

MINUTES OF MEETING
LANE TRANSIT DISTRICT
EmX STEERING COMMITTEE

Wednesday, November 2, 2016

Pursuant to notice given to *The Register-Guard* for publication on October 27, 2016, and distributed to persons on the mailing list of the District, the EmX Steering Committee for the Lane Transit District held a meeting on Wednesday, November 2, 2016, beginning at 5:30 p.m., at the LTD Board Room, 3500 E. 17th Avenue, Eugene, Oregon.

Present:

EmX Steering Committee

Carl Yeh, Chair, LTD Board
Frannie Brindle, ODOT
Mike Eyster, At Large
Gerry Gaydos, At Large (arrived 6:21 p.m.)
Sid Leiken, Lane County Board of Commissioners
Sheri Moore, Springfield City Council
George Poling, Eugene City Council
Rick Satre, At Large (arrived 5:35 p.m.)

LTD Staff

A.J. Jackson, General Manager
Tom Schwetz, Planning and Development Manager
Sasha Luftig, Transit Development Planner
Kelly Hoell, Development Planner
Mark Johnson, Assistant General Manager Service Delivery
Lisa VanWinkle, Project Communications Coordinator
Jeanne Schapper, Executive Office Manager/Clerk of the Board
Meg Kester, Marketing Manager

Guests

Tom Boyatt, City of Springfield
Chris Henry, City of Eugene
Zach Galloway, City of Eugene

Absent:

EmX Steering Committee

Gary Gillespie, LTD Board
Julie Grossman, LTD Board
Dave Hauser, Chamber of Commerce
Josh Skov, At Large

CALL TO ORDER/ROLL CALL: Mr. Yeh called the meeting to order and called the roll at 5:34 p.m.

CHAIR'S COMMENTS: There were no comments.

Mr. Satre arrived at 5:35 p.m.

AGENDA REVIEW: There were no changes to the agenda. Mr. Schwetz introduced Development Planner Kelly Hoell, who spoke briefly about her background.

MINUTES of August 2, 2016, Meeting: Mr. Leiken noted that he was shown as both present and absent and asked that the minutes reflect that he was, in fact, present.

MOTION: Mr. Eyster, seconded by Mr. Satre, moved to approve the August 2, 2016, meeting minutes as amended.

VOTE: The motion was approved as follows:
AYES: Brindle, Eyster, Leiken, Moore, Polling, Yeh, Satre (7)
NAYS: None
ABSTENTIONS: None
EXCUSED: Gaydos, Gillespie, Grossman, Hauser, Skov (5)

AUDIENCE PARTICIPATION: Mr. Yeh explained the procedures for offering comments to the Steering Committee.

Rob Zako, Eugene, representing Better Eugene-Springfield Transit (BEST), said that a brainstorming session was held in September to explore the purpose and role of the EmX Steering Committee. The meeting resulted in some ideas for the Committee to consider, and those were included in the agenda packet. He urged the Committee to reflect on those ideas during its discussion.

Mr. Zako also invited Committee members to a November 30 event hosted by BEST and a number of community partners. The featured speaker would be Jarrett Walker, an internationally recognized transit consultant. Mr. Zako said that he would provide the registration link to anyone interested in attending the event. He listed a number of cities with innovative transit systems for which Mr. Walker had been the consultant, such as Houston, Texas.

Director of Planning and Development Tom Schwetz showed a video about the transformation of the Houston transit system, indicating that Houston had gone through a comprehensive system design. It was Mr. Walker who had worked with LTD in the late 1990s to develop the concept of productivity and coverage, which formed the basis of LTD's policy that 75 percent of its service hours be allocated to productivity, 20 percent to coverage, and 5 percent would be at the discretion of the Board. He said that the Steering Committee had previously discussed moving from a hub-and-spoke transit model to more of a grid system where connectivity was the goal. He added that a consultant such as Mr. Walker could assist with that.

In response to a question from Ms. Brindle, Mr. Schwetz said that hub-and-spoke and grid were transit models, and many systems were hybrids of those two designs. Systems evolve as communities grow and transit needs changed. As EmX expanded, it was becoming clear that more connectivity was needed.

EmX STEERING COMMITTEE RE-CHARTERING: Mr. Schwetz introduced LTD's implementation planning initiative and the Steering Committee's involvement in that process. He stressed that implementation was a part of the planning process and not the culmination or end result of it. In making implementation decisions, it was necessary to start with a solid foundation that identified the community's collective ambitions as reflected by local plans. The trajectory of implementation should be considered and learning and adaptation should be built into the implementation plan. Wise counsel also should be sought, and that was where the Steering Committee could play a role.

Mr. Schwetz reviewed the notes from the September 23, 2016, meeting of the EmX Steering Committee Re-Chartering Subcommittee and the five elements recommended for inclusion in the Steering Committee's discussions:

1. Steering Committee's relationship with the LTD Board
2. Mission of the Steering Committee
3. Whether or not the Committee should have a new name
4. Whether or not Committee membership should be broadened
5. Governance and Steering Committee leadership

Mr. Satre observed that the notes contained terms such as *guidance*, *community input*, and *strategic issues*. He asked if the Steering Committee would clarify and define the meanings for those or would those be defined for the Committee. He said the subcommittee identified several strategic issues as examples, and he suggested that the Steering Committee consider developing bylaws that would define terminology.

Ms. Jackson said that LTD had done a good job with bus rapid transit (BRT) and built corridors that provided connectivity from one end of the community to the other, but other corridors were currently being studied from a system-wide perspective of connectivity, frequency, efficiency, and accessibility. The goal was a transportation system that worked well for all modes, not just transit. That would require guidance from a wide range of stakeholders in order to take a strategic approach to meeting the distinct needs of both Eugene and Springfield. That approach would also provide checks and balances among staff, community stakeholders, and the LTD Board, and foster affordable, sustainable answers to the many decisions the District would need to make over the next several years.

Mr. Yeh added that it was a good opportunity for the Steering Committee to act as a resource for the Board on a range of issues, although that would likely require more frequent meetings.

Ms. Brindle stated her support of expanding the role of the Committee. She allowed that would require more frequent meetings, as well as designated alternates for members. She suggested that the Committee also invite public comments at its meetings. Current membership included representation from the LaneACT (Area Commission on Transportation), and the ACT was hearing from its members about the need for service to rural communities. She said that she looked forward to the Steering Committee being able to consider those broader transportation issues.

Ms. Moore asked how community input on the transit system was currently captured. Ms. Jackson said that there were a number of options for people to provide input, including in person, via telephone and e-mail, and at meetings and events. She said that many of the concerns expressed were about individual issues, such as a desire to have a bus come five

minutes earlier. LTD was now reaching out to non-profit organizations that represent the transit-dependent population. She said that many organizations represent the same people, but for different reasons, such as transportation related to medical or employment needs, and staff were exploring how to communicate on a regular basis with those groups and collect and coordinate that information to help inform planning decisions. Mr. Schwetz added that there were a number of formal processes throughout the year, such as the Annual Route Review, that invite community input on the system.

Ms. Moore encouraged communications with system investors, such as small businesses, who were paying into the system to obtain buy in. She added that a motto or value statement that clearly expressed LTD's importance to the community would help create widespread support and ownership of the system.

Mr. Eyster summarized several points of which there appeared to be consensus among Committee members regarding the future of the Steering Committee:

- Serve in an advisory role that would make suggestions and recommendations to the LTD Board.
- Involvement in strategic rather than tactical issues
- Assist the LTD Board without being a buffer between the Board and the public
- Establish a new name that better describes the Committee's role
- Broaden the membership and mission of the Committee to be strategic and District-wide, rather than focusing on EmX
- Continue with an LTD Board member as chair to retain a strong liaison with the Board

Mr. Leiken stated his support for the proposed changes but emphasized that Ms. Jackson, as the District's general manager, was the asset. He encouraged her to elevate her profile in the community and get to know community leaders who had influence and could be valuable allies. He added that it wasn't necessary to focus on operational details (staff would take care of that), but rather be the face of LTD, communicate its vision, establish strong relationships, and change perceptions of LTD.

Mr. Gaydos arrived at 6:25 p.m.

Mr. Satre suggested dedicating the next meeting to discussion of the five items identified in the notes from the subcommittee. Mr. Yeh suggested meeting prior to the LTD Board's next meeting to discuss those issues and develop a more detailed set of recommendations. Staff would poll members for availability.

MOTION: Mr. Eyster, seconded by Mr. Satre, moved to recommend to the LTD Board that the name of the EmX Steering Committee be changed to LTD Transit Advisory Group and that the Committee's charge be broadened. Ms. Brindle moved to amend the motion to remove "transit" from the proposed name. Mr. Eyster and Mr. Satre accepted the amendment.

VOTE: The motion was approved as follows:

AYES: Brindle, Eyster, Leiken, Moore, Polling, Yeh, Satre, Gaydos (8)

NAYS: None

ABSTENTIONS: None

EXCUSED: Gillespie, Grossman, Hauser, Skov (4)

MAIN STREET – UPDATE: Mr. Boyatt announced that the City of Springfield had been awarded \$7 million from the Oregon Department of Transportation's (ODOT) All Roads Transportation Safety (ARTS) program to fund several safety improvement projects, including study of a raised median along the Main Street corridor. He said the City had been involved in planning and development activities focused on the corridor for a couple of years; and the award for a median study, which also would involve access management, was presented to the City Council to determine if there was support for including that in the City's Main Street efforts. He said that while a raised median did not technically restrict access, it would cause access changes, and the business and property owners along the corridor had to be involved in the planning process to identify the benefits and impacts of median configuration. The City Council approved proceeding with the planning process to determine if the project would have support from those impacted, and this injected a new element into the current transit study. He estimated the new study would likely take one to two years, and the City Council had directed staff to integrate the transit study into the median discussion to facilitate a single conversation with the community about the Main Street studies, which also would extend the transit study timeline by one to two years. He added that staff were in the process of determining how best to blend those two conversations.

Ms. Luftig offered that transit could design solutions that worked with or without a median.

Mr. Eyster commended the City Council for its willingness to study a median.

Ms. Brindle noted that the City had indicated that safety was its top priority for the corridor and had already taken several steps in that direction. She said that the median would have a tremendous impact on safety, and gaining support would be a lengthy, involved, block-by-block and business-by-business process to resolve opposition.

Ms. Moore noted that staff had already invested a significant amount of time in engaging businesses along the corridor and listening to their concerns. She said that establishing those relationships during the transit study would benefit the median study process. She thanked ODOT for funding the planning process.

Mr. Boyatt announced that the City of Springfield was recruiting members for its bicycle/pedestrian advisory committee, and he offered to distribute information about the application process. He said that applicants must live in Springfield or within its urban growth boundary.

MOVINGAHEAD – UPDATE: Ms. Luftig said that the project's original timeline had been modified when the prioritizing of criteria was moved from Phase II to Phase I in order to focus resources on the corridors that were identified as most ripe for project development. Under the updated timeline, staff were currently conducting an alternatives analysis. The first decision milestone would be selection of a locally preferred alternative (LPA) for each corridor and then prioritize them according to which were the most ready for investment now. Included in that discussion would be corridor development that made the most sense for the system.

Related to the current and former agenda items, Mr. Eyster asked if the delay in the Main Street study by adding the ARTS project would have an impact on availability of funding for a potential Springfield project. Ms. Jackson said the delay would not endanger potential funding. There was ongoing communication with the Federal Transit Administration (FTA) to advise

them about the project. FTA asked LTD to submit the project scope so that it could be in the queue when LTD was ready to apply for funds.

Ms. Luftig said that public engagement was essential to the success of the project, and she explained the decision-making process. She said that the EmX Steering Committee could make its recommendations directly to the LTD Board.

In response to a question from Ms. Brindle, Mr. Schwetz clarified that the Metropolitan Policy Committee (MPC) would make a decision regarding the LPA, but prioritization of corridors would remain at the local level.

Ms. Luftig said that a group of ad hoc stakeholders was convened to evaluate performance measures, and she provided examples of some of the criteria, including speed, frequency, and travel time. She demonstrated how the ReMix tool helped community members visualize connectivity and travel time within the system, making the discussion more relevant to audience members.

Mr. Galloway said that the tools necessary to make redevelopment happen in downtown Eugene and along corridors had been extensively discussed during the development of the City's comprehensive plan, Envision Eugene. That included discussion of the impact of BRT investment on redevelopment and the conclusion that a 9-15 percent increase in property values could be realized from that investment. He noted the affect of national and state market factors on decisions to redevelop, and he explained the need to research and understand the impact of localized submarkets along corridors in order to make educated decisions on choosing LPAs and prioritizing corridors.

Mr. Leiken commented on the recent gift of \$500 million to the University of Oregon and how spinoffs would impact the City's redevelopment efforts and transportation system and investment in public infrastructure. Mr. Galloway agreed and said that City staff were involved in discussions with the University about the impacts; the City would be pursuing a complete redesign of the Franklin Boulevard corridor consistent with the University's plans.

Mr. Leiken encouraged the City and LTD to reach out to members of the county's legislative delegation for assistance with infrastructure needs.

Ms. Luftig sought the Steering Committee's support for reaching out to local experts to convene a work session to discuss the context-specific issues. There were no objections from Committee members.

PROGRESS REPORT ON LTD BOARD RESOLUTION SUPPORTING VISION ZERO: This item was postponed to a future meeting.

CURRENT EMX OPERATIONS AND PROJECTS – UPDATE: This item was postponed to a future meeting.

OTHER REPORTS: Ms. Luftig reported that Social Bike had been selected as the operator for the bike share system, and the City of Eugene, LTD, and University of Oregon were continuing discussions about project implementation. She said that Social Bike was willing to assume project risk, and operations were anticipated to begin in the fall of 2017.

NEXT MEETING AND FUTURE MEETING AGENDA ITEMS: Mr. Yeh asked Committee members to contact staff with suggestions for future agenda items.

ADJOURNMENT: Mr. Yeh adjourned the meeting at 7:18 p.m.

(Recorded by Lynn Taylor)