

MINUTES OF MEETING
LANE TRANSIT DISTRICT
STRATEGIC PLANNING COMMITTEE
Tuesday, June 6, 2017

Pursuant to notice given to *The Register-Guard* for publication on June 1, 2017, and distributed to persons on the mailing list of the District, the Strategic Planning Committee for the Lane Transit District held a meeting on Tuesday, June 6, 2017, beginning at 6:30 p.m., at the LTD Board Room, 3500 E. 17th Avenue, Eugene, Oregon.

Strategic Planning Committee

Present: Carl Yeh, Chair, LTD Board
Lucy Vinis, City of Eugene Mayor
Michael Eyster, At Large
Gary Gillespie, LTD Board
Rick Satre, At Large
Tom Boyatt, At Large
Annie Loe, At Large
Josh Skov, At Large

Absent: Dave Hauser, Chamber of Commerce
Sid Leiken, Lane County Board of Commissioners
Kate Reid, Lane Transit District

LTD Staff A.J. Jackson, General Manager (via telephone)
Tom Schwetz, Planning and Development Manager
Kelly Hoell, Development Planner
Sasha Luftig, Development Project Planner
Lisa VanWinkle, P2p Communications Coordinator
Ashley Ziert, Administrative Secretary

Guests Rob Zako, Better Eugene-Springfield Transportation
Chris Henry, City of Eugene
Therese Lang, Lane Transit District

I. CALL TO ORDER/ROLL CALL

Mr. Yeh called the meeting of the Strategic Planning Committee (SPC) to order and called roll.

II. COMMENTS FROM THE CHAIR

Mr. Yeh said Mr. Skov would help manage the queue of speakers.

III. AGENDA REVIEW

Mr. Yeh noted there was no action necessary for agenda item 11.

Mr. Skov suggested that the Work Plan Development agenda item be moved to the end of the meeting.

IV. AUDIENCE PARTICIPATION

Rob Zako, representing Better Eugene-Springfield Transportation (BEST), passed out copies of "Improving the Regional Transit Network", a handout on internal work done by BEST. He said BEST

supported the direction of the LTD Strategic Business Plan and urged more focus with consideration on how it fit in with other projects.

V. APPROVAL OF MEETING MINUTES

Mr. Eyster, seconded by Mr. Satre, moved to approve the March 7, 2017, Strategic Planning Committee minutes as submitted. The motion passed unanimously, 8:0

VI. WORK PLAN DEVELOPMENT

There was consensus to differ some planning to the agenda setting team to be presented at the next SPC meeting.

VII. BYLAWS/MEMBERSHIP NEXT STEPS

Mr. Yeh asked that the committee briefly review the membership application on page 28.

Mr. Skov thanked staff for their feedback.

Mr. Boyatt asked how many of the listed interests described were currently represented on the committee and if the committee was trying to fulfill every interest on the list.

Mr. Yeh said the list's intention was to show what interests they were looking for.

Ms. Hoell said once new members were approved, data points for the group would be updated.

Mr. Schwetz specified individuals could represent more than one interest category.

Mr. Satre moved, seconded by Mr. Skov, to approve the SPC membership application and community involvement checklist. The motion passed unanimously, 8:0.

VIII. SANTA CLARA COMMUNITY TRANSIT CENTER

Ms. Vinis left the room during the Santa Clara Community Transit Center discussion.

Mr. Schwetz gave background to the current site, the permits needed for development, and the design and construction process, saying they had to be operational by October 2019. He explained the operational safety concerns of River Road Station included operating so close to the interchange highway. He said there was an added 10-15% travel time from pulling into the station on the in-bound direction and there were various potential conflicts on the out-bound. A survey from drivers showed the public felt there were many safety issues. They selected the Santa Clara site based on a desire to be close to the center of the corridor activity.

Mr. Skov reminded the committee that the deliberation on hand was whether they wanted to weigh in on the decision to city council.

Mr. Schwetz explained the recommended amendment would be to change the code language that limited auto-related businesses that were allowed on the property. The planning commission had already gone through the process and had recommended the refinement amendment.

Mr. Satre explained the code prohibited motor vehicle uses on the site which included transit. The amendment would add "except for transit". He said the property had been sold to a private for-profit business, and zoning was changed from public to community commercial to prevent the property becoming an auto related commercial site. He said that the Planning Commission had received no comment during their process, and were soliciting the neighborhood organization for a letter of

support. He said the Strategic Planning committee could represent the applicant and list visioning reasons as to why the amendment was important.

Mr. Yeh asked if they wanted a committee member to represent.

Mr. Satre said a member would always be better, but a letter included in the packet would be strong.

Mr. Gillespie moved, seconded by Mr. Skov, to submit a letter of recommendation and have a testimony in favor of the refinement plan amendment.

Mr. Schwetz said the board liked the emphasis that they were not in the development business and the city and community organization's vision was embedded in the amendment.

Mr. Satre said talking points for the testimony could include the community was moving northward, that it was a small strategic amendment, and the site would replace the River Road which would soon be unavailable.

Ms. Jackson suggested the committee recommend to the board president that staff draft a letter which the board president could sign, and a board member could present the letter. The letter would also note that SPC supported the amendment.

Mr. Eyester noted SPC's role was to advise the board and did not want to do anything that replaced the board's role.

The motion passed unanimously, 8:0.

IX. RESTORING THE STUDENT TRANSIT PASS

Mr. Schwetz gave an overview of the previous experiences with the student transit pass program. LCOG served as the processor of the tax energy tax credit that funded the transit passes in the early 2000's. The passes gradually included the whole school district for any trips students wanted to take. He summarized the STPP Daily ridership between 2005-2011 noting there were 1-2 million rides on an annual basis with one-sixth of ridership being students.

Mr. Skov asked what the marginal cost was for sending the riders.

Mr. Schwetz said due to capacity issues trippers were sent out throughout the day, which added to costs. He said if the program was stabilized, more services could be incorporated in the route.

Mr. Yeh said he would have appreciated having passes for his children and was in support for the program, even as a trial period for the summer.

Mr. Boyatt said his children were excited to use the program, and that the program was important to expose young children to believe in transit.

Mr. Gillespie said reinstating the program was one of his major goals.

Mr. Yeh reminded them that some families may not be able to afford the pass.

Ms. Jackson said when providing the recommendation to the council they could specify they weighed the program against other resources the money could be used for. She said the program was only for potential of new funds.

Mr. Skov noted they did not have any other resources to discuss. He said he expected staff to list the level of priority and felt it aligned with their values and recommended it be considered next to other programs.

Mr. Skov moved, seconded by Mr. Eyester, to recommend the program for further consideration as a high priority. The motion passed unanimously, 8:0.

X. DEVELOPMENT OF LTD'S STRATEGIC BUSSINESS PLAN

Mr. Schwetz gave a briefing on the general scope and schedule for establishing an ongoing business plan for LTD. He emphasized that they should have confidence that decisions they were making was going towards the community's needs. He said there had to be intentional alignment throughout the organization and community to allow flexibility. He said the process would include robust community engagement with ongoing processes and assessments. Broad elements of the scope of work included a community engagement element, a comprehensive operations analysis (COA), with aligned development of short range plans. He said they were working on the development processes which would be ready by the beginning of 2018.

Mr. Skov said he appreciated how thoughtful all the pieces were. He said there was a pressing need to finish the first increment of the conversation before the decision went to city council. He said he felt they were dismissive of Jerry Walker. He said that having the comprehensive operations analysis first before moving ahead would be a positive direction.

Ms. Jackson said they would take the recommendation from the committee. She said they did discuss things with Jerry Walker, but they wanted to ensure LTD had a competitive process.

Mr. Skov clarified that he was using Jerry Walker as an example since he was in town.

Mr. Schwetz pointed out there was a piece of the comprehensive operations analysis that was upfront, and would be reevaluated half way through the process.

Ms. Luftig said the target date for a final decision was May 2018. They already knew which corridors were robust. She said there were many opportunities to look at how the whole system functioned together after a decision of moving ahead.

Ms. Jackson said they could put it in their scope of work to try to condense the time frame. She said they could put time constraints when they put up the bid.

Mr. Skov said he did not feel the timeline was consistent and wanted to emphasize urgency.

Ms. Jackson said they would bring information to the board expressing urgency and a wish to expedite parts of the process.

Mr. Skov moved, seconded by Mr. Satre, to advise the board to direct staff to bring back a timeline that allowed for an appropriate piece to move on a timeframe which could inform the moving ahead decision. The motion passed unanimously, 8:0.

XI. WEE LAUNCH COMMUNICATIONS PLAN

Therese Lang, Public Information Officer for LTD, gave an overview of the EmX West Launch. She said they would launch September 17, 2017 with a third of the corridor completed. She said goals they had were to inform the community on the improvements, thank the community, encourage participation, and build on community support. Strategies included conducting proactive media relations and events with the key message being improved transit services, economic development,

and upgraded infrastructure. She gave sample tactical activities from each of the five key work groups. She said SPC could support and promote the service by sharing information on all events, support media relations and attending events. She said she could be contacted at Therese.Lang@ltd.org.

Mr. Eyester added the EmX expansion extended the efficiency of the entire system.

Mr. Skov said he appreciated their social media presence and encouraged emailing.

Mr. Boyatt said it would be beneficial to frame outreach in a personalized way.

Ms. Jackson said they had been pulling away from the one-seat ride conversation, since they did not know how construction in the Glenwood area would affect the opening.

Mr. Gillespie said he thought the promotional piece of people telling their story was successful and encouraged doing something similar.

Ms. Lang said they had been collecting a variety of video testimonies and would parcel it out depending on the audience.

Mr. Gillespie said he appreciated being part of the dedication of the West Eugene line.

Mr. Eyester emphasized each leg built increased the efficiency of the EmX.

XII. LEGISLATIVE UPDATE

Edward McGlone said the focus of the transportation package had been distilled to eight pages. He gave a reminder that the Connect Oregon program would be reformatted where transit would no longer be eligible for funding, and instead a capital grant program would be created. For the first year of the transportation bill, Connect Oregon projects were already identified, with \$25 million set aside for Lane County to build an inland port. Lane County would also be given money to assume some jurisdiction of the highway. He added the MPO was decided as the governing body for the jurisdiction taxing areas. He said under the transit section, employees would have a one-tenth of 1% payroll tax which would result in \$170 million a year over 10 years. 85% of the funds would be distributed by formula to be later determined by Oregon Transportation Commission. He said the competitive grant process was 10% and they were suggesting 5%. The Safe Routes to School program was controversial since they had not increased the education or encouragement programs while they increased the Safe Routes to School infrastructure. The Bicycle Transportation Alliance said they would oppose the bill if there was not an increase in funding for Safe Rides to School education and if there was a 3% excise bicycle tax. He said the bill would hopefully be completed by July. The Service Employees International Union announced they would potentially put the transportation package to a vote on the ballot if they could not get legislatures to vote on increasing taxes on corporations.

In response to Mr. Skov's question, Mr. McGlone said they would have liked to stay in Connect Oregon, however, the average amount was guaranteed to go to transit only and they believed LTD would be a competitive applicant. He noted the amount generated depended on the distribution formula, and the discussion was yet to be concluded. Funding would be operational in nature.

XIII. STANDING PROJECT AND COMMITTEE REPORTS

a. MovingAhead

Ms. Luftig recommended looking at the Strategic Planning Work Plan and said it was an evolving process.

b. Main-McVay Transit Study

Ms. Hoell said both the Main McVay meeting and Springfield City Council were in alignment with three points of guidance which were to continue coordination of the safety project with the transit study, to engage community and property owners in the process, and to move the projects along as efficiently as possible.

c. Vision Zero

Ms. Hoell said there were six provisions in the resolution, and were moving forward on two. The first provision was supporting collaboration with urban and rural partners to determine which bus routes had the highest rate of transportation collisions and for LTD to act as a core team member of the Safe Lane Transportation Coalition. LTD was also in the process of conducting an operations survey to ask bus drivers which areas were problematic. The second provision was to support efforts by LTD and regional partner agencies to prioritize safety improvements for all users of the road. She said they were planning to request STPU funding to fund the pedestrian network analysis to bring up staff capacity.

Mr. Boyatt emphasized the positive nature of bringing safety and transit together.

Mr. Skov asked if there was identified funding for the pedestrian network analysis.

Ms. Hoell said there was a good chance of receiving funding for the next round. Applications were due June 15. If they did not receive funding, they would move forward on a different time frame.

Mr. Skov asked that they receive an update on other provisions at the next meeting.

XIV. NEXT MEETING AND FUTURE MEETING AGENDA ITEMS

Mr. Yeh said he wanted to improve the Gantt chart.

Ms. Hoell said the Gantt chart was meant to be informative so people could know when decisions were coming up.

Mr. Yeh encouraged members to join the agenda setting committee.

Mr. Skov welcomed Annie Loe to the committee.

The next meeting was scheduled for Tuesday, August 1, 2017. Possible agenda topics for the next meeting included:

- LTD strategic business plan process
- Presentation by Commissioner Sid Leiken about federal transportation funding issues
- United Way Emerging Leaders Group – Low Income Housing Study?
- Glenwood construction
- World championships in 2021 and transit district planning
- Automotive vehicles

XV. ADJOURNMENT

Mr. Yeh adjourned the meeting at 7:30 p.m.

(Recorded by Hannah Parks)