



Public notice was given to  
*The Register-Guard* for publication  
on March 3, 2017.

**LANE TRANSIT DISTRICT  
STRATEGIC PLANNING COMMITTEE MEETING**

**Tuesday, March 7, 2017  
5:30 p.m. to 7:30 p.m.**

**LTD Board Room**  
3500 E. 17<sup>th</sup> Avenue, Eugene  
(Off Glenwood Boulevard in Glenwood)

**AGENDA**

**I. CALL TO ORDER**

**ROLL CALL**

- |   |   |  |                                      |
|---|---|--|--------------------------------------|
| <input type="checkbox"/> Carl Yeh (Chair) | <input type="checkbox"/> Josh Skov      | <input type="checkbox"/> Frannie Brindle | <input type="checkbox"/> Mike Eyster |
| <input type="checkbox"/> Gerry Gaydos     | <input type="checkbox"/> Gary Gillespie | <input type="checkbox"/> Kate Reid       | <input type="checkbox"/> Dave Hauser |
| <input type="checkbox"/> Sid Leiken       | <input type="checkbox"/> George Poling  | <input type="checkbox"/> Rick Satre      | <input type="checkbox"/> Sheri Moore |

**II. COMMENTS FROM THE CHAIR** (2 minutes)

**III. AGENDA REVIEW** (3 minutes)

**IV. AUDIENCE PARTICIPATION**

- ◆ *Public Comment Note: This part of the agenda is reserved for members of the public to address the Board on any issue. The person speaking is requested to sign-in on the Audience Participation form for submittal to the Clerk of the Board. When your name is called, please step up to the podium and give your name and address for the audio record. If you are unable to utilize the podium, you may address the Board from your seat.*
- ◆ *Citizens testifying are asked to limit testimony to three minutes.*

**V. APPROVAL OF MEETING MINUTES:** (2 minutes)

**Action Needed: Vote to approve minutes from February 7, 2017 (Attached)**

**VI. MOVINGAHEAD DECISION-MAKING PROCESS** (40 minutes)

**Action Needed: Provide feedback to staff**

Based on discussion at the February 22 Sounding Board meeting, Tom Schwetz and Kelly Hoell will facilitate a discussion about the MovingAhead decision-making process and ask for feedback on ways to frame the opportunities and complexities and educate decision-makers and community members about the types of decisions to be made.

**VII. WEST EUGENE SERVICE REDESIGN** (25 minutes)

**Action needed: Information and discussion only.**

LTD service planners will share proposed service changes associated with the opening of the West Eugene EmX Extension in September 2017.

**VIII. STRATEGIC PLANNING COMMITTEE WORK PLAN DEVELOPMENT** (30 minutes)

**Action needed: Information and discussion only.**

A work plan can assist the committee as it transitions to its broader charge. Tom Schwetz will use this time to summarize the results from last meeting’s brainstorm as SPC members answered the question: “

*“How might changes in technology, policy direction, demographics, and economic and environmental conditions play out in ways that affect LTD’s operations and ridership over the next 5 to 10 years?”*

Mr. Schwetz will provide the brainstorm results in context with similar brainstorm exercises done with four other groups: LTD staff, LTD’s internal Sustainability Team, attendees of the Transportation Research Board’s annual meeting in January 2017, and attendees of the NW Transit Exchange held in Eugene in October 2016. Patterns noted will be used to further develop the SPC work plan. (Attached)

**IX. STANDING PROJECT AND COMMITTEE REPORTS**

**Action needed: Information only.**

**a. MovingAhead:** Kelly Hoell will provide a project update. (2 minutes)

**b. Main-McVay Transit Study:** Kelly Hoell will provide a project update. (2 minutes)

**c. Vision Zero:** Kelly Hoell will provide an update on this initiative. (2 minutes)

**d. SPC Bylaw and Membership Subcommittee:** Committee has not yet been convened. (2 minutes)

**X. NEXT MEETING AND FUTURE MEETING AGENDA ITEMS** (8 minutes)

The next meeting is scheduled for Tuesday, April 4, 2017. Possible topics for this and future meetings include the following:

<b>Topics</b>
LTD Implementation Planning Process (10-year, 3-year)
City of Eugene Bike Share Program
Presentation by Josh Skov: Share use mobility – what policies are needed to allow companies like Uber/Lyft to successfully re-enter our market?
SPC work plan development
Other?

**XI. ADJOURNMENT**

The facility used for this meeting is wheelchair accessible. If you require any special physical or language accommodations, including alternative formats of printed materials, please contact LTD’s Administration office as far in advance of the meeting as possible and no later than 48 hours prior to the meeting. To request these arrangements, please call 682-5555 (voice) or 7-1-1 (TTY, through Oregon Relay, for persons with hearing impairments

MINUTES OF MEETING  
LANE TRANSIT DISTRICT  
STRATEGIC PLANNING COMMITTEE

Tuesday, February 7, 2017

Pursuant to notice given to *The Register-Guard* for publication on February 2, 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, February 7, 2017, beginning at 5:30 p.m., at the LTD Board Room, 3500 E. 17th Avenue, Eugene, Oregon.

Strategic Planning Committee

Present: Carl Yeh, Chair, LTD Board  
Frannie Brindle, ODOT  
Mike Eyster, At Large  
Gerry Gaydos, At Large (arrived at 5:40 p.m.)  
Gary Gillespie, LTD Board  
Sid Leiken, Lane County Board of Commissioners  
Sheri Moore, Springfield City Council  
George Poling, Eugene City Council  
Rick Satre, At Large  
Josh Skov, At Large

Absent: Dave Hauser, Chamber of Commerce

LTD Staff A.J. Jackson, General Manager (via telephone)  
Tom Schwetz, Planning and Development Manager  
Kelly Hoell, Development Planner  
Edward McGlone, Director of Public Affairs  
Camille Straub, Clerk of the Board  
Ashley Ziert, Administrative Secretary

Guests Rob Zako, BEST  
Gary Wildish, LTD Board  
Chris Boone, Eugene Chamber of Commerce  
Stephen Yett

**I. CALL TO ORDER/ROLL CALL**

Mr. Yeh called the meeting to order and called the roll.

**II. COMMENTS FROM THE CHAIR**

Mr. Yeh remarked it was a momentous occasion as the committee began its transition from the EmX Steering Committee to the Strategic Planning Committee (SPC) and there were many issues to address on the agenda.

### **III. AGENDA REVIEW**

Mr. Schwetz said the agenda would focus on issues related to the SPC's transition to its new role, particularly the framework for a work plan as the SPC moved forward. He said these included organization tasks related to committee officers, membership, alternates and bylaws.

### **IV. AUDIENCE PARTICIPATION**

**Rob Zako, Eugene**, representing Better Eugene-Springfield Transportation (BEST), reported that BEST had organized an event featuring Jarrett Walker in November 2016 and it was well-received by the community. A community conversations report by BEST was now completed and would be released in a few weeks; it could help inform the SPC's discussions. He anticipated that information from a station-to-station transit travel time study that began last summer would produce some information within a month.

### **V. ITEMS FOR ACTION**

#### **A. Approval of Minutes of November 30, 2016, EmX Steering Committee**

Mr. Gillespie, seconded by Ms. Brindle, moved to approve the November 30, 2016, EmX Steering Committee minutes as submitted. The motion passed unanimously, 9:0

#### **B. Appointment of SPC Member to MovingAhead Sounding Board**

Ms. Hoell described the composition of the Sounding Board and noted that Mr. Satre was the current SPC representative. She asked that the SPC appoint a second representative to the Sounding Board. The next meeting of the Sounding Board would occur later in February 2017, followed by another meeting in May and some additional activity in October.

In response to a question from Ms. Moore, Ms. Hoell explained that the Sounding Board members primarily represented Eugene area entities because the project was Eugene-based, although some members were from groups with broader representation throughout the metropolitan area.

Mr. Gaydos arrived at 5:40 p.m.

Mr. Gaydos volunteered to serve as an SPC representative to the Sounding Board.

### **VI. MOVINGAHEAD SCHEDULE UPDATE**

Ms. Hoell stated the intent was for the LTD Board, Eugene City Council, and Metropolitan Policy Committee (MPC), at the conclusion of the current project phase, make decisions on two issues: selection of a Locally Preferred Alternative (LPA) for each of the five corridors and to determine the priority order for implementing improvements to those corridors. She reviewed the schedule included in the agenda packet and said that most of the work would occur during the remainder of the calendar year, with decisions by the Board and City Council in December 2017, with approval by the MPC in early 2018. She said that a 60-day public comment period on the alternatives analysis was scheduled for August 1-September 30, 2017.

Ms. Hoell explained that the MovingAhead Oversight Committee would make formal recommendations to the LTD Board and Eugene City Council, based on input from the Sounding

Board. The Strategic Planning Committee (SPC) would also receive results of the technical analysis and public comment period and provide its own recommendations to the Board and City Council.

Mr. Eyster asked how the Main Street-McVay study fit into the larger MovingAhead picture. Ms. Hoell replied that the Main Street-McVay project was delayed; if a build option was selected for one of the MovingAhead corridors and it made sense to apply for Small Starts funding in the fall of 2018, that project would move forward before Main Street-McVay. Ms. Brindle added that the Main Street-McVay project was on hold pending another study of Main Street safety improvements, which she estimated would take approximately 18 months.

Mr. Eyster asked about the earliest possible date for a safety project in Springfield. Mr. Schwetz replied that if the Oregon Department of Transportation's (ODOT) safety study was concluded in 18 months, the transit improvements study could likely be completed in another 12 months; the necessary decisions could be made in 2019.

Mr. Skov asked if staff had information about the specific issues the SPC would be discussing at its future meetings. Ms. Hoell said the schedule was fairly aggressive, with two meetings in the month of October: one to review results of the technical team's alternatives analysis, as well as the public comments received and the second to make formal recommendations on LPAs and corridor prioritization. She said an initial set of technical findings would be presented to the SPC in the spring.

Mr. Skov said there was a long list of topics for the SPC to address in 2017 and he hoped the work plan would allow the committee adequate time for consideration of MovingAhead issues. He noted there had been extensive discussions about how an LPA for each corridor might not capture the entire picture. He did not see that discussion represented in the materials presented. Ms. Hoell said that discussion was continuing and that issue would be revisited during the decision-making process. She said the decisions about LPAs and corridor prioritization would need to consider the community as a whole and how those decisions would fit together.

Mr. Skov said he was troubled about a corridor-specific LPA for each of the five corridors because the subsequent political decision would not be made in a vacuum. He said that he felt it was problematic that a yes or no decision on an LPA for each corridor could be made; there were too many permutations. He said the matter should be discussed sooner rather than later.

## **VII. PROPOSED LEGISLATIVE CHANGES TO LTD'S BOARD STRUCTURE**

Mr. McGlone stated that Legislative Concept (LC) 1934 had not yet been introduced as a bill, but was likely to become one. It would have a direct and immediate effect on LTD's Board of Directors and the Board would be asked to take a position at its February 15 meeting. He said it was appropriate for the SPC to receive information on the matter and provide feedback to the Board. He said the Board was seeking information about community partners' reactions to the proposed change and whether that change was necessary.

Mr. McGlone said the legislation would affect the LTD and Portland Metro boards and was being proposed jointly by the Amalgamated Transit Union (ATU) and OPAL Environmental Justice Oregon, a Portland-based group focused primarily on environmental justice, social equity and access issues, particularly those related to transportation. He said there were three functional changes proposed:

- LTD's Board was currently composed of seven members appointed by the Governor and representing subdistricts that were geographically apportioned. The legislation would require

the Governor's Office to consult with the Metropolitan Planning Organization (MPO); Lane Council of Governments (LCOG) would be a mandatory consult before an appointment was made. That was currently an informal process and the legislation would formalize it.

- Four new members representing four new constituencies would be added to the Board.
- Providing definitions for categories of transit users: frequent user, regular user, and occasional user, and using those definitions as criteria for board member participation.

Mr. McGlone explained each of the proposed new board positions, all of which were at-large and not assigned to a geographic subdistrict:

- A person under the age of 30 who was a regular transit user (regular defined as using the bus 20 times per month or more), with the ability to represent the interests of students and young people who rode transit
- An active member of the labor organization representing District employees - that would be ATU as there were no other unions representing LTD's employees
- A person with a disability who was a regular transit user and had the ability to represent the interests of persons with disabilities who used transit
- A regular transit user who had the ability to promote the interests of low-income and minority communities within the District

Mr. McGlone said the law currently required that one board member be a regular transit user, but that was not defined. The legislation would change regular to frequent, and define frequent as using the bus 40 times per month. His understanding was that those promoting the bill had concerns about the Portland Metro Board of Directors and generally felt that LTD's Board was doing a good job of constructively engaging the union and being responsive to environmental justice communities. He said sponsors hoped the LTD Board would support the legislation; staff was not providing any recommendation to the Board, but was seeking input from the SPC.

Mr. Satre asked if the proposal to lower the population for a metropolitan statistical area (MSA) from 400,000 to 350,000 would have an impact. Mr. McGlone said the MSA definition was not being changed in the payroll tax statute.

Mr. Gillespie said he saw some positive aspects to the proposal, but was not inclined to support expanding the Board to 11 members as it could result in over-representation of some subdistricts because of the concentration of certain constituencies in some areas of the community. He questioned whether a person appointed to the position representing young people would be able to continue if he/she turned 31 before the term of appointment expired. He said LTD had in the past sought like-minded people to serve on the Board and the legislation would create more diversity in representation of various populations. He said that he understood why ATU was interested in having representation on the Board. He stated that he felt that 11 members was an unruly number, although expanding the Board could spread the tasks of serving on other committee among more individuals. He said there were some merits to the concept, but was opposed to the legislation as proposed.

Mr. Leiken questioned whether there was a conflict of interest in having a union representative on the Board. Mr. McGlone said the potential conflict was addressed through language permitting the board to prohibit the union representative from voting on contract matters. He said he pointed out to the bill's advocates that there were matters the Board could taken action on that were not related to a labor agreement, but which could present a conflict of interest to the union representative. He said

some transit boards in Washington State did include labor representatives, but they were ex officio members without votes.

Mr. Leiken agreed that an 11-member board was too large; boards were more effective if they were smaller and the current size of LTD's Board was ideal. He said that he was concerned about the potential for a conflict of interest unless the union representative was recused from all contract deliberations, including executive sessions. He added that he liked the idea of a position representing young people, but was not certain how to incorporate that concept without expanding the Board.

Mr. Gaydos said it was challenging to fill vacancies that occurred on the Board; increasing the size would compound that challenge. He did not agree that like-minded individuals were sought for the Board. He liked the inclusion of a youth representative on the Board, but said that position would likely experience a high turnover. He said the definitions of user categories could present problems if mandatory as a board member's life situation could change and impact their use of transit, possibly causing them to be removed from the board. He said that he felt the categories for representation on the board were good ideas that should inform the selection of board members, but not be required. Service on the board meant the commitment of considerable time and many people, particularly students, would find it difficult to do that. It would make filling board positions even more difficult.

Mr. Poling concurred with Mr. Leiken and Mr. Gaydos' comments. He said requiring certain defined categories of representation would create problems. He also agreed with concerns expressed about having a union representative as a board member. He noted the high turnover and problems with attendance of youth representatives on the Coburg Road EmX Advisory Committee. Youth representation should be encouraged, but not made mandatory.

Mr. Leiken said he was opposed to having the MPO mentioned in the legislation as that consultation already occurred informally.

Ms. Moore asked if there were any requirements for current LTD Board members other than residing in a subdistrict. Mr. McGlone said the only statutory requirement was that one member had to be a regular user of transit, although that was not well defined. The Governor's Office used informal guidelines related to diversity, age, gender, disability, ethnicity, and union background, but not the union associated with the District, along with business backgrounds.

In response to a question from Ms. Moore, Mr. Gillespie said the LTD Board was diverse with respect to age and gender and ethnicity reflected the composition of the community, which was primarily white. He said expanding the size of the Board would create challenges with establishing a quorum, turnover and recruitment. He said that he agreed it was important to always search for what was missing on the Board.

Ms. Moore said that changing the composition of the SPC, which was advisory to the LTD Board, would help to bring diverse perspectives to recommendations. She said that she did not favor the specific requirements included in the proposed legislation as often the narrow definitions had unintended consequences. She said perhaps the same goal could be attained by advisory or ad hoc committees that made recommendations to the Board. She asked if the TriMet Board had advisory committees. Mr. McGlone said the only statutorily required advisory committee was the Accessible Transportation Committee. He said the SPC was voluntarily created by LTD and the legislation's advocates would argue that while LTD was to be commended, that was not "hard

power" and populations that had often been excluded from access to power would not perceive representation on an advisory body as adequate to ensure their interests were addressed.

Ms. Moore said the legislation should be revised. She would not recommend it as written.

Mr. Yeh said the he felt the current LTD Board was a good representation of the community, but could always do better. Unfortunately, some people that the Board would like to see as members could not make the commitment because of constraints on their time. He said the legislation could generate some interesting discussions about whether geographical representation was the best model for LTD. He said that he liked the idea of having transit users on the Board, but expressed concern with the definitions of transit usage and implications for members appointed under those definitions if their usage changed. Mr. McGlone said there were practical issues regarding enforceability, verification, and changes in situations. Requiring at least 40 trips per month to be considered a frequent transit user would establish a very high bar and limit the pool of potential applicants.

Mr. Eyster said that he favored recommending no support for the legislation based on the reasons cited during the SPC's discussion. He said if the concern was primarily the Portland Metro Board, the legislation should be directed to it specifically. He said the proposed criteria could be used by the Governor's Office as it considered various applicants for board appointments, but not legislatively mandated.

Mr. McGlone observed that there were some clear lines of consensus on issues such as size of the board, conflict of interest, codifying definitions, changing board composition and general satisfaction with how the appointment process currently worked. He said that he would share that information with the LTD Board.

In response to a question from Mr. Gillespie, Mr. McGlone said that while not required by statute, it was good practice for applicants for board appointment to contact their legislative representatives.

#### **VIII. YOU'RE RE-CHARTERED—NOW WHAT?**

Mr. Yeh reviewed the key elements of the LTD Board resolution re-chartering the EmX Steering Committee as the SPC:

- Providing the LTD Board with independent advice on strategic planning issues
- Broadening the scope of the committee's engagement
- Diversifying membership
- Formalizing governance and committee leadership

#### **IX. BRAINSTORMING KEY DRIVERS OF CHANGE**

Mr. Schwetz asked for suggestions on broader topics that could affect LTD's operations and ridership over the next five to 10 years, such as changes in technology, policy direction, demographics, and economic and environmental conditions.

Ms. Brindle suggested driverless vehicles, particularly freight vehicles, and the infrastructure needed to support that technology, and the possibility of shared lanes with transit.

Mr. Yeh added driverless transit vehicles.

Mr. Gillespie suggested a fareless system for LTD by 2020.



Mr. Gaydos said he had concerns about what would occur in the north campus area and how that would redevelop Franklin Boulevard and affect transit service in the area. More intense development in that area, downtown Eugene and around the federal courthouse would increase congestion and impact the operations of buses. He said other development along the Franklin Boulevard corridor would also present a challenge and he hoped LTD participated in those discussions. He said LTD would also need to consider whether spoke and hub was the best model for moving people around the community.

Mr. Yeh said other factors were transportation alternatives such as Uber and Lyft, driverless vehicles operated through a subscription basis and other forms of competition with transit.

Mr. Poling said major development of multi-family housing north of the Randy Papé Beltline and possible expansion of Eugene urban growth boundary meant a large influx of new residents and increased commercial and industrial uses in the vicinity of the airport.

Mr. Skov said the term "shared use mobility" captured a variety of technologies and platforms related to each other, such as ride-sharing and ride-sourcing. The SPC would be discussing the policy framework under which those became available in the Eugene-Springfield area and functioned in a complementary way with transit, rather than in competition. He said electrification of transportation was the future and LTD should consider how it would fit into that more broadly than just its fleet. He also urged the committee to discuss revenue.

Mr. Yeh suggested the topic of additional rural service in terms of consistency and frequency.

Mr. Eyster agreed that revenue sources were a critical topic.

Ms. Moore said the convenience of EmX service had raised expectations about service throughout the system.

Mr. Gillespie suggested wifi on buses.

Mr. Skov suggested fare management systems.

Mr. Gaydos said 24-hour service through connection with other services and a central platform for providing access information and coordination of mobility. He said that he also liked the idea of wifi on buses.

Mr. Skov said discussion of a fare management system should also consider issues related to user privacy.

Mr. Leiken said collaboration was critical in the competition for infrastructure funding, particularly at the federal level.

Ms. Brindle said densification and an increase in low-income housing would require better connectivity to jobs. It was important to consider the best use of existing infrastructure and shifts in how people worked, such as out of their homes or at commuter hubs, as well increased use of alternate modes by young people and the elderly.

Mr. Skov added to the topic of competitiveness for funding the issue of matching funds expectations. He also suggested fare structure as a topic.

Ms. Moore said that student pass programs helped to promote transit usage by youth and develop it as a lifelong habit.

Mr. Gaydos said exploring creative ways to encourage ongoing community engagement was important, as was maintaining sustainability and social equity as part of LTD's vision. Social equity included service to low-income populations, educating people on how to use the system, and assuring the safety and security of transit users.

Mr. Skov suggested the topic of earthquake resilience, response and recovery.

Ms. Brindle suggested drone technology and how it might affect transportation.

Mr. Yeh thanked SPC members for their suggestions, which represented what the SPC could offer in terms of diverse background and perspectives.

#### **X. STRATEGIC PLANNING COMMITTEE WORK PLAN DEVELOPMENT**

Mr. Schwetz suggested deferring this item until staff could process the information gathered in the brainstorming activity and the committee would have more time to discuss a work plan.

Mr. Gillespie asked if LTD would be considering modifying its Vision Zero policy to be more reflective of the Toward Zero Deaths concept. Mr. Schwetz replied that there were no plans to change the current policy.

Mr. Skov said that some of the large topics the SPC would be addressing in the coming year, such as MovingAhead, were not on the brainstorming list and asked if the committee should provide some direction to staff on areas of emphasis as they processed the information.

Mr. Yeh asked that the organizational tasks be addressed first, then the committee could return to work plan development.

#### **XI. ORGANIZATIONAL TASKS**

Mr. Yeh proposed that a subcommittee be formed to develop bylaws and membership proposals. He determined there was consensus to establish a subcommittee.

Mr. Gillespie, Ms. Moore, and Ms. Brindle volunteered to serve on the subcommittee.

Some topics for the subcommittee to consider were:

- allowing members to identify alternates to assure meeting attendance
- scheduling more frequent meetings, particularly during the transition period

Mr. Schwetz proposed meeting on the first Tuesday of each month and staff would determine members' availability on those dates. He said the City of Eugene was focusing on public spaces and some of the locations would involve LTD. He said an agenda item for the March meeting could be a discussion of LTD's role. Mr. Gillespie said that discussion should also include LTD's public safety manager.

Mr. Yeh said a Vision Zero update should be on a future agenda.

## **XII. WORK PLAN DEVELOPMENT (continued)**

Mr. Skov offered the following topics:

- MovingAhead - how the SPC would be involved
- Main Street-McVay
- Vision Zero
- West Eugene service redesign
- 10-year investment plan and a possible request for proposals (RFP) for consulting work
- Eugene Bike Share

Mr. McGlone asked how the SPC wanted to be involved in those topics, including the public outreach components.

Mr. Skov noted that many topics were identified during the brainstorming activity and there were a number of ongoing projects the committee would be addressing. He said the committee should give staff some sense of the prioritization of those topics.

Mr. Yeh said it would be helpful to identify medium- and long-range topics.

Mr. Schwetz said that funding was the key to accomplishing other things on the list of topics and suggested discussions of collaboration and perhaps committee membership, community engagement and fare structure were important and connected.

Mr. Gillespie said Mr. Schwetz's suggestions tied in well with the goals and directives the Board had established for the general manager.

Mr. Eyster said that he felt the suggested topics were all encompassing and other topics would fit under them as appropriate.

Mr. Skov said he was troubled by being so close to decisions on the selection of LPAs by the LTD Board and Eugene City Council without having a clear sense of the relationship among those LPAs. That should be the first topic on the committee's next meeting agenda. He said MovingAhead should be at or near the top of the priority list. Establishing milestones and an implementation plan for Vision Zero should also be a priority. Other top priorities should be how the Eugene Bike Share program would be integrated with and serve transit and the West Eugene service redesign. With respect to public engagement, he said it was essential that committee members know what messages about those topics they should be carrying to the community.

Mr. Gaydos said that he agreed the West Eugene service redesign was very important and presented an opportunity to make it a positive situation by determining the message and who would be engaged.

Ms. Moore asked for clarification on how the SPC would be involved in the selection of LPAs and making recommendations to the Board, given the amount of public input that had already occurred. Ms. Hoell said staff could provide more detail on the process at the committee's next meeting.

Mr. Schwetz summarized that the committee was particularly interested in how the LPAs would be presented for decision-making, the West Eugene service redesign and messaging from the SPC,

an update on the connection between the Eugene Bike Share and transit and a work plan for Vision Zero.

### **XIII. NEXT MEETING AND FUTURE MEETING AGENDA ITEMS**

Mr. Skov suggested that SPC members could present on specific topics. He could make a presentation about shared use mobility and Mr. Leiken could discuss funding and collaboration at the next meeting.

Mr. Schwetz said staff would develop a categorized topic list.

Mr. Yeh said topics could also be identified as short-, medium- and long-range.

Ms. Brindle reported on jurisdictional transfers of Territorial Highway to Lane County and Highway 99/126 through Eugene to the City. She said that would give the City and LTD a larger role in issues of maintaining freight standards and access management along those corridors.

Mr. Leiken asked for a monthly summary on the Joint Transportation Committee and transportation package.

### **XIV. ADJOURNMENT**

Mr. Yeh adjourned the meeting at 7:35 p.m.

*(Recorded by Lynn Taylor)*

## **VIII. STRATEGIC PLANNING COMMITTEE WORK PLAN DEVELOPMENT**

- 02/07/2017 Strategic Planning Committee Brainstorm Notes

## 02/07/2017 Strategic Planning Committee Brainstorm Notes

### Still Hub & Spoke?

- Driverless Vehicles
  - Freight
  - Transit? EmX
- Fareless at 50 (2020)
- Franklin Corridor
  - North Campus redevelopment and how that impacts Franklin and historic trees
  - Growth of EWEB
  - Increasing traffic
  - Ferry Street Bridge is congested
  - Courthouse/Butterfly/OBIE
  - Glenwood new hotel and Mississippi redevelopment will all impact franklin corridor

### Additional Revenue

- Ridesharing – Uber and Lyft
  - Competition
  - Shared-use mobility
  - Should be talking about the policy terms in which they come back.
  - Complimentary to transit system.
  - Electrification. Wave of the future.
  - How do we fit in besides just our fleet.
  - New source of funding.
- Wi-Fi on buses
- North of Beltline – large influx of new residents
  - Crescent/Coburg Road
    - UGB Expansion
- Shared-use mobility
  - Rideshare & Ridesource
    - Policy framework to be constructive with Public Transit
- Electrification of Fleet & Broader Trans
- Longer distance connectivity to rural areas

### Revenue Services Needed

- Meeting expectations
  - FTN
- Fare management system
- 24 hour service
  - Coordinating roles
  - Central platform for mobility
- Tracking users
  - Privacy issues – digital

- Market
  - Collaboration – Key
    - Bike-Ped, Downtowns, Infrastructure
  - New Money
    - Fed funds – winners & losers
  - Paint a good picture for our needs to make the case that funds need to come here.
  - Local match – need, funding sources are getting more competitive.
- 
- Urban densification
    - Greater availability of low income housing
    - Housing shortage
      - Connect to jobs
  - Make use of the infrastructure we have
  - HUBS served by Transit
    - Aging population
      - Service access
      - Mode shifts
      - People are getting out of cars
  - Youth Pass (like Willamalane)
    - Grow up transit users. What does it take to promote transit riders?
  - Fare Structure – What are we changing for? How does it connect to our mission?
  - Engagement
    - How to...
  - Sustainability
  - Social equity
    - We don't have good service going to new development/connectivity
    - How to engage and allow people to use the system?
  - Safety of the system – perceived and real. Safety & Security
    - Vision Zero
  - Earthquake response and resilience
  - Drones
    - Delivery and how that might impact our transportation system and other aspects of our lives.

## Strategic Planning Committee Work Plan

### Short

- MovingAhead
- Main-McVay Transit Study
- West Eugene Service Redesign
- Eugene Bike Share
- Vision Zero
- Scope & Planning Process

Other items for SPC work plan (current and on-going commitments):

- 1) MovingAhead decision-making process: LPAs and “packages”
  - a. Relationship among Alternative
  - b. Not single Corridor
- 2) Vision Zero - needs clarity
  - a. LTD work plan
- 3) Eugene Bikeshare
  - a. Heard nothing for a very long time – integrated with transit
  - b. Is it happening?
  - c. How is this project being integrated with transit?
  - d. Messages we are carrying to people
- 4) West Eugene Service Redesign: Build and make a positive process



# MOVING AHEAD DECISION-MAKING PROCESS



LTD.org

To Hot/Cold?  
Please contact Fac  
Management at 541-50  
adjust room temperature  
start of your schedule

Sorting  
Alternatives



LPAs  
Moving Ahead  
Transit Alternatives

Assessing  
Strategic Opportunities

- Community Values
- Community Priorities
  - Urgent Needs
  - "Ripe" Opportunities
  - Funding Opportunities
  - Land Use Vision
  - Regional Transportation Network
  - Bike-Ped Systems
- Strategic Investment Packages
  - Multimodal - Transit, Bike, Ped.
  - Integrated w/ Land Use & Growth Priorities

Formally Select LPAs  
in Context of Purpose-Need-Goals-Objectives  
Criteria + Opportunity Assessment

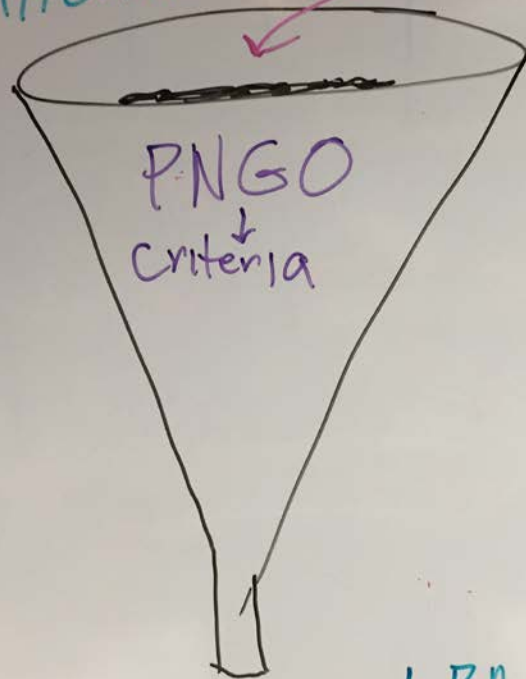
2 → Reflect Community Values  
& Broader Community Priorities

Prioritize Strategic Investment  
Packages for Moving Ahead Projects  
in a Manner that best  
Serves Council-Board  
Decision-Making

EXPO 2

oak

Sorting  
Alternatives



PNGO  
↓  
Criteria

LPAs  
Moving Ahead  
Transit Alternatives

Ass  
Stra

## Technical Analysis of Alternatives

- **Provides a comprehensive evaluation of the impacts of alternatives**
  - with 21 disciplines we are measuring many things we care about
- **However,**
  - initial scan of analysis suggests that there may be very few of the 21 disciplines analyzed that provide clear differentiation of alternatives



# How Do We Make Decisions under These Conditions?

- **Start with the Vision and Values**  
**Underlying Moving Ahead:**
  - System-Level Vision
  - Multi-Modal Impact
  - Integrated Transportation and Land Use Actions
- **Working toward a More Livable Community**
  - Incorporate a balanced triple bottom line assessment within a competitive strategy for implementation



# Assessing Strategic Opportunities

Community Values

Community Priorities

- Urgent Needs
- "Ripe" Opportunities
- Funding Opportunities

- Land Use Vision
- Regional Transportation Network
- Bike-Ped Systems

Strategic Investment Packages

- Multimodal - Transit, Bike, Ped.
- Integrated w/ Land Use & Growth Priorities

# Enhanced Corridor Options Present Dynamic Opportunities

- **Enables Opportunities to Make Improvements at a System Level**
  - Across corridors as opposed to one corridor at a time
  - Easier to Assemble Multi-Modal Packages
  - Provides for mixed strategy of EmX corridor investment and the multiple enhanced corridor investments moving forward simultaneously





Formally Select LPAs

In Context of Purpose-Need-Goals-Objectives  
Criteria + Opportunity Assessment

→ Reflect Community Values  
& Broader Community Priorities

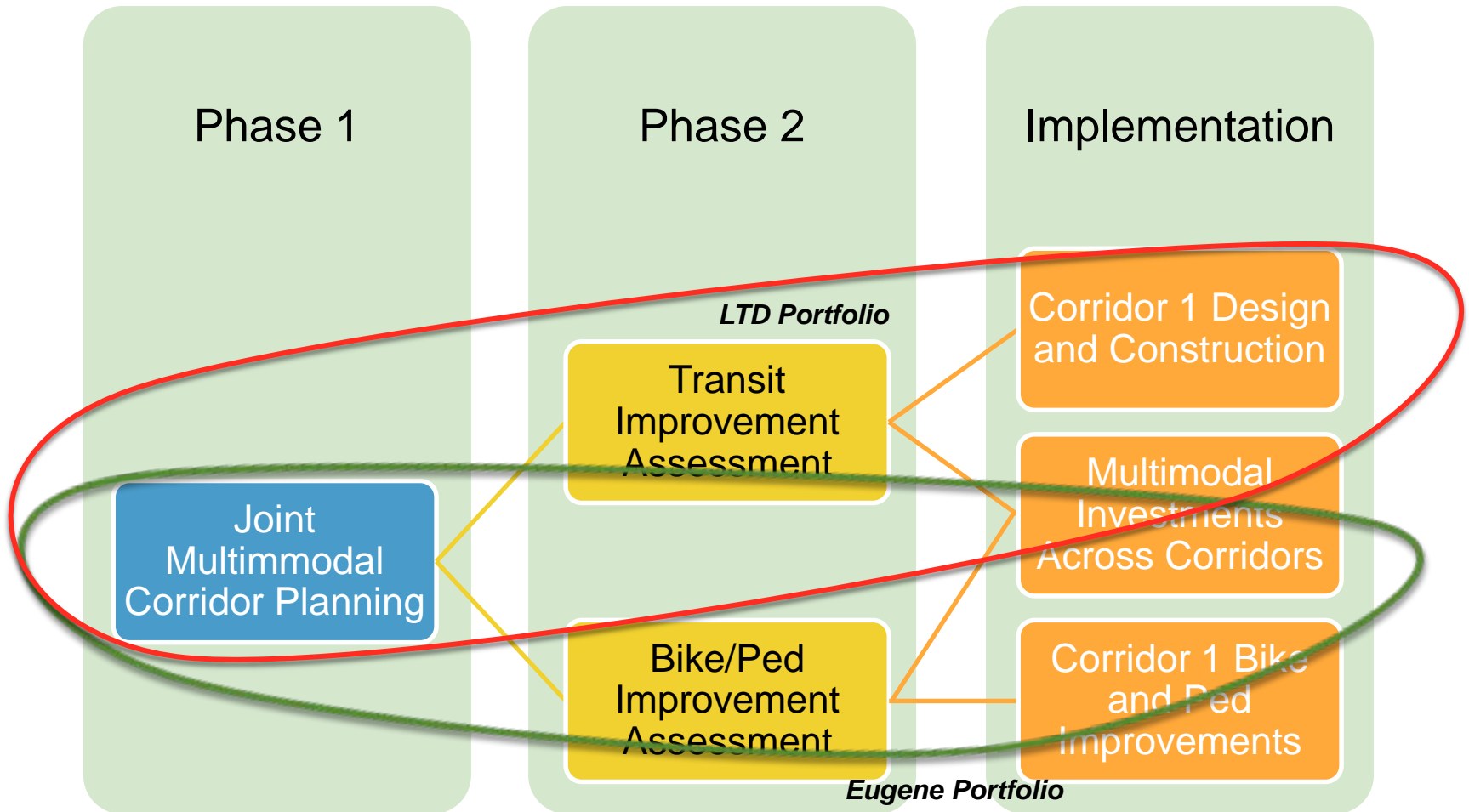
Prioritize Strategic Investment  
Packages for Moving Ahead Projects  
In A Manner that best  
Serves Council-Board  
Decision-Making

To Hot/Cold?

Please contact Facilities  
Management at 541-501-9425  
adjust room temperature before  
start of your scheduled event



# Overlapping and Connected Agency Portfolios



# 2017 West Eugene Service Redesign



LTD.org

## C. Service Evaluation Procedures

### Timing of Changes

- **There are at least three bids per year** when service changes typically are made. The fall bid typically starts one week before the start of classes at the University of Oregon (UO) and Lane Community College (LCC). The start of summer bid coincides with the end of the UO and LCC school year. The winter bid is scheduled at approximately halfway between the fall and summer bids.
- **Major service changes generally will be confined to the fall bid.** Minor service changes can be made during the winter and summer bids, and the deletion of school service can occur during the summer bid and during holiday breaks.
- **An Annual Route Review (ARR) will be conducted every year.** Requests for changes or additions to service and other improvements to the system will be considered during the ARR. Approved recommendations from the ARR typically will be implemented with the next fall bid.
- **A major bus rider survey will be conducted at least every four years.** The survey will determine travel behavior, fare payment trends, and customer opinions on service options and customer information.

# Objectives - 2017 West Eugene Service Redesign

- **Engage current riders and community for input and reaction to proposed changes**
- **Evaluate performance of current system**
  - route level productivity by route classification
- **Respond to Growth**
- **Evolve Overall Network Design**
- **Redesign service in West Eugene to better connect to EmX**





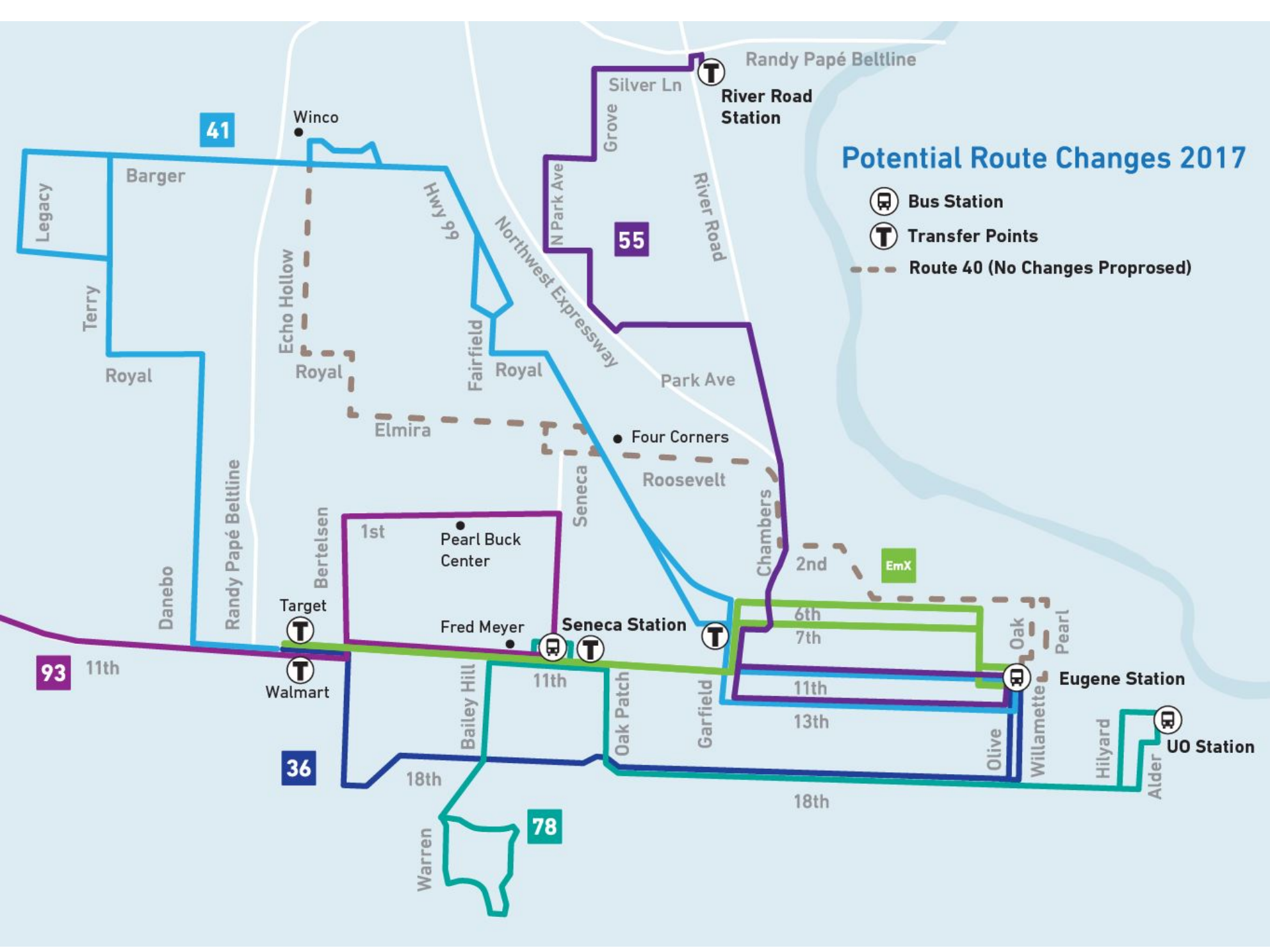
# Timeline - 2017 West Eugene Service Redesign

- **Proposal Stage** (October – February)
  - Internal review
  - Bus Operator outreach
  - Presentations & feedback with community members and local organizations
  - Survey general public
- **Recommendation Stage** (March)
  - Presentation to Board of Directors
  - Public Hearing
- **Adoption Stage** (April)
  - Board Service Committee Approval
  - Board of Director's Approval

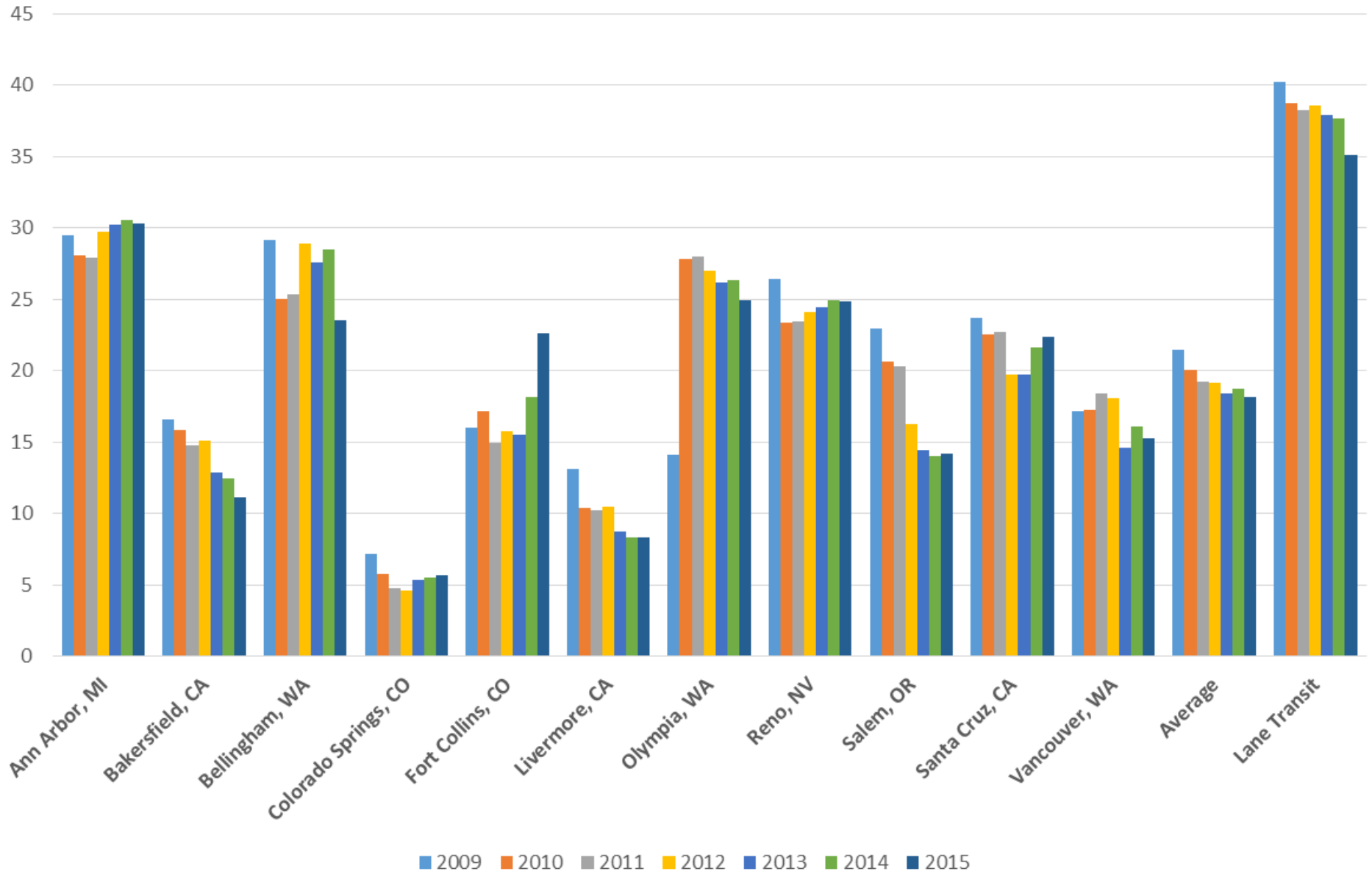


# Potential Route Changes 2017

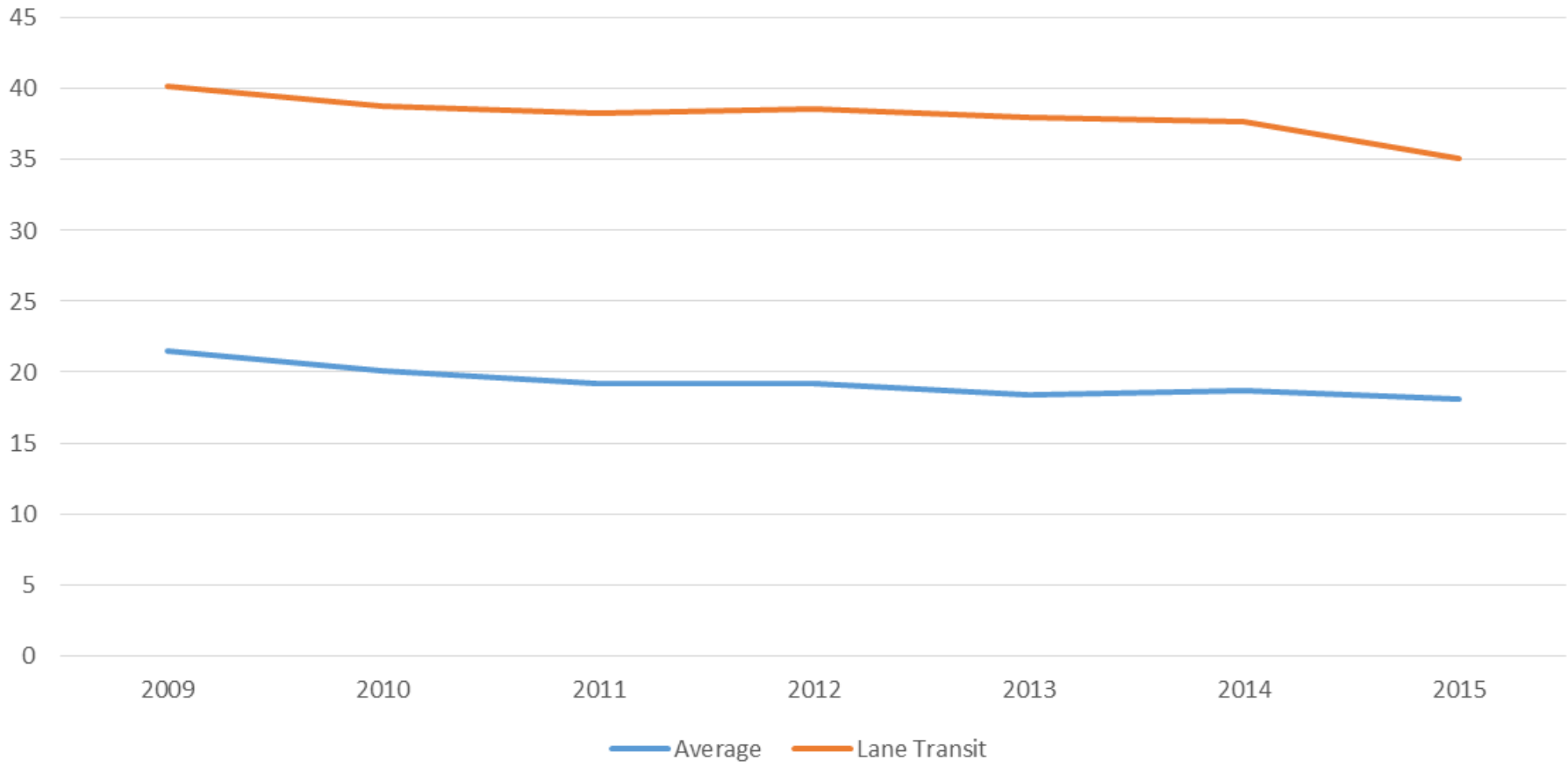
-  Bus Station
-  Transfer Points
-  Route 40 (No Changes Proposed)



# Boardings per Capita for LTD and Peer Cities

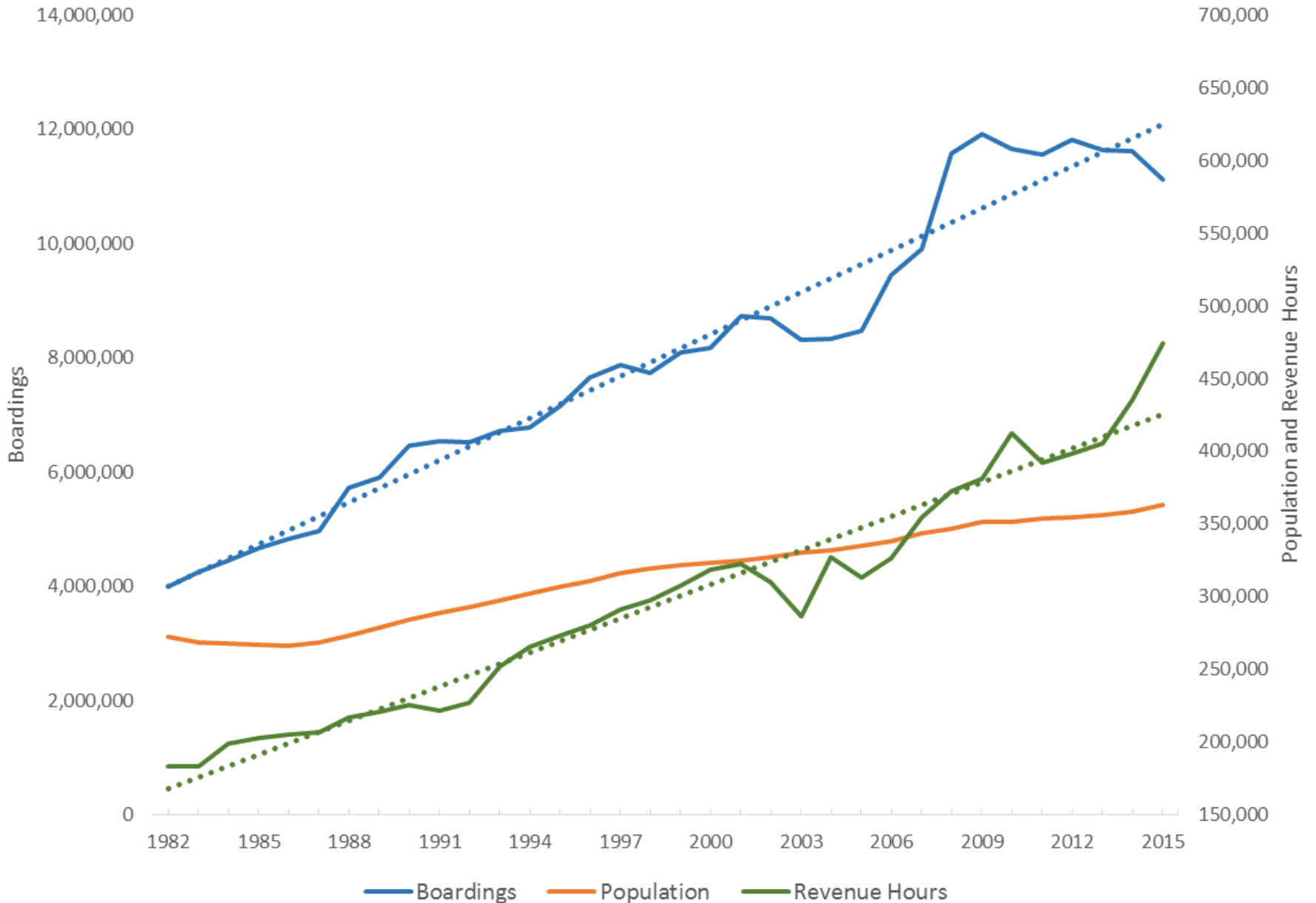


# Boardings per Capita

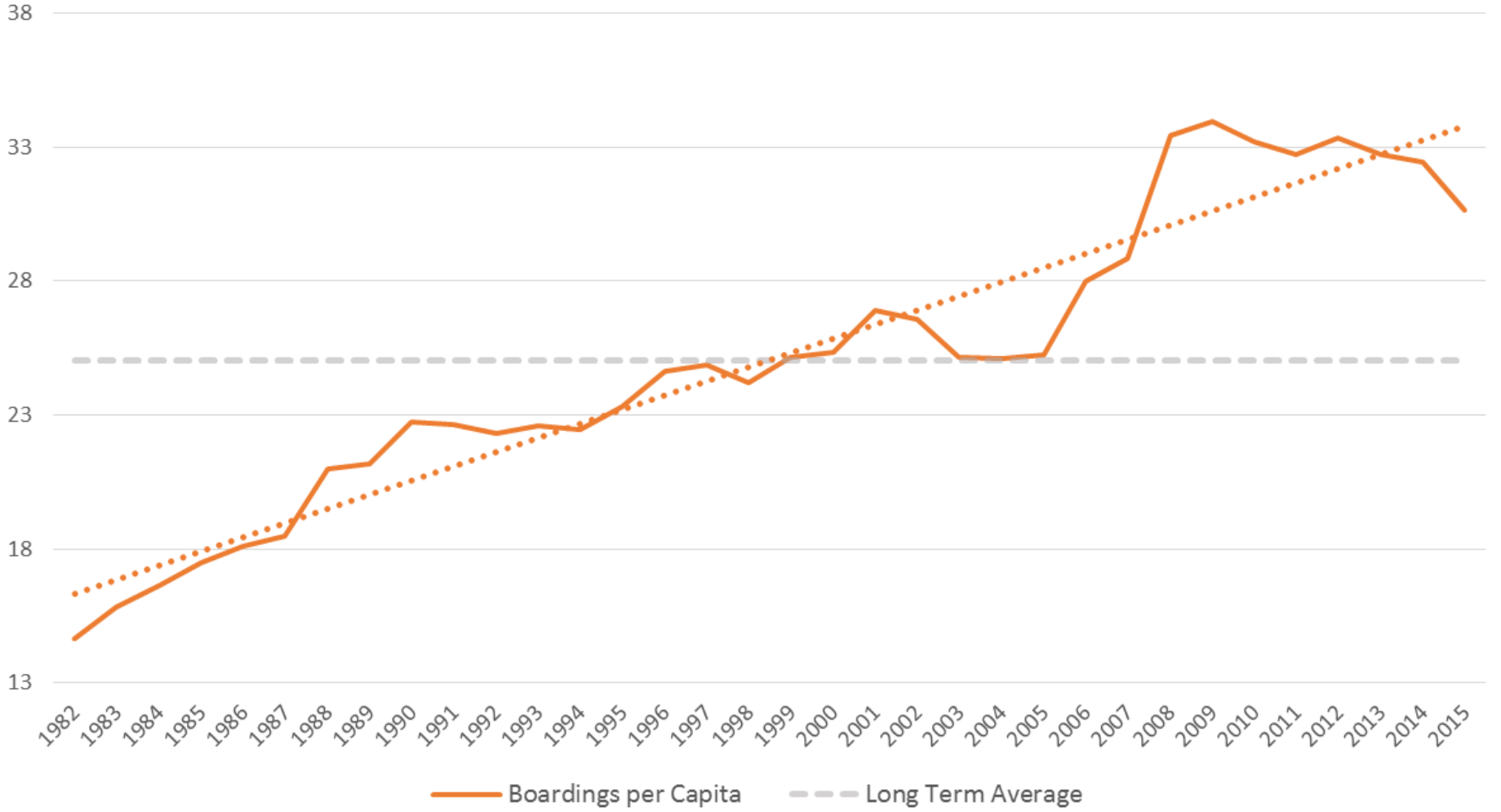




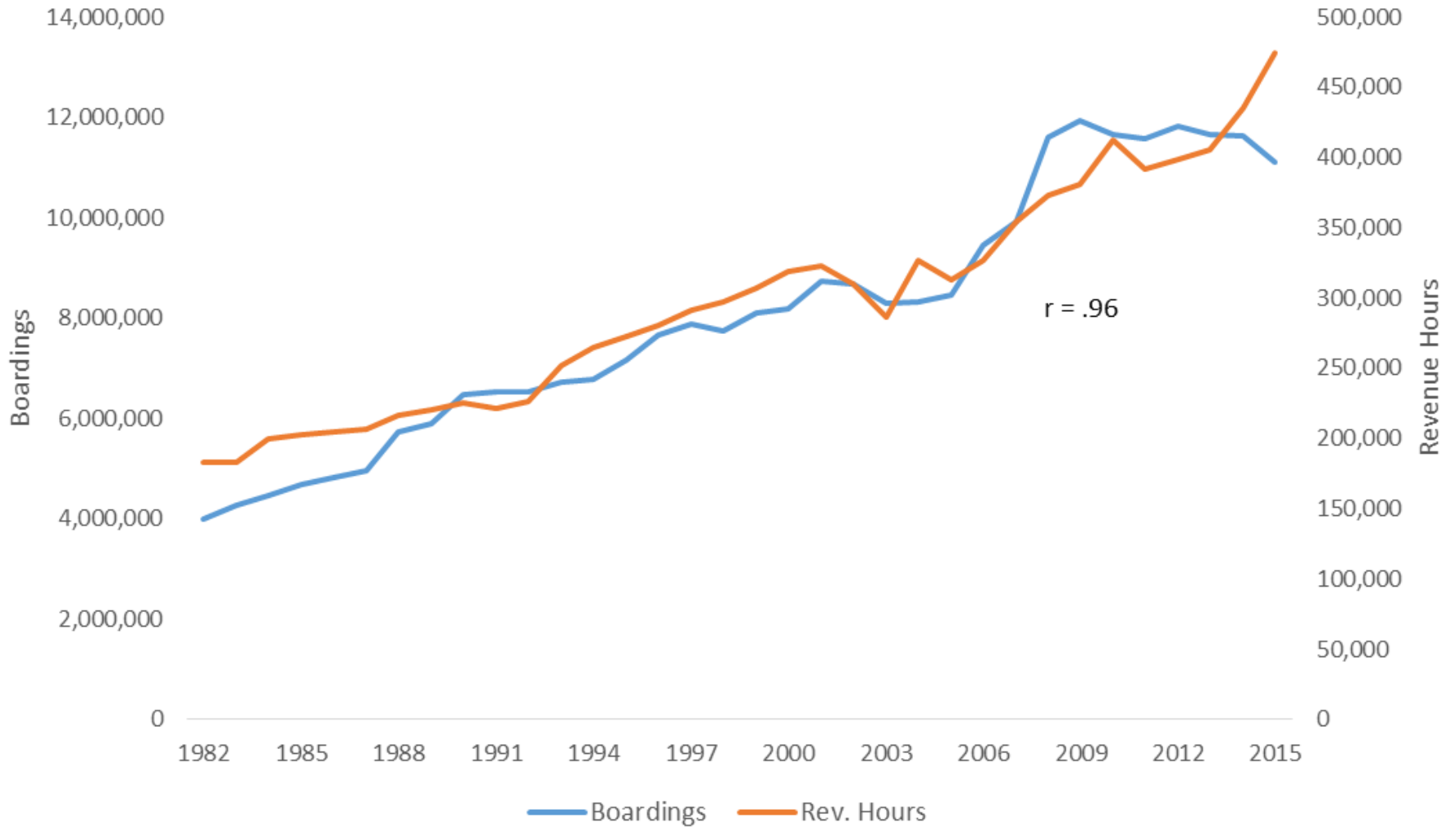
# LTD System Ridership, Revenue Hours, Lane County Population(1982-2015)



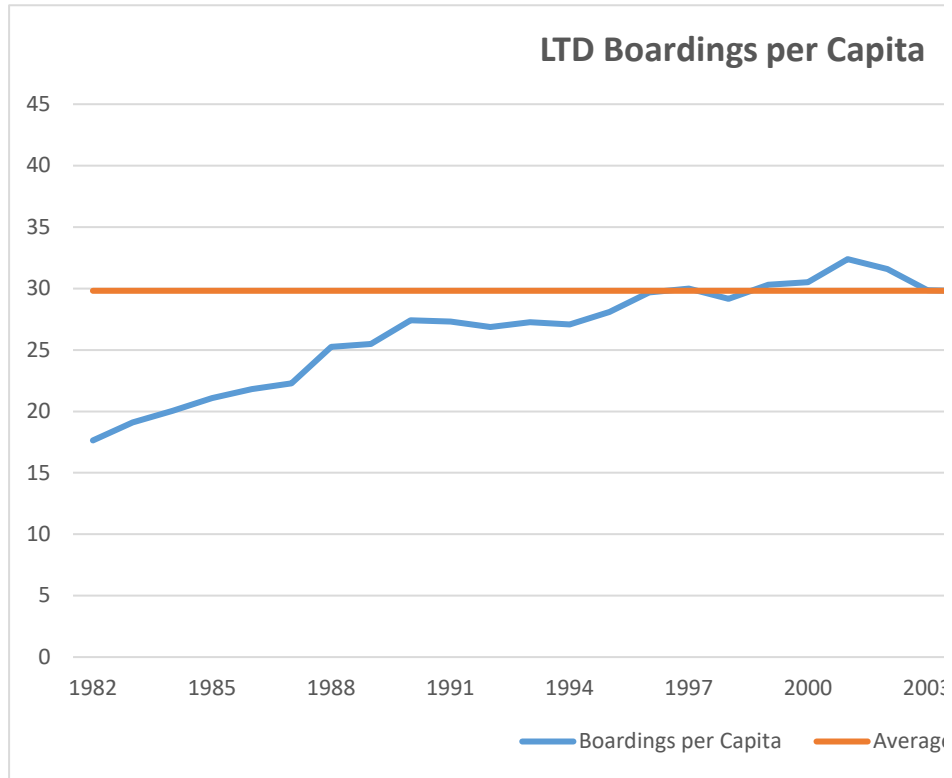
# LTD Boardings per Capita

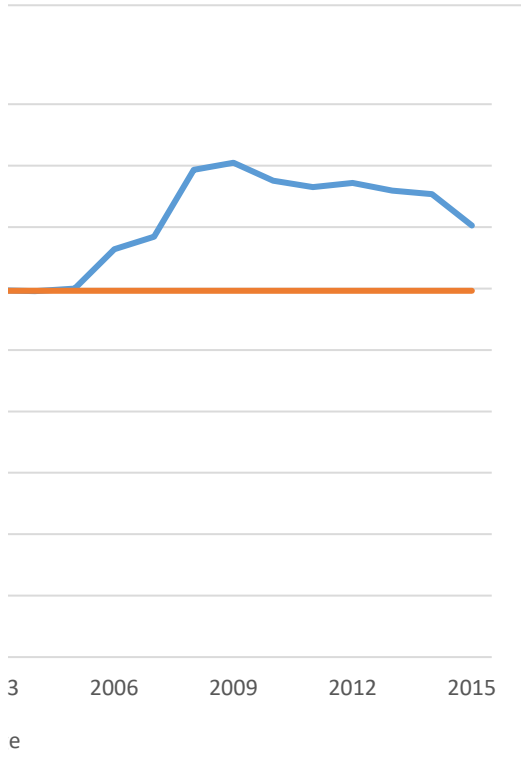


# LTD Boardings and Revenue Hours



Year	Service Pop	Boardings	Boardings per Capita				
1980	228,438				1980	275,226	
1981	229,966				1981	277068	
1982	226,047	3986405	17.63528	29.81462	1982	272346	
1983	222,816	4256419	19.10284	29.81462	1983	268453	
1984	222,339	4458079	20.05084	29.81462	1984	267878	
1985	221,652	4672164	21.07879	29.81462	1985	267051	
1986	220,978	4818430	21.80498	29.81462	1986	266239	
1987	222,968	4965700	22.27092	29.81462	1987	268636	
1988	226,602	5724197	25.26106	29.81462	1988	273014	
1989	231,292	5896793	25.49502	29.81462	1989	278665	
1990	235,937	6467884	27.41365	29.81462	1990	284,261	
1991	239,447	6,538,088	27.30498	29.81462	1991	288490	
1992	242,760	6,525,111	26.87885	29.81462	1992	292482	
1993	246,743	6,723,179	27.24767	29.81462	1993	297281	
1994	250,510	6,781,317	27.07007	29.81462	1994	301819	
1995	254,564	7,150,707	28.08998	29.81462	1995	306704	
1996	258,133	7,662,985	29.68615	29.81462	1996	311004	
1997	262,761	7,879,180	29.98616	29.81462	1997	316579	
1998	265,306	7,738,763	29.16918	29.81462	1998	319646	
1999	267,076	8,094,673	30.30853	29.81462	1999	321778	
2000	268,056	8,177,885	30.50812	29.81462	2000	322,959	
2001	269,608	8,733,790	32.39439	29.81462	2001	324829	
2002	271,737	8582138	31.58251	29.81462	2002	327394	
2003	274,271	8190436	29.86257	29.81462	2003	330447	
2004	275,457	8207818	29.79708	29.81462	2004	331876	
2005	278,251	8,348,879	30.00486	29.81462	2005	335242	
2006	280,432	9,309,522	33.19706	29.81462	2006	337,870	
2007	285,181	9,757,984	34.21687	29.81462	2007	343,591	
2008	287,645	11,407,709	39.65901	29.81462	2008	346,560	
2009	291,600	11,732,650	40.23543	29.81462	2009	351,109	0.830511
2010	293,100	11,362,475	38.76655	29.81462	2010	351,715	0.833345
2011	293,800	11,239,339	38.25507	29.81462	2011	353,416	0.831315
2012	297,500	11,480,370	38.58948	29.81462	2012	354,542	0.839111
2013	297,500	11,292,441	37.95778	29.81462	2013	356,212	0.835177
2014	297,500	11209096	37.67763	29.81462	2014	358,337	0.830224
2015	302,200	10618657	35.13785	29.81462	2015	362,895	0.832748
2016							
2017							
2018							
			29.81462				



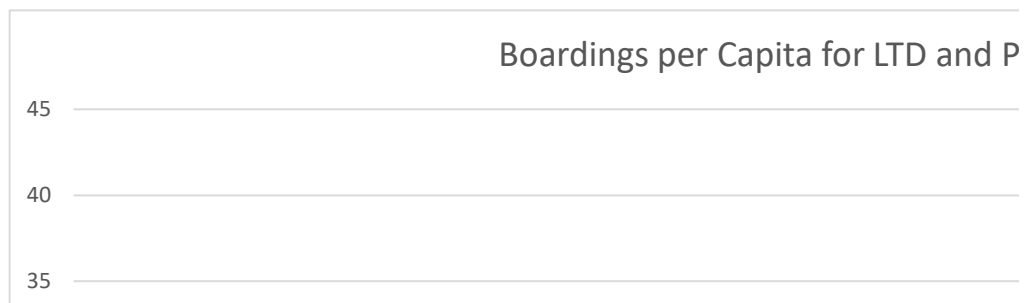


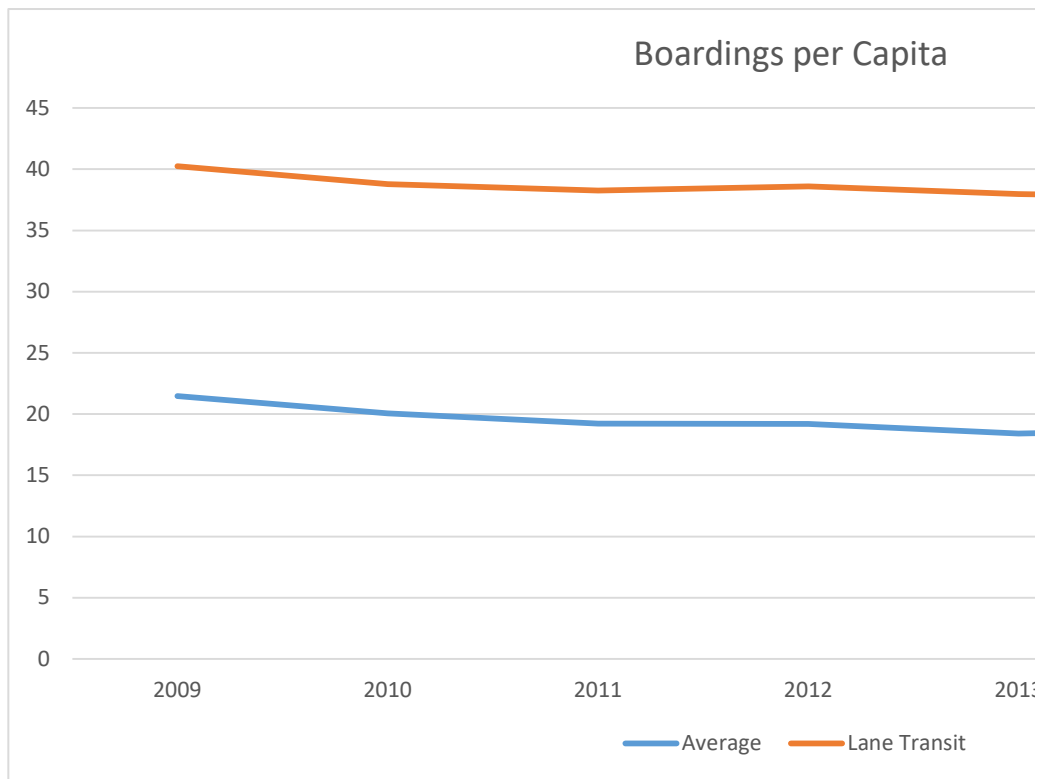
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System	2009 Service	2009 Boardings	2010 Service	2010 Boardings	2011 Service	2011 Boardings	2012 Service
Ann Arbor,	204,530	6,029,637	204,530	5,750,527	212,492	5,929,721	212,492
Bakersfield	452,671	7,514,503	459,461	7,294,493	466,353	6,902,592	473,348
Bellingham	192,870	5,623,158	195,272	4,886,748	201,923	5,125,550	203,318
Colorado Springs	438,000	3,152,990	438,000	2,537,927	559,409	2,666,804	559,409
Fort Collins	118,652	1,904,229	118,652	2,034,195	143,986	2,156,876	143,986
Livermore,	166,972	2,195,408	166,972	1,740,297	166,972	1,712,879	166,972
Olympia, WA	155,000	2,195,408	155,000	4,313,015	161,000	4,505,329	161,000
Reno, NV	319,977	8,449,134	319,977	7,474,905	327,768	7,688,345	327,768
Salem, OR	206,500	4,746,944	206,500	4,272,534	206,500	4,203,930	206,500
Santa Cruz,	254,538	6,026,920	254,538	5,745,945	254,538	5,776,444	254,538
Vancouver,	361,660	6,201,190	366,035	6,317,040	365,750	6,723,798	366,010
Average	263,581	5,656,258	264,836	5,310,842	280,041	5,385,967	281,070
Lane Transit	291,600	11,732,650	293,100	11,362,475	293,800	11,239,339	297,500
Portland, OR	1,488,169	68,033,035	1,512,490	60,508,249	1,489,796	58,248,403	1,489,796

#### Boardings per Capita

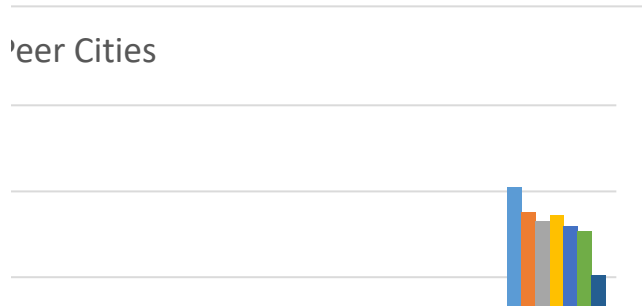
	2009	2010	2011	2012	2013	2014	2015
Ann Arbor,	29.48045	28.115812	27.90562	29.76371346	30.2539578	30.53841556	30.31798
Bakersfield	16.60036	15.876196	14.80122	15.12320111	12.87782924	12.43525485	11.15082
Bellingham	29.15517	25.025339	25.38369	28.91644124	27.61337042	28.53981371	23.54078
Colorado Springs	7.198607	5.7943539	4.767181	4.626312769	5.373403388	5.566213536	5.707442
Fort Collins	16.04886	17.144212	14.97976	15.76001834	15.52947509	18.13816621	22.65249
Livermore,	13.14836	10.422688	10.25848	10.48805189	8.754086644	8.374268206	8.365332
Olympia, WA	14.16392	27.825903	27.98341	27.00731056	26.22599379	26.39695306	24.92533
Reno, NV	26.40544	23.360757	23.45667	24.16168143	24.43398379	24.91193466	24.83741
Salem, OR	22.98762	20.690237	20.35801	16.28572397	14.42692873	14.0414441	14.2456
Santa Cruz,	23.67788	22.574016	22.69384	19.76951968	19.70476707	21.65987397	22.41045
Vancouver,	17.14646	17.258022	18.38359	18.07252261	14.64938519	16.10493509	15.26132
Average	21.45928	20.053324	19.23278	19.19111253	18.40842055	18.73690056	18.14739
Lane Transit	40.23543	38.766547	38.25507	38.58947899	37.95778487	37.67763361	35.13785
Portland, OR	45.71593	40.005718	39.09824	39.94455281	39.3758716	38.74717064	39.79621

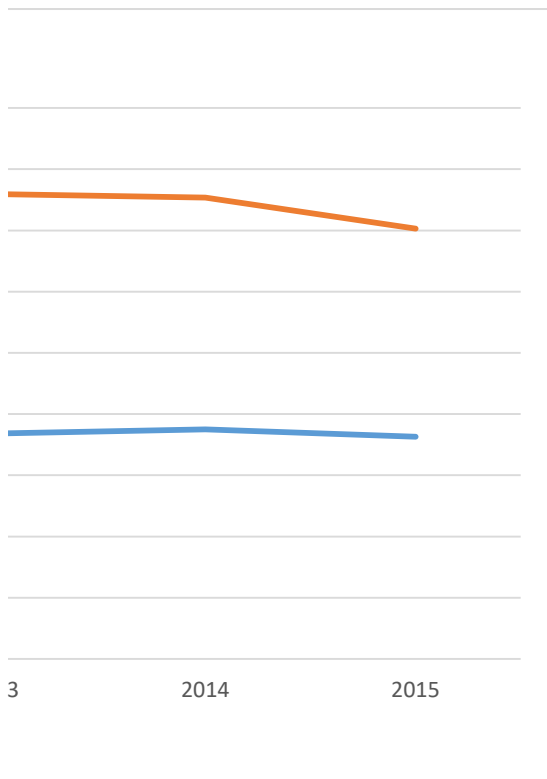
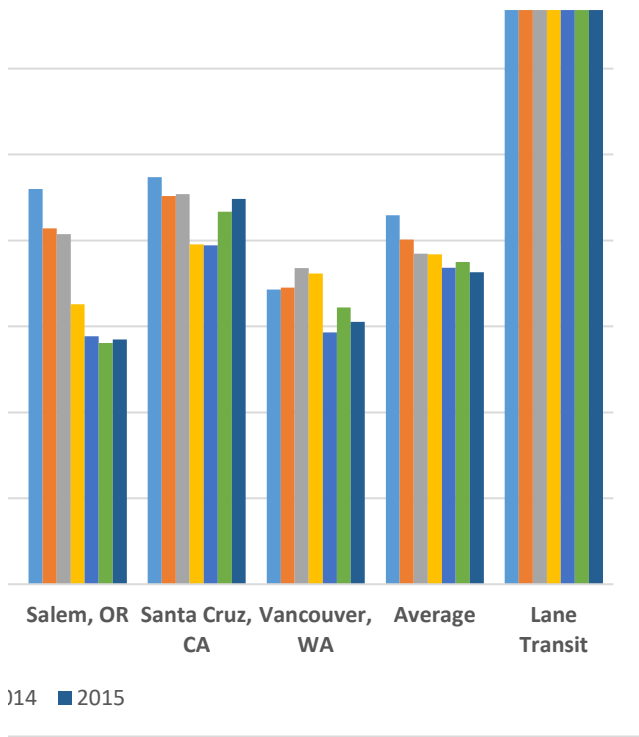






2012 Boarding	2013 Service	2013 Boarding	2014 Service	2014 Boarding	2015 Service	2015 Boarding
6,324,551	212,492	6,428,724	212,492	6,489,169	212,492	6,442,328
7,158,537	479,501	6,174,932	486,214	6,046,195	489,132	5,454,224
5,879,233	205,618	5,677,806	207,416	5,919,614	209,612	4,934,429
2,588,001	496,755	2,669,265	527,294	2,935,031	527,294	3,009,500
2,269,222	143,986	2,236,027	143,986	2,611,642	143,986	3,261,641
1,751,211	197,289	1,727,085	197,289	1,652,151	197,289	1,650,388
4,348,177	161,000	4,222,385	169,350	4,470,324	171,850	4,283,418
7,919,426	327,768	8,008,678	327,768	8,165,335	327,768	8,140,908
3,363,002	236,632	3,413,873	236,632	3,322,655	236,632	3,370,966
5,032,094	254,538	5,015,612	254,538	5,513,261	254,538	5,704,312
6,614,724	372,634	5,458,859	376,366	6,061,350	383,770	5,856,838
5,394,046	282,143	5,193,807	286,404	5,366,319	288,047	5,227,301
11,480,370	297,500	11,292,441	297,500	11,209,096	302,200	10,618,657
59,509,235	1,489,796	58,662,016	1,542,044	59,749,842	1,560,803	62,114,041





1970 213,358  
 1971  
 1972  
 1973  
 1974  
 1975  
 1976  
 1977  
 1978

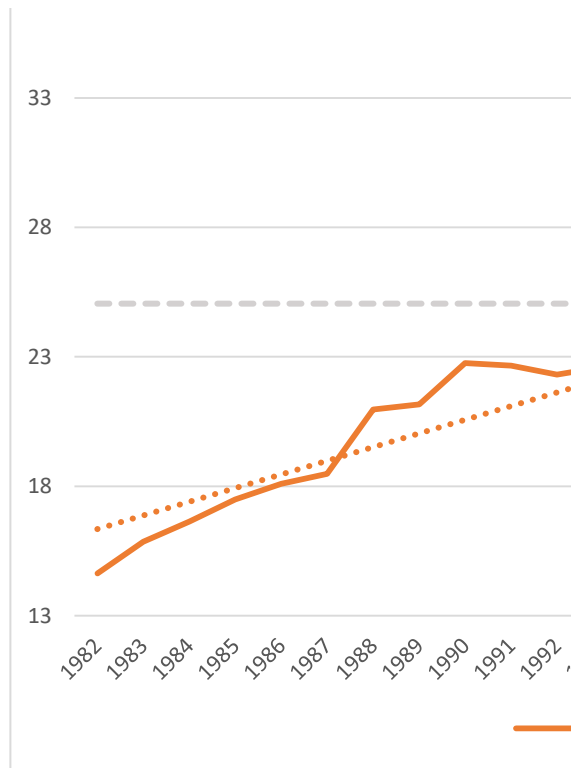
Population Boardings Rev. Hours Boarding/Capita					Year	Boardings per Capita
1982	272346	3986405	182,870	14.63728	1982	14.63728125
1983	268453	4256419	183,090	15.85536	1983	15.85536016
1984	267878	4458079	199,197	16.6422	1984	16.64219906
1985	267051	4672164	202,452	17.4954	1985	17.49539976
1986	266239	4818430	204,845	18.09814	1986	18.09813739
1987	268636	4965700	207,031	18.48486	1987	18.48486428
1988	273014	5724197	216,683	20.96668	1988	20.96667936
1989	278665	5896793	220,687	21.16087	1989	21.16086699
1990	284,261	6467884	225,286	22.75333	1990	22.75332881
1991	288490	6,538,088	221,503	22.66314	1991	22.66313564
1992	292482	6,525,111	226,679	22.30944	1992	22.30944468
1993	297281	6,723,179	252,341	22.61557	1993	22.61556911
1994	301819	6,781,317	264,990	22.46816	1994	22.46815807
1995	306704	7,150,707	272,985	23.31468	1995	23.31468452
1996	311004	7,662,985	280,240	24.63951	1996	24.63950624
1997	316579	7,879,180	291,471	24.88851	1997	24.88851124
1998	319646	7,738,763	297,294	24.21042	1998	24.21041715
1999	321778	8,094,673	307,470	25.15608	1999	25.15607966
2000	322,959	8,177,885	318,796	25.32174	2000	25.32174363
2001	324829	8,733,790	322,559	26.88735	2001	26.88734688
2002	327394	8,692,496	309,783	26.55057	2002	26.55056598
2003	330447	8,306,633	286,530	25.13757	2003	25.13756518
2004	331876	8,328,989	326,825	25.09669	2004	25.09668973
2005	335242	8,466,821	313,144	25.25585	2005	25.25584801
2006	337,870	9,457,007	326,764	27.99008	2006	27.99007606
2007	343,591	9,913,458	354,315	28.8525	2007	28.85249614
2008	346,560	11,587,710	372,722	33.43637	2008	33.43637465
2009	351,109	11,924,010	381,271	33.96099	2009	33.96099217
2010	351,715	11,668,439	412,455	33.17584	2010	33.17583555
2011	353,416	11,561,462	391,803	32.71347	2011	32.71346515
2012	354,542	11,820,144	398,451	33.33919	2012	33.33919254
2013	356,212	11,646,051	405,566	32.69416	2013	32.69415685
2014	358,337	11,619,980	435,135	32.42752	2014	32.42751935
2015	362,895	11,117,127	474,407	30.63456	2015	30.63455545

Year	Boardings per Capita
2000	25.32
2001	26.89
2002	26.55
2003	25.14
2004	25.10
2005	25.26
2006	27.99
2007	28.85
2008	33.44
2009	33.96
2010	33.18
2011	32.71
2012	33.34
2013	32.69
2014	32.43
2015	30.63

Year	LTD
2000	25.32174
2001	26.88735
2002	26.55057
2003	25.13757
2004	25.09669
2005	25.25585
2006	27.99008
2007	28.8525
2008	33.43637
2009	33.96099
2010	33.17584
2011	32.71347
2012	33.33919
2013	32.69416
2014	32.42752
2015	30.63456



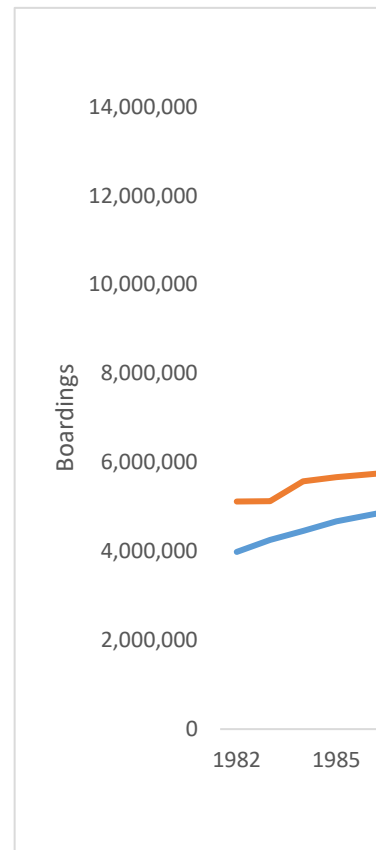




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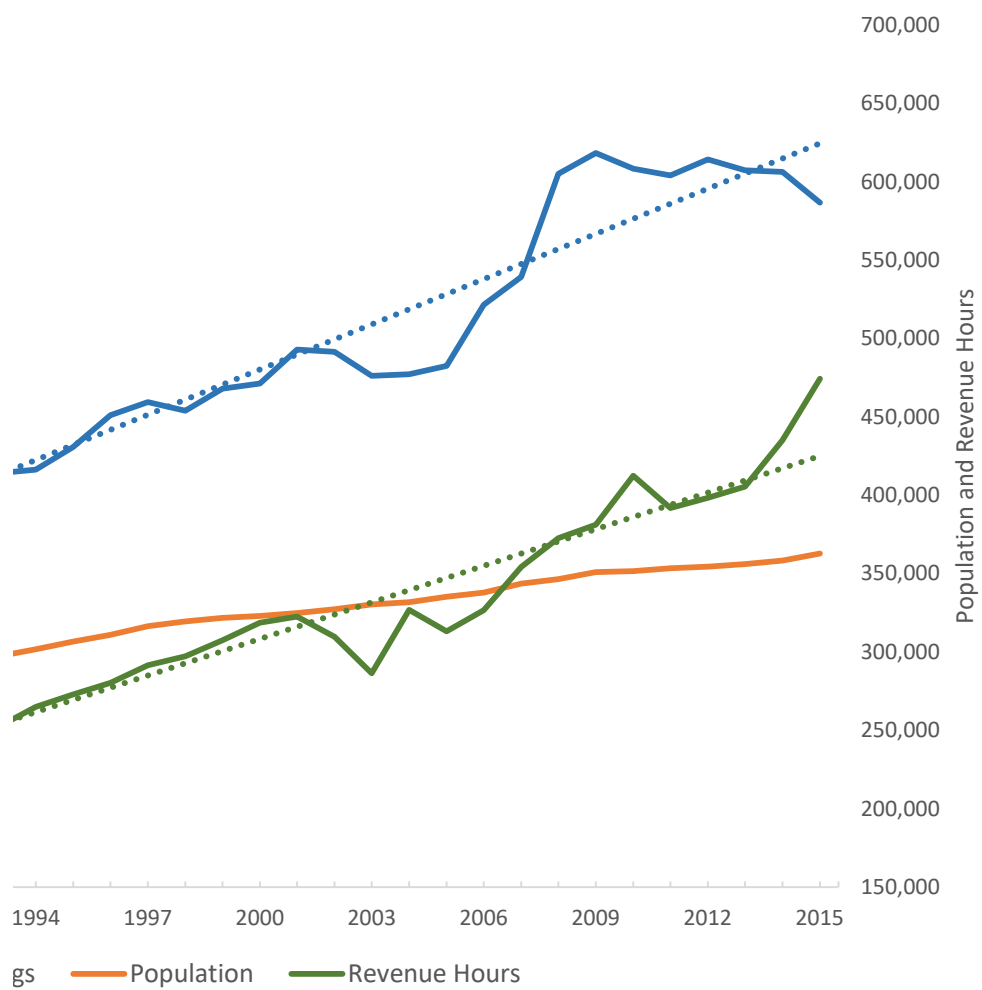
Boardings	Rev. Hours	Boardings per Rev. Hour	<u>Boardings</u>	<u>Rev. Hours</u>
1982	3986405	182,870	21.79912	1982 Boardings
1983	4256419	183,090	23.24769	1983 Rev. Hours
1984	4458079	199,197	22.38025	1984

1985	4672164	202,452	23.07789	1985
1986	4818430	204,845	23.52232	1986
1987	4965700	207,031	23.9853	1987
1988	5724197	216,683	26.41738	1988
1989	5896793	220,687	26.72016	1989
1990	6467884	225,286	28.70966	1990
1991	6,538,088	221,503	29.51693	1991
1992	6,525,111	226,679	28.78569	1992
1993	6,723,179	252,341	26.64323	1993
1994	6,781,317	264,990	25.59084	1994
1995	7,150,707	272,985	26.19451	1995
1996	7,662,985	280,240	27.34437	1996
1997	7,879,180	291,471	27.03247	1997
1998	7,738,763	297,294	26.03067	1998
1999	8,094,673	307,470	26.32671	1999
2000	8,177,885	318,796	25.65241	2000
2001	8,733,790	322,559	27.07657	2001
2002	8,692,496	309,783	28.05995	2002
2003	8,306,633	286,530	28.99045	2003
2004	8,328,989	326,825	25.48455	2004
2005	8,466,821	313,144	27.03811	2005
2006	9,457,007	326,764	28.9414	2006
2007	9,913,458	354,315	27.97922	2007
2008	11,587,710	372,722	31.08942	2008
2009	11,924,010	381,271	31.27437	2009
2010	11,668,439	412,455	28.29021	2010
2011	11,561,462	391,803	29.50835	2011
2012	11,820,144	398,451	29.66524	2012
2013	11,646,051	405,566	28.71555	2013
2014	11,619,980	435,135	26.70431	2014
2015	11,117,127	474,407	23.43373	2015

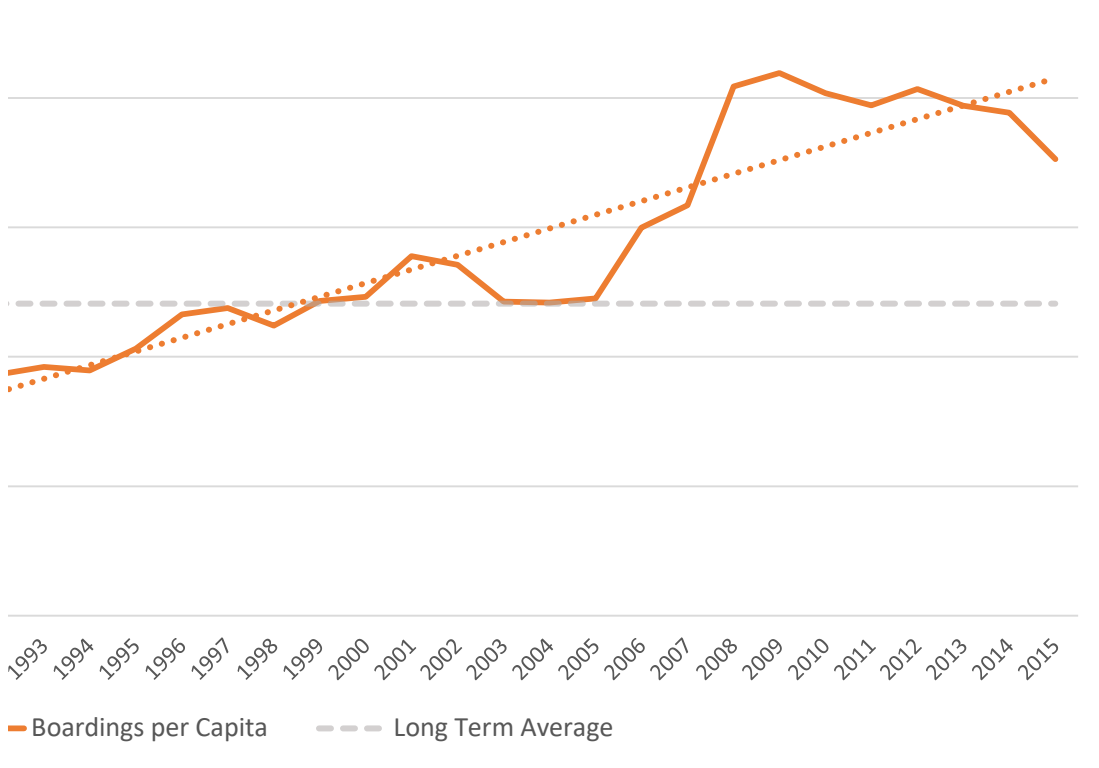




## n Ridership, Revenue Hours, nty Population(1982-2015)



## LTD Boardings per Capita



### LTD Boardings and Revenue Hours

