

MINUTES OF DIRECTORS MEETING

LANE TRANSIT DISTRICT

BOARD WORK SESSION

Wednesday, May 15, 2019

Pursuant to notice given to *The Register-Guard* for publication on May 8, 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 on Wednesday, May 15, 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
Aurora 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.

PRELIMINARY REMARKS BY BOARD PRESIDENT — No remarks were offered

COMMENTS FROM THE GENERAL MANAGER — No comments were offered.

ANNOUNCEMENTS AND ADDITIONS TO THE AGENDA — Mr. Skov commended Mr. Yeh for his participation in the Eugene Marathon.

ITEMS FOR INFORMATION

Strategic Business Plan — Ms. Jackson said a discussion of the Strategic Business Plan (SBP) had been added to the work session at Ms. Secord's request.

Director of Planning and Development Tom Schwetz said the SBP was intended to be a 10-year view that rested between the Long-Range Transit Plan (LRTP) and shorter term operational plans such as MovingAhead and Transit Tomorrow. He said included in LTD's family of plans were the 10-year Long-Range Financial Plan and 10-year Community Investment Plan.

Mr. Schwetz said topics to be addressed in a SBP were how to form regional partnerships around significant issues such as climate change, safety, and financing capital improvements to achieve the community's vision for the future. Topics could also include the organization's internal structure and skill sets needed to achieve goals. LTD was largely funded by payroll taxes, which were subject to economic fluctuations, so another topic could be a sustainable level of service. He said staff was working with other transit agencies that had developed strategic plans to scope the process of creating an SBP for the District.

Mr. Yett arrived at 4:07 p.m.

Mr. Skov asked if a timeframe for developing a plan could be established. Ms. Jackson said staff had prepared a timeline for all planning activities currently in progress. She said Transit Tomorrow decisions would be made in August 2019 and staff felt that was a reasonable starting point to begin scoping the SBP. She said the length of time agencies spent developing their strategic plans varied considerably, from six months to two years, depending on whether they were updating an existing plan or creating a new one. Although this would be LTD's first SBP, many of the pieces already existed and the Board could determine the extent to which the public would be engaged in the process.

Mr. Schwetz said the Board would be asked to provide staff with direction on developing the implementation process for Transit Tomorrow decisions at its August 2019 meeting. A plan for Transit Tomorrow implementation would be presented to the Board in early 2020. He distributed a document entitled *Coordinated Implementation Schedule* for key initiatives that would be components of the SBP. Those initiatives were:

- Mobility on Demand - Cottage Grove
- Mobility on Demand - Eugene
- Fare Policy Implementation
- Fare Collection Implementation
- Transit Tomorrow
- Electric Vehicles
- Communications Plan Implementation
- Moving Ahead
- Santa Clara Transit Station
- Sustainable City Year Program
- Strategic Business Plan

Ms. Jackson said staff would also develop a 10-year forecast of projected revenue and projected financial needs. The financial forecast would include both operational and capital needs, such as fleet replacements and propulsion systems. Those would be aligned with the District's service model and then feed into the business model. She said staff would develop modeling that would allow the Board to see how various decisions would impact revenue and financial needs in a live exercise.

Mr. Schwetz said he would provide Board members with links to plans that other transit agencies had in place.

Mr. Skov suggested that the Board identify other elements that should be on the list of SBP components. He asked if an initial plan could be an abbreviated version in place more quickly in order to raise awareness of the connections among the strategic decisions the Board would be making between now and completion of a comprehensive SBP.

Mr. Schwetz said the SBP would provide the organization with strategic focus over the next 10 years. He said the Coordinated Implement Schedule he distributed was not done in the context of the SBP, but rather to provide an overview of ongoing activities during the next several months. He said an abbreviated version could identify priority interim deliverables, such as sustainable level of service or reserve policy, while development of a comprehensive plan was in progress.

Ms. Reid asked Mr. Skov to provide more specific details about his request and whether his concern was that Board decisions made before the SBP was in place could be a mistake.

Mr. Skov said the Board often had discussions about particular topics in relative isolation and timelines for some of the efforts moving forward were unclear. He wanted to see more explicit connections among issues that would provide a better context for Board decisions.

Ms. Reid said although she did not feel issues were always discussed in isolation, she agreed it could be useful to have something that demonstrated connections among LTD's projects and decisions that

were made, but that should be something less than an abbreviated plan in order to conserve staff resources.

Ms. Secord suggested a one page document that identified primary values, such as community, operational, internal, and financial against which every topic or task that came before the Board would be measured in the interim while a comprehensive SBP was being developed.

Ms. Jackson stated that LTD's LRTP included all values adopted during its development. She suggested the Board could review the LRTP, determine if it was still a foundational document, and use it to guide decisions during the interim.

Ms. Reid suggested scheduling a Board work session to create a flow chart of connections and timelines.

Mr. Skov remarked that there was no clear path for bringing forward new strategic policy initiatives or framework for elevating issues to the Board level.

Mr. Yeh determined there was consensus to address the issues raised during the Board's discussion in a Board retreat.

Sustainable City Year Program (SCYP) Partnership — Mr. Schwetz introduced Marc Schlossberg and Megan Banks with the University of Oregon SCYP program. He said the uncertainties, challenges, and transitions LTD is facing are compelling reasons to engage with the SCYP program in addressing the District's role in supporting community goals.

Senior Development Planner Jennifer Zankowski said she would be administering LTD's SCYP program. She used a slide presentation to illustrate the variety of activities that would be encompassed in the program.

Mr. Schlossberg stated that the University had developed the SCYP model 10 years ago and it had since expanded to 35 universities worldwide. He used a video to demonstrate the university-community partnership model and thanked LTD for its use of interns from the University's School of Planning, Public Policy, and Management, as well as hiring program graduates.

Mr. Schlossberg said TriMet was the first transit agency to be a primary partner of the SCYP. That partnership was a good fit for the program because TriMet spanned municipal boundaries and dealt with transportation behavior, land use, marketing, and other disciplines. He said he was excited about the prospect of working with LTD during the coming year. He said the project had already launched and the process of aligning LTD's initiatives and goals with different courses at the University had begun. He explained how the matching process occurred interactively among LTD staff, UO faculty, and UO students. He said the result could be about 30 matches between projects and classes that would engage 300 to 500 UO students and faculty who would provide 40,000 to 70,000 hours of time focused on LTD-relevant efforts.

Ms. Banks said the matching of projects and classes was an iterative process that would continue through the school year. She highlighted LTD's interest in establishing and maintaining long-term and ongoing relationships with underserved populations and said SCYP had extensive experience in reaching out to those groups. She said another LTD initiative was exploration of mobility in small cities and outlying neighborhoods where fixed-route service was not feasible and the hope was that student work could identify community needs, possible destinations, funding alternatives, and viable service models.

With respect to design and planning, Ms. Banks said LTD's downtown Eugene station was 20 years old and over that time uses, users, and the adjacent area had evolved. The goal was to identify ways of finding ideas within a new station and surrounding area, what a mobility hub in downtown Eugene

would look like in the future, and how future needs would interface with the surrounding infrastructure and the city's vision for downtown.

Ms. Banks said another goal was to determine what multi-media options exist to connect with the community. That could engage journalism students in telling the story of LTD, explaining how transit contributed to a better quality of life, the benefits of commuting via transit, and videos reflecting the entire range of LTD programs, not just buses and EmX.

Ms. Zankowski said matching issues with classes would continue during the next two months and the program would begin September 2019. She said there would be a kickoff event open to the public and LTD staff would give presentations to classes throughout the school year on LTD issues and goals. She said there would be a celebration at the end of the school year and reports on SCYP work would be issued at the end of each term. She noted that the agenda packet contained the final report on TriMet's project.

Mr. Skov commented that the University classes he taught had worked on SCYP projects and this was a great opportunity for LTD. He noted he would not receive directly or indirectly any financial benefit from LTD's partnership with the University.


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

LANE TRANSIT DISTRICT:

ATTEST:



Josh Skov
Board Secretary



Camille Gandolfi
Clerk of the Board

Date Approved: 6/19/19