

MINUTES OF DIRECTORS MEETING

LANE COUNTY MASS TRANSIT DISTRICT

December 16, 1975

The board of directors of Lane County Mass Transit District met on December 16, 1975 at 7:30 P.M. in the City Hall in Eugene, Oregon.

Present:

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

Reading of the minutes of November 18, 1975 meeting was dispensed with as copies had been distributed to all members of the board. Upon motion duly seconded, the board voted unanimously to approve the minutes of said meeting.

EXTERNAL ACTIVITIES: A brief summary of the status of the E-SATS Transportation Alternatives public hearings process was distributed to the board, giving an update of the recommendations submitted by governmental agencies. Mr. Randall moved that the subject matter be tabled until all governmental agencies have concluded their deliberations. The motion was seconded and carried unanimously.

Mr. Dyer advised that following submittal of a letter of intent to UMTA regarding the Management Improvement Study grant, the district learned from UMTA that a Service, Inventory and Maintenance System has been developed by the Mitre Corporation under UMTA's sponsorship, and that a copy of the SIMS Handbook and Overview has been received for examination. He said the staff is reviewing the components of SIMS to analyze its applicability to the district needs. Mr. Dyer requested board approval for the staff to continue working with UMTA on the funding for study, analysis and tailoring of the SIMS package to be compatible with the district's operations and management information needs. He said that although the budget has not been formulated for implementation of the program, it would not exceed the \$20-30,000 approved by the board to conduct the study. Mr. Booth asked that the board delay implementation until the subcommittee recommendations are received, to be certain they are in accord with the study. Mr. Kohmen expressed the opinion that they could be concurrent and because of the length of time necessary to finalize the grant, the district should proceed with the grant requirements. Ms. Loobey assured the board that the grant has flexibility that would allow revisions necessary to adapt to the district's needs. Mr. Randall moved that the board approve the continuation of working with UMTA on funding for implementation of the SIMS package. The motion was seconded. Mr. Booth asked if the year to year expense for continuing the implementation would be greater, and Mr. Dyer responded that the expense should be less because of a decreased cost in maintenance and downtime. Mr. Booth urged that the objectives set forth by the subcommittee recommendations be met. The question was put and the motion carried unanimously.

The chairman asked for an update on the West Lane Bus Project and Ms. Loobey reported that the Citizens Advisory Committee of Florence and adjacent communities has increased its membership and is contacting people in the area. The committee will present its recommendations to the City of Florence for staff support when the non-profit corporation is established.

RIDERSHIP: Monthly ridership statistics were distributed for board review. Mr. Davis expressed concern for the operating expense on zone routes with low ridership. Mr. Craig said the district provides an integrated service, and transportation should be provided to all people in the district. Mr. Herbert said he believed the zone system should not be evaluated for trends on routes and ridership before it has been in operation for a year. Mr. Booth agreed with a time frame being allotted but said the board should set some objective for ridership for a route to be continued. Mr. Herbert suggested this could be referred to the subcommittee.

Mrs. Shepherd entered the meeting.

As requested by the board, an analysis of ridership was distributed which indicated that farebox revenue during fiscal year 1975-76 has been lower than the forecast at the beginning of the fiscal year. Mr. Dyer advised that when the budget was prepared, conditions anticipated the possibility of gas rationing and higher price or shortage of gasoline. He advised the revenue forecast has been adjusted to \$796,154. Mr. Booth asked how the district will adjust to the lower revenue and Mr. Dyer said some programs will be postponed to the next fiscal year, such as the demand-response system and purchase of the 20 buses.

Mr. Herbert noted that the district phased out a sizeable media program at the end of the last fiscal year and has just begun a single service representative approach which has not reached momentum. He speculated that this could be a contributing factor to the low level of ridership. Mr. Craig said he believed the availability of gasoline had more to do with it.

TRANSIT DEVELOPMENT PROGRAM UPDATE: David Rynerson distributed and explained an update of the capital improvement elements in the Transit Development Program published June 30, 1975, and said it is intended to reflect action taken by the board and budget committee. He said it will be necessary to prepare a further update as a consequence of the delay in purchasing the demand response vehicles and the 20 buses.

MARKETING PLAN: Ms. Boss distributed the FY 1975-76 Marketing Plan and noted that the objectives in the plan were formulated after the budget was determined. Discussion followed on the possible causes of advertising revenues being lower than forecasted. Ms. Boss advised that she will investigate the possibility of working with a transit advertising representative firm to increase advertising revenue.

The chairman said the board will soon appoint a Goals and Objectives committee for next year and advertising could be a major concern for that committee. Mrs. Shepherd asked the staff to prepare a summary of marketing programs of other districts and the effect on ridership. Mr. Dyer advised that UMTA is preparing a report of the composite effects of transit marketing. The chairman asked that further information be returned to the board for its next meeting.

FINANCE & BUDGET: Mr. Randall moved the November bills in the amount of \$103,581.85 be approved. The motion was seconded and carried unanimously.

SCHEDULE OF CAPITAL IMPROVEMENTS: The staff distributed a current estimated schedule for acquisition of capital equipment and improvements funded by federal grants. The table indicated that the demand-response service will be postponed to allow for delays in acquisition of special buses, radios, and operational floor space.

INCOME TAX: Ms. Loobey reported that Mr. Bryson anticipates completion of the draft for an income tax ordinance by the end of January.

CITIZENS ADVISORY COMMITTEE: Paul Bonney reported on the Citizens Advisory Committee meeting of December 15th, and presented a membership list for board approval. It was moved, seconded and carried unanimously that the following members be approved to serve on the Citizens Advisory Committee: Paul Bonney, Bob Blizzard, Clark Winston Cox, Jr., Jerry Finrow, Eunice Kjaer, Sarah Lawson, Albert Reed, Jere Locke, Ann Morsello, David Munz, Gus Nordquist, Huibert Paul, John and Sam Silvermoon, Randall Thwing, Marion Wilson.

Mr. Booth spoke of the need to have both geographical and philosophical views represented on the committee. Mrs. Shepherd suggested the committee encourage each of the neighborhood groups to appoint a transit person, and she spoke of the great potential of support possible from these groups.

NEW BUSINESS: The chairman advised that the terms of three board members will be completed January 1, 1976 and appointments will be reviewed by the governor. Mr. Randall suggested that election of new officers be deferred until the governor has made appointments to fill the vacancies. Mr. Herbert further advised that the staff will notify board members who are to submit nominations for budget committee members, and that the board members will receive procedure recommendations submitted by the Budget subcommittee.


Ruth Shepherd moved the board adopt the following motion: "That Lane Transit District and the school districts within the service boundaries appoint an ad hoc citizens advisory committee to investigate all practical potentials of increased linkage between the transit operations of LTD and the school district(s). Such study will look specifically at potentials for further cooperation, planning, scheduling, utilization of vehicles, capital improvements and any other practical considerations. Half of the members of such a committee will be appointed by the school districts and half by LTD. The committee will not exceed a membership of 25 persons. The committee shall meet regularly between the time period of January 15 to June 1, 1976. Each of the districts participating in the study will provide staff assistance. A report, complete with recommendations, if any, shall be made to the boards of the districts at the completion of the study period." The motion was seconded and carried unanimously. Mrs. Shepherd advised that she will present the same motion to the 4J school board.

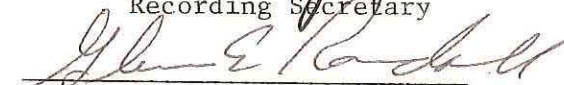
Mr. Davis commended the district for an excellent contribution to the Freedom Train. Mr. Kohnen moved that the board express appreciation to Arline Link for coordinating the LTD effort and to the drivers who volunteered their services to transport people to the Freedom Train. The motion was seconded and carried unanimously. Mr. Dyer received board permission to prepare a memo to include in each operator's personnel file and on the bulletin board.

Mrs. Shepherd noted that her term is being completed and expressed her appreciation for the kindness the board has shown her during her term on the board. Mr. Randall expressed the appreciation of the board for her service.

The chairman without objection from the board reappointed last year's Goals and Objectives subcommittee of Mr. Kohnen, Mr. Booth and Mr. Herbert, and will appoint a Citizens Advisory Committee member to the subcommittee.

The meeting adjourned.

  
Recording Secretary

  
Secretary