

MINUTES OF DIRECTORS MEETING

LANE TRANSIT DISTRICT

SPECIAL BOARD MEETING

Wednesday, December 18, 2019

Pursuant to notice given to *The Register-Guard* for publication on December 11, 2019, and distributed to persons on the mailing list of the District, the Board of Directors of the Lane Transit District held a regular board meeting on Wednesday, December 18, 2019, beginning at 4:00 p.m., at Northwest Christian University, Burke-Griffeth Hall, 875 12th 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
Kristin Denmark, General Counsel
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 — None.

COMMENTS FROM THE GENERAL MANAGER — None.

ANNOUNCEMENTS AND ADDITIONS TO THE AGENDA — None

BOARD CALENDAR — Ms. Jackson reviewed upcoming events on the Board's calendar.

EMPLOYEE OF THE MONTH – JANUARY — The Board recognized Customer Service Representative Elyce Embery as the January 2020 Employee of the Month. Mr. Yeh presented Ms. Embery with her award and thanked her for her outstanding service and dedication to LTD's mission. Ms. Embery thanked the Board for her award. She expressed her appreciation for her job with LTD, her colleagues and the support she received from the District.

AUDIENCE PARTICIPATION — Mr. Yeh explained the procedures for providing public testimony.

Dennis Hebert, Eugene, a member of Southeast Neighbors board, thanked LTD for listening to more input from the public on Transit Tomorrow. He said the public had been given many statistics related to cutting routes, but LTD should also consider who the riders were that were served by those routes. He said the picture was larger than just dollars and cents and the community wanted to see teamwork among commuters, riders, residents, the LTD Board and the District. He said proximity of a bus route was a consideration for his family when they purchased their house. He hoped that students would still be able to use the route with the new student pass program. He urged the Board to conduct a better survey of riders and residents to avoid unintended consequences from the results.

PUBLIC HEARING — None.

BOARD MEMBER REPORTS — There were no additional comments.

ITEMS FOR ACTION AT THIS MEETING

Consent Calendar — Mr. Skov noted that the Finance Committee had reviewed and discussed the TransLoc, Inc. contract.

MOTION Mr. Skov moved adoption of LTD Resolution No. 2019-12-18-067; It is hereby resolved that the Consent Calendar for December 18, 2019, is approved as presented. Mr. Nordin provided the second. The Consent Calendar consisted of the Minutes of the November 20, 2019, Regular Board Meeting; Delegated Authority Report-November; Contract No. 2018-92: TransLoc, Inc; and Budget Committee Member Nomination.

VOTE The motion was approved as follows:
AYES: Nordin, Reid, Secord, Skov, Vargas, Yeh, Yett (7)
NAYS: None
ABSTENTIONS: None
EXCUSED: None

Board Member Expense Report - Kate Reid — Ms. Reid recused herself due to a conflict of interest.

MOTION Mr. Nordin moved adoption of LTD Resolution No. 2019-12-18-070; It is hereby resolved that the LTD Board of Directors approves the travel expenses reimbursement for Board member Kate Reid as presented. Mr. Skov provided the second.

VOTE The resolution was adopted as follows:
AYES: Nordin, Secord, Skov, Vargas, Yeh, Yett (6)
NAYS: None
ABSTENTIONS: Reid (1)

ITEMS FOR INFORMATION/DISCUSSION

Mobility on Demand Update — Accessible Services Specialist John Ahlen presented an update on the Cottage Grove and Eugene mobility on demand pilot programs. He said the Cottage Grove program was an origin to destination on demand service within the Cottage Grove city limits that began in January 2019 and, at the Board's direction, had been extended to August 2020. It was a partnership between LTD and the city and South Lane Wheels was the service provider. He said the new TransLoc technology provided an alternative to having a personal vehicle. People could download an application to request a ride, but a ride could also be requested by a phone call. He explained how vehicles were dispatched and said service was from 7:00 a.m. to 7:30 p.m. He said the fare was \$1.00 and also included any type of LTD fare. Eventually the TouchPass technology would be integrated with the service. He displayed ridership and wait time statistics, as well as the results of a passenger survey. He said LTD was also monitoring the cost of providing the service for future planning purposes. He said responses from the community about the service indicated it was used for a wide range of reasons and many people appreciated the opportunity to get out into the community and participate in activities they previously could not.

Mr. Ahlen said the EmGo service was a collaboration among LTD, the City of Eugene, Lane County, Lane Council of Governments (LCOG) and private entities. It provided point-to-point service from 7:00 a.m. to 6:00 p.m., using electric vehicles, within downtown Eugene using established stops, including at the Lane County Fairgrounds. He said the service was free and application based only, although a vehicle could be flagged like a taxi within the downtown zone. He shared data on passenger trends and wait times and a map of pick up and drop off locations. Measures of success for the program included reduction of car use in the downtown area, reduction of pressure on parking capacity, fostering private partnerships and increasing bus ridership.

In response to questions from Ms. Vargas regarding EmGo, Mr. Ahlen said EmGo data identified those who flagged down the vehicle as well as used the application. He said signage for stops had

been completed for about 70 locations and the application identified all locations. He said there were challenges with any pilot programs and staff would continue to provide neutral data to the Board so it could make informed decisions about continuation of such programs.

Mr. Nordin asked if there was service cost data for EmGo. Mr. Ahlen replied that data was being collected but the service was still too new to draw any conclusions.

Mr. Nordin noted that the contract with TransLoc was for five years and expressed concern with the duration when it was a new application and other vendors might be able to provide better applications in the future. Director of Business Services Collina Beard said the TransLoc contract was only for the pilot program period. Mr. Ahlen said if either of the pilot services was continued he expected that all components would go out for bid once the pilot period concluded.

Mr. Skov asked if the number of EmGo stops would be reduced at some point. Ms. Jackson said the stakeholders team would be meeting later in the week to review data and determine ways to make the program more efficient and effective.

Mr. Skov expressed interest in receiving cost per ride data and the context for assessing that cost, metrics on efficiency and complementarity with the rest of the system, and information on connection to other parts of the system, particularly bike share and parking.

Ms. Reid said she hoped to see some comparison of the Cottage Grove pilot with RideSource and paratransit to determine if there was overlap and what cost savings might be realized from that model.

Mr. Yett requested metrics on the cost to begin the EmGo service, how much was borne by LTD and how much by private partners. He requested the same information for operational costs. He also asked about EmGo marketing and outreach in the service area.

Transit Tomorrow Update — Director of Specialized Services Cosette Rees presented an update on marketing and outreach efforts scheduled over the next several months. She reviewed activities since presentation of a draft ridership network in August 2019, including, at the Board's direction, refinement of the plan to extend coverage and the implementation timeline to afford additional time for public outreach and engagement. The Board also requested an alternative to help mitigate some of the potential lost coverage in the first draft and stressed the importance of listening to the community and articulating the values and a corridor by corridor rationale for the proposed changes.

Ms. Rees described major decision-making and implementation milestones in the updated communications plan:

- March 2020: presentation of an alternative plan reflecting mitigation for some lost coverage and beginning of another public comment period
- May 2020: public hearing on proposed alternative
- June 2020: adoption of final transit network plan for implementation
- February 2021: implementation of new service

Ms. Rees said a public outreach campaign that was both informative and consultative would consist of two phases:

Phase 1: January through mid-March 2020 to conduct a community conversation to create a foundation of understanding and knowledge regarding the need for change

Phase 2: mid-March through June 2020 publish proposed alternatives and engage with public on benefits of new network

Ms. Rees also listed target audiences and channels for outreach efforts.

Ms. Vargas suggested using TouchPass to reach out to current transit users if the technology permitted.

Ms. Reid suggested scheduling the Board's work session on communication in March 2020 to review results of Phase 1 of the outreach campaign.

In response to a question from Mr. Yeh, Ms. Rees said the alternative to be presented in March 2020 would be designed to mitigate potential impacts on coverage.

Mr. Skov said the Board's interest in mitigation was directed at certain deeply affected populations within the community, such as the elderly, those with disabilities and others who were transit dependent, not mitigation in general.

Ms. Reid said the idea of an alternative was to determine what it would look like if the District was meeting its current ridership/coverage resource allocation policy.

WRITTEN REPORTS

Monthly Financial Report - October — There were no questions.

Monthly Cash Disbursements - September — There were no questions.

Quarterly Grant Report (presented in March, June, September, December) — There were no questions.

Monthly Performance Reports - August — There were no questions.

Monthly Department Reports - October — There were no questions.

ADJOURNMENT — Mr. Yeh adjourned the meeting at 5:16 p.m.

LANE TRANSIT DISTRICT:

ATTEST:



Josh Skov
Board Secretary



Camille Gandolfi
Clerk of the Board

Date Approved: 1/15/20