

MINUTES OF DIRECTORS MEETING
LANE TRANSIT DISTRICT

REGULAR MEETING

JULY 17, 1984

Pursuant to notice given to the Register Guard for publication on July 12, and distributed to persons on the mailing list of the District, the regular monthly meeting of the Board of Directors of the Lane Transit District was held on Tuesday, July 17, 1984 at 7:30 p.m. at the Eugene City Hall.

Present: Peter Brandt, Treasurer
Janet Calvert, President, presiding
Janice Eberly, Vice President
Larry Parducci, Secretary
Mark Pangborn, Acting General Manager
Shannon Evonuk, Recording Secretary

News Media Representatives:

Marvin Tims, The Register-Guard

Guest:

Gus Pusateri

Absent: Ted J. Langton
Judy Nelson
Glenn E. Randall

INTRODUCTORY REMARKS BY BOARD PRESIDENT: After calling the meeting to order at 7:30 p.m., Ms. Calvert said there would be no opening remarks as there were five action items and two public hearings to be undertaken that evening.

MOTION

VOTE

APPROVAL OF MINUTES: Peter Brandt made a motion, seconded by Mr. Parducci, that the minutes of the June 19, 1984 regular meeting and of the July 10, 1984 adjourned work session be approved. The motion carried by unanimous vote.

SITE STUDY: Mark Pangborn, Director of Administrative Services, explained that the District has currently exceeded the capacity of our present facilities--not in terms of just staff but also in room for buses--and will need to do something in the next few years to alleviate this overcrowding. Recent efforts and money have been concentrated towards increased service rather than administrative and maintenance facilities. Now we need to address this issue. The first concern staff had was that this was going to be a public process. With the local economy being what it is, even with 80% federal funding and the fact that most of the local share has already been saved to match that funding, it is likely the Board might get some questions or concerns about the project from the community. Therefore, the District would like to have as much background information as possible to justify the need to have a new facility. Hence, staff searched for a specialist to help with the study needed for a new facility. Staff looked at doing this

new facility. Staff looked at doing this study internally, but came to the conclusion that staff lack the expertise needed. Traffic engineers, electrical engineers, mechanical engineers, soil specialists, space planners, and more specialists will be needed to accomplish the study. Like the Board, staff were concerned about the price of such a study, so they looked carefully at what it would take to accomplish such a project. It was determined that what it would take, in terms of man-hours, to complete the project is one person year--approximately 2,000 hours. Mr. Pangborn stressed it was analyzed in terms of specialist hours. The amount asked for--\$65,000--is the lowest amount staff felt the District could spend to achieve all the answers and data it needs. Mr. Pangborn noted that, in comparison to other studies, it is not out of line, and is viewed as an investment. It is about one percent of the expected total cost of the proposed new facility. The District will not be asking for more money from the Board, but the request will require a reallocation of the current grant. He also said he had received a call from Senator Hatfield's office in Washington, D.C. that day which indicated that grant is about to be approved.

Ms. Calvert asked for clarification of the reallocation process, which Mr. Pangborn explained to her. He pointed out on the budget form in the agenda packet that it is listed as requiring a shifting of \$45,000 from Infrastructure Improvements, \$35,100 of which would be transferred to Long Range Space Utilization, and the remaining \$9,900 transferred to Contingency. Ms. Calvert asked if there were any comments from the Board. Mr. Brandt asked if it wasn't premature, since the Board has not yet even approved a new facility. Mr. Pangborn replied, in his opinion, a new facility will be needed within the next five years, and, even if the Board approved that today, it would take at least two years to even move into one. The District also needs to look at where it is going to be in the next five or ten years. He commented that the site study may very well, contrary to his opinion, indicate the District does not really need a new facility for a few years.

Ms. Calvert commented she thought we may have fewer employees than before the service cutbacks; in reply, it was noted there were approximately the same number of employees now as before the cutbacks. Mr. Pangborn said the District could continue and even expand slightly for awhile, but in the long-term a change would need to happen. He pointed out the Administrative facilities consist of a converted car wash, converted garage and converted two-bedroom house--none of which are even linked together. Tim Dallas, Director of Operations, said one of the questions to be asked is how much more do we want to expand on the existing site. Mr. Parducci wanted to know if the site study would cover all areas needed for the new facility; he was answered it would. Mr. Dallas remarked that consultants know what kinds of questions should be asked, and what trade-offs are available. Mr. Pangborn commented that oftentimes the established way of doing things is not always the best, and a consultant perhaps could offer more effective alternatives.

Ms. Eberly stated the same questions were being discussed as at the work session, specifically that the initial estimate on the cost of the study was inaccurate. She also asked how long the study was to take; Mr. Pangborn replied five to six months. Mr. Parducci expressed his feeling that \$65,000 seemed like a lot of money. He had recently been involved with a \$9,000,000 plant site study which

cost \$9,000. Mr. Brandt commented the term site study is a misnomer. Mr. Dallas agreed--it really is a site selection. Mr. Brandt continued, asking whether the District could go ahead with Phases 1 and 2 of the study, or was that in conflict with the grant. He pointed out Phase 1 defines the District's needs until the year 2005, Phase 2 determines if the existing facility will work, and Phases 3 and 4 determine the most economical location if a new or improved facility is required. He suggested if Phases 1 and 2 are completed and it is determined a new facility is needed, then Phases 3 and 4 could be approved at that time.

Ms. Eberly asked for clarification that her understanding was correct that any budget changes caused by the approval of the site study funds would be internal and would not affect the grant application; she was told she was correct. Therefore, she continued, those types of changes could even be made five or six months from now if it was decided to go ahead with just Phases 1 and 2 at this time. Mr. Pangborn asked Eric Gunderson, the designated architect for the study, whether he could see any scheduling problems with doing that. Mr. Gunderson replied he could see no scheduling problems whatsoever, and remarked the whole sequence of the study was established so that could be done. In fact, he said, he could see benefits in doing it that way, as it could produce some options that do not have anything to do with finding new sites--it is possible some changes on the existing property may be all that is found to be needed.

MOTION
VOTE

Mr. Brandt moved the District go ahead with Phases 1 and 2 of the study, which was seconded by Ms. Eberly. The motion passed unanimously. It was decided Phases 3 and 4 would be held in abeyance until the first two phases had been completed. In response to a question from Ms. Calvert about the amount of time it would take for completion of Phases 1 and 2, Mr. Gunderson indicated it would take two to three months.

T-2000 UPDATE: Stefano Viggiano, Planning Administrator, stated the update had been described thoroughly at the work session, so it was not necessary to go over it. He did, however, wish to reiterate the staff recommendations in response to the update. He summarized the four major points the District wanted to make regarding the transit goal: 1) The last five years have not been indicative of how transit will fare in the long run; 2) The policies in the T-2000 Plan which promote transit have not been aggressively pursued; 3) There is a conflict between the policies which encourage transit use and the policy which endorses free parking; and 4) Despite the fact ridership has remained at 1978 levels, the District has been preparing itself for significant ridership increases in the future.

One point not discussed in the work session was explained--that of the cost of providing those increased trips on transit. If the District were to achieve its own proposed goal of four percent of total trips by 1990, it would need to increase its operating budget by about 50%--close to 10% per year--and would have to increase the fleet size by about 40%. In dollars, that calculates to approximately \$3,500,000 in operating costs and \$1,250,000 in fleet costs. He explained he did not know what it would cost to carry the same amount of people on the street and highway network--those costs are very difficult to determine because subsidies for cars are often hidden. However, studies have been done which indicate transit is a more cost-effective way of transporting people than using the automobile.

Regarding the staff recommendations, Mr. Viggiano repeated the three points: 1) Establish achievement of five-year transit goals--in 1990 - 4%, 1995 - 7%, 2000 - 10%, 2005 - 13%; 2) Eliminate the policy which calls for free short-term parking downtown; 3) Insure adherence to policies. Mr. Viggiano explained that, if the Board approves the staff recommendations, those recommendations would then become the official District position.

Mr. Parducci asked if the staff believes that these goals are attainable. Mr. Viggiano replied they are ambitious, but a good target, and a lot would depend on the kinds of support the District receives from the community, and on how aggressively the policies were pursued. Ms. Eberly asked if they were consistent with the other involved factions' opinions. Mr. Viggiano said it was difficult to ascertain that since opinions seem to vary a great deal.

Mr. Brandt said no one can criticize the goals--the net cost per passenger per mile will significantly drop; Mr. Viggiano concurred. Mr. Brandt continued, saying, therefore, it does not really matter if they are realistic. Ms. Calvert asked if the District would still support these goals if the update comes back with different goals. Mr. Pangborn replied it would be up to the Board to decide at that time.

Ms. Eberly suggested something be added to the recommendations which states something about the goals being ambitious, but viewed as realistic by the Board, and that the Board is seriously concerned that the Plan's 14% goal is perceived as high, and these recommendations are the Board's way of addressing that concern.

Mr. Parducci moved the Board adopt the recommendations, which was seconded by Ms. Eberly. With no further discussion, the motion was passed unanimously.

DIAL-A-RIDE: Ms. Calvert noted the Board had received background information on this topic at the work session. Mr. Viggiano stated the budget approved by the Board contains \$102,900 for Dial-A-Ride, which is paid to the consortium through L-COG. At this level, some service had to be cut back on May 1 of this year. There were some complaints made and negative newspaper articles written as a result of this. The District addressed those problems by increasing service until the end of the fiscal year, and the service now remains at that higher level. The question brought before the Board is whether to: 1) Leave the budget as is, which leaves the service at a lower level; 2) Fund the service at the higher level for the entire FY 84-85; or 3) Fund the service at the higher level for the first half of the fiscal year.

Mr. Viggiano stated the first option may produce more complaints from the community. He said the second option would require an additional cost to the District of approximately \$18,000; the third option would cost approximately \$9,000. Staff are recommending the third option for Board approval. It would allow staff to come back to the Board in November to reassess the program at that time. It would also encourage some of the users to begin to switch to fixed route service.

Mr. Parducci moved adoption of the third option and approval of the required budget transfer resolution, which was seconded by Ms. Eberly. Mr. Brandt asked for more discussion.

Mr. Brandt commented the consortium must have been aware of the amount budgeted for Dial-A-Ride. Mr. Viggiano replied they did, but it simply proved to be more difficult and time-consuming to transfer those who could use fixed route to that service from Dial-A-Ride. He commented many people have found changing very difficult, but many have also said they enjoy fixed route much more than Dial-A-Ride. He also said the District would like to maintain the good relationship it has with the older and handicapped members of the community--it is something the District does not want to jeopardize. Mr. Dallas commented that staff chose the third option because they did not want to send the message to that segment of riders that the District is going to simply fund them for another year, but to give them time to adjust. Mr. Brandt wondered how they would understand unless the District simply tells them this is the way it is. He asked if funding for the next six months will be all that is needed. Mr. Pangborn replied that staff can better understand and communicate at that time what exactly is needed, and hopefully can tell the consortium then what will be the budgeted amount. Mr. Brandt wanted to insure this process does not simply go on and on. He added that it sounds as though the District is bending over backwards to make this transition work. Mr. Dallas replied that it is; he said many districts do not have the good relationship the District has with this segment of the community--one it wants to continue.

VOTE Mr. Brandt then called for the question. Ms. Calvert repeated the motion, and it passed unanimously. (A copy of the resolution is attached to these minutes.)

SECTION 18 GRANT APPLICATION: Ms. Calvert described the next action requiring endorsement by the Board was the Section 18 Grant Application which would provide funds for local fixed route and demand-responsive service within Junction City. Some preliminary information had been given on this issue at the work session.

Mr. Viggiano explained that the District has made a preliminary application for the grant. Staff have been told by the Oregon Public Transit Division that, if the Board approves the application, it is likely to be granted. Ms. Eberly asked about the local match monies, to which Mr. Pangborn replied that staff are not asking for monies now--they are simply asking for endorsement from the Board. He explained he wants next to take the issue to Junction City to see if they actually want the service; if so, then staff would pursue the grant more aggressively. Mr. Brandt pointed out that is not what the staff recommendation stated. Mr. Pangborn replied staff want to make it clear the matching funds will need to be approved so, if and when it gets down to making the transfer, the Board is aware staff did ask for it.

Ms. Calvert opened the public hearing, and asked for any comments. Mr. Tims asked how much money the District will be asking for from the state. Mr. Viggiano replied the total amount of the grant is \$20,600, less \$6,670 local matching funds, thereby making the Public Transit match approximately \$13,000. This would cover 50% of the operating costs, and 80% of the marketing and planning costs.

Mr. Pangborn mentioned he had talked that day with the Mayor of Junction City. Mr. Pusateri asked Mr. Pangborn what the mayor thought of the plan, to which Mr. Pangborn replied he was enthusiastic, although unsure of how the local

businesses would feel about it. If the Board approved the grant application, the mayor indicated he would call a meeting to discuss the concept.

MOTION After closing the public hearing, Ms. Calvert asked for further comments from the Board. After receiving no comments, Ms. Eberly then moved the Board endorse the Section 18 grant application and to continue the investigation of this project, with the idea the Board would later consider allocating the matching funds. The motion was seconded by Mr. Parducci. With no further discussion, the motion was passed unanimously. Ms. Calvert then suggested to Mr. Pangborn to involve the Junction City schools with the project. Mr. Pangborn replied he thought that was a good idea, and that he would.

VOTE

ADDITIONAL SERVICE: Mr. Viggiano said this is related to the already Board-approved new service enhancement package, and requires a public hearing. He described the proposed downtown shuttle service, which would connect the University of Oregon with the downtown mall and the Fifth Street Market, and would also serve the Campbell Center and the Ya-Po-Ah Terrace. It will be similar to the Joyride which was run last winter. Mr. Pangborn interjected that this is something which was requested in the Downtown Plan, a way to connect the University area and the downtown and Fifth Street Market area.

Mr. Viggiano continued, describing the second new route (a route which will be termed the Willamette Street route) as one which will run out Willamette Street to 40th, across 40th to Donald, Donald to Fox Hollow, at which point it will turn around and go back. It will give a direct connection between this area and the downtown mall, and will provide more service along Willamette Street. The third proposed route is the current #11 route, which now runs every half-hour. Staff propose to increase that to every 15 minutes on weekdays.

Ms. Eberly has if the route on Willamette is an increased route or increased frequency. Mr. Viggiano replied it is actually a new route. There is now a route which serves this area, which then goes to Hilyard Street, the University area and to the mall. It is a good, productive route, but it is one which caters more to patrons who wish to go to LCC, U of O, or Sacred Heart. The new route is one which should attract those who wish to go to downtown. The other route will still exist.

Ms. Calvert then opened the public hearing. The first speaker was Clark Cox, 1085 Patterson Street, Apt. 9, Eugene. He felt making Joyride year-round was great--it would go right past where he lived, and would improve service to Amtrak. The Willamette Street/Fox Hollow service also sounded great, although he hoped it would not interfere with the present Fox Hollow route. He also thought the new Willamette Street route would be a good addition, and remarked he hoped it would be wheelchair-accessible.

The second speaker was Paul Bonney, 587 Antelope Way, Eugene. He asked if route #19 would be eliminated. Mr. Viggiano explained that #19 goes through the University of Oregon area before it goes to Main Street, and coming in also goes through the University of Oregon. What is proposed is that the #11 would also run through the University area, so there would actually be better service between the University and Springfield than before.

Ms. Calvert closed the public meeting, and asked for any further comments from the Board. Mr. Brandt asked how we can justify having a downtown shuttle with a reduced fare. He was concerned there might be comments about not providing the same type of service to Valley River Center. Mr. Viggiano explained it will be a very short route--only a couple of miles--and that Valley River Center is much farther than that. He felt the only way it would be successful is to have it at a reduced fare.

Ms. Eberly commented the Joyride was very successful, and wondered if there was any negative feedback from Valley River Center about it. Mr. Viggiano replied the Center has requested more service, and that the District had provided extra service to it at Christmas.

Mr. Brandt asked if we would lose money on the shuttle. Mr. Viggiano said it would be comparable to regular service. It would be operated during the weekdays only, from approximately 9:00 a.m. to 6:00 p.m.

MOTION After asking for any further questions, Ms. Calvert asked for a motion. Mr. Parducci moved we accept the two new routes and the downtown shuttle, which was seconded by Ms. Eberly. She then asked for further comment. Mr. Pangborn suggested, since this is new service, that staff would report back to the Board at the end of the year on the progress of all the routes. A vote was then taken, and the motion carried three-to-one, with Mr. Brandt voicing the dissenting vote.

VOTE

SEVERANCE PAY AND DEFERRED COMPENSATION RESOLUTIONS: Mr. Dallas explained these programs had already been approved by the Board. Staff had needed time to prepare the resolutions, which they were now submitting for Board approval in order for staff to begin implementation of the programs.

Mr. Brandt moved the resolutions be adopted, and was seconded by Ms. Eberly. The motion was passed unanimously. (A copy of each of the resolutions is attached to these minutes.)

ITEMS FOR INFORMATION AT THIS MEETING:

Mar%Stat Report: Ed Bergeron pointed out some of the highlights of the Mar%Stat Report to the Board. He described the market research as providing a chance for the District to get a "report card" from the community. He explained the "Good to Excellent Rating," a rating he feels is the best overall indication of how the District is viewed as doing. Right now, the District is close to attaining the highest levels ever reached. He also explained the table which shows the percentage of people who claim they will never ride on transit. That figure was at 36% in 1978 and 34.4% in 1981, and has dropped to 18% in 1984. It is an important figure to the District. On the other hand, the table which describes the number of people who consider themselves bus riders has not done as well. In 1981, the figure was at 21%, but in 1984 that figure dropped to 18.5%. It is very important to use that figure to work to get some of those people back.

The survey also outlined some key market segments which it indicated were important to concentrate on in terms of adding to ridership, those being: students, retired, unemployed, and white collar workers. The survey also pointed out

that many white collar workers, once they begin using the bus, become very frequent riders. The research suggested key themes to use, such as convenience and familiarity of the bus. It also suggested using going to work and shopping as good marketing themes. It also endorsed the fact that the image of the driver is a very important one. Therefore, it is very important the drivers have the right training in order to keep that image as high as possible.

Ms. Eberly expressed her interest in the marketing aspect of the District's duties. She was wondering how the "Take It Easy" theme is faring now. The District's ad recall has dropped in the last couple of years, Mr. Bergeron noted. Ms. Eberly commented it was an interesting study, and asked when it would be repeated. Mr. Bergeron said the District likes to do them annually, at about the same time of year. Mr. Brandt asked why it was not done in the winter when ridership is increased. Mr. Bergeron replied it is best to do it during more normal, stable ridership times.

Downtown Plan: Mr. Pangborn reported the Downtown Commission hopes to wrap up its deliberations on August 7. Their position is not clear at this time. They do have some cost estimates together. It appears the Commission members are split on the issue. He said the Register-Guard is apparently against the opening.

OTHER BUSINESS: Mr. Pangborn reminded the members the annual ATU/LTD picnic will be held on Sunday, July 22, at the Water Board Park in Leaburg, and that they and their families were welcome to attend.

He also reported the transit district in Seattle, METRO, has offered the District the use of an articulated bus for the Lane County Fair.

Mr. Brandt expressed his negative feelings against advertised "free" rides, especially, as in the case of the Oregon Country Fair, when they are not free. Mr. Dallas indicated the District was more careful about that in the past, and that staff would need to take a look at how that is handled.

Ms. Calvert stated she would not be able to attend the August Board meeting. Mr. Pangborn suggested, if there were not enough business, it could be put off.

Mr. Pusateri was asked when he would be coming on the Board. He replied he was to appear before the Senate for confirmation on July 27.

ADJOURNMENT: With no further business before the Board, Mr. Brandt moved the meeting be adjourned, which was seconded by Mr. Parducci. The motion passed unanimously.


Secretary

RESOLUTION

WHEREAS, Costs for the Dial-A-Ride consortium are will be higher than budgeted in order to maintain the current level of service, and

WHEREAS, It is necessary to appropriate sums so that expenditures do not exceed appropriations, as required by ORS 249.435(4), therefore

BE IT RESOLVED that budget appropriations for the Fiscal Year 1984-85 are hereby revised as follows:

GENERAL FUND

REDUCTIONS IN APPROPRIATIONS

Contingency	\$9,000
Total Reductions	\$9,000

INCREASES IN APPROPRIATIONS

Marketing & Planning-Contractual Services	\$9,000
Total Increases	\$9,000

11-17-84
Date Adopted

Joseph J. Bonducci
Board Secretary

RESOLUTION

RESOLVED, That the Lane Transit District hereby adopt the Deferred Compensation Plan, a copy of which is attached hereto and incorporated herein by this reference and the General Manager is hereby authorized to execute the same on behalf of the Lane Transit District.

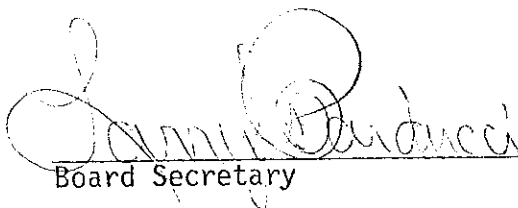
RESOLVED FURTHER, That the Advisory Committee under said Plan shall be as follows:

Phyllis Loobey
Tim Dallas
David Harrison
Mark Pangborn
Rich Ries

Ted Miller

General Manager
Director of Operations
Personnel Administrator
Director of Administrative Services
Amalgamated Transit Union, Division
757 Executive Board Officer
Amalgamated Transit Union, Local
Chairman

7-17-84
Date


Board Secretary


RESOLUTION

RESOLVED, That the Lane Transit District hereby adopt the Administrative Employee Benefits Trust, a copy of which is attached hereto and incorporated herein by this reference and the General Manager is hereby authorized and empowered to execute the same on behalf of the Lane Transit District.

RESOLVED FURTHER, That the following individuals are hereby appointed as Trustees of said Trust:

Phyllis Loobey	General Manager
Tim Dallas	Director of Operations
David Harrison	Personnel Administrator
Mark Pangborn	Director of Administrative Services

7-17-84
Date


Board Secretary