

MINUTES OF DIRECTORS MEETING

LANE TRANSIT DISTRICT

REGULAR MEETING

Wednesday, July 18, 1990

Pursuant to notice given to The Register-Guard for publication on July 12, 1990, the regular monthly meeting of the Board of Directors of the Lane Transit District was held on Wednesday, July 18, 1990 at 7:30 p.m. in the LTD Board Room at 3500 East 17th Avenue, Eugene.

Present: H. Thomas Andersen, Secretary
Keith Parks, Vice President, presiding
Tammy Fitch
Herb Herzberg
Thomas Montgomery
Tim Dallas, Acting General Manager
Jo Sullivan, Recording Secretary

Absent: Peter Brandt, Treasurer
Janet Calvert, President

CALL TO ORDER: The meeting was called to order at 7:35 p.m. by Vice President Keith Parks. He announced that Board President Janet Calvert was out of town and that General Manager Phyllis Loobey was ill. Tim Dallas, Director of Operations, was attending the meeting as Acting General Manager.

The July Bus Rider of the Month, Maxine Leonard, did not attend the meeting.

Mr. Parks introduced the July Employee of the Month, Bus Operator Paul Burgett. Paul was hired as part-time Bus Operator on January 3, 1985, and promoted to full-time on March 30, 1988. He earned his two-year safe-driving award and has an exceptional attendance record (0-1 days absent). He was nominated by a co-worker who says that Paul has an exemplary attitude toward his co-workers and his job, that he is a team player, and that he has a sense of humor that is always pleasing to be around. Mr. Parks presented Paul's certificate and check to him, and thanked him for his good work.

AUDIENCE PARTICIPATION: Mr. Parks opened the meeting for audience participation. There was none.

APPROVAL OF MINUTES: Mr. Andersen stated that the last sentence of the second paragraph on page 10 of the June 20, 1990, minutes should state, "(Mr. Andersen) said he thought the City Hall and Elections lots should not be eliminated," rather than "could be eliminated." Ms. Fitch moved that the minutes of the June 20, 1990, regular meeting be approved as corrected. After seconding, the minutes were unanimously approved as corrected.

MOTION

VOTE

BOARD POSITION ON ALLOWING BUSES ON A REOPENED WILLAMETTE STREET: Mr. Parks asked if Willamette Street would be opened between 8th and 10th Avenues. Ronnel Curry, Marketing Representative, replied that the Retail Task Force's Final Report, which focuses on retail and how to improve downtown Eugene, includes a recommendation to reopen that section of Willamette Street. The redesign principles stated by the Task Force look at access to downtown on a reopened street.

Ms. Curry stated the LTD staff recommendation that if Willamette Street is to be reopened, buses should be allowed on Willamette, in addition to bicycles, cars, and pedestrians. This was not recommended by the Task Force. Some transit supporters on the Retail Task Force would like to see a smaller shuttle on the street, which they envision as a quiet, pedestrian-oriented street, with outdoor cafe seating, etc. Using a map of downtown, Ms. Curry showed that LTD would like to have two buses on that section of Willamette Street every 15 minutes from the current transit station, and three to four from the Butterfly Lot, if that were chosen as the site of a new transit station. From the Elections Lot, fewer buses might be required.

Ms. Curry said that the Retail Task Force had done a lot of work, and their goals and direction to revitalize downtown are very important, so she would like the Board to support the Task Force's recommendations. She said she would also like the Board to take the recommendations to the Eugene City Council on July 23.

Mr. Parks asked if the staff recommendation meant approving everything in the Final Report, or only a specific portion. Ms. Curry suggested that the Board support the general direction to revitalize downtown. Mr. Parks said he would like to generalize the District's support, because there are some things in the Final Report that he would not like to be supporting. Mr. Andersen agreed with Mr. Parks, stating that, in general, he was not in favor of reopening Willamette Street, but that was the proposal in the Report. Assuming that is the proposal and the street will be reopened, he had to ask himself if he wanted buses on it, and the answer was "yes." He said it was also hard for him to support some of the specifics of the Report. Ms. Curry said she was asking for support in a general direction, that downtown needs to be revitalized, not for approval of the report.

Mr. Andersen asked how the Board's position would be sent to the Task Force. Mr. Dallas said staff would work with the Board President to draft a letter to be sent to the Downtown Commission, the Planning Commission, and the City Council, expressing the Board's views.

Mr. Andersen commented on the limited access elements on page 34, which was the only place where he saw buses mentioned. He wondered if there were other mentions of buses in the report. Ms. Curry replied that there is mention of a smaller scale shuttle on page 35.

Mr. Montgomery asked how difficult it would be for LTD to accommodate a smaller shuttle. He wondered if shuttle vehicles would be easily available, or if LTD would have to purchase them. Ms. Curry said that at this point, LTD did not have the kind of vehicle the report talked about. Staff had discussed shuttle vehicles, but had not actually determined what kind of vehicle that might be. Mr. Andersen asked if staff were talking about this because of the Report, or for other reasons. Ms. Curry replied that LTD had

offered downtown shuttle service in the past, with regular buses, and were considering downtown shuttle service again for 1991.

Mr. Andersen commented that the District was ordering five 35-foot buses. He wondered what was the difference between 35-foot and 40-foot buses, so that people would accept those buses. Ms. Curry said she thought the 35-foot buses would also not meet the standards of the Retail Task Force. Mr. Andersen wondered how big shuttles are. Mr. Dallas said it was not known at this time, but the Task Force was probably thinking of a novelty vehicle. Mr. Montgomery thought the report was saying that the Task Force would recommend a type of vehicle which LTD would then have to purchase.

Mr. Andersen asked if the Task Force's reaction was that buses would ruin the whole street. Ms. Curry said that was correct, and that this issue was the most discussed issue during the entire process. Mr. Andersen wondered, then, why it was not discussed more in the report.

Mr. Dallas said he did not think it was necessary that the Board approve the Task Force's recommendations in the Final Report. Staff were asking that the Board take a position that if Willamette Street were to be opened, buses should be allowed on the street. If the Board wished, it could make a statement that it supported the goals of the Task Force to revitalize downtown, and go no further than that. Ms. Fitch said she would feel comfortable in saying only that if Willamette Street is going to be reopened, then the LTD Board would appreciate full access for all District buses on that street.

An advisory vote will be held by the City on the entire plan in March 1991. Additionally, a design of the street and a public plaza area will be developed for public input in the fall.

Mr. Parks said he thought the Board was getting involved in something it had no legal business in, other than stating the District's purpose that it should have access to all streets.

Mr. Andersen asked what the staff recommendation was. Ms. Curry explained that since the street design would be going ahead, staff believe that LTD needs to make a strong statement that the street should be designed for public transit, so that 40-foot buses can have access.

Mr. Andersen suggested that the Board support the goals to make downtown Eugene more viable, but not the direction the Task Force was taking regarding how things are to be in downtown. He moved that the Board support the Retail Task Force's goals to improve downtown Eugene, while stating that LTD should have access to all downtown streets, and that the President of the Board should direct staff to write letters to the Planning Commission, Downtown Commission, Eugene City Council, and the Retail Task Force stating the Board's position. Mr. Herzberg seconded the motion. Mr. Montgomery stated that he did not know if some of the Task Force's goals are that admirable, and he didn't know if he agreed with the goals or the direction.

MOTION

MOTION TO AMEND Ms. Fitch moved that the motion be amended to limit the motion to stating only that the Board supports bus access to Willamette Street, should it be reopened. Mr. Montgomery seconded the motion to amend. Ms. Fitch said she would prefer to leave out anything about the Task Force recommendation that could be construed as being in favor or against anything.

Mr. Andersen said he was against the amendment. He was concerned that the Board needs to operate in a spirit of cooperation and good faith dealings with all the agencies. He said LTD interacts with other agencies on very complex, sophisticated questions from all fronts, and was in the midst of interacting with the City of Eugene on other matters and items. He thought it would be good politics and make good sense to have a little give and take in one's positions and in what one negotiated with anyone else. He said he would like to see the Board tell the City that things are moving in the right direction in one way, and at the same time, say here is what the Board wants. He thought it was important to think about the kind of message the Board would be sending to other bodies it interacts with on a consistent basis.

VOTE ON AMENDMENT Ms. Fitch called for the question on the motion to amend. The motion was defeated by a vote of 2 to 3, with Ms. Fitch and Mr. Montgomery voting in favor, and Mr. Herzberg, Mr. Parks, and Mr. Andersen against.

VOTE Mr. Herzberg then called for the question on the original motion, which carried by a vote of three to two, with Mr. Herzberg, Mr. Parks, and Mr. Andersen voting in favor, and Ms. Fitch and Mr. Montgomery voting in opposition.

RESIGNATION OF BOARD PRESIDENT/ELECTION OF NEW PRESIDENT:

MOTION VOTE Mr. Parks called the Board's attention to the letter of resignation from Board President Janet Calvert, who was resigning her position as President, but not resigning from the Board. Mr. Herzberg moved that the Board accept the President's resignation. Ms. Fitch seconded the motion, and the vote carried unanimously. Mr. Parks said he regretted that Ms. Calvert would be ending her term as Board President, but was happy that she had received a promotion at work.

MOTION VOTE Mr. Parks nominated Mr. Andersen for the office of President. Mr. Montgomery seconded the motion. Ms. Fitch moved that the Board cast a unanimous ballot for Mr. Andersen. Mr. Montgomery seconded, and the vote carried unanimously.

Mr. Andersen said he wished to resign as Board Secretary following that evening's meeting. Mr. Parks congratulated Mr. Andersen on his new office, and said that a new Board Secretary would be elected at the next meeting.

ITEMS FOR INFORMATION AT THIS MEETING:

Downtown Eugene Transit Station Site Selection Committee Update: Stefano Viggiano, Planning Administrator, discussed two issues on which staff wanted to have direction from the Board. First, he said, the City of Eugene had put out a Request for Proposals (RFP) for development at 8th and Willamette, and the City Council and the

Downtown Commission were willing to consider joint development with LTD at that site. Ms. Loobey had received a call and had a preliminary discussion with the developer. Mr. Andersen said it was a totally private site developer, and asked if staff viewed this as something that had possibilities. Mr. Viggiano said staff had not discussed this yet, but that the developer wanted to set up an additional meeting to see what LTD would need. LTD would require the entire ground floor on a half-block site, so this idea may be a long shot. Mr. Dallas said the private developer had approached LTD in response to the City's RFP. Mr. Viggiano added that the RFP's were due in mid-August, and that staff would like to spend some staff time and maybe some money looking at design issues. He added that this site had not been considered by the Downtown Station Site Selection Committee, but he thought the site would have rated highly if it had been.

Mr. Andersen said his concern, and possibly some others on the committee, was that the committee had finished some site analysis, and now here was another site. Mr. Herzberg said this site would require more buses on Willamette than two every 15 minutes. Mr. Viggiano said that there were also discussions about opening Olive Street. He said he agreed with Mr. Andersen that it was late in the game to be bringing up new sites, and the Committee had been resistant to other new sites. The only reason this site had not originally been considered was that Pankow had plans to develop it. Mr. Viggiano added that a study of joint development would be independent of the other process and the results would be known within a month.

Mr. Parks stated that this was a staff function not requiring Board action. Mr. Viggiano added that staff wanted to be sure the Board was comfortable with the District spending money for this purpose.

The second issue for discussion was the Butterfly Lot. At the last meeting, the Board voted to recommend to its three Downtown Station Committee representatives that LTD recommend eliminating the Butterfly Lot from the site discussions, based on a number of concerns about that site. From staff's perspective, that site has some real advantages, so even though the Board's concerns were valid, staff thought the District should not give up the site until it has been researched as completely as possible. It scored high in the technical study. He proposed that the District spend some money looking into those issues before giving the site up completely, to be sure the site really wouldn't work. The Lane County Commissioners said that under certain circumstances, they would be willing to sell the site to LTD.

Mr. Herzberg asked what the State said about interrupting traffic on 7th Avenue. Mr. Viggiano said staff had asked before and the State said it was a local issue. Mr. Andersen said at the last meeting he wanted to get away from problems with other municipalities not wanting to sell. That was based on his preliminary assessment on what the County Commissioners were willing to do. He said he was pleased to see their change in reaction at the last Committee meeting.

Mr. Parks asked if there was any resolution to whether the County could sell the Butterfly Lot. Mr. Viggiano said he could not describe the entire legal opinion, but the opinion was that they could sell. The County attorney has researched the issue and had

not taken a position. The questions have to do with the County vacating the property to City and the City selling to LTD. However, Mr. Parks said that a vacation always goes back to the original owner.

Mr. Viggiano said that if the Butterfly Lot became the top site, the District would seek a declaratory judgment before any purchase occurred, rather than waiting for someone to take the District to court over this issue.

Mr. Parks commented that LTD would be run out of any place downtown; in this community, community reaction is a dead clinch to stop something from happening. Mr. Viggiano suggested that the District could obtain a second legal opinion as part of the detailed site study on the Butterfly Lot. Mr. Montgomery's concern was that someone would take action on this. Mr. Parks said they could be sure one of the original heirs would. Mr. Viggiano said that staff did not want this to be the only site considered, but would like to have it added back to the list. The Downtown Commission had unanimously chosen the Butterfly Lot as its top choice, so that would likely be Downtown Commission Representative John Brown's position on the Site Selection Committee. Mr. Andersen said he did not see any reason to eliminate the site now, although he was still concerned about the issues under discussion.

Mr. Viggiano said that the District had budgeted \$20,000 for a detailed analysis of the sites, assuming two or three sites would be studied. Mr. Andersen wondered if there were economies of scale. Mr. Viggiano said there were some, but every site had different issues. Mr. Viggiano said this was not an action item, but he would like the Board to give direction to its three Downtown Station Site Selection Committee members regarding the Butterfly Lot. Mr. Andersen said he would probably not be at the next Committee meeting, so he was speaking now so his preferences could be conveyed to the other members.

Mr. Andersen asked that staff reach Ms. Calvert and Mr. Brandt and convey to them the consensus of the group to continue to study the Butterfly Lot.

Mr. Andersen asked if staff were planning to reply to a letter received from Cafe Zenon regarding not putting the transit station near the Cafe. Mr. Viggiano replied that staff would not respond to that particular letter, but had talked to the owner about this issue in the past. He said he perceived Cafe Zenon's primary concern as parking removal, not necessarily the location of the transit station.

Review of Workers' Compensation Program: Gray Deverell, Safety and Risk Administrator, discussed LTD's workers' compensation program. He explained that the District had gone out to bid for workers' compensation insurance, and the contract had been awarded to SAIF Corporation. This year, LTD had tried different options, so wanted to inform the Board what had been done, and why.

Mr. Deverell said that three and a half years ago, LTD had a guaranteed cost plan with a set premium, so that no matter what happened during that year, it would not affect the premium. This year, an Incurred Loss Cash Flow Plan (ILCP) was chosen. Using the average in the industry, this year LTD would be at .69, because of its excellent claims

year, and had paid out very little of the premium. The net premium is the amount paid to the carrier. Last fiscal year, LTD's net premium was \$219,000, with incurred losses of \$18,107. Mr. Andersen commented that LTD reserves were incredibly low.

Mr. Deverell stated that the Incurred Loss Cash Flow Plan rewarded the District for a good loss record. If there were no losses for the year, LTD would pay SAIF \$68,662. In a worst case year, the most LTD would pay would be \$280,000. LTD's average is \$60,000, so the District would have to pay SAIF approximately \$140,000. SAIF had reduced the District's premium, and LTD had budgeted \$250,000 for the year. Because of internal controls and the District's good record, and, hopefully, because of changes in the legislature, staff believed this was a good time to change plans.

Mr. Deverell said the maximum premium was not the maximum loss. He added that the District had been heading in this direction for some time, and that the change would save LTD some money.

Customer Information Systems Research Presentation: Ms. Curry showed the Board some examples of some of the information LTD provides to the community. Based on marketing research over the last three years, improvements were made to bus stop signs, the Rider's Digest, and the system map. She said that when riders are familiar with the District's informational materials, they are more likely to ride the bus.

Three years ago, LTD contracted with a firm in Seattle specializing in transit information. The consultant, TransCom, found that the current bus stop signs are communicating to the riders, first of all, that there is no parking at 1,300 locations in Eugene, and recommended that new signs be designed with elements to more clearly identify LTD and its routes.

Ms. Fitch asked about the deer and tree shown on the current signs. Ms. Curry explained that different parts of the city are designated by different symbols, such as a blue fish for Springfield. TransCom said that is confusing to patrons; people need the route number and a color, but not an additional symbol. With the help of Tom Kelly at Cappelli Miles Wiltz & Kelly, new signs were designed with the District's logo and a picture of a bus. Mr. Andersen wondered about eliminating the no parking signs. Ms. Curry said that sign would be treated as a different element. In a lot of the neighborhoods, she said, LTD cannot remove parking anyway, and the City will not allow the District to enforce parking removal. Mr. Dallas added that, on major thoroughfares, where parking removal is allowed, there would be a yellow curb. If people ignore the yellow curb, then a standard no parking sign will be installed, and the City would enforce the no parking designation. In neighborhoods, the buses will just pick up the passengers somewhere else if someone is parked in the bus stop location.

Mr. Andersen asked about the "jagged edge" design separating the top and bottom portions of the sign. Ms. Curry said the two colors separate the basic information, and weight the sign. She said the new signs would first be installed in the Ferry Street Bridge area, along Highway 99, and in the River Road area.

Ms. Curry said the Board saw the Rider's Digest at the last Budget Committee meeting. She explained that the Rider's Digest has two major goals: to provide riders with information, and to attract new riders. The Rider's Digest is use friendly, and LTD has found that it is very useful to riders and non-riders (those who ride less than one time a month). Since the District has been producing the Rider's Digest in the last four years, fewer people have been using telephone information and more have been relying on written information. This frees Customer Service Representatives to help with longer calls for new riders.

Mr. Andersen asked about the decline in use of the system map. Ms. Curry explained that in 1984, the District had a full-sized map on one side. In 1988, because of budget constraints, the map was printed on two sides and attached to the Rider's Digest. Staff found that people were not taking the map off the Digest to use it, so this year, the District returned to a full-sized map on one side.

The District obtained information from a rider group and a non-rider (focus) group who had used the materials, and obtained feedback and reactions from those groups. They liked the color of the Digest, and the "fast tracks" section, which showed how to get to major destinations on the bus. This year, the fast tracks section was put in the front of the book. There were also a more detailed table of contents and a different timetable format.

It was found that 28 percent of all telephone survey respondents used the system map before the Digest, and non-riders liked the map best. Of those surveyed, 48 percent had used the Rider's Digest.

This year, the system map will be two-sided. The map will include easier-to-read information for new riders, including tips for new riders, fast tracks, larger route numbers, more arrows showing the routes, and transfers at transfer stations, to help riders who do not need to go downtown to transfer. The system map will be on one side, and the fast tracks, rural routes, and information on fares, park and ride locations, accessible service, etc., will be on the reverse.

Ms. Curry said the Rider's Digests and system maps are mailed to Eugene and Springfield residents in the fall. In January, a telephone survey asked people if they remembered receiving the Digest. Sixty percent of riders and 50 percent of non-riders remembered receiving it. Also, a relatively large number of people had kept it. Ms. Curry added that the District runs radio spots to tell people that the Rider's Digest will come in the mail and they should keep it. She then played one of radio spots for the Board's information.

Annual LTD Picnic: Mr. Parks mentioned the annual LTD/ATU picnic, to be held on July 29 at Clay Creek Park.

Transit Board Members Seminar: Mr. Andersen planned to attend the American Public Transit Association Board Members Seminar in South Carolina from July 29 through August 2.

EXECUTIVE SESSION: Mr. Dallas stated that an Executive Session had been listed on the agenda in case staff needed to discuss labor negotiations with the Board. However, an Executive Session was not necessary at that time.

AUGUST BOARD MEETING: Mr. Dallas stated that at the present time there were no action items scheduled for an August meeting. Staff proposed to leave the meeting calendared, and if no action items were scheduled, to talk about the downtown station in a work session, if that became necessary.

MOTION
VOTE

ADJOURNMENT: Ms. Fitch moved that the meeting be adjourned. The motion was seconded and unanimously approved, and the meeting was adjourned at 8:55 p.m.


Board Secretary