

MINUTES OF DIRECTORS MEETING  
LANE TRANSIT DISTRICT

ADJOURNED MEETING

April 10, 1984

Pursuant to notice given at the March 13, 1984 adjourned meeting and to The Register-Guard for publication on April 5, 1984, and distributed to persons on the mailing list of the District, an adjourned meeting of the Board of Directors of Lane Transit District was held on Tuesday, April 10, 1984 at 7:30 p.m. in the Eugene City Hall.

Present: Peter Brandt, Treasurer  
Janet Calvert, President, presiding  
Janice Eberly, Vice President  
Judy Nelson

Absent: Ted J. Langton  
Larry Parducci, Secretary  
Glenn E. Randall

**AUDIENCE PARTICIPATION:** After calling the meeting to order and taking roll, Ms. Calvert asked for any comments from the audience. Paul Bonney, 587 Antelope Way, Eugene, stated that he was glad to see the report by Stefano Viggiano, Planning Administrator, in the Board agenda packet. He thought Mr. Viggiano had done a good job of describing why Willamette Street between 10th and 11th should be kept closed. It was his opinion that the City planners didn't know whether or not they wanted the mall downtown. Mr. Bonney stated that he saw no good reason for opening Willamette Street, and that he would be present to testify at the City's public hearings on the issue.

MOTION **APPROVAL OF MINUTES:** Mr. Brandt moved, seconded by Ms. Eberly, that the  
VOTE minutes of the March 13, 1984 adjourned meeting of the Board be approved as distributed. The motion passed unanimously.

MOTION **SECOND READING, ORDINANCE NO. 26:** Mr. Brandt moved that the Board read  
VOTE Ordinance #26 by title only. After seconding by Ms. Eberly, the motion passed unanimously. Ms. Calvert then read the Ordinance by title only: "Ordinance #26, An Ordinance Making the Board of Directors of the Lane County Mass Transit District (LTD) the Local Contract Review Board for LTD." Extra copies of the ordinance were available for members of the public.

MOTION Ms. Nelson then moved, seconded by Mr. Brandt, that Ordinance No. 26 be  
VOTE adopted. With no further discussion, the motion carried by unanimous vote.

MOTION **APPOINTMENT TO OREGON MASS TRANSIT FINANCING AUTHORITY BOARD OF DIRECTORS:**  
Mr. Brandt moved that Janet Calvert, Board President, be appointed to the Oregon Mass Transit Financing Authority (OMTFA) Board of Directors as the District's

representative. Ms. Nelson seconded the motion. In response to a question, Ms. Loobey stated that the OMTFA board meets on occasion to review any bonding proposals which come from Tri-Met or LTD. The State of Oregon does not sponsor the bonds; they are sponsored by the Treasurer's Office and the sponsoring agency. The OMTFA board consists of representatives from LTD, Tri-Met, and the State Treasurer's Office. With no further discussion, the motion passed by unanimous vote.

VOTE

**NOMINATION OF BUDGET COMMITTEE MEMBER:** Ms. Nelson stated that John Watkinson, her nomination to the Budget Committee, was a local attorney with a background in accounting, and she thought his interest in serving on the Budget Committee made him an appropriate nomination. Ms. Nelson then moved the appointment of Mr. Watkinson to the LTD Budget Committee for a three-year term beginning immediately and ending January 1, 1987. Ms. Eberly seconded the motion, which then carried by unanimous vote.

MOTION

VOTE

**APPROVAL OF UNITED WAY APPOINTMENT:** Ms. Calvert called the Board's attention to the agenda notes, in which it was stated that the District's General Manager has been asked to serve as Public Division Chairperson in the 1984 United Way Campaign. A page describing the duties and the timeline for that campaign was included in the agenda packet. Ms. Loobey explained that this would not be a full-time position with United Way; rather, it would mean participation in a number of activities, some of which would require more involvement than others, and would require some time away from the District. Mr. Brandt asked Ms. Loobey why she wanted to participate, to which she replied that she has a personal commitment, and LTD has had a long-time commitment, to United Way. She said she also viewed participation as Public Division Chairperson as an opportunity for the District to be involved in community service. Ms. Loobey stated that she had brought this issue before the Board because the Public Division Chairperson is a visible position and because participating in this manner would take some time away from her duties as General Manager. Ms. Nelson asked how much time might be spent away from the District. Ms. Loobey thought the position might require from four to eight hours a month during the early organization of the campaign, and possibly up to 12 hours per month later.

MOTION

VOTE

Ms. Nelson moved that the Board approve the participation of the General Manager in the 1984 United Way Campaign as Public Division Chairperson. The motion was seconded by Ms. Eberly and carried by unanimous vote.

**ITEMS FOR INFORMATION AT THIS MEETING:**

**Resignation of Board Member:** Ms. Calvert stated that Glenn E. (Pat) Randall had resigned from the Board, effectively immediately. However, by State law, he actually remains on the Board until a replacement is named, although he won't be attending meetings. There are now two vacancies on the Board, and the Governor's Office is working to fill those vacancies. Ms. Nelson expressed an interest in knowing what the subdistrict boundaries are, so she could talk to people about the possibility of being on the Board. Other Board members expressed the same interest, and Ms. Loobey said she would have maps made for them. Ms. Calvert

commented that, until the two replacements are named, the five remaining Board members would need to be present at all meetings.

**Marketing Division--Informational Presentation:** Ms. Calvert introduced Ed Bergeron, Marketing Administrator, who would be talking to the Board about the Marketing Division's role at LTD. Mr. Bergeron stated that he would highlight the information in his memo beginning on page 18 of the agenda packet, and would then ask for questions from the Board. He explained that marketing is a communications process to find out what the public wants done with the available resources, and then to communicate back to the public what is being done. He said it is difficult to find out what the "silent majority" wants, but every year or two the District performs market research in the community. Staff also work with opinion leaders (business leaders, elected officials, Chamber of Commerce leaders, etc.) to find out what they hear from their constituencies. Marketing also works with other District staff during the planning stages, and then completes the feedback loop to the public.

Mr. Bergeron explained that one of his Marketing functions is to act as the District's news media contact person. He works as closely as he can with the media to help them be aware of what is going on and to report that. Marketing also is in charge of media advertising, and is responsible for timetables, maps, and other printed materials the public needs in order to use the system wisely. The marketing of the system is a continuous process, he said, because the District's success is determined by how happy the public is with the service that is being provided. He reminded the Board that, two months before, Andy Vobora had talked about the functions of the Customer Service Center, and added that LTD also works to sell passes and tokens and distribute printed route information through an extensive system of outlets such as the University of Oregon, Lane Community College, and 7-Eleven Stores. He explained that Marketing had worked out agreements with several agencies that have clients who are willing to do such work as filling timetable racks, etc., in exchange for monthly passes. He added that in 1981, LTD became the first transit agency to distribute passes, tokens, and informational materials through 7-Eleven stores, and other transit systems are now doing so nationwide.

Mr. Bergeron mentioned that the Marketing division has responsibility for printing of timetables, the Easy Access special newsletter, an in-house employee newsletter, and for dissemination of information regarding special events. For some of those publications, advertising agencies or graphics design specialists are used, but some are done in-house. He also called the Board's attention to the District's rapidly expanding charter service and to the public speaking function, both of which are handled by Marketing and are covered in more detail in his memo in the agenda packet.

The Board thanked Mr. Bergeron for a good presentation.

**Opening of Willamette Street between 10th and 11th:** Stefano Viggiano, Planning Administrator, was present to discuss this issue for the Board's information. He stated that staff may ask for an official Board position on this

issue at the next meeting. He explained that the Eugene Downtown Association had been working on a plan for downtown for a year. That plan had been sent to the printer and would be available soon, but LTD staff had been given an advance copy of the plan and had attended meetings and become familiar with the issue. Staff had concentrated so far on the issues concerning 10th and Willamette because opening Willamette between 10th and 11th would have a definite impact on LTD, and because the proposed changes were being fast-tracked, with construction scheduled to begin in January of 1985.

A major area of concern to LTD staff is that opening the street may cause missed transfers. It is important to LTD to facilitate transfers and make bus travel more convenient for patrons, since it is not an attractive prospect to wait a half-hour or an hour for another bus, especially if it happens consistently. Opening Willamette Street between 10th and 11th would affect transfers because a traffic signal and cross traffic would slow down the walking time between buses. Buses are spread out in a single line during the timed transfers, and some people have to walk quite a distance in the short time allotted for transferring. It could also mean that three buses would not fit in the blue section any longer, because of necessary site clearance. There is a potential for conflict between cars and people crossing the street, especially if patrons are late getting to their buses, as well as a potential conflict between cars and buses, with buses trying to pull out into traffic and cars attempting to turn right onto or off of Willamette.

Mr. Viggiano stated that the analysis was in the preliminary stage, and staff would be looking at this issue more closely within the next couple of weeks, with the help of a traffic engineer.

Ms. Calvert asked if one-way traffic, going north on Willamette, would solve any problems caused by the present plan to allow two-way traffic on Willamette. Mr. Viggiano said it might solve a few, but the majority would remain.

Ms. Nelson asked if there were any advantages for LTD in the Downtown Plan. Mr. Viggiano said there was one; one bus that now has to go to Pearl before it can go south may be able to cut through the mall on Willamette. However, he stated that that was a minor advantage and would be outweighed by the negative aspects of the plan. Ms. Calvert thanked him for his presentation and said the issue would be coming before the Board again in May.

MOTION  
VOTE

ADJOURNMENT: Mr. Brandt moved, seconded by Ms. Nelson, that the meeting be adjourned. With no further discussion, the meeting was unanimously adjourned at 8:10 p.m.

  
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Board Secretary