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**LANE TRANSIT DISTRICT
SPECIAL BOARD MEETING/WORK SESSION**

**Monday, May 15, 2000
5:30 p.m.**

**LTD BOARD ROOM
3500 E. 17th Avenue, Eugene
(off Glenwood Blvd.)**

NO PUBLIC TESTIMONY WILL BE HEARD AT THIS MEETING.

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AGENDA ITEM SUMMARY

DATE OF MEETING: May 15, 2000

ITEM TITLE: ADVERTISING REVENUE EXPANSION STRATEGIES

PREPARED BY: Ed Bergeron, Public Affairs Manager

ACTION REQUESTED: Provide direction to staff regarding the Board's interest in pursuing various advertising revenue expansion strategies.

BACKGROUND: Over the past two decades, LTD's on-bus advertising program has become a significant and stable revenue source for the District. During the last five years alone, the program has produced more than \$1.6 million in revenues for LTD's General Fund. LTD's current advertising sales agent, Obie Media Corporation (based here in Eugene), signed LTD as its first transit client in the early 1980s, and has since grown to become the second-largest transit advertising company in North America.

LTD's advertising program also established hundreds of new partnerships for the District with local businesses and other organizations, who have taken advantage of transit's low advertising cost per impression to better communicate with their own customers. These advertising relationships have generated expanded business community interest and awareness regarding the District's operating standards, system design, and ridership results. The associated information exchange and positive working relationships with area businesses have, over time, made a significant contribution to improved community support for LTD.

In his FY 2000-2001 Budget Message, Ken Hamm recommended the following as a major District objective for the new fiscal year:

Continue to explore the potential for enhanced revenues from current and new sources.

This fall marks the expiration of LTD's current contract with Obie Media. In preparation for the development this summer of a new advertising sales agent Request for Proposals (RFP), LTD staff would like to explore the viability of additional sources of advertising revenue for possible inclusion in the new RFP. To date, the following options have been discussed:

Shelter Advertising - The District currently provides small shelters at more than two hundred inbound bus stops throughout the metropolitan area. In many cities throughout the nation, bus stop shelters also feature lighted poster advertising displays, which generate modest revenues and help offset the associated shelter capital and maintenance costs. They also

create a safer customer environment when advertising is back-lit. In Eugene-Springfield, LTD’s shelters along the major traffic corridors may provide a new revenue source, although specific sign code amendments may be necessary to authorize the program within each jurisdiction.

Station Advertising - LTD’s ten transit stations and Park & Ride facilities collectively generate several hundred thousand pedestrian activities each month. Within these facilities, it may be economically viable to locate small kiosk-type advertising displays and wall displays, similar to those currently found in local shopping centers and at the Eugene Airport.

Outdoor Billboards - Several LTD stations and Park & Ride lots are located along major traffic corridors, and the District may have sufficient land at some locations to allow the installation of large outdoor billboards, if such uses are permitted by the local jurisdiction.

Expanded On-bus Advertising - In the past, the District occasionally has placed a variety of limits on the amount of bus exterior space that was available for advertising. Exclusions were made to facilitate new bus introductions or other LTD promotions, and to preserve logo visibility and other District identity cues for the benefit of LTD’s customers. In the future, additional revenues could be generated through expanded or unlimited “full-wrap” advertising, including increased side window coverage, and through expanded bus interior advertising.

Other Possibilities – A few transit systems generate additional advertising revenues through their printed passenger information, bus stop information displays, Web page banners, automatic telephone answering recordings, and a host of other possible communications channels.

RESULTS OF RECOMMENDED ACTION:

With the Board’s support, staff will continue to research specific strategies, and will bring back specific recommendations for possible Board action at a later date.

ATTACHMENT:

None

PROPOSED MOTION:

None – discussion only

AGENDA ITEM SUMMARY

DATE OF MEETING: May 17, 2000

ITEM TITLE: WORK SESSION: SECURITY PROGRAM

PREPARED BY: Mark Johnson, Transit Operations Manager

ACTION REQUESTED: None

BACKGROUND: LTD has taken a proactive approach to security at the Eugene Station. This was necessitated by the District's experience at the temporary location on 10th Avenue prior to opening the new Eugene Station. It was important that LTD supervisors, Eugene police, and Downtown Eugene, Inc. (DEI) Mall Guides immediately provide a secure environment at the facility. The District has been successful to a large degree, and it is important to maintain that level of service at the Eugene Station and to expand the security program to other areas, as well.

It is imperative for LTD's customers and ridership goals to operate a safe system. People need to feel safe from real or perceived danger. To accomplish that, LTD must be proactive and take steps to prevent criminal activity in and around buses and facilities.

Several preventative programs currently are in place. They include surveillance cameras on buses and at facilities, Mall Guide patrols at key locations in the system, and supervisory patrols and responses to problem areas. In addition, a reporting and tracking system helps staff detect problems and funnel resources effectively.

A recent increase in activity in other parts of the system indicated a need to expand the security program. Staff determined that the best way to approach this would be to contract more of the District's security patrols and management to a third party. Providing security is a specialty service. LTD supervisors handle security incidents well, but an unreasonable amount of their time is being spent on these situations. This takes time away from their primary purpose, which is to supervise bus operators and respond effectively to service needs.

Contracting with a professional security firm is a more formal approach to the District's security program. Doing so will help relieve some of the pressure on supervisors and give the District more flexibility in managing

security concerns. The equivalent of three full-time, experienced, uniformed officers will be specified in the contract.

Security, like traffic safety, is an area where LTD must be diligent at all times. Customers and potential customers must view LTD as a safe and secure system. The change in the security program will position the District to effectively and efficiently provide security for multiple BRT stations and the new Springfield Station, in addition to managing current security issues throughout the system.

ATTACHMENT: None

MOTION: None

AGENDA ITEM SUMMARY

DATE OF MEETING: May 15, 2000

ITEM TITLE: TRANSPLAN WORK SESSION

PREPARED BY: Stefano Viggiano, Planning and Development Manager

ACTION REQUESTED: Provide direction on TransPlan Issues

BACKGROUND: The review of the draft TransPlan has been divided into the following ten "Issue Areas."

1. General
2. Land Use/Nodal Development
3. Transportation Demand Management
4. Transportation System Improvements: Road System
5. Transportation System Improvements: Transit
6. Transportation System Improvements: Bicycle System
7. Transportation System Improvements: Pedestrian System
8. Finance
9. Plan Performance and Assumptions
10. Air Quality

In previous work sessions, the Board has reviewed and provided direction on issues included in Issue Areas 1, 2, 3, and 5. This work session is intended to proceed through the remaining Issue Areas. If the Board's review of all the TransPlan issues cannot be completed at this meeting, another work session will be scheduled for next month.

A joint meeting of the officials of all four TransPlan adopting agencies (the two cities, the county, and LTD) has been scheduled for the evening of Wednesday, July 12, 2000, with the time and location to be determined. That joint meeting is intended to provide an opportunity to discuss and resolve any issues where there was a difference in the adopting agencies' opinions.

The process to be used by the Board at this work session to deliberate on the TransPlan issues is flexible. Staff suggest that the Board try to reach consensus on the issues. If that is not possible and if the Board's opinion on a particular issue is not clear from the discussion, a vote can be taken. It is perfectly acceptable for the Board to choose to not take a position on a

particular issue, if Board members believe that an LTD position on the issue is not important.

Included with this packet are matrices that summarize positions taken by the four adopting agencies on the various issues. Also included are memorandums for most of the Issue Areas not yet discussed by the Board. These memorandums provide the framework for discussion of each Issue Area. Missing from the list is a memorandum on Issue Area 9: Plan Performance and Assumptions, which was not ready at the time the packet was prepared. That memorandum will be distributed at the meeting, if it has been completed by that time. Also missing is a memorandum on Issue Area 10: Air Quality. Though there were several comments associated with air quality, there were no recommended changes to the policies in that section. The Board previously has received a compilation of public testimony on TransPlan, Staff Responses to Questions from Adopting Officials, and Staff Responses to Public Testimony.

ATTACHMENTS:

- (1) Matrices summarizing adopting officials' positions on TransPlan issues
- (2) A memorandum from Tom Stinchfield of Lane County on Issue Area 4 (Roads)
- (3) A memorandum from Dave Reinhard of the City of Eugene on Issue Areas 6 and 7 (Bicycle and Pedestrian)
- (4) A memorandum from Paul Thompson of Lane Council of Governments on Issue Area 8 (Finance)

PROPOSED MOTION:

None