

MINUTES OF DIRECTORS MEETING
LANE COUNTY MASS TRANSIT DISTRICT

October 16, 1973

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 October 16, 1973, at 7:30 P.M.

Present were:

Craig Robinson, President, presiding
Leonard Wildish, Vice President
Phyllis P. Loobey, Secretary
Daniel M. Herbert, Treasurer
Glenn Randall
Fred Dyer, General Manager
Richard Bryson, Counsel.

Absent:

Gary Buell.

MINUTES: Reading of the minutes of the meeting of September 18, 1973, was dispensed with as copies had been sent to all members of the Board. On motion duly seconded the Board voted unanimously to approve the minutes of that meeting.

CITIZENS ADVISORY COMMITTEE: Written minutes of the last meeting of the Citizens Advisory Committee having been previously distributed to all members of the Board and filed with the secretary, no further report was made at this meeting of the Board.

OPERATIONS: Mr. Dyer reported that ridership had shown a dramatic increase since night service began. Average week-day ridership has gone up to 6,600 fares. Ridership has been higher than anticipated and peak ridership is becoming a very serious concern to management. Mr. Dyer is keeping a look out for available used buses and if he finds any at reasonable prices he will confer with the Board about purchase. Contributing to the problem was an accident which caused total destruction of one of the buses. Mr. Dyer said that he is having trouble keeping the buses cleaned and maintained due to the increase in their use.

The general manager told the Board that the Eugene Downtown Association is going to start its discount token program within the next couple of weeks and the Valley River Center program is proceeding very well.

Jerry Schmidt presented the report on marketing and advised the Board that he is working with the Eugene Downtown Association to publicize its token discount program. He also said that colored transit maps, pocket size are in production and will be available within ten days. He is also working on a program to put out four cards in the nature of "thank-you" cards or "first step" cards to be distributed with a couple of tokens to new-comers by the Welcome Wagon people. Mr. Schmidt also said that he is moving some of the advertising emphasis to outdoor signs in an effort to reach more automobile drivers.

FEDERAL GRANT: Mr. Dyer announced that the public hearing on the federal grant application, which is scheduled for 7:30 P.M. on October 23 will be held in the purchasing office at the City Hall which is north of the council chambers and west of the police department.

PLANNING: Dave Rynerson filed a written report with the Board explaining the changes in routing which caused 120 people to petition to retain bus service on Hayden Bridge Road direct to Eugene. Mr. Rynerson filed a second written report giving an analysis of Phase 10 routing, its benefits, service costs, system costs, and effect on ridership, and filed a third written report in response to inquiry as to whether changing from thirty minute to sixty minute headway during off-peak hours would be feasible and concluding that the change would bring little savings in cost but would risk substantial loss in ridership.

Phyllis Loobey presented the written report of the subcommittee on the physically limited and the elderly with the recommendation that the study be continued and that the capital grant application not be amended until data from the study is presented to the Board in March, 1974. Mrs. Loobey felt that the report could be completed in time to be considered by the Board prior to the deadline for submission of its amended capital grant application.

FINANCE: Mr. Dyer filed his financial reports for the month of September, 1973, and advised the Board that it did not appear that it would be necessary to obtain interim financing from a bank.

On motion duly seconded the Board voted unanimously to approve payment of the bills for September as submitted by the general manager in the total sum of \$36,904.11.

MISCELLANEOUS: Mike Fieg, speaking on behalf of Ed Wilson, inquired whether the bus motors could be turned off while they are stopped at the Tenth and Willamette Street area in order to cut down on exhaust fumes. Mr. Dyer responded that the drivers have been directed to turn off their motors if they are stopping for more than two minutes.

ADJOURNMENT: On motion duly seconded the Board voted unanimously to adjourn.

Secretary