

MINUTES OF DIRECTORS MEETING

LANE TRANSIT DISTRICT

REGULAR MEETING

Wednesday, June 21, 1995

Pursuant to notice given to *The Register-Guard* for publication on June 15, 1995, 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, June 21, 1995, at 7:30 p.m. in the LTD Board Room at 3500 E. 17th Avenue, Eugene.

Present: Pat Hocken, President, presiding  
Dave Kleger, Treasurer  
Kirk Bailey, Vice President  
Rob Bennett  
Roger Saydack  
Thom Montgomery, Secretary  
Phyllis Loobey, General Manager  
Jennifer Self, Minutes Recorder  
Jo Sullivan, Recording Secretary

Absent: (one vacancy)

**CALL TO ORDER:** Ms. Hocken called the meeting to order.

**ROLL CALL:** Ms. Loobey called roll.

**INTRODUCTORY REMARKS BY BOARD PRESIDENT:** Ms. Hocken welcomed staff and audience members to the meeting. She added that the Board would first address the TransPlan update that was held over from the work session.

**AUDIENCE PARTICIPATION:** No one wished to speak.

**EMPLOYEE OF THE MONTH:** The June Employee of the Month was Customer Service Representative Greg McKenna. He was hired on January 4, 1993, and earned an award for exceptional attendance for 1994. He was nominated by a customer, who wanted to thank Mr. McKenna for extraordinary service. The customer explained that the day after he reported his book missing, Mr. McKenna saw him walking by and ran a half-block after him to return it.

When asked what made Mr. McKenna a good employee, Customer Service Administrator Andy Vobora said that he had never seen Mr. McKenna become angry or upset with a customer or co-worker, and that Mr. McKenna had a real gift for staying calm and offering quality service to each of his customers. Additionally, Mr. McKenna was the editor of the District's customer newsletter, "Bus Talk," and currently was serving as a member of the Eugene Station Employee Advisory Committee. Mr. Vobora added that he felt honored to have the opportunity to work with Mr. McKenna, and that the District truly benefitted from Mr. McKenna's outstanding customer service skills.

Mr. McKenna was introduced, and said that it was nice when "you put a little heart into your work, and a little heart comes back to you."

**TRANSPLAN UPDATE:** LTD Planning Administrator Stefano Viggiano stated that staff hoped to highlight some of the more controversial issues that were contained in the TransPlan process. He said that Tom Schwetz, Lane Council of Governments (LCOG); Peter Watt, LCOG; and Allen Lowe, City of Eugene, were present to give the staff report.

Mr. Viggiano reminded the Board members that the TransPlan had been described as a triangle with three major sets of strategies for dealing with transportation issues: (1) transportation system improvements; (2) transportation demand management (TDM); and (3) land use management. He said that staff planned to update the Board members on some of the pricing issues with regard to TDM, and review some of the main land use strategies. He said that he would suspend his report on urban rail development to another meeting in which there was more time.

Mr. Schwetz stated that ultimately a TransPlan would be created and all the jurisdictions would be asked to adopt the plan before submitting it to the State. He said that the committee hoped to have adoption by the middle of 1997. He said that committee members wanted to have a draft plan completed by late 1996. The committee currently was in the evaluation phase, which contained both policy review and technical evaluation.

Mr. Schwetz stated that one of the more controversial things considered by the TDM task force was a set of demand management measures that fell into a category of pricing. He said the three basic categories of pricing were vehicle use, vehicle trips, and vehicle ownership, and ECO Northwest reviewed all of those pricing strategies during the TDM process. He said that a fuel tax, an emissions tax, increased parking costs, registration fees, and congestion pricing were all considered. He said that the ECO Northwest staff believed that congestion pricing was the most direct way to address what they labeled as a "mispricing of the roadway use," but it could be more costly than other pricing mechanisms.

Mr. Watt gave the members an overview of land use issues. He said that the committee had been moving away from vehicle miles traveled (VMT) reduction as the primary goal and moving toward improving accessibility. He said that accessibility had two aspects: (1) mobility; and (2) land use.

Mr. Watt stated that the committee had been reviewing the idea of nodal development to focus on the land use issues, and that nodal development was the ultimate goal of the committee. The main focus of nodal development was that the nodes would be transit- and pedestrian-oriented, and the idea was to have density and proximity working together. He added that the Land Use Task Force approved the nodal development strategy as defined by a set of design principles. He said that design, density, and diversity all needed to be present and working together in order for nodal development to work.

Mr. Lowe stated that the Land Use Measures Task Force spent the first six months of its appointment identifying the key principles/strategies, and that over the last year the principles had been better refined. He said that transit was the baseline for nodal development.

Mr. Lowe referred the members to a map, and stated that the group agreed to multimodal corridors, within which frequent transit routes would be established, along with high-intensity employment centers and high-density residential areas along the tentative corridors. A third notion that the committee addressed was the notion of design, and the committee had created a set of design principles that related to the functional aspect of how people made choices about transportation. He cited some design examples, such as siting the buildings in ways that gave preference to pedestrian usage; i.e., having the entrances of buildings on the streets rather than set back behind parking lots, or having transit stops close to building entrances.

Mr. Lowe said that over the last year the committee had designated 63 sites throughout the region proposed for nodal development. He explained that the committee had three different classifications of sites: (1) residential centers; (2) commercial centers; and (3) employment centers. The committee had identified some areas within the city that had the essence for nodal development, and the members thought that by applying specific design principles, those areas could be improved. He said that density codes would not be applied to every area, but rather the codes would be applied in a consistent fashion.

Mr. Lowe said that a further issue was compatibility. He said that people wanted to know how these developments would affect their neighborhoods. He explained that within each of the 63 areas, the core commercial area would be surrounded by medium- and high-density housing, which would be within walking distance of transit stops. He added that when the development was completed, someone who currently lived three miles from the nearest grocery store would live only a few blocks from a grocery store. He said that the committee was paying close attention to how these nodes would be developed and what would change within the development areas.

Mr. Lowe listed the issues the following design concepts:

- \* The nodes would be designed for pedestrians;
- \* Design and orientation of buildings would allow for better pedestrian and transit user access;
- \* The street layout would promote interconnectivity and a slowing of traffic;
- \* The idea of pedestrian, bicycle, and transit user connections was fundamental to the design;
- \* The nodes would create a mix of housing types.

Mr. Bailey asked about the TransPlan time line. Mr. Schwetz stated that the 1997 approval date was an acceptable date, though the deadline had been extended by one year.

Mr. Bailey referred members to page four of the TransPlan packet material, and asked to what Mr. Schwetz attributed the 33 percent neutral number in relation to effectiveness. Mr. Schwetz stated that he attributed that number to not giving the community enough information upon which they could base a decision.

Mr. Montgomery asked for a definition of "congestion pricing." Mr. Schwetz said that it was the premise of charging more money when the streets were busier. He listed toll booths as examples.

Mr. Bennett asked if the committee was operating on the assumption that by creating density LTD would be able to gain a significantly higher market share in terms of trips. Mr. Schwetz said that the land use proposals were supportive of transit. He added that the committee was counting on frequency of service to make the nodes viable. He said that urban rail could be viewed as an end result of this planning shift.

Mr. Bennett asked if Mr. Schwetz would push the express lane concept as fervently as the LTD Board. Mr. Lowe stated that for transit to compete it needed to be as fast and as convenient as an automobile. Mr. Schwetz added that this was the time for LTD Board to be advocating for an express lane. He noted that there were corridors wherein it made sense to push for express lanes.

Mr. Bennett asked if the committee had considered performance zoning. Mr. Lowe stated that it had been discussed, but the committee was not at a point, yet, to discuss the approaches to zoning.

**ITEM FOR INFORMATION: OBIE MEDIA:** Caroline Craven, Marketing Director for Obie Media, gave a brief update about the transit advertising. She said that the new transit murals were working extremely well, and Obie Media had nearly sold out the space. She distributed a survey conducted by Obie staff illustrating that LTD was receiving the third highest revenue per vehicle in the Northwest.

Ms. Craven thanked the Board for letting Obie Media use the buses for the mural ("Bustacular") program. She said that Obie could now offer advertising to all three markets (Salem, Portland, and Eugene). She reminded the Board that 80 percent of Obie's advertising was local, and the murals had been very lucrative for small and large businesses. She noted that Obie had received some wonderful feedback from companies that were very pleased with the murals.

Ms. Craven presented a slide show of the various murals. She said that Obie had signed out 15 of the half-side murals in the last month and it was half-way sold out of its available space. She said that LTD had agreed to do 30 advertisements, and she would not be surprised if the other 15 were sold within the next few months. She added that Obie Media was working on wrapping the murals around the tail of the buses.

**ITEMS FOR ACTION AT THIS MEETING:**

**CONSENT CALENDAR:** The consent calendar for June 21, 1995, consisted of: (1) Minutes of the May 17, 1995, special Board meeting/work session; (2) Minutes of the May 17, 1995, regular Board meeting; (3) Minutes of the June 13, 1995, special Board meeting/conference call; and (4) Resolution Reaffirming the Territory in the District Within Which the Transit System Will Operate in FY 95-96.

Ms. Hocken stated that in the Minutes of the June 13, 1995, special meeting, the last paragraph on page 2 should have read that "Ms. Wooten had not supported an elected Board . . ." rather than "Ms. Wooten did not vote for an elected Board . . ." because no vote had been taken.

MOTION Mr. Saydack moved, seconded by Mr. Montgomery, to approve the consent calendar with  
 VOTE the corrections of the minutes of the June 13, 1995, special Board meeting. The motion passed  
 unanimously, 6:0.

**EUGENE STATION COMMITTEE RECOMMENDATION: APPROVAL OF DRAFT PROGRAM:** Mr. Kleger directed the Board to the information in the packet. He added that if the members had any comments, suggestions, or changes, they should give that information to Mr. Viggiano. Mr. Kleger stated that the next Design Review Committee Meeting would be held on June 27, 1995, in the Olive Plaza Building. He said that some focus groups had been held with some senior groups and some high school students, and the issues raised by both groups were very similar.

Eric Gunderson, lead architect for the Eugene Station project, stated that this was the time to dream about what should be included in the station design.

Mr. Montgomery, referring to page 38 of the meeting packet, asked what the statement "provides interesting activities for waiting passengers" meant. Mr. Viggiano stated that the document to which he was referring was minutes from a meeting with an Employee Advisory Committee meeting, and every idea that was mentioned was listed in that document. He added that these ideas did not necessarily have general consensus and were not necessarily part of the program.

MOTION Mr. Kleger moved, seconded by Mr. Bailey, to approve the Draft Program for the Eugene  
 VOTE Station with the changes recommended by the Eugene Station Committee. Mr. Saydack stated  
 that he hoped the station would include a good mural. The motion passed unanimously, 6:0.

**BUDGET RESOLUTION TO INCREASE TRANSFER TO CAPITAL:** Tamara Weaver, Finance Administrator, referred members to page 49, and stated that staff were requesting that \$293,000 that LTD received from the sale of the Garfield Property be moved to the Capital Fund and become a part of Capital Reserves. The sale had been programmed for FY 93-94, but had not occurred until FY 94-95.

MOTION Mr. Montgomery moved, seconded by Mr. Kleger, to approve the attached Resolution  
 VOTE transferring \$293,000 from General Fund Materials and Services and Contingency to the Capital  
 Fund. The motion passed unanimously, 6:0.

**ADOPTION OF FISCAL YEAR 1995-96 BUDGET:**

**Staff Presentation:** Ms. Weaver stated that staff made some minor modifications, and listed them as follows:

- \* An increase in Oregon Transportation Association (OTA) Dues of \$13,800;
- \* An audit fee for Certificate of Excellence of \$420;
- \* An addition of Transportation consultant for FY 94-95 to FY 95-96 of \$20,000;
- \* A reduction estimate of medical insurance costs of \$39,650.

Ms. Weaver stated that with these changes there was a net reduction in appropriations of \$5,430.

Mr. Bennett asked about the transportation consultant. LTD Transportation Administrator Patricia Hansen said that LTD did not currently have a hired consultant, but staff had retained someone working for the district who would be helping with the organizational development aspects. She noted that staff expected to gain a consultant's expertise in obtaining different ways of looking at reorganization because staff wanted to be proactive. She said that she was looking for information about how other transit districts were organized.

Ms. Loobey added that staff were reviewing the structure of the entire organization to determine what needed to be changed. She said that there would be some changes, specifically, staff was contemplating having only one department director and reorganizing transportation, maintenance, marketing, and planning into two divisions: (1) service development (long-term, capital, finance, and strategic planning), and (2) service delivery (operations, marketing, planning, transportation, maintenance, customer service, and TDM).

Ms. Loobey stated that LTD had been a member of the OTA since its inception in 1971-72. She said that for years the association had been funded largely by Tri-Met, but the formula had been changed and LTD would be paying more dues.

Ms. Weaver stated that in the last few weeks most of the prices for health and welfare costs had been set. She said that LTD had changed carriers and would be saving \$25,000 per year.

Mr. Bennett asked how LTD had been dealing with the increasing rates of health and welfare costs. Ms. Loobey stated that the Health and Welfare Committee had made adjustments over time to combat rising costs. She added that the committee had started ancillary programs to lessen costs as well. She said that LTD went with QualMed because it had both an HMO and an indemnity plan, so that employees can use primary care physicians of their choice. Ms. Weaver stated that LTD was required to offer an indemnity plan by contract.

Mr. Kleger stated that several operators had given him good feedback about the new plan.

**Public Hearing:** Ms. Hocken opened the public hearing and hearing no requests to speak she closed the public hearing.

**Board Deliberation and Discussion:** Mr. Kleger moved, seconded by Mr. Bailey, approval of the Resolution adopting the Fiscal Year 1995-96 budget and appropriating \$31,187,130 as represented in the Resolution. There was no further discussion, and the budget was adopted by unanimous vote, 6:0.

**SET ELECTION DATE FOR INITIATIVE TO LIMIT ANNUAL SALARY AND BENEFITS FOR LANE TRANSIT DISTRICT GENERAL MANAGER:** Ms. Hocken stated that there had been some concern about setting a date for the election and how it would interfere with the LTD court date. She said there was a slight change in the resolution and it was listed on a handout. Ms. Hocken explained that in the first paragraph, after the phrase "to proceed with the setting of the election date," the phrase "only in the event that LTD has not prevailed in the legal action" had been added.

Ms. Loobey stated that the presiding judge was ready to render an opinion, but if LTD prevailed, staff expected that there would be an appeal.

MOTION Mr. Bailey moved, seconded by Mr. Montgomery, to adopt the attached two-part resolution  
VOTE as amended. The motion passed unanimously, 6:0.

**WILLAMETTE VALLEY TRANSPORTATION STRATEGY:** Ms. Hocken stated that members had received a draft of the Willamette Valley Transportation Strategy, and staff had recommended support of the strategy with some reservations. She said the reservations were listed in the meeting packet. Ms. Hocken stated that she had some reservations about expanding services to all areas of the region and providing services from fairly small cities into the metropolitan area because that might not be the most cost-effective way to serve citizens.

MOTION Mr. Kleger moved, seconded by Mr. Montgomery, to endorse the Draft Willamette Valley  
VOTE Transportation Strategy, with the understanding that LTD believes that improvements to high-density developments generally should take priority over expansion of service into low-density urban areas. The motion passed unanimously, 6:0.

**ITEMS FOR INFORMATION AT THIS MEETING:**

**Board Member Reports:** Metropolitan Policy Committee - There was no report. Willamette Valley Policy Advisory Committee on Transportation - The report was given earlier. TransPlan Update Symposia Process - The report was given earlier. Ferry Street Bridge North Bank Citizen Advisory Committee - The report was given earlier. High-Speed Rail Siting Committee - Mr. Bailey said that he did not attend the last meeting, but he would get any important information and pass it on to the members.

**LTD Board Hosts Eugene City Council on July 24:** Ms. Loobey stated that staff had provided a list of Board members and their respective City Councilors, so that Board members could their individual Councilors to determine issues of mutual interest. Mr. Kleger said that he would contact Pat Farr. Ms. Hocken said that she would contact Tim Laue and Nancy Nathanson. Mr. Bennett requested staff help in arranging a lunch with a Councilor and a staff member so that he could get more specific technical questions answered.

**Deferred Compensation Annual Report:** Ms. Hocken stated that it was Board policy that the funds invested in Deferred Compensation remained the District's money. Ms. Weaver stated that staff did monitor this fund.

**Monthly Financial Report:** Ms. Weaver stated that the federal triennial review would occur July 10-11 at LTD.

**ADJOURNMENT:** The regular Board meeting adjourned at 9:45 p.m.

  
Board Secretary