, Treasurer  
Gary Gillespie  
Ron Kilcoyne, General Manager  
Jeanne Schapper, Clerk of the Board  
Lynn Taylor, Minutes Recorder

Excused: Michael Dubick  
Angelynn Pierce

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

**PRELIMINARY REMARKS BY BOARD PRESIDENT:** Mr. Wildish announced that Michael Dubick had agreed to continue as a Board member until the Governor's Office had appointed his replacement. He said that he hoped that a new Board member would be confirmed in February 2015. He added that he was working on Board member committee assignments.

**COMMENTS FROM THE GENERAL MANAGER:** Mr. Kilcoyne introduced Roland Hoskins, who was replacing Mary Adams as the new director of administrative services. He congratulated Ms. Adams on her retirement and commended her years of service to the District.

**ANNOUNCEMENTS AND ADDITIONS TO THE AGENDA:** There were no announcements or changes to the agenda.

**BOARD CALENDARS:** Mr. Kilcoyne reviewed upcoming events during the months of February, March, and April 2015. He introduced Information Technology Manager James Hanna to present the new electronic Board Activity Calendar.

Mr. Hanna demonstrated how Board members would be able to access the activity calendar online, which would streamline the process of adding, removing, updating, and distributing calendar items, as well as reduce paper consumption.

**EMPLOYEE OF THE MONTH — FEBRUARY 2015:** The Board recognized Bus Operator Heather Ocker as the February 2015 Employee of the Month.

Mr. Wildish thanked Ms. Ocker for her service and commitment to LTD's mission and presented her with a certificate of appreciation, a check, and a pin commemorating her award. Ms. Ocker thanked the Board for her award and said that her job was the hardest one she had ever had, but also the most rewarding.

**AUDIENCE PARTICIPATION:** There was no one wishing to speak.

**ITEMS FOR ACTION AT THIS MEETING:**

**MOTION** **Consent Calendar:** Mr. Yeh moved adoption of LTD Resolution No. 2015-001: It is hereby resolved that the Consent Calendar for January 21, 2015, is approved as presented. Mr. Necker provided the second. The Consent Calendar consisted of the Minutes of the November 12, 2014, Special Board Meeting and the December 17, 2014, Regular Board Meeting.

**VOTE** The resolution was adopted as follows:  
AYES: Gillespie, Grossman, Necker, Wildish, Yeh (5)  
NAYS: None  
ABSTENTIONS: None  
EXCUSED: Dubick, Pierce (2)

**Public Hearing and Second Reading and Adoption, Amended Ordinance No. 36, An Ordinance Governing Conduct on District Property:** Director of Transit Operations Mark Johnson stated that there had been no changes to the ordinance since the first reading at the December 17, 2014, Board meeting.

Mr. Wildish opened the public hearing and called for testimony. There being no one wishing to speak, he closed the hearing.

**MOTION** Ms. Grossman moved that Amended Ordinance No. 36 be read by title only. Mr. Yeh provided the second.

**VOTE** The motion was approved as follows:  
AYES: Gillespie, Grossman, Necker, Wildish, Yeh (5)  
NAYS: None  
ABSTENTIONS: None  
EXCUSED: Dubick, Pierce (2)

Mr. Wildish read the ordinance title: **Ordinance No. 36, An Ordinance Governing Conduct on District Property and Amending and Restating Ordinance No. 36, 2003 Revisions.**

**MOTION** Mr. Yeh moved the following resolution: LTD Resolution No. 2015-002: Be it resolved that the LTD Board of Directors hereby adopts Lane Transit District Ordinance No. 36, an Ordinance Governing Conduct on District Property and Amending and Restating Ordinance No. 36, 2003 Revisions. Ms. Grossman provided the second.

**VOTE** The resolution was approved as follows:  
AYES: Gillespie, Grossman, Necker, Wildish, Yeh (5)  
NAYS: None  
ABSTENTIONS: None  
EXCUSED: Dubick, Pierce (2)

**General Manager Pro Tempore:** Mr. Kilcoyne said that the retirement of Mary Adams required a change in the designation of a general manager pro tempore. He recommended that rather than specifying the name of the individual, the designation be made by position only with the director of administrative services to serve as the primary general manager pro tempore and the director of customer services and planning to serve as the secondary, in the event both the general manager and general manager pro tempore were unable to serve.

**MOTION** Mr. Necker moved approval of resolution: LTD Resolution No. 2015-003, Designating General Manager Pro Tempore. Mr. Gillespie provided the second.

**VOTE** The motion was approved as follows:  
AYES: Gillespie, Grossman, Necker, Wildish, Yeh (5)  
NAYS: None  
ABSTENTIONS: None  
EXCUSED: Dubick, Pierce (2)

**ITEMS FOR INFORMATION AT THIS MEETING:**

**Board Member Reports:** Mr. Wildish stated that Michael Dubick had been the Board's representative on the LaneACT (Area Commission on Transportation). In Mr. Dubick's absence, Mr. Wildish indicated that he had attended the last meeting and was willing to continue to attend as the Board's representative. There were no objections.

**Regional Transportation Options Plan (RTOP) and Integration with the Point2point Strategic Plan Development Process:** Transportation Options Manager Theresa Brand, Mary McGowan of Lane Council of Governments (LCOG), and Chris Watchie of Cogito/TransWatch gave a presentation on transportation options planning and the next five-year Point2point (P2p) program strategic planning process.

Ms. Watchie stated that the recently completed Statewide Transportations Option Plan was about creating choice with the existing transportation infrastructure, including driving, walking, biking, transit, and telecommuting. She said that there were multiple benefits such as increased travel time reliability, increased peak-hour capacity, improved access, and furthering community goals. She said that at the state level, Oregon's transportation investments were guided by the Oregon Transportation Plan, which set forth a multi-modal policy framework. The RTOP was the local plan for transportation options, programs, and strategies from a regional perspective. She identified the issues and goals in the State plan that transportation options could address. She said that the Millennials generation is the first in decades to drive less than their parents, and they connect with peers via mobile technology.

Ms. McGowan said that the Central Lane Metropolitan Planning Organization (MPO) RTOP was one of the few in the state, and reflected the policy guidance and direction from the State plan. It was based on six guiding principles:

1. Expand transportation options to meet regional needs and opportunities
2. Implement transportation options and services in a least-cost planning approach
3. Implement a spectrum of transportation options programs and services to address the mobility needs of both the young and aging populations
4. Explore opportunities to integrate traveler information tools and technology to further multi-modal travel

5. Leverage current transportation planning and infrastructure investment in the MPO and integrate transportation options and facilitate connections with infrastructure
6. Support enhanced public/private partnerships

Ms. McGowan provided an overview of the RTOP planning process, including collaboration with other concurrent regional planning activities. She said that the RTOP included a number of recommendations, which were under consideration as P2p began its strategic planning process. She highlighted the following recommendations:

- Travel information and coordination tools
- Individualized outreach
- School-based transportation options
- Rideshare program expansion
- Transportation options resource program
- Mobility hubs

Ms. Brand explained how the RTOP provided a framework for P2p strategic planning and work plan development. She said that a strategic advisory team was formed in the fall of 2014 to help staff determine P2p's role in implementing transportation option recommendations in the region. She anticipated that a draft of the five-year plan would be presented to the Board in late February.

**Community Engagement: Focus Group Results:** Director of Customer Services and Planning Andy Vobora introduced Jen Bell of the consulting firm bell+funk to present the results of the community engagement focus group events.

Ms. Bell said that six focus groups met for two hours; and each group included a broad range of perspectives from the public and business community, with a mix of ages, genders, geography, and satisfaction level with LTD. She read a summary of what was learned during the focus group sessions and shared video highlights from the groups. She noted that even though participants were free to leave at the end of each session, they chose to remain and ask LTD staff questions. She said that as participants learned more about the programs and services that LTD provided to the community, their perceptions changed from negative to positive and they viewed LTD as a community asset. In response to questions from the Board, she said that approximately 70 people participated in the focus groups; most were not transit users, although each group included one bus rider.

Mr. Vobora remarked that the perceptions of many rural riders were skewed because of limited rural service and misinformation.

Mr. Gillespie said that he was not surprised that focus group participants were generally misinformed about LTD, and it was interesting how perceptions changed as information was provided during the question and answer portion of sessions. He said that it was clear that some of the misperceptions resulted from a lack of awareness that LTD provided many services and programs beyond regular bus service. He said that the negative signs along West 11th Avenue drew mixed reactions and that people had no context when observing buses with few passengers, such as time of day, day of the week, or where the bus was on its route.

Mr. Necker commented that the lack of awareness could stem from the fact that other services and programs did not necessarily carry the LTD designation and that perhaps that could help. Ms. Bell agreed that the good will people felt towards those programs and services was not transferring to the LTD brand and that could be a missed opportunity.

Ms. Grossman said that she was impressed with how quickly perceptions changed when focus group participants were presented with accurate information. Keeping LTD branding simple, concise, and precise presented the District with a great opportunity.

Mr. Yeh said that participants seemed hyper-sensitive to perceived LTD failures, which could be attributed to lack of direct response to the negative campaign from a sector within the community.

Ms. Bell said that people in the focus groups generally agreed that public transportation offered essential services, but the District mission and vision statements did not resonate with participants. She said that sub-brand logos such as the Diamond Express were not seen as part of LTD, and she suggested that the current branding structure be reviewed.

Mr. Vobora said that the focus groups provided valuable information to help frame Board members' future discussions with the business community and promote productive conversations. Ms. Bell agreed and added that while listening to concerns was useful, interactions with the community should also include discussions about the variety of programs and services LTD provides so that people can gain a better understanding of LTD and some of the misperceptions that exist can be dispelled.

**Eugene Civic Alliance Presentation:** Derek Johnson, advisor to the Eugene Civic Alliance, presented the Alliance's vision for the Civic Stadium property. He said that the Alliance was a citizens' group created to reimagine what could be done with the 10.2 acre site. The vision consisted of three parts:

1. A new fieldhouse for Kidsports
2. A turf field for professional soccer
3. Renovated grandstands for fans of soccer and other field sports

Mr. Johnson said that the limited parking at the site did not meet the City of Eugene's requirements for major events. LTD could assist in addressing those transportation and parking issues, as it had done for Autzen Stadium and the Mathew Knight Arena. He said that the Alliance wished to purchase the property from the City once the City had purchased it from School District 4J, and the Alliance was currently engaged in fundraising activities. He described plans for other amenities for the property. He said that both the City and School District had been supportive of the Alliance's efforts, and he hoped to develop a partnership with LTD to transport people to and from events. He said that good public transportation to the site was a key factor in securing an anchor tenant, such as a minor league soccer team.

Mr. Vobora remarked that it was an advantage for LTD to be involved in the early stages of planning for community projects so that any proposed service alternations could be vetted with the community and Board during the Annual Route Review.

**West Eugene EmX Update:** Senior Project Manager John Evans introduced Facilities Manager Joe McCormack and West Eugene EmX Communications Coordinator Lisa Van Winkle who would present activities and outreach efforts along the corridor as the project entered the construction phase.

Mr. McCormack said that the project was at a transitional phase, and a good team had been assembled to deal with a very complex job. He said that preliminary construction activities commenced in June 2014, design work was completed, and Wildish Construction Company had been selected as the construction manager/general contractor (CMGC). He said a final contract

had been negotiated and signed for a guaranteed maximum price. It was primarily a civil and roadway project with investments in landscaping, sidewalks to complete connections, traffic signal and street lighting upgrades, stations, pedestrian bridges, and public art. He said that LTD and Wildish would continue to seek ways to achieve cost savings as the project moved forward.

Ms. VanWinkle said that widening roadways in order to maintain traffic flow meant that some trees would need to be removed. She estimated about 200 trees would be removed along the corridor and 460 replacement trees planted. She said that tree removal would begin during the last week in January, and outreach efforts were aimed at helping the public understand the need for removing trees and how there would be improvements with the replacement trees. She said tree removal would be on a schedule that protected nesting migratory birds.

Ms. VanWinkle emphasized that the wood from removed trees would be used locally for things such as providing wildlife habitat in wetlands, free chip material for the public, and solid wood products available through BRING for resale. She said that many existing trees were struggling to grow in unsuitable environments and the species were not appropriate; the new trees would be better suited and given better growing conditions so that they may thrive for decades. She described how new landscaping along the corridor would enhance its appearance, help the storm water system, and lead to cleaner local streams. A publicity campaign would be conducted to help the community understand the reasons for tree removal and the benefits of the planned landscaping and replacement trees.

Mr. Gillespie asked what the time period was between the removal of the last tree and the last replacement planted. Ms. VanWinkle said that trees should be planted when it was cold and wet, so the reality was that most of a year could pass in some sections between removal and replanting. She said that a similar schedule existed on the Gateway EmX project; and once trees had been removed, public reaction tended to fade so long as the area was kept neat and tidy before new plantings.

Mr. Evans said that property acquisition was a controversial aspect of the project, but the majority of acquisitions were relatively small with an average of less than 500 square feet. He said that most of the acquisitions would result in an improved pedestrian environment. Staff were working with property owners, and acquisitions were an ongoing effort. He said that the District was paying for appraisals and offering fair market value for each property. He said that LTD also was paying property owners for use of their space during construction activities through temporary construction easements. He said that total acquisitions were less than three acres, involving 195 properties.

Mr. McCormack provided an overview of the construction schedule with estimated completion by the fall of 2017.

**Monthly Financial Report:** Chief Financial Officer Todd Lipkin stated that there were a number of positive factors affecting LTD's posture, including the lowest fuel costs since July 2009. He said that payroll taxes were coming in at an increasing rate, although the earlier payroll tax takeback continued to result in being slightly behind budget projections. He said that costs were at 94 percent of budget and revenue was higher as a percent of budget. He added that 100 new vendors were added for the calendar year 2014.

In response to questions from Board members, Mr. Lipkin said that he would get back to Board members with information on the total number of vendors and the number that were disadvantaged business enterprises (DBEs).

**Performance Reports:** There were no questions or comments.

**Monthly Grants Report:** There were no questions or comments.

**Monthly Department Reports:** Mr. Gillespie conveyed a question from a constituent about what to do when someone was smoking at a bus stop. Mr. Vobora said that while there were signs prohibiting smoking at bus stops, there were no enforcement measures in place like those in place at the stations. He said that a rider could politely remind the smoker that the smoking prohibition in stations and on buses also extended to stops, but he agreed that it was difficult to enforce that at stops.

Mr. Wildish reminded Board members to let staff know when they would be available for luncheons with the business community.

**ADJOURNMENT:** Mr. Wildish adjourned the meeting at 7:48 p.m.

LANE TRANSIT DISTRICT:



Julie Grossman  
Board Secretary

ATTEST:



Jeanne Schapper  
Clerk of the Board

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Approved: February 18, 2015