

MINUTES OF DIRECTORS MEETING

LANE COUNTY MASS TRANSIT DISTRICT

January 21, 1975

The board of directors of Lane County Mass Transit District met on January 21, 1975 at 7:30 p.m. at the City Hall in Eugene, Oregon.

Present:

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

Mavis Skipworth, administrative secretary, served as recording secretary for the meeting.

MINUTES: Reading of the minutes of the meeting of December 17, 1974 and January 7, 1975 was dispensed with as copies had been distributed to all members of the board. Mr. Davis requested that it be noted in the minutes that he dissented in the vote of the original motion as amended "to seek legislative support for programs for the development and strengthening of inter-urban planning efforts." The board voted unanimously to approve the minutes as corrected.

EXTERNAL ACTIVITIES: Mr. Dyer gave a brief report on the Highway Transportation Research Board Conference held in Washington, D.C. the week of January 13th, which he and David Rynerson attended. He has obtained preprints of the papers presented at several of the sessions which are available to anyone who is interested. He expressed pleasure at the recognition given to LTD's progress and its success in making a transportation alternative available to the public. He said that the district has enjoyed considerable success in its marketing and information program in making transit people-oriented and he believes the district should attempt to share this nationally. Responding to a question by Mr. Craig asking if there were any suggestions at the conference that tax monies might go to transit, Mr. Dyer replied there is some favor in the legislative and executive branches to attempt to divert monies to transportation.

OPERATIONS" Mr. Dyer stated that although ridership had dropped down when schools were not in session, it has come back up over the 12,500 weekday person trips. In discussion of the ridership graph, Mr. Dyer suggested the need for printing a formula explaining the calculation of the Fast Pass ridership.

The general manager reported on the purchase of eight used SDM (single door diesel mechanical transmission) 49-passenger suburban buses from Baltimore, Maryland. The buses were manufactured between 1961 and 1964 and the prices

range from \$14,000 to \$21,500 with a total cost of \$137,000. The buses have been shipped and an additional amount of approximately \$2500 per unit will be required for delivery and refurbishing. In discussion of ridership on the suburban buses, he stressed the importance of consideration of the total trip with passengers boarding and disboarding at different areas along the route, rather than a point to point trip.

Mr. Herbert reported that letters have been sent to the cities of Coburg, Junction City and Veneta requesting meetings with the city councils. An updated list of the time and place of each meeting, together with a list of the council members, will be sent out to the board members. Board members and staff will attend to present the proposed schedules and service description.

ALTERNATIVE TRANSPORTATION PROJECT: Bill Clark, Coordinator of the Alternative Transportation Project, reviewed the results of the public opinion poll taken last fall. There is an indication, Mr. Clark said, that public feeling on car pooling has changed in the last few months and support is increasing for spending priorities on public transportation and reducing dependency on the automobile. A disincentive to the use of the automobile has come through the cost of gasoline and its availability. Public transportation that is convenient has proven to be an incentive. The results of the poll showed the strongest support coming from Eugene, the next strongest from Springfield, and lowest, the suburban areas. He further stated that 450 persons were interviewed on two occasions, selected at random out of the census tract and included the planning district of the Transportation Planning Committee of L-COG. Mr. Herbert said that he would want to have more explanatory information as to the size of the area, what went into it, and why and where it was done. Other board members agreed that they would be interested in this information. Mr. Clark said that the full report does include an evaluation of the carpool project and the survey. He added that there is consideration of continuing the project past the present March 1 completion date, and that the Federal Highway Energy Conservation Act has been extended. He believed that the project and advertising have had some effect on the attitudes of the people and there could be success in working with neighborhood and civic groups, as well as public agencies in promoting alternative transportation and share-a-ride programs. He suggested that an amount of \$50,000 would be necessary for a good advertising campaign. Mr. Randall moved that a decision on this be held over until the next meeting so the board may have an opportunity to study the results of the latest survey and his report and to make a determination on whether or not this should be continued. Mr. Herbert mentioned that one of the conditions under which LTD agreed to sponsorship of the project was that TPC would evaluate this program and Mr. Clark replied that TPC members have received this report and are presently studying it. For lack of a second, the motion was dropped, but Mr. Herbert deferred to Mr. Randall's suggestion that it be considered at the next meeting.

GOALS AND OBJECTIVES FOR FISCAL YEAR 1975/76: Mr. Randall moved and Mr. Craig seconded a motion that the Goals, Policies, Objectives and Findings be accepted and sent to the Citizens Advisory Committee for review. Discussion followed on the need for supportive evidence to document the findings. Mr. Randall objected to the use of initials rather than full title in reference to such groups as Physically Limited and Handicapped. Mr. Craig made an amending motion to delete the Findings. The amending motion was duly seconded and received a favorable vote, with Mr. Herbert opposing. Mr. Herbert put the question on the main motion as amended and it carried.

FINANCE & BUDGET: Discussion was held on a question by Mr. Davis as to the accuracy of the Cash Flow Forecast. Mr. Dyer said it is based on the best available data from the Department of Revenue and that he believes by April 1, the staff will have a better indication of how accurate these assumptions are. Mr. Booth observed that the forecast seems to be conservative, based on a constant payroll, and the bulk will be in by the next board meeting. Mr. Dyer said the staff gives the best possible estimate based on our projection and that of the Department of Revenue.

Mrs. Shepherd said that she would like to know the relative distance between the anticipated incomes and the cost of the anticipated service during the months we are actually providing the service as compared to the ratios of the previous effort. Mr. Dyer replied that transportation as a service requires the facility to provide service before you get users. The staff projects what will be the end result of putting the vehicles to use. He added that the district doesn't just run the vehicles from border to border; the vehicle has a capacity to serve a broad number of people based upon time, place and destination. Mrs. Shepherd asked if the large amounts have been included in the payroll tax estimate that would have been received if the service had been extended even further, and Mr. Dyer replied that they had not. She expressed interest in the relativity of income and the cost of providing services for this year as compared with last year. Mr. Davis expressed concern over the projection of paying off the present debt by May when expenses will be increasing with the extended service. Mr. Dyer explained that the revenue will be enough because of the new tax base. Mr. Herbert stated that after the debt is cleared, he would hope that a reserve could be built up to meet the matching requirements. Mr. Dyer believed that the district could end up in that position, but that in early 1976 fiscal year, may have to draw on that reserve because of the present national economic situation.

Mr. Randall moved that the bills be allowed for December in the amount of \$94,913.17. The motion was seconded and carried.

INSURANCE: A letter from Fred S. James outlining the availability of Errors & Omission Insurance ("wrongful acts") was included in the agenda material. Mr. Dyer said that a representative from Fred S. James Company will be present at the February board meeting to discuss this and to give a comprehensive overview of our insurance needs at our current level.

AUDIENCE PARTICIPATION: Paul Bonney commended the bus drivers for being courteous and doing a dependable, safe job. Mr. Herbert thanked Mr. Bonney.

NEW BUSINESS: Mr. Dyer requested permission to have a vacation from February 3 through 14. Mrs. Shepherd moved that the board grant this; it was seconded and carried.

BUDGET MANUAL: Mr. Herbert reported that he and Mr. Kohnen, as a subcommittee, met with Mrs. Loobey several months ago to review the possibility of making up a budget manual. He and Mr. Kohnen will pursue this, and the staff will be working on the budget processes. Mr. Herbert appointed Mr. Kohnen, Mr. Booth and Mr. Herbert as another subcommittee to review the general manager's recommendations for personnel and staff requirements needed to fulfill the programs implied by the goals and objectives. This subcommittee will meet in about three weeks, and the staff will work on the projections in the meantime. Mr. Randall recommended that the staff prepare a chart fitting

to these people as a means of information to the board.

PUBLIC RELATIONS: Mr. Davis expressed his opposition to the promotional advertising ending with a "ding", followed by "Lane Transit District has a good thing going." He said that he and other members of the business community believe the sound has a connotation of a cash register ringing and "it is a slap across the face" to the businessmen. He said he believes that this is not good public relations. Mr. Dyer said that the staff had not received any complaints about that particular ad, but occasionally calls have come in about other advertising such as "always on time" or "fly the bus to Hawaii." He added that most of the advertising is geared to helping people use transit.

Mr. Randall expressed the opinion that LTD should not appear to be joining Tri-Met in their legislative efforts, but said that the legislative committees need to be constantly reminded that LTD exists.

Mr. Randall moved that the bills LC 1550 and LC 1547, reflecting Mr. Bryson's recommended changes, be approved. Mr. Kohnen seconded the motion and it carried.

Mr. Craig reported delivering the budget law recommendation to Legislative Counsel, and that Counsel indicated some concern over the possibility of its passage.

Mr. Dyer reported that he has been asked to attend a hearing January 22 of the Senate Transportation Committee on Senate Bill 48 (Local option of \$15 registration fee) and Senate Joint Resolution 4 (Constitutional amendment to enable using the funds). Mr. Randall said he had reservations about Mr. Dyer testifying in favor of Senate Bill 48. Mr. Dyer said he was requested by the Committee to testify as to what the effect would be on LTD. Mr. Dyer said that Thursday, January 23rd, he has been requested to testify before the House Revenue Committee on House Bill 2145 to repeal the exemptions of banks and financial institutions. Mr. Randall moved that Mr. Dyer be instructed to testify in favor of that bill. The motion was duly seconded and carried.

The meeting was adjourned to January 29, 1975 at 7:30 a.m. in the Eugene Hotel.


Recording Secretary


Secretary