

MINUTES OF DIRECTORS MEETING  
LANE TRANSIT DISTRICT  
SPECIAL BOARD MEETING

Wednesday, October 22, 2014

Pursuant to notice given to *The Register-Guard* for publication on October 19, 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 Monday, October 22, 2014, beginning at 5:30 p.m., at the LTD Board Room, 3500 E. 17th Avenue, Eugene, Oregon.

Present: Carl Yeh, Vice President  
Ed Necker, Treasurer  
Michael Dubick  
Gary Gillespie  
Angelynn Pierce  
Ron Kilcoyne, General Manager  
Jeanne Schapper, Clerk of the Board  
Lynn Taylor, Minutes Recorder

Absent: Gary Wildish, President  
Julie Grossman, Secretary

**CALL TO ORDER/ROLL CALL:** Mr. Yeh convened the meeting at 5:36 p.m. and called the roll.

**PRELIMINARY REMARKS BY BOARD PRESIDENT:** None.

**COMMENTS FROM THE GENERAL MANAGER:** Mr. Kilcoyne announced that September ridership was up 5.5 percent over September 2013. He noted that additional service had been provided in September 2014, but the weekday average was still up by 2 percent over the previous year. He said that LTD received a dividend check of \$169,000 from SAIF Corporation, which administers LTD's workers' compensation, due to a significant reduction in the number and cost of on-the-job injuries. He presented the American Public Transportation Association (APTA) award for *Best Mid-size Transit Agency in North America* that LTD recently received.

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

**BOARD CALENDARS:** Mr. Kilcoyne reviewed Board activities scheduled for October, November, and December 2014.

**EMPLOYEES OF THE MONTH — NOVEMBER 2014:** The Board recognized Development Planner Sasha Luftig as the November 2014 Employee of the Month.

Mr. Yeh thanked Ms. Luftig 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. Luftig thanked the Board for the award.

**AUDIENCE PARTICIPATION:** Mr. Yeh explained the procedure for providing public testimony.

**Rob Zako**, Eugene, representing Better Eugene-Springfield Transit (BEST), displayed photographs from a recent BEST press conference highlighting the importance of transit to the community. He said that a number of people representing groups such as the disabled community and University of Oregon students stressed the extent to which those individuals depended on quality transit services. At the same event, representatives of the business community also discussed the importance of transit to reinvestment in the community. He said that the theme was support for transit, acknowledgment of LTD's APTA award, and the need to pursue constant improvement.

**Bob Macherione**, Eugene, representing Our Money, Our Transit (OMOT), commented that ridership was flat despite LTD's efforts. He said that the Eugene Bike Share Feasibility Study was based on an online survey of 91 individuals; and, therefore, results were not representative of the community. He felt that the funds used to conduct the survey were wasted and the data was invalid.

**ITEMS FOR ACTION:**

**MOTION** **Consent Calendar:** Mr. Dubick moved adoption of LTD Resolution No. 2014-025: It is hereby resolved that the Consent Calendar for October 22, 2014, is approved as presented. Mr. Necker provided the second. The Consent Calendar consisted of the Minutes of the September 17, 2014, Regular Board Meeting.

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

**Revised Fixed-Route Service Policy:** Planning and Development Manager Tom Schwetz recalled that the Board had recently approved updates to the Fixed-Route Service Policy. He said that as staff were incorporating those changes into Ordinance No. 43, Route, Schedule, and Fare Changes, it was suggested by legal counsel that it was not necessary to have both the ordinance and the policy. He said that some language from the ordinance had been added to the Service Policy to enable the policy to stand alone; those changes were presented in legislative format in the agenda materials.

**MOTION** Mr. Necker moved adoption of LTD Resolution 2014-26: It is hereby resolved that the LTD Board of Directors hereby approves the Lane Transit District Fixed-Route Service Policy as presented on October 22, 2014. Mr. Dubick provided the second.

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

**Public Hearing: Repealing Ordinance No. 43, Route, Schedule, and Fare Changes** — Director of Customer Services and Planning Andy Vobora stated that as a result of incorporating Ordinance No. 43 language into the Fixed-Route Service Policy, Ordinance No. 43 was being

repealed on the advice of legal counsel. He said that state law was not crystal clear about the procedure for repealing an ordinance; therefore, legal counsel advised staff to abide by the same process, including a public hearing that was used to adopt or update an ordinance.

Mr. Yeh opened the public hearing and explained the rules for providing testimony.

**Bob Macherione**, Eugene, representing Our Money, Our Transit (OMOT), said that he was disconcerted that motions were passed without questions from the Board. He asked the Board to explain the difference between a service policy and an ordinance.

Mr. Yeh explained that the Board did not answer questions during a public hearing when testimony was being offered. Discussion was conducted after the hearing was closed.

Mr. Macherione asked why the Board was substituting a policy for an ordinance instead of modifying the ordinance. He noted that future updates to the policy were planned and felt the policy should be fixed before the ordinance was repealed. He did not feel the Board understood the issues to adequately protect the public.

There being no further testimony, Mr. Yeh closed the hearing and called for questions and comments. He asked staff to provide an explanation for the proposed Board action.

Mr. Vobora reiterated that the Service Policy outlined the same requirements in terms of how the District addressed items required by the Federal Transit Administration (FTA) that governed District activities and the ordinance addressed similar requirements. Staff discussed the redundancy with legal counsel and determined there were more details in the policy than in the ordinance. He said that requirements for updating District policies were similar to those for ordinances with respect to conducting community outreach, obtaining public input, and determining disparate impacts. He added that there was not a need for both documents and the policy was more comprehensive.

In response to a question from Mr. Necker, Mr. Vobora explained that the Service Policy met all applicable FTA requirements and included everything currently in the ordinance, and more. He added that future updates to the policy would address specific standards and include a public involvement process and consultation with Title VI agencies. He said that the adopted policy was legally binding.

Mr. Gillespie asked if there was any language in the ordinance that would not be included in the policy. He also asked if policies and amendments always came before the Board for approval in the same way an ordinance would. Mr. Vobora said that everything in the ordinance was included in the policy, and the policy language was more comprehensive. He said that adoption of similar policies and any subsequent changes required Board action.

Mr. Dubick commented that LTD had strived over the years to update and clarify information and avoid redundancy. He said that he was comfortable with the process.

Mr. Vobora clarified that the updated Service Policy would provide more robust coverage of all standards and make that information more accessible to the public.

MOTION Mr. Necker moved that Ordinance No. 43 be read by title only. Mr. Gillespie provided the second.

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

Mr. Yeh read the ordinance title: **Ordinance No. 43, An Ordinance Adopting Procedures Relating to Route, Schedule, and Fare Changes.**

MOTION Mr. Necker moved the following resolution: LTD Resolution No. 2014-027: Be it resolved that the LTD Board of Directors hereby repeals Lane Transit District Ordinance No. 43, An Ordinance Adopting Procedures Relating to Route, Schedule, and Fare Changes, and recognizes the LTD Fixed-Route Service Policy as the source of procedures relating to route and schedule changes. Mr. Gillespie provided the second.

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

**Board Direction to the EmX Steering Committee:** Mr. Schwetz stated that pursuant to previous discussions with the Board and EmX Steering Committee and feedback from Committee members, four directives from the LTD Board to the EmX Steering Committee were proposed:

- 1) Develop specific strategies to improve existing EmX (e.g., more dedicated lanes and station/path adjustments; more effective transit signal priority, etc.).
- 2) Build on lessons learned from previous corridors; develop recommendations for public and stakeholder engagement to be used in the development of future corridors.
- 3) Build/maintain relationships with EmX partners and riders.
- 4) Other EmX Steering Committee goals determined by the Committee.

Mr. Schwetz said that details of the directives were included in the agenda materials.

Mr. Gillespie asked if EmX Steering Committee members had reviewed the proposed directives. Mr. Schwetz said that they had been recently distributed to members, but the proposed language was consistent with feedback from discussions with the Committee.

Ms. Pierce expressed concern that the agenda item indicated there was a growing disconnect between the Steering Committee and the Board. She asked how that would be resolved. Mr. Schwetz said the Committee had raised the question of whether it was still needed; and if so, should its charge be updated to better reflect its role in the ongoing development of the EmX system. That question generated discussions at Committee and Board meetings about the need to refresh the Committee's relationship with the Board.

Mr. Yeh added that the Committee felt it needed renewed direction from the Board in order to remain useful.

Mr. Gillespie characterized the Committee as feeling more like a passenger than a driver, and members wanted more involvement and communication. He said that the Committee at its inception in 1998 was the dynamic driver of the bus rapid transit project; but once corridors were established, its meetings became more information sharing than decision making. He applauded the Committee for its initiative in redefining its purpose.

Mr. Schwetz said that the Committee had been meeting quarterly but wanted to meet more often, and a bi-monthly schedule was being developed.

**MOTION** Mr. Dubick moved that the Board adopt the following resolution: LTD Resolution No. 2014-28: It is hereby resolved that the LTD Board of Directors adopts updated charges to the EmX Steering Committee as presented on October 22, 2014. Mr. Necker provided the second.

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

#### **ITEMS FOR INFORMATION AT THIS MEETING**

**Board Member Reports:** Mr. Yeh reported that the Lane Council of Governments (LCOG) Board of Directors met recently, but was unable to establish a quorum in order to pass a charter amendment to allow for membership of other entities. He said that the issue was tabled indefinitely.

Mr. Gillespie thanked LTD Development Planner Sasha Luftig for her work in support of the Metropolitan Policy Committee (MPC) and LTD Board members who served on it.

**Regional Scenario Planning Update:** Mr. Schwetz reported that in 2009, the legislature enacted a law requiring metropolitan planning organizations (MPOs) to engage in scenario planning activities in order to reduce greenhouse gas emissions (GHG) for small vehicles; although only the two largest MPOs, Portland Metro and Central Lane, were required to go through the full planning process to choose a preferred alternative. He said that only Portland Metro was required to adopt and implement an alternative.

Mr. Schwetz noted that transit was an integral part of efforts to reduce GHG emissions. He used a slide presentation to assist in illustrating the scenario planning process:

1. Understand existing policies, develop evaluation measures, and determine baseline for comparison.
2. Develop alternative scenarios; evaluate and compare scenarios.
3. Refine scenarios, tailor individual choices for each jurisdiction, and cooperatively select a preferred scenario.

Mr. Schwetz stated that the jurisdictions making the cooperative selection were the cities of Eugene, Springfield, and Coburg, in addition to Lane County, and LTD would provide advice to those jurisdictions. He said that much of the effort to reach GHG reduction targets by 2035 would occur at the state and national levels, but metropolitan areas were assigned reduction targets as

well. The Central Lane MPO's target was 20 percent per capita, and projections for growth indicated there would be 65,000 new residents in the MPO by 2035.

Mr. Schwetz submitted that the following scenarios had been developed:

Scenario A: the reference case consisted of implementing existing policies with expected revenues; analysis had determined the expected reduction by 2035 would be 3 percent.

Scenario B: enhancing the existing policies; analysis had determined the reduction target would be met.

Scenario C: exploring new policies; analysis had determined the reduction target would be surpassed.

Mr. Schwetz reported that throughout the scenario planning process, links to public health benefits were emphasized. He said that a decision point was still how much to invest in various strategies. He summarized the staff recommendations in the following categories to be carried forward to the preferred scenario:

- Road system policies
- Future vehicle fleet and fuel assumption
- Pay-as-you drive insurance
- Education and marketing programs

Mr. Schwetz added that staff also recommended further discussions around the cost of driving, bicycle investment, and transit investment. He encouraged the Board to play an aggressive role in providing feedback to agencies and jurisdictions as the scenario planning process proceeds.

Mr. Gillespie commented that a presentation on 8-80 Communities had indicated that if a two-car household parked that second car, it could save as much as \$9,000 per year. He asked if that would be a factor in scenario planning. Mr. Schwetz replied that strategies would generally be focused on trying to reduce the need for an automobile by providing other transportation choices, but whether or not households decided not to use a second car would not be monitored.

**Main Street-McVay Transit Study Update:** Senior Project Manager John Evans reported that LTD had been working diligently over the summer with the City of Springfield and stakeholders along the corridor. Purpose, need, and evaluation criteria for the study had been developed, and an existing conditions baseline report was completed. The Stakeholder Advisory Committee (SAC) had begun to develop transit solutions and uses the established criteria to determine which of those solutions best met the criteria. He said that the Governance Team reviewed work by the SAC. Of the 25 original transit options, seven had been eliminated and eighteen were advanced to the second tier of analysis. He added that a report summarizing the SAC's recommendations was included in the agenda packet. A handful of the most promising options, as determined jointly by the LTD Board and Springfield City Council, would carry through to the final phase of evaluation.

Mr. Gillespie asked if the corridor would ease problems along Main Street associated with overloaded buses. He asked if the Main Street-McVay route would be supplemental to the No. 11 route or replace it. Mr. Evans said that the study was looking at many options -- from existing service to enhanced service, up to and including EmX.

Mr. Gillespie asked what impact the new route would have on existing service to Lane Community College (LCC). Mr. Evans said that ridership data would be analyzed during the next stage of the process, and the ridership pros and cons of different routing structures and transit enhancements relative to existing service would be evaluated. Mr. Kilcoyne added that the Northwest Eugene study would focus on the Eugene-LCC connection.

**West Eugene EmX Extension Update:** Mr. Evans said that LTD received a Letter of no Prejudice from the FTA in October 2014, which would allow the District to incur construction costs under the pending Small Starts grant and enter into a contract to purchase EmX vehicles for the project. Current activities included utility relocations and property acquisitions to prepare for corridor construction. Intersection ramps throughout the project area were being significantly improved. He said that staff were working with Wildish Construction, the project construction manager/general contractor (CMGC) to establish the guaranteed maximum price in order to proceed with construction. He said that extensive outreach efforts were focused along the first section of the project in the Charnelton Street area.

Mr. Gillespie mentioned that he had received positive feedback on staff outreach efforts.

Mr. Yeh complimented the Friends of Trees event to publicize the work on trees along the corridor.

Mr. Necker left the meeting at 6:52 p.m.

**Eugene Bike Share Feasibility Study:** Development Planner Sasha Luftig and City of Eugene Transportation Planner Reed Dunbar presented the Eugene Bike Share Feasibility Study. Ms. Luftig said that Toole Design Group had been engaged to facilitate the study that was conducted from November 2013 to July 2014. She said that the University of Oregon was in the process of launching a four-station, 40-bike-sharing system; and part of the feasibility study was to determine how a Eugene system would connect with the University's system. She said that bike share systems were a tool for connecting bikes and transit.

Mr. Dunbar provided an overview of station-based bike share systems. He said that there were two types of system membership: annual membership and casual (per trip). He said that the success of a system was based on density and reliability. He said that there were currently 49 systems across the country, with another 29 scheduled to launch within the next year or two. Benefits of bike share systems included transit linkage, community health, and congestion reduction.

Ms. Luftig said that LTD recognized that it needed to provide not just great transit service, but also a system with access and attractive connections. A bike share system could extend the reach of transit, expand the potential market in proximity to stops and stations, and complement transit service by offering first- and last-mile connections.

Mr. Dunbar cited a number of City of Eugene plans and ordinances that a bike share system could enhance, including *Envision Eugene*, transportation, and energy plans. Vertical growth in the urban core and increased density mean that there will be less space to store vehicles and require strategies to encourage people to use transit, and bike or walk to their destinations. He added that information gathering included the feasibility study and discussions with stakeholders.

Feedback was consistently positive with personal mobility being the most important factor for a Eugene bike share system.

Ms. Luftig said Toole Design Group had proposed a phased station plan based on the concept of personal mobility and integrating a bike share system with compatible adjacent land uses. She used several maps to illustrate the phased development of the system. She said that the completed system would include 46 stations, 420 bikes, and 756 docks. The estimated cost to complete the system over five years was \$2.3 million. At project completion, a cost funding gap of \$300,000 per year was projected. The City hoped to fill the gap with sponsorships and contributions from other public agencies.

Mr. Dunbar described the variety of bike share system business models and said that the consultants had recommended a separate, non-profit organization to own and operate the system. The organization would include representatives from system partners, sponsors, and others. The advantage of this model was that it spread the risk, provided operational efficiencies, and allowed the non-profit to pursue outside funding. He noted that the disadvantage of the model was building the organization to the necessary functional level.

Ms. Luftig compared a number of systems and operating models and the roles transit agencies played. She said that the consultants had proposed a role for LTD in the local system. Next steps in the implementation process included obtaining capital funding; forming a non-profit and developing a rate schedule, sponsorship opportunities, a more comprehensive market survey, and interagency commitments.

Mr. Kilcoyne emphasized LTD's interest in participating in a bike share system because it extended the transit system and enhanced accessibility and mobility in the community. He said that the real challenge was funding--particularly the operating costs. He said that it would be difficult to obtain FTA funds for a bike share system under current policies.

Mr. Yeh asked if information from the survey was useful. Ms. Luftig replied that the online survey was helpful, but the information obtained during stakeholder interviews was more important in terms of gauging community interests. She said that if implementation of a system moved forward, there would be a more robust and expanded community engagement process.

In response to questions from Mr. Yeh, Ms. Luftig offered that an annual membership fee of \$65 had been proposed, but a monthly membership fee may be more feasible. Mr. Dunbar added that work was being done in other communities on the possibility of integrating bike share membership with transit passes. All options, including funding options, were on the table.

Mr. Dubick noted the City of Eugene's Bike Share application for *ConnectOregon* funds. He urged the City to continue to apply as the concept was new and would gain familiarity as more systems were launched. Mr. Kilcoyne noted that the Bike Share application was ranked 38 on the list of 102 applications from around the state. He also felt it would be ranked higher as familiarity with the concept increased.

**State and Federal Legislative Agenda:** Government Relations Manager Edward McGlone reported that the Oregon Transportation Forum consisted of advocates for all modes of transportation, and transit was well regarded and well represented. He said that the Forum had formed into committees and spent the summer reviewing the transportation system as a whole and evaluating a range of issues and identifying needs. He said that Oregon provided far less



funding to transit systems than other states. He added that the Forum listed 15-20 policy issues, including the gas tax, transportation funding for elderly and disabled services, and the creation of a multi-modal trust fund. He said of particular interest to transit was funding for elderly and disabled transportation, and the Forum strongly supported making that a priority in the 2015 legislative transportation package.

Mr. McGlone stated that another priority for LTD was restoration of funding for the youth pass program. LTD was working with Representative John Lively to develop a legislative proposal for funding a two-year pilot program. During that two-year period, LTD would work with school districts to develop data in support of more permanent funding for the program by demonstrating a return on that investment.

Mr. Yeh determined that Board members concurred with pursuing funding for elderly and disabled transportation and a youth pass program during the next legislative session.

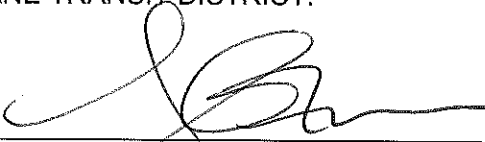
Mr. McGlone added that local jurisdictions and agencies were beginning to develop legislative priorities for the annual United Front trip to Washington, D.C. that would take place in February 2015. He said that the current federal transportation legislation, MAP-21, would expire in May 2015; and the United Front delegation would be making recommendations for a new bill, including a longer term reauthorization. A two-year bill would not allow for implementation of large construction projects.

**Board Committee Assignments:** Mr. Yeh reviewed the new Board committee assignments. As no concerns were expressed by Board members, the assignments were finalized and were effective immediately.

**Monthly Financial Reports:** Finance Manager Todd Lipkin noted that the new format for financial reports reflected feedback from the Board; staff were still refining how information was presented. He added that the payroll tax take back of \$672,000 remained a primary issue.

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


LANE TRANSIT DISTRICT:



---

Julie Grossman  
Board Secretary

ATTEST:



---

Jeanne Schapper  
Clerk of the Board

Approved: December 17, 2014