

MINUTES OF DIRECTORS MEETING

LANE TRANSIT DISTRICT

REGULAR MEETING

Wednesday, November 16, 1988

Pursuant to notice given to The Register-Guard for publication on November 10, 1988, the regular monthly meeting of the Board of Directors of the Lane Transit District was held on Wednesday, November 16, 1988 at 7:30 p.m. at the Eugene City Hall.

Present: H. Thomas Andersen
Keith Parks
Gus Pusateri, Secretary, presiding
Rich Smith
Phyllis Loobey, General Manager
Jo Sullivan, Recording Secretary

Absent: Peter Brandt, Treasurer
Janet Calvert, President
Janice Eberly, Vice President

CALL TO ORDER: Mr. Pusateri called the meeting to order at 7:30 p.m. The meeting began with information items with Mr. Parks, Mr. Andersen, and Mr. Pusateri present, while waiting for one more Board member to arrive.

BUS RIDER OF THE MONTH: The November Bus Rider of the Month was Ava Rosenblum, who was described on the nomination form as a "smiling, cheerful, and helpful rider." She rode the buses in New York for a number of years, and said that she found LTD to have the most cheerful, friendly staff she has ever encountered. Mr. Pusateri presented Ms. Rosenblum with her certificate of appreciation and a lapel pin.

EMPLOYEE OF THE MONTH: The November Employee of the Month, bus operator Will Mueller, was nominated by bus riders, who said that LTD has something special in Will, including the personal interest he takes in his riders and the trust the customers have in him. Will was hired as a part-time bus operator on January 17, 1986, and promoted to full-time on September 18, 1988, and has received his one-year safety award. After receiving his check, letter, and certificate of appreciation, Mr. Mueller thanked the Board and said he appreciated the honor of being named Employee of the Month.

AUDIENCE PARTICIPATION: Rob Willis, of 827 East 35th Place, Eugene, stated that, as a student last spring, he had been happy to vote twice for the proposal to provide unlimited bus service for University of Oregon students for a student fee of \$4.50 per term. As a part-time student this fall, he said, he is enjoying using the bus. In fact, he said, he believes the UO bus program to be the only significant contribution to

resolving the parking problems in this city in the last year. He congratulated and commended LTD for taking the initiative and making a positive contribution.

Mr. Willis said he also wanted to make a personal request for an airport shuttle. He said that all the people he had ever asked said they would like to have an airport shuttle as an alternative to taking taxis, driving and parking, etc. The mayoral candidates had said that maybe it could happen when the airport construction is completed, but Mr. Willis said he would like LTD to re-emphasize this idea more and not wait until the airport is finished.

Mr. Willis' third item of concern, he said, was the Riverfront Research Park design. He explained that the advisory committee guidelines had included a recommendation to explore using the parking lot at Autzen Stadium as a remote parking site for the Riverfront Research Park, the University of Oregon, and other places. Mr. Willis said he really liked the idea, which had been submitted to the Eugene City Council in its role as the Eugene Renewal Agency that day. He said he thought that LTD could contribute to making that a reliable alternative, and that it needs a strong proponent to make it work. As the downtown Eugene area is developed and parking structures are considered, he thought a more forward-looking policy would be to develop alternatives rather than to spend a lot of money on parking and vehicles. It was his opinion that LTD is one of the few groups that can show the initiative and take the leadership in this regard. He said that he and a number of other citizens are looking to LTD to take that role, and encouraged LTD to be in the forefront in commenting on and responding to certain guidelines. He said that LTD is a key player in whether or not the Autzen parking proposal becomes a reality.

Mr. Willis' last request was for better routing on the downtown (Eugene) shuttle to serve the Eugene Water and Electric Board (EWEB) headquarters site. He said the stop is now across the street and hazardous, and that it would help EWEB customers and employees if access were a little better.

Mr. Willis thanked the Board and told LTD to "keep up the good work."

Dr. Smith arrived at this point in the meeting; a quorum was now present.

Ms. Loobey responded to some of Mr. Willis' comments. She stated that airport service has been considered in depth, most recently only a few months ago. She said that, in spite of those who would use the service, the District's research has concluded that, with the exception of Reno, where there are a lot of people flying in and out, airport service in transit districts of LTD's size has not worked well. However, she said, staff have been exploring using hotel vans to provide airport service.

Regarding the Riverfront Research Park, Ms. Loobey said that LTD has been included in the planning and design process all along. The issue of using Autzen Stadium is one of access, because travel time across the Ferry Street Bridge is not advantageous, and no new alternative structure to carry the buses is planned. She added, however, that LTD will not miss the opportunity to participate in planning a shuttle service if it arises.

On the issue of new downtown parking structures being planned, Ms. Loobey stated that the most recent proposal, the Pankow Building, came up suddenly and LTD was not involved in that decision-making loop. However, staff have already made comments to the Eugene Mayor and City Manager that the District should be involved in issues such as this which affect the economical health and well-being of the community.

Ms. Loobey thanked Mr. Willis and said that staff and the Board appreciated his comments very much.

There was no other audience participation at this time.

MOTION APPROVAL OF MINUTES: Mr. Andersen moved that the minutes of the October 19, 1988 meeting be approved as recorded. Mr. Parks seconded the VOTE motion, and the minutes were approved by unanimous vote.

VALLEY RIVER CENTER TRANSIT STATION: Stefano Viggiano, Planning Administrator, stated that Valley River Center (VRC) is one of the major markets for LTD. The buses drop off and pick up about 150,000 customers a year at Valley River Center, which makes this LTD's fourth largest market. Therefore, he said, staff are obviously concerned about service to VRC.

Mr. Viggiano explained that the District currently has a bus station and shelter by Mr. K's Restaurant. That station has been there since about 1975, and the District has had a number of problems with that site. First, it is difficult to access, because access is from the north and the station is on the south side; thus, buses have to encircle the entire shopping center and drive through some of the parking area. Mr. Viggiano said it is costly to encircle the lot. By locating the station closer to an access point, buses would be able to make the trip more quickly and save money and customer travel time. Additionally, the current station has room for only two buses and the District needs room for at least three, and preferably four.

The current VRC station is located in a convenient place to serve Valley River Center, but not to serve some of the newer development northwest of the Center, where there is a fairly large cluster of employment. Mr. Viggiano said that, ideally, a station on the north could serve the offices and VRC fairly conveniently.

Other problems with the current station are the conflict with truck loading and the fact that the passenger facilities were built in 1974 and are not adequate based on the number of passengers that use the site.

Mr. Viggiano said that staff began looking for a better site some time ago. Staff's focus has been on relocation of the site because of the problems with the current site. The District's last federal capital grant application included \$250,000 to relocate the VRC station, but the Board did not want to approve final expenditure for a new site until more information was available. Mr. Viggiano said that staff had looked at 11 options but had been unable to come to an agreement about a new site with the VRC management, who believe that the current location is the best one because it provides fairly convenient access into the shopping center from the bus stop. However, Mr. Viggiano said, staff believe that some of the other sites which were considered would also provide convenient access into the mall.

Mr. Viggiano explained that the Bon Marche is planning to build between Montgomery Ward and J.C. Penney at Valley River Center. He said this addition will make traveling around the mall a little more difficult, and also will help focus development at the mall toward the north side.

Valley River Center has applied for a modification of its Planned Unit Development (PUD). As part of that process, by City code, VRC has to provide an adequate transit facility. Mr. Viggiano stated that the meaning of "adequate" will probably have to be decided by the hearings official.

Mr. Viggiano said that staff were seeking direction from the Board on whether the District should pursue a change of location through the PUD process, and on cost sharing. In past projects, he said, developers have typically paid for the flat work (concrete, etc.) and LTD has paid for the shelter and anything else that was done above ground. That is what will be done at the new Gateway shopping center.

Mr. Viggiano said that the staff recommendation on page 22 of the agenda packet does not mean that the Board would be making a final decision on this issue. Rather, the Board would be providing direction for staff, and staff would return to the Board for approval before any decisions on a new station were made.

Mr. Parks and Dr. Smith stated that they were comfortable with the direction proposed by staff. Mr. Andersen asked if taking the bus from the current station would cause a problem for service to the Valley River Inn and Delta Village. He also wondered if there was service along Goodpasture Island Road. Mr. Viggiano said that the Valley River Inn now has bus service, but it is not a major trip generator. Delta Village and the cinemas, however, do generate some trips, but those customers get off the bus at Valley River Way and cross the street. If the station were relocated to the north side of VRC, he said, one bus every hour or so would serve the perimeters of the shopping center, which would include the Valley River Inn and Delta Village.

Mr. Viggiano also said that there is some service on Goodpasture Island Road, but there is no safe place to stop, and customers have to go

into a planted area. He added that the closest stop for the Perkins Building on Valley River Way is a stop just to the west of Bi-Mart. A new station near the Bon Marche would provide easy access to the Perkins Building, however.

Mr. Andersen thought that Valley River Center would be reluctant to share the cost of a new station, and wondered what would happen to the grant money that is programmed for the VRC station. Mr. Viggiano said that cost-sharing had not even been discussed, because the issue so far has been to find an agreeable location. If the grant money were not used for the VRC station, he said, it could be reprogrammed for other purposes. Mr. Andersen also asked if any other LTD funds would need to be expended to change the VRC station. Mr. Viggiano replied that the proposal had not been costed out, but that staff believed that \$250,000 could cover the amount necessary for any station to be built at VRC. He added that \$250,000 is approximately the cost of the Parkway Station, and a new station at VRC would be smaller.

Mr. Pusateri asked if the costs would be shared between the Bon and LTD. Mr. Viggiano said that staff are suggesting that the cost be shared by LTD and Valley River Center as a whole, rather than the Bon. He did not know if VRC would have the Bon pay any part of the cost. Mr. Pusateri then asked how the costs would be split. Mr. Viggiano explained that it depends on how extensive the flatwork and shelters would be, but that costs could be fairly even in terms of dollars. He added that the cost he stated for the Parkway Station included all the flatwork in addition to the shelters.

Mr. Viggiano said that another site which staff finds attractive is at the J.C. Penney corner. This proposed site would require customers to cross a parking lot, but would still provide fairly good access.

Mr. Andersen asked about the modal split--the people who travel to Valley River Center by car and bus. Mr. Viggiano said that bus riders comprise about 3 percent of the people who go to Valley River Center, and spend about \$5 million per year at the shopping center.

Mr. Andersen stated that he also endorses the staff's position on relocating the VRC Station to the north side of Valley River Center.

Ms. Loobey said that the District had not talked with Valley River Center about this issue within the PUD process; however, VRC management does know that LTD staff favor a location on the north side. She said there could be some value in having a vote by the Board on the issue, rather than just an expression of approval. She added that staff had not yet had a chance to talk with the Bon Marche management in Seattle, but the issue was brought to the Board at this time because it is part of the permit process that would begin the following week. Staff were also planning to meet with the Bon Marche architect to discuss the process.

MOTION

Mr. Andersen moved that the Board direct staff to continue negotiations and discussions and action with regard to the relocation of the Valley River Center Station to the north side of VRC, including whatever participation in the City planning process is necessary; and that the Board direct staff to explore thoroughly the joint funding of the VRC Station with Valley River Center. Mr. Parks seconded the motion. There was no further discussion, and the motion carried by unanimous vote.

VOTE

CONSTRUCTION RETAINAGE ACCOUNT: Mr. Pangborn explained that Mr. Brandt had asked some questions about the construction retainage account at the last Board meeting. In defining this kind of account, he said that when the District has a major construction project, the contractor wants to be paid throughout the project. These payments are called progress payments. The District retains a piece of that payment, normally five percent, as insurance until the end of the project. The District verifies that a certain portion of the work has been done, retains five percent of the amount for that portion, and makes a progress payment of the balance for that portion to the contractor. The purpose of the retained amount is to act as an added incentive for the contractor. At the end of the project, a final inspection is made and the District makes sure that the entire project is completed satisfactorily before paying the contractor the retained amount. When the new facility is finished, he said, the District will have retained approximately \$300,000, which could be close to the amount of the contractor's profit if he bid the project closely.

Mr. Brandt had questioned whether LTD had to pay the accumulated interest to the contractor. Mr. Pangborn said that, according to the Oregon Revised Statutes, as shown on page 23 of the agenda packet, the interest earned shall accrue to the contractor.

Mr. Pusateri asked how the District determined the costs of the account. Mr. Pangborn said those costs are the costs associated with the banking fees.

MOTION

Mr. Parks moved that the Board adopt the resolutions on pages 25 and 26 of the agenda packet pertaining to retainage accounts. Mr. Andersen seconded the motion. With no further discussion, the motion carried by unanimous vote.

VOTE

ITEMS FOR INFORMATION AT THIS MEETING:

Downtown Station: Ms. Loobey stated that at the last meeting, Mrs. Daphne Walwyn requested that the Board move the shelters and provide clear access to the Schaeffers Building on the southeast corner at 10th and Willamette, across from the Downtown Athletic Club. Mrs. Walwyn had said that the Schaeffers Building had been refurbished and is now in its original condition. Ms. Loobey told the Board that when the issue was brought to the Board the previous month, she had misunderstood Mrs. Walwyn's comments and thought she was requesting that the entire station be moved. Ms. Loobey reminded the Board that two or three years

ago, the District held active conversations with the City about relocating the site, and that the preferred location was the Butterfly Lot. In subsequent conversations with Mrs. Walwyn, Ms. Loobey said she learned that Mrs. Walwyn was talking about the area confined to that portion of the station near the Schaeffer's Building.

Ms. Loobey said the Board had previously examined the issue of moving both stations east of Willamette to the Olive Street side, in order to have a more compact station.

Stefano Viggiano, Planning Administrator, used a chart to show the downtown station. He stated that staff had looked fairly extensively at moving the entire station, which is still an open issue. The District had been waiting for a final decision regarding the reopening of Willamette, and staff are now prepared to revisit this issue with the Board. Mr. Viggiano said that the District has also looked at something very similar to what Mrs. Walwyn was requesting, because the District's single biggest problem with the current station is the length of the station. Staff and the Board had previously considered trying to move the two sections east of Willamette two or three years ago. An engineer had considered several options, such as locating part of the station on Willamette, along the alley between 10th and 11th Avenues, on Willamette and Olive, and on Charnelton. The problem with moving the station, he said, is that LTD requires a double-width sidewalk (24 feet wide); half is required for shelters and boarding, and half for general movement on the sidewalk. Also, he said, on the other streets, LTD would block the traffic on the street, and a station on Charnelton would necessitate a contra-flow traffic pattern. The best option for moving the two sections would be to take up half of the two parking lots on either side of Olive at 10th Avenue, with the remaining stations staying where they are on 10th Avenue. Mr. Viggiano stated that this option would cost about \$300,000, exclusive of land costs.

Mr. Viggiano also stated that the District had approached the City with this last option, but the City was unwilling to part with the lots, which have been reserved for development. According to the City staff, they had other uses that they preferred for this property. However, Mr. Viggiano said, this is still an open issue, and the District could approach the City again. The staff believe, however, that a preferable option would be to move the entire station.

Dr. Smith said he did not remember the final status of the Butterfly Lot as a possibility for LTD's use, because it is dedicated as park space. He wondered if this question was ever resolved. Ms. Loobey stated that there are restrictions on the deed, but as long as the property would remain in public use, it seems to be permissible for LTD to use. However, it is believed that there would be some objections to LTD using the lot by the adjoining property owners. Ms. Loobey added that the impetus for LTD researching this possibility had been the opening of Willamette Street between 8th and 10th Avenues, and the City dropped that issue for awhile, so LTD dropped it also, especially since the City did not want the

District to have its most preferred site. The Board decided at that time that until the City decided how the downtown was going to be, it was not a good idea to go ahead with any attempt to move the station. Mr. Parks added that the District was notified at the time that people who did not want LTD on the Butterfly lot would take legal action to block that move.

Mr. Andersen asked how the larger issue ties in with the recent talk about the Pankow Building and the Eugene Library. He wondered if the City had given any thought to that. Ms. Loobey said that staff had some discussions and she planned to raise the issue when she met with the City Manager that week. She added that this issue had come up very suddenly, and that LTD had not been involved with any discussions about this building, even though it is a significant development in downtown Eugene. There are a number of issues involved with the library plans, including financing, parking, etc. She said she believes that LTD can assist in resolving some of those issues with parking, but that the District had not yet had the opportunity to have a dialogue at the staff level about the key role that LTD can play. Because of the type of traffic to be generated by a library, it is a significant opportunity for LTD to play a key role, she said.

Mr. Andersen asked how long the configuration of the current station had been the way it is. Mr. Viggiano said the buses have been stopping on 10th Avenue since the late 1970's, and the improvements had been made to the site in 1983. Mr. Andersen also asked how long Mrs. Walwyn had owned the Schaeffers Building. Mrs. Walwyn said she had owned the building since 1981, and on January 15, 1983, three buses had been put in front of the door. Mr. Viggiano explained that the shelters were new at that time; the buses were there before 1983, and the Customer Service Center used to be in the Schaeffers Building.

Mrs. Walwyn said this discussion was very important to her that evening, because an international restaurant chain would like to move into her building if she could accomplish moving the buses, and a representative would be meeting with her on November 21.

Mr. Parks suggested that this issue be put in the City's economic development lap, because of the request to use the parking lots on Olive Street. Ms. Loobey stated that the City owns both lots. Mr. Andersen said the District would have to buy the lots plus spend \$300,000 to move the two sections. Mr. Parks said it would not have to be developed; it could be similar to the area that is now used for temporary buses. Mr. Viggiano said that the \$300,000 amount assumed that the District would be in that location for a long time. Mr. Parks stated that until the City decides what it is going to do with the central part of the city, any money LTD spends could be wasted. A new development which could change traffic patterns, etc., in the downtown area is already being planned. Mr. Pusateri said he did not believe LTD would be on the Olive Street site very long, and thought it would be wasting money to move.

Ms. Loobey said the District would take the issue about the Pankow Building to the City, and that it would be an option that LTD could explore with the City. However, she said, it did not resolve Mrs. Walwyn's concerns about the restaurant's representative coming on November 21. The Pankow Building is still in the talking phase of construction. It would be a long time before LTD could occupy any new station; even assuming that everything went smoothly, it could be six months to a year. Any abutting property owners are going to be concerned about LTD taking on-street parking away. There are no other visible locations around that location except off-street locations.

Mr. Andersen said that, as a basic premise, wherever the buses are downtown, there are people who are going to complain; he had heard that night about property owners near the Butterfly Lot. He said the District would have to balance the property owners' individual economic interests against the public interest overall. He recommended that the District leave the station as it is. If this new development comes in, it may make all property in downtown more attractive, no matter where it is. He said that he couldn't believe that the buses being there would be a deciding factor. Even though the shelters have only been there since 1983, the bus station has been there for a long time, at least when the building was purchased. He said that, to him, it was not a hard balancing act between the overall public interest versus special economic interests.

Mr. Parks remarked on the history of transit, saying that it seems as if something vital to the downtown area is not getting much attention from the City, and sometimes that has to be made clear. He added that it is not simple to plan and develop anywhere downtown.

Mr. Pusateri thought that if the Pankow development makes things more viable commercially downtown, it is going to be harder for the District to find a different location. Mr. Parks added that the City did not want the buses in front of its new developments two years ago. Dr. Smith said the City does not want the District to use the Olive Street lots because the lots would not be available to develop and sell. He thought the District needed to decide what is important; it is ready to move someplace reasonable, but it is also a public body using public funds, and cannot just drop hundreds of thousands of dollars in useless ventures. He added that until the City decides how LTD fits into the entire picture, there is not much the District can do. He said this does not do much for Mrs. Walwyn, but that the District is just as frustrated as she is.

Ms. Loobey added that LTD does not operate in a vacuum; that it has to integrate with the City's planning, especially when looking at publicly-owned property. Any privately-owned property which was considered did not meet the Board-adopted criteria for a downtown station, or was too costly. The station needs to be close to government, retail, and professional buildings, and it has to be done in partnership with the City or County, or it cannot be done. The Board does not have the authority to force the City to do anything at all, and the District has

not been able to accomplish what it wanted within the time it would like it to be done.

Ms. Loobey added that for a period of time, the station was around the park blocks in a temporary location. She said that worked moderately well, but would not work for the District now. She stated that she would keep the Board advised of conversations with the City about this issue.

Facility Project Update: Mr. Viggiano informed the Board that the District lost the ruling on arbitration regarding whether the contractor, Hyland & Sons, had the right to change subcontractors. The District's position was that the contractor did not have that right, but the arbitrator said the contract language did not prohibit change. In future contracts, he said, that language will be strengthened, because that type of activity has its basis in bid shopping, and staff believe that as a public agency the District has a mandate to prevent bid shopping.

Mr. Viggiano showed the Board photographs which were taken of the construction area. He explained that about a dozen photographs are taken a week, and one aerial picture is being taken each month until the buildings have roofs.

Mr. Andersen said he was pleased to see that the Spicers' appeal period ran out without an appeal being filed. Mr. Viggiano said that the District is now the deed holder and has applied for annexation, which should take four to six months.

In response to a question, Mr. Viggiano stated that there will be berms between the additional Moyer property and the original site, as part of the noise abatement process.

Service to Oakridge: Mr. Loobey stated that the ballot measure in Oakridge had failed. It was the property tax levy to raise \$17,000 to \$18,000 which would have been used to contract for service from the Dexter/Lowell/Pleasant Hill route. The proponents of the measure are organizing to look at another way to see if the City Council will accept a recommendation for LTD to provide service in some way.

University of Oregon (UO) Service: Ms. Loobey stated that Mr. Brandt had raised the issue of the cost of the UO service. She called the Board's attention to an extensive memorandum in the agenda packet, and said staff would be happy to respond to any questions. She stated that the UO service has been, other than the funding of LTD in May, 1970, one of the most significant developments LTD has ever enjoyed. It has had a major impact on the District in terms of ridership and the staff's and employees' response to that ridership. Ms. Loobey said that overall District ridership is now higher than staff had anticipated, and there had been some problems with overloads. She added that the key to the District's success in responding to major increases in ridership was in being able to deploy used equipment, and that the maintenance staff had done a tremendous job of getting that equipment ready for service. She

said this service is significant for the long-term growth of the District and a key element in being able to position the District as a significant partner in the economic health and well-being in this community.

Ms. Loobey stated that LCC has contacted the District about beginning a 100 percent prepaid service program, and staff had talked with Sacred Heart Hospital and would approach the City and the County. She said she had been pleased with the response of all the staff to respond to the demand that the UO service had placed on the system.

Mr. Andersen wondered how low, in numbers of employees, a program like this could go before it was not cost-effective. Mr. Pangborn replied that the District had not studied this yet, but that the Santa Barbara transit system said at least 50 employees were needed. He added that LTD had made the UO program revenue neutral, and if and when the program is expanded, that policy will need to be reviewed. The District's intent would be to try to make it work for as many large, medium, and small employers as possible.

Attitude and Awareness Study Presentation: Ed Bergeron, Marketing Administrator, said that the Board members had received copies of the Attitude and Awareness Study, which had been done in May 1988. This is the sixth such study performed by the District. Mr. Bergeron stated that the District's overall image is very strong in the community, and LTD enjoys an increasing level of support for service it provides. The highlights of the current study and comparison with previous studies, along with key performance indicators, were explained by the use of charts on an overhead projector. Mr. Bergeron stated that, currently, two-thirds of the people in the community have ridden the bus, with less service than was available ten years ago.

The Customer Service Center (CSC) has served half the population of the area; 48 percent have taken advantage of the CSC's services at one time or another.

In asking for suggestions from the community about what improvements the District could make, LTD learned that 51 percent of the respondents feel that the District's services are appropriate or did not recommend suggestions about how the service could improve. The remaining 49 percent had ideas in many areas; no single area of improvement came out very strongly. Mr. Bergeron said that staff will look at this information closely to see if this indicates some opportunities regarding transit in the community.

The survey showed that 77 percent of the respondents rated LTD service "good or excellent." This rating is among the highest achieved by any transit system in the nation. In 1978-79, when the fares were lower, there was more service available, and there was greater national support for mass transit due to the gas shortage, the District achieved its highest rating of 78 percent. In 1980-81, the District cut back service and raised the fares when the community went into an economic

tailspin. As a result, the rating in this area decreased to 60 percent. The gain now to 77 percent "good or excellent" is a positive sign for LTD in the community.

The area most important to Mr. Bergeron, he said, is the trend in the population who say they would not ride under any circumstances. In 1980, almost one-half the population in Eugene/Springfield said they would not ride the bus. This percentage decreased to only 9 percent in 1988, which is a lower percentage than in 1979, when there were long lines at the fuel pumps. This indicates that 91 percent of the population feels that the bus is a viable option for them. Mr. Bergeron stated that the District's market potential had expanded to 91 percent over the last eight years, as the District has been focusing on opportunities with specific segments of the population.

Mr. Parks commented that, according to the report, television advertising made an impact on public awareness. He also thought that free rides to the Lane County Fair had made a big impact, as well as service to football and basketball games, because these are services used by people who are not normally bus riders. Mr. Bergeron agreed that those events had gotten people on the bus and they have been pleased with the service. Mr. Pusateri asked if basketball and football service had continued to increase. Mr. Bergeron said they had, and that Saturdays, including regular ridership and game service, were among the busiest days of the week. Mr. Parks thought that if riders enjoyed these special services, they would be more likely to ride during the next gasoline shortage. He added that instead of worrying about downtown parking, it would help to shuttle people from outside the downtown area. He stated that he is totally in support of the educational aspect of event service that gets other people to ride the buses.

Mr. Parks also commented on the fact that police in Portland are now riding transit. He wondered if LTD had any problems which might lead to the need for police on the buses. Ms. Loobey said LTD did not have the kinds of problems that occur in the metropolitan areas, and that vandalism and crime had not been a significant issue for LTD. She added that the District has experienced less graffiti than many systems of the same size. This area seems to have a norm that says certain behavior is not acceptable on the buses, and field supervisors have always made quick responses and requested help from local police when assistance is needed. Additionally, LTD does not allow cut seats or graffiti to remain on the buses, so it will not be seen and copied by others.

Monthly Financial Report: Ms. Loobey said that Mr. Brandt had requested that staff reintroduce the monthly financial report rather than quarterly reports. One page of the financial report (page 34 of the packet) had been revised and was handed out at the meeting.

Year-End Budget Committee Meeting: Ms. Loobey explained that the for last several years, LTD has had a year-end Budget Committee meeting to advise the Committee of any mid-year corrections that may need to be made

in the fiscal year budget. This year, some Budget Committee members had expressed an interest in receiving a memorandum rather than holding a meeting, if the budget is basically on target for the year, as it has been for the last couple of years. Staff had talked with Rosemary Pryor, Committee Chairman, who thought that a memorandum could be mailed, and if Committee members had any concerns about the budget, they could call for a meeting. Mr. Pangborn said he would mail a memorandum by the end of the next week, outlining the revenues and expenses so far in FY 88-89 and asking Committee members to contact Ms. Pryor if they wanted to hold a meeting.

Quarterly Performance Report: Ms. Loobey said that staff members were present to answer questions regarding their specific areas of expertise. She said that the quarterly performance report included in the agenda packet was the staff's first comprehensive report of this nature, and would be upgraded over time. She asked the Board members to let staff know if they wanted to see other information, or to have the information displayed in a different manner. She added that she was proud of staff's efforts on this report. She said it gave staff an opportunity to use the District's sophisticated software on an in-house effort.

Joe Janda, Management Information Services (MIS) Administrator, said it was enjoyable to assemble the District's statistical information in a meaningful way. He asked the Board to consider the level of detail and the appropriateness of these measures. He explained that the report included two parts: a year-end performance report for FY 87-88, compared with FY 86-87; and a quarterly report for the current fiscal year. He said there would be a staff presentation every quarter on some of the measures found in the performance report. He added that the purpose of the report is to give detail through narrative and graphic materials.

Mr. Janda called the Board's attention to page 5 of the performance report, which showed that ridership is up 3.4 percent. In figure 3, Saturday ridership showed a significant increase, which can probably be attributed to football ridership. Ridership increases have followed more or less the general growth of the community, which has been at about 3 percent per year, as well as being attributed to UO enrollment increases and target marketing efforts in the community.

Page 6 of the report discusses person trips, which are linked trips, including transfers. They were at their height during the 1979-80 gas crisis, with a relatively stable level of service over the last four or five years, with small incremental increases. Mr. Janda stated that the District has been achieving ridership growth while maintaining a stable level of service, which results in an increase in productivity.

Over time, the District has been able to increase fares in steady, incremental increases without causing a detrimental effect on ridership. Ms. Loobey stated that it is typical in the transit industry that ridership drops off when fares increase. However, she said, LTD does not

increase all fare instruments at one time, and staff believe that helps the District be successful in avoiding those kinds of riderships declines.

Mr. Janda stated that in FY 87-88 the District reached the highest productivity rate in its history, 18.4 person trips per hour. He also called the Board's attention to page 7 of the report, on which the data represents how people switched to other fare investments which may have been more economical for them, causing a 1.1 percent decrease in the use of cash fares. Three-month passes were new in FY 87-88 and became a successful program for the District, with 930 sold. Purchasing a three-month pass actually means buying three consecutive monthly passes at a reduced cost.

Page 10 of the report discusses revenues, which increased by five percent last year. Mr. Janda explained that farebox revenue follows ridership fairly closely. Page 11 shows the farebox to operating cost, which was 19.4 percent in FY 87-88. This means that 19.4 percent of the cost of operating service was paid by the users of the service. In the past six or seven years, farebox to operating cost has ranged from 18 to 20 percent. Mr. Janda stated that this percentage is fairly consistent with transit districts of similar size throughout the transit industry.

Cost per trip is the cost to the District to provide one person trip. This measure is reported in both actual and adjusted dollars. The adjusted amount factors for inflation and is used to compare costs over time. Cost per trip has been on a downward trend since 1980-81.

Correct schedule operation (CSO) is the percent of time an operator is not running ahead of schedule. In order to be on time, an operator can not be early and can be no more than four minutes late. Since 1979-80, this percentage has been on an upward trend. Staff are now working on a new measure called total on time operation (OTO), in order to look at service provision from a customer's point of view, rather than basing it on operator performance. OTO will measure how far a route is behind schedule based on traffic, trains, rush hour, etc.

Bus operator absenteeism was measured at 5.2 percent last year. Over time, this percentage has also been decreasing.

Mr. Pusateri questioned how absenteeism was defined. Bob Hunt, Transportation Supervisor, said that in addition to illness, it can include someone who was not on time but did work later. Mr. Janda added that LTD's absenteeism rate is exceptional in the transit industry, and that staff have found that every one percent change in absenteeism affects the District by approximately \$20,000.

Miles between road calls decreased by 2.2 percent in 1987-88. Mr. Janda explained that this measures major road calls, in which a bus may have been out of service for some reason and resulted in the schedule running late.

Total vehicle accidents were relatively unchanged between FY 86-87 and FY 87-88. Preventable accidents (those which the District's Safety Committee determines could have been prevented by the bus operator) declined by 33 percent. The percentage of preventable accidents has been on a downward trend since 1980-81. The District provides an extensive safe driving training program.

First Quarter FY 88-89 Performance Report: Mr. Janda said staff are projecting that FY 88-89 could be a record year for ridership and productivity. The University of Oregon prepaid fair program was implemented in September 1988 and, as a result, ridership to date has increased by 7 percent. Larger increases in the range of 20 percent are expected in the second quarter. With a service increase of 4 percent, the increased ridership will result in a higher productivity.

In closing, Mr. Janda stated that 1987-88 was a very good year for the District in all areas, and the first quarter statistics show that LTD is off to a good start in 1988-89, as well.

Mr. Andersen commented that he enjoyed looking at the performance measures reports, but wondered if the graphs could be made a little larger. He said he would rather have a few more pages so the graphs could be bigger. The other Board members also appreciated the report and thanked Mr. Janda for his efforts. Mr. Parks commented that the UO students live all over town and can now go any place any time, so productivity and ridership should continue to increase. Mr. Pangborn said that even students who live in the dorms are using the bus to go shopping, to the movies, etc.

Mid-Year Budget Committee Meeting: Ms. Loobey said that a memorandum would be sent to the Budget Committee to inform them of the District's mid-year budget status. If any members requested a budget meeting, it would be held on December 14. If there were any action items for the Board of Directors, a Board meeting would be held on December 14, as well.

Board Member Resignation: Dr. Smith said that he would ask the Governor to not reappoint him to the Board when his term expires at the end of December, but he will be available to attend meetings when needed until his replacement is named.

ADJOURNMENT: Mr. Parks moved that the meeting be adjourned to December 14, 1988, at 7:30 p.m. at Eugene City Hall, if there are any action items for the Board's consideration. Mr. Andersen seconded the motion, and the meeting was unanimously adjourned at 9:40 p.m.



Board Secretary