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**LANE TRANSIT DISTRICT  
SPECIAL BOARD MEETING  
Monday, June 9, 2014  
5:30 p.m.  
LTD Board Room  
3500 E. 17<sup>th</sup> Avenue, Eugene  
(Off Glenwood Boulevard in Glenwood)**

**A G E N D A**

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- |       |  |              |   |
|-------|--|--------------|---|
| I.    | CALL TO ORDER  |              |   |
| II.   | ROLL CALL  |              |   |
|       | Towery _____ Wildish _____ Necker _____ Grossman _____   |              |   |
|       | Dubick _____ Gillespie _____ Yeh _____   |              |   |
| III.  | PRELIMINARY REMARKS BY BOARD PRESIDENT   | ( 5 minutes) |   |
| IV.   | COMMENTS FROM THE GENERAL MANAGER  | ( 3 minutes) | 2 |
| V.    | ANNOUNCEMENTS AND ADDITIONS TO AGENDA  | ( 1 minute)  | 3 |
| VI.   | ITEM FOR INFORMATION: <i>THE LTD ROAD MAP</i> UPDATE<br>[Tom Schwetz]  | (15 minutes) | 4 |
| VII.  | EXECUTIVE (NON-PUBLIC) SESSION PURSUANT TO<br>ORS 192.660(2)(d), to conduct deliberations with persons<br>designated by the governing body to carry on labor negotiations<br>[Mary Adams, Jackie Damm] | (60 minutes) | 6 |
| VIII. | ADJOURNMENT  |              |   |

**The facility used for this meeting is wheelchair accessible. If you require any special physical or language accommodations, including alternative formats of printed materials, please contact LTD's Administration office as far in advance of the meeting as possible and no later than 48 hours prior to the meeting. To request these arrangements, please call 541-682-6100 (voice) or 7-1-1 (TTY, through Oregon Relay, for persons with hearing impairments).**

## AGENDA ITEM SUMMARY

**DATE OF MEETING:** June 9, 2014

**ITEM TITLE:** COMMENTS FROM THE GENERAL MANAGER

**PREPARED BY:** Ron Kilcoyne, General Manager

**ACTION REQUESTED:** None

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**BACKGROUND:**

This agenda item provides an opportunity for the general manager to formally communicate with the Board on any current topics or items that may need consideration.

**ATTACHMENT:** None

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## AGENDA ITEM SUMMARY

**DATE OF MEETING:** June 9, 2014

**ITEM TITLE:** ANNOUNCEMENTS AND ADDITIONS TO AGENDA

**PREPARED BY:** Jeanne Schapper, Administrative Services Manager/Clerk of the Board

**ACTION REQUESTED:** None

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**BACKGROUND:**

This agenda item provides a formal opportunity for the Board president to announce additions to the agenda, and also for Board members to make announcements or to suggest topics for current or future Board meetings.

**ATTACHMENT:** None

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## AGENDA ITEM SUMMARY

**DATE OF MEETING:** June 9, 2014

**ITEM TITLE:** *THE LTD ROAD MAP UPDATE*

**PREPARED BY:** Andy Vobora, Director of Customer Services and Planning

**ACTION REQUESTED:** None

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### BACKGROUND:

In 2003 David Funk worked with Lane Transit District to develop the LTD Brand Plan. This work involved a task team consisting of a Board member, senior staff, bus operators, customer service staff, administrative staff, and maintenance staff. The final document has been used extensively by the marketing and communications work group in the execution of a variety of brand elements. Additionally, key brand plan elements were incorporated into the organization's strategic plan titled *The LTD Road Map*.

*The LTD Road Map* has been updated a number of times since the mid-2000s. These updates have generally been minor in nature and have focused primarily on developing more specificity in the work plan elements. During the past two years, the Board and staff have discussed the District's vision through a series of workshops. During this same period, there has been detailed development of supporting plans such as the Capital Improvement Program, the Regional Transportation Options Plan, the Long-Range Transit Plan, and an update to the Lane Coordinated Human Services Transportation Plan.

In an effort to better define the District's vision and overall strategic direction, staff began discussions around how best to incorporate supporting plans and clarify the vision in a way that captures what the District aspires to provide to the community.

At the LTD Board of Director's annual strategic planning workshop this past March, the Board had an opportunity to review work on the District's effort to recast the vision and mission into statements of *Why we do what we do*, and *How we do what we do*. Jen Bell, of Bell+Funk, provided an update and engaged the Board in a discussion of the draft *How* statements.

During the past couple of months, staff have worked with Bell+Funk to refine the *How* statements and draft a series of *What* statements. The *What* statements reflect the products, programs, and services that LTD provides to the community and are intended to prove the *Why* statement. If, as the proposed *Why* statement says, "*We [LTD] provide people the independence to achieve their goals, creating a more vibrant, sustainable and equitable community,*" then what the District invests in, with respect to bus service, transportation options programs, and leadership in transportation planning, should be borne out in the *What* statements.

At the June 9, 2014, meeting, staff will be reviewing the *Why* and *How* statements. No formal action is requested or needed at this time. With concurrence from the Board, staff will continue working on the development of the *What* statements and will begin refining and migrating the outcomes and

performance strategy statements into the draft strategic plan. Once the outcomes and strategies are in place, *The LTD Road Map* document will be brought to the LTD Board of Directors for adoption. Staff anticipate adoption occurring this fall.

Below is a recap of the *Why* and *How* statements:

***Why we do what we do:***

We provide people the independence to achieve their goals, creating a more vibrant, sustainable, and equitable community.

***How we do it:***

- We serve the community with respect
- We continuously question if there's a better way
- We plan for the future
- We collaborate internally and externally
- We care for our employees and customers

**ATTACHMENT:**                      None

**PROPOSED MOTION:**              None

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## AGENDA ITEM SUMMARY

**DATE OF MEETING:** June 9, 2014

**ITEM TITLE:** EXECUTIVE (NON-PUBLIC) SESSION PURSUANT TO ORS 192.660(2)(d)

**PREPARED BY:** Mary Adams, Director of Administrative Services, and Board Designee for Labor Negotiations

**ACTION REQUESTED:** None

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**ATTACHMENT:** None

**PROPOSED MOTION:** I move that the Board meet in Executive Session pursuant to ORS 192.660(2)(d), to conduct deliberations with persons designated by the governing body to carry on labor negotiations.

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