



**LANE TRANSIT DISTRICT
BOARD OF DIRECTORS
AD HOC SPC TOPICS COMMITTEE**

Thursday, June 11, 2020
11:00 a.m. – 12:00 p.m.

VIRTUAL MEETING

Zoom details will be provided on the web calendar at www.LTD.org.

No public testimony will be heard at this meeting.

AGENDA

Time	ITEM	Page
11:00 a.m.	I. CALL TO ORDER II. ROLL CALL <input type="checkbox"/> Kate Reid <input type="checkbox"/> Joshua Skov <input type="checkbox"/> Emily Secord	
	A. DISCUSS STRATEGIC PLANNING COMMITTEE AGENDA TOPICS: <i>Materials Included</i> [Enter Presenter(s)] Action Needed: Discussion <i>Committee members will discuss agenda topics for the Board of Directors to delegate to the Strategic Planning Committee and a recommended timeline for the committee to reconvene.</i>	
12:00 p.m.	III. ADJOURNMENT	

Emily's Summary

Potential SPC Topics and formatting:

(Brief notes for context/clarity): *Creative freedom taken in drafting questions/format in hopes it narrow scope for SPC topics/outcomes. Certainly room for improvement/feedback.

*Priority setting of these topics would be a next consideration.

*SPC Bylaws states "including but not limited to" re: topics (very broad)! Bylaw review needed?

*Facilitator to provide relevant background info, answer questions and keep discussion productive in reaching a clear recommendation for board consideration.

- 1) COVID (Paraphrasing: How will people travel before/during/after COVID... effective, efficient, within budget, and now adding within a public safety lens. – A.J.)
 - a. What are 2 viable solutions for LTD in the event of a potential, significant increase in ridership when social distancing remains important to public health and safety?
 - b. What communication and marketing efforts are needed for the community as LTD services continue to evolve – or is current effort sufficient/ideal?
 - c. How can LTD innovate for effective, efficient mobility services coming out of COVID? (Fixed route, paratransit, Medicaid, Rhody Express, EmGo, Mobility on Demand, etc.)

GOAL OUTCOME: Recommendation to board is for LTD to remain crisis-centric until a certain, measurable point occurs (example: when Oregon has zero cases, then go back to being proactive/innovative). And articulates what this looks like at the board/implementation level, if adopted. – OR –

GOAL OUTCOME: Recommendation to board is to take encourage LTD to take bold leadership (within budget and staff constraints) despite the public health crisis by way of innovation or creative strategies. And articulates what this looks like at the board/implementation level, if adopted.

- 2) Integrated Service Provider ("Look at the Complete Trip" ... "there may be tradeoffs" ... – Tom)
(including Mobility as a Service & Micromobility here)
 - a. What does LTD as an Integrated Service Provider mean?
(first mile/last mile, reviving pilot projects (or not), shared use opportunities (within constraints of city having jurisdictional authority and lens of partnership, not LTD ownership for bikes, scooters, etc).
 - b. What technology or other connections/integration opportunities should be explored to create mobility services, rather than a "bus service" in our community?
 - i. What are LTDs most appealing Public, Non-Profit and Private community partnerships that should be cultivated further? Who, why, how..?

GOAL OUTCOME: Recommendation to board answering What does LTD do– and what doesn't LTD do going forward, including role of community partnerships. And articulates what this looks like at the board/implementation level, if adopted. – OR –

GOAL OUTCOME: Recommendation to board to stay focused on mass transit from point A to point B only without seeking additional community partnerships for the foreseeable future.

- 3) Community Communications and Marketing
 - a. How can LTD further build community trust and a culture of community transparency?
 - b. What marketing tactics aren't satisfactory, currently – which exceed expectations?
(Surveys, Campaigns, PR, Practice audience, target markets for various services, etc.)

GOAL OUTCOME: Recommendation to board of what community communication and marketing is needed and articulates what this looks like at the board/implementation level, if adopted. – OR –

GOAL OUTCOME: Recommendation to board that community communication and marketing does not need to be a topic for further discussion.

- 4) Strategic Planning (paraphrasing: Can planning help us be in better shape after crisis? Mark)
 - a. Review and discuss any recommendations related to: Long Term Transit Planning
 - b. Review and discuss any recommendations related to: Mobility Management Plan
 - c. Review and discuss any recommendations related to:
 - d. Review and discuss any recommendations related to: WHY statement
 - e. Review and discuss any recommendations related to: Moving Ahead
 - f. Review and discuss any recommendations related to: Transit Tomorrow
 - g. Review and discuss any recommendations related to: Point to Point

GOAL OUTCOME: Recommendation to board on how best to proceed (or not) regarding relevant topic item above.

- 5) Capital Investments, Budget, and Financial Sustainability
 - a. How can LTD gain additional Funding (cost savings measures versus revenue opportunities versus grant opportunities, etc.) – is this a viable topic for SPC?
 - b. Financial Sustainability of new projects, such as: how does innovation to integrated service provider impact LTD's budget (good or bad) and what feasibility concerns exist?
 - c. Any value to discussion on projects already underway? (Franklin Blvd, Moving Ahead, Safe Streets, Santa Clara Station)

GOAL OUTCOME: Recommendation to board to review areas of concern - or areas of opportunity – and articulate what this means at board/implementation level.

From: [Joshua Skov](#)
To: [Camille Gandolfi](#); [BoardSentMail](#)
Subject: Two SPC work scope descriptions
Date: Thursday, June 4, 2020 12:42:09 AM

Camille,

Here are my assignments (I think). Sorry to be a little slow.

Topic: Communication during COVID-19

The board would like the SPC to explore major communication needs and opportunities related to shifting habits and concerns in transportation generally and transit specifically. In preparation for COVID-19 infections waxing and waning over the coming year, we ask the SPC to provide recommendations regarding:

- Community organizations that LTD should communicate with and through, and coordinate with.
- Key partners (municipal governments, UO, etc.) to collaborate with on messaging.
- Opportunities for LTD to communicate how it remains a useful and safe option for group pass members and non-profit partners.
- Additional guidance for transit riders beyond what the state provides.

More generally, what should LTD's regular communication goals and methods be as the public health crisis evolves? Part of the solution to the public health crisis is getting the word out to the community about best practices for meeting one's needs, and that guidance for transit (and transportation) could conceivably shift several times over the coming year or more.

Topic: Micromobility

The board would like the SPC to examine possible strategic approaches to meeting transportation needs, for transit users generally and transit-dependent individuals in particular. The essential questions to motivate this work:

- Which micromobility modes (bikeshare bikes, bikeshare e-assist bikes, e-scooters, adaptive (seated) scooters, other configurations) appear most compatible with the Eugene-Springfield circumstances?
- How and to what extent can these modes be deployed in a way that is complementary to the transit system? How effective can these modes be as first/last-mile (FLM) tools? To what extent can micromobility vehicles "make room" on the transit system by attracting a share of able-bodied users?
- Are the commonly cited issues (safety, conflict with pedestrians and cyclists, "scooter litter", etc.) addressable through system design and deployment?
- What are the business/operating models or partnership models that the community should consider?
- To what extent can the modes genuinely provide safe transportation options in an era of SARS-CoV-2? Do they provide sufficient distancing? Are the vehicles' surfaces likely modes of community transmission?

And specific to the agency:

- Tactically and logistically, if other municipal governments (notably the City of Eugene) take the lead on managing partnerships or private fleets, what additional roles, if any, are appropriate or essential for LTD?
- What is the broader economic opportunity in micromobility? How do micromobility costs compare with transit system costs on a per-ride basis? To what extent is that an appropriately framed question?

Josh

Joshua Skov

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Camille Gandolfi

From: Emily Secord
Sent: Thursday, May 28, 2020 3:19 PM
To: Camille Gandolfi; BoardSentMail
Subject: Emily's Summary
Attachments: SPC Summary from meeting on 05.28.2020 from Emily .docx

Categories: Board Attendance Required

Hi Camille,

Here is my summary of the SPC meeting today. Please adjust for next public session based on feedback or standard protocols, etc., as needed.

If it is appropriate to share with Kate and Josh so they can provide feedback on this summary (rather than each of us creating three entirely separate documents and then trying to marry them), please feel free to do so. Since Kate voiced her concerns a few times, I didn't want to copy them on this email - just in case my elaborations or creative liberties on the attached document created any further concerns. I would encourage them to feel free to pick apart my line of thinking for the sake of progress.

Thank you for mentioning we could meet again, that was helpful. I was hoping we'd wrap it up in one meeting, but we all get chatty (myself included!) and excited about various topics, so hopefully we can finalize details next time - and perhaps invite the SPC chair to hear deliberations?

Last, did you find that we missed anything based on prior SPC discussions/agendas? I don't trust my memory on where we left off on various topics after the hiatus. I'm hoping this board attention and potential "reset" will have SPC running like a well-oiled machine. :)

Thank you,
Emily