

MINUTES OF DIRECTORS MEETING

LANE TRANSIT DISTRICT

REGULAR MEETING

Wednesday, January 18, 1989

Pursuant to notice given to *The Register-Guard* for publication on January 12, 1989, 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 Wednesday, January 18, 1989 at 7:30 p.m. at the Eugene City Hall.

Present: H. Thomas Andersen
Peter Brandt, Treasurer
Janet Calvert, President, presiding
Janice Eberly, Vice President
Phyllis Loobey, General Manager
Jo Sullivan, Recording Secretary

Absent: Keith Parks
Gus Pusateri, Secretary
Rich Smith

CALL TO ORDER: Ms. Calvert called the meeting to order at 7:30 p.m. She remarked that it is exciting to drive by the new facility and see the walls going up.

BUS RIDER OF THE MONTH: Ms. Calvert introduced the December Bus Rider of the Month, Harold Young, by saying that he is a terrific bus rider and a person who, at 90 years of age, is indeed young at heart. She presented him with his certificate and lapel pin. Mr. Young said he was pleased to have been chosen to receive the award, and very glad to have made the acquaintance of men and women who go out of their way to help customers with lifts and other bus services, and that he was very pleased to be associated with them.

The January Bus Rider of the Month was Lynn Hanna, a Springfield High School student. Ms. Calvert stated that drivers like to see Lynn coming to their buses because she has such a nice smile. Ms. Calvert congratulated Lynn and presented her with her certificate and lapel pin.

EMPLOYEE OF THE MONTH: Ms. Calvert introduced the December Employee of the Month, Bus Operator Mike Barela, who has been a bus operator for ten years and has an outstanding safety record. She said he has been an active participant in District committees and has been a positive force among the bus riders. She presented him with his certificate, check, and letter of appreciation.

The January Employee of the Month was Sandy Hartford-Black, who began working as a distribution coordinator in Marketing in 1984 and was hired

full-time as a Customer Service Representative at the CSC in August 1985. Ms. Calvert commented that Sandy has a real interest in helping other people, and said she was pleased to see that Sandy had coordinated various food drives and worked with United Way. Ms. Calvert thanked Sandy for her efforts, and presented her with a letter of appreciation, check, and certificate. Sandy stated that everyone at the CSC tries to do a little extra for the customers. Ms. Calvert thanked both Mike and Sandy, saying that they help make the system excellent.

AUDIENCE PARTICIPATION: Ms. Calvert opened the meeting for general audience participation. There was none.

MOTION **APPROVAL OF MINUTES:** Ms. Eberly moved that the minutes of the November 16, 1988, regular meeting and the December 21, 1988, regular meeting be approved as distributed. Mr. Brandt seconded the motion, and VOTE the minutes were approved by unanimous vote.

TRANSPLAN ANNUAL REVIEW: Stefano Viggiano, Planning Administrator, explained that the TransPlan is a long-range transportation plan for the Eugene/Springfield metropolitan area. The Plan was adopted in May 1986 by LTD, the Lane Council of Governments (L-COG), the Cities of Eugene and Springfield, and Lane County. One of the provisions of the original TransPlan is that there be an annual review and endorsement. The Board approved the first annual endorsement in September 1987. At that time, no amendments had been recommended.

This year, a number of amendments to the TransPlan have been proposed, including a change that would eliminate the need for an annual endorsement by adopting agencies and simplify the amendment process. Proposed amendments would be screened by the Transportation Planning Committee (TPC) to determine if the amendments should be considered for incorporation into the plan or delayed until the next major plan update. Amendments to be considered for inclusion in the current plan would be determined by TPC to be either regionally significant or non-regionally significant. Regionally significant amendments would be approved by all the adopting agencies. Non-regionally significant amendments would be adopted by the agency under whose jurisdiction the amendment falls. All TPC decisions regarding the classification of amendments could be appealed.

Mr. Andersen wondered who would determine whether issues had regional significance and what the criteria and standards would be. Mr. Viggiano replied that the Metropolitan Policy Committee (MPC) is made up of elected officials from Eugene, Springfield, Lane County, and LTD (for transportation issues). They would make the final decisions on appeals. An example of a regionally significant issue would be a primary arterial near an urban boundary. Determination of significance will be made on a case-by-case basis and can be appealed.

Ms. Calvert asked if there were any plans for broadening Harlow Road. Mr. Viggiano said that there are some planned improvements to Harlow Road,

but he was not sure when they would be undertaken. Mark Pangborn, Director of Administrative Services, added that Eugene and Springfield want this issue on the six-year State development plan, but no money has been allocated at this point.

Mr. Brandt asked if the Plan really meant anything. Mr. Viggiano replied that it is hoped that it will have long-range implications and that policies in the plan will lead to some changes in the long run. He said that there has been some discussion about whether or not to set a year for the end of the Plan. It was designed to go through the time when the Metro Plan population is eventually reached, with no year limit.

MOTION Ms. Eberly moved that the Board adopt the resolution on page 25 of the agenda packet, endorsing the Eugene/Springfield Metropolitan Transportation Plan effective September 1988. Mr. Andersen seconded the motion, and the resolution was adopted by unanimous vote.

VOTE

ELECTION OF BOARD SECRETARY: Ms. Calvert said that, because Gus Pusateri did not want to be reappointed to the Board of Directors, his unexpired term as Board Secretary needed to be filled. The Board officers are elected to two-year terms; the current terms expire in December 1989.

MOTION Ms. Calvert opened the nominations for Board Secretary. Mr. Brandt nominated Mr. Andersen. Ms. Eberly seconded the nomination and moved that the nominations be closed. Mr. Brandt seconded Ms. Eberly's motion. The Board unanimously elected Mr. Andersen Board Secretary, to fill Gus Pusateri's unexpired term as Secretary, ending December 31, 1989.

VOTE

COMMITTEE APPOINTMENT: Ms. Calvert explained that the Board Committees help do some of the background analysis and study of issues of importance to the District. Mr. Pusateri has been a member of the Board Facilities Committee, and Ms. Calvert said she would like to wait until the Governor appoints new members to the Board to replace Dr. Smith and Mr. Pusateri before making a new appointment to the Facilities Committee. She added that she hoped that Mr. Pusateri, who by law serves as a member of the Board until a replacement is named, would be willing to continue to help as a member of that committee. Mr. Viggiano stated that the Facilities Committee may not need to meet as a committee again, since the major decisions regarding the facility have been made.

Ms. Calvert then stated that she would like to appoint Mr. Andersen to the Board Salary Committee. She explained that two years ago the District underwent a major classification study, and said the classification study and the District's collective bargaining agreement were still in effect. However, the Salary Committee would be meeting to discuss a recommendation for administrative salary adjustments for Fiscal Year 1989-90.

ITEMS FOR INFORMATION AT THIS MEETING:

Facility Project Update: Mr. Viggiano said that construction was going well, and a lot of the construction was very visible. He circulated an aerial photograph taken on December 30, and asked if the Board members were interested in touring the facility. He suggested a tour during the noon hour. Those present set Friday, February 3, at noon, to visit the site.

Letter from Managing Partner of Schaeffers Building: Ms. Calvert called the Board's attention to a letter from Daphne Walwyn in the agenda packet, as well as an additional letter from Rob Bennett, president of the board of directors of the Eugene Downtown Association, which was handed out at the meeting.

Mr. Brandt stated that the problem is that no one knows what is going to happen downtown. Ms. Loobey said that Ms. Calvert, Mr. Viggiano, Mr. Pangborn, and she would be meeting with the Downtown Commission on January 24. The Commission had asked for a review of the station and what LTD's future plans will be. Ms. Loobey stated that many of the people on the Commission are new and do not know the history of changes in the LTD downtown Eugene transit station, or the alternatives which have been considered in the past. She said that if the library goes into the Pankow building, that will open the issue of streets being opened and where LTD will be. LTD has prepared a number of plans to be off-street at 10th and Olive, but those were not approved in the past.

Mr. Brandt suggested that Mrs. Walwyn talk to the people involved in downtown. He said LTD knows it has to make a change, but cannot until the City makes some decisions.

Mr. Andersen said he was interested in a brief staff response to point #1 of Mrs. Walwyn's December 12 letter, which suggested that LTD acquire the Sears building. Mr. Pangborn said that staff will come back to the Board with this issue. He said the District did look at acquiring part of the Sears parking lot for a partially off-street station, but the City manages that parking area and was not interested in the idea. The City was trying to protect that lot for future development, saying that developers were interested in that site, but not in being surrounded by a transit station. He added that he did not know who owns the Sears lot across the street from Sears.

Mr. Brandt said that the District's first choice was to split a station on either side of Olive, but the City said no. He felt that a station at that location would not have bothered anyone, and would have meant that customers would have only one street to cross, and he still believed that this was the best place for LTD to be. Mr. Pangborn remarked that City Council member Ruth Bascomb had proposed that the City open Olive street. If that happens, he said, it would put LTD back in the same position of having additional traffic going through the station. Ms. Calvert commented that if development goes in further north, LTD would not want to be on the south side of the downtown mall. Mr. Pangborn said that the Board would be looking at this issue again.

Mr. Andersen asked about a response to point #2 in Mrs. Walwyn's letter, regarding the south side of 10th Avenue, west of Charnelton, by the church parking lot. Mr. Pangborn stated that the lot had limited access and the street had only two lanes of travel. LTD's station takes up one lane and requires wider sidewalks for shelters and pedestrian traffic. Mr. Viggiano added that this plan would add another busy street for customers to cross. Ms. Loobey said that it would take an enormous investment to make a station happen at that location, including widening the sidewalk, adding shelters, etc.

Mr. Brandt stated that he had said a long time ago that it would just take a decision and guarantee from the City about what is going to happen, what streets are going to be opened, etc. He said he would stick to that condition--the District would have to have a commitment before making any changes. Mr. Pangborn added that when the Board and staff looked at other options, they realized they would be spending money with little security.

Mr. Brandt said to Mrs. Walwyn, who was present at the meeting, that the Board would like to be responsive to her requests but really cannot. Mrs. Walwyn replied that she is caught in the middle. She asked if the District currently rented the 10th Avenue side of the McDonald building for the CSC. Ms. Calvert replied that it was rented space. Mrs. Walwyn then asked why the District did not rent the 10th Avenue side of her building, and said she would be suggesting that in writing. Ms. Calvert said this issue would be discussed again, but that the Board had to balance its obligations to the community and to the taxpayers.

University of Oregon (UO) Service Report: Mr. Viggiano referred to the memorandum on page 47 of the agenda packet. He stated that the UO administration and employees originally had signed a contract for prepaid service for fall term only. They were pleased with the service, and had extended the contract until September 30, 1989.

LTD staff had completed a survey of UO employees, and were also conducting a study and ridership counts of UO students, as well as an attitude survey. A presentation on all these studies will be made to the Board in February or March.

The student prepaid program will continue through the summer. In April, the current students will hold an election to decide whether to continue the prepaid program next fall. Ms. Calvert asked if there were still overloads on the buses. Mr. Viggiano replied that many of the buses are full, but the District had eliminated the problem of having to leave customers behind when they cannot get on the bus. Ms. Calvert said she noticed that the Willamette bus had been full around 3:30 or 4:00 p.m. on a Saturday afternoon.

Mr. Andersen wondered if the UO employees or administration had renewed the agreement. Mr. Viggiano explained that the feedback to the administration was that the employees wanted the service to continue, and the administration agreed to continue funding the program from parking fee

revenues. The question was not put to a vote, but preliminary results of the study show that 83 percent of the employees wanted the service to continue. Staff, faculty, and contract employees are all eligible to ride. Originally, the idea for a prepaid program for employees came from bargaining unit employees, and administration agreed that it was a good idea.

Football Service Report: Mr. Andersen wondered what average productivity meant. Mr. Viggiano replied that productivity is measured by rides per service hour; the higher that number, the better the productivity. He added that LTD's success depends on a large extent to the success of the Ducks.

Ms. Calvert asked if the District charges 50 cents for the shuttle service. Mr. Viggiano replied that it does; the fare was 25 cents two years ago, and staff are considering raising the fare again. It costs \$3.00 to park at Autzen Stadium, and staff found that the increase from 25 cents to 50 cents did not seem to have an adverse impact on shuttle ridership.

Transit Finance Study: Ms. Loobey reported that the Transit Finance Study is in the data collection phase, and will provide projections regarding capital and operating costs. The study is being conducted by Portland State University, and all the transit districts in the state are sharing the cost. The study was not far enough along at that time to make any recommendations.

Federal Funding: Ms. Loobey told the Board that the federal administration's budget includes a proposal to slash the transit budget by approximately 50 percent. There would no longer be any General Fund Section 9 formula funding. The formula program would be transferred to the Highway Trust Fund, and Section 3 funding would be formula funding rather than discretionary. Any city with a population over 200,000 would no longer receive operating assistance from the Mass Transportation Act. The principle feature of eliminating the General Fund account is that there will not be sufficient funds for capital purchases. Forty percent of the money would be available for new rail starts, 40 percent for rail rehabilitation, 10 percent for buses, and 10 percent for extraordinary capital needs, such as the District's new facility.

Special Services Report: Ms. Eberly said she wanted to comment on the Special Services Report found on page 49 of the agenda packet, and the reason that an LTD bus was at a Burger King parking lot. Burger King and LTD have participated in the Mothers Against Drunk Driving (MADD) "tie a ribbon" campaign during the holidays, and the LTD bus was there to participate in a kick-off press conference. Ms. Eberly explained that Burger King was the location for the press conference because, for the second year, it was a primary location where the public could receive the red ribbons for their cars.

Ms. Eberly added that she was pleased that the transit district was a part of the campaign, and complimented Susan Hanson, LTD Marketing Representative, for doing an excellent job of coordinating that press conference and the details of LTD's participation in the project.

Mr. Brandt asked why a bus was needed at the press conference. Ms. Eberly replied that the buses all displayed red ribbons during the campaign, and ribbons were available to the public at the CSC. The press conference was covered by all three local television stations, and having the bus there gave the cameras something to film.

Ms. Calvert asked if LTD carries alcohol advertising on the buses. Ms. Loobey replied that it does not, as a matter of policy. Advertising which is not allowed includes alcohol, cigarette and tobacco products, and personal hygiene products.

Mr. Brandt asked who handles the District's advertising on the buses. Ms. Loobey explained that Obie Transit Advertising won the bid to provide that service. They sell the space, which LTD leases to them. They make the sales, provide the art work, etc. The District receives \$72,900 per year by contract, and if their sales are higher than anticipated, LTD receives more revenue on a sliding scale. Mr. Brandt asked why the District did not run this program itself. Ms. Loobey said that the cost of administration, a sales staff with sales expertise, and hardware costs were all reasons for having it done by an outside company. Ms. Eberly added that the advertising agency does everything for the client, including setting the placement on the buses; the number of buses; the time of day, based on when the bus is used in service; etc., which makes it an easy program for the customer.

Monthly Financial Reporting: Mr. Brandt asked about the State Special Transportation Fund. Mr. Pangborn explained that it involves revenues from the State one-cent tobacco tax which are passed through to the Lane Council of Governments (L-COG) for elderly and handicapped service. Mr. Brandt wondered if the funds were declining because not as many people are smoking. Mr. Pangborn replied that such a decline had been predicted, and that another penny may be requested on the tax. He added that LTD only gives to L-COG what it receives from the State.

Mr. Brandt also asked why Marketing Personal Services had increased by \$36,000 year-to-date. Mr. Pangborn said his guess was that many of Marketing's projects are front-end loaded, and included some costs for part-time personnel to help with the fall service campaign. Also, one Marketing Representative's last day of employment had been at the end of December, and vacation pay, etc., had been charged out at that time. The employee, Susan Hanson, had been hired by the transit district in Olympia, Washington, as the Director of Marketing. Ms. Eberly commented that it is a compliment to the District when good staff members are able to go on to that kind of position. Mr. Brandt asked if the empty position would be filled. Ed Bergeron, Marketing Administrator, said that recruiting had taken place, and that the District had received more than 100 applications

from across the country, and had a strong field from which to choose. Mr. Brandt also asked if the new employee would be hired at the bottom of the pay scale for the position. Mr. Bergeron replied that it is not always done that way; sometimes because of experience the District can bring in a new employee at higher than entry level.

Talk with the Eugene Downtown Commission: Ms. Eberly asked if there was overlap between the Downtown Commission and Downtown Eugene, Inc. (DEI). Mr. Andersen thought that downtown business owners probably belong to DEI. The District, however, would be meeting with appointed officials. Ms. Eberly asked if the Board had met with the Commission once before. Mr. Brandt said the Board had dinner with the Commission three or four years ago and had discussed the downtown station. He added that Mrs. Walwyn has a valid concern. Mr. Andersen commented that he had said at the last meeting that LTD had the station in front of the Schaeffers Building before Mrs. Walwyn bought it and renovated it, and that he thought the Board needed to look at the profit motive for one person versus benefit to the community.

Ms. Eberly asked if staff and Ms. Calvert would be discussing these issues with the Downtown Commission. Ms. Loobey said that the meeting was prompted by Mrs. Walwyn's conversations with everyone, and that the staff had asked LTD to talk to the Commission to present the history of the downtown station, because the Commission members are new since the previous meeting. Ms. Loobey added that she assumed Mrs. Walwyn would also be in attendance, so this specific issue may be raised.

ADJOURNMENT: Ms. Eberly moved that the meeting be adjourned. With no further discussion, the meeting was adjourned at 8:40 p.m.


Board Secretary