

MINUTES OF DIRECTORS MEETING

LANE TRANSIT DISTRICT

REGULAR MEETING

Wednesday, October 21, 1987

Pursuant to notice given to *The Register-Guard* for publication on October 15, 1987, the regular monthly meeting of the Board of Directors of the Lane Transit District was held on Wednesday, October 21, 1987 at 7:30 p.m. at the Eugene City Hall.

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

Absent: Dean Runyan

CALL TO ORDER: Ms. Calvert called the meeting to order at 7:35 p.m.

BUS RIDER OF THE MONTH: Ms. Calvert introduced Ione Bundy, the October Bus Rider of the Month, and remarked that Ms. Bundy has been riding the bus for 10 years, as a hobby as well as to commute to work. She told Ms. Bundy that the District appreciates her loyalty, and presented her with an LTD lapel pin, a bus pass, and a framed certificate. Ms. Bundy said that she has enjoyed riding the bus and that LTD has great bus service.

EMPLOYEE OF THE MONTH: Ms. Calvert then introduced Rick Bailor, the October Employee of the Month, who was hired as a bus operator in September 1985 and promoted to System Supervisor on March 17, 1986. She informed the Board that Mr. Bailor is not only an outstanding employee; he likes to grow giant pumpkins, as well. In exchange for a giant pumpkin he had given her last year to use at the Extension Service, she presented Rick with a miniature pumpkin which she had grown. After being presented with his check and certificate of appreciation, Mr. Bailor stated that it is a privilege to work for Lane Transit because of all the good people to work with and the District's potential.

AUDIENCE PARTICIPATION: Ms. Calvert asked if any members of the audience wished to address the Board. Mr. Harlowe Wolfe, of 2150 Laura Street, Space 111, Springfield, stated that he and Mrs. Wolfe have lived in the Montaloma Mobile Home Park for two and one-half years, and have experienced much difficulty in traveling by foot to the Ashlane Apartments by Harlow Road in order to ride the bus, which they dearly love to ride. He said that when two cars meet on the road, pedestrians literally have to jump in the ditch to avoid being hit. He said there are approximately 120 homes in the park, and most are occupied by people who may soon be requested by the Department of Motor Vehicles to no longer drive.

Mr. Wolfe said also that they had contacted the City of Eugene for curbs and gutters and a bike path on one side, which would provide additional room to walk, but the City doesn't own the street and could not improve it.

Mr. Wolfe added that he thinks that riding the bus is a privilege and that the people on the buses and the drivers are most courteous. When the Wolfes lived on Coburg Road, they rode the bus every day.

The Wolfes presented the Board with a petition signed by everyone in the mobile home park. They mentioned a new shopping center scheduled to be built approximately two blocks from where they live, which would greatly enhance the need for service in their area. Mr. Wolfe thought that if LTD would agree to the service, that news would be carried in the newspaper, which would increase ridership, and the added service would pay for itself.

Ms. Loobey said that staff will respond to this request with a report to the Board. However, if the District were to add service in the area, the earliest it could be done would be in January 1988. The Board members thanked the Wolfes for their good presentation of their request.

MOTION

APPROVAL OF MINUTES: Ms. Eberly moved that the minutes of the September 16, 1987 be approved as distributed. Mr. Brandt seconded the motion, and the minutes were approved by unanimous vote.

VOTE

ITEMS FOR INFORMATION AT THIS MEETING:

Framed Christmas Card: Ms. Loobey showed the Board a Christmas card and envelope which had been painted and sent to the District in 1979 by a senior citizen who lived on River Road. The card had been in the District's files since then, and staff had recently had the card and envelope matted and framed, to be hung in the administration offices.

Board President's Report on APTA Annual Meeting: Ms. Calvert had attended the American Public Transit Association Annual Meeting and Expo in San Francisco in September. She reported that the number of people who attended and the exhibits at the Expo in the Muscone Center were overwhelming. Shuttle service was provided between the hotels and the exhibit hall. The opening ceremony included an appearance by Star Trek's Mr. Sulu, who is in real life George Takai, a Southern California Rapid Transit District board member. Ms. Calvert enjoyed a session she attended on public art, which included a movie presented by Joan Mondale. She also heard Susan Hanson, LTD Marketing Representative, report to transit board members on LTD's marketing efforts. Ms. Calvert stated that Ms. Hanson had done an excellent job, and others present had remarked that the presentation kept their attention and was well put together.

Another interesting aspect of the Annual Meeting was that members of the handicapped community demonstrated regarding accessibility on public transit. Ms. Calvert said she felt positive about the fact that LTD could say that it responded to the concerns of the handicapped community a long time ago, and now provides 100 percent accessibility on fixed route service.

Although the Annual Meeting is not directed toward board members to the extent that the Board Members Seminar was, Ms. Calvert said that she did find it to be interesting and was glad she attended.

APTA Western Education and Training Conference: Ms. Loobey stated that the APTA Western Conference will be held April 15-19 in Monterey, California. She explained that it is a smaller conference than the Annual Meeting, and includes sessions specifically for board members. Staff expect to receive notification of the conference in February, and will probably reserve three or four rooms for LTD Board members who might wish to attend. She and Ms. Calvert encouraged each member to consider attending.

Distribution of the FY 87-88 Transit Development Plan (TDP): Joe Janda, Management Information Services (MIS) Administrator, handed out copies of the LTD FY 87-88 TDP. He explained that the TDP originated as a requirement by the federal government for receiving Section 5 funding. With Section 9 funds, the TDP became a recommendation rather than a requirement. Now, with federal emphasis on privatization, it has been recommended that transit districts have some sort of comprehensive planning document. In recent years, staff have worked to make the TDP a document which will meet the District's needs and federal and state needs, as well. The TDP is used as a local planning document and a compilation of information which is geared toward the Board and staff. For staff, it is a central working document for a broad range of information about the District, contained in a three-ring binder for easy updates or additions. Copies of the TDP are also sent to community members, agencies, and other transit districts which express an interest. Such documents are common among transit districts.

Mr. Janda stated that the TDP is the responsibility of the MIS Administrator. It is updated at the end of the fiscal year, generally after the audit has been completed, and includes up-to-date statistical information, as well as an historical overview about LTD since its inception. Mr. Janda suggested that the TDP could be a useful central reference document for the Board, especially Section M, "1986-87 Performance Statistics." Through the course of the year, he said, staff will be making presentations to the Board regarding some of the performance measures for 1987-88. He thought that would be a good time to look back at the TDP statistics for 1986-87 and compare them with this year's statistics.

Dr. Smith asked about the meaning of "CSO." Mr. Janda explained that it is short for Correct Schedule Operation, which is the percent of time that buses run on time. CSO is one of the District's strong measures, and last year equaled 95.5 percent.

Ms. Eberly asked if the staff action plans for FY 87-88 had been developed. Mr. Janda explained that the District's goals and objectives were developed before the budget process, and staff action plans were developed from the goals and objectives.

Mr. Brandt, looking at page 1 of Section 0, remarked that the number of administrative staff had increased in relation to bus operators since

1975. Ms. Loobey stated that some of the administrative people listed are part-time employees, and that increasing federal reporting requirements had also had an effect on the number of employees. Dr. Smith thought that the increase wasn't that large, from that long ago.

Mr. Janda closed by inviting Board members to let him know of anyone they would like to have receive a copy of the TDP. Ms. Eberly asked if the Chambers of Commerce had received copies. Mr. Janda said that they were on the mailing list, but that copies had not yet been distributed to the public. Ms. Loobey said she wished to commend Mr. Janda for making the TDP a good document for staff.

New Operations Facility Project Update: A memo in the agenda packet for the meeting included an update on the funding, earthwork construction, design, and land acquisition for the new operations facility. Stefano Viggiano, Planning Administrator, informed the Board that staff were still waiting for written approval for acquisition of the Moyer property. As soon as it arrived, staff planned to process the paperwork, and hoped to have the transaction completed within the next couple of weeks. Mr. Viggiano added that there are no major problems with the facility project and that things seem to be on schedule, although acquisition of the Spicer property was proceeding more slowly.

Complaint Addressed to Board of Directors: Ms. Calvert commented that the situation the patron had written about was unfortunate, but that she thought staff had responded well. Mr. Brandt asked if the situation did happen as the patron stated in the letter. Ms. Loobey replied that the drivers of the only buses which passed that area at that time could not recall seeing anyone there.

Holiday Service Update: Andy Back, Transit Planner, discussed his memo on page 19 of the agenda packet, saying that the memo explained how the program will work through a cooperative effort with individual taxi companies. As an example, he said that a patron would arrange for a taxi, take the ride on the stated holiday, receive a receipt, and take the receipt to the Customer Service Center (CSC) to receive a discount on a monthly pass, based on the amount shown on the receipt, up to a maximum amount.

Mr. Brandt asked if the travel by taxi had to be on a bus route. Mr. Back replied that it did not, but a cap on the discount would help alleviate problems with paying a greater amount for people taking trips they could not normally take on the bus. Ms. Calvert thought that the program seemed to answer at least the concern that there is no transportation available on holidays, but would not make things so easy that everyone would be taking a taxi.

Ms. Loobey commented that Thanksgiving Day would be the District's first experience with offering this kind of alternative service, and staff did not yet have a feeling for what kind of response there would be. Mr. Brandt asked how patrons would know about the service. Ms. Loobey replied that information would be made available on the buses and in the "Bus Talk" publication, but that no advertising would be done on the radio or other media, since the intent is to help the bus rider. Offering the

discount on future rides is meant to discourage people from just taking a taxi at District expense. Mark Pangborn, Director of Administrative Services, added that a discount offered as a reimbursement for taxi rides is of no value to those who are never going to ride the bus.

Ms. Loobey added that, if necessary, adjustments in the service can be made before Christmas. Dr. Smith asked if other transit districts are offering similar kinds of service. Mr. Back replied that he had called other transit districts to receive input, and they all wanted him to let them know how ours works out. Mr. Pusateri asked if LTD would be reimbursing patrons for tips paid to taxi drivers. Mr. Back said tips would only be reimbursed if they appeared on the receipt from the taxi company. Dr. Smith then wondered if staff had resolved the problem presented by patrons over 80, who normally don't have to pay a fare to ride the bus, so wouldn't want a discount on future rides. Ms. Loobey replied that this had been a difficult decision, but there is no feasible way to resolve this issue; however, their discount could be shared with someone else. Mr. Brandt asked why the District didn't just pay the taxi fares of people over 80. Ms. Loobey replied that they are already given the opportunity to ride the bus free for 362 days each year, and the District did not want to be in the position of handing out cash refunds for taxi trips.

Dr. Smith expressed a concern that the District have the ability to change this program in the future if necessary. Ms. Loobey stated that staff had tried to devise the program so that it involved minimal incentive for abuse, and so that it could be changed in the future if necessary. Mr. Brandt asked if staff had checked on the District's liability in this program. Mr. Back stated that since LTD will have no contractual relationship with the taxi companies, there will be no liability. Mr. Brandt wondered if, without a contract, patrons might not receive a receipt from the taxi drivers. Mr. Back said that this could happen, and places the burden of asking for a receipt on the patron.

Ms. Eberly asked if there had been other requests for service on these three holidays in addition to the one patron who originally requested it. Mr. Pangborn answered that there had been a petition signed mainly by representatives of meal sites, on behalf of people who need transportation to those sites.

Current Advertising Campaign Materials and Ads: Ed Bergeron, Marketing Administrator, presented current advertising campaign materials on a large display, stating that the materials included a large amount of detail plus a healthy amount of "pizazz." He added that he was proud to have all the members of the marketing staff present that evening to discuss specific campaigns. He also introduced Kathy Wiltz, of Cappelli, Miles, Wiltz, Avery, & Kelly, with whom LTD had worked closely on these campaigns.

Mr. Bergeron showed the Board the most recent television ads, which began in the spring by talking about the benefits of riding the bus, and now include recreation services, such as riding to special events such as University of Oregon football games. He also mentioned the great deal of cooperation the District received from the UO Athletic Department in helping to produce the television ads.

1987 Freedom Pass Promotion: Mr. Bergeron introduced Ronnel Curry, who has been a Marketing Representative at LTD since 1985. Ms. Curry stated that four years ago, a Board member had suggested that LTD provide a special summer promotion for area youth. Out of that suggestion, the summer discounted bus passes for youth 17 and under had developed, with a goal of increasing youth ridership throughout the year, and promoting the idea of riding the bus to the entire community. Ms. Curry said that there had been a 17.2 percent increase in youth pass sales this year, and that as far as staff knew, LTD had the most successful and largest summer youth campaign among transit districts which include Spokane, Salt Lake City, and Sacramento, and that there is a great deal of support from youth, parents, and employers. She added that one of the television ads, targeted to parents, had won a second place AdWheel Advertising Award in 1987 among systems of similar sizes. Dr. Smith stated that he thought the campaign was going well.

Lane County Fair Report: Susan Hanson, who has worked in Marketing at LTD since 1981, discussed the Lane County Fair service. She said that free rides have been provided to the Lane County Fair for the last five years, with the Fair Board compensating LTD for lost farebox revenues. Shuttles from a new park and ride location at South Eugene High School carried 1,000 rides this year during the fair. Ridership on the entire system increased 2 percent, with a 9 percent increase in shuttle ridership. This year, the District experienced a demand for more service to and from Springfield, which staff hope to be able to accommodate next year. It is also planned to extend service on Sundays to match the Fair hours.

Advertising for the Fair service promoted LTD as one of the rides. LTD's booth was visited by 15,000 people, or an average of 200 people an hour, and was one of the most popular booths at the fair.

Ms. Eberly asked if there is a possibility of providing a park and ride location in Springfield. Stefano Viggiano, Planning Administrator, said that staff are considering Autzen Stadium, which is accessible to Springfield and the Northeast Eugene area. Ms. Hanson added that LTD has offered park and ride shuttle service from Springfield to football games with mixed results, but Ms. Eberly thought Fair service would be more successful than football shuttles. Ms. Hanson added that there is service from the Thurston area to downtown Eugene at 15-minute intervals on weekdays, and increasing that service on weekends would accommodate some of the demand.

Fall Service Campaign: Andy Vobora, who has been the Customer Service Center Manager since 1983, presented information on the 1987 Fall Service Campaign, which brings together a number of small events in a short period of time, and acts as a "kick-off" for a number of the year's events. Because there were no major service redesign issues to market, the campaign was able to promote a number of very positive messages. Included in the promotional activities were the new three-month pass for the general public, which provides a 15 percent discount off the regular price for three separate monthly passes; a new Express bus along River Road, which is a limited-stop commuter service; and other general route and schedule communications.

Mr. Vobora mentioned the role of the drivers in the fall service campaign, stating that the quality of the drivers, in their ability to assimilate the new route information, greet the riders positively, and conduct themselves with professionalism, were keys to the District's success in this area.

University of Oregon/Lane Community College Marketing Campaign:

Mr. Bergeron discussed the campaign to inform college and university students of LTD services, including a mailing of the Rider's Digest and System Map, articles and advertisements in the student newspapers, and staffing of trip-planning displays during registration at each campus.

Rider's Digest Report: Angie Sifuentez, who has been employed at LTD since 1974, first as a Customer Service Representative and later as a Marketing Representative, discussed the Rider's Digest and System Map. This year, the two were combined for the first time, in order to make the combined publication as comprehensive and useful to readers as possible. The Eugene Human Rights Commission has nominated LTD for the Martin Luther King, Jr. award, based on the District's use of people of color and people with handicaps in these promotional materials. Ms. Calvert said she would like to compliment the entire team on the Rider's Digest. She said that when it arrived in the mail at her home, she was pleased to see the improvements that had been made.

Summary/Discussion: Mr. Bergeron stated that other transit districts around the nation are learning from LTD and copying many of the District's marketing materials. He added that the staff are proud of the increasing ridership and the recognition that the District has been receiving for its promotional materials. Two television spots had been named the best in the nation this year, and the District won five AdWheel awards all together this year. Ms. Calvert said it was interesting to see many of the other entries from around the nation, some of which were excellent, at the APTA Annual Meeting.

Ms. Eberly asked about the District's involvement in the Eugene Celebration this year. Mr. Bergeron explained that staff have been involved each year on the Celebration planning committee. Bus service is important to the Celebration because of traffic, limited parking, etc., but the Celebration has been unable to reimburse the District for lost farebox revenues, so free rides have not been offered in the past. However, this year staff believed that the Celebration had grown so much and was an increasingly important part of the community, so free rides were offered from Friday evening to Sunday. Ms. Eberly wondered if other event planners were reacting negatively to the District's offering this free service. Mr. Bergeron said that no negative feedback had yet been received.

Ms. Eberly then asked if LTD had been involved in service to the Fall Festival in the River Road/Santa Clara area. Ms. Hanson said the only involvement had been in providing a bus staging area. Ms. Eberly suggested that the District look at involvement in this community event for next year. This was only the Festival's third year, but she had been incredibly impressed with their organization and the number of people from the community who attended. She suggested that LTD consider taking part

in the parade, because she likes having those opportunities to "show off," especially since the whole idea of the Festival is to promote family fun without any type of substance abuse.

Mr. Pusateri wondered if LTD provided any special service to the Scandinavian Festival in Junction City. Mr. Bergeron stated that service was provided several years ago, but at that time ridership was not strong and the District could not justify continuing the service. He said that staff will continue to look at the need for service, and to keep in touch with the Festival board.


Ms. Eberly commented that she always liked this evening, because she liked seeing what the District does in the area of marketing and promotions. She added that it was nice to see the District's good efforts rewarded so well.

Ms. Loobey added that summer is a good time to help maintain the awareness of the community regarding the District. There are people who use the service only three times a year, for instance, for the Lane County Fair and football and basketball service, but this increases the awareness in the community of LTD. The summer youth pass program provides awareness of the service for the growing youth segment of the population, as well as their parents. She stated that ridership continues to grow at a fairly steady rate, and that a lot of this is a result of the District's efforts to keep visibility high during the summer and to gear up for the fall service campaign. She added that she is pleased with the staff's efforts and with what the District has accomplished in these areas.

Oregon Transit Association Annual Meeting: Ms. Loobey distributed agendas for the Oregon Transit Association (OTA) Annual Meeting, to be held at the end of October, and invited the Board members to attend any or all of the sessions. She mentioned that Fred Miller, Director of the State Executive Department, would speak one day, and an OTA award for Transit Legislator of the Year would be presented to Al Young (D-Hillsboro), for his help with legislation important to transit this year.

MOTION
VOTE

ADJOURNMENT: Ms. Calvert thanked the Marketing staff for a very nice presentation. With no further business, the meeting was unanimously adjourned at 9:20 p.m.


Board Secretary