

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

Monday, December 13, 2010

Pursuant to notice given to *The Register-Guard* for publication on December 9, 2010, 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/work session on Monday, December 13, 2010, beginning at 5:30 p.m., in the LTD Board Room at 3500 East 17th Avenue, Eugene.

Present: Mike Eyster, President
Greg Evans, Vice President
Dean Kortge, Secretary
Ed Necker, Treasurer
Michael Dubick
Doris Towery
Gary Gillespie
Mark Pangborn, General Manager
Jeanne Schapper, Clerk of the Board
Katie Dettman, Minutes Recorder

CALL TO ORDER/ROLL CALL: Mr. Eyster convened the meeting of the Lane Transit District (LTD) Board of Directors and called the roll at 5:31 p.m. With the exception of Ms. Towery, all Board members were present.

PRELIMINARY REMARKS BY BOARD PRESIDENT: Mr. Eyster welcomed all to the meeting, and he wished Mr. Gillespie a happy birthday.

ANNOUNCEMENTS AND ADDITIONS TO AGENDA: There were no announcements or additions to the agenda.

BOARD CALENDARS: Mr. Pangborn invited Board members to attend the employee holiday potluck that would be taking place on December 16 at LTD. He also invited Board members to the Executive Search Committee on December 21 where they would conduct interviews, via Skype, with the candidate search firms. He noted that LTD would not have bus service on Christmas Day or New Year's Day and that the Administration office would be closed on the Friday before each holiday (on December 24 and December 31). On December 24 the last bus departure would be at 7:45 p.m., and the buses would run regular schedules on December 31.

Mr. Pangborn explained that LTD was working on scheduling meetings in January or February to discuss the West Eugene EmX Extension with the Eugene City Council and the Lane County Board of Commissioners.

Mr. Pangborn directed the Board's attention to the ridership and revenues section of the November performance report. He noted that passenger boardings on weekdays were down by 2 percent. LTD was currently running with an 18 percent reduction in service, and despite this, LTD had done an amazing job of retaining ridership. Reductions that had been made were made on low-productivity routes, and riders had found other ways to use the system. The 2 percent loss of

boardings was a very low number in relationship to the amount of service that had been lost. Some of the peak routes, however, were running at capacity. Fare box revenues were up 2.7 percent, which was positive.

Ms. Towery arrived at 5:41 p.m.

WORK SESSION

Moved from Items for Information Section to Work Session:

Veneta Park & Ride: Facilities Project Manager Charlie Simmons provided a detailed report on the construction of the Veneta Park & Ride. He noted that the project was a ConnectOregon project and that LTD has been working with the City of Veneta on the project for about a year and a half. The Park & Ride was set to open in January 2011. He reviewed a diagram of the southwest corner of Territorial and Broadway, which is where the bus shelter is currently located, and then he pointed out the 27 parking spaces available. Veneta had made many improvements to the area, and this project dovetailed with those improvements. This project was unique because three different jurisdictions were involved: Oregon Department of Transportation (ODOT), the City of Veneta, and Lane County.

Mr. Simmons explained that the project was managed from a design standpoint with Lane County architects. Whenever a Park & Ride is completed, storm water runoff needs to be managed. For this project, LTD had used pervious pavement to manage the runoff. There was a bus shelter on the south side of Broadway as well as a crosswalk that led to the shelter on the north side of Broadway. The station also was built to accommodate articulated vehicles.

Mr. Eyster asked what the demand for parking spaces was at the station. Mr. Simmons said that demand would be high downtown, especially after the other improvements in the area were complete. Veneta had 12,000 new housing sites, and it was thought that the Veneta Park & Ride component would be important for transporting new residents down Highway 126.

Mr. Eyster asked if there was room for a coffee stand or a similar business at the new Park & Ride. Mr. Simmons said that he thought there was room. He added that Veneta would maintain the parking lot, and they may use the space on weekends for a farmer's market, when the demand for the Park & Ride lot was lower.

In response to a question from Mr. Dubick, Mr. Simmons explained that the bus bay was just past the shelter going eastbound, and just past the crosswalk going westbound.

Responding to a question from Mr. Necker, Mr. Simmons said that the porous pavement let water percolate through the four-inch thick pavement, and then there was another layer of different sized rocks and gravel underneath that, which was about 18 inches deep. It was like a drain field where pipes collected the water, which was then passed through the storm water planter, and then the water went through the storm water drain.

Moved from Items for Information Section to Work Session:

Gateway EmX Extension Project: Mr. Simmons explained that LTD staff were currently training operators, working on signal priority and the Springfield roundabout, and working on real-time information at the Eugene Station and at E. 11th Avenue.

Mr. Simmons explained that the Gateway EmX would mean twice as much service and twice as many operators working on EmX routes. Each operator would receive 40 hours of training on the route. He said that each operator would be trained on the entire EmX route, including the Franklin

corridor. Mr. Simmons explained that the District had been working on signal priority and coordination for months. He expected travel times to be good to begin with and to improve with time.

Mr. Simmons stated that the Gateway Station was just to the south of the Hayden Bridge roundabout, and there were crosswalks at each leg of the roundabout. Roundabouts were good for moving traffic, but were a challenge to pedestrians and to pedestrian safety. Senior and Disabled Service's Transportation Advocacy Committee had some dialogue with the City of Springfield about the issue. LTD also had worked with staff from both organizations to develop a solution. The answer was Rectangular Rapid Flashing Beacons (RRFB), which LTD also uses at the International Way station. The RRFBs at the Hayden Bridge roundabout are activated by a push button. The one at the International Way station was activated by a beam breakthrough. RRFBs were being installed on the roundabout and would be operational when the Gateway EmX began service.

Mr. Necker added that ODOT was being asked to add details regarding RRFBs to the Oregon Driver's Manual. Another type of signal that existed was the High-intensity Activated crossWalk, or HAWK system. Mr. Simmons hoped that the new system would assist with safe crossings at the crosswalks at the roundabout.

Mr. Simmons was not aware of any studies about the interface between multi-lane roundabouts and Bus Rapid Transit (BRT) in the United States. Multi-lane roundabouts were very rare in the U.S. at the time. This was the first instance he was aware of to attempt to make crosswalks safer in multi-lane roundabouts in the U.S. HAWK signals are very expensive; however, they would probably stop traffic for a longer period of time than the RRFBs would.

Mr. Necker said that federal guidelines for multi-lane roundabouts were being worked on, but they were not yet available.

Mr. Simmons went on to explain that EmX routing into the Eugene Station from E. 11th Avenue was changing. Currently, EmX buses take Mill Street onto 10th Avenue into Eugene Station via Willamette, and then went back east on 10th Avenue. The new route would be a loop. The bi-directional lane on 10th Avenue would become eastbound only, and westbound buses would go down 11th Avenue. LTD had started to make the transition at Mill Street to the north side of E. 11th Avenue. The Business Access Transit (BAT) lane started at High Street. A new curbside station had been installed at Selco Community Credit Union (Selco) on 11th Avenue between High Street and Pearl Street. Another curbside station had been installed on the south side of the Customer Service Center at West 11th Avenue and Willamette Street. Buses would go through the station up to 10th Avenue where there was a new platform. The loop created a direct route to the station. One of LTD's five block signals would be eliminated because it had limited travel and frequency of service. The High Street Station was limited because it was a one-sided station, but now buses would only travel eastbound on 10th Avenue, and that problem would be eliminated. The new loop created a lot of efficiency and flexibility and was a great improvement that LTD had been able to add to the project through Federal Transit Administration (FTA) funds, which had allowed LTD to work within its budget.

Mr. Gillespie asked if the temporary stop near the EmX station at Selco would remain for routes 27 and 28. It was the only stop for route 28 on E. 11th Avenue and was the only stop between 13th and High and downtown for route 27. Mr. Simmons and Director of Service Planning, Accessibility, and Marketing Andy Vobora said that routes 27 and 28 also would serve the station at Selco, but it needed to be decided whether or not they would stop at the raised EmX platform. They thought that routes 27 and 28 would stop just beyond the new EmX station at Selco.

Mr. Simmons said that the BAT lane would be made of asphalt, and only the striping would be changed. On 11th Avenue the BAT lane would be between the bike lane and the two lanes meant for through traffic.

Mr. Pangborn said that there would be concrete on the road at the stops because of the extra weight of stopped buses.

Mr. Simmons stated that LTD's Information Technology Department had been working on real-time signage, and the signs would be installed in February.

Mr. Necker asked if the changes to the Eugene Station would be ready in time for the beginning of Gateway service. Mr. Simmons said that they would.

Project Communications Coordinator Lisa VanWinkle said that there were several grand opening activities being planned to celebrate the opening of the Gateway EmX Extension and also to thank funding and decision-making partners. Some events also were being planned to try to attract new EmX riders. On grand opening day, January 9, District staff would greet riders and offer coffee and refreshments at its three major hubs: Eugene Station, Springfield Station, and the Gateway Station. This also would begin a week of free rides on EmX (Sunday, January 9, through Saturday, January 15), to give new riders a chance to try the service. There also would be giveaways, and ads on the radio and in print would reach out to new and existing riders. The ads also would thank the business community for its assistance during construction. The Gateway EmX Extension would open up possibilities for businesses in the area, as well as housing opportunities for UO students who would be able to get to the area from campus easily by taking EmX. People with addresses within ¼ mile of the EmX route and ¼ mile of the routes that would experience changes as a result of its addition (routes 12, 13, 17, 18, and 19) were going to receive a mailer that would explain the EmX service and the changes in the other routes.

In response to a question from Mr. Necker, Ms. VanWinkle said that route 12 turned around in the Gateway Mall area. Riders who wished to take the 12 beyond the Gateway Mall would need to transfer to EmX or take EmX south.

Ms. VanWinkle noted that the opening of the Gateway EmX coincided with the 125th anniversary of the City of Springfield. The history of Springfield would be represented in artwork, sculpture, and railings along the Gateway EmX line.

Ms. Towery mentioned that several avid bicyclers had complained to her that it was extremely dangerous to cross the street near Gateway, or to take a bicycle to RiverBend. She noted that bicyclists could take EmX in these areas, and Ms. Towery advocated for the education of the public related to the combination of the two forms of transportation. Ms. VanWinkle agreed.

Ms. VanWinkle said that LTD was trying to accommodate several elected officials' schedules for the dedication ceremony. She was hopeful that a date could be selected by the following day. She was hoping that Friday, January 14, would work. The dedication ribbon-cutting would occur at Gateway Station; and a luncheon at the Holiday Inn would follow, along with a tour of the Gateway EmX segment.

Mr. Kortge suggested inviting W. 11th Avenue business owners and staff to the dedication ceremony.

West Eugene EmX Extension Update: Director of Planning and Development Tom Schwetz said that District staff were busy reviewing operating costs in the *Alternatives Analysis Report*, which was

based on public comment, and staff had observed that operating costs increased with increased congestion on major arterial roads. The pre-EmX range of travel times on route 11 was between 17 and 23 minutes. With EmX, the average was 15.5 minutes (the range was between 12.5 and 17 minutes). EmX, therefore, had made a significant difference in travel time for each run and was a solution to the problem of increasing congestion. He said that LTD anticipated that congestion would increase as time passed. An analysis was going to be conducted to analyze the trends in congestion, cost experience to date, and how these would affect the West Eugene EmX Extension (WEEE).

Mr. Kortge said he was glad these analyses were being done, saying that they would reveal critical data.

Senior Project Manager John Evans showed the Board a diagram showing mitigation near Papa's Pizza at W. 11th Avenue and Chambers Street. Papa's staff had indicated that they were amenable to the mitigated design of the W. 11th/W. 13th route.

Mr. Necker asked if any buildings would need to be acquired if the District were to use the W. 11th/W. 13th mitigation. Mr. J. Evans responded that no buildings would be fully acquired with the mitigation. However, parking, landscaping, or access to some properties could be partly affected. Mr. Pangborn added that LTD would provide Mr. Necker with information on how much parking would be affected with the 88 partial property acquisitions that could occur with the mitigation.

Mr. J. Evans explained that two full property acquisitions would occur with the 6th/7th mitigated route, partially because the capacity of the road had to be maintained as an ODOT freight route. The 173 trees affected by each of the 6th/7th designs were not older charter trees. He noted that 33 charter trees could be affected by the W. 11th/W. 13th route if the original design was used. A charter is more than 50 years old, is within the 1915 city limits, and has a circumference larger than 25 inches. The charter trees he mentioned were near the fairgrounds and were protected by City Charter. This meant that there had to be a vote by the citizens of Eugene to allow the removal of these trees. Some of the trees were being bored to determine their ages. If many of these trees were charter trees, further redesign would need to be made to the W. 11th/W. 13th route.

Mr. J. Evans stated that the City had asked LTD to create a pedestrian/bike bridge that would connect the Fern Ridge bicycle trail from the north to the LTD Commerce station. LTD needed to check possible environmental impacts before this was done.

Mr. Kortge asked if the addition of the bridge would help ridership, and Mr. J. Evans stated that it was his belief that it would.

Mr. Pangborn added that the first- and last-mile issue was beginning to emerge, and it was important to get riders to and from bus routes to their homes or businesses. The bicycle and pedestrian bridge should help with that. LTD already was planning two bridges to cross over the Amazon canal. The idea was to make LTD routes more accessible to pedestrians and bicyclists.

Mr. J. Evans noted that the bridges would make W. 11th Avenue more accessible to bicyclists, and that W. 11th itself was not very bicycle-friendly. Therefore, it was important to accommodate bicyclists and pedestrians who use the Fern Ridge trail.

Mr. J. Evans reviewed the past/current/future decision diagram relating to the alternatives analysis and explained that the No-Build option had to be included in the National Environmental Policy Act (NEPA) phase of the process. If a Build option was selected, it would be compared with the No-Build

option during the NEPA phase. The Transportation System Management (TSM) alternative also could be included with the NEPA process. The completion of that state could mean the selection of the No-Build alternative. The TSM alternative also could be included with the environmental document. This was a decision that the FTA would make to determine whether or not they thought it was required as a means to analyze the Build alternative.

Mr. G. Evans asked what would trigger an FTA assessment. Mr. J. Evans said that a lot had to do with the judgment of FTA staff.

Mr. Pangborn asked if the TSM alternative was created by the FTA to serve as a comparator to large capital projects. Mr. Schwetz replied that it was true that BRT was often seen as a TSM alternative to light rail. The purpose of an FTA assessment was to determine what could be done with a lower capital outlay. This was what a TSM alternative did.

Mr. Schwetz explained that the FTA had two requirements for the decision-making process: 1) the Alternatives Analysis report (which LTD is preparing), which consisted of choosing an LPA; and 2) the Environmental Process decision, which includes No-Build and TSM as alternatives. This dual decision-making process gave LTD some time to work through some of the issues that had arisen. The District was looking at this extra time positively, because it would give the organization time to work through certain issues. August was the deadline for LTD to submit a Small Starts grant application for the project.

Mr. Pangborn added that, in August, the three decision bodies, the LTD Board, the Eugene City Council, and the Metropolitan Policy Committee, would all have to agree on either a Build or a No-Build corridor plan. Mr. Schwetz added that there were several groups that would be giving recommendations and advice.

Mr. Schwetz noted that he and other LTD staff had met with the Metropolitan Planning Organization Citizen Advisory Committee the previous week, and that they would meet again during this week to solicit its recommendation. The EmX Steering Committee also would soon make a recommendation. The City of Eugene's Coordinated Land Use and Transportation Action Committee was meeting that week, and they would soon make a recommendation as well.

EMPLOYEE OF THE MONTH – JANUARY 2011: Director of Transit Operations Mark Johnson introduced Bus Operator Reen Jones as the January 2011 Employee of the Month. She was nominated for the award by a customer who wanted to recognize her for her continual pleasant and professional manner. Mr. Eyster presented the award.

Ms. Jones thanked the customer who had nominated her and then stated that it meant a lot to her to receive an award for enjoying her job.

AUDIENCE PARTICIPATION: Mr. Eyster explained the guidelines for providing testimony to the Board.

Erin Ellis, 901 S. 32nd Place, Springfield, asked if the February deadline had been moved to August.

Mr. Pangborn explained that there would be two decisions: one at the end of February to pick the Build alternative and another in August.

Ms. Ellis said that it was very disappointing to find out a few weeks before that the TSM alternative was not technically an option. She said that it had been presented as an alternative throughout the process. She had asked what the difference was in operating cost between existing service and EmX service at the time of the switchover. She had been told that it would be an additional \$1 million per year with WEEE added. From this, she had assumed that at the time of the switch over in 2015, LTD's operating costs would be \$1 million more each year. She was then told that over the next twenty years, existing service would have congestion and buses would need to be added to the route. Due to this, the operating cost for existing service would increase over time, making EmX the cheaper option over time. However, when she looked at the tables for 2031 in the *Alternative Analysis Report*, it listed the operating cost for EmX as \$1 million more per year. She wondered why the operating cost would be the same in 2015 as it would be in 2031. She had asked the question the previous Wednesday and had been told that LTD was still calculating the answer. She said that she thought that the manipulation of numbers to make LTD's preferred choice seem like a good one was interesting.

Pauline Hutson, 1025 Taylor Street, Eugene, noted that LTD had stated that the 6th/7th Avenue alternative would create three routes on one BRT lane because Highway 99 and River Road led to the Eugene Station downtown. She asked why the routes had to go downtown. She said that the solution could be to build a transfer terminus at Garfield and Chambers since there would be buses going by the terminus every ten minutes. She said that going downtown would be a waste of time, which could discourage some riders from taking the bus. She said that the statement made at the Joint Locally Preferred Alternative Committee meeting reported that more routes would only be provided when the Highway 99/River Road corridor would be built in 15 or 20 years, made no sense. She asked why this was not being done first. The Bethel area was one of the fastest growing areas in Eugene. More routes were crucial to ridership numbers. She asked how far LTD expected people to walk to a bus. She asked why fares did not cover operating costs. Operating in the red was not a sustainable business policy; nor was operating on grants. She encouraged LTD to choose the 6th/7th route, which was a 100 percent viable alternative.

Josef Siekiel-Zdzienicki, 1025 Taylor Street, Eugene, stated that he had appeared before the Board a few months ago to speak about a RideSource issue, and he said that he had received a call from RideSource about a month ago. He was told that when RideSource buses were rated, they were thought of as mainly for people in wheelchairs. RideSource did not want people in wheelchairs to be seated over the buses' axles; therefore, the buses were built to accommodate people in wheelchairs. Now, more people in wheelchairs were taking regular buses. The issue that Mr. Siekiel-Zdzienicki had was that he had experienced extreme pain when riding in a RideSource vehicle while seated over the axles. RideSource had told him that they would move one seat to the front, where wheelchairs were usually placed. He appreciated what RideSource had done about this issue, and he added that he was saying something positive about LTD, which was not usually the case.

ITEMS FOR ACTION

MOTION **Consent Calendar:** Mr. Dubick moved that the minutes of the September 22, 2010, meeting be removed from the Consent Calendar. Mr. Gillespie seconded the motion.

VOTE The motion was approved as follows:
 AYES: Dubick, Eyster, G. Evans, Gillespie, Necker, Kortge, Towery (7)
 NAYS: None
 ABSTENTIONS: None

MOTION Consent Calendar: Mr. Dubick moved for the adoption of LTD Resolution 2010-035: It is hereby resolved that the Consent Calendar for December 13, 2010, is approved. Mr. Gillespie provided the second. The Consent Calendar consisted of the minutes of the June 23, 2010, Special Board Meeting; and the minutes of the October 11, 2010, Special Board Meeting/Joint Meeting with Springfield City Council.

VOTE The Consent Calendar was approved as follows:
AYES: Dubick, Eyster, G. Evans, Gillespie, Necker, Kortge, Towery (7)
NAYS: None
ABSTENTIONS: None

Mr. Dubick stated that in the minutes of the September 22, 2010, Special Board Meeting, he was marked as absent; and he had been present.

MOTION Correction to the September 22, 2010, Special Board Meeting Minutes: Mr. Kortge moved that the minutes of the September 22, 2010, Special Board Meeting, be approved as amended. Mr. Necker seconded the motion.

VOTE The minutes of the September 22, 2010, Special Board meeting were approved as amended, as follows:
AYES: Dubick, Eyster, G. Evans, Gillespie, Necker, Kortge, Towery (7)
NAYS: None
ABSTENTIONS: None

Diane Hellekson combined the reports on Comprehensive Annual Financial Report for Fiscal Year 2009-2010 with Audit Report for Fiscal Year Ending June 30, 2010:

Comprehensive Annual Financial Report for Fiscal Year 2009-2010 and Audit Report for Fiscal Year 2009-2010: Director of Finance and Information Technology Diane Hellekson noted that LTD was required by state and federal regulations to have an independent audit once per year and to file certain documentation with the state and federal governments. The independent auditor, Charles Swank, of Grove Mueller & Swank, P.C., was one of the few individuals who worked directly for the LTD Board of Directors. He appeared before the Board once each year to present his findings. Ms. Hellekson referred to the *Comprehensive Annual Financial Report (CAFR)* and stated that it contained the opinion of the auditor about LTD's financial statements.

Mr. Swank presented the CAFR and noted that the purpose of the single audit document was to verify for the federal government how LTD spent its federal funds. The federal government requires that all American Recovery and Reinvestment Act dollars be spent. He communicated that the independent auditors had no significant issues while performing the audit.

Mr. Kortge said that it was valuable to have the same person do the audit each year.

Mr. Gillespie noted that LTD had won an award for its 2010 audit.

MOTION Audit Report for Fiscal Year 2009-2010: Ms. Kortge moved for the adoption of LTD Resolution 2010-036: It is hereby resolved that the LTD Board of Directors received the Independent Audit for Fiscal Year 2009-10, and accepts the Independent Audit Report for the fiscal year ending June 30, 2010. Mr. Dubick seconded the motion.

VOTE The resolution was approved as follows:
AYES: Dubick, Eyster, G. Evans, Gillespie, Necker, Kortge, Towery (7)
NAYS: None
ABSTENTIONS: None

LTD Contract Review Board/Purchasing Policy Rules Update: Mr. Pangborn stated that the LTD Board also serves as the LTD Contract Review Board. According to Oregon State law, the Contract Review Board needs to meet in certain circumstances to approve certain actions in terms of purchasing. Last month an update of the Policies and Rules of the Contract Review Board was recommended by the auditor.

MOTION Mr. Gillespie moved that the group convene as the LTD Contract Review Board. Ms. Towery seconded the motion.

VOTE The motion was approved as follows:
AYES: Dubick, Eyster, G. Evans, Gillespie, Necker, Kortge, Towery (7)
NAYS: None
ABSTENTIONS: None

MOTION Mr. Gillespie moved that the LTD Contract Review Board adopt LTD Resolution 2010-037, a resolution adopting the Lane Transit District's Purchasing and Policy Rules, as revised on December 13, 2010. Mr. Necker seconded the motion.

VOTE The resolution was approved as follows:
AYES: Dubick, Eyster, G. Evans, Gillespie, Necker, Kortge, Towery (7)
NAYS: None
ABSTENTIONS: None

Mr. Eyster reconvened the LTD Board of Directors meeting.

Ms. Hellekson encouraged Board members to let her know if they had any questions after they had reviewed the updated Policies and Rules of the Contract Review Board. She noted that there was some good statistical information in the back of the document that covered the past ten years and was very helpful to create context.

Mr. Pangborn said that the document was a good compendium of historical operating measures, and it would be good for the Board to keep handy.

ITEMS FOR INFORMATION AT THIS MEETING

Comprehensive Annual Financial Report: Covered in Action Items.

Board Member Reports: Mr. Gillespie noted that the Metropolitan Planning Organization's Citizen Advisory Committee would meet that Thursday, December 16, and the intent of the meeting was to make a West Eugene EmX Extension route recommendation.

Prompted by Ms. Ellis' comments, Mr. Kortge stated that LTD might have a public relations issue because in its projections, it had not taken into account the cost of the delay in operating the existing system.

Mr. Vobora said that he thought Ms. Ellis had stated that the cost of opening EmX was \$1 million per year in operations, and that the cost would still be \$1 million per year in 20 years. He said that this was what LTD was hoping for. LTD was currently going back and doing a much more in-depth analysis of what the current service would cost and then would show what it would cost in the future in order to compare the two. He thought this analysis would be very revealing and that it should be finished by the next morning.

Mr. Kortge said that it was important to present this information very clearly. He did believe LTD was correct, but saw how Ms. Ellis' argument could be made.

Mr. Pangborn noted that No-Build supporters were consistently skeptical of all of LTD's presented data. He stated his belief that he thought Mr. Kortge was correct, and he said that LTD would need the Board's help to present the data logically and clearly.

Ms. Towery said that public meetings helped LTD get clarity, and they were how LTD should handle public relations. As service reductions were made, significant adjustments had been made based on feedback from members of the public. She said that there was a disconnect in terms of members of the public understanding the complexity of planning and forecasting. She thought that this also should be communicated to the public.

Mr. Eyster said that part of the complexity was that the data presented was data that had to do with an ever-changing system.

Mr. Kortge said that another theme was continuing the discussion about the balance between coverage and productivity. LTD and its Board had to continually reinforce that the Board and staff had this philosophical discussion often.

Mr. Gillespie mentioned Ms. Ellis' comment that members of the public were surprised that the TSM option would not necessarily be funded by the FTA. He had tried to reiterate this point at various public meetings to prevent this misunderstanding.

Mr. Pangborn said that members of the public did not always understand the degree to which the federal government dictated what type of analysis LTD had to do, and that TSM was really just a tool that FTA used to decide whether or not they agreed with a transit provider's Build option. This had come out of light rail discussions.

Mr. Eyster noted that it was late in the process when he realized that TSM was not an option like the other options, and he thought it would have been a good thing to make this clear earlier in the process.

Mr. Pangborn said that LTD had believed all would be well in the future extensions because the District had already gone through the process with two other corridors; and they had learned a number of lessons about the scale of the West Eugene EmX Extension project in comparison to the Franklin Boulevard and Gateway EmX projects. If the community decided to continue to build EmX extensions and BRT, LTD would do many things differently.

Mr. G. Evans said that while he understood that TSM was a tool rather than an alternative route, he did not think LTD had been able to articulate that in a way that people could understand.

Mr. Dubick explained that the Lane Council of Governments Board of Directors had been working on something called Regional Voice in an attempt to present a united voice that represented all of its member agencies and cities to the legislature. This had proven to be very difficult in the current fiscal situation because any funding given to one entity most likely took funding from another entity. The Regional Voice had come up with four issues that all members could support: 1) A proposal to charge local governments for access to the criminal justice database system; 2) A revision to the local option levy to make it a ten-year levy and to remove them from compression (causing everyone else's taxes to diminish); 3) A proposal to charge pre-paid cell phone users a tax collection fee for the 911 system; and 4) A multi-session discussion of overhauling the state property tax system.

LTD on Facebook: Mr. Vobora presented LTD's Facebook fan page. He noted that anything posted on the page would show up on LTD's fans' news feeds, which was a less passive form of communication than the LTD website. He demonstrated that LTD could easily respond to customers' and community members' concerns by using the fan page.

Mr. Eyster asked if the fan page required staff members to monitor it daily, and Mr. Vobora responded that it did.

Mr. Vobora explained that EmX opponents monitored LTD's Facebook page and at times attempted to overwhelm the page with questions. Eventually, LTD had communicated that people needed to come to public meetings to get answers to their questions. A balance needed to be reached: if a legitimate question was posted, LTD would take the time to respond. LTD wanted to be responsive but also wanted to manage the time required to monitor the page and answer questions. LTD also monitored other forms of social media in order to correct inaccurate information. It also was sometimes easier to access some good suggestions made by employees using the page. LTD had examined some employee social media policies and might have to implement one in the future. LTD also did not want to censor dialog, but did want to monitor inappropriate comments. Threatening remarks were dealt with by security and were reported to the police department.

Mr. Gillespie noted that when he looked at the page about a month ago, it had 1,000 fans and was now up to 1,400, which was good growth. He appreciated staff's response to activity on the page.

Mr. Dubick was amazed at the amount of information available related to using social media in business.

Ms. Towery hoped that staff were not monitoring the page on evenings and weekends. She was not comfortable with that level of intrusion on staff's personal lives.

Mr. Vobora said that billboards had gone up recently, as had posters on the buses, and ads in the *Eugene Weekly* and *The Register-Guard*. He explained that the ads were meant to get the message out that many community members supported EmX and to encourage community members to learn more about the issue.

Mr. Eyster added that the ads were getting facts out about EmX, rather than supporting a particular route alternative.

Mr. Vobora said that there also were some radio and video ads. Video ads would run on the LTD website and on the LTD Facebook fan page. He advocated for getting information out as early in the process as possible.

Mr. G. Evans asked about a plan or strategy to deal with a protest at the grand opening of the Gateway EmX. Mr. Gillespie suggested checking into property restrictions at the Gateway station and at the Gateway Mall. Mr. Vobora said that LTD would be checking with mall security.

Ms. Towery and Mr. Pangborn noted that Springfield residents loved EmX.

Mr. Vobora noted that he and other LTD staff members had recently met with *The Register-Guard*. He explained that the Eugene Chamber of Commerce Government Affairs Committee had come out in favor of EmX. He would be doing a presentation before the Travel Lane County Issues Committee and hoped that they would weigh in on the issue. He also had met with the Board of the Greater Eugene Area Riders, and he stated his belief that they would issue a statement of support for EmX.

Ms. Towery thought it was important to put forward the message that EmX would improve the lives of people without cars and would make several employment opportunities available to people who could not get to them in the past.

Mr. Kortge thought these people should let City Councilors know how they feel about EmX.


Mr. Gillespie noted the competition that might occur between Gateway Mall and Oakway Center or Valley River Mall once the Gateway EmX started running.

Mr. Gillespie added that he was celebrating one year on the LTD Board. He thanked Board members and LTD staff for the support, encouragement, and education that they had provided him.

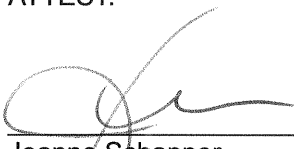
ADJOURNMENT: Mr. Eyster adjourned the meeting at 7:46 p.m.

LANE TRANSIT DISTRICT

ATTEST:



Dean Kortge
Board Secretary



Jeanne Schapper
Clerk of the Board

Date Approved: September 21, 2011

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