



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

Wednesday, February 20, 2019
4:00 – 5:00 p.m.

LTD Board Room
3500 E. 17th Avenue, Eugene
(Off Glenwood Blvd. in Glenwood)

No public testimony will be heard at this meeting.

AGENDA

| Time | ITEM | Page |
|-----------|---|------|
| 4:00 p.m. | I. CALL TO ORDER | |
| 4:01 p.m. | II. ROLL CALL <input type="checkbox"/> Carl Yeh (President) <input type="checkbox"/> Kate Reid (Vice President) <input type="checkbox"/> Joshua Skov (Secretary) <input type="checkbox"/> Don Nordin (Treasurer) <input type="checkbox"/> Caitlin Vargas <input type="checkbox"/> Steven Yett <input type="checkbox"/> Emily Secord | |
| 4:02 p.m. | III. PRELIMINARY REMARKS FROM THE BOARD PRESIDENT | |
| 4:03 p.m. | IV. COMMENTS FROM THE GENERAL MANAGER <i>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.</i> | |
| 4:04 p.m. | V. ANNOUNCEMENTS AND ADDITIONS TO AGENDA <i>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.</i> | |
| | VI. ITEMS FOR INFORMATION AT THIS MEETING | |
| 4:05 p.m. | A. TRANSIT TOMORROW UPDATE [Tom Schwetz] Action Needed: None. Information Only <i>The Board will receive an update regarding the current status of the Transit Tomorrow project.</i> | |
| 4:35 p.m. | B. FARE COLLECTION UPDATE [Cosette Rees] Action Needed: None. Information Only <i>The Board will receive an update regarding the procurement status of a fare collection system.</i> | 2 |
| 5:00 p.m. | VII. ADJOURNMENT | |

The facility used for this meeting is wheelchair accessible. To request a reasonable accommodation or interpreter, including alternative formats of printed materials, please contact LTD’s Administration office no later than 48 hours prior to the meeting at 541-682-5555 (voice) or 7-1-1 (TTY through Oregon Relay).

AGENDA ITEM SUMMARY

DATE OF MEETING: February 20, 2019
ITEM TITLE: FARE COLLECTION UPDATE
PREPARED BY: Cosette Rees, Director of Accessible and Specialized Services
ACTION REQUESTED: None. Information Only

BACKGROUND:

In late November 2018, LTD released a Request for Proposal seeking submittals for an electronic fare collection system. LTD is seeking to implement an electronic, account-based fare collection system. The system will:

- Provide electronic fare validation;
- Allow LTD to easily manage fare rules to meet current and future fare policy;
- Support an account-based system that accommodates individuals and groups;
- Enhanced and expanded customer self-service capabilities that allow customers to conveniently purchase and reload smart fares, passes and tickets;
- Ensure customers always receive the best and most appropriate fare;
- Provide data to understand how our customers use the bus, improve the customer experience, and prioritize service decisions; and
- Support future system changes by being expandable and flexible to accommodate new modes, services, and business practices.

The District has an aggressive timeline ahead, with an August 1, 2019, implementation date.

| | |
|--------------------------------|---|
| November 30, 2018 | RFP Released by LTD |
| January 11, 2019 | Proposals due to LTD |
| January 11 – February 28, 2019 | Evaluation of proposals, demos, and site visits |
| March 20, 2019 | Staff recommend solution to LTD Board for contract approval |
| April 1, 2019 | LTD issues Notice to Proceed |
| August 1, 2019 | Go live |

While it is an aggressive timeline, the software industry has significant experience and the solutions are simple, user-friendly, and reliable.

PROPOSED MOTION: None. Information only.

Fare Collection System

Cosette Rees, February 20, 2019



Agenda

- Review components of RFP
- Timeline



Fare Collection System

LTD's current fare system includes a multitude of visually validated passes, including:

- Monthly passes (adult, youth, half-fare)
- Tickets purchased through the TVM
- Daypasses (available on the bus and at CSC)
- Honored Rider cards
- Special event promotional passes
- Group passes (LTD generated or employer ID)
- Cash



Simplify Fare Validation

LCC BUS PASS
Expires 12/05

(Print Name)

Sticker

Summer
valid 6/1/14 to 9/30/14

fall
valid 9.1.14 to 12.31.14

winter
valid 12.1.14 to 3.31.15

University of Oregon
6/15/2016 Student
The Duck

Seasonal Stickers:
Summer valid 6/1/13 to 9/30/13
fall valid 9.1.14 to 12.31.14
winter valid 12.1.14 to 3.31.15
spring valid 3.1.15 to 6.30.15
summer valid 6.1.15 to 9.30.15
annual valid 12.1.14 to 12.31.15

Bi-Mart Membership Card:
Valid through: December 2018
HALF FARE
KAT Lobby 662 7-23-17
Signed Title
BI-MART MEMBERSHIP DISCOUNT STORE
BI-MART RESERVES THE RIGHT TO REVOKE THIS MEMBERSHIP CARD AT ANY TIME

Other Elements:
Lane Transit District logo
Elvis Presley photo
Duck mascot photo
Hands holding coins
Hands holding carrots
Paw print logo



LTD.org

Fare Collection System

Goals of Fare Collection System:

- Electronically validate fares
- Be account based
- User friendly
 - ❖ Customer
 - ❖ Retailer
 - ❖ Agency (employer, non-profit, school)
- Friendly accounting and management tools for reconciliation
- Flexible to accommodate current and future fare policy
- Future integration of additional programs and services
- Provide data to better understand our customers and our system



Fare Collection System

With great data, comes great responsibility

Cloud-based system

Data access control

Help us understand:

- Travel patterns helpful for planning
- Program participation and usage - report back



LTD.org

Fare Collection System

Timeline

January 11 - Proposals due

March 20 - Board approval

April 1 - Notice to proceed

August 1 - Implementation



Fare Collection System

Benefits for the customer:

- Account-based system
- Fare storage
- Value models (i.e., fare-capping)
- Flexible



Fare Collection System

Implementation Team:

- Robin Mayall, IT
- Cosette Rees, Specialized Services
- Andrew Martin, Planning
- Cammie Harris, Marketing
- Everyone else



AGENDA ITEM SUMMARY

DATE OF MEETING: February 20, 2019

ITEM TITLE: TRANSIT TOMORROW UPDATE

PREPARED BY: Tom Schwetz, Director of Planning and Development

ACTION REQUESTED: Information and Discussion

BACKGROUND:

The Transit Tomorrow process is currently in a second stage of public engagement focused on obtaining community feedback on the scenarios developed by Jarret Walker and Associates (JWA). As part of that engagement process, a second Stakeholder Forum was held on Thursday, January 24. At the forum, JWA reviewed the Scenario Report and highlighted trade-offs among the scenarios, including an analysis of the outcomes for each scenario. The stakeholders were asked to provide their input on priority outcomes related to trade-offs illustrated by the scenarios (service/affordability, and ridership/coverage).

The full engagement results (public engagement will conclude on February 28) will be presented by the consultants at the March 20 Board meeting. This will provide a framework for the policy level direction that the Transit Tomorrow team will be requesting from the Board at the same meeting. With this in mind, Daniel Costantino of Jarrett Walker and Associates (JWA) will be presenting at the February 20 Board work session on what the community is saying so far (as of February 18 or so) during this second phase of public engagement. This background will facilitate a discussion with the Board at the work session and is intended to help determine the framework for the March 20 Board action, and answer questions and concerns the Board may have about the Board's role in next steps for the project.

In preparation for the Board's discussion, the links provided under Attachments have more detailed information and reports related to the Transit Tomorrow process. In addition, Board members can click or visit this survey link: <http://openhouse.jla.us.com/transit-tomorrow-2> to review the structure of the survey for this phase of the project. The survey is focused on obtaining input on the trade-offs provided in the scenarios.

ATTACHMENTS:

- 1) Project webpage: <https://www.ltd.org/transit-tomorrow/>
- 2) The Scenarios Report: A comparison of outcomes for each scenario is located in the Scenarios Report and Appendix. They can be accessed by either clicking on "document library" on the project webpage or: <https://www.ltd.org/transit-tomorrow-document-library/>