

Public notice was given to The Register-Guard for publication on March 30, 2017.

# LANE TRANSIT DISTRICT STRATEGIC PLANNING COMMITTEE MEETING

Tuesday, April 4, 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**

l.	CALL TO ORDER ROLL CALL					
	☐ Carl Yeh (Chair)☐ Gerry Gaydos☐ Sid Leiken		☐ Frannie Brindle☐ Kate Reid☐ Rick Satre	☐ Mike Eyster ☐ Dave Hauser ☐ Sheri Moore		
II.	COMMENTS FROM THE CHAIR (2 minutes					
III.	AGENDA REVIEW				(2 minutes)	
IV.	<ul> <li>◆ 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.</li> <li>◆ Citizens testifying are asked to limit testimony to three minutes.</li> </ul>					
٧.	APPROVAL OF MEETING	MINUTES			(2 minutes)	
	Action Needed: Vote to	approve minutes fr	om March 7, 2017 (A	ttached)		
VI.	WORK PLAN DEVELOP	MENT			(20 minutes)	
	Action Needed: Provide	comment/feedback	k about draft SPC wo	ork plan		
	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 the February 7 <sup>th</sup> 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.

#### VII. BYLAWS/MEMBERSHIP SUBCOMMITTEE REPORT

(20 minutes)

Action needed: Discussion and direction to Subcommittee

The Bylaws and Membership Subcommittee met on March 29, 2017 and will give a report on their efforts. The committee will be asked to provide feedback and direction.

# VIII. PLACES FOR PEOPLE IN DOWNTOWN EUGENE

(25 minutes)

Action needed: Information and discussion. Recommend strategic approach related to this initiative to LTD Board of Directors.

City of Eugene staff Lindsay Selser, Transportation Options Coordinator, and Will Dowdy, Urban Design Planner, will give a short presentation (attached) on the work Eugene has been doing related to downtown placemaking with New York based consultant Project for Public Spaces. Eugene's presentation will focus on the goals Eugene has for this project and the results and recommendations that have come from the engagement with Project for Public Spaces. One area of focus to come out of this initiative is the corner of 10<sup>th</sup> and Olive which is the intersection of LTD's Eugene Station Rosa Parks Plaza, the Eugene Public Library, LCC's Downtown Campus and Eugene's Atrium Building. Eugene is bringing this project to LTD's SPC at this time to better understand LTD's long-term vision for this corner of our property and if/how LTD might engage with the Places for People project.

After the presentation, LTD staff will lead the SPC in discussion geared towards answering the following two questions to provide strategic guidance to the LTD Board on this issue:

- What long-term strategic goals does LTD need to consider for the Eugene Station and specifically the Rosa Parks Plaza at the corner of 10<sup>th</sup> and Olive?
- Should LTD be an active partner/participant in the Places for People in Downtown Eugene project?

For background information about the Places for People project, please see Eugene's website: https://www.eugene-or.gov/3368/Places-for-People---Downtown.

# IX. STANDING PROJECT AND COMMITTEE REPORTS

Action needed: Information and discussion only.

(2 minutes)

Sasha Luftig will provide a project update

b. Main-McVay Transit Study

a. MovingAhead

(0 minutes)

Action needed: Information and discussion only.

This project remains on hold. There is no project update at this time.

c. Vision Zero (5 minutes)

Action needed: Information and discussion only.

Kelly Hoell will provide an update on this initiative.

# d. Santa Clara Community Transit Center

(5 minutes)

Action needed: General discussion and feedback on conceptual design.

Tom Schwetz and Kelly Hoell will give a brief overview of the project and will walk the group through the latest conceptual designs (attached).

# X. NEXT MEETING AND FUTURE MEETING AGENDA ITEMS

(10 minutes)

The next meeting is scheduled for Tuesday, May 2, 2017. Possible topics for this and future meetings include the following:

Topics			
LTD Implementation Planning Process (10-year, 3-year)			
City of Eugene Bike Share Program			
Presentation by Josh Skov: Shared-use mobility – what policies are needed to allow			
companies like Uber/Lyft to successfully re-enter our market?			
Presentation by Commissioner Sid Leiken about federal transportation funding issues			
United Way Emerging Leaders Group – Low Income Housing Study?			
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, March 7, 2017

Pursuant to notice given to *The Register-Guard* for publication on March 3, 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, March 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 Gary Gillespie, LTD Board

Sheri Moore, Springfield City Council George Poling, Eugene City Council

Kate Reid, LTD Board Rick Satre, At Large

Absent: Dave Hauser, Chamber of Commerce

Sid Leiken, Lane County Board of Commissioners

Josh Skov, At Large

LTD Staff A.J. Jackson, General Manager (via telephone)

Tom Schwetz, Planning and Development Manager

Kelly Hoell, Development Planner Sasha Luftig, Senior Project Manager

Lisa VanWinkle, Project Communications Coordinator

Ashley Ziert, Administrative Secretary

Guests Rob Zako, BEST

Chris Henry, City of Eugene

# I. CALL TO ORDER/ROLL CALL

Mr. Yeh called the meeting of the Strategic Planning Committee (SPC) to order at 5:35 p.m. and called the roll.

#### II. COMMENTS FROM THE CHAIR

Mr. Yeh said that Mr. Skov was unable to attend and asked permission for Rob Zako to participate on his behalf. There were no objections, although Mr. Zako was not permitted to vote on matters before the committee.

#### III. AGENDA REVIEW

Mr. Schwetz briefly reviewed the items on the agenda. Mr. Yeh encouraged committee members to provide feedback on the West Eugene Service Redesign.

Mr. Zako conveyed an inquiry from Mr. Skov about the committee's work plan development. He noted the LaneACT (Area Commission on Transportation) had a 12-month calendar that indicated upcoming topics and events. He hoped the group could develop at least a six-month calendar of future issues.

# IV. AUDIENCE PARTICIPATION

There was no one wishing to speak.

#### V. MINUTES APPROVAL

**MOTION:** Mr. Gaydos, seconded by Mr. Eyster, moved to approve the February

7, 2017, Strategic Planning Committee minutes as submitted. The

motion passed unanimously, 9:0

**VOTE:** The motion was approved as follows:

AYES: Yeh, Brindle, Eyster, Gaydos, Gillespie,

Moore, Poling, Reid, Satre (9)

NAYS: None ABSTENTIONS: None

EXCUSED: Hauser, Leiken, Skov (3)

#### VI. MOVINGAHEAD DECISION-MAKING PROCESS

Mr. Schwetz summarized a recent meeting of the MovingAhead Sounding Board. He said the decision-making process was somewhat dictated by the National Environment Policy Act (NEPA) requirements to establish the Purpose, Needs, Goals and Objectives for the project to act as a basis for developing evaluation criteria for a range of alternatives. Based on analyses and public input both the LTD Board and Eugene City Council would identify a set of locally preferred alternatives (LPAs) and prioritize corridors for near-term investments. Later in the process the Metropolitan Policy Committee (MPC) would need to approve the direction set by the Eugene Council and LTD Board. He said the comprehensive list of 21 disciplines involved in the NEPA process did not clearly differentiate one alternative over others. This made the vision and values embodied in the MovingAhead initiative, such as taking a system-level approach, multi-modal impact and integrating transportation and land use actions to make the community more livable, significant factors in decision-making.

Mr. Schwetz said taking a values-based approach would also include community priorities, land use and transportation needs, ripe opportunities for moving forward, funding prospects and the visions expressed through a variety of local plans. Those things would lead to the potential for the development of strategic investment packages. He said the options for corridor development-enhanced corridor or full EmX-would allow a corridor-by-corridor approach tailored to each corridor's needs in collaboration with the City and moving forward simultaneously to be ready for funding opportunities. He used a graphic to illustrate the MovingAhead decision-making and corridor implementation process and multi-modal strategic investments.

Mr. Zako commended the presentation, but felt there were elements that were omitted. He said the decision-making points were identified, but not the decision-makers. Mr. Schwetz replied that the LPA decisions would be made by the LTD Board and Eugene City Council and ultimately MPC. Ms. Hoell said the Oversight Committee, with representatives from the Board, City Council and, Lane County would make a formal recommendation to the City Council and the Board.

Mr. Zako asked where the discussions took place: at Board, City Council and County Commission meetings, joint work sessions of those bodies, the Sounding Board, SPC, etc. He asked where staff anticipated taking all of the technical information from the analyses and having a robust discussion with people who had the time, interest, and knowledge to make good recommendations. Ms. Hoell outlined the following process:

- Preparation of the alternative analyses
- 60-day public comment period
- Sounding Board reviews compilation of technical analyses and public input over the course of two meetings
- Sounding Board provides input to the Oversight Committee and Strategic Planning Committee based on its review
- Oversight Committee and Strategic Planning Committee each reviews the data and input over the course of two meetings and makes formal recommendations to the LTD Board and Eugene City Council
- LTD Board and Eugene City Council hold multiple joint hearings and work sessions prior to making their decisions

Mr. Zako expressed concern that if the earlier steps in the process did not happen in a robust way, there would not actually be a decision when the matter got to the decision-makers because earlier things did not happen. He questioned who was actually making a decision what did they need to make that decision, pointing to an earlier project that was not well-received when it came before the City Council.

Ms. Jackson said the process was not all inclusive and asked that the committee provide LTD with any recommendations it had. LTD's intent was not to adhere to a minimum threshold; it was about making sure the decision-makers had all the information they needed and there were no surprises and to keep the community fully informed. She said the 45-day comment period had been extended to 60 days to afford people the opportunity to understand the technical analyses data. Additional time could be incorporated into the schedule if the community felt that was needed for public input for reviews by the various bodies that would provide recommendations to the decision-makers. She said LTD wanted a successful project and welcomed suggestions to assure that would be achieved.

Mr. Henry said the Alternatives Analysis in itself was unlikely to answer the questions about selection of LPAs or prioritization of corridors for improvement. He concurred with Mr. Schwetz that a discussion of community values and priorities was essential. Those discussions should occur with elected and appointed community leaders during work sessions and public hearings. He did not view it as a staff decision, but rather a collaborative process engaged in thoughtfully and with care and love for the community. He acknowledged that not everyone would like the outcome, but engaging in the process would help find the solutions that best met community vision and priorities.

Mr. Zako asked the committee what role it wished to have, such as simply being kept informed of the process, engaging in in-depth discussions, meeting jointly with the Sounding Board and making coordinated recommendations to the LTD Board and City Council. He said with multiple advisory bodies they could give different recommendations if they were not in communication. Ms. Hoell noted that some SPC committee members were also members of the Sounding Board.

Mr. Satre said as an SPC representative to the Sounding Board, he commended staff's presentation on the MovingAhead process to the Sounding Board at its last meeting. He was comfortable with the process flow chart and the descriptions of roles and opportunities for various groups and the public to have conversations, particularly the engagement of the SPC on the Alternatives Analysis and recommendations to decision-makers. He said the SPC had ample opportunities to understand the process, learn about the information generated and have robust conversations in order to make recommendations to the Board and City Council.

Mr. Gillespie concurred with Mr. Satre. He viewed the information as a committee report to the SPC, like those from the Main Street/McVay or the LaneACT. He was an SPC representative to the MovingAhead Oversight Committee and asked that the other SPC representative position, currently vacant, be filled.

Mr. Schwetz said it was incumbent on staff to clearly outline the decision-making needed in order to move into some level of implementation. This was the first tier of decisions to determine what types of transit, bike/pedestrian and other improvements were needed in order to focus on what to do next. It was a complex process and there would be more decision-making later in the process. He said the process to date had been challenging because of the large number of corridors, alternatives, and disciplines involved and this was a point at which decisions were needed to help focus the process, based on information gathered to date. He said it was essential for the LTD Board, City Council, and advisory committees to clearly articulate their expectations.

Mr. Zako said Mr. Skov had requested supporting material in the agenda packet for review prior to the SPC's MovingAhead discussions. He understood the need to begin to focus the process on an LPA for each corridor, but for community conversations a full package of information about each corridor, modes and investments so the process could be seen as a whole and investment connections understood.

Ms. Hoell remarked that Mr. Skov had shared a concern about how staff talked about the decision-making process. She said there were two components: the LPA selection and corridor prioritization. She said it sounded like there were two consecutive steps in the process, but staff was not recommending that; rather, those two components needed to happen concurrently in order to have a systemwide perspective during the process. That was why staff was bringing MovingAhead information to the SPC well before the decision-making process began and asking for suggestions on how best to convey the project's complexity and details to people who were not familiar with the process.

Mr. Schwetz said staff wanted to present project advisory groups and decision-makers with this information prior to entering the public engagement and decision-making process so they would understand they were not constrained by the data generated by the environmental process; rather, it was important to view that data through the lens of community values when making decisions.

Ms. Hoell said staff was completing the technical reports and preparing a summary of the 21 disciplines for the Alternatives Analysis. The Analysis would be issued to the public in the fall of 2017; prior to issuance the SPC would be given a briefing on the direction of the technical information. Following the public comment period the advisory groups would receive presentations

on the information collected and be asked to provide their recommendations to the Board and City Council. She said staff would develop a more specific timeline to include as the SPC developed its calendar and work plan.

Mr. Schwetz said the SPC would be given periodic MovingAhead updates over the course of the next several months, particularly as new members were added.

Ms. Brindle asked if a list of the technical reports could be provided. She was curious about the greenhouse gas report because of its connection to other planning initiatives in the region. Ms. Hoell said that would be provided to the committee.

# VII. WEST EUGENE SERVICE REDESIGN

Mr. Schwetz distributed a copy of LTD's *Fixed-Route Service Policy* to provide context for discussion of the West Eugene EmX corridor. He said the policy required an annual route review (ARR) and LTD's labor agreement with the Amalgamated Transit Union (ATU) provided bus operators three opportunities in the year to bid on different types of service; significant changes occurred in the fall at the beginning of the school year. Additionally, an origination/destination survey was conducted every four years. He said a major factor this year in the ARR was redesigning West Eugene service to better connect with EmX, but it would also include engaging bus operators, current riders and the community for input on proposed changes, a productivity evaluation of the entire system and review of route classification. Other factors included growth in areas of the community and evolution of the network design from a hub and spoke configuration to one with more cross-town connectivity. He said service change proposals would be presented to the LTD Board at its March 15, 2017, meeting and a public hearing would be held. Final changes would be approved by the Board at its regular April 2017 meeting. Ms. Hoelle said the service change proposal was also available in Spanish and Braille.

Mr. Schwetz used a slide presentation to illustrate and explain the rationale for proposed service changes in West Eugene. He also compared historical ridership data among LTD and transit districts of comparable size in communities with major universities. He pointed out that over time more people in the community were using transit. He said many of the recent service additions increased span. Staff had researched factors that influenced fluctuations in ridership and detected a high correlation between ridership and unemployment. The concentration of high-density student housing near the university and decreasing or increasing service also impacted ridership levels.

Staff responded to questions about the configuration of various West Eugene routes.

Mr. Gillespie said the Board Service Committee had reviewed and discussed the service redesign and were very impressed, particularly with the increased connectivity in West Eugene.

Mr. Zako said the West Eugene service redesign represented a case study of how corridor improvement was connected to and enhanced the larger system. He said the Riders' Digest did not speak to transfers and with the next service and increased connectivity that would become more important.

Mr. Gaydos said the public should hear the story of how the West Eugene EmX corridor increased service and connectivity in the system.

- Mr. Gillespie said TriMet announced upcoming transfer opportunities to riders on their buses, as well as online. He hoped LTD could offer something similar. Ms. Jackson said LTD's annunciation system could be programmed to do that.
- Mr. Eyster said a frequent complaint from riders was the need to go back to the Eugene Station to catch another bus. He encouraged publicizing the new opportunities for transfers in the system.
- Mr. Schwetz said a new feature would ask passengers to press a button for their EmX stop to avoid having to stop at each station if no one was getting on or off.
- Mr. Yeh suggested that new SPC members could be recruited from areas affected by the service redesign.
- Mr. Schwetz said LTD was looking at a comprehensive operations analysis (COA) of the District, which would provide an opportunity to examine many of the issues raised during the meeting. The SPC would be an excellent sounding board for that process.

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

- Mr. Schwetz said the agenda packet included notes from the brainstorming session at the committee's last meeting. The intent was to identify the range of issues and topics that would likely affect operations and service over the next several years. He said staff was working on condensing the list into high level categories that would inform development of the committee's work plan.
- Mr. Yeh said he and Mr. Skov discussed forming an ad hoc committee to work with staff on that process and other interested SPC members were welcome to participate.
- Mr. Zako described the LaneACT's 12-month calendar and how it helped shape the ACT's upcoming agendas.
- Mr. Schwetz said the SPC's work plan should also be influenced by key items on the Board's agenda.
- Mr. Zako suggested the following topics for the committee's short-term work plan and asked if there were thoughts about timing of discussions over the next several meetings:
  - MovingAhead
  - Main-McVay Transit Study
  - West Eugene Service Redesign
  - Eugene Bike Share
  - Vision Zero
  - Scope and Planning Process/Comprehensive Operation Analysis
  - Bylaws and Membership

Ms. Brindle said grant cycles for various projects could be a factor in timing discussions and the Board's agenda another. Timing of when ridership survey results would be available should also be considered. She said the committee might wish to schedule a discussion of legislative actions once the session had ended.

Mr. Gaydos said that bylaws and membership should be addressed soon to eliminate the need to repeat discussions when new members were added.

Ms. Hoelle suggested postponing MovingAhead discussions until after new committee members were appointed. She said both Eugene and Springfield had initiatives under way that the SPC might want to weigh in on.

Ms. Jackson said staff had developed a proposed communication plan to present to the Board and the SPC would likely be asked to provide input on the plan and implementation.

Ms. Moore suggested that the District's budget development schedule should be on the SPC's calendar so they were aware of the process.

Mr. Yeh asked staff to provide a 12-month overview of issues on the LTD Board's schedule. He said the Vision Zero Task Force was reviewing safety data and working on messaging. He felt the SPC to the task force could provide input on ways to effectively communicate information to the public.

Mr. Schwetz said LTD was preparing a pedestrian network analysis that would tie some of the City of Eugene's Vision Zero data into the location of bus stops and rider access to buses.

In response to a question from Mr. Zako, Mr. Schwetz said monthly meetings of the SPC in April, May and June. The bylaws subcommittee would bring recommendations back at those meetings related to the re-chartering. Other issues identified during the work plan discussion were not single meeting items and would also appear on future meeting agendas. Ms. Hoelle said identifying grant cycles for potential projects would be a factor in scheduling committee discussions.

Mr. Yeh suggested the agenda setting subcommittee could develop proposed agendas for the next few meetings. Mr. Schwetz asked for two volunteers to join Mr. Yeh and Mr. Skov on that subcommittee.

Mr. Zako asked if the SPC would have an opportunity to weigh in on the District's COA process. Ms. Jackson said the committee would be asked for input at its May meeting. She reminded the committee that while potential discussion items were listed separately, they were small pieces of the big picture. The committee was charged with looking at the entire system and its recommendations should reflect a system approach. The best use of the SPC's time was to assist in determining that decisions on those smaller pieces were committed to enhancing the whole system and effectively used District resources, rather than becoming immersed in the details of each project.

#### IX. STANDING PROJECT AND COMMITTEE REPORTS

**A. Moving Ahead**—Ms. Hoell said she would distribute copies of the slide presentation given to the Sounding Board to SPC members. The presentation provided more details about the MovingAhead process to answer some of the questions raised during the committee's discussion.

**B. Main-McVay Transit Study**–Ms. Hoell reported that the study was still on hold pending the City of Springfield's Main Street safety scoping project. Once it was completed LTD would reengage and coordinate the transit study with the safety project. She said a Governance Committee meeting was scheduled for April 10.

**C. Vision Zero**—Ms. Hoell said staff was ready to move forward with internal Vision Zero efforts and one of the activities would be the pedestrian network analysis. She served on the City of Eugene's Vision Zero Technical Advisory Committee (TAC) and LTD was participating in the MPO's safety planning efforts. She noted that Lane Council of Governments had recently filled its safety coordinator position; his name was Steve Dobrinich. He would be coordinating MPO internal safety initiatives and working with partner jurisdictions on theirs.

Mr. Gillespie commented on recent MPC discussions related to changing language to "towards Vision Zero." He asked if that was being considered by other groups. Mr. Schwetz stated that the LTD Board's resolution did not use the term "vision zero" because of the use of different terms by other groups also working on transportation safety issues. LTD wanted to support the broader perspective. Mr. Yeh said the Vision Zero Task Force was having a similar discussion.

Mr. Zako suggested the SPC could look at regional jurisdictions' transportation safety initiatives and meet with Mr. Dobrinich from LCOG at its June meeting as a prelude to framing LTD's safety efforts.

**D. SPC Bylaw and Membership Subcommittee**—Mr. Yeh urged the subcommittee, consisting of Mr. Gillespie, Ms. Moore and Ms. Brindle, to meet as soon as possible to develop recommendations for the committee's consideration.

#### X. NEXT MEETING AND FUTURE MEETING AGENDA ITEMS

The next meeting was scheduled for Tuesday, April 4, 2017. Possible agenda topics included:

- LTD Implementation Planning Process
- City of Eugene Bike Share Program
- Shared use mobility-policies needed to allow companies like Uber/Lyft to re-enter our market (Josh Skov)
- SPC work plan development
- Update on federal transportation funding legislation (Sid Leiken)

Ms. Brindle said that if a low-income housing study was conducted in the region that would be important information for the District to consider in planning service. Mr. Schwetz said staff had been in contact with local affordable housing agencies about opportunities to coordinate.

Mr. Gillespie suggested a report on the River Road Transit Station.

#### XI. ADJOURNMENT

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

(Recorded by Lynn Taylor)

THIS PAGE WAS INTENTIONALLY LEFT BLANK

•	IX (d). SANTA CLARA COMMUNITY TRANSIT CENTER Latest Conceptual Design

