

MINUTES OF DIRECTORS MEETING

LANE TRANSIT DISTRICT

SPECIAL MEETING

Monday, March 4, 1991

Pursuant to notice given to *The Register-Guard* for publication on February 28, 1991, and distributed to persons on the mailing list of the District, a special meeting of the Board of Directors of the Lane Transit District was held on Monday, March 4, 1991, at 7:30 p.m. in the Joplin/Seeger Room of the Eugene Conference Center at 66 E. 6th Avenue in Eugene.

Present: Peter Brandt, Treasurer  
Janet Calvert  
Tammy Fitch, Vice President  
Herbert Herzberg, Secretary  
Thomas Montgomery  
Keith Parks, President, presiding  
Phyllis Loobey, General Manager  
Jo Sullivan, Recording Secretary

Absent: (one vacancy in subdistrict 5)

**CALL TO ORDER:** The meeting was called to order at 7:30 p.m.

**AUDIENCE PARTICIPATION:** No members of the public were present.

**FOLLOW-UP TO JOINT MEETING WITH EUGENE CITY COUNCIL:** The Board briefly reviewed the discussion with the Eugene City Council regarding LTD/City issues, held at a meeting just prior to the LTD Special Board meeting that evening.

**STAFF PRESENTATION OF DRAFT FARE RECOMMENDATION FOR FY 91-92:** Planning Administrator Stefano Viggiano was present to discuss the proposed pricing plan for FY 91-92. He explained that the proposal would be brought to the Board for action following a public hearing at the March 13 regular meeting. However, the Board members had expressed some concerns about an increase in weekday and weekend cash fares, and staff wished to receive feedback on the proposal from the Board prior to the March 13 meeting.

Mr. Viggiano first discussed current economic and ridership trends. He said that the inflation rate, 4.6 percent for the past year, was perhaps the single-most important factor in determining changes to the fare. Payroll tax revenues had leveled out after several years of strong increases, and were expected to increase only a small amount in 1991-92. Ridership during the first seven months of 1990-91 was 8.9 percent higher than the previous year, which was more than double the increase anticipated at the beginning of the year. Total passenger revenue through January 1991 was 13.1 percent higher than for the previous year.

Mr. Viggiano then explained the recommended changes to the fare structure. First, staff recommended that the base cash fare increase from 65 cents to 75 cents, a 15.4 percent increase. The cash fare had last increased, by five cents, in June 1987. The ten-cent increase was seen as appropriate because there was some customer convenience in having a "round" number, and because the increased revenue would be an additional passenger contribution to the District's need to increase revenues beyond the typical inflationary rate.

Second, staff were recommending an increase in the weekend fare from 30 cents to 50 cents. The half-price weekend fare had been initiated in February 1984 to attract riders during a traditionally low ridership period and, therefore, use excess capacity on the system. Weekend ridership increased by about 25 percent almost immediately, and was currently about double the level at the beginning of the fare promotion. Overloads had begun to occur on Saturdays, and service had to be increased on some routes. Because the need to increase ridership to use excess capacity no longer existed, staff recommended increasing the weekend fare. However, because an increase to the full weekday fare would probably dramatically reduce weekend ridership, staff believed that an increase to two-thirds of the weekday fare, or 50 cents, would be appropriate.

The third staff recommendation was to decrease the weekday evening fare from 65 cents to 50 cents. Since weekday evening service was less than half as productive, or had half the number of riders per hour of service, as weekday daytime service, staff believed that a fare reduction would encourage people to ride during this "slack" period of the day. Weekend fares would also be the same as weekday evening fares, which would make the fares consistent during low ridership times of the day.

Staff were also recommending that the price of day passes be increased from \$1.65 to \$1.90 each. Day passes allow the holder to ride an unlimited number of times in one day. During FY 90-91, the District would have sold approximately 55,000 day passes, which would amount to 2 percent of all trips. According to the Fare Policy adopted by the Board, the day pass price should be 2.5 times the cash fare, and should be increased at the same time as the cash fare.

The final recommendation was to increase the price of the summer youth Freedom Pass from \$19.95 to \$21.95. Freedom pass sales in 1990 totaled 1,459, a 9 percent increase over 1989. Staff recommended that the price increase by \$2.00 in 1991, and the pass value would be enhanced by special promotional efforts. Staff anticipated that 1991 sales would be comparable to 1990 sales, even with the price increase.

A five-year pricing plan was included for the Board's review, but only the 1991-92 pricing plan would be presented for Board approval at the March 13 meeting.

The Board briefly discussed the proposed fare changes, and indicated that the recommendations were appropriate and should be presented at the March 13 meeting for public comment and Board approval.

**BUS PURCHASE:** Mr. Pangborn, Director of Administrative Services, handed out a table showing federal and local shares for the purchase of 25 buses. He explained that the

grant application for new buses had been approved in 1989. Because the District had used a higher than required local match for the application, Ms. Loobey asked the Urban Mass Transportation Administration (UMTA) Administrator Brian Clymer if LTD might be able to use that local match to leverage a larger grant from UMTA. Mr. Clymer indicated that UMTA would consider that idea, but that Ms. Loobey should talk with the Region X office of UMTA. Before doing so, Ms. Loobey had wanted to discuss this proposal with the Board.

The Board members agreed that it would be beneficial to be able to receive more federal money for the same amount of local match. It was moved, seconded, and unanimously approved that Ms. Loobey approach the UMTA Region X Administrator to discuss the possibility of obtaining additional federal grant money based on the higher than required local share in the District's most recent application for funds to purchase new buses.

**ADJOURNMENT:** There was no further discussion, and the meeting was unanimously adjourned.



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Board Secretary