

MINUTES OF DIRECTORS MEETING

LANE TRANSIT DISTRICT

ADJOURNED MEETING/STRATEGIC PLANNING WORK SESSION

Tuesday, November 5, 1985

Pursuant to notice given at the October 15, 1985 regular meeting and to *The Register-Guard* for publication on October 31, 1985, and distributed to persons on the mailing list of the District, an adjourned meeting of the Lane Transit District Board of Directors was held on Tuesday, November 5, 1985 at 6:00 p.m. at the Red Lion Motor Hotel, Springfield.

Present: Peter Brandt, Treasurer
Janet Calvert, President, presiding
Janice Eberly, Vice President
Joyce Nichols
Larry Parducci, Secretary
Gus Pusateri
Rich Smith
Phyllis Loobey, General Manager
Jo Sullivan, Recording Secretary

CALL TO ORDER: The meeting began at 6:00 p.m. with dinner and a staff presentation of various informational items, including present status of the 71st/72nd Streets service issue and the architect selection process. Both issues will be action items on the agenda for the November 19 regular Board meeting. Staff discussed steps they had been taking to gather information from local architectural firms, private and public agencies, and west coast transit properties regarding the discussion of fees during the architect selection process. In researching architect fees, staff learned that Wilson Bryant Gunderson Seider are in the lower range for hourly scale and for projects of this size. Staff also discussed the importance of a good working relationship with the architect, and the use of a "not to exceed" provision for fees in the contract with the project architects. There was agreement among Board members that staff should look further into the possibility of phasing the architectural contract, in order to retain better control of the project and project costs as the design and construction progresses. Tim Dallas, Director of Operations, stated that staff would summarize the information received from outside sources and the proposed contract for the Board meeting on November 19.

FUTURE MEETINGS: In discussing when to hold the mid-year budget review with the Budget Committee, Ms. Eberly suggested that it be held just prior to the regular Board meeting on December 18. The Board members agreed that this would be a better time than trying to hold it on a different day.

THREE-YEAR PLANS:

Service Plan: Stefano Viggiano, Planning Administrator, gave a brief history of the bus system and talked about service concepts. He explained the difference between a grid system, a feeder trunk system, and a radial system, and the appropriateness of each for LTD. He talked about the planning guidelines for the Comprehensive Service Redesign (CSR) which had occurred in 1980. Mr. Viggiano also used charts and graphs to help explain how the system has grown and decreased in response to outside influences and rider demographics. He talked about the profile of the District's patrons, including age, sex, income level, car availability, student/non-student status, and trip purpose. Of interest to the Board was the fact that about 25 percent of weekend trips are for recreational purposes, including socializing and shuttles to sporting events.

There was some discussion about productivity and revenues. Mr. Viggiano explained that when the weekend fare was cut to half the regular fare in order to make use of buses during low demand times, ridership and productivity increased. Decreases in revenues were somewhat offset by the fact that many more people now ride the buses on weekends. Mr. Viggiano also discussed ridership and productivity by time of day and by sector.

The District's recently revised transfer policy was also explained. Patrons are now able to use a transfer for a one-hour layover and get back on a bus traveling in the same direction. This change was made in response to requests from patrons, and allows them to make short stops, which they might make if driving their cars to and from work, without doubling the cost of the trip. Mr. Pusateri asked about longer spans of time for transfers. Mr. Viggiano replied that staff had considered that, but the trade-off is that patrons would be getting for one fare what they normally would pay for with two fares, and there would be lost farebox revenue.

Mr. Brandt stated that he thought Mr. Viggiano's presentation was excellent and that it should be made for area service clubs, etc.

Mr. Viggiano then handed out a list of questions or issues to discuss regarding the direction service policy should take in the next three years. The Board members agreed that growth should be consistent with the economy and ridership demand. They also agreed with staff that a good basic system is in place and should not need to be changed for quite awhile. There was some discussion about proposed changes in non-urban service. Discussions of which types of riders the District should pursue were impacted by what types of service each would require, such as high frequency, fast travel time for commuters; the offering of some low-productivity service for transit dependents; etc. There was considerable discussion about whether or not the District should offer service for purely recreational purposes, such as to non-urban recreational areas in the summer. The Budget Committee had previously questioned whether this was an appropriate service for the District to offer. Mr. Viggiano

explained that with the football and basketball shuttles and the Lane County Fair, the rider demographics are different than for the normal riders, and staff believe it is beneficial to encourage those new riders to try the bus system and to try to keep them using it for other reasons. The Board was in general agreement that staff should look into those kinds of services as long as the decision is based on projected ridership and productivity. Ms. Eberly stated that she would want recreational service to meet more than the bottom levels of productivity standards. Mr. Viggiano stated that staff would continue to propose only the addition of service which they believe will eventually reach the average of about 25 riders per hour on weekdays, but the service would have to be tested to actually be evaluated. Dr. Smith thought that targeting the weekend riders might be the only way to add more service without buying more buses, since the District is at its capacity during peak hours on weekdays. Ms. Calvert thought people would pay more than 30 cents to ride the football and basketball shuttles. Mr. Brandt added that some of the best results from the recreational services are that many of the occasional riders are people who are paying the payroll tax and find that they enjoy using the bus to get to football games, etc.

The Board also spent some time discussing the downtown shuttle service. Ms. Loobey explained that staff are now looking at the opportunity to maintain the present downtown shuttle service with standard vehicles, or using novelty vehicles, such as the replica trolley used during the Eugene Celebration a year ago, to which the community responded very positively. Staff asked if the Board members would be opposed to a private/public partnership to secure a novelty vehicle. Ms. Loobey explained that the District could use federal capital funds to purchase the vehicle and local merchants or groups could supply the local match. In the past, downtown and 5th Avenue area merchants have expressed interest in such a joint effort. There was agreement among the Board members that staff should pursue local share funding, to see if there is interest in the community. LTD would continue to pay the operating costs.

Ms. Calvert wondered about working again with Sacred Heart Hospital to try to coordinate service for the shift changes for their employees, and suggested exploring shuttle service to secured parking lots. Dr. Smith suggested offering express service from Springfield to Eugene for commuters, if the equipment would be available during peak hours. Mr. Viggiano explained that pursuing this kind of service could mean capital expenditures for the District. The Board members agreed that, since attracting commuters is a priority for the District, this may be where LTD should concentrate its capital expenditures. There was consensus among Board members that the District should focus on commuter trips. Mr. Dallas commented that the new facility becomes very important when talking about increasing the number of buses the District owns, since the present property does not have enough room to park or service the current fleet.

Ms. Calvert mentioned that she was pleased that Van Duyn had approached LTD and wanted to work with the District to provide bus turn-around and parking space at its new facility in Eugene.

Mr. Viggiano also asked the Board members to think about the direction they would like the District to take in terms of providing passenger facilities, such as shelters, major bus stops, satellite transfer stations, etc. Dr. Smith said he would like to see more signs that actually have schedule information posted on them. Mr. Pangborn explained that staff had recently found a unit durable enough to hold such information on the sign posts, and, combined with stable service and fewer changes in such signs needing to be made, the District is now ready to begin posting more schedule information on bus stop signs.

ADJOURNMENT: Because staff and the Board had only discussed one-third of the issues on the agenda, it was agreed that the meeting would be adjourned to a future date in order to discuss the three-year plans for finance and marketing. Mr. Brandt moved that the meeting be adjourned to Thursday, November 14, 1985 at 6:00 p.m. at the Red Lion. After seconding by Ms. Eberly, the meeting was unanimously adjourned at 10:05 p.m.


Board Secretary