

MINUTES OF DIRECTORS MEETING

LANE TRANSIT DISTRICT

SPECIAL MEETING

Wednesday, April 15, 1992

Pursuant to notice given to *The Register-Guard* for publication on April 10, 1992, 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 not held in April, but a short special meeting was held at 7:00 p.m. on Wednesday, April 15, 1992, in the LTD Board Room at 3500 E. 17th Avenue, Eugene.

Present: Jack Billings
Janet Calvert
Tammy Fitch, Vice President
Patricia Hocken
Thomas Montgomery, Secretary
Keith Parks, President, presiding
Phyllis Loobey, General Manager
Jo Sullivan, Recording Secretary

Absent: Peter Brandt, Treasurer

CALL TO ORDER: Mr. Parks called the meeting to order at 7:00 p.m.

MOTION **APPROVAL OF MINUTES:** Mr. Billings moved that the minutes of the March 4, 1992, adjourned meeting and the March 18, 1992, regular meeting be approved as distributed in the agenda packet. Ms. Fitch seconded the motion, and the minutes were approved by unanimous vote.

VOTE

EMPLOYEE OF THE MONTH: Mr. Parks introduced the April Employee of the Month, Bus Operator Gayle Howard, who was hired on June 7, 1989, and promoted to full-time on January 19, 1992. Mr. Howard recently received his two-year safe driving award. He also serves as chairman of the District's Facility Safety Committee, and had been selected as an operator instructor for the new operator training program. He was nominated by a customer who described Mr. Howard as a very polite and thoughtful person who respected his passengers and was very helpful in all ways. When asked what made Mr. Howard a good employee, Transportation Administrator Bob Hunt said that in addition to his participation on the Facility Safety Committee and his selection as an operator instructor, Mr. Howard went about his duties in a very professional manner, and that he brought his personable approach and his even-handed manner to bear on everything he undertook.

Mr. Parks presented Mr. Howard with a certificate, letter, and check. Mr. Howard thanked the Board and said that an honor was magnified by the person or organization giving it, and that his honor was very great, because he worked for a great company.

ITEMS FOR INFORMATION AT THIS MEETING:

Service to Bogart/Bailey Lane Area: Ms. Loobey stated that during the public hearing on service changes for FY 92-93, a Mr. Bohm had presented a petition and asked that service on Bogart and Bailey Lane be continued. She said he had made an articulate request and represented the typical commuter market for the District. Additionally, the north/south section of Bogart was the District's only presence in that area, and staff thought it important to maintain a presence there. Staff had promised the Board to follow up with Mr. Bohm to see if an alternative to deleting the service could be found, and that had been done.

Ms. Hocken asked about the additional cost for this service. Mr. Viggiano said the cost would be just over \$800 per year. The service involved five minutes per trip, and would actually be taking away some of the layover time of the route in Coburg. The Board took no formal action, but agreed that providing this service was a good idea.

Curb Your Car Earth Day Promotion: Marketing Representative Ronnel Curry explained that the Curb Your Car Earth Day Promotion was a new campaign at LTD. LTD staff were working with the City of Eugene and the Oregon Department of Energy to promote the use of alternative transportation, in a campaign which asked commuters to leave their cars at home at least once a week and bicycle, walk, car pool, or take the bus to work instead of driving. The City paid for printing of the pledge cards and stickers, the ODOE sponsored the radio advertising, and LTD paid for the production and a few miscellaneous costs.

The goals of the promotion were to communicate and educate commuters about the advantages of alternative transportation and to motivate a change in behavior, to help clean the air. The campaign used a fun approach and started small, labeling those who promised to call for information about alternative transportation as "smart commuters"; those who promised to consolidate trips or bike, bus, or car pool to work at least once a week as "savvy commuters"; and those who promised to bike, bus, car pool, or walk to work at least twice a week or on Earth Day (April 22), or bicycle to work on National Bicycle to Work Day (May 19) as "super commuters." Environmental facts were included on the pledge card. If commuters sent the pledge card to LTD, they would receive stickers saying, "I curbed my car."

Ms. Curry said that the pledge cards and stickers would be passed out at LTD's major transit stations. She invited the Board members to help distribute the materials, or to participate with her in a radio discussion on KPNW on Earth Day. She also invited the Board members to fill out pledge cards themselves.

Thank You Letters Regarding Service Changes: Included in the agenda packet were two letters expressing appreciation for service along McKenzie River Drive east of Eugene and to the Eugene Easter Seal Center on Donald Street, in response to the Comprehensive Service Redesign service changes.

Board Member Reports:

Metropolitan Policy Committee (MPC): Ms. Calvert reported that no action was taken at the April 9 MPC meeting, but there was a good discussion of the role of transportation and

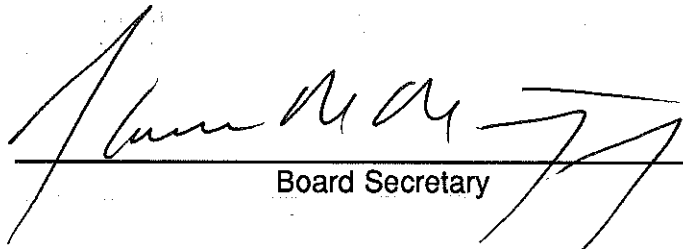
planning and how to work toward the update of the TransPlan. There were questions about whether or not the plan also addressed issues of land use, or whether the TransPlan and land use planning were going in two different directions. She said it was a good discussion of what had not been done and what could be done, which she thought would be useful in future discussions. Mr. Billings added that it was the first time he heard leaders of various governmental bodies express what should be done in the future, and he also thought it had the potential for being productive in the future. He commented that people were finally beginning to understand or respond to Ms. Loobey's statements about the nexus between alternative transportation planning and growth management.

Central Area Transportation Study (CATS): Ms. Fitch reported that the CATS Citizen Advisory Committee continued to meet, and she thought they were getting a little closer to their goal of recommending changes to the Study. The Committee's boundaries seemed to be defined a little better, and it was clear that the people who were against growth could not vote against an established document which planned for growth. However, she said she was not yet sure what the final document would look like.

Third-Quarter Performance Report: Mr. Billings commented that he was struck by the predictability of the pattern and sequence of ridership, with the same general pattern over the years. Ms. Loobey explained that the slopes on the graphs would change somewhat from year to year, but the basic pattern was the same. Usually, ridership increased in October, with the beginning of the rainy season. Often during the winter there would be a sharp peak during snowy or icy weather conditions, but this year the weather had been very temperate, so there were no sharp spikes in the winter ridership. Some of the predictability was due to the fact that about half of LTD's riders were students, so their ridership followed school terms and weather conditions, and dropped drastically during school breaks and summer term. Mr. Parks said he liked the quarterly reports, and that the information was easy to read and understand.

ADJOURNMENT: Ms. Loobey said that the Board had talked about holding a joint meeting with the Eugene Station Advisory Committee, so that both groups could hear all the information, questions, and responses to questions at the same time and in the same way. The District had retained Cawood Communications to set up a public information plan and hearing process, as well as how to prepare the Board to respond to the public input process. Ms. Fitch asked if the joint meeting would be in May, and whether it would be held before the public hearings. Ms. Loobey replied that the Board and Advisory Committee would need to name the preferred station location before the public hearing, so the public could comment on that location at the hearing. Mr. Viggiano added that staff would not be ready for the joint meeting for about two or three weeks.

Ms. Fitch moved that the meeting be adjourned. Mr. Billings seconded, and the meeting was unanimously adjourned at 7:25 p.m.


Board Secretary