



LANE TRANSIT DISTRICT BOARD OF DIRECTORS STRATEGIC PLANNING COMMITTEE

Tuesday, November 05, 2019
5:30 – 7:30 p.m.

LTD Board Room
3500 E. 17th Avenue, Eugene
(Off Glenwood Blvd. in Glenwood)

AGENDA

Time	ITEM	Page
5:30 p.m.	I. CALL TO ORDER	
5:31 p.m.	II. ROLL CALL <input type="checkbox"/> Amy Cubbage (Chair) <input type="checkbox"/> Julia Hernandez (Vice Chair) <input type="checkbox"/> Frannie Brindle <input type="checkbox"/> Gerry Gaydos <input type="checkbox"/> Rob Zako <input type="checkbox"/> Vacant <input type="checkbox"/> Mike Eyster <input type="checkbox"/> Emily Secord <input type="checkbox"/> Sam Miller <input type="checkbox"/> Greg Evans <input type="checkbox"/> Matt Keeler (Proxy for Lindsey Hayward) <input type="checkbox"/> Leah Rausch <input type="checkbox"/> Joe Berney (Commissioner) <input type="checkbox"/> Carl Yeh <input type="checkbox"/> Sheri Moore	
5:32 p.m.	III. PRELIMINARY REMARKS FROM THE CHAIR	
5:35 p.m.	IV. ANNOUNCEMENTS AND ADDITIONS TO AGENDA <i>This agenda item provides a formal opportunity for the Chair to announce additions to the agenda, and for Committee members to make announcements.</i>	
5:40 p.m.	V. AUDIENCE PARTICIPATION <ul style="list-style-type: none"> ◆ <i><u>Public Comment Note</u> This part of the agenda is reserved for members of the public to address the committee on any issue. The person speaking is requested to sign-in on the audience participation form. When your name is called, please step up to the podium and state your name, city of residence, and who you are representing for the audio record. If you are unable to utilize the podium, you may address the committee from your seat.</i> ◆ <i>Community member testimony is limited to three (3) minutes.</i> 	
	VI. ITEMS FOR ACTION AT THIS MEETING	
5:50 p.m.	A. APPROVAL OF MINUTES Action Needed: Approval <i>Approve minutes from the October 1, 2019, meeting</i>	3
	VII. ITEMS FOR BOARD RECOMMENDATION: NONE	
	VIII. ITEMS FOR INFORMATION AT THIS MEETING	
5:55 p.m.	A. TRANSIT TOMORROW UPDATE <i>Materials Included</i> [Tom Schwetz] Action Needed: None. Information Only <i>Staff will provide an update on the status of the implementation strategy of the proposed Transit Tomorrow network.</i>	8

<u>Time</u>	<u>ITEM</u>	<u>Page</u>
6:10 p.m.	B. STRATEGIC PLANNING COMMITTEE WORKPLAN DEVELOPMENT <i>Materials Included</i> [Tom Schwetz] Action Needed: Discussion <i>Committee members will continue the work plan development discussion from the October meeting.</i>	10
	IX. WRITTEN REPORTS AND UPDATES	
7:25 p.m.	X. NEXT/FUTURE MEETING AGENDAS <i>The Chair will ask for updates to be added to the working agenda and which month they should be placed.</i>	11
7:30 p.m.	XI. ADJOURNMENT	

The facility used for this meeting is wheelchair accessible. To request a reasonable accommodation or interpreter, including alternative formats of printed materials, please contact LTD's Administration office no later than 48 hours prior to the meeting at 541-682-5555 (voice) or 7-1-1 (TTY through Oregon Relay).

STRATEGIC PLANNING COMMITTEE MEETING

LANE TRANSIT DISTRICT

Tuesday, October 1, 2019

Pursuant to notice given to *The Register-Guard* for publication on September 26, 2019, and distributed to persons on the mailing list of the District, the Strategic Planning Committee of the Lane Transit District held a meeting on Tuesday, October 1, 2019, beginning at 5:30 p.m., at the LTD Board Room, 3500 E. 17th Avenue, Eugene, Oregon.

Present: Amy Cabbage, Chair
Joe Berney
Mike Eyster
Frannie Brindle
Gerry Gaydos
Matt Keeler for Lindsay Hayward
Sam Miller
Leah Rausch
Emily Secord
Carl Yeh
Rob Zako
Aurora Jackson, LTD General Manager
Camille Gandolfi, Clerk of the Board

Absent: Greg Evans
Julia Hernandez, Vice Chair
Sheri Moore

CALL TO ORDER/ROLL CALL — Ms. Cabbage convened the meeting of the Strategic Planning Committee (SPC) and called the roll.

PRELIMINARY REMARKS FROM THE CHAIR — Ms. Cabbage thanked staff for their facilitation of an interactive conversation at the last SPC meeting.

ANNOUNCEMENTS AND ADDITIONS TO THE AGENDA — Development Planning Associate Andrew Martin reminded the committee that the Get There Challenge would begin on October 7, 2019, and a public hearing on MovingAhead would be held on October 21.

AUDIENCE PARTICIPATION — Ms. Cabbage invited comments from the audience.

Paul von der Mehden, representing the Harlow Neighbors Association, spoke to the retention of bus route #12 along Harlow Road. He said there were many residents of the neighborhood who depended on bus transportation. Removal of the route under Transit Tomorrow planning would adversely impact neighbors with mobility issues, those living in the many group care homes along the route, many commuters trying not to drive and low-income students. He urged an increase in bus services to meet the needs of the neighborhood's diverse population living in an already underserved area. Removal of bus route #12 would create a hardship for the most vulnerable residents. He said the neighborhood association favored the high coverage model of Transit Tomorrow. He submitted written testimony to be provided to the LTD Board of Directors.

ITEMS FOR ACTION AT THIS MEETING

MOTION **Approval of Meeting Minutes** — Mr. Eyster moved to approve the September 3, 2019, minutes as submitted, Mr. Eyster provided the second.

VOTE The motion was approved as follows:
YES: Cabbage, Berney, Brindle, Eyster, Gaydos, Keeler, Miller, Rausch, Secord, Yeh, (10)
NAYS: None
ABSTENTIONS: Zako (1)
EXCUSED: Evans, Hernandez, Moore (3)

ITEMS FOR BOARD RECOMMENDATION — There were no items.

ITEMS FOR INFORMATION AT THIS MEETING

Strategic Issues and SPC Work Plan Development — Ms. Cabbage reviewed the agenda materials, including re-chartering of the EmX Steering Committee to the Strategic Planning Committee in 2016. She said the meeting's purpose was to discuss some of LTD's major projects and how they aligned and intersected. The committee would consider ways in which it could assist the LTD Board with future decisions related to the projects.

Director of Planning and Development Tom Schwetz said the projects to be discussed were Transit Tomorrow and MovingAhead and to think about them in the context of the broad strategic issues of transit, climate change and the role of mobility as a service. He said the committee would form two groups to discuss the projects and issues. He said each group would discuss one of the projects and how it intersected with the strategic issues.

Mr. Zako commented that the proposed discussion was too complex and suggested a more basic discussion of each project, the desired outcomes and next steps to take.

Ms. Cabbage concurred with Mr. Zako's suggestion and asked the groups to begin with a discussion of MovingAhead. Each group would then report out on their deliberations with respect to the following:

1. What are the desired outcomes of the project decisions?
2. What questions should the Board be considering as these projects progress?

Group Reports on MovingAhead:

Outcomes:

- More modern, multi-modal infrastructure for major corridors that was safer and more effective
- Build on the momentum of service as the community grows and seek opportunities to relieve congestion
- Identify the right tool for each corridor and state the rationale
- Explain why different recommendations were being made for different areas of the community
- Serve needs along the corridor appropriately
- Clear communications around each corridor and why specific improvements would be done on each
- Meet existing climate recovery goals and objectives
- Develop a community culture that created a space for multi-modal transportation, unbundle transit to projects are not about just cars or buses - what fits a person's trip
- Look for ways to make challenges into opportunities
- Traffic congestion an issue on many of the corridors and likely to worsen as the community grew - relieve congestion and travel times to move around the community
- Invest in infrastructure to support increased bus frequency
- Save money by creating an infrastructure that avoided congestion and allowed buses to travel faster and reduced the number of buses that had to be deployed
- Support environmental goals by taking vehicles off the road
- Take advantage of federal funding opportunities for transit projects

- MovingAhead should develop a set of tools that improved transportation options in terms of reliability, frequency, speed and safety for people traveling in different ways.
- A locally preferred alternative was not the end of the process and there were questions about what would happen next and the sequence of actions that would lead to the outcomes
- Difficulty of predicting the future in an environment that was moving quickly and why that could lead to incorrect assumptions and an outcome could be LTD becoming a net zero plus organization by positioning itself for what would become a swinging of the pendulum as related to the availability of federal dollars

Questions:

- What are the next steps leading toward implementation
- What are the sources of funds for implementation
- Differentiations - a clear understanding of where enhanced corridor, EmX and bus rapid transit (BRT) might fit
- Communicate to the public why a particular option was chosen based on each corridor's story
- Should MovingAhead be tabled until Transit Tomorrow implementation had begun in order to understand the impact of that initiative before making decisions or recommendations to the community
- Eliminate confusion and the opportunity for a paralysis effect to occur because the public did not understand the difference between the two projects
- Is outreach appropriate, sufficient and reaching the right people
- Determine the future impacts of action and the future impacts of inaction on opportunities, transit, development of housing and business, greenhouse gas emissions, congestion, travel time, etc.
- Create a proactive transit culture rather than a reactive one
- Is selecting a locally preferred alternative set in stone or would there be an opportunity for more detailed analysis and refinement
- What type of community does the public want and what role does transit play in achieving that
- How sustainable will the system be once built

Group Reports on Transit Tomorrow:

Outcomes:

- Reduce transit door-to-door travel time and increase access to the number of jobs and services within a given period of time
- Increase ridership
- Reduce the community's carbon footprint
- Improve the customer experience for people riding the bus through better service, better access for those with disabilities, riders with pets, ease of fare payment
- Decrease/control cost of living expenses, specifically transportation
- Establish a transit system that facilitates compact development to support climate goals and livability and travel time
- Full buses
- Communications with the public to promote ridership with increased ridership as the primary focus
- Budgetary impact - assure there is a value added and net gain to the community; understand the financial tradeoff and making sure it is a net positive
- Find opportunities to influence additional housing development
- Create a confident consumer decision that results in a cohesive experience through frequent service and efficient connections

Questions:

- Community must understand and support Transit Tomorrow - communication and outreach are critical
- LTD being a leader in communicating and educating the public about the desired outcomes and why the plan is a draft, while soliciting some modifications without going back to the beginning of the process
- Should there be additional public engagement and public education before the LTD Board makes a decisions and how can that be done
- How can the public be effectively educated about the coming changes once a decision is made and Transit Tomorrow is implemented in the fall of 2020
- Once a new system is implemented, how will it be monitored in terms of benefits and negative impacts on people in the community
- What are people doing once they no longer have service
- After a period of monitoring, determine how well the experiment worked, did it benefit the community, should it continue
- Can there be more ridership than is possible with existing resources
- How can transit advance the community's and LTD's climate change goals
- What is the implementation schedule, cost efficiency of implementation, how is implementation being done and why was that approach selected - communicate that information effectively to the community
- What is the Board's policy regarding erosion of the target ridership percentage
- Is the goal mass transit for the greater good or meeting individual needs and how to build a net gain story, knowing there would be very compelling testimony
- What areas of opportunities can be acknowledged in advance regarding coverage losses and ridership targets
- What course corrections might be needed now versus over time
- What values should be Board keep in mind related to acceptable levels of ridership/coverage drift that might occur
- What are the financial tradeoffs, both when implementing and maintaining the plan
- What does success look like
- Heart versus policy

Ms. Cubbage asked for feedback on the process and whether it could be improved. She also asked what should be done with the information developed by the committee during its discussions.

Ms. Rausch commented that the information compiled by the committee was important and useful, but it was easy for advisory groups to get stuck in the details, particularly regarding implementation of large projects. She said that she felt the focus should be on values, strategies and the larger picture and professional staff should be trusted to move forward with planning and implementation.

Ms. Jackson stated that the strategic questions posed by the committee were very good and would help to frame communications and the strategic plan. She suggested staff could provide answers to some of those questions at the next SPC meeting.

Mr. Schwetz said the committee's process and resulting information was an interesting way for the SPC to communicate with the LTD Board.

Mr. Berney said that he appreciated the issues that were raised by the committee and hoped there would be an opportunity to engage in dialogue with staff on those issues to produce a refined message for the LTD Board. He said that he felt a conversation with staff would help develop strategies, for example, to position LTD to obtain not just transportation funding but funding for other purposes from other sources.

Mr. Zako said that he liked the open, unstructured process that allowed for brainstorming among committee members. He said the role of the SPC was to make recommendations to the LTD Board and it heard during public testimony concerns about specific decisions the Board would make in January 2020. He said the process did not focus on recommendations and it was unclear whether there would be a Transit Tomorrow public engagement process over the next three or four months. He said the committee could think big, but also make timely action-oriented recommendations to the Board.

Ms. Secord said many of the questions raised by the groups were similar and hoped to see a template format for the next meeting that identified funding sources, funding opportunities, the LTD teams leading projects, the communications plan for the community, etc. That would avoid posing more questions and allow the committee to focus its efforts at a strategic level. As a Board member, she was also interested in which questions were most important instead of trying to address all of them. She said the financial sustainability of LTD was important and she would be asking the SPC about the financial component of projects and making sure LTD's budget and strategic planning were considered in a financial perspective.

WRITTEN REPORTS AND UPDATES — There were no questions or comments.

NEXT/FUTURE MEETING AGENDAS — Ms. Brindle suggested a joint workshop with the SPC and LTD Board to have a discussion about the questions posed and answers provided by staff.

Ms. Jackson recommended limiting a joint workshop to one topic. She said the Transit Tomorrow public engagement would end in January 2020 and a workshop could be scheduled after that information was available and before the Board made a decision at its February 2020 meeting. She said staff would work on scheduling a joint meeting.

ADJOURNMENT — Ms. Cabbage thanked SPC members for their attendance, commitment to the community and passion for the issues that were discussed. She adjourned the meeting at 7:30 p.m.

(Recorded by Lynn Taylor)



AGENDA ITEM SUMMARY

DATE OF MEETING:	November 5, 2019
ITEM TITLE:	TRANSIT TOMORROW UPDATE
PRESENTER:	Tom Schwetz
DIRECTOR:	Aurora Jackson
ACTION REQUESTED:	Information and Discussion

PURPOSE: To provide the committee with an update regarding the strategy for implementation of the proposed Transit Tomorrow network.

HISTORY: At the December 2017 Board of Directors' meeting, the Board approved an award of contract to Jarrett Walker and Associates (JWA) to perform a comprehensive operational analysis (COA) that entailed a detailed study of LTD's transit service, including an assessment of existing strengths, areas for improvements, and options to better serve the community it serves. In an outreach program to engage the community in the decision-making process of the COA, LTD branded the project 'Transit Tomorrow'. Through Transit Tomorrow, LTD is evaluating the entire transit network in the Eugene-Springfield metropolitan area.

The COA was developed in two phases and included two public outreach efforts as highlighted below.

- May 2018 the *Choices Report* was published
- June through August, 2018: Community Engagement, Phase 1
- January 2019: *Scenarios Report* was published
- January through February 2019: Community Engagement, Phase 2

On March 5, LTD's Strategic Planning Committee spent their full meeting developing a recommendation for the Board's action on allocation of resources between provision of coverage and frequent fixed-route service for the Eugene-Springfield metropolitan area. Representatives from SPC conveyed their recommendation to the Board at the March 20 regular meeting.

At the March 20, 2019, Board Meeting, the LTD Board of Directors adopted a resolution directing staff to develop a fixed-route service scenario for the Eugene/Springfield metropolitan area that focuses 80-85 percent of the metro area resources on High Ridership with up to 5 percent of metro resources being focused on non-fixed route mobility options. Based on the Board's direction, a multi-jurisdictional technical advisory group composed of agency partners and LTD staff will be meeting for a two-day "Core Design Retreat" on March 21-22 to develop the Draft Preferred Scenario for the fixed route transit network in Eugene/Springfield. Following the retreat, a report was drafted summarizing key features of the draft network, along with measurements of outcomes which was provided to the Board in May.

A Work Session was held with the LTD Board of Director on July 17, 2019, present findings of the project to date, the proposed network, and analysis prepared by JWA.

At its August 6, 2019, SPC meeting, the committee members was briefed on the proposed network and the draft implementation process. The committee held small group discussions to discuss:

- the benefits and concerns associated with the proposed network and proposed implementation process
- the areas of focus for strategizing implementation based on the identified benefits and concerns

SPC members expressed support for the proposed network overall and recommended that implementation include a thoughtful process and communication strategy that promotes the positive aspects of the proposed changes. SPC members discussed the merits of rolling out the network changes all at once as compared to a phased approach over two years with primary changes occurring in the first year. While both approaches were acceptable

to SPC members, most advocated for the changes to be implemented as quickly as could reasonably be achieved with the guidance that the changes and timing of changes be clearly articulated to stakeholders.

At the August 21 board meeting, staff provided the following recommendation:

- Based on the above stated considerations, staff recommends that the proposed network be advanced for additional study and implementation planning.
- Additionally, staff recommends that the pace of implementation should occur as quickly as reasonable but be primarily informed by the detailed service and operational analysis that will occur as part of the implementation planning step. Reasonableness may mean that some phasing of the roll out would occur.
 - For example, construction of the Santa Clara Transit Station is anticipated to be complete in December 2020; therefore, staff recommends that the timing of changes that rely on this new station being operational align with the construction schedule.

At that same meeting, through Resolution 2019-08-21-050, the board directed staff to advance the proposed network for further study and implementation planning.

Staff is currently working on the strategy for implementation of the proposed Transit Tomorrow network. This strategy will consider a number of questions related to what changes will be made to the existing system and how those changes might be programmed over three years between 2020 and 2022. At its October 1 meeting, SPC identified outcomes and questions related to the Transit Tomorrow project. At its November 5 meeting, SPC members will receive a handout with staff-generated answers to the committee's questions. In addition, staff will update the committee on the status of the implementation plan development.

CONSIDERATIONS: N/A

ALTERNATIVES: N/A

NEXT STEPS: N/A

SUPPORTING DOCUMENTATION: N/A

PROPOSED MOTION: N/A



AGENDA ITEM SUMMARY

DATE OF MEETING: November 5, 2019
ITEM TITLE: SPC WORK PLAN DEVELOPMENT
PRESENTER: Tom Schwetz
DIRECTOR: Aurora Jackson
ACTION REQUESTED: Information and Discussion

PURPOSE: To continue the Strategic Planning Committee's (SPC) process in developing a framework and work plan for the committee, which will guide its focus on the strategic planning issues of LTD's major projects and efforts.

HISTORY: As established in LTD Board of Directors Resolution No. 2016-12-12-041, the SPC was formed and charged with providing the LTD Board of Directors with independent advice on strategic planning issues. Distinct from advice provided by other existing committees, SPC's advice is focused on advancing the goals of the Long-Range Transit Plan, including but not limited to:

- Developing the Frequent Transit Network
- Making better connections;
- Reducing trips and waiting times;
- Bridging the first and last mile;
- Creating safer ways to access service; and
- Optimizing solutions for urban and rural areas.

In reflecting on this charge, SPC members decided to focus its October 1, 2019 meeting to explore the strategic questions associated with two of LTD's major projects: Transit Tomorrow and MovingAhead. Small groups worked through these questions (1) what are the desired outcomes of the project decisions, and (2) what questions should the Board be considering as these projects progress?

This meeting will focus on the development of a work plan framework -- it will define the guiding strategic planning issues, will develop a working schedule that reflects project milestones and decision points, and help guide the types of information they would like from staff and when. The work plan will become a template for on-going strategic conversations and agenda setting.

CONSIDERATIONS: N/A

ALTERNATIVES: N/A

NEXT STEPS: N/A

SUPPORTING DOCUMENTATION: N/A

PROPOSED MOTION: N/A

Transit Tomorrow Update

Strategic Planning Committee

November 5, 2019



LTD.org

Transit Tomorrow

- **Two year planning and public engagement process:**
 - Effort to determine how LTD can better respond to the transit needs of the metropolitan area - deployment of 40-foot and 60-foot buses
- **Last transit network analysis:**
 - 20 years ago
- **Proposed network focused on increasing ridership:**
 - Increased weekday frequency
 - Currently 17% of service hours (15 minutes or better)
 - Proposed 50% of service hours (15 minutes or better)
 - Increased weekend service
 - Saturdays -Extend to midnight
 - Sundays -Extend to 10 p.m. ;
 - From 60 minute to 30 minute between 10 am and 7 pm



How did we get to a proposed network?

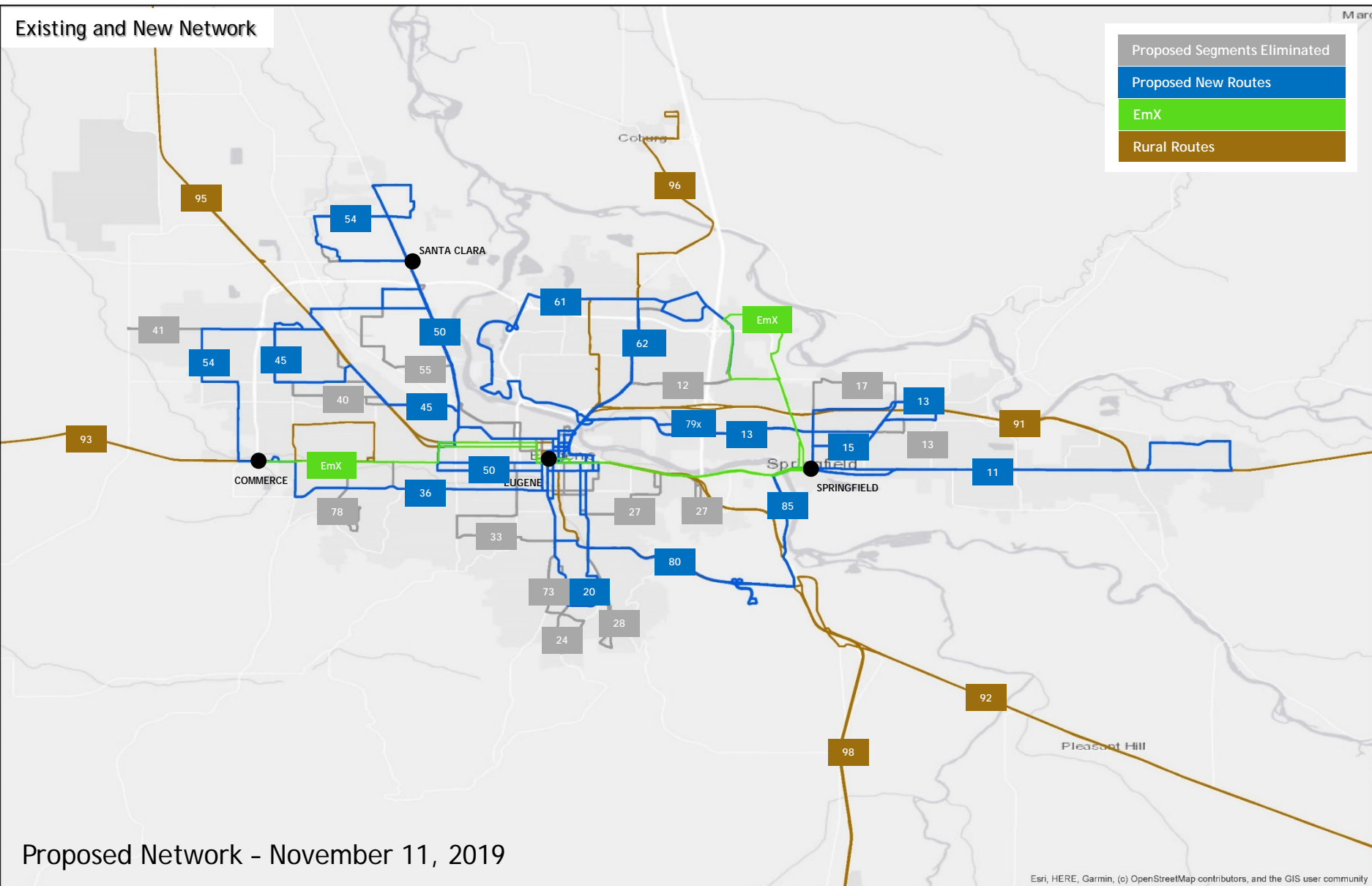
- **May 2018:** *Choices Report* published
- **June through August 2018:** Community Engagement, Phase 1
- **January 2019:** *Scenarios Report* published
- **January through February 2019:** Community Engagement, Phase 2
- **March 20, 2019 - Board of Directors Meeting:** Fixed Route Metro Network: 80-85% on ridership; 15-20% on coverage with up to 5% on non-fixed route mobility options
- **August 21, 2019 - Board of Directors Meeting:** Advance the proposed fixed route network for further study and implementation planning.
- **August through November 2019 - Planning Process:** Advance the proposed fixed route network for further study and implementation planning.



Proposed Changes to the System

Existing and New Network

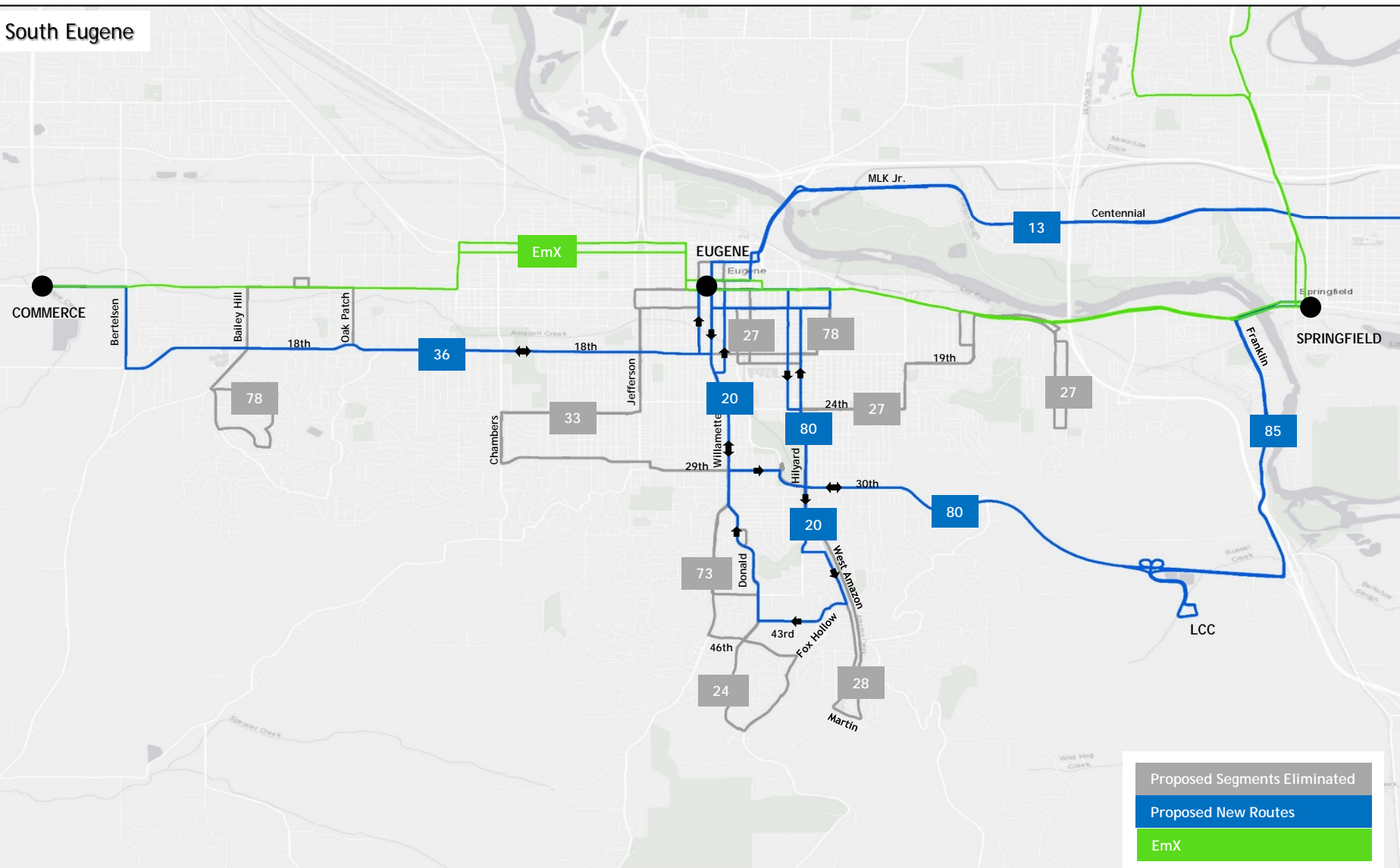
- Proposed Segments Eliminated
- Proposed New Routes
- EmX
- Rural Routes



Proposed Network - November 11, 2019

Proposed Changes to the System

South Eugene



Proposed Network - November 11, 2019

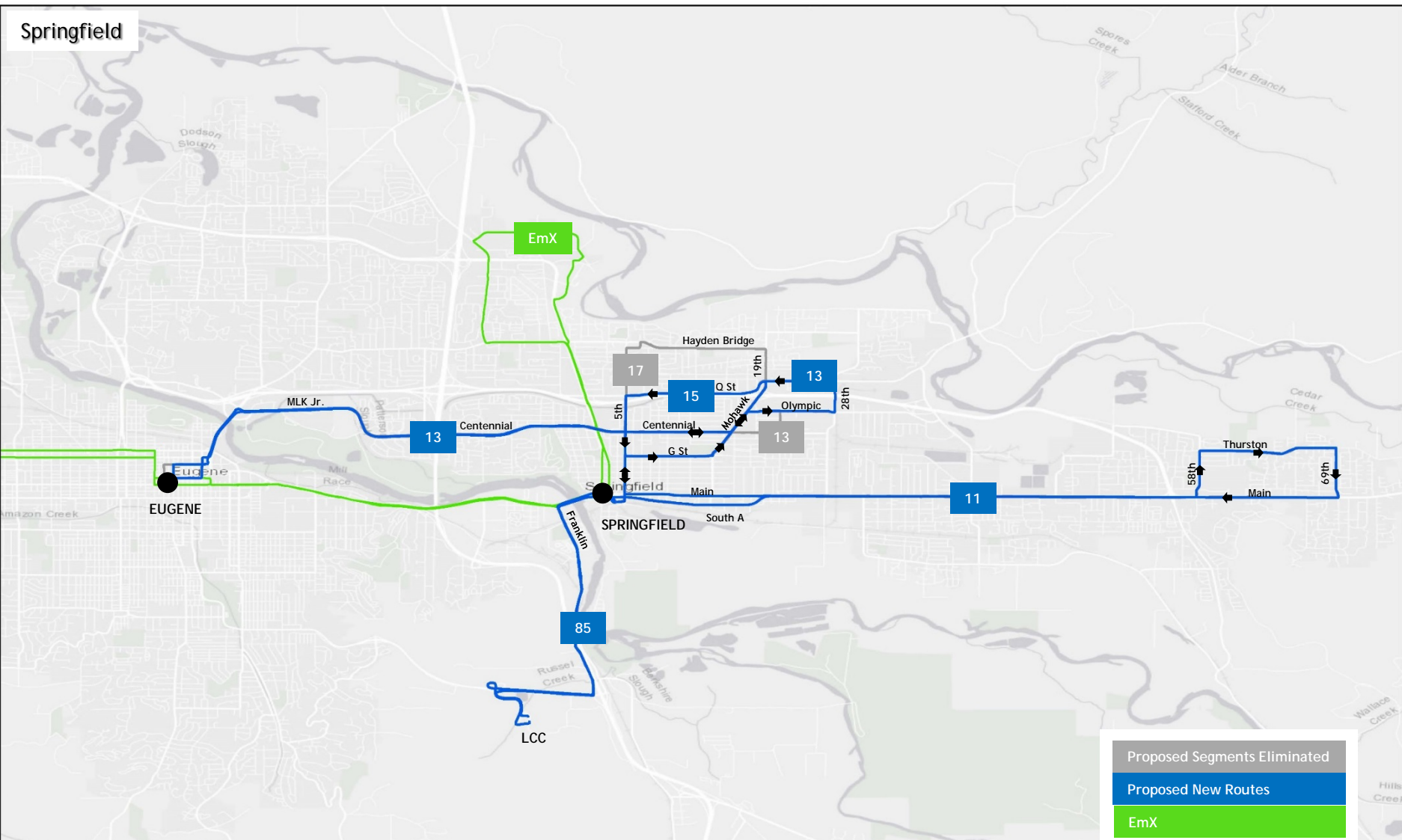
South Eugene - Current Ridership Analysis

Rte.	Avg. Daily Trips	Avg. Daily Boardings	Affected Bdgs.	Within ¼ Mile	Outside ¼ Mile	Avg. Bdg/Trip	Avg. Bdg/trip Outside ¼ Mile
24	34	1012	167	96	71	29.8	2.1
27	8	132	115	47	69	16.5	8.6
28	32	1115	176	100	76	34.8	2.4
33	20	270	140	16	124	13.5	6.2
73	19	378	116	54	62	19.9	3.3
78	18	475	101	70	31	26.4	1.7
81	21	458	9	0	9	21.8	2.3



Proposed Changes to the System

Springfield



Proposed Network - November 11, 2019

Springfield

Rte.	Avg. Daily Trips	Avg. Daily Boardings	Affected Bdgs.	Within ¼ Mile	Outside ¼ Mile	Avg. Bdg/Trip	Avg. Bdg/trip Outside ¼ Mile
11	No Routing Change						
13	32	1334	144	135	8	41.7	0.3
17	25	294	95	57	38	11.8	1.5
18	25	486	60	60	0	19.4	0.0
85	No Routing Change						

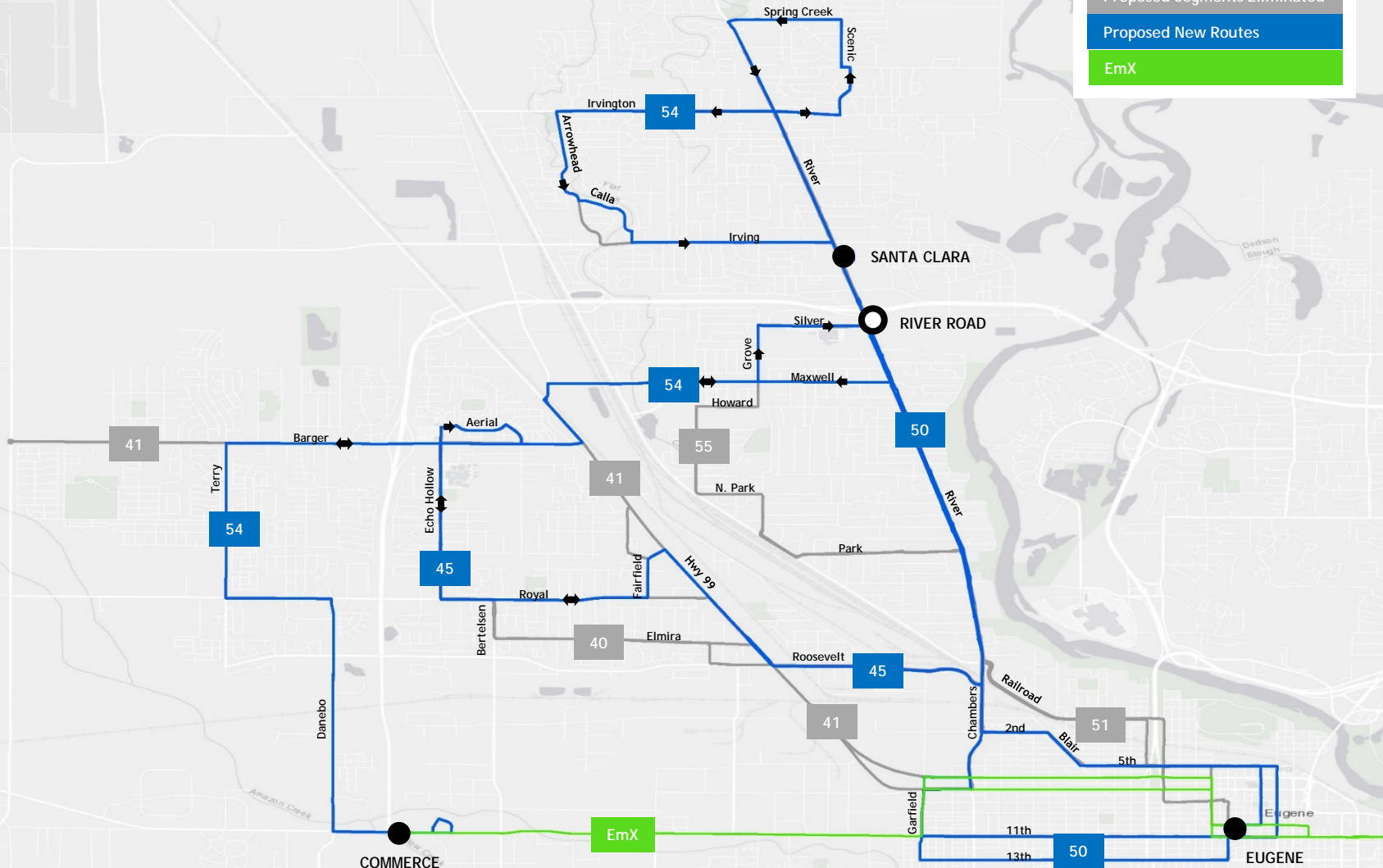
Proposed Changes to the System

Northwest Eugene

Proposed Segments Eliminated

Proposed New Routes

EmX



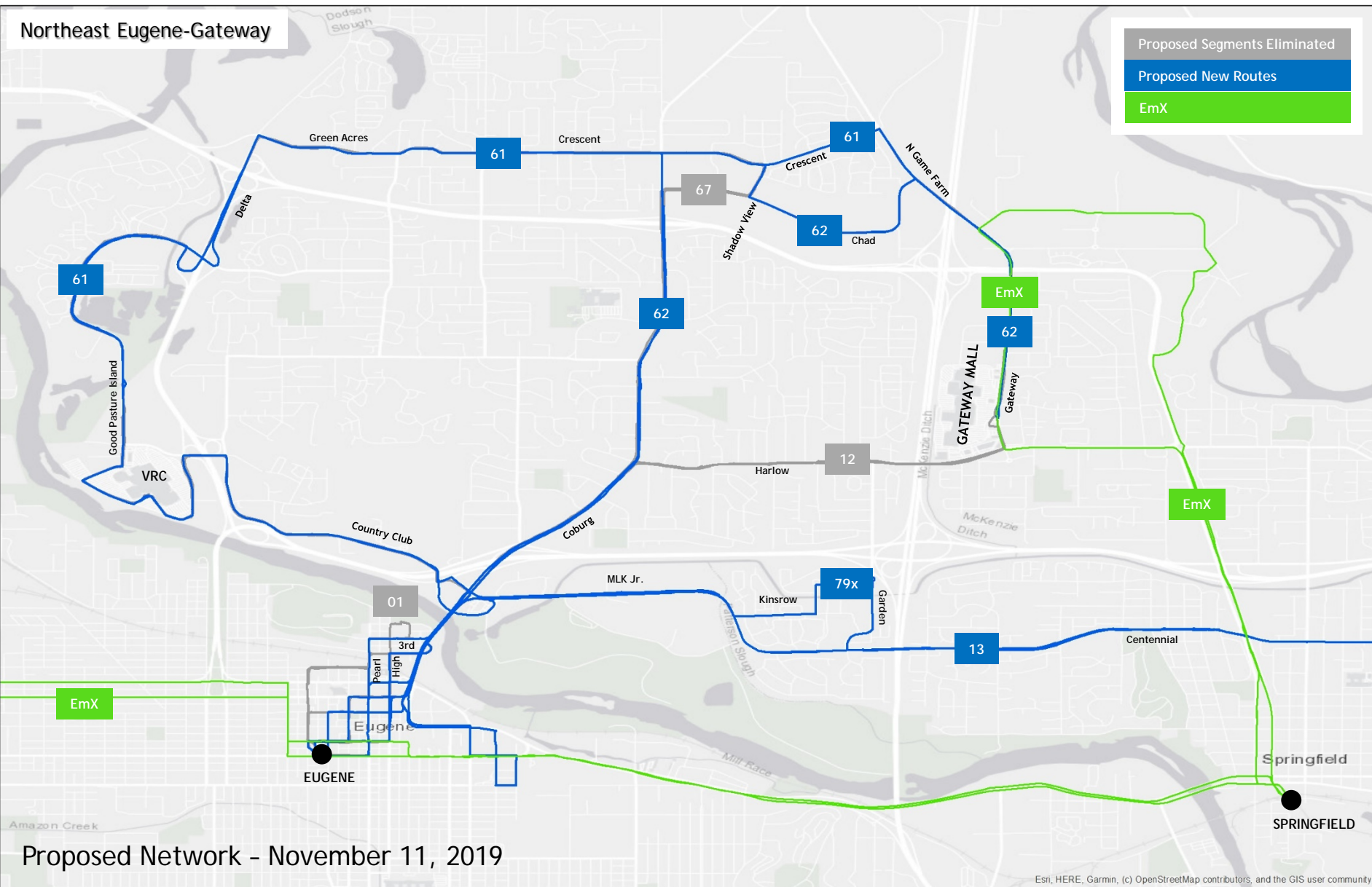
Proposed Network - November 11, 2019

Northwest Eugene

Rte.	Avg. Daily Trips	Avg. Daily Boardings	Affected Bdgs.	Within ¼ Mile	Outside ¼ Mile	Avg. Bdg/Trip	Avg. Bdg/trip Outside ¼ Mile
40	34	1077	128	39	89	31.7	2.6
41	39	1656	107	85	22	42.5	0.6
51	34	1332	259	201	58	39.2	1.7
52	25	908	12	12	0	36.3	0.0
55	11	237	124	66	58	21.5	5.3



Proposed Changes to the System



Northeast Eugene-Gateway

Rte.	Avg. Daily Trips	Avg. Daily Boardings	Affected Bdgs.	Within ¼ Mile	Outside ¼ Mile	Avg. Bdg/Trip	Avg. Bdg/trip Outside ¼ Mile
12	32	1033	137	59	78	32.3	2.4
13	32	1334	144	135	8	41.7	0.3
66	44	1268	70	70	0	28.8	0.0
67	40	1166	5	5	0	29.2	0.0
79X	No Route Changes						



What comes next?

Community Outreach...

- **Public Meetings** - Public Hearing- Draft Implementation Plan & Draft Service Policy
- **February 19, 2020 - Board of Directors Meeting**
Adopt Final Implementation Plan & Final Service Policy

Future Decisions...

- **January 15, 2020 - Board of Directors Meeting**
Public Hearing- Draft Implementation Plan & Draft Service Policy
- **February 19, 2020 - Board of Directors Meeting**
Adopt Final Implementation Plan & Final Service Policy

Service Changes Implementation...

- **Winter and Fall 2020** - Minor service changes in winter, and system redesign changes in fall.
- **Winter and Fall 2021** - Service changes related to the Santa Clara Transit Station in winter, and system redesign changes in fall.



Implementation Planning - Considerations

- **Service Planning:** driving routes to validate run times & troubleshoot route challenges (e.g. turning movements) & developing schedules that provide desired level of service while meeting union commitments (e.g. breaks, work schedules)
- **Human Resources & Training:** hiring staff to provide added service; staff training on new routes/schedules
- **Facilities:** removing stops, reallocating stop amenities, amending service contracts & installing new signage at stops & stations prior to change
- **Fleet:** achieving the desired level of service in consideration of the finite number of buses that can be deployed at one time (peak buses)
- **Budget Planning:** planning for the above in the annual budgeting & CIP cycle
- **Coordination with Community Partners:** considering seasonal events (e.g. school year, big events); coordinating with cities to discuss how changes impact traffic control, transportation/bike/pedestrian planning, & land use & economic development planning



Draft Phased Implementation Plan

WINTER 2020 (Minor Adjustment)

- Reconnect: EmX
- Add Frequency: 11 (Thurston)

FALL 2020

- Start New Routes: 36 (W 18th), 15 (5th/Mohawk), 13 (Centennial), 80 (UO/LCC) & 79x (UO/Kinsrow)
- Merged/Restructured Routes: 27 (Fairmount), 82 (LCC/Pearl), 78 (UO/Seneca/Warren), 33 (Jefferson)

WINTER 2021 (Santa Clara Station Complete)

- Start New Routes: 50 (River Road), 54 (Commerce/Santa Clara)
- Merged/Restructured Routes: 41 (Barger/Commerce), 51/52 (River Road/Santa Clara), 55 (North Park)

FALL 2021

- Add Span & Frequency: add span to Saturdays & Sundays and add frequency to Sundays
- Start New Routes: 20 (Willamette), 61 (VRC/Chad), 62 (Coburg/Gateway), 45 (Echo Hollow)
- Merged/Restructured Routes: 1 (Campbell Center), 73 (UO/Willamette), 28 (Hilyard), 12 (Gateway)



Outreach - Target Audiences

- Riders
- Business Community
- Neighborhood Associations
- Partner Agencies
- Civic Groups
- Social Service Organizations
- General Public



Outreach - Riders

- Eugene Station Display - staffed & static
- Signage at Stops Potentially No Longer Served
- Station Signage
- Bus Posters
- Bus Talk
- Operator Cards
- Web - Hero Ads/Route Pages
- Social Media
- Public Comment Sessions
- Mailing - ADA Paratransit Riders



Outreach - Additional Outreach

- Presentations
- Public Comment Sessions
 - November 21, 2019, Springfield City Hall, 5:30 - 7:30 p.m.
 - December 11, 2019, Eugene Public Library, 5:30 - 7:30 p.m.
- Web & Social Media
- Earned Media
- Media Campaign
- Public Comment Session - January 18, 2020



Questions?



AUDIENCE PARTICIPATION SIGN-UP SHEET— STRATEGIC PLANNING COMMITTEE MEETING

Date: November 5, 2019

Note: Please note that your verbal testimony is limited to three (3) minutes.

If you wish to present written materials, please furnish at least one copy to the Clerk of the Board/Recording Secretary for the official record.

NAME	CITY OF RESIDENCE	GROUP / REPRESENTING	TOPIC
STEVE ALTMAN	EUGENE		28 ROUTE
RUSSELL JONES	"		28 Route.
LUCY BAMBREY	"		"

* This document is a public record subject to disclosure under the Oregon Public Records Law.