



# LANE TRANSIT DISTRICT BOARD OF DIRECTORS STRATEGIC PLANNING COMMITTEE

Tuesday, February 04, 2020  
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"/> Leah Rausch (Vice Chair) <input type="checkbox"/> Frannie Brindle <input type="checkbox"/> Rob Zako <input type="checkbox"/> Mike Eyster <input type="checkbox"/> Emily Secord <input type="checkbox"/> Sam Miller <input type="checkbox"/> Greg Evans (Councilor) <input type="checkbox"/> Gerry Gaydos <input type="checkbox"/> Joe Berney (Commissioner) <input type="checkbox"/> Lindsey Hayward <input type="checkbox"/> Sheri Moore (Councilor) <input type="checkbox"/> Carl Yeh <input type="checkbox"/> Vacant <input type="checkbox"/> Vacant	
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"> <li>◆ <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></li> <li>◆ <i>Community member testimony is limited to three (3) minutes.</i></li> </ul>	
	VI. ITEMS FOR ACTION AT THIS MEETING	
5:50 p.m.	A. APPROVAL OF MINUTES  <b>Action Needed:</b> Approval  <i>Approve minutes from the January 7, 2020, meeting</i>	3
	VII. ITEMS FOR BOARD RECOMMENDATION	
5:55 p.m.	A. MOBILITY MANAGEMENT IN LANE COUNTY <i>Materials Included</i> [Aurora Jackson]  <b>Action Needed:</b> Board Recommendation  Staff will provide an update and request feedback regarding mobility management in Lane County.	9
	VIII. ITEMS FOR INFORMATION AT THIS MEETING - NONE	
7:15 p.m.	IX. WRITTEN REPORTS AND UPDATES a. MovingAhead Update	10

<u>Time</u>	<u>ITEM</u>	<u>Page</u>
7:25 p.m.	X. NEXT/FUTURE MEETING AGENDAS	11

*The Chair will ask for updates to be added to the working agenda and which month they should be placed.*

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).*

**LTD Administrative Office:** The office is located at 3500 East 17th Avenue (off Glenwood Blvd. in Glenwood). Click [here](#) for a map.

**Bus:**

From Eugene Station: Take the EmX bus from the LTD Downtown Station and get off at the outbound Glenwood EmX stop (in front of Planned Parenthood). From there walk west to the corner of Franklin Blvd. and Glenwood Blvd. and turn left. Continue walking south on Glenwood Blvd to 17<sup>th</sup> Avenue and turn left. The building entrance faces 17<sup>th</sup> Avenue.

From Springfield Station: Take the EmX bus from the Springfield Station and get off at the outbound Glenwood EmX stop (across Franklin Blvd. from Lane Forest Products). From there walk east to the crosswalk to cross Franklin Blvd., proceed south on Glenwood Blvd. Continue walking south on Glenwood Blvd to 17<sup>th</sup> Avenue and turn left. The building entrance faces 17<sup>th</sup> Avenue.

**Bicycles:** There are covered bicycle racks located by the front entrance.

**Parking:** Parking is available for free in the parking lot at the front of the building on 17<sup>th</sup> Avenue.

## STRATEGIC PLANNING COMMITTEE MEETING

### LANE TRANSIT DISTRICT

Tuesday, January 7, 2020

Pursuant to notice given to *The Register-Guard* for publication on January 2, 2020, 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, January 7, 2020, beginning at 5:30 p.m., at the LTD Board Room, 3500 E. 17th Avenue, Eugene, Oregon.

Present: Amy Cabbage, Chair  
Leah Rausch, Vice Chair  
Lucy Vinis for Greg Evans  
Mike Eyster  
Matt Keeler for Lindsay Hayward  
Sheri Moore  
Emily Secord  
Rob Zako  
Aurora Jackson, LTD General Manager  
Camille Gandolfi, Clerk of the Board

Absent: Joe Berney  
Frannie Brindle  
Gerry Gaydos  
Sam Miller  
Carl Yeh

**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 welcomed those present. She noted that a memorandum was distributed to committee members regarding their preferences for meeting time. Meetings would continue to be held on the first Tuesday of each month.

**ANNOUNCEMENTS AND ADDITIONS TO THE AGENDA** — None.

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

**Linda Duggan**, Eugene, said that elimination of the #28 bus would greatly affected her family and neighbors. Some individuals would be unable to ride the bus. She said without a direct route to the University of Oregon and Lane Community College many students would also be affected. Cutting the other two routes in the neighborhood would leave a large section of the southeast neighborhood without service. That included two assisted living facilities, low-income housing, many apartment buildings and several schools. The proposed bus #20 would barely provide service. She said the current coverage model provided service to the general population, including elderly and disabled residents. She said access, equity and climate change consideration should be the focus, not just ridership. If neighborhood routes were discontinued more people would drive and drive a longer distance to corridors. Vehicle miles traveled should be part of LTD's plan. She said it was unrealistic to believe people with disabilities would be able

to rely on RideSource for their daily job commutes. She said she felt the proposed plan was discriminatory and asked that it be rethought.

**John Lepinski**, Eugene, questioned why the #28 bus was being eliminated when it was a critical line for many people. Elimination of the route would make it very difficult for seniors and those with disabilities to travel downtown.

Ms. Moore arrived at 5:40 p.m.

**Eleanor Lepinski**, Eugene, said her home was chosen because of its proximity to a bus line and others had made an investment in a home for that reason. The #28 bus provided access to downtown and elsewhere in the community. She said she was concerned about students and those with disabilities who depended on the bus for transportation. It was difficult to find another place to live in the current housing market. She said she was opposed to the proposed plan.

**Jess Roshack**, Eugene, spoke as a teacher and parent. She commended LTD for providing passes to students, but said she found it ironic that the director of transportation for the Eugene 4J School District had not been consulted during the public engagement phase of Transit Tomorrow or considered as a stakeholder in the process. She said she was concerned about the Transit Tomorrow proposed network for the same reasons cited by previous speakers. She said 4J was a school choice district and families had selected schools based on a student's ability to get there. She said changes to public transportation could result in social inequity when families had to rely on the bus and that option changed. She encouraged that changes to the system be made with a scalpel, not a bulldozer.

**Kathleen O'Gieblyn**, Eugene, said she worked for the Oregon Commission for the Blind and her job was to help clients obtain work. A key part of accessing and maintaining employment was bus transportation. She said RideSource was not a good option for a daily commute for work. She shared the personal anecdote of a client in south Eugene who depended on the bus to pursue his business activities.

#### **ITEMS FOR ACTION AT THIS MEETING**

**MOTION** **Approval of Meeting Minutes** — Ms. Secord moved to approve the November 5, 2019, minutes as submitted. Mr. Eyster provided the second.

**VOTE** The motion was approved as follows:  
YES: Cabbage, Eyster, Keeler, Moore, Rausch, Secord, Vinis, Zako (8)  
NAYS: None  
ABSTENTIONS: None  
EXCUSED: Berney, Brindle, Gaydos, Miller, Yeh (5)

#### **ITEMS FOR BOARD RECOMMENDATION**

There were no items.

#### **ITEMS FOR INFORMATION AT THIS MEETING**

**December Board Retreat Outcomes** — Ms. Jackson provided an overview of the December 18, 2019, LTD Board retreat. She said the first half of the day involved training for Board members by a representative of the Special Districts Association of Oregon (SDAO) and LTD's general counsel. The second half was focused on whether LTD's mission (why) statement still

resonated with the Board and the current how and why statements; those statements would provide a foundation for development of LTD's strategic business plan.

Ms. Jackson said the Board felt there were key words missing from those statements and there had been many changes since they were adopted in 2014, particularly with respect to technology and mobility. She said staff would begin to develop language more reflective of what transportation was today and would be in the future for the Board to consider. Those statements, once adopted, would drive the District's strategies. She said the updated statements would be presented to the SPC to determine if they adequately reflected what the community expected of LTD.

Ms. Jackson said a number of topics were placed in the "parking lot" for future discussion. Those topics were:

- technology and mobility
- community perception of LTD as a social service for the state transportation system
- technology and data
- public/private partnerships
- finance training and planning (Budget Committee)
- SPC feedback on LTD's communication
- resilience and emergency preparedness
- expansion of how statements related to foreshadowing mobility options, telegraphing the safety of a multi-modal system, communicate all of LTD's activities

Ms. Secord said some topics had been designated for future Board work sessions and others would be referred to the SPC for discussion and recommendations.

In response to a question from Mr. Zako, Ms. Jackson said the Board was interested in modifying the why statement to address mobility/transportation. She said staff would be asking for additional direction from the Board.

**Transit Tomorrow Decision-Making Framework** — Ms. Rausch reviewed the previous SPC recommendations, a summary of which was included in the agenda packet. She said the Board agreed with the committee's recommendation to take more time to consider the service changes in the proposed network and undertake a robust public education and engagement strategy. She said a public education and engagement strategy to build community support for a high ridership model would be the focus of the SPC's discussions, including reasons to support a high ridership network and how that linked to other community initiatives and values. She said she hoped the outcomes would be recommendations that connected values to tangible next steps in public involvement.

Ms. Rausch said the committee would form smaller groups to discuss the following questions:

1. Why should the community support a high ridership model?
2. How should LTD incorporate these reasons and values into a public involvement strategy?

Responses to Question 1:

- The question might be: *why could* the community support a high ridership model? The community could support it because a majority would have more frequent, effective and

efficient service that would support community goals such as reduced greenhouse gas emissions and VMT and more transportation options in the future.

- There were gaps in service in the current network.
- The Board should provide strong clear direction to staff to present the benefits of a new model in the public education process as well as acknowledge the challenges and potential negative impacts on some.
- Make it clear the proposed change would not result in a profit or loss to LTD. Services were not being reduced or consolidated to save money.
- Obtain input from schools and consider how the change would affect access for school-age children.
- Clarify what flexibility there was for changing the network design and when that could occur.
- Avoid gentrification, but promote sustainable growth in the community.

Responses to Question 2:

- Next steps in the public involvement process:
  - communicate the benefits of and reasons for moving to a higher ridership model
  - iterate and test the proposed network to determine where there were flaws and where changes could be made to make it work better for different parts of the community
- Create more stakeholder forums and make sure there was broad representation from all parts of the community.
- Take the time to work out problems in the high mode.
- Personalize the impact of the new model, don't just discuss data.
- The Board must decide if there is an opportunity to serve the community better and provide leadership by stating the reasons it wished to explore a high ridership model.
- Engage the community in a discussion of how service could be even better given the resources available.
- Clarity about what was being proposed, an iterative rollout process to obtain desired outcomes and the timelines was essential.
- Fine tune the conclusions reached at this stage with feedback to date and in the future.

Ms. Cabbage said it appeared the committee still supported a high ridership model and urged the Board to provide strong direction to staff to communicate the potential benefits of that model during the public engagement process. People should be engaged on how public transportation could be improved for them, reach key stakeholders and use feedback to refine the network design. Timelines should be clearly communicated.

Ms. Moore said the benefits were identified as adding evening and weekend service, but the cost of adding those benefits should be considered. She said the community should know about the issues that LTD was grappling with in order to reach a long term goal.

Mayor Vinis said she felt that the data showing increased ridership was a powerful message to the community.

Ms. Jackson explained that staff could not advocate for something to the community, such as a high ridership model, unless directed to do so by the Board; otherwise staff could present only facts. If it was the committee's recommendation that the Board provide strong direction to staff with respect to advocacy, they should state that.

Mayor Vinis commented that a discussion of tradeoffs was not good messaging and talking about increased ridership among people who were high transit users was not advocacy, it was a fact. She said she felt the discussion should not be about tradeoffs and winners and losers; it should be about increasing use of transit and making the system as responsive as possible to the community. She said there would be neighborhoods that experienced a shift in service, but that happened often when LTD had to make changes in service. LTD was trying to create benefits across the community and had done the work to identify how that could best be done in a changing transportation landscape.

Mr. Zako said feedback during the two-year Transit Tomorrow process had supported ridership and the SPC should recommend to the Board that it embrace that and direct staff to advocate for it. He said it should be acknowledged that the proposed network had some painful features and LTD would continue to work on those. He agreed the Board needed to set direction for staff. He said 95 percent of the community was not engaged in the conversation about a transit model and the next step was for the Board to direct that a public outreach and education campaign should reach the entire community.

Mr. Eyster said the committee should be clear that its recommendation to the Board was to adopt the high ridership model based on community feedback that higher ridership and more productivity was the right direction.

Ms. Rausch summarized that the SPC recommended the following to the LTD Board:

1. Provide staff with a strong and clear directive to continue pursuing a higher ridership model,
2. engage in an intentional and iterative public involvement process that:
  - Present the benefits of a higher ridership model, and
  - Proactively target people who stand to gain or lose from the proposal and go directly to them and engage them in the process.
  - Provided the opportunity for the community to provide feedback on the proposed network change.
  - Incorporate community feedback into a more refined model.

Ms. Secord expressed concern with extending the Transit Tomorrow timeline too far into the future.

Director of Specialized Services Cosette Rees said based on the November discussions by the SPC and Board, staff had developed the following schedule:

March 2020 - provide an alternative to the Board, including some options to potentially mitigate some of the lost coverage under the proposed network, and open a public comment period

May 2020 - hold a public hearing on proposed alternatives

June 2020 - LTD Board would adopt a final transit network for implementation

February 2021 - new service would be implemented

Ms. Rees explained that before and between those milestones there would be an engaged conversation with the community to educate about the reasons for considering a higher ridership model and prepare people to provide input to the Board.

Mr. Zako said LTD should take as long as necessary to gain community support. He wanted to see more details on the public engagement process at the SPC's February or March 2020 meeting.

Assistant General Manager Service Delivery Mark Johnson said extending the public engagement process many more months could add \$300,000 in costs. He said the next three months would be dedicated to a robust outreach and engagement strategy.

Director of Planning and Development Tom Schwetz said it would be helpful to the Board if the SPC could define how to determine broad community support.

Mr. Eyster said he was not certain the criteria should be community support. He said the past two years had determined that productivity and ridership was a higher priority than it had been in the past. There would be some in the community who would be unhappy regardless of what was implemented. The goal was to be sure as much public input as possible had been obtained and it was incorporated into the final product.

Mr. Zako suggested identifying the 50 organizations, interests, and segments of the community most affected by the proposed changes and invite them to a stakeholder forum in May to review the latest iteration of a network design. If most of the stakeholders supported the design that could be taken as an indication of community support.

Ms. Rausch moved that the SPC recommend to the LTD Board the following:

- provide staff with a strong and clear directive to continue pursuing a higher ridership model,
- engage in an intentional and iterative public involvement process that:
  - presented the benefits of a higher ridership model,
  - proactively targets people who stand to gain or lose service from the proposal, as well as key stakeholders, and engages them in the process,
  - provides opportunities to give specific feedback on the proposed network change, and
  - incorporates this feedback into an updated version of the network.

Mr. Eyster provided the second.

Mr. Zako offered an amendment to add the recommendation to hold another stakeholder forum.

Mr. Eyster accepted the amendment. The motion passed 8:0.

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

**NEXT/FUTURE MEETING AGENDAS** — The next agenda setting meeting was scheduled for January 8, 2020, at 1:00 p.m.

**ADJOURNMENT** — Ms. Cabbage adjourned the meeting at 7:30 p.m.

*(Recorded by Lynn Taylor)*





## AGENDA ITEM SUMMARY

**DATE OF MEETING:** February 4, 2020  
**ITEM TITLE:** MOBILITY MANAGEMENT IN LANE COUNTY  
**PREPARED BY:** Tom Schwetz, Director of Planning and Development  
**DIRECTOR:** Aurora Jackson, General Manager  
**ACTION REQUESTED:** Committee Direction

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**PURPOSE:** To provide the committee with information and gather input about mobility management activities in Lane County.

**HISTORY:** Over the last few years, the Strategic Planning Committee (SPC) has discussed various topics about mobility in Lane County, specifically Bus Rapid Transit (BRT), the Comprehensive Operational Analysis (COA) branded Transit Tomorrow, Mobility-on-Demand (MOD), and various new mobility options surfacing nationwide.

In 2017, with the passing of House Bill 2017, new transportation funding became available to improve transportation statewide through the Statewide Transportation Improvement Fund (STIF). The new program expanded the role of Lane Transit District (LTD) from oversight restrictions only within the District boundary to consideration of countywide transportation needs (eligible for STIF funds).

Key elements of successfully navigating the range of new mobility options include:

- Determining the appropriate role that LTD can play in fostering the development of new mobility,
- Developing strategic partnerships with providers of new mobility options, and
- Effectively employing those options to create better connectivity to fixed-route transit, and further enrich the region's mobility options.

To date, this approach has led to a partnership between LTD and Lane Council of Governments (LCOG) focused on providing a cohesive system of mobility within the county and connecting to adjacent counties; as well as the piloting of MOD options in Cottage Grove and downtown Eugene.

Staff will provide SPC with information about various mobility options currently being considered countywide. LCOG staff currently involved in their mobility projects together with LTD staff will present on the broad range of mobility options being considered and tested today in Lane County and engage the committee in a discussion about possibilities for the future. These discussions will begin to lay a foundation for the committee to formulate recommendations to the Board of Directors related to LTD's mobility management planning and inform elements of a Strategic Business Plan.

**CONSIDERATIONS:** Based on the information presented, the Committee is being asked to provide input leading to a future recommendation to the Board of Directors.

**ALTERNATIVES:** N/A

**NEXT STEPS:** Input provided by the committee discussion, will provide staff with additional information to be used in further scoping LTD's current planning efforts (Mobility Management Plan and Strategic Business Plan), furthering LTD's partnership with LCOG, and further work by the committee around possible advice and recommendations on this issue.

**SUPPORTING DOCUMENTATION:** N/A



## AGENDA ITEM SUMMARY

**DATE OF MEETING:** February 4, 2020

**ITEM TITLE:** MOVINGAHEAD UPDATE

**PREPARED BY:** Andrew Martin, Development Planner

**DIRECTOR:** Tom Schwetz, Director of Planning and Development

**ACTION REQUESTED:** None. Information Only

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**PURPOSE:** To provide the committee with information about the current status of the MovingAhead project.

**HISTORY:** MovingAhead is a joint project between the City of Eugene and Lane Transit District studying investments along Highway 99, River Road, Downtown Eugene to LCC via 30th Avenue, Coburg Road, and Martin Luther King, Jr. Boulevard. MovingAhead is focused on safety and access for people walking, biking, rolling in mobility devices, and riding transit.

Since 2015, project staff from LTD and the City of Eugene have conducted public outreach and technical analysis. Highlights of this work include the publication of an Alternatives Analysis in 2018 and public comment periods in October 2018 and April 2019. More recently, staff worked with project committees to bring a set of investment packages to a joint Eugene City Council and LTD Board of Directors meeting on July 15, 2019. Eugene City Council and LTD's Board of Directors directed staff to hold a public hearing on five investment packages. On October 21, 2019, Eugene City Council and LTD's Board held a joint public hearing. Staff also accepted written comment for several weeks after the public hearing for those unable to attend in person.

Since that time, staff have been compiling and responding to all comments received. These comments are being placed into a report that will be released to the public prior to the selection of an investment package by Eugene City Council and LTD's Board of Directors.

**CONSIDERATIONS:** N/A

**ALTERNATIVES:** N/A

**NEXT STEPS:** Staff are currently preparing the compiled comments into a report for publication. Once the report is published, staff will engage with project committees, including returning to SPC, to share information about the comments and the report, as well as clarify any final questions. Staff will then ask the project committees, including SPC, to make a recommendation on a preferred package of investments. Staff will take these recommendations to Eugene City Council and LTD's Board of Directors when they engage in deliberations and adopt a preferred package of investments. Project staff are coordinating to identify potential dates for decision making. Staff anticipate decision makers will deliberate and adopt a package of investments this summer.

**SUPPORTING DOCUMENTATION:** N/A



# Strategic Planning Committee Annual Working Agenda

Topic	Notes	Presenter	Agenda Time
<b>February 4, 2020</b> <b>Materials Deadline: January 17</b>			<b>Time (minutes)</b>
Introductory Items			15
<b>Items for Action:</b>			
Approval of Minutes			5
<b>Items for Board Recommendation</b>			
Mobility Management in Lane County		Tom Schwetz	60
Moving Ahead Update		Tom Schwetz	40
<b>Items for Information/Discussion:</b>			
<b>Written Reports:</b>			
		<b>TOTAL TIME</b>	120
<b>March 3 2020</b> <b>Materials Deadline: February 21</b>			<b>Time (minutes)</b>
Introductory Items			15
<b>Items for Action:</b>			
Approval of Minutes			5
<b>Items for Board Recommendation</b>			
<b>Items for Information/Discussion:</b>			
<b>Written Reports:</b>			
		<b>TOTAL TIME</b>	20
<b>April 7, 2020</b> <b>Materials Deadline: March 20</b>			<b>Time (minutes)</b>
Introductory Items			15
<b>Items for Action:</b>			
Approval of Minutes			5
<b>Items for Board Recommendation</b>			
Mobility on Demand Update	Cottage Grove and Downtown Eugene	Cosette Rees	60
<b>Items for Information/Discussion:</b>			
Sustainable City Year Report	Fall Term Reports	Jennifer Zankowski	30
Moving Ahead Update		Tom Schwetz	45
<b>Written Reports:</b>			



# Strategic Planning Committee Annual Working Agenda

Topic	Notes	Presenter	Agenda Time
<b>TOTAL TIME</b>			155
<b>May 5, 2020</b> <b>Materials Deadline: April 17</b>			<b>Time (minutes)</b>
Introductory Items			15
<b>Items for Action:</b>			
Approval of Minutes			5
<b>Items for Board Recommendation</b>			
<b>Items for Information/Discussion:</b>			
<b>Written Reports:</b>			
<b>TOTAL TIME</b>			20
<b>June 2, 2020</b> <b>Materials Deadline: May 15</b>			<b>Time (minutes)</b>
Introductory Items			15
<b>Items for Action:</b>			
<b>Items for Board Recommendation</b>			
<b>Items for Information/Discussion:</b>			
<b>Written Reports:</b>			
<b>TOTAL TIME</b>			15
<b>July 7, 2020</b> <b>Materials Deadline: June 19</b>			<b>Time (minutes)</b>
Introductory Items			15
<b>Items for Action:</b>			
Approval of Minutes			5
<b>Items for Board Recommendation</b>			
<b>Items for Information/Discussion:</b>			
Sustainable City Year	Winter Term Reports	Jennifer Zankowski	30
<b>Written Reports:</b>			



# Strategic Planning Committee Annual Working Agenda

Topic	Notes	Presenter	Agenda Time
		<b>TOTAL TIME</b>	50
<b>August 4, 2020</b> <b>Materials Deadline: July 17</b>			<b>Time (minutes)</b>
Introductory Items			15
<b>Items for Action:</b>			
Approval of Minutes			5
<b>Items for Board Recommendation</b>			
<b>Items for Information/Discussion:</b>			
<b>Written Reports:</b>			
		<b>TOTAL TIME</b>	20
<b>September 1, 2020</b> <b>Materials Deadline: August 21</b>			<b>Time (minutes)</b>
Introductory Items			15
<b>Items for Action:</b>			
Approval of Minutes			5
<b>Items for Board Recommendation</b>			
MOD Pilot Results		Cosette Rees	60
<b>Items for Information/Discussion:</b>			
<b>Written Reports:</b>			
		<b>TOTAL TIME</b>	80
<b>October 6, 2020</b> <b>Materials Deadline: September 18</b>			<b>Time (minutes)</b>
Introductory Items			15
<b>Items for Action:</b>			
Approval of Minutes			5
<b>Items for Board Recommendation</b>			
<b>Items for Information/Discussion:</b>			
Sustainable City Year	Spring Term Reports	Jennifer Zankowski	30
<b>Written Reports:</b>			
		<b>TOTAL TIME</b>	50
<b>November 3, 2020</b> <b>Materials Deadline: October 16</b>			<b>Time (minutes)</b>
Introductory Items			15



# Strategic Planning Committee Annual Working Agenda

Topic	Notes	Presenter	Agenda Time
<b>Items for Action:</b>			
Approval of Minutes			5
<b>Items for Board Recommendation</b>			
<b>Items for Information/Discussion:</b>			
Winter 2021 Service Changes		Tom Schwetz	45
Santa Clara Construction Update		Joe McCormack	20
<b>Written Reports:</b>			
<b>TOTAL TIME</b>			85
<b>December 1, 2020</b> <b>Materials Deadline: November 20</b>			<b>Time</b> <b>(minutes)</b>
Introductory Items			15
<b>Items for Action:</b>			
Approval of Minutes			5
<b>Items for Board Recommendation</b>			
<b>Items for Information/Discussion:</b>			
<b>Written Reports:</b>			
<b>TOTAL TIME</b>			20

# Mobility Management in Lane County

LTD Strategic Planning Committee, February 4, 2020



Lane Transit District

LTD.org

# Overview

- A quick overview of mobility management:
  - What it is and
  - What's happening in Lane County
- Seeking SPC input on what roles LTD should be playing in the emerging Mobility Ecosystem



# What is “Mobility Management”?

The FTA defines "mobility management" as:

- "short-range planning and management activities and projects for improving coordination among public transportation and other transportation service providers."
- It is an innovative, customer-driven approach for managing and delivering coordinated transportation services.

# What do we mean by “Ecosystem”?

- Botanist Arthur Tansley developed the concept to describe co-evolved and co-dependent networks of organisms in the natural world.
- In the commercial world, it’s the set of separate but interrelated entities and capabilities that together comprise a solution to a human need.
- All these components, in Tansley’s words:
  - “influence each other, and their environment;
  - compete and collaborate, share and create resources and co-evolve; and
  - are inevitably subject to external disruptions, to which they adapt together.”
- In the realm of transportation, these components include
  - vehicles and infrastructure,
  - forms of energy (propulsion),
  - services, partnerships financial resources, and more.

# Four Strategic Questions for Transit:

David Zipper, outlined four strategic questions that transit systems need to think about in developing their strategies:

1. Are you an 'operator of transit assets' or are you a 'mobility platform'?
2. How does your strategy reflect how people decide which mode to take?
3. Are you okay with being disintermediated from the transit rider?
4. How are you surprising and delighting your riders?

# Process for Tonight:

1. Presentations on current Mobility Management efforts in Lane County
  - a) LCOG and LinkLane
  - b) Current status of LTD Pilots in Cottage Grove and Downtown Eugene
2. SPC Small Group Discussion. Focal Questions might include:
  - a) What roles might LTD play in the emerging Mobility Ecosystem in Lane County?
  - b) What steps/strategies should LTD be taking now in preparation for the next 10 years?



# **LANE COUNCIL of GOVERNMENTS** *Oregon*

## Intercommunity Bus Routes

- Florence-Yachats Connector
- Florence-Eugene Bus Route

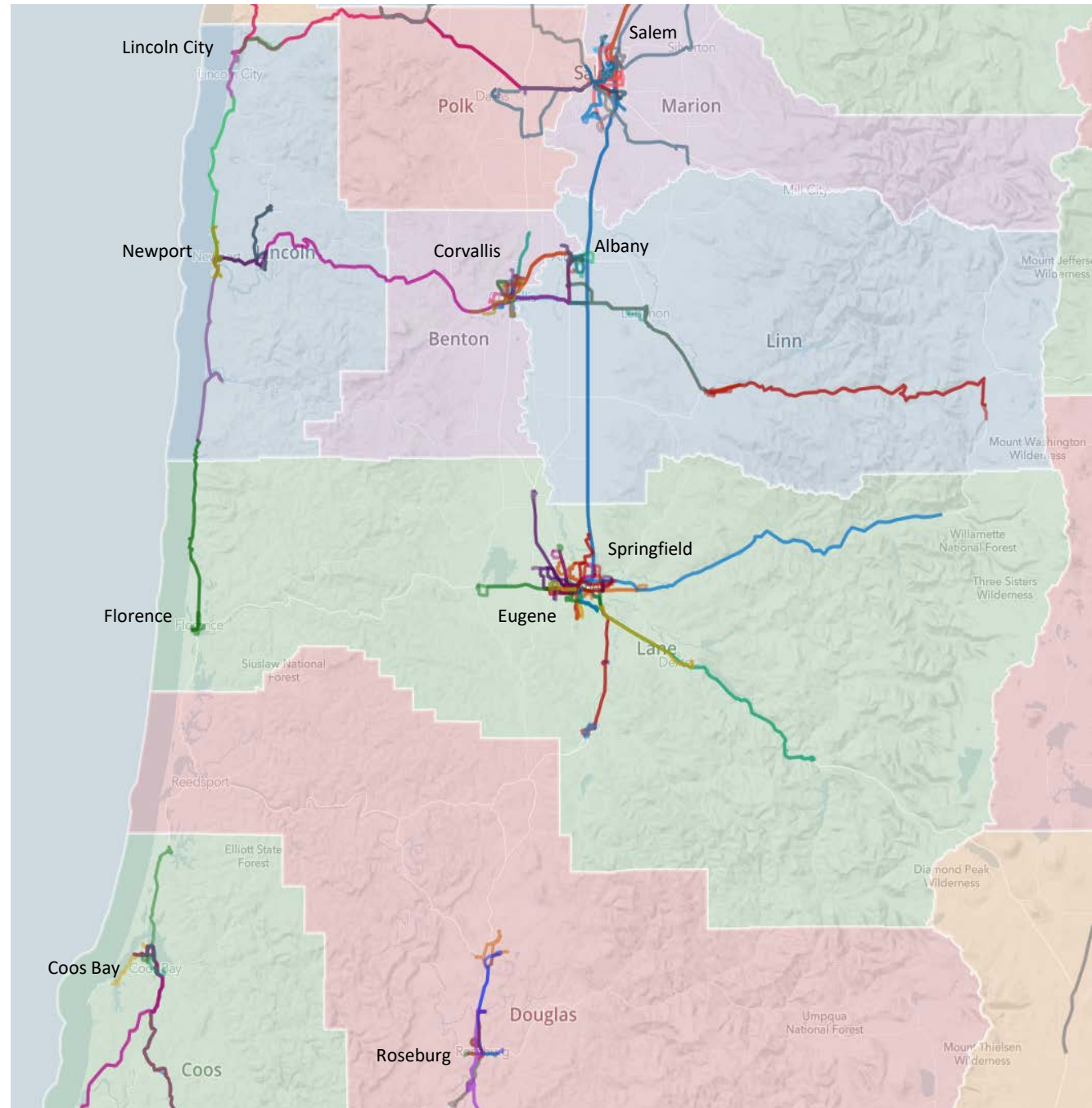
## Regional Coordination

- Regional coordination committee
- Cottage Grove Transportation Development Plan
  - 99 West Transit Feasibility Study

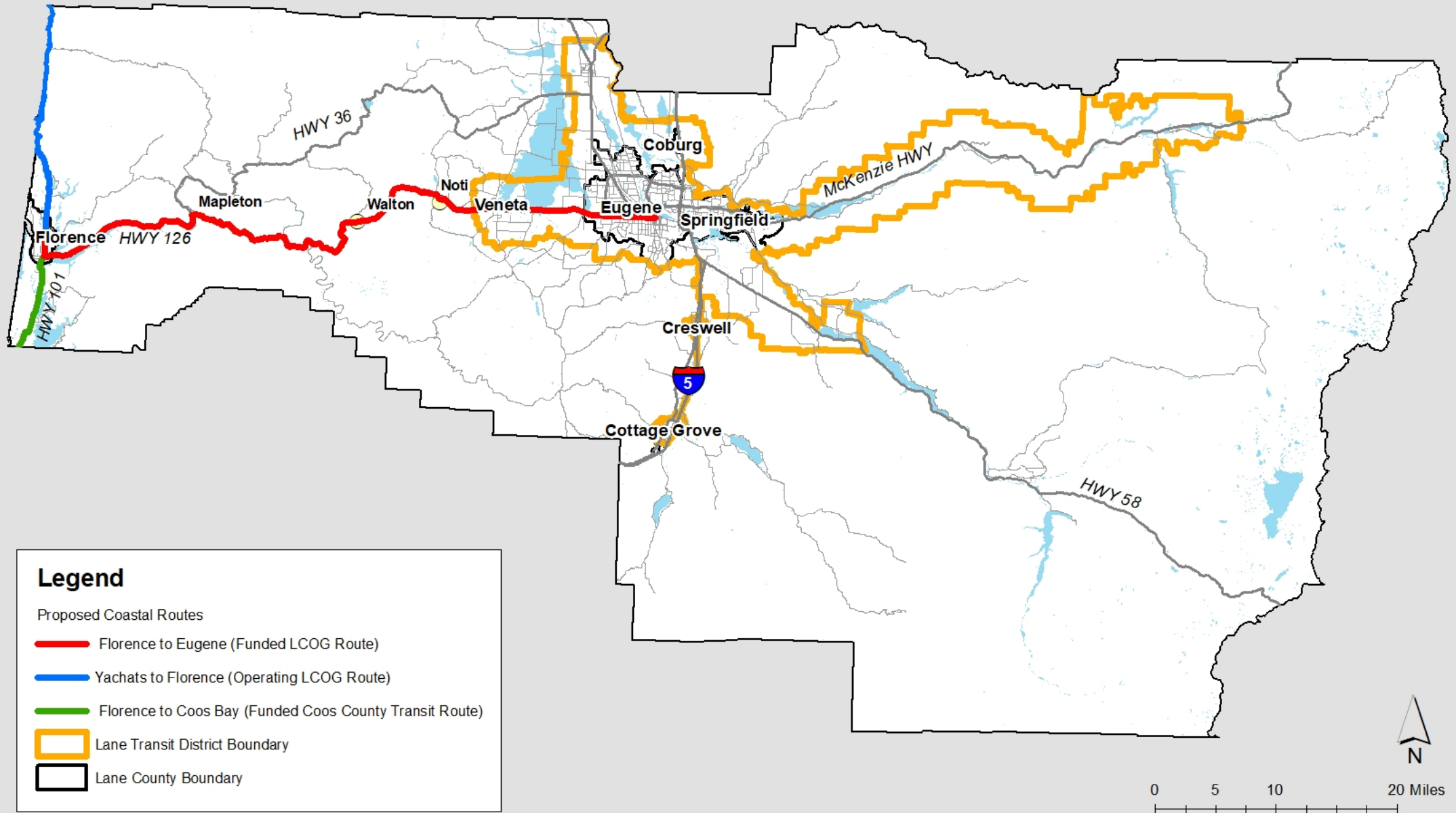
# Public Transit Routes in Operation

Opportunities to:

- Coordinate services
- Grow and connect the network
- Enhance rider experience
- Provide more places to go



# Connecting West Lane County



Link-Lane

An LCOG Public Transportation Service



**Link** Lane



**Link** Lane

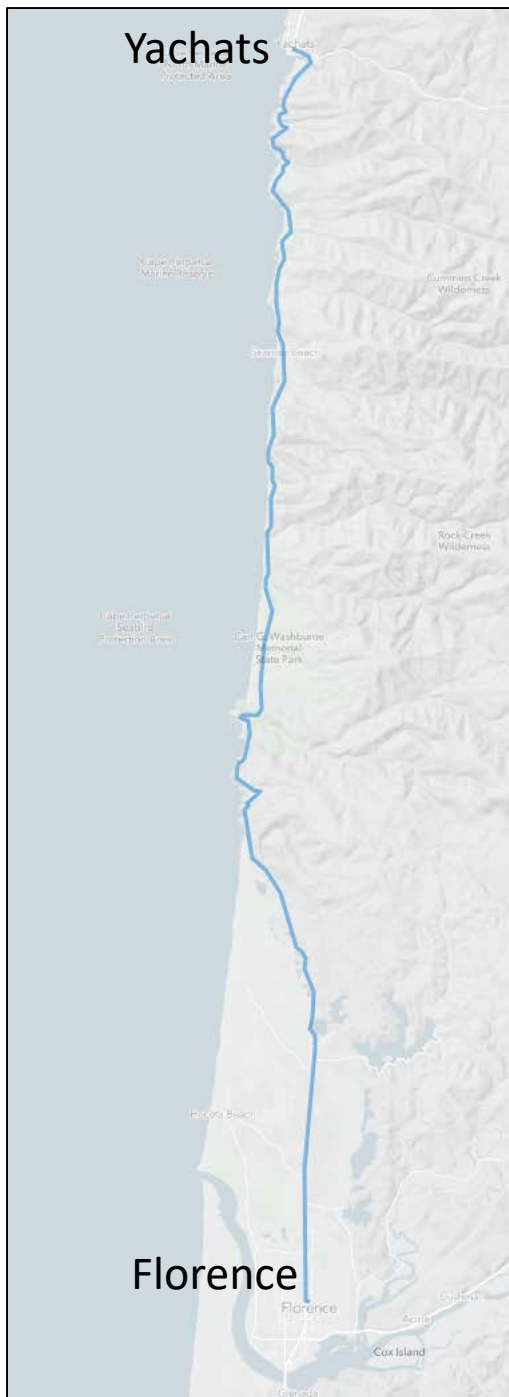
Routes between Eugene,  
Florence and Yachats



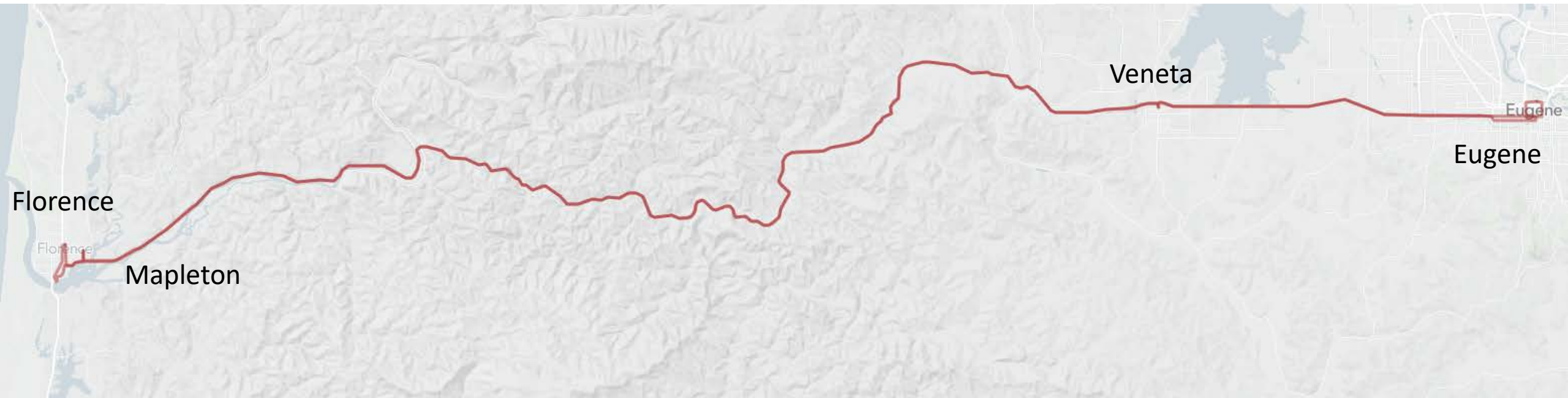
Traveling along  
the coast and  
to the valley has  
never been easier!

[Link-Lane.org](http://Link-Lane.org)





# Florence-Eugene Route





**LANE COUNCIL**  
**of GOVERNMENTS** *Oregon*

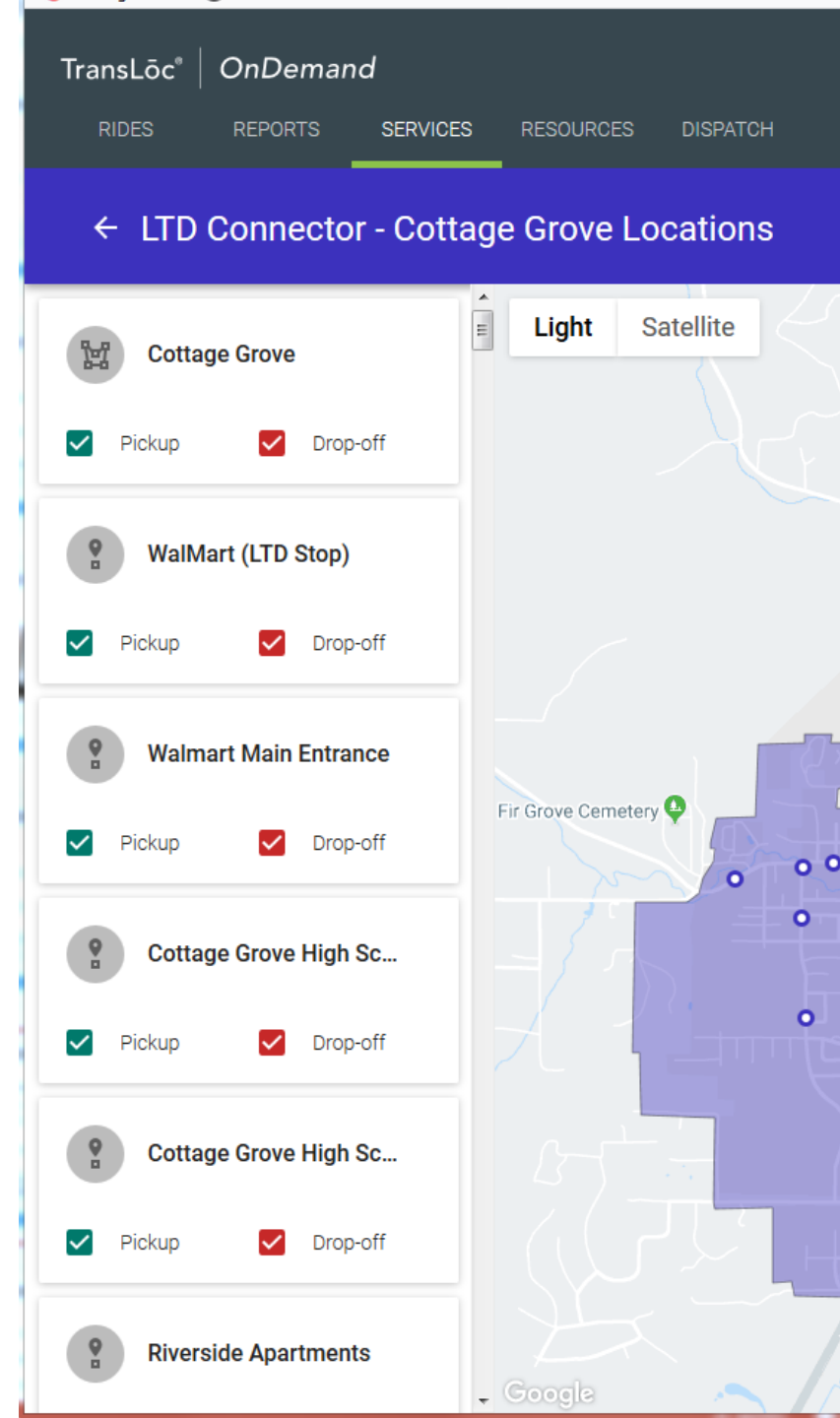
### Regional Coordination

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# Mobility on Demand Cottage Grove



- Launched January 14, 2019
- Origin to destination, on-demand service
- 12 month pilot extended through August, 2020
- Available within Cottage Grove city limits

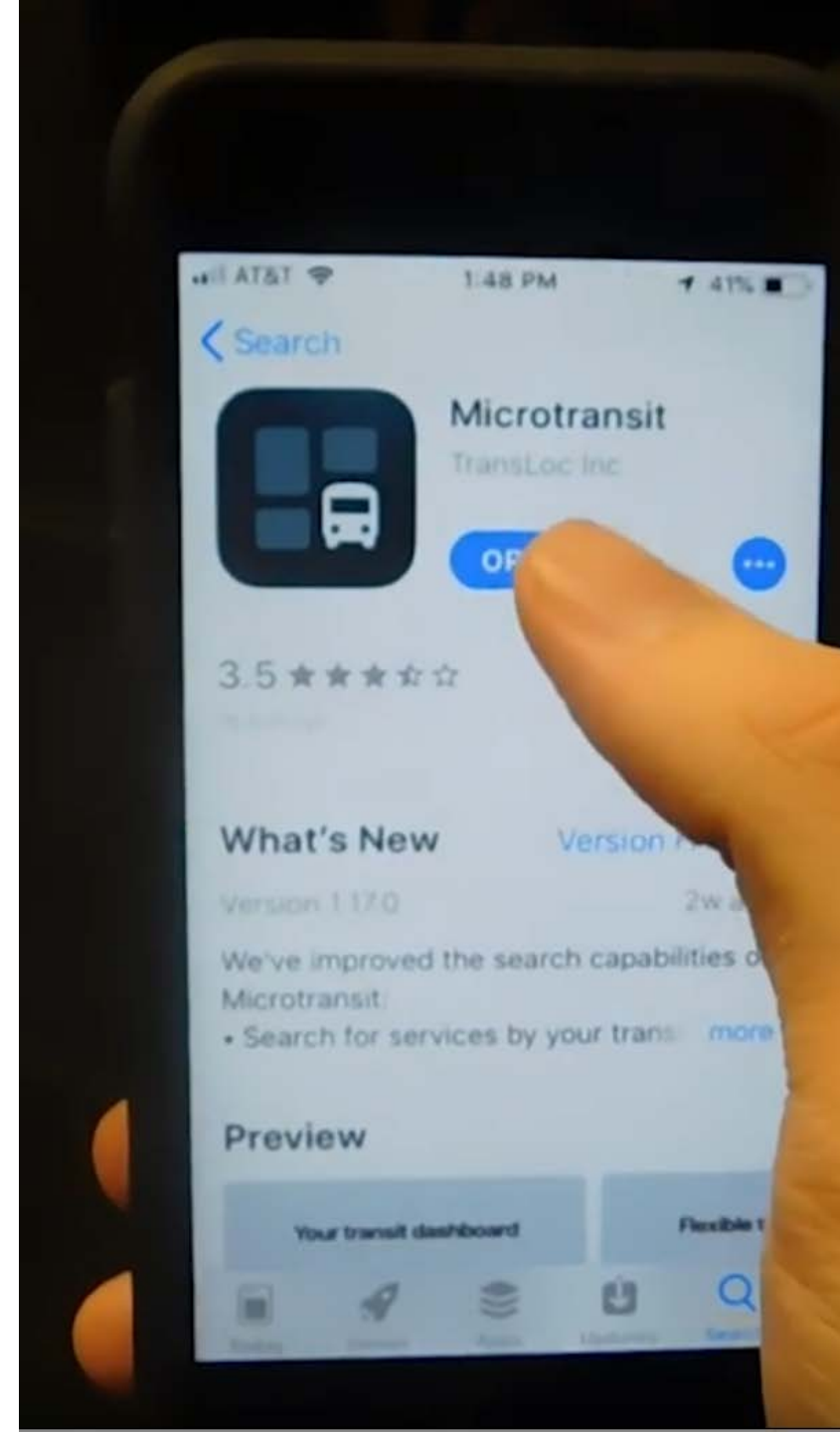


# Cottage Grove Connector



Technology by TransLoc:

- Accessible via mobile app, website, and phone
- Mobile ride request, dispatch, and customer notifications
- Riders can track their trip through app and texts
- Algorithm determines routing based on opportunities for shared rides, efficiency, and service quality



# Cottage Grove Connector

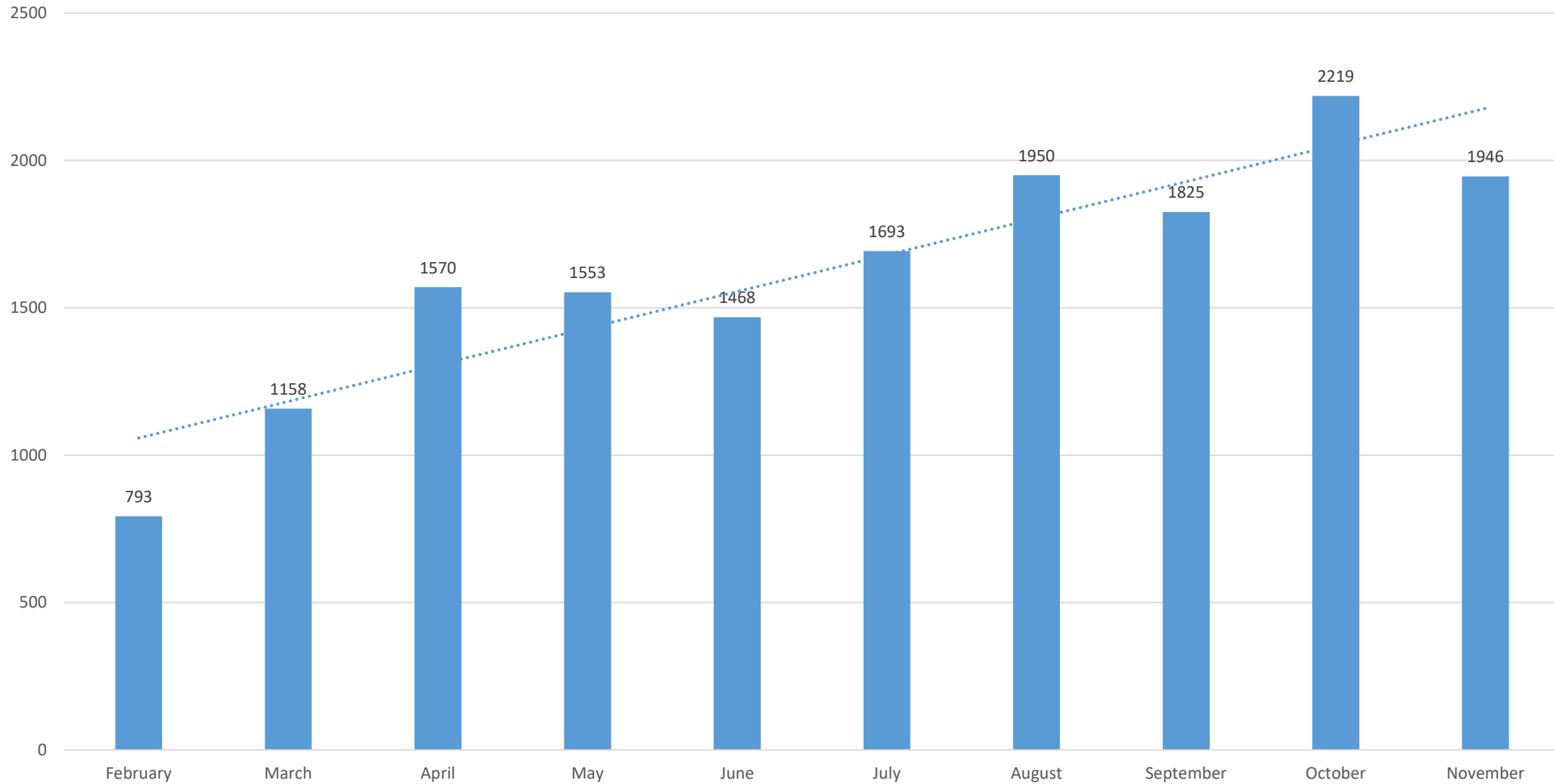


Service operates:

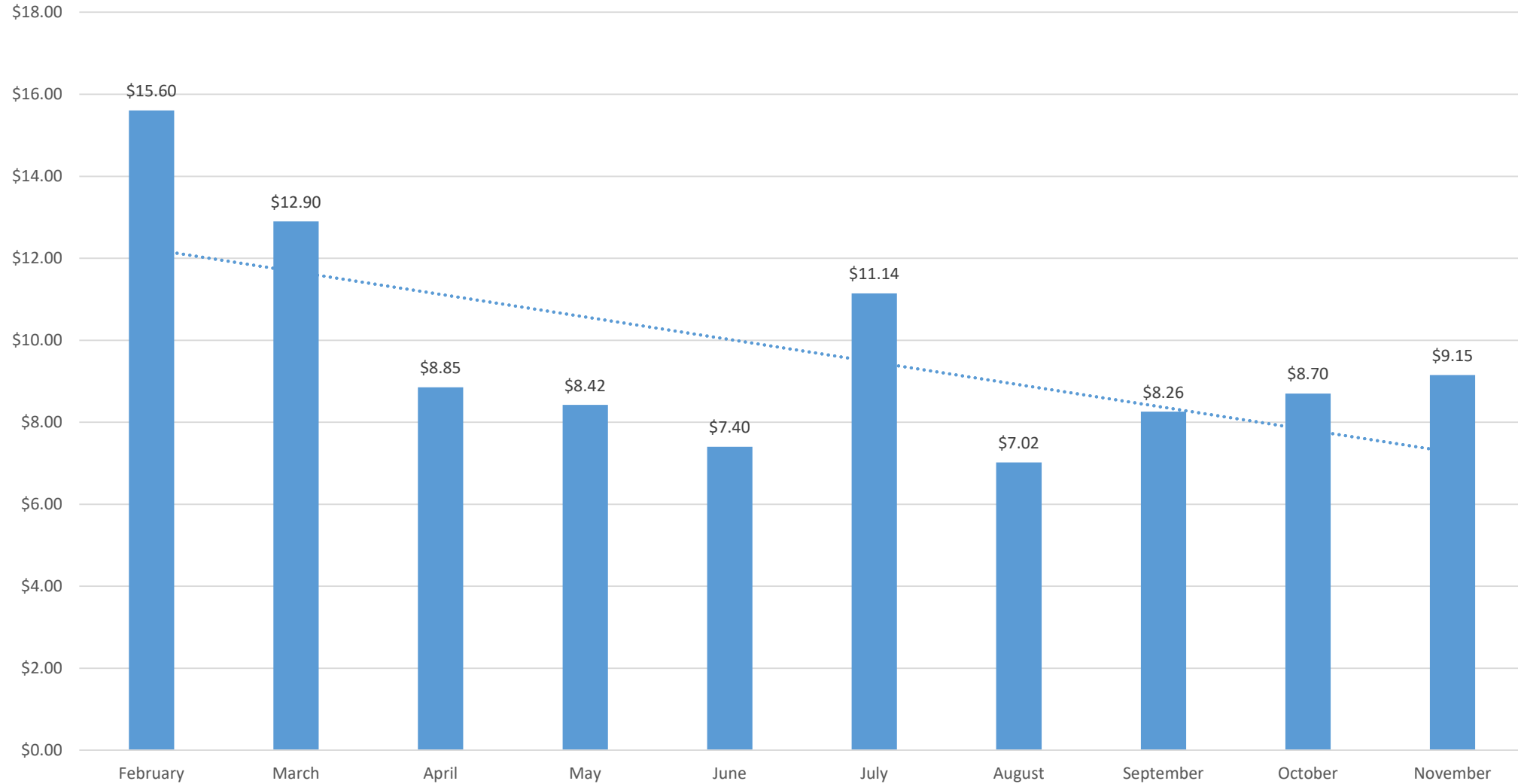
- Monday through Friday, 7 a.m. to 7:30 p.m.
- Origin and destination within city limits
- Cash fare \$1 per ride; all valid  
LTD fares accepted
- Plan to incorporate TouchPass  
technology



# Connector Passengers

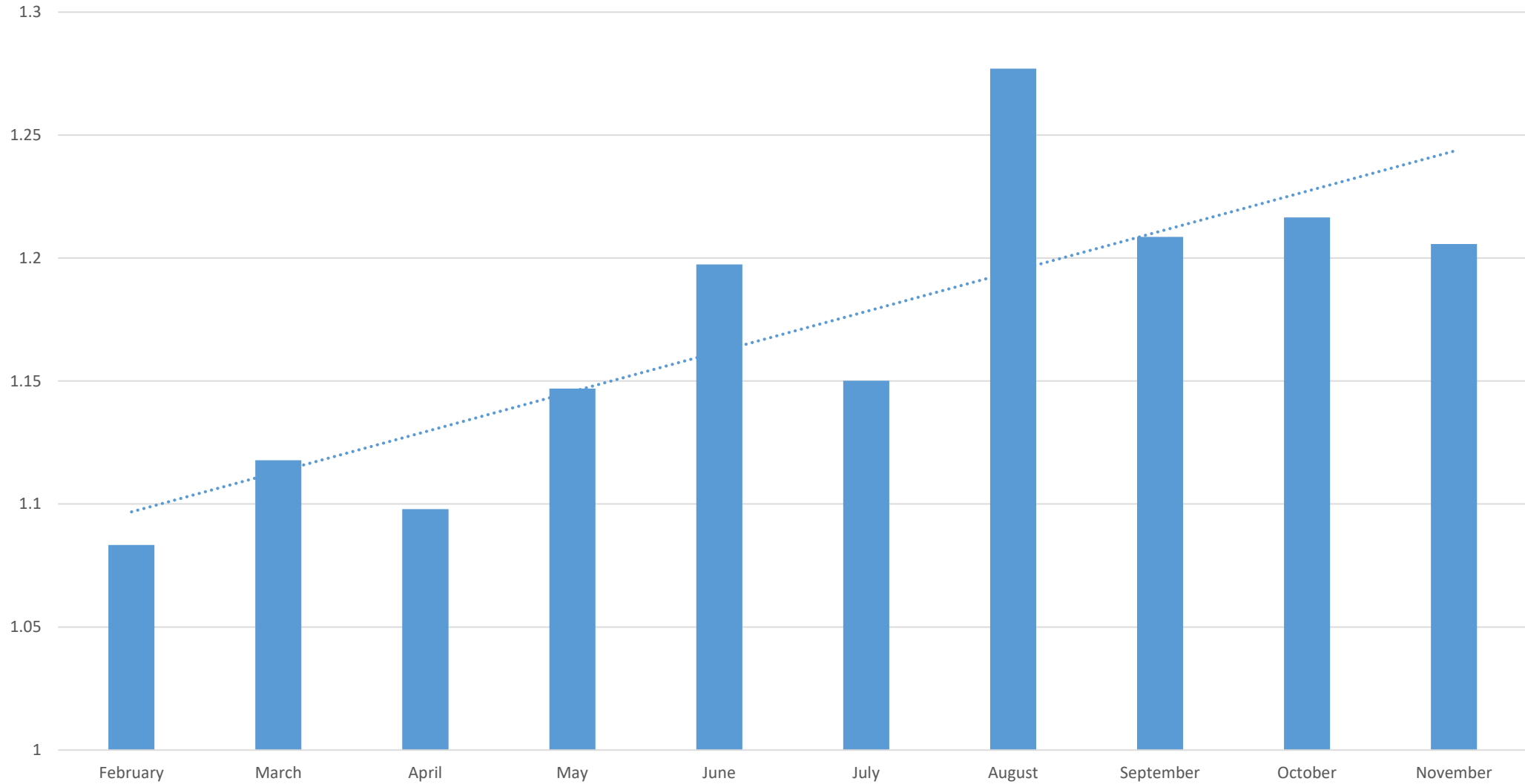


# Connector Cost Per Boarding

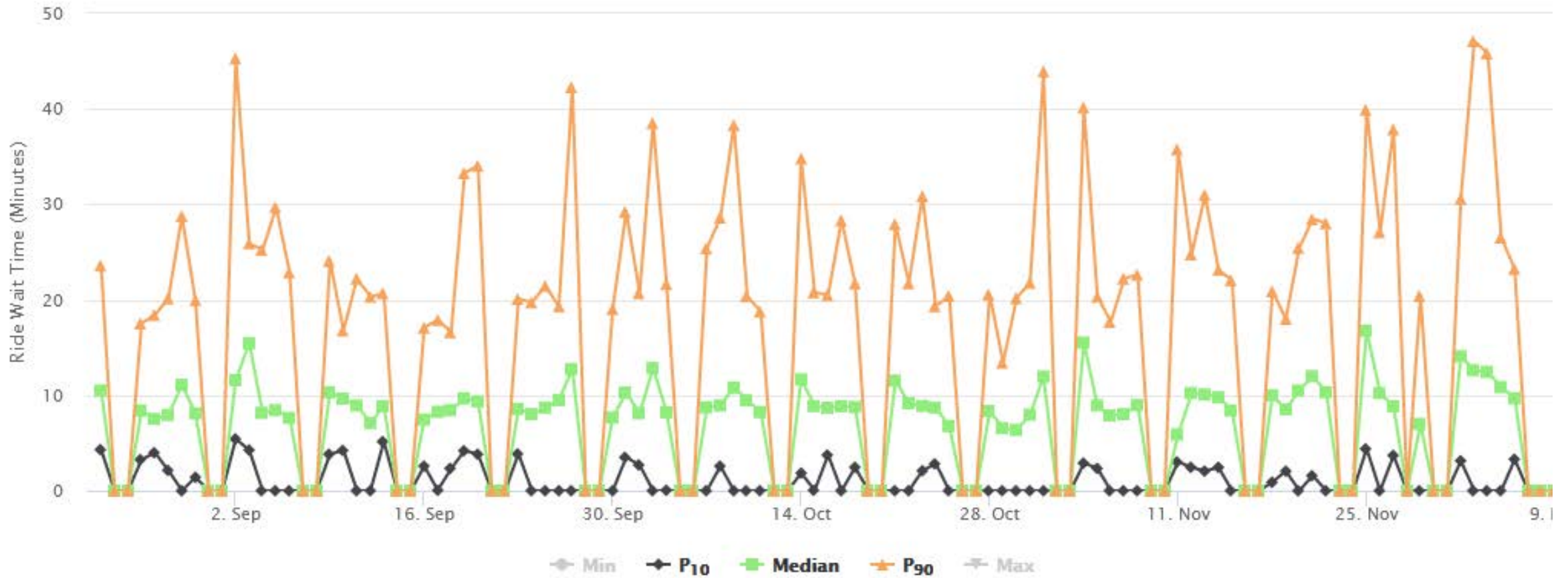




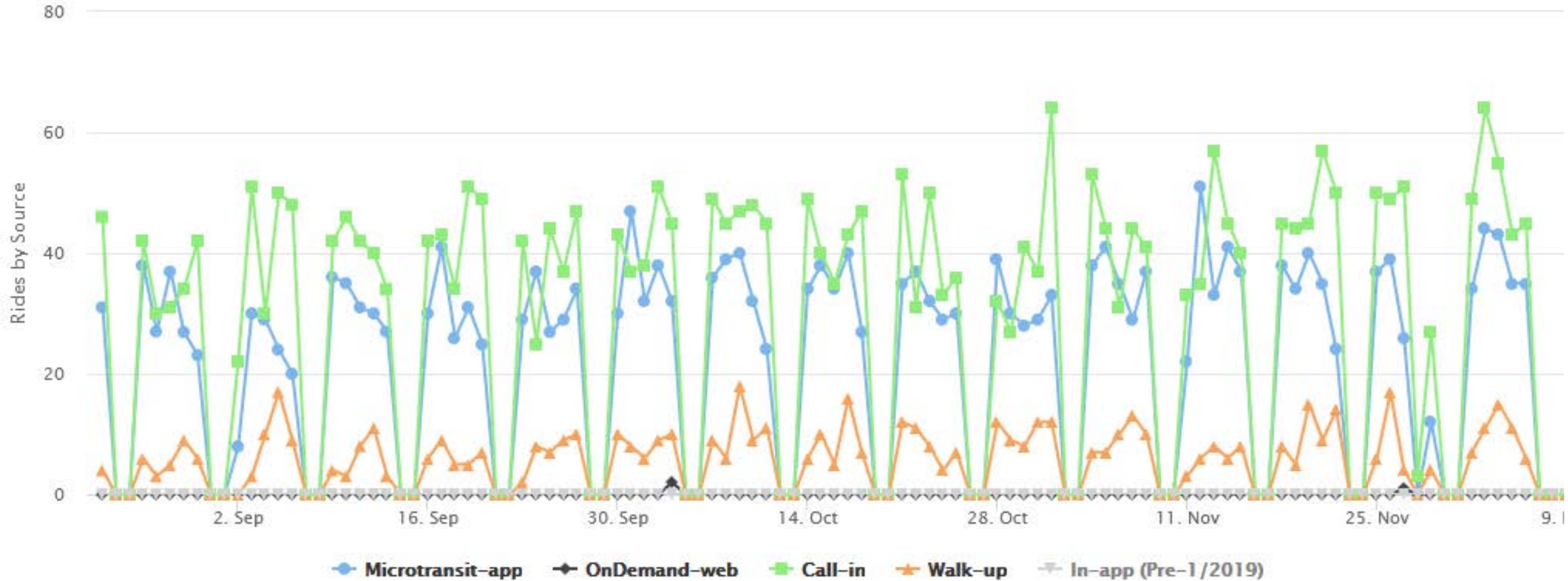
# Connector Passengers Per Ride



# Connector Ride Wait Times

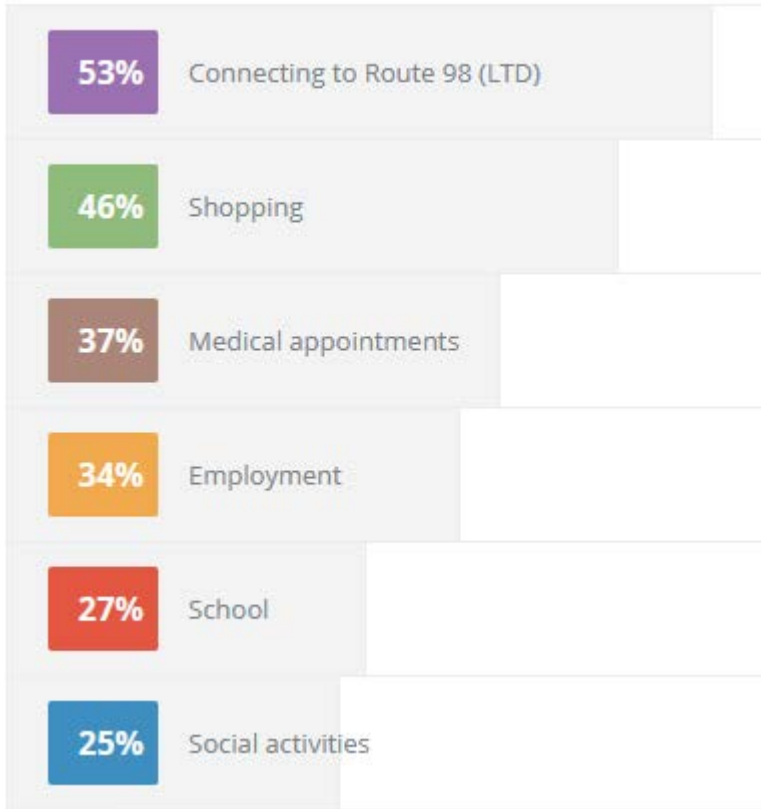


# Connector Rides By Source



# Connector Survey

What do you use the service for?

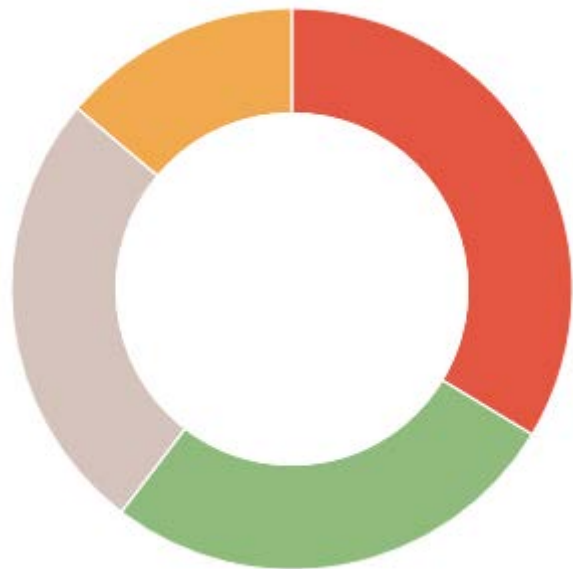


1 being highly dissatisfied, 5 being highly satisfied

	1	2	3	4	5
Wait time	9% 1	15% 2	12% 3	25% 4	39% 5
Quality of ride	4% 1	5% 2	9% 3	17% 4	65% 5
Customer service	2% 1	4% 2	9% 3	16% 4	69% 5
Hours of operation	9% 1	11% 2	12% 3	26% 4	41% 5
Accessibility	7% 1	4% 2	8% 3	11% 4	69% 5
Ease of booking a trip	9% 1	7% 2	6% 3	15% 4	62% 5
Cost	3% 1	1% 2	9% 3	8% 4	78% 5
Overall	4% 1	8% 2	10% 3	17% 4	60% 5

# Connector Survey

how often do you use this service?



- 34% 2-3 times per week
- 27% Several times per month
- 26% 4-5 times per week
- 14% Daily

	More	Same	Less
Driving	20% More	44% Same	36% Less
Riding Route 98	33% More	54% Same	13% Less
Access the community	55% More	37% Same	8% Less

# Mobility on Demand Downtown Eugene

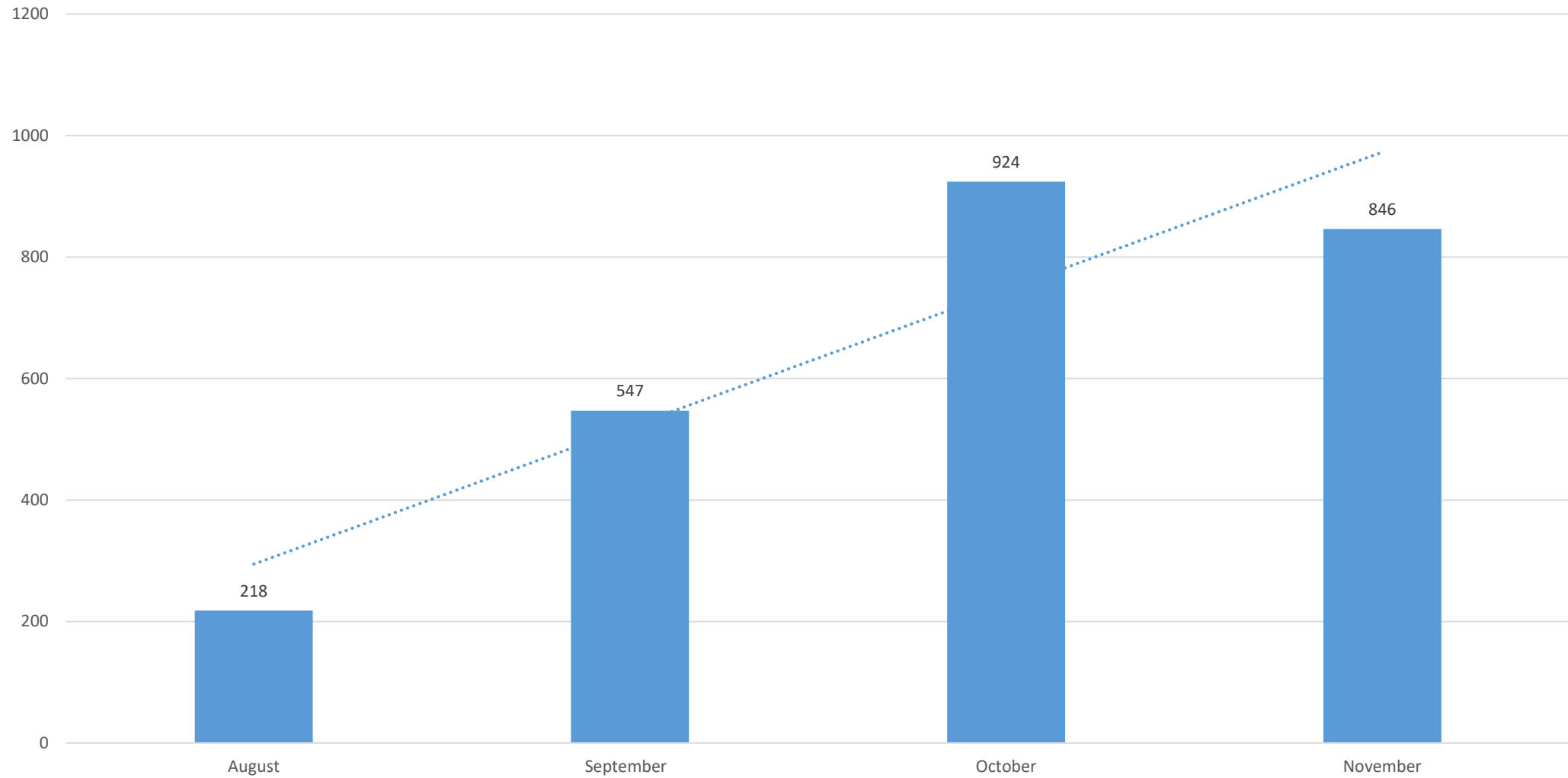


- Partnership of LTD, City of Eugene, Lane County, LCOG, and private entities
- Contract with RideZero using all electric vehicles
- Point-to-Point downtown Eugene,  
Lane County Fairgrounds
- App based service
- Free
- Operating Hours 7:00AM-6:00PM
- Monday-Friday
- Launched August 26

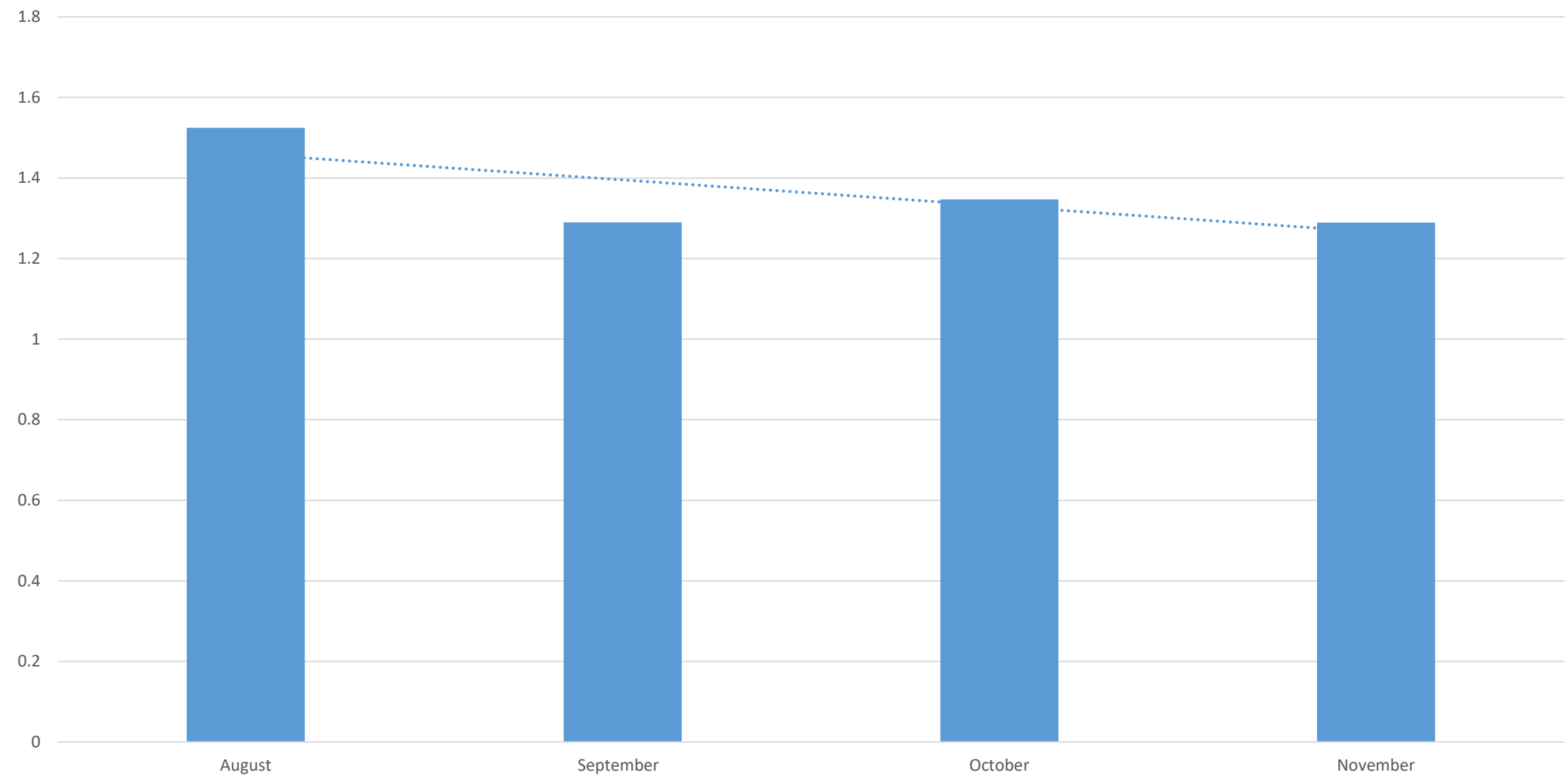




# EmGo Passengers



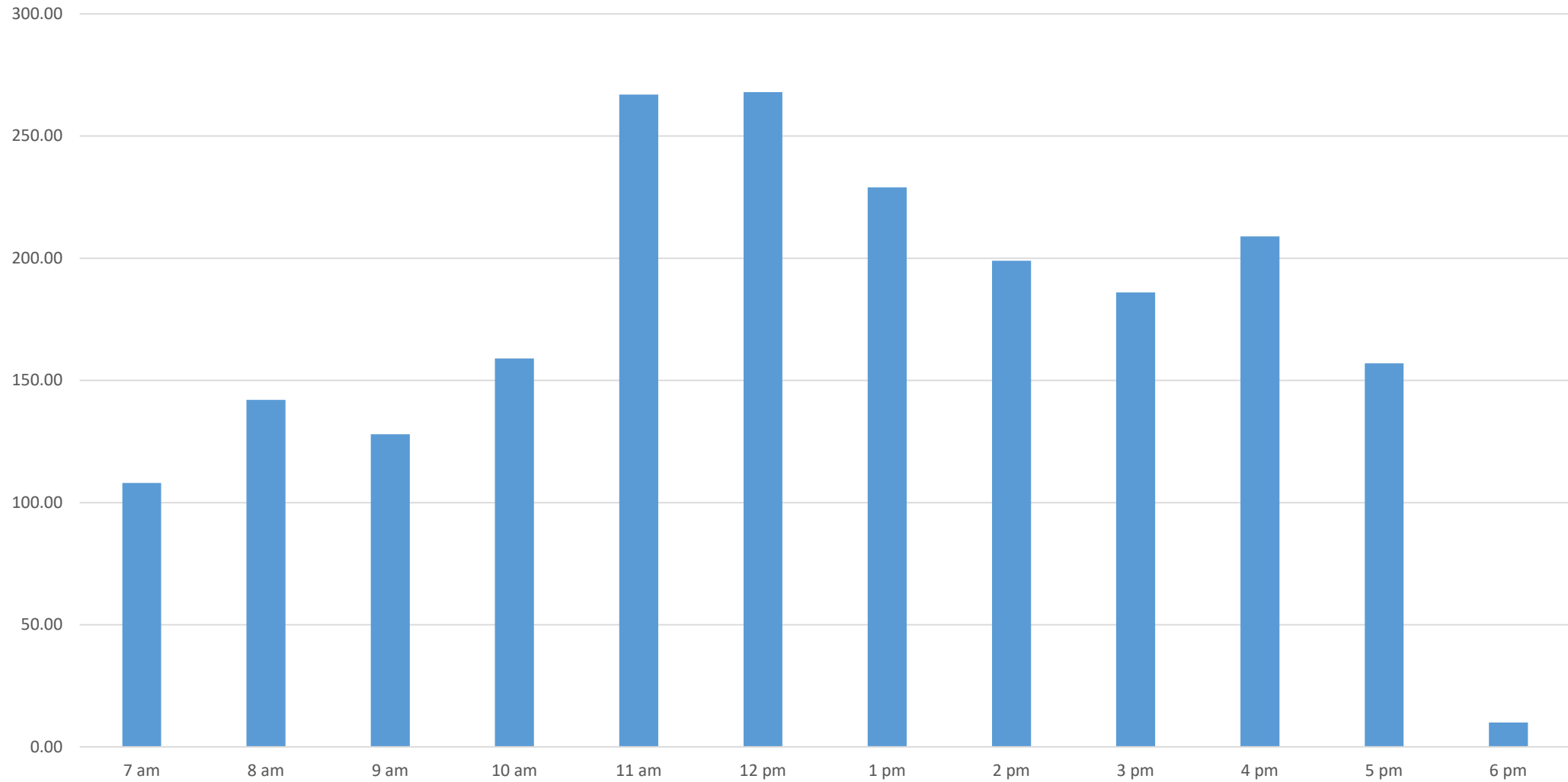
# EmGo Passengers Per Ride



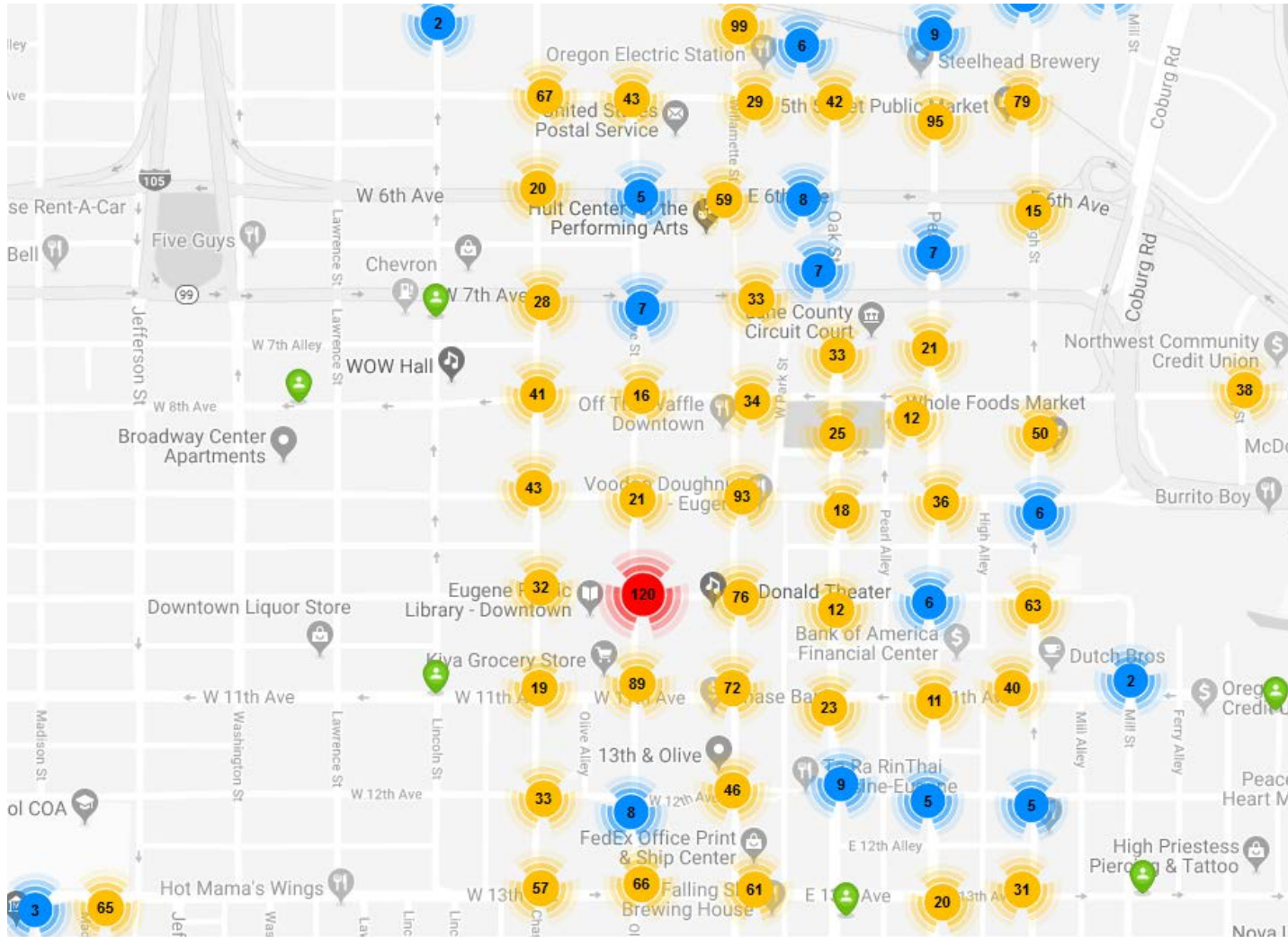




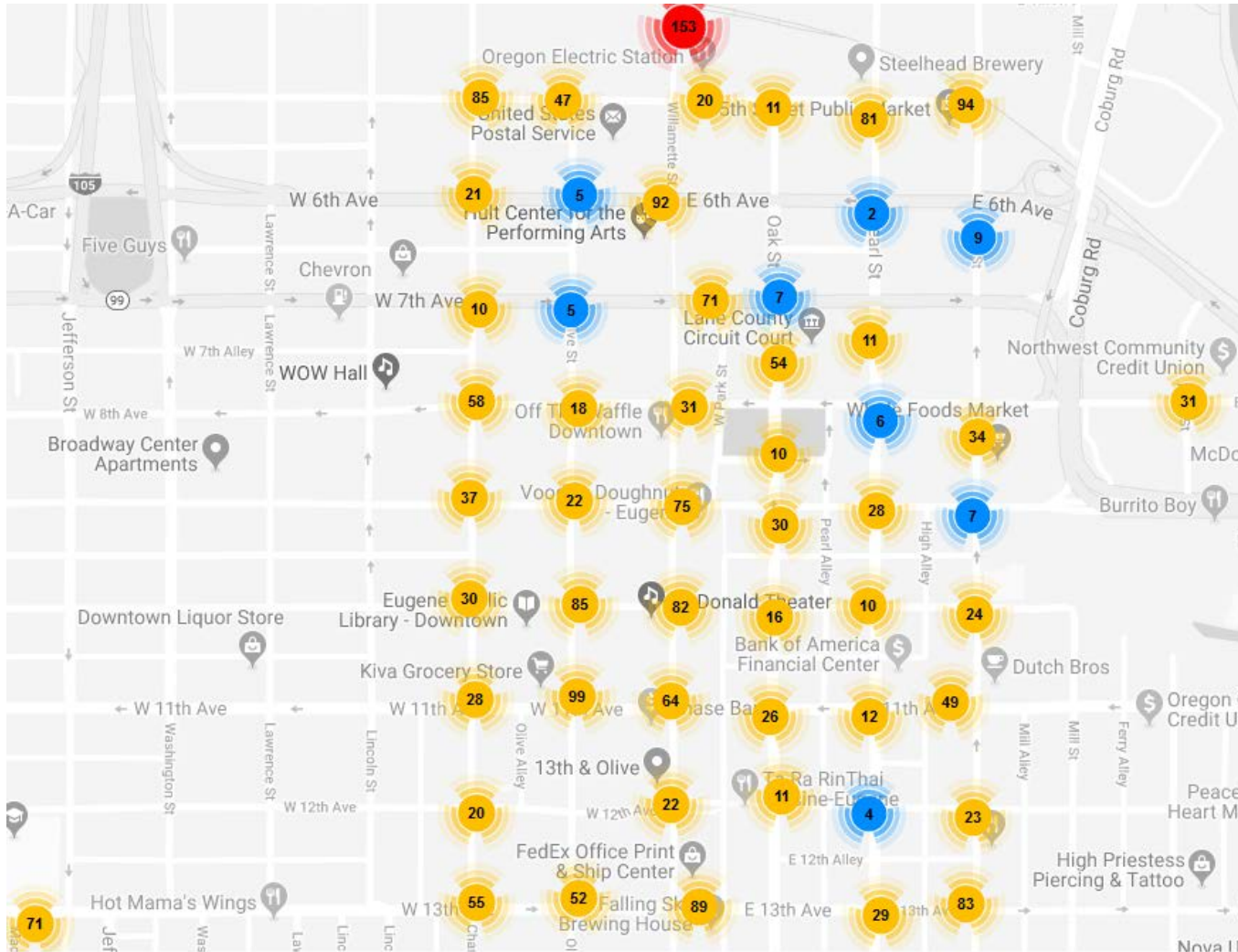
# EmGo Lunchtime Rush



# Popular EmGo Pickup Locations



# Popular EmGo Dropoff Locations



# EmGo Measures of Success



**Reduce Private Vehicle Use**



**Reduce Pressure on Parking**



**Private Partnerships**



**Increased Bus Ridership**

# Questions and Answers



Q

&

A

# Process for Tonight:

1. Presentations on current Mobility Management efforts in Lane County
  - a) LCOG and LinkLane
  - b) Current status of LTD Pilots in Cottage Grove and Downtown Eugene
2. SPC Small Group Discussion. Focal Questions might include:
  - a) What roles might LTD play in the emerging Mobility Ecosystem in Lane County?
  - b) What steps/strategies should LTD be taking now in preparation for the next 10 years?

# Four Strategic Questions for Transit:

David Zipper, outlined four strategic questions that transit systems need to think about in developing their strategies:

1. Are you an 'operator of transit assets' or are you a 'mobility platform'?
2. How does your strategy reflect how people decide which mode to take?
3. Are you okay with being disintermediated from the transit rider?
4. How are you surprising and delighting your riders?

## Strategic Planning Committee – February 4, 2020

**Small Group Notes from Table 1:** Rob Zako, Amy Cubbage, Emily Secord, Greg Evans, Gerry Gaydos

### **MOD Pilots:**

- Pilot is a good experiment to figure things out
- This table has more questions about these pilots? Needs/cost effectiveness to meet needs; Cost relative to service provided & needs
- What mobility needs do these MOD pilots address/not address?
- Are these options viable as a first-last mile to connect people to fixed-route system – is it cost effective?
- Cost to operate/fare collected/mobility needs addressed – want to understand the economics/subsidy
- EmGo supports goals for downtown too – vibrant downtown/econ dev
- Which community/perspectives are we using to evaluate these pilots– LTD goals & partners goals?
- Likes that CG Connector is being used by people that would not normally take trips – getting people out and about
- Why did LTD buy EmGo vehicles? Cost to purchase/long-term maintenance/on-going cost?
- Customer service – do these services address concerns about arriving to destination on time, faster travel times? Can we use this to delight riders?

### **Focus on customer – how do we delight & surprise? – Want to better understand the market**

- What choices are available to address diversity of mobility need?
- What do non-riders need?
- What do transit-dependent people think of LTD's service?
- Why do people not chose LTD/transit?
- Learning more about all rider types/latent rider needs – what are the mobility needs?
- Better understand all values of community - Missing values of other targeted audiences beyond climate change

### **Transit Tomorrow**

Does a connector route to provide coverage (which is less expensive than fixed route) a way to mitigate lost service as it relates to TT. CG connector is connecting people to 98.

Would we need a different vehicle type – the right technology for the problem we are trying to solve

Are these options viable as a first-last mile to connect people to fixed-route system – is it cost effective?

### **Regional Connections**

Eugene-Florence is great... not sure LTD could afford this but hope that it can continue. Why is LCOG operating this?



## **Relationship with Cities**

- How do we get ahead of/help shape pattern of growth so we can continue to provide for mobility needs and not cause congestion

## **Operator v Platform – Role of LTD:**

- LTD is a little bit of both and has a future role in both; relationships with regional partner.
- Is LTD the hub/coordinator; if not LTD then who? - get people where they want to go and satisfy customers.
- Mission statement has aspiration of platform but is functioning as operator now.
- LCOG & LTD roles – who should be in charge with what/who we are?
- How does fixed-route fit into the platform role? – focus is on moving people/consider all modes in decision-making?
- How strongly does LTD want to compete in the mobility ecosystem?
- Mobility environment is changing – Uber/Lyft was well received at the onset but are now are not profitable
- Public/private competition

## **Next Steps:**

This needs to be part of a larger strategic discussion and developed in the context of future funding/other projects

What is the next step for this conversation to provide valuable recommendations to the board?

What do we mean by “ecosystem”? Botanist Arthur Tansley developed the concept to describe co-evolved and co-dependent networks of organisms in the natural world; by analogy, in the commercial world, it’s the set of separate but interrelated entities and capabilities that together comprise a solution to a human need. All these components, in Tansley’s words, “influence each other, and their environment; they compete and collaborate, share and create resources and co-evolve; and they are inevitably subject to external disruptions, to which they adapt together.” In the realm of transportation, these components include vehicles, infrastructure, forms of energy, services, and more.

Danone, “Arthur Tansley: The founding father of ecology was an ‘honnête homme,’” Down to Earth, August 14, 2012, <http://downtoearth.danone.com/2012/08/14/arthur-tansley-the-founding-father-of-ecology-was-an-honnete-homme/>, accessed September 14, 2015.

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# AUDIENCE PARTICIPATION SIGN-UP SHEET— STRATEGIC PLANNING COMMITTEE MEETING

Date: February 4, 2020

*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

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