

## **MINUTES**

### **Lane Transit District Service Planning & Marketing Committee**

Pursuant to notice given to *The Register-Guard* for publication on December 17, 2007, a meeting of the Lane Transit District Service Planning & Marketing Committee was held at 12 p.m. on Wednesday, December 19, 2007, in the LTD Conference Room at 3500 East 17th Avenue, Eugene.

**PRESENT:** Mike Eyster, Lane Transit District Board Member, Chair  
Michael Dubick, Lane Transit District Board Member  
Greg Evans, Lane Transit District Board Member  
Will Mueller, Service Planning Manager  
Andy Vobora, Director of Service Planning, Accessibility, and Marketing  
Ken Augustson, Service Planner  
Ruth Linoz, Service Planner  
Heather Lindsay, Service Planning Associate  
Angie Sifuentez, Marketing Representative  
Cosette Reeves, Marketing Representative  
Tom Schwetz, Planning and Development Director  
Terry Parker, Accessible Services Manager  
Stefano Viggiano, Assistant General Manager  
Mark Pangborn, General Manager

#### **CALL TO ORDER**

Mr. Eyster called the meeting of the Lane Transit District Service Planning and Marketing Committee to order.

#### **ROLL CALL**

Mr. Eyster noted the presence of Board Members Dubick, Evans, and Eyster.

#### **APPROVAL OF MINUTES**

Mr. Dubick, seconded by Mr. Evans, moved to approve the minutes of the August 7, 2007, meeting. The motion passed unanimously.

#### **OLYMPIC TRIALS SERVICE PACKAGE AND PRICING**

Mr. Vobora offered the staff report.

In October 2006 members of the Local Organizing Committee (LOC) for the Olympic Trials met with the LTD Board of Directors to discuss their work with private and public partners in an effort to make the 2008 Olympic Trials the best ever. Using 2006-07 cost figures, it was determined that the cost for operating an event shuttle service would range between a Level One cost per service hour of \$91 and a Level Two cost per service hour of \$117.

In June 2007 the Board Service Planning and Marketing Committee and the Board Finance Committee discussed the concept of deviating from the policy rates and using a pricing figure that would cover LTD's hard costs, including driver wages, fuel, and operation of the buses,

as well as some supervisor costs. It would not cover all of LTD's overhead. This rate of \$61 per hour increased to \$65 per hour in the updated cost plan. The full Board reviewed this discussion and chose to use the Level 1 pricing outlined in the Special Service Policy.

The LOC asked staff if the price could be revisited. Since the discussion of pricing began with the Board Service Planning and Marketing Committee, staff felt it was appropriate that the LOC request for a pricing change should go back to the committee.

Staff supported deviating from the policy rates for this event and recommended using the updated direct variable rate of \$65 per service hour.

Mr. Eyster entertained questions from committee members.

Mr. Dubick expressed concern about the impact this decision could have on other groups that contracted with LTD and what precedent this would set for expectations of those groups in the future.

Responding to a question from Mr. Eyster, Mr. Vobora stated that the Oregon Country Fair currently paid the Level 1 rate, as did most other event planners, except the University of Oregon football (UO) events, due to the size of the football events.

Mr. Evans stated that he wanted to revisit the issue. He suggested that the scope of this project was broader than the local community in terms of the market being served. The community investment could result in having similar events of similar scope over the next five years, which would need to be considered on a case-by-case basis. The event had the potential for building Eugene/Springfield as a track capital. Although \$41,000 may be a short-term issue in the long run, it would be an investment in LTD's payroll tax base. Supporting the staff recommendation would provide benefits bigger than "giving away" \$41,000.

Mr. Dubick was concerned that the recommendation would negatively set up the Board for future negotiations with other groups. He stated that large amounts of money spent in the community did not necessarily compute to increased revenue for LTD, and added that it was irresponsible not to consider the financial impact of not recovering at least some of the administrative costs.

Mr. Eyster stated that he was comfortable with the \$65 rate, and it was clear to him that this action would not set a precedent.

Mr. Evans, seconded by Mr. Eyster, moved to recommend that the Service Planning and Marketing Committee recommend approval to the full LTD Board. The motion passed unanimously.

## **2008 ANNUAL ROUTE REVIEW—PHASE TWO**

Mr. Mueller presented the staff report reviewing the route changes. He noted that only a minor change was proposed for Route 96 Coburg, which encountered minor opposition and saved time on the route. The change will address connection, transfer, and timing issues.

Phase Two of the Annual Route Review focused on the review of substandard productivity along rural routes. Route 93 Veneta and Route 95 Junction City had specific segments that were unproductive and costly to the District. A small number of customers were accustomed

to having the bus available for occasional trips, and for a small number of customers the routing did provide a regular link for commuting purposes. Outreach efforts were made to talk with riders from these rural routes. Mr. Vobora reviewed the information contained in the Route 93 Veneta and Route 95 Junction City informational flyers included in the Agenda Item Summary (AIS).

Mr. Eyster stated that these were the most drastic cuts during his tenure on the Board. He asked if the Board had ever considered giving a two-year notice to residents.

Mr. Mueller told the group that, in the past, a major change had been proposed for a neighborhood north of Barger Drive, and a year notification was given. After one year, no change was noted. Several other service reductions were noted.

Mr. Evans commented that he had heard from Lane Community College (LCC) students that there was a need to increase service between the campus and Veneta during certain critical times of the day.

Mr. Vobora stated that no surveys had been done with the students, but added that the proposed package would improve service to all riders to and from the population center. He noted that ridership in the Veneta/Alvadore area was pretty sparse.

Ms. Linoz stated that RideSource requirements would be triggered if more service was introduced to Veneta.

Mr. Vobora added that, as ridership increased, there would be increased pressures for system "fixes" which staff were working on. The long-range financial planning did not include the one percent service fixes.

Responding to a question from Mr. Evans, Mr. Vobora stated that two trippers had been provided this fall to address school overloads and they would continue providing service in the next bid. Two additional trippers had not been added because vehicles were not available.

Mr. Mueller stated that in previous years, 0.4 or 0.5 percent had been set aside in a contingency fund to support trippers in the fall. There was zero percent funding set aside for "fixes" in 2008. Additionally, because the buses were full, people were having to wait 30 minutes for another bus. Community expectations were that LTD did not make riders wait more than 30 minutes for a bus.

Responding to a question from Mr. Evans, Mr. Mueller stated that there were not "dead" zones or times throughout the system. During the service reductions in early 2000, some routes were cut to one run per hour, particularly between 9:30 a.m. and 2:00 p.m. Subsequently some of the service had been reinstated to 30-minute service. There was very little fat in the system, with the standard for an urban weekday route now at 34-35 rides per hour; the standard used to be in the low 20s.

Mr. Vobora stated that the next bus buy would take place in 2010, and staff were always looking at low productivity routes.

Mr. Evans stated that the public would soon be asking how the EmX service would augment the existing service to provide more flexibility in the system. He noted that during a recent meeting with the Eugene City Council, the Council noted a reduction of services in some areas to accommodate EmX.

Mr. Vobora replied that this was a difficult conversation and there was a need to emphasize that the EmX model was more efficient and would succeed in the long run.

Mr. Dubick emphasized the need for productivity criteria to support consistent decisions.

### **SERVICE POLICY AND PRODUCTIVITY STANDARDS**

Mr. Mueller presented the staff report. He facilitated a discussion and directed committee members to the Agenda Item Summary in the meeting packet. The impacts of the sale of Westmoreland student housing and the opening of the Sacred Heart Medical Center at RiverBend campus in Springfield were discussed. Mr. Evans noted that all class offerings at LCC were down, and suggested that decreased ridership would follow.

Responding to a question from Mr. Eyster, Mr. Mueller stated that perhaps additional language, such as Standards Urban, Rural, and School Routes, as well as other variables, should be added to the Productivity Standards and it should be revisited periodically.

Mr. Evans commented on the challenges related to comfort and safety, particularly for wheelchair service. He noted that some of the newer model wheelchairs may not be adaptable to current bus configurations.

Mr. Mueller had heard anecdotal information regarding the larger wheelchairs and the amount of time required to load and unload them, but he was not aware that wheelchairs were not able to be accommodated. He stated that staff were monitoring the number of passengers in wheelchairs who were passed by because the bus could not accommodate them because the wheelchair bays were full. Based upon counts by the drivers, approximately 20 people per week were being passed by.

Mr. Vobora stated that because the buses were so full, LTD may not always be able to meet community expectations. Bus stop spacing was one issue that was under consideration.

Mr. Mueller asked if the committee intended to have a zero percent service change level for 2008, and if existing service would be cut in order to establish a contingency fund for tripper service next fall. He commented there may be some savings from the proposed changes to the rural routes, albeit a small amount. Making the rural service viable continued to be a consideration.

Mr. Dubick noted that the construction of a State of Oregon hospital and prison in Junction City would impact the routing.

Mr. Evans asked what the District was doing to capture unrealized payroll revenues. Mr. Pangborn stated that staff would review the issue after the first of the year for implementation in 2008. He added that another consideration was employees who worked for subcontractors located outside of the service district.

Mr. Eyster suggested that whenever service cuts were made, the funding should go into a general funding pool that would be used where it would be most beneficial; the Board needed to look at the system as a whole.

### **COMMITTEE NAME CHANGE CONSIDERATION**

There was consensus by committee members with the staff proposal that the committee's name be changed to Board Service Committee.

## **ITEMS FOR FUTURE MEETING**

Mr. Vobora noted the following items for future committee meetings:

- Five-Year Plan
- Park & Ride Plan
- *BUSPLUS*
- *RideSource* Call Center

Mr. Vobora stated that ridership on the Jefferson segment of Route 33 was low and may be moved to Polk Street.

Responding to a question from Mr. Evans, Mr. Viggiano told the group that a lot line adjustment was needed with Lane County for the River Road Park & Ride, which should be completed by the end of January 2008.

Ms. Linoz stated that staff were reviewing Springfield service in preparation for the opening of Pioneer Parkway EmX. Mr. Vobora added that it presented challenges in light of a zero percent budget change.

## **ADJOURNMENT**

Mr. Eyster adjourned the meeting at 1:30 p.m.