

## MINUTES OF DIRECTORS MEETING

### LANE TRANSIT DISTRICT

### REGULAR MEETING

Wednesday, January 19, 1994

Pursuant to notice given to *The Register-Guard* for publication on January 14, 1994, 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 19, 1994, at 7:30 p.m. in the LTD Board Room at 3500 E. 17th Avenue, Eugene.

Present: Kirk Bailey  
Rob Bennett  
Steve Engel  
Tammy Fitch, Vice President  
Patricia Hocken, President, presiding  
Dave Kleger, Treasurer  
Thomas Montgomery, Secretary  
Phyllis Loobey, General Manager  
Jo Sullivan, Recording Secretary

**CALL TO ORDER:** The meeting was called to order at 7:30 p.m. by the 1992-93 Vice President, Tammy Fitch. Election of officers for 1994-95 had not yet been held.

**AUDIENCE PARTICIPATION:** Ms. Fitch asked for audience participation on issues other than the Americans with Disabilities Act Draft Paratransit Plan Update. There was none.

**EMPLOYEE OF THE MONTH:** Ms. Fitch introduced Customer Service Representative Chris Marquez, the January Employee of the Month. Ms. Marquez had been nominated by a co-worker, who described her as an excellent employee who helped her co-workers very willingly, and whose customer service skills were exceptional. When asked what made Ms. Marquez a good employee, Customer Service Administrator Andy Vobora had said that Ms. Marquez was one of those people who were always pleasant to be around, and that he could not remember a time when he had seen her upset or angry. He said this was especially valuable to LTD's customers. He also described Ms. Marquez as a team player who could be counted on to help where necessary, and with an exceptional attendance record that helped make it easy to count on her daily contributions.

Ms. Fitch presented Ms. Marquez with a certificate of appreciation and check, and congratulated her on being selected Employee of the Month. Ms. Marquez said she had enjoyed working for LTD and looked forward to continuing in her job.

**ELECTION OF OFFICERS:** Ms. Loobey explained that at the December meeting, the Board had delayed the election of new officers so that the new members on the Board who began their terms in January 1994 could vote for their officers.

MOTION Ms. Fitch nominated Ms. Hocken for a two-year term as the LTD Board President, beginning immediately and ending January 1, 1996. Mr. Montgomery seconded the motion. Mr. Kleger moved that the nominations be closed and a unanimous ballot be cast. Mr. Bennett seconded, and the motion carried unanimously.

VOTE

MOTION Ms. Hocken opened the nominations for Board Vice President. Mr. Montgomery nominated Ms. Fitch to continue in that office, beginning immediately and ending January 1, 1996. The motion was seconded, and Mr. Kleger moved that the nominations be closed and a unanimous ballot be cast for Ms. Fitch. The motion was seconded and passed unanimously.

VOTE

MOTION Ms. Hocken opened the nominations for Board Secretary. Mr. Bailey nominated Mr. Montgomery to continue as Board Secretary, beginning immediately and ending January 1, 1996. Mr. Kleger seconded. Ms. Fitch moved that the nominations be closed and Mr. Montgomery be elected by unanimous ballot. The motion was seconded and carried by unanimous vote.

VOTE

MOTION Ms. Hocken opened the nominations for Board Treasurer. Mr. Bennett nominated Mr. Kleger for the office of Board Treasurer, for a term beginning immediately and ending January 1, 1996. Ms. Fitch seconded the motion and moved that the nominations be closed and a unanimous ballot be cast for Mr. Kleger. Mr. Bennett seconded, and the motion passed unanimously.

VOTE

**CONSENT CALENDAR:** Ms. Hocken explained that the previous year, in an effort to streamline meetings, the Board had agreed to the placement of some of the more routine items on a Consent Calendar for each meeting. The Consent Calendar was designed so that anyone could remove any issue for a separate discussion and vote. She said that a few general questions could be handled without removing an item from the Consent Calendar, but for an extended discussion, the issue should be removed. She asked if there were any questions or concerns about the items on the Consent Calendar for that meeting.

MOTION Mr. Kleger moved that the Consent Calendar for January 19, 1994, be approved as presented. Ms. Fitch seconded, and the motion carried unanimously. (Items approved on the Consent Calendar were: minutes of the November 17, 1993, special meeting/work session; minutes of the December 8, 1993, special meeting/work session; minutes of the December 15, 1993, regular meeting; appointment of Jeanne Seward-Wallberg to the Special Transportation Fund Citizen Advisory Committee; appointment of the LTD General Manager as the official LTD designee to hear final ADA eligibility appeals; approval of a policy and resolution authorizing the General Manager to sign all LTD payroll checks by facsimile signature; and a resolution naming the new LTD Board President as Pension Trustee, effective January 20, 1994.)

VOTE

**LTD AMERICANS WITH DISABILITIES ACT (ADA) PARATRANSIT PLAN 1993-94 UPDATE:** Micki Kaplan, LTD Transit Planner, called the Board's attention to the written materials beginning on page 44 of the agenda packet. A copy of the Executive Summary of the Draft Plan was included in the packet, and a copy of the full Draft Plan for 1993-94 had been distributed with the agenda packets for the December 15, 1993, Board meeting. She explained that the ADA was a federal civil rights law for people with disabilities that contained

very specific requirements for transit operators. The most significant requirement was that LTD provide a comparable (in terms of days, hours, and span of service) paratransit system to that of the accessible fixed-route bus system.

For the new Board members, Ms. Kaplan explained that LTD was the primary funding source of the paratransit program, providing about 50 percent of the funding. RideSource, a curb-to-curb paratransit service, was different from a fixed-route bus because it operated similarly to a taxi program. Customers called for rides, and a smaller bus picked them up and dropped them off near the door of their destination. RideSource was strictly for use by people who were too frail to access fixed-route buses.

The ADA also required LTD to submit an annual Plan Update. Essentially, she said, the Update was a report card to the federal government on the District's compliance activities. This was the third consecutive year that LTD had developed an Update to its ADA Paratransit Plan. Ms. Kaplan explained that there really were no changes to the previous Plan; however, the most significant element in the 1993-94 Plan Update was that LTD was in full compliance with the Americans with Disabilities Act requirements. She stated that this was quite an accomplishment for LTD and the community, because LTD had reached compliance one year earlier than staff had projected, as well as several years before the 1997 federal deadline.

Ms. Kaplan said that approval of the Plan did not allocate any resources or revenue. The Board would have an opportunity to review the service expansion requests for the paratransit service at the February or March meeting, in conjunction with the fixed-route service requests.

The ADA was a very expensive federal law, with no resources allocated when it was implemented. However, LTD's costs were greatly minimized because of the earlier success of fixed-route accessible service. Ms. Kaplan said that the ADA would have impacted LTD a lot more adversely and would have been significantly more expensive had it not been for the Board's early vision in the 1970s to pursue a program of accessible fixed-route bus service. At that time, the LTD Board developed a policy that stated that LTD would pursue total fixed-route accessible bus service independent of federal or state regulations, which was a radical stance in that era.

Mr. Montgomery asked if LTD was now in compliance with the law as it would exist in 1997. Ms. Kaplan said that was correct; the law was passed in July 1990, and gave LTD until 1997 to slowly expand the RideSource program. That was what the District had been doing each year. Initial projections were that LTD would reach full compliance in 1995, but because demand had been slow to increase, and because LTD's fixed-route service was so successful, the District reached full compliance when RideSource service was expanded in September 1993.

Mr. Engel asked if the District might have to expand RideSource again by 1997 if the demand for service was present. Ms. Kaplan said that also was correct. One of the requirements of the ADA was that the District could not have excessive ride refusals. The number of times customers were turned down for rides was monitored on an annual basis. The program used to have a lot of ride refusals, but no longer did, because LTD had been

expanding service over the past few years. Currently, approximately 2 percent of all rides were turned down. As the community grew and the population aged, more and more people would want access to the program, so each year the program would have to keep pace with demand.

**Public Hearing on LTD Americans with Disabilities Act Paratransit Plan 1993-94**

**Update:** Ms. Hocken opened the public hearing on the ADA Plan Update.

(1) Paul Maguire of Eugene was the first to speak. He said he used RideSource quite often, and also rode the fixed-route service from time to time. As an example, he said that he rode RideSource to his parents' house, because they lived on a hill and there was no way he could get to or from the fixed-route bus. RideSource went up the hill and dropped him off; without RideSource, he couldn't visit his parents. He closed by saying he thought it was necessary that RideSource should be able to keep the program going as long as it could.

(2) Dianne Duerscheidt of Eugene said that she was representing the Special Transportation Fund (STF) Advisory Committee. She explained that the committee was made up of providers, riders with disabilities, and the elderly, and had been advising, revising, and giving input into the LTD ADA Paratransit Plan. She stated that the committee supported the 1993-94 Update completely, and thought it really worked with the population in Lane County, in broadening the ability to get around. She said that her "other hat" was with Alternative Work Concepts, a vocational work program. She knew about people's problems in getting to and from work and their abilities to get around in the evening. She thought it was wonderful that people with disabilities finally could go to social activities in the evening or on Sundays, and that the number of ride refusals was so small now. She said that LTD needed to be commended for giving the funding that was needed to get the job done, and then getting it done earlier than mandated.

(3) Jeff Osanka spoke in his role as Chair of the Committee on Accessibility for the Eugene Human Rights Commission. He said he wanted to particularly compliment LTD for its long-standing commitment to accessibility in general. Because of that, compliance with the ADA was easy, and that was to LTD's advantage; the long-time access that people had been able to receive from LTD was the community's advantage. He said that this was always a dynamic process and efforts would always be made to try to make things more perfect. He said the Committee on Accessibility would be glad to help if they saw any ways to help or had any suggestions for ways to make things more perfect. He suggested that LTD might want to consider the possibility of some arrangements for those who were less mobile to attend such a hearing; for instance, a shuttle from the Franklin Boulevard bus stop to the LTD offices, in case there were persons who needed special accommodations. He said there was always another detail that someone thinks of that had not been considered before, but there were so many wonderful things that LTD did that this was a minor detail. However, it was important for those people who might be less inclined to attend a meeting without that kind of service. Mr. Osanka said he had worked with LTD for many years, and the District truly was to be commended. He thanked the District on behalf of the committee people who appreciated the District's efforts.

(4) Three telephone comments on the Draft ADA Plan Update had been submitted to staff prior to the public hearing, and seven comments had been submitted anonymously on comment sheets at the December 2, 1993, Mobility Celebration at the Hilyard Community Center. A page listing those written and telephone comments is attached to the minutes.

**Closure of Public Hearing:** There was no other testimony, and Ms. Hocken closed the public hearing.

**Board Discussion and Decision:** Mr. Kieger said he thought it should be on the record that he had been personally involved in the development of this plan from the beginning, before his appointment to the Board. He did not see any conflict between that and the District's interests, but thought it should be stated for the record.

Mr. Engel asked where the other half of the paratransit funding came from. Ms. Kaplan explained that a small portion of the funds came from fares. Possibly 35 percent of the funding came from a tobacco tax administered by the State of Oregon through the Special Transportation Fund. Approximately \$450,000 in STF money was distributed to Lane County annually, and a large portion of that went to fund the RideSource program. Also, the State of Oregon Adult and Family Services reimbursed the program for transportation for agency-type service. Mr. Engel asked if the tobacco tax was earmarked by legislation to go to this paratransit service. Ms. Kaplan replied that it was not specifically earmarked for RideSource, but it was mandated to be used for transportation for the elderly and people with disabilities in Lane County and around the state. The main purpose of the STF Advisory Committee was to help allocate these resources, and the Committee had deemed the RideSource program to be the most efficient use of funds. Other county funds also went to other programs.

MOTION Mr. Montgomery moved that the Board approve the *LTD ADA Paratransit Plan 1993-1994 Update* and forward the plan to the Federal Transit Administration. Mr. Bailey seconded the motion. There was no further discussion, and the motion carried by unanimous vote.

VOTE

**BANK ACCOUNT SIGNATURE AUTHORITY:** Finance Administrator Tamara Weaver called the Board's attention to page 57 of the agenda packet, showing the proposed changes to a resolution authorizing the deposit and withdrawal of LTD funds. Staff were suggesting that Board officers no longer have signing authority on LTD's accounts, since staff seldom had asked the Board officers to sign, but had to purchase bond insurance on the two authorized officers. Additionally, since 1982, the District's independent contractor had been authorized as the sole signer to settle liability claims of \$1,000 or less. Since that time, the purchasing power of those dollars had declined significantly, and it was increasingly difficult for the claims adjustor to settle minor liability claims quickly. Staff recommended that the authorization amount be increased to \$2,000, and that the maximum amount authorized to be withdrawn from this account with double signatures be increased from \$2,500 to \$5,000. Checks larger than \$5,000 would go through LTD's regular account.

In response to questions from Mr. Bailey, Ms. Weaver explained that the District paid a \$5,000 premium for the two Board members. There did not seem to be any reason for Board members to accept even that level of risk because of the many internal controls for staff signatures. Ms. Loobey further explained that in the beginning, before LTD had any staff other

than an attorney, the Board signed all checks and approved all bills for payment. The vestiges of that remained in policy but not in practice. Ms. Weaver said that a 1984 resolution authorized three staff members and three Board officers to sign on District accounts. There had been times when Board signatures were necessary, if two of the three staff members were unavailable. However, in 1990, a Board resolution had authorized two additional staff, the Director of Operations and the Executive Secretary, to sign, and kept two of the three Board members as signers. One of the original three staff (General Manager, Director of Administrative Service, and Finance Administrator), who were more fully aware of the budget issues, was still required as one of the two signers on the checks.

**MOTION** Ms. Fitch stated that she thought both changes were an excellent idea. She moved approval of the Resolution authorizing the deposit of District funds at First Interstate Bank and setting conditions for withdrawal of those funds, found on page 58 of the agenda packet.

**VOTE** Mr. Montgomery seconded, and the motion passed by unanimous vote.

**COMMITTEE APPOINTMENTS:** Ms. Hocken stated that one of the duties of the Board President was to appoint members to various committees, and that staff were asking the Board to establish a new Eugene Station Committee.

**MOTION** Ms. Fitch moved that a Eugene Station Committee of the Board be formed, and that the Board President be authorized to appoint the three members to that committee, as well as to make appointments to the other District committees. The motion was seconded.

Mr. Bennett said that in talking with Ms. Loobey, he had expressed an interest in participating on the Eugene Station Committee. However, because a building he had interest in was a half-block away from the McDonald site, and there might be improvements on 10th Avenue, where that building fronted, he had a potential conflict of interest. He thought that not only would it be inappropriate for him to serve on the committee, but he was not sure he could even vote on the issues that the committee would take to the Board. Ms. Loobey said she and Mr. Bennett had discussed this, and the issue really was one of appearances. Some of the issues that the Board committee for the Glenwood facility had worked with were architect selection and change orders. She did not think the actual work of the committee would be a conflict, so then it was a question of appearances within the community, and Mr. Bennett had a better sense of that. The key to the issue came from District Counsel Robert Fraser, who said Board members would have to disclose a potential conflict of interest, and could vote, but would not have to. She thought that Mr. Bennett's advise and counsel on the Eugene Station issues would be invaluable to the District, but it was Mr. Bennett's and the Board's decision. Mr. Engel said he thought it was natural that Mr. Bennett be on the committee; he might be concerned if he were not aware of Mr. Bennett's character, but he knew that Mr. Bennett was sensitive to those kinds of issues.

Mr. Bennett stated that he had made a firm decision not to be on the committee, and he appreciated the opportunity to be on record regarding this issue. He said he also would appreciate the opportunity to deal with future issues on a case-by-case basis, and asked that other Board members let him know if they believed he was not doing what was in the best interest of the community. He said he was happy that he could participate as a Board member in some other parts of the process.

VOTE There was no further discussion, and the motion carried by unanimous vote.

Board Eugene Station Committee: Ms. Hocken said she had planned to appoint herself, Mr. Kleger, and Mr. Bennett to the committee. She asked Board members to let her know if anyone was interested in the third position. Mr. Engel said he was more interested in the financial committee, but he spent a lot of time in downtown Eugene and used the bus station regularly. He would bring a downtown perspective to the committee, not necessarily a new perspective. Mr. Montgomery thought it would be helpful to downtown Eugene to have input from someone who was knowledgeable about downtown. Ms. Hocken appointed herself, Mr. Kleger, and Mr. Engel to the Eugene Station Committee.

Board Compensation Committee: Ms. Hocken appointed Mr. Bennett, Mr. Montgomery, and Ms. Fitch to the Compensation Committee.

Board Finance Committee: Ms. Hocken appointed Mr. Montgomery, Mr. Engel, and Mr. Bennett to the Finance Committee.

Willamette Valley Policy Advisory Committee on Transportation (V-PACT): Ms. Hocken said she would continue to represent the Board on V-PACT for the time being.

Pension Trustee: Ms. Hocken reminded the Board that in approving the Consent Calendar, they had approved her, in her role as Board President, as Trustee for the District's pension plans.

Metropolitan Policy Committee (MPC): Ms. Hocken said that Mr. Bennett had agreed to serve as one of the Board's two representatives on the MPC, replacing Ms. Calvert. MOTION Mr. Kleger moved that the Board appoint Mr. Bennett as one of its two representatives on VOTE MPC. Mr. Montgomery seconded, and the motion carried unanimously.

TransPlan Symposia Process: Ms. Hocken explained that she and Ms. Fitch had been appointed by the Board as LTD's representatives in the TransPlan Symposia process, and Mr. Kleger had been appointed before he became a Board member. Due to her additional responsibilities as Board President, Ms. Hocken had asked Mr. Bailey if he would be willing to replace her in the TransPlan Symposia process, including the Transportation Demand Management (TDM) subcommittee, and Mr. Bailey had agreed to do so.

MOTION Mr. Montgomery moved that the Board appoint Mr. Bailey to replace Ms. Hocken in the VOTE TransPlan Symposia process. Mr. Bennett seconded, and the motion carried unanimously.

#### ITEMS FOR INFORMATION AT THIS MEETING:

Board Member Reports: V-PACT--Ms. Hocken explained that V-PACT was a statewide committee charged with coordinating transportation planning in the Willamette Valley. It included representatives from LTD, Tri-Met, Salem Area Transit, mayors and council members from the various cities, the Port of Portland, the airline industry, Greyhound, rail, and trucking. Representatives were from a broad range of geographical areas, urban and rural areas, industry, and transportation. The idea was to develop an integrated transportation plan. So

far, the committee's time had been spent becoming educated about all kinds of transportation, freight, etc., and next would begin developing a work plan.

TransPlan: Ms. Hocken said that the **TDM task force** was balanced from various segments of the community, including people who primarily drove private automobiles but wanted to help find alternative modes. The task force had been discussing needs to be met, opportunities, and strategies that might change people's behaviors. Ms. Fitch said that representation on the **Land Use task force** also was very diverse, and had discussed a whole spectrum of possibilities for land use in the future. She asked the Board to consider approval of sending a letter from the Board President to Springfield Mayor Morrisette, recommending that as the Sony development was planned and constructed in the Gateway area, LTD be kept in mind. The District and Sony could develop a group pass program for Sony employees, and could plan bus service and facilities ahead of time. Mr. Engel asked what avenues were available that might be stronger than a welcome letter. Ms. Hocken said there had been recent changes in Eugene land use laws that authorized LTD to review plans for developments of any size, but that had not been done in Springfield. Mr. Bennett said that this issue could be taken to the MPC, to ask MPC to go on record in support of this concept. Ms. Fitch said she had a conversation with City of Springfield staff and didn't think they would be opposed, but it would be wonderful to have something in writing. Mr. Bennett suggested a letter to or audience with John Lively of the Metro Partnership, since he had been involved in the early conversations with Sony, and could present the importance of the community's transportation planning to Sony.

Ms. Loobey thought that, because of the timing, it would be useful to write a letter and put the issue in front of the Mayor and on the MPC agenda, and to write a similar letter to Mr. Lively. Ms. Hocken said this issue could be raised at MPC without being on the agenda, as well. Mr. Bennett wondered if there were technical issues that should be raised. Ms. Hocken suggested that the complex should be designed to provide a short walk for pedestrians and bus riders, and Mr. Bennett wondered if LTD should ask to meet about the specifics or define them in the letter. Ms. Loobey suggested that in the letter the Board could offer a number of issues the District would like to talk about, and then discuss them in more detail during a meeting. Mr. Engel said it would be important to follow up on the letters.

**MOTION**

Mr. Montgomery moved that the Board President send a letter covering what had been outlined in the preceding discussion, and that staff be directed to continue to pursue the matter and place the issue on the MPC agenda. Mr. Bennett seconded the motion.

Mr. Engel wondered why it was necessary to have a motion to write a letter. Ms. Hocken said she didn't know if a motion actually was needed, but most past correspondence from the Board President had been agreed upon by the Board. Mr. Montgomery said it was done mainly to ensure Board consensus on issues. Mr. Engel asked if there would need to be a vote if the President did not send a letter, to direct staff to contact other staff, etc., but with the Board President's signature on LTD letterhead, there should be a motion from the Board. Ms. Loobey said that the Board could just direct staff without a motion. Ms. Fitch said that during her time on the Board, there had been a lot of discussion about whether the Board should be proactive or reactive--whether the District should provide service before it was demanded, with education, or wait until service was demanded to provide it. With four new



Board members, the Board would not want to make assumptions before the Board had a chance to discuss these kinds of issues.

VOTE

Ms. Fitch called for the question, and the motion carried by unanimous vote.

Mr. Kleger reported on the **Transportation Systems Management (TSM) task force**. He and Emily Schue had been named co-chairs of the task force, which had been meeting twice a month. The task force was about finished with background briefings and would begin discussing strategies for improving the community's transportation systems.

Metropolitan Policy Committee--MPC Review of Public Education Campaign:  
Ms. Hocken reported that a proposal from LTD regarding a joint public education campaign had been discussed at the most recent MPC meeting. She explained that the previous spring, LTD staff had included money for a public education campaign in the proposed budget for FY 93-94. There had been a lot of discussion by the Budget Committee, and some Budget Committee and Board members did not think it was an appropriate use of funds. Rather, they thought the funds should be used for marketing the actual service, and not to convince people to ride alternative modes. Others had thought a public education campaign was a good idea, but should be done in conjunction with other local units of government. When the budget was adopted, the public education campaign money was left in, but the Board directed staff to not spend any of the money until they could come back to the Board with a detailed work plan and had tried to involve other agencies in a joint effort. Staff had informal contacts with staff of the other local governmental units, and now were coming before the governing bodies through the MPC, in an attempt to have the MPC endorse the campaign and to have the MPC representatives take the issue back to their individual governing boards for approval. MPC did not adopt this idea, and directed LTD to work with the marketing staff working on the TransPlan Update process and to develop some sort of campaign that would focus on whatever strategies were adopted in the TransPlan Update; to use the marketing specifically to target those strategies to get people to accept them or do whatever marketing was necessary to get the general public get on board with what the TransPlan said the transportation future in the community should look like. Several members did not think general transportation education would work, and that it made more sense to target the education campaign specifically to strategies that would come up through the TransPlan Update process.

Ms. Hocken said that the new Board might want to become involved in public education now and have LTD do it on its own, so staff would provide background information and receive some direction from the Board. Ed Bergeron, LTD's Marketing Administrator, discussed staff's original ideas. Staff had concentrated on four areas: current trends, mandates affecting the community, the role of LTD and other agencies, and a call to action. Staff had suggested a three-year campaign that would complement the TransPlan Update. The concept for the campaign had come out of the strategic goals discussed by the Board early in 1991, three of which were pertinent to public education: (1) an emphasis on improving service to the community; (2) strengthening LTD's partnerships within the community; and (3) becoming a leader in promoting alternative transportation. Over time, the District had seen the community's priorities evolve to be more comfortable with a partnership with LTD, and transportation issues became more broad than transit alone. The potential for partnerships was there; other agencies were committed to the TransPlan Update, and believed that public

education was important. The challenge was that providing the detailed plan with specific numbers that MPC wanted would be difficult without first bringing the partners on board, doing research, etc.

Mr. Engel asked about vehicle miles traveled (VMTs) and whether the federal government had earmarked money for public education about the new federal regulations. Ms. Loobey explained that VMTs were relevant because state land use goals were that the community would reduce VMTs by 20 percent within the next thirty years. Mr. Bergeron added that the Lane Council of Governments (LCOG) had state money to conduct and develop a plan for the TransPlan Update, and public involvement was a federal mandate, as well as part of good plan development. However, that public involvement was focused on getting the plan adopted. The ability to discuss issues and educate the community on other transportation issues was limited, and that was why, in the past, LTD had been willing to step forward and strengthen its partnership with the other agencies and assume more of a leadership role. In the spring, Budget Committee discussions turned more to a partnership role again.

Ms. Fitch said she would be concerned about a twist from using LTD money for education about the different modes of transportation to education about the TransPlan Update. Ms. Hocken wasn't sure if this was totally in conflict, because the TransPlan would be very supportive of alternative modes. She thought the issue was whether the District would do education in general or for a specific project or outcome, rather than a general outcome of reducing VMTs. She said that City Councilor Shawn Boles had commented that education for general concepts was not effective in changing people's behaviors, and the rest of the MPC had accepted that statement. The MPC was interested that LTD had public education money, and wanted the District to use it for things the MPC members were working on and projects they thought LTD should get involved with.

Mr. Bennett asked if LTD had a separate marketing budget. He said that education was an important part of the message, but marketing had a different meaning. It was explained that LTD had a separate marketing budget that was used for Rider's Digests and other kinds of advertising to encourage people to ride the bus. Mr. Bennett said he had been hearing for years about various goals and objectives of the community with respect to alternative modes. The current TransPlan had a high number as its objective for use of alternative modes that used to be substantially above what any community could come close to achieving. He said he used to argue that the community should have an objective that people believed was achievable and set a marketing strategy to actually get there. He did not know how the TransPlan Update would come out, politically or realistically. He agreed that it was important to have a specific thirty-year objective to reduce VMTs, but thought it was inappropriately stated and should have three- to five-year increments where the community actually was held accountable. With TDM types of projects, without a strong marketing program, those kinds of things could fail. He thought the District should take a leadership role, because it ought to be able to do what it wanted. He also thought that the marketing budget should be really aggressive and the marketing done in an interesting way. Finally, he thought that aside from supporting the TransPlan Update, LTD should stay out of its marketing, and make its own plan.

Mr. Montgomery said he had said before that he had no problem supporting public education, but LTD was a bus company, and he did not want to see money spent on other

issues "brought to you by LTD." He thought the District should educate the public by saying, "We are LTD; this is what the federal regulations say and if we don't do it, we will lose federal money; so ride the bus." He wanted LTD to have more mention than just helping to pay for something else, and thought that LTD's focus should be the bus in the context of the advertising for LTD and the advantages for using it. He thought public education would be fine in that context.

Mr. Bailey said he would like to go on the record as supporting what Mr. Bennett had said in terms of an aggressive marketing plan. He thought LTD should take the Nike slogan to heart, and "Just Do It." He thought that LTD should take a leadership role, and was not so concerned about what the other agencies in the area wanted to do. He suggested that LTD's perspective should be that marketing alternative transportation was the way to go, such as informing people of the need to comply with or exceed Rule 12, reducing VMTs, etc. He said he did not particularly feel like waiting.

Mr. Engel asked if there was money in the LTD budget that could only be used for marketing from some other source, other than what the LTD Board had set, and whether the Board could say it could or could not be spent on marketing. Ms. Hocken said there was; she didn't think anyone on the prior Board had any objection to the traditional marketing proposed in the budget, just with the new public education campaign budget, which LTD had set, as well. Mr. Engel questioned whether it was LTD's sole responsibility to see that the whole county complied with the state and federal regulations, and could choose to do some Rule 12-type advertising. Ms. Hocken thought that a lot of advertising LTD would do would contribute to that, anyway, and said that LCDC Rule 12 was not in conflict with LTD's corporate mission. Ms. Fitch suggested showing the new Board members some of the examples of advertising being used around the country, which she termed positive marketing efforts.

Mr. Kleger said he was mostly concerned about attempting to dovetail the public education/marketing into the results of the TransPlan Update, which would take another couple of years. He said he would rather do it now, and that anything LTD could do to increase the share of transit ridership would be beneficial. He thought LTD should get moving on the effort, rather than waiting until there was some sense of knowing where the TransPlan was going. Mr. Engel asked Mr. Kleger if he was supporting continued and renewed market education for people to ride the bus or alternative transportation. Mr. Kleger said he primarily was supporting riding the bus, but did not mind including other alternatives, also, but for the time being, he thought concentrating on transit was the way to go. Mr. Engel said he also would support that.

Ms. Hocken said that it was not intended that the Board would reach a decision that evening, and a motion was not needed at that time. She stated that she thought she had heard from the Board that LTD had a role to support its own services and could work with the other units of government, but maybe their timing was different than LTD's timing and their concepts might be different.

Ms. Loobey stated that the public education campaign had not been meant as a traditional marketing campaign. It was not clear from all members of the Board that LTD was just a bus company, because under ISTEA and TransPlan, LTD was a little more than just a

bus company. She said that the Board could discuss this more later, as well as the current marketing budget and campaigns in other parts of the country. Staff would bring this back to the Board for a full discussion, because these were major policy issues that the Board would have to address as staff built the budget for FY 94-95.

**Annual Review of LTD Deferred Compensation Plan:** Mr. Bennett asked if the full Board would discuss future ratings of the deferred compensation plan, or if the Board Compensation Committee would bring a recommendation to the Board if action was necessary. Ms. Loobey said it would go through the Compensation Committee, and that the District did not contribute to deferred compensation on behalf of employees.

**Budget Committee Nominations:** Ms. Hocken stated that Mr. Bennett, Mr. Engel, and Ms. Fitch would be asked to submit names to fill Budget Committee vacancies in the next few months. She said that Ms. Loobey had information about people who were willing to continue, or Board members could name their own candidates. She added that Budget Committee members needed to live within the District's boundaries, but not within the Board members' subdistricts.

**December 1993 Financial Statements:** Mr. Montgomery asked about the Comparative Balance Sheet on the Special Transportation Fund, where all current balances and previous year balances were zero. Ms. Weaver explained that the Special Transportation Fund was flow-through money, but in some months, there actually was a balance for a short time. Most of the transactions cleared during the month, so there would not be a balance during those months. She said she was being conservative each month by putting the balance sheet in the packet, even though there was no balance. Ms. Hocken added that it was a new fund this year. Mr. Engel said that, for completeness, he would encourage Ms. Weaver to continue to include the balance sheet for fiduciary purposes.

MOTION

**EXECUTIVE SESSION PURSUANT TO ORS 192.660(1)(d):** Ms. Fitch moved that the Board go into executive session pursuant to ORS 192.660(1)(d), to conduct deliberations with persons designated by the governing body to carry on labor negotiations. Mr. Montgomery seconded, and the motion carried by unanimous vote at 9:20 p.m. Director of Operations Tim Dallas and Human Resources Administrator Bill Nevell were present for this discussion with the Board.

VOTE

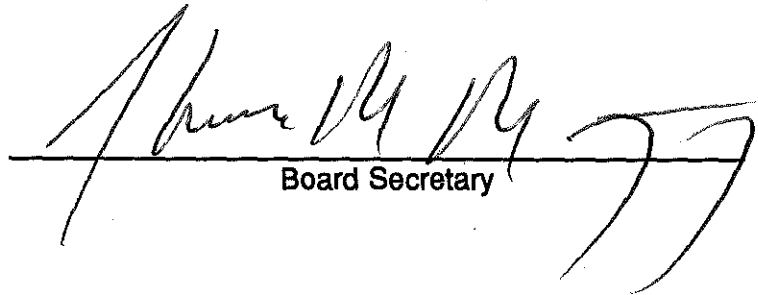
**RETURN TO REGULAR SESSION:** The Board returned to regular session at 9:55 p.m.

**BOARD REQUEST FOR SALARY COMPARISON INFORMATION:** Ms. Fitch stated that she had read an article in *The Register-Guard* in which statements were made by the Amalgamated Transit Union (ATU) about inequities between non-Union and Union compensation. She said that, as Chair of the Board Compensation Committee who had worked on compensation issues for a number of years, she would like the Board to direct staff to provide comparison information for the Board at the February meeting. She stated that the Compensation Committee had worked very hard to be equitable about Union and non-Union employee compensation increases, and she was shocked by the statements. She said she would like a comparison from staff to show if she had been wrong in her understanding all those years, because she had believed that the Union and non-Union compensation increases

had been fair; she thought they may even have been high on the Union side, rather than the other way around, as presented by the Union in the newspaper article.

**MOTION** Ms. Fitch moved that the Board direct staff to provide compensation comparison information in response to the statements made by the Union. Mr. Kleger seconded the motion. Mr. Montgomery said that he, as another member of the Compensation Committee, took the motion to mean that the Board would see a comparison to know whether the Committee's wishes had been carried out over the years, by seeing a comparison. There was  
**VOTE** no further discussion, and the motion carried by unanimous vote.

**MOTION** **ADJOURNMENT:** Ms. Fitch moved that the meeting be adjourned. Mr. Montgomery  
**VOTE** seconded the motion and the meeting was unanimously adjourned at 9:56 p.m.

  
Board Secretary

(attachment)

ATTACHMENT TO JANUARY 19, 1994, REGULAR BOARD MEETING MINUTES

**PUBLIC COMMENTS RECEIVED ON DRAFT ADA PLAN UPDATE  
by January 19, 1994**

**COMMENTS SUBMITTED ANONYMOUSLY ON COMMENT SHEETS AT THE DECEMBER 2,  
1993, MOBILITY CELEBRATION AT THE HILYARD COMMUNITY CENTER:**

1. Most wonderful service! Only way I can visit my husband in the nursing home. Thank you. Everyone has been very helpful.
2. I have been riding "dial-a-ride" for many years--just like family. Wonderful people; take good care of me and all my friends.
3. Thanks for a great service.
4. I want to ride on the bus for an outing.
5. Whoever sold you those white elephants? (Referring to the "Wide One" modified van in the RideSource fleet)
6. How about a Christmas light tour?
7. The service is perfectly fine!

**TELEPHONE COMMENTS SUBMITTED TO LTD ON THE ADA PLAN UPDATE 1993-1994:**

January 11, 1994  
Brain Knowles  
Olive Plaza  
Eugene, Oregon

"I support LTD's ADA Draft Paratransit Plan. I feel LTD has done an excellent job providing paratransit service to those who need it. I serve on the STF Advisory Committee and have been a volunteer on the citizen advisory committee assisting LTD and LCOG for 2 1/2 years."

January 5, 1994  
Bob Bergman  
946 Coburg Road  
Eugene, Oregon

"I like RideSource. RideSource does a good job for me for going to school, going home, and to work. I have been riding for awhile now and it works for me. The Drivers are nice."

December 20, 1993  
Ken Rivernider  
90 Silver Lane  
Eugene, Oregon 97404

"Relative to what I have observed in various large cities and smaller towns, I am thoroughly impressed with LTD's transportation system and accessible services. This was a part of why I moved to Eugene. The transportation system is excellent. I am very impressed that LTD provided accessible mainline transit service long before the ADA was law, and has now complied several years before the 1997 deadline."