

MINUTES OF DIRECTORS MEETING

LANE COUNTY MASS TRANSIT DISTRICT

REGULAR MEETING

November 15, 1977

Pursuant to public notice given to the Register Guard for publication on November 10, 1977, to Newservice 16, and distributed to persons on the mailing list of the District, the regular monthly meeting of the board of directors of Lane County Mass Transit District was held at the City Hall in Eugene, Oregon, on November 15, 1977, at 7:30 p.m.

Present:

Richard A. Booth, Treasurer
Jack J. Craig
W. Gene Davis, Secretary
Daniel M. Herbert, President, presiding
Kenneth H. Kohnen, Vice President
Glenn E. Randall
Fred C. Dyer, General Manager
Mavis Skipworth, Recording Secretary

News media:

Marvin Tims, Register Guard

MO TION
FILE

MINUTES: Minutes of the regular meeting of October 18, 1977 and the adjourned meeting of November 1, 1977, were unanimously approved as distributed.

AUDIENCE PARTICIPATION: The chairman introduced Anna Gottlieb, attending as representative of the League of Women Voters.

Paul Bonney, chairman of Citizens Advisory Committee, commented favorably on bus spot announcements by KUGN radio. Mr. Bonney suggested that holiday service information should also be broadcast.

CITIZENS ADVISORY COMMITTEE: The board was advised that the Citizens Advisory Committee did not hold its regular monthly meeting due to a conflict with the briefing on the Transportation Plan held for public officials.

FINANCE AND BUDGET: Regular monthly reporting was presented for board information.

MARKETING DIVISION: A report of current activities was presented for board review.

INCOME TAX REPORT: Ms. Loobey advised that data presently being researched on the proposed income tax by the Department of Revenue and the legal counsel should become available shortly. It was the consensus of the board to hold an adjourned meeting to receive the information.

RIDERSHIP: October ridership reporting indicated that revenues had increased while ridership had decreased and discussion followed on the problem of determining

accurate ridership. Mr. Herbert stressed the importance of obtaining reliable ridership data for use in the upcoming budget process. He also suggested the district should give careful consideration to potential marketing programs to increase ridership.

PETITION: A petition was presented bearing 34 signatures of residents of the West 18th Street area requesting resumption of service on the south side of 18th Street between Bailey Hill Road and Brittany Street. Mr. Randall requested that the petitioners be notified that the petition was received and considered by the board, and the board has decided to accept the staff recommendation to take no action at this time.

EUGENE CENTRAL TRANSIT STATION: The chairman advised the board of a notice of resolution passed by the Oregon Association of Railway Passengers favoring the location of a multi-depot structure between West 6th and 7th Streets to serve Lane Transit District and inter-city carriers, with a pedestrian overpass providing access to the mall.

Mr. Herbert announced that a meeting of the Downtown Development Board will be held November 16 to consider recommendations for the location of the transit station. Mr. Herbert and staff members will attend to answer questions on the district's preference for the 8th Street site.

NOVEMBER 28, 1977 WINTER BID: A memo detailing route and schedule revisions to become effective November 28, 1977, was distributed for board review.

SUMMER SPECIALS: A memo summarizing cost and ridership of special service provided to six community fairs during the summer of 1977 was presented for board information.

JUNCTION CITY SURVEY: The staff distributed copies of results tabulated from a survey conducted by the district in Junction City on community demographics, travel patterns, and utilization of bus service. Mr. Booth suggested that the Junction City officials should receive this information. Commenting on a staff conclusion that a general lack of awareness was a significant cause for residents not using the bus which increased marketing could improve, Mr. Booth said it appeared that most people in that area considered public transit a less viable means of transportation and that better public information would not necessarily improve the ridership.

NATIONAL COMPARATIVE DATA: A table of national transit statistics for 1976 compiled on average fare data was presented for board information.

OPERATIONS: Regular monthly reporting of the Operations Department was presented.

EVALUATION METHODS SUBCOMMITTEE: Mr. Kohnen presented the subcommittee's quarterly report, stating that it focused mainly on performance in relation to the adopted Goals and Objectives for the year, and on progress toward achieving the fiscal year increment of the Transit Development Program recommendations. He noted that implementation of most of the recommendations is progressing according to schedule and the report has primarily addressed those areas with schedule slippage, such as modernizing the 22 Twincoaches and acquiring new buses.

Mr. Kohnen then referred to information included in the report of an American Public Transit Association task force study of performance indicators for transit systems, and observed that from this study a system of indicators may be developed for measuring system performance.

MOTION
VOTE

NEW BUSINESS: The chairman advised that a meeting of the Program Committee of the APTA Western Conference has been called for December 2 in San Francisco, and that the dystrict's general manager is a member of that committee. Mr. Booth moved that Mr. Dyer be instructed to attend. The motion was duly seconded and carried unanimously.

1978-79 GOALS AND OBJECTIVES: Mr. Herbert informed the board that at the next meeting he will appoint a subcommittee to study 1978-79 goals and objectives.

ADJOURNMENT: The meeting was then adjourned to November 29, 1977 at 7:30 a.m. in the Eugene Hotel.


Secretary