

MINUTES OF DIRECTORS MEETING

LANE TRANSIT DISTRICT

BOARD WORK SESSION

Wednesday, April 17, 2019

Pursuant to notice given to *The Register-Guard* for publication on April 10, 2019, and distributed to persons on the mailing list of the District, the Lane Transit District Board of Directors held a Special Board meeting on Wednesday, April 17, 2019, beginning at 3:00 p.m., at the LTD Board Room, 3500 E. 17th Avenue, Eugene, Oregon.

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

CALL TO ORDER/ROLL CALL — Mr. Yeh convened the meeting and called the roll. He noted that Ms. Secord would arrive later in the meeting.

PRELIMINARY REMARKS BY BOARD PRESIDENT — No remarks were offered

COMMENTS FROM THE GENERAL MANAGER — No comments were offered.

ANNOUNCEMENTS AND ADDITIONS TO THE AGENDA — No announcements or additions were made.

WORK SESSION

Fare Collection System Presentation - Delerrok, Inc. — Director of Customer and Specialized Services Cosette Rees stated that the Board at its March 2019 meeting had authorized staff to enter into a contract with Delerrok, Inc. to secure TouchPass for LTD's fare collection system. She introduced Gary Yamamura of Delerrok to present information on the new system.

Mr. Yamamura described his background and experience with transit agencies and fare collection systems and development of the TouchPass system. He said TouchPass provided many benefits to user agencies such as reducing the process and cost of cash handling, improved boarding times, greater passenger convenience, and reduced non-driving operator responsibilities (fare enforcement). He also described how Medford's Rogue Valley Transportation District's (RVTD) experience using TouchPass, including better fare enforcement and revenue collection and data regarding system use.

Mr. Yamamura said other fare collection system were very expensive and capital intensive. A study indicated that the cost of capital for a new fare collection system was about 28 percent of one year's revenue collected by an agency. In some instances that cost was over 100 percent. Those systems were custom built for an agency and code writing was a lengthy and expensive process. Implementation took 18 to 24 months.

Mr. Yamamura said the TouchPass system was a collection service with a cloud platform shared by all users. He said each agency's data was firewalled so it could not be seen by other agencies. That allowed for maximum scalability and all enhancements made to the system were immediately available to all users. He said each agency could configure the system to meet its own needs and compensation was linked to system performance. The system architecture was account-based rather than card-based. He said the benefit of an account-based system was that account records were stored in a central system and the TouchPass card served as a token.

Mr. Yamamura said the system platform was structured in a way that supported relationships with other suppliers. For example, TouchPass would be integrated with Trapeze, LTD's computer-aided dispatch system. He said passengers would have a choice of fare medium. Those included cards, smart phones, and paper tokens, whichever worked best for the passenger. TouchPass would also allow LTD to dramatically expand the methods and sites for purchasing fare products. He said TouchPass offered great flexibility, reliability, and performance. Decisions made over the course of the system's implementation could be easily changed later as the agency gained experience with TouchPass or modified their fare policy; those changes could be made at no additional cost. He highlighted the system's state-of-the-art security features and an agency could customize access for users based on the role they played within the organization.

Ms. Rees said the TouchPass implementation plan was in development and LTD received very positive feedback about the system during a recent field visit to RVTD.

Mr. Yamamura demonstrated system features, including the administrative console, reports that could be generated and updated in real time, a dashboard that provided a graphical view of system trends, the passenger portal, and mobile application.

Mr. Skov arrived at 3:40 p.m.

Mr. Nordin asked if Delerrok could access benchmarking. Mr. Yamamura said benchmarking could be done to the extent that agencies allowed access to their data. He said Delerrok planned to create a user conference to bring agencies together to share information.

Mr. Yeh asked how the system could be configured to accommodate passbacks and passengers traveling with children. Mr. Yamamura said passback could be configured by the agency, typically by establishing a time limit such as two minutes. He said the system could be configured to allow a rider to use their card for multiple passengers.

Mr. Nordin asked if TouchPass was compatible with the EmX system platform kiosks. Mr. Yamamura said the manufacturer of the kiosks would need to agree to modify the machines to integrate and communicate with the TouchPass program. He said there would likely be a cost from the manufacturer for doing that. There would be no cost from Delerrok to support that service.

Mr. Nordin asked about fare collection in the event of a natural disaster that disrupted cell communications. Mr. Yamamura said the system was designed primarily for online communications, but if the system was offline the reader would continue to operate and collect data that was stored on the reader until communication was restored. The reader also contained a "negative list" that would reject any account LTD had determined invalid. He said across the entire system, offline situations occurred only 2.5 percent of the time and were resolved within two to ten minutes.

Ms. Secord asked how often pricing was likely to change over the course of LTD's six-year contract. Mr. Yamamura replied that LTD's pricing was unique in that there was a cap on Delerrok's fees and standard fees had been reduced through a series of three tiers. The more transactions that were processed the higher the tier and lower the average fees.

Mr. Yeh asked if the system detected when a rider disembarked. Mr. Yamamura said that feature did not currently exist, but was on the product roadmap. He explained how blue tooth technology could

make that happen. He said Delerrok and agencies were surprised that more than 90 percent of passengers preferred the TouchPass card over the mobile application.

Sustainability Program Update — Sustainability Program Manager Kelly Hoell explained that her position was recently established and her presentation would touch on a brief history of LTD and sustainability, the responsibilities of her new role, the meaning of sustainability, and LTD's current efforts related to sustainability. She said that she hoped the Board would consider establishing a sustainability policy and direct staff on moving forward with a sustainability program.

Ms. Hoell stated that LTD was established in 1970, at the dawn of the environmental decade. She listed landmark pieces of environmental legislation that were enacted during that decade. In 1987, a United Nations report framed the issue of sustainability, which was defined as "sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs." She said people began to make the connections that humans depended on the environment for basic survival, damage to the environment could impact human health, and people should begin to think about how to limit their dependence on non-renewable natural resources.

Ms. Hoell said people would always need to move about and illustrated the "geometry of transit" with a graphic that compared the amount of space it took to move 60 people on a bus with the space needed if each person drove their own personal vehicle. She said transit was part of the solution for many problems, including air quality, climate change, public health, and resource conservation. She said transit influenced, and was influenced by, urban form and was most efficient and cost effective in dense areas where buses could run in straight lines, distances were walkable, and origins and destinations were close together.

Ms. Hoell said LTD began investing in new fleet vehicles and technology in the 1990's and continued today with the purchase of all-electric vehicles. LTD was also a pioneer in bringing bus rapid transit (BRT) to the United States with the launch of the first EmX line in 2007. Also in 2007, the LTD Board adopted a sustainability policy that influenced all aspects of District operations. There were four main tenets of that policy: 1) provide quality transit service, 2) use environmentally friendly, lower emission vehicles, 3) reduce impacts with large construction projects, and 4) focus on implementing sustainable practices in the rest of operations.

Ms. Hoell said that while there was widespread recognition of the impact of fossil fuels on the environment, there were no comprehensive goals or limits at the national level with respect to greenhouse gas pollution in the atmosphere. The lack of a national policy had spurred efforts at the state and local levels, and in 2007 the State of Oregon established a number of goals related to greenhouse gas reduction. Locally, the City of Eugene had established several goals through its climate recovery ordinance passed in 2014 and updated in 2016.

Ms. Hoell said her new position formalized LTD's sustainability program. She described her background in environmental science, including educational qualifications and extensive professional experience in the field. She led Board members through an exercise to identify those things that were most important in their lives, necessary for survival, and to thrive. She said there were common themes when she led groups through the exercise and they related to the three components of sustainability: the physical environment, society as a construct of the physical environment, and the economy that was a construct of the society within which it operated. She said those three components were equally important and dependent on one another.

Ms. Hoell listed the wide range of strategies LTD was using to pursue sustainability. She said three new initiatives were incorporated in her work plan. They were:

- Identify what vehicles LTD should be investing in over the long-term
- Engage LTD employees in sustainability efforts
- Coordinate LTD's efforts with other regional sustainability efforts

Ms. Hoell stressed that the first item on everyone's work plan – employees and Board members – was to increase transit ridership. The best option for addressing a variety of environmental and public health issues was to find ways to get more people out of their personal vehicles and on the bus or into active transportation.

Ms. Hoell provided an overview of the three new initiatives and a timeline for deliverables. BYD, a Chinese company based in California, was the manufacturer of LTD's first electric vehicles and she would assist in deploying those buses. Two buses had been received to date and were in the test phase; three more buses would arrive over the next few months.

Ms. Reid asked when LTD would officially launch the new electric buses. Ms. Jackson said the contract with BYD required that LTD accept all five buses before it could publicize use of the vehicles. She said that she hoped all buses would be received by the end of June 2019 and the Board would be updated as testing of the vehicles proceeded.

Ms. Hoell reported that LTD received a Low and No Emissions (Low-No) grant in 2016 to invest in new clean technology and the Metropolitan Planning Organization had provided some additional funds; a request for proposals (RFP) was being issued for the next 6 electric buses. She said that she hoped to provide the Board with a recommendation for the manufacturer of the next buses in October 2019. LTD was submitting another application for Low-No grant funds in 2019.

Mr. Skov suggested that the Board could consider, with the assistance of staff, establishing goals for its fleet over time. She said a grant had also been received to hire consultants to assist LTD to determine what new technologies it should be researching for future fleet purchases. She said the fleet replacement plan would be refined. As a credit generator, LTD had joined the Oregon Clean Fuel Program. She described how the program operated and said the goal was to decarbonize the fuel for transportation by 10 percent creating a greenhouse gas reduction over a 10-year period. LTD had the opportunity to realize revenue from the credits it generated.

Ms. Hoell explained greenhouse gas emissions and how they were generated. She said that she would be conducting a greenhouse gas and energy consumption inventory and would report results to the Board. She presented an example of what the report might look like. She said part of her job would be regional coordination and working with partners like the City of Eugene and Lane Council of Governments. She said the Central Lane Strategic Assessment Technical Advisory Committee would be modeling different levers the community could use to determine what scale of greenhouse gas reductions would be possible. She said LTD's Green Team was working on a number of sustainability initiatives.

Mr. Skov said that he felt it would be productive to establish a Board committee overseeing sustainability efforts. He commended Ms. Hoell for her work and hoped to see it supported at the Board level with appropriate policy direction.

Mr. Nordin expressed interest in serving on a sustainability committee.

Ms. Reid suggested that community members be included on the committee. She said that she wanted to assure that a committee was not duplicating work already under way in the community and the committee's purpose, role, and composition should be thoughtfully determined, similar to the process used to establish the Ad Hoc Fare Policy Committee.


Mr. Johnson said staff's intention was to engage the Board in sustainability matters, with the work session presentation being a first step. Staff planned to work with the Board directly on establishing policies and goals around sustainability efforts and that might be more efficient and effective than creating another committee.

Mr. Yeh said the subject of how to best engage the Board in the sustainability program would be on the agenda at a future meeting.

ADJOURNMENT

Mr. Yeh adjourned the meeting at 5:00 p.m.

LANE TRANSIT DISTRICT:



Josh Skov
Board Secretary

Date Approved: 5/15/19

ATTEST:



Camille Gandolfi
Clerk of the Board