

MINUTES OF DIRECTORS MEETING

LANE TRANSIT DISTRICT

REGULAR MEETING

April 16, 1985

Pursuant to notice given to The Register-Guard for publication on April 11, 1985 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, April 16, 1985 at 7:30 p.m. in the Eugene City Hall.

Present: Janet Calvert, President, presiding
Janice Eberly, Vice President
Joyce Nichols
Larry Parducci, Secretary
Phyllis Loobey, General Manager
Jo Sullivan, Recording Secretary

News Media Representative:
Jim Boyd, The Register-Guard

Absent: Peter Brandt, Treasurer
Gus Pusateri

INTRODUCTORY REMARKS BY BOARD PRESIDENT: After calling the meeting to order at 7:34 p.m. and calling roll, Ms. Calvert stated that it was hoped that this would be a short meeting, since the Budget Committee was scheduled to meet at 8:00 p.m. However, if any issues on the agenda led to lengthy discussions, the Board would have to consider adjourning the meeting until after the budget meeting.

AUDIENCE PARTICIPATION: There was no comment from any member of the audience at this time.

EMPLOYEE OF THE MONTH: Ms. Calvert told the members of the audience and the Budget Committee members who were present that this time of each meeting was a fun time for the Board because it was when they honored that month's Employee of the Month. She introduced Loyal Heath, who had been a bus operator for almost 11 years, including five years spent driving Dial-A-Bus. Mr. Heath has an excellent attendance record and has earned his 10-year safe driving award. He was nominated for Employee of the Month by a patron. After mentioning some of his outside activities and reporting that Mr. Heath had become a new grandfather on the day he learned of his award as Employee of the Month, Ms. Calvert presented him with his certificate and check. Mr. Heath talked about his granddaughter, introduced his wife, and thanked the Board, stating that he appreciated the award very much.

PUBLIC HEARING ON CHARTER RATES: Ms. Calvert stated that the actual decision on increasing charter rates would be postponed until the May 21 Board meeting. However, since a public hearing had been advertised for that evening, the hearing would be held. Further explanation of the proposed increase will be available for discussion and another public hearing will be held at the May 21 meeting.

Ms. Calvert opened the public hearing on charter rates. Hearing no testimony from any member of the audience, she closed the public hearing.

APPROVAL OF MINUTES: Ms. Eberly moved that the minutes of the February 19, 1985 regular Board meeting, the February 26, 1985 adjourned work session, and the March 12, 1985 adjourned meeting be approved as submitted to the Board. Mr. Parducci seconded, and the motion carried unanimously.

OREGON COUNTRY FAIR REQUEST FOR SERVICE: Ms. Calvert called the Board's attention to the materials on this issue, beginning on page 36 of the agenda packet. Ms. Loobey stated that representatives of the Oregon Country Fair were present to explain their request and answer questions. She explained that LTD has been providing service to the Oregon Country Fair for the past five or six years and, in the opinion of staff, it is a primary example of a transit application. By carrying 12,000 riders within the few days of the fair, the charter service had been able to reduce what would otherwise have been an intolerable traffic situation on West 11th and Route F. The service is seen as an issue of traffic safety and service to the patrons, as well. Ms. Loobey stated that LTD staff would continue to work collaboratively with the Oregon Country Fair in the future, but were bringing this issue to the Board because it was different than in the past.

In past years, she said, the Oregon Country Fair has chartered service at full charter rates. This time, however, the Fair Board was proposing to fashion the service somewhat like the Lane County Fair service, with free fares system-wide, for which they would replace lost farebox revenues which are anticipated to be \$4,814. In addition, they would like the District to share in the cost of chartering the same amount of service to the Fair as last year. They proposed to pay the current goal of LTD's farebox-to-operating cost ratio of 30%, for \$4,044. The District would pay the remaining cost of \$9,436. Ms. Loobey stated that similar arrangements have been made in the past with the Lane County Fair Board for fair service, and downtown and Fifth Avenue area merchants for the Christmas JOYRIDE two years ago.

Marshall Landman, of the Oregon Country Fair Board of Directors, spoke next. He stated that for many years the Fair Board had wanted to offer, in cooperation with LTD, free service system-wide during the fair, but had never felt it to be financially feasible. This year, however, they were hoping to do so. The Fair Board, he said, recognized the contribution LTD would be making in offering special service to the Fair, but saw a lot of benefits to the community and LTD. One benefit would be

the lessening of congestion in Elmira and Veneta, as well as the safer passage of Fair goers on buses. He mentioned the impact on downtown of Fair goers parking downtown and taking the bus, and thought it was counterproductive to the goals transit was trying to offer in the community.

Mr. Landman said the benefits to the OCF and LTD would fall mainly within the promotional aspects. In the past, the Oregon Country Fair has dedicated space in its advertising to promote transit. This year, the advertising budget is \$5,000, and they are anticipating that 75 media outlets will purchase advertising. He also mentioned the large amount of public service advertising the Fair receives, largely because it is a tax-exempt organization. If their proposal was accepted as outlined, he said, they would further highlight the role of LTD in offering both types of service.

Mr. Landman further stated that after 17 years, the Oregon Country Fair has become an established event and is trying to attract a broad cross section of the community. He introduced Barbara Stern, who is in charge of the public relations and media budgets for the Fair, and who would work closely with LTD. He added that the Oregon Country Fair wants to be part of the Totally Transit promotion and to purchase exterior advertising on the buses.

Ms. Eberly asked how many years the Fair had chartered transit. LTD has provided the charter service for five years. Mr. Landman stated that one year the Fair tried another bus service but was happier with its relationship with LTD. In response to questions from Board members, Mr. Landman stated that the Fair did not charge patrons for riding the charter service to the Fair, and that the Fair spent approximately \$12,800 on charter service last year. He said that they had been monitoring the load on the buses, and were sensitive to whether more buses or modified projections were needed to accommodate the ridership. The Oregon Country Fair Board, he said, felt that if their proposal was approved, they would see more ridership to the Fair, which would give them the flexibility to go over the projected \$4,000 to add more service to the Fair.

Ms. Nichols asked about the issue of downtown parking and if alternatives had been discussed with City staff. Ed Bergeron, Marketing Administrator, replied that alternatives had not been used in the past, but that the use of the River Road Transit Station was being explored as an additional park and ride location for this year. Ms. Eberly wondered about having the special service leave from somewhere other than downtown. Ed Bergeron, Marketing Administrator, stated that River Road Transit Station would be used as a supplement to downtown because downtown is the main focus of the transit system. However, staff have learned during past special shuttles that River Road is the most popular park and ride location, and could take some of the parking load off the downtown area. Ms. Nichols asked about using Autzen Stadium for parking and only allowing people on the Fair buses downtown with a valid transfer from another route.

Mark Pangborn, Director of Administrative Services, stated that Ms. Calvert had asked earlier for comparison figures on the cost of similar services provided in the past. For the free football shuttle provided for UO Homecoming last Fall, the operational costs were \$1,650 for one day of service, approximately 2,000 rides. In 1983, the Christmas JOYRIDE was a promotion which downtown and 5th Avenue area merchants subsidized in order to run the service free to patrons. The cost of the JOYRIDE was \$10,000, with a subsidy of \$2,800. Eleven thousand rides were taken. The farebox-to-operating cost ratio was 28%.

For this year's six-day Lane County Fair service, the total cost was \$23,700. LTD received a subsidy from the Lane County Fair Board for \$14,000, which resulted in a total cost to LTD of \$9,700. This service involved offering free rides system-wide. Mr. Bergeron stated that 130,000 people rode system-wide during those six days, which is two and one-half times the normal ridership. Six thousand rides daily were taken between downtown and the fair site itself, with other routes passing the fairgrounds and giving the people the opportunity to deboard there, as well.

In 1984, LTD began a downtown shuttle as a regular route, and the 1984 Christmas shuttle service was not subsidized by merchants. The promotional JOYRIDE in 1983 had turned out to be a good idea which led to the addition of a regular downtown shuttle route when new service was implemented last September.

Ms. Nelson stated her dilemma with being new to the Board and unsure of policy decisions involved in approving the JOYRIDE and Lane County Fair service. She said she was also not sure of the benefits to the District besides getting people to try the service. Ms. Eberly mentioned her concern with how authorizing such service for the Oregon Country Fair this year would fit in with future events and charter or promotional opportunities. She recommended that the Board needed to discuss this issue further. Ms. Eberly wondered if there was a timeline constraint for the issue. Ms. Loobey replied that there were some constraints for advertising and service planning.

ADJOURNMENT: At 8:00 p.m., Ms. Nelson moved that the meeting be adjourned to 9:30 p.m. that evening, following the Budget Committee meeting. The motion was seconded by Ms. Eberly, and carried by unanimous vote.

MEETING RECONVENED: Following the Budget Committee meeting, the Board reconvened at 10:05 p.m. Ms. Calvert asked for the Board's permission to move to other items for action on the agenda before finishing the discussion on the Oregon Country Fair proposal.

PUBLIC BIDDING AND CONTRACTING RULES: Ms. Eberly moved, seconded by Ms. Nichols, that the Board adopt the public bidding rules included in the

agenda packet, beginning on page 44. With no further discussion, the motion carried by unanimous vote.

ORDINANCE NO. 27, AMENDING ORDINANCE NO. 26, ESTABLISHING THE LTD BOARD OF DIRECTORS AS THE DISTRICT'S PUBLIC CONTRACT REVIEW BOARD: Ms. Eberly moved that the Board read Ordinance No. 27 by title only. After seconding, the motion carried unanimously, and the title of Ordinance No. 27 was read aloud. Copies of the ordinance were available for members of the audience.

Ms. Eberly then moved that the Board adopt Ordinance No. 27 with the emergency clause, in order to immediately adopt operating rules to allow the LTD Contract Review Board (CRB) to function. Ms. Nichols seconded, and the motion passed by unanimous vote.

ADJOURNMENT: Ms. Eberly moved that the Board adjourn in order to convene a session of the LTD Contract Review Board. Ms. Nichols seconded the motion, which then passed unanimously.

LTD CONTRACT REVIEW BOARD SESSION TO ADOPT CONTRACT REVIEW BOARD RULES: Ms. Eberly moved that the LTD Contract Review Board adopt the resolution adopting the rules of the LTD Contract Review Board, beginning on page 81 of the agenda packet. After seconding by Ms. Nelson, the motion carried by unanimous vote.

MEETING RECONVENED: Ms. Nelson moved that the LTD Contract Review Board be adjourned and the LTD Board of Directors meeting be reconvened. The motion was seconded and passed unanimously.

BUDGET TRANSFER: Ms. Calvert passed out a handout from staff which detailed the proposed budget transfers. Ms. Rivenburg explained that it was necessary to transfer money to cover some costs for the Totally Transfer promotion and for tires and painting in Maintenance (\$18,000 to Marketing & Planning--Materials and Supplies; \$9,000 to Maintenance--Materials and Supplies; and \$10,000 to Maintenance, Contractual Services). Money was available in Administration--Contractual Services (\$7,000); Marketing & Planning--Contractual Services (\$11,000); and Maintenance--Personal Services (\$19,000) to cover the expenditures, for an aggregate amount of \$37,000.

Mr. Parducci moved that the Board make the budget transfers as outlined. Ms. Nichols seconded, and the motion carried unanimously.

OREGON COUNTRY FAIR REQUEST FOR SERVICE, Continued:

Ms. Nichols stated that she was concerned with the proposal as presented, partly because it would be a reduction overall in what the Fair would pay to contract for similar service as last year, not to mention the additional services. She wasn't sure the Fair Board had met adequately with City officials to see if there were other ways to alleviate the parking concerns, such as directing cars to the Overpark instead of street

parking. She was also not sure that just "buying" the system for the run of the Fair would take care of the problem. A third concern was that the District would end up paying a greater direct subsidy for this year's service. She thought that such subsidies for public agencies were somewhat justified, but was concerned about subsidizing a non-public agency. She thought the Board should look at some type of policy on what kind of ratio might exist for any kind of subsidization. Ms. Eberly also expressed a desire for a more precise policy, to help the Board understand how requests fit in with what has been done and will be done in the future. Ms. Calvert agreed with the need for a policy but thought the decision on the Oregon Country Fair had to be made quickly.

Ms. Loobey stated that this request is not precedent-setting in the sense that LTD has worked with non-public entities on these kinds of promotions in the past, such as the JOYRIDE or the EDA making up lost farebox revenues in order to offer ten-cent fares on a certain day, etc. However, the Oregon Country Fair request is different because it combines reduced charter rates with free fare days. She explained that charters are generally short-term service to take a specific group of people to a specific location, not regular service. In the past, the Oregon Country Fair service has been classified as a charter because it moves large amounts of people to a specific site, with limited passenger pick-up areas.

Ms. Calvert said she understood having a free weekend for a general promotion and encouraging people to transfer from regular service to Fair service. However, she wondered if the impact of having a different cost for the charter service and no free fare days would be so negative for the Oregon Country Fair. Ms. Loobey stated that a projection could be made that when service is offered at no cost to the community, the number of riders does increase. Higher ridership to the Oregon Country Fair would mean higher gate receipts for them.

In explaining why the change in costs had been requested by the Oregon Country Fair Board, it was stated that it was an issue of finances for the Fair. Mr. Landman explained that two years ago the Fair Board decided to purchase the land for \$225,000, and was trying to improve the services, such as the toilet facilities, at the Fair site. He added that in one year, the Fair paid a \$4,000 increase in charter rates when they changed from \$25 to \$35 per hour. In response to the questions regarding the downtown parking situation, he said he had talked with City officials and received feedback on the problems, but had not pursued other solutions. If the service request was approved, he said, the promotional materials for the Oregon Country Fair would ask people not to drive downtown, but to use the River Road Transit Station or take the bus from their neighborhoods.

Ms. Nichols wanted to know if the Oregon Country Fair Board had looked at increasing the ticket price to the Fair or charging a small amount to ride the bus to the Fair. Mr. Landman said that issue was before the Fair Board in the proposed budget, with a decision to be made

on April 28. The Fair Board is in strong opposition, he said, to an increase in the admission price, feeling that it would have a strong impact on attendance. He explained also that there has been talk for several years of charging 25 cents to ride the bus, but the opposition has been based on the fact that they want to encourage people to ride the bus to the Fair and charging a fare could make driving a car more desirable for groups. Ed Bergeron, Marketing Administrator, stated that in the early years when there was a charge to ride the bus, ridership was one-fifth to one-fourth of what it is now. Ms. Eberly stated that LTD has recently had some successful promotions with a 25-cent fare, and wondered what the impact would actually be now.

Ms. Calvert said the LTD Board was faced with the problem of asking taxpayers to help subsidize this service. Ms. Nichols thought the negotiations were all on the part of LTD, but that if there were some demonstration of a willingness of the Fair Board to pick up some part of the costs, she could look at the issue more favorably. In the absence of a clear policy, she thought an LTD subsidy of \$9,400 was quite a lot of money.

Carla Chambers, Marketing Representative, commented that LTD had been blamed when another charter company did not provide adequate service to the Fair, and that the District has received positive letters and telephone calls each year when it has provided the service. She suggested that if 25 cents was charged for riding to the Fair, ridership would drop about 3,000 and the parking problems could increase. Community response to LTD could be negative even though the service would be provided under a charter agreement.

Ms. Calvert stated that one of the problems is that the District does not want to create a negative attitude, but also does not want to have to protect its reputation by subsidizing every promotional idea that comes along. She wondered if the free weekend service and the cost of the charter were so intertwined that they could not be separated. She suggested that instead of merely approving or turning down the request, the LTD Board could make an alternate proposal, such as not authorizing the weekend service but providing \$6,000 in charter costs for the same amount of charter service, to make the total cost less.

Ms. Loobey stated that if the Board removed the free fare issue, LTD would be receiving farebox revenues, so the service costs would be \$13,480. If the Fair paid \$8,858 against just the charter costs, LTD would be subsidizing \$4,000. She talked about the difficulty of calculating the reduction in ridership and how that would translate into demand, and whether that would be enough service. She wondered about the Board's preference regarding responding to greater service needs if the money available doesn't meet the demand. Would the District refuse to add service, or agree to add service to meet demand? She also wondered what would happen if LTD put off this decision until May 7. Mr. Landman replied that their deadline for approval by their board was the end of April, and they needed to know LTD's decision before their April 28

meeting. They were waiting to put the admission price and LTD's participation on their posters.

Ms. Nichols expressed her concerns about any negative publicity coming to the District--if there are not enough buses on the road because there is not enough money; if riders were charged 25 cents; if there is still a parking problem downtown; etc. She said she would be willing to compromise with the Fair that evening, but not to authorize a subsidy at the level of \$9,400.

Mr. Landman said that the Fair's goal is to get people to the Fair site, and that the purchase of the free fare service was an add-on. He said the Oregon Country Fair would rather give up the free fare weekend than decrease the number of buses going to the Fair site. He also mentioned the need to be flexible with the ability to call additional buses because the Fair and LTD look bad if people are stranded at the Fair site. He said he would like to focus on a way to get people to the Fair that the LTD Board could be comfortable with. He thought the most feasible at that point would be to look at increasing the percentage the Oregon Country Fair would pay for service out to the Fair and transfer the money that was allocated for the entire service over into that category, to put their money into getting people to the fair and to forget about buying the system. He expressed hope that a policy could be in place so the Fair Board could look at this issue again next year.

Ms. Loobey stated that if the funds that were going to support the free fare were put into the charter costs, there would still be some subsidy on the part of LTD, but not at the \$9,000 level. Ms. Calvert commented that if this was done, she thought there should be some flexibility that if another bus was needed, it would not be an absolute fixed number so that large numbers of people would be left at the Fair site. Ms. Loobey stated that LTD does not leave people stranded. Mr. Landman said that the fair also did not want to leave people stranded, and that he may be the Fair representative making the decision as to whether or not additional buses are put into service this year, and that he was very sensitive to not wanting to leave people there.

Ms. Nichols moved that LTD provide charter service at the \$8,858 level, more or less, from the Oregon Country Fair, with a subsidy of \$4,620 from LTD for that charter service, and that the proposed free weekend service be eliminated. Mr. Parducci seconded the motion. With no further discussion, the motion carried by unanimous vote.

Mr. Landman thanked the Board for spending time on this issue, and said he would be more than willing to work with staff on the organizational perspective of what a policy should be.

ADJOURNMENT: With no further business, Ms. Eberly moved that the meeting be adjourned to Tuesday, May 7 at 7:30 p.m. in the City Hall. Ms. Nichols seconded the motion, and the meeting was unanimously adjourned at 10:50 p.m.


Board Secretary

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