

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

Wednesday, February 20, 2019

Pursuant to notice given to *The Register-Guard* for publication on February, 14, 2019, 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 Wednesday, February 20, 2019, beginning at 4:00 p.m., at the LTD Board Room, 3500 E. 17th Avenue, Eugene, Oregon.

Present: Carl Yeh, President  
Kate Reid, Vice President  
Josh Skov, Secretary  
Don Nordin, Treasurer  
Emily Secord  
Caitlin Vargas  
Steven Yett  
A.J. Jackson, General Manager  
Camille Gandolfi, Clerk of the Board

**CALL TO ORDER/ROLL CALL** — Mr. Yeh convened the meeting and called the roll.

**PRELIMINARY REMARKS BY BOARD PRESIDENT** — There were no comments.

**COMMENTS FROM THE GENERAL MANAGER** — There were no comments.

**ANNOUNCEMENTS AND ADDITIONS TO THE AGENDA** — There were no announcements or additions.

**ITEMS FOR INFORMATION AT THIS MEETING**

**Transit Tomorrow Update** — Daniel Costantino of Jarrett Walker & Associates, project manager for Transit Tomorrow, stated that the project was a comprehensive review of the services that Lane Transit District (LTD) was providing with its operating budget and whether those services were meeting the needs, wants, and values of the community. He said at this stage of the project the focus was on bus routes in Eugene and Springfield, which represented about 90 percent of LTD's ridership. The purpose was to determine what goals the bus network should be trying to achieve and based on those goals, how should it be designed.

Mr. Costantino said one of the biggest decisions LTD made was how much service was being provided to which parts of the community. He said that decision was not just a technical one, but also depended on goals and values, and how the District was being judged by the community. Evaluation could be based on the level of ridership or on whether service was provided to all of the community. He said that created the tension between ridership and coverage. He used two maps to compare the differences between a high ridership network and a high coverage network and described the tradeoffs that would occur between frequent service and job access.

Mr. Costantino noted that LTD would be receiving more resources through HB 2017 and the question would be how to best deploy those additional resources. Based on feedback from initial community engagement the response favored better evening and weekend service. He said that people were also concerned with fares and whether certain groups should have access to lower fares and passes. He noted that Transit Tomorrow had been under way for one year and had produced a Choices Report that provided results of public responses to several somewhat abstract questions related to service frequency, coverage, wait time, and walk time. Based on responses from the public, four scenarios were developed to illustrate what the system would look like when different factors were emphasized.

Mr. Costantino said a Scenarios Report was issued and the project was now conducting public engagement to determine responses to what preferences for the system would actually look like. The public's input would be presented to the Board, which would then provide direction on a preferred scenario at its March meeting. Based on the Board's direction, the preferred scenario would be developed into a plan. He briefly described the various outreach strategies that had been utilized to engage the community in the Transit Tomorrow discussion.

Mr. Nordin asked if there had been a statistical analysis to determine who was responding during public engagement and whether it was the broader community or just those who were interested in transit. Mr. Costantino said some level of self-selection was inevitable when the public was asked a question about something like the transit network; however, the online open house did gather data on the demographics and location of respondents. The data was reviewed to determine if all segments of the community were being reached or if certain groups were being missed.

Mr. Skov said data from the MovingAhead project indicated that there were disparities in responses from different groups, particularly in terms of income, with households making \$75,000 representing half of respondents in a community with a median income of \$50,000. He said there should be a strategy for reaching under-represented groups.

Mr. Costantino said that he agreed that the online survey did skew toward higher income households. To control for that, data from different income groups was looked at separately to see if responses to questions were significantly different. He said a desire for more evening and weekend service was definitely a priority for low-income groups.

Ms. Reid asked how much longer data would be collected and added to the results. Mr. Costantino said data would be collected through February 28 and some additional outreach work to certain segments in the population was being done. He said there had been 550 respondents to date.

Ms. Vargas asked if the consultants would make a recommendation to the Board on scenarios or simply present them for the Board's consideration. Mr. Costantino said the scenarios had been presented to the public and people were asked to indicate which direction they preferred. The Consultants would provide the Board with the public's perception of the scenarios to help guide the Board, but the Board was sovereign and should determine the District's direction.

Mr. Costantino said that LTD would receive new resources through the State Transportation Improvement Fund (STIF). While working on the Choices Report, he said the consultants noticed that service levels were much lower on evenings and weekends than on weekdays in the current system. Responses from the community on priorities for improved service strongly favored better evening and weekend service. At the same time, discussions were under way regarding student and low-income pass programs; there were clearly constituencies for both

pass programs and expanded evening and weekend service. He said high ridership and high coverage network scenarios were developed, then consultants considered how they would look if a significant amount of STIF money was invested in service or if it was invested in fares. A focus on only adding service would result in weekend service at almost the same frequency as weekday service, but fares would not change much. If the focus was on fares with little investment in service, the cost of the average pass could decrease by as much as 50 percent and general fares could be somewhat reduced.

Mr. Costantino said responses from stakeholders indicated a high interest in adding service and less interest in lower fares; responses from the general public reflected the same trend.

Mr. Skov noted that the LTD Strategic Planning Committee supported and the LTD Board approved recommendations from the Ad Hoc Fare Policy Committee to reinstate a youth fare program and expand the pass program for targeted nonprofits and social service agencies.

Mr. Costantino interpreted the responses to indicate that fare reductions beyond those already approved by the Board were not a priority.

Ms. Reid said that she concurred that community feedback, which occurred after the Board's action on student and low-income fares, was indicating that more fare reductions were less important than increased service.

Mr. Costantino used a map to illustrate the current LTD system that used 60 percent of resources for pursuing ridership and 40 percent on coverage. He pointed out the high-frequency lines and the lines that provided coverage but less-frequent service. He contrasted that with a map of a high ridership network that would use about 90 percent of resources on service designed to generate ridership potential. He said the tradeoff to achieving more frequent service and high ridership was elimination of service to some outlying areas. That would mean some people would no longer have service, but many people could travel faster by transit. He demonstrated how more jobs could be reached within 45 minutes using walking, waiting, and LTD.

In response to a question from Ms. Secord, Mr. Costantino said it was difficult to provide an aggregate answer to current travel times from point A to point B because there were many factors related to transit travel time that were beyond LTD's control, such as time walking to a bus stop, waiting for the bus, and walking to a destination. LTD could control how often the bus came, such as reducing the time between buses from 30 minutes to 15 minutes.

Ms. Reid shared her experience using transit to go to work. She said implementation of an EmX route reduced her travel time from 1.5 hours to 45 minutes.

Mr. Costantino said a high coverage network more closely resembled LTD's current system. It was created by small changes to some of the most important routes to provide more consistent service and spreading resources spent on coverage more thinly. The end result was service to the same places, with some additions, but some places lost frequency. There was little impact on job access regionally, but the change was not as even in Eugene as in Springfield, with Springfield experiencing a positive effect under both scenarios. He encouraged Board members to review information in the Scenarios Report for more detailed information.

According to Mr. Costantino, responses to the scenarios from the stakeholders' forum tended toward ridership and the online open house responses from the general public were more divided. He demonstrated those outcomes with response plots of data as of February 18, 2019. He said the Board would be asked to provide direction to consultants at its March 20 meeting so

work could begin on a recommended network as a result of the Transit Tomorrow process. Based on input to date, he said some logical options for the Board to consider included no cuts to coverage with improvements to frequency on some routes, some increase in coverage or pursuit of higher ridership. He said there would likely be resistance from those who strongly preferred either high ridership or high coverage scenarios and the Board would need to defend its position.

Mr. Skov commented that the data should be referred to as "online survey respondents" instead of "general public" as that was a more accurate description. Mr. Costantino agreed.

Ms. Reid suggested a longer work session prior to the March 20 Board meeting to allow for a more detailed discussion.

**Fare Collection Update** — Director of Specialized Services Cosette Rees said LTD's current fare collection system included a wide range of fares and passes, all of which had to be visually validated and made the system difficult to manage and vulnerable to abuse. She said the fare collection system was a tool to implement the District's fare policies. The priorities for a new fare collection system include:

- electronic validation
- account based
- user friendly for customers, riders, agencies, retailers
- include accounting and management tools for reconciliation
- accommodate current and future fare policies
- ability to integrate with future programs and services
- provide better data

Ms. Rees said a new system would have cloud-based data storage and improved data would provide better insight into customers and system use, which in turn would help inform decisions about the system. A cloud-based system would have better security and LTD could control access. She said a Request for Information (RFI) was issued in the summer of 2018 and proposals were received on January 11, 2019. Five qualified vendors responded and that list had been narrowed to two vendors. A recommendation for selection of a vendor would be presented to the Board at its March 20, 2019, meeting. She added that because many districts had already adopted electronic fare collection, the systems LTD was considering were robust and mature solutions that would require little customization.

Ms. Rees said benefits to customers of an account based system included preservation of information fare data if a card was lost, fare capping to assure all riders paid the best fare price and better equity and access. She said the system would also accommodate mobility on demand by providing the flexibility to integrate other services and programs in the future. She identified the four members of the implementation team, but noted that the fare collection system would touch all aspects of LTD's operations and the team was working with many other staff members.

In response to questions from Mr. Yett, Ms. Rees explained that a team of 18 was involved in writing the solicitation and evaluating solutions. That group included stakeholder representatives from the community. The smaller team would be responsible for the implementation process once a vendor was selected. She said LTD had budgeted \$765,000 in its Community Investment Plan for a fare collection system, although she thought the final cost would be somewhat lower. She said under the applicable procurement regulations, the vendors' prices were concealed from the team evaluating the proposed systems; the prices were evaluated and scored separately by

LTD's finance director and procurement staff. Price scores were then included with scores from the system evaluation team.

Ms. Vargas asked why LTD had been slow to move from a visually validated system to electronic validation. Ms. Rees said LTD had not been willing to invest in the technology when it was first developed. Those early systems were extremely expensive and districts the size of LTD had experienced problems implementing them. She said systems were now less expensive and more reliable and the need for better data, particularly under the STIF programs, had also prompted the District to move forward at this time.

Mr. Skov was pleased that five responses to the solicitation had been received. He asked for details about the tradeoffs between the two top vendors when a recommendation was presented to the Finance Committee and the Board. He looked forward to a connection between fare collection and District policies.


Mr. Nordin asked if the software was "off the shelf" and if so, could it be adjusted if necessary. Ms. Rees said the software was "off the shelf" and could be customized by each agency purchasing the system. She said any improvements made for one agency would be available to all agencies using that system.

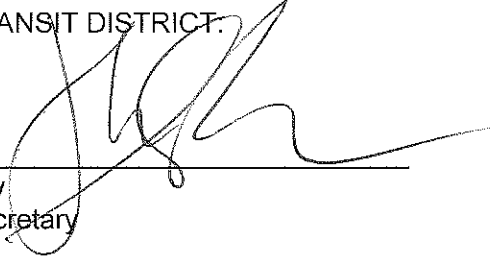
Mr. Yett asked if the hardware was proprietary and would the software incur ongoing support costs. Ms. Rees said the validators were proprietary for all vendors that responded. The ongoing software support costs, hardware purchase, and implementation costs were being considered in the finance director's evaluation and cost scoring to ensure they were within LTD's budget.

**ADJOURNMENT**

Mr. Wildish adjourned the meeting at 7:40 p.m.

ATTEST:

  
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Camille Gandolfi  
Clerk of the Board

LANE TRANSIT DISTRICT.  
  
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Josh Skov  
Board Secretary

Date Approved: 3/17/19