

# MINUTES OF DIRECTORS MEETING

## LANE TRANSIT DISTRICT

### REGULAR BOARD MEETING

Wednesday, July 19, 1995

Pursuant to notice given to *The Register-Guard* for publication on July 13, 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, July 19, 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  
Thom Montgomery, Secretary  
Phyllis Loobey, General Manager  
Jennifer Self, Minutes Recorder  
Jo Sullivan, Recording Secretary

Absent: Roger Saydack  
(one vacancy)

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

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

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

**EMPLOYEE OF THE MONTH:** The July Employee of the Month was Bus Operator Ralph Dinnel. Mr. Dinnel was hired as a bus operator on July 7, 1992, and also had been a bus operator instructor since August 1993. In 1994 he earned awards for two years of safe driving and for exceptional attendance (0 days absent). In addition, he was commended for two years' correct schedule operation (CSO). He was nominated by a customer, who described Mr. Dinnel as "very, very helpful." The customer said that he had been using a wheelchair for only a short time, and that Mr. Dinnel was very patient and a good teacher. He wanted to let the District and Mr. Dinnel know how much Mr. Dinnel had helped his self-esteem.

When asked what made Mr. Dinnel a good employee, Transportation Administrator Patricia Hansen said that he had a very positive attitude and a ready smile. He was always willing to help his students, peers, supervisors, and customers in any way he could.

Mr. Dinnel was introduced, and Ms. Hocken congratulated him and awarded him a certificate of appreciation, a letter from the Board, and a financial bonus.

Mr. Dinnel thanked the Board, and said that LTD had some of the best customers in the county. He thanked the customers.

**CONSENT CALENDAR:** Mr. Montgomery moved, seconded by Mr. Kleger, to approve the consent calendar. The motion passed unanimously, 5:0. The consent calendar for this meeting consisted of the minutes of the June 12, 1995, special Board meeting/work session.

**INTERGOVERNMENTAL AGREEMENT WITH THE CITY OF SPRINGFIELD AND LANE COUNTY:** Planning Administrator Stefano Viggiano stated that staff had been working on this issue for several months and had come to an agreement that had been reviewed by legal counsels for all three districts. He said that Springfield had just recently approved the agreement. He noted that Susan Daluddung, City of Springfield, was available to answer questions.

Ms. Daluddung stated that she was the Developmental Services Director for the City of Springfield, and she had been working on the agreements as a part of an overall urban services and annexation planning venture that the City had been involved in. She reported that the State was interested in this type of project because it wanted cities and districts to work together on comprehensive planning issues. She said that the agreements clearly identified the commissions and standards that would be utilized in comprehensive planning. She noted that Lane County already had great cooperation between the districts and cities, so the agreements were relatively easy to create.

Ms. Daluddung relayed that the Springfield City Council wanted to clarify one point within the agreements. She referred Board members to numbers 10 and 11 in the agreements, and said there needed to be more clarity concerning the two points. She noted that point 10 stated that the City and County were responsible for planning streets, while the District was responsible for planning for and requesting certain areas of the streets for bus stops, stations, ingresses/egresses, and related facilities. She noted that the District then submitted these requests to the City, whereupon the City would review and approve the plans.

Ms. Daluddung stated that the Council wanted to add the following sentence to number 11: "The City has and will maintain final authority for siting and placement of bus stops within the city." She said the Council wanted this sentence added to either the legislative record or to the agreement itself. Ms. Loobey noted that this was standard practice because the District did not own rights-of-way. Mr. Bennett wanted to be sure it was understood that the District could decide not to install a bus stop based upon service needs.

Ms. Daluddung stated that the City of Springfield's annexation policy had been put on hold. She said that the agreement would be used during the next periodic review.

Mr. Bailey suggested a change in wording to the agreement. He suggested that number 11 read, "The opportunities to participate will include, but will not be limited to, the following." He said the intent was to state that the other opportunities may not be included on the list.

Ms. Daluddung stated that in spirit she did not have a problem with the new wording, but in practice it created a wrinkle because she was under deadline to get the agreement to the State by the end of July. She noted that if the Board members agreed that they wanted the change,



then she could bring it back to the Council. Ms. Loobey stated that the agreement was very comprehensive, and many changes had been made to accommodate for a broader approach in response to some of LTD's requests.

Mr. Kleger stated that it might be appropriate to cover both the City's final authority to name the final location of bus stops and Mr. Bailey's rewording in the legislative record.

Mr. Viggiano stated that the agreement was quite comprehensive, and added that the City of Springfield made a practice of sending LTD every development issue that arose within their offices.

Members decided to leave the agreement in its current form and include both issues within the legislative record.

MOTION Mr. Bailey moved, seconded by Mr. Kleger, to approve the Intergovernmental Agreement regarding cooperative planning and urban services for transit services between the City of VOTE Springfield, Lane County, and Lane Transit District as presented. The motion passed unanimously, 5:0.

**Willow Creek Transit-Oriented Development (TOD):** Ms. Hocken stated that the agenda packet included a draft letter to be sent to the Eugene City Council, but staff had revised the draft. She said that staff would explain the changes.

Mr. Viggiano stated that the only substantive change was the addition of the next-to-last paragraph, which stated that Hyundai would not be part of the current TOD because of the timing, and that LTD would work directly with Hyundai and ask for the City's support in creating an agreement with Hyundai concerning encouraging the use of alternative transportation modes.

MOTION Mr. Bennett moved, seconded by Mr. Kleger, that the LTD Board of Directors request that the City of Eugene establish a Willow Creek Transit-Oriented Development District, and send a VOTE letter to the Eugene City Council making that request. The motion passed unanimously, 5:0.

Mr. Viggiano stated that staff had prepared an outline of the package of services LTD might offer Hyundai, and asked if members would like to see the outline. Members agreed to review the items.

Mr. Viggiano stated that he had attended the Eugene City Council's briefing with Hyundai, and had described what the service to Hyundai might look like. He showed members a map of various routes from West 11th Avenue, West 18th Avenue, and Bertelsen Street. He said that the proposal called for extending Route 31 out West 11th Avenue to Willow Creek Avenue and then up Willow Creek to Hyundai. He said that bus access would allow employees to be let out directly in front of the administration building. He noted that that route would run every 30 minutes all day, and would be supplemented with some peak hour service from the Parkway Station. He added that it would be possible to add some service from the Bethel-Danebo area by routing buses on Bertelsen Avenue. He gave an overview of other routes that would allow better access to surrounding neighborhoods.

Mr. Viggiano stated that staff also proposed a modal split goal for Willow Creek. He said that by making special efforts, the percentage of trips by alternative modes could be increased to 25 percent, as compared to 17.4 percent to other southwest Eugene businesses.

Mr. Viggiano stated that staff would like a three-party agreement by LTD, the City of Eugene, and Hyundai that would include a package of services and incentives that would allow LTD to achieve its goal. He highlighted services that LTD might offer:

- \* Fixed-route bus service;
- \* Park and ride service;
- \* Subscription service;
- \* Car pools;
- \* Van pools;
- \* On-site information;
- \* Guaranteed ride home;
- \* Employee education and training on alternative mode use, routes.

Mr. Viggiano then listed the following as commitments that Hyundai could make:

- \* Participate in the group pass program;
- \* Hire a transportation coordinator for employees;
- \* Offer employee information to LTD;
- \* Preferential car pool parking;
- \* Bicycle parking;
- \* Bus access;
- \* Flexible work shifts that fit within LTD route times;
- \* On-site information about LTD.

Mr. Viggiano also listed the following as commitments that the City of Eugene could make:

- \* Bicycle facilities;
- \* Pedestrian amenities;
- \* Parking requirements;

Mr. Viggiano stated that the benefits of the agreements could be to reduce traffic congestion; reduce the need for future street improvements; reduce parking requirements and the amount of land required for development; reduce the elimination of wetland areas; reduce the cost of wetland mitigation; and allow for unlimited bus riding for employees. Ms. Hocken stated that it would be helpful to have copies of this draft package. She added that she did not want prices included in the package because LTD was considering changing its prices and did not want to give a promised price.

Members decided to include this information in the packets sent to the Eugene City Council.

Mr. Bennett left at 8:25 p.m.



**Service to Cottage Grove/Creswell:** Micki Kaplan, Transit Planner, referred members to page 22 in their agenda packets, said she would review the Transportation Needs Assessment Draft Survey results, and then discuss the service options presented in the staff memorandum.

Ms. Kaplan stated that LTD staff had been working with Cottage Grove and Creswell staffs with regard to providing service to both areas. She added that LTD, in conjunction with both the Creswell and Cottage Grove City Councils, had hired Mar%Stat, a Eugene market research firm, to conduct a transportation needs assessment survey in Cottage Grove and Creswell. She said that the primary purpose of the study was to measure local support for bus service to the areas. She listed the three major findings of the survey: (1) only 22 percent of those surveyed rated public transportation between Eugene-Springfield and Cottage Grove and Creswell as unimportant; (2) only 28 percent of those surveyed stated that they were unwilling to ride the transportation; and (3) 72 percent of those surveyed were willing to support the transportation if it were funded through the payroll tax.

Ms. Kaplan stated that the next step was to review the survey results at the Cottage Grove and Creswell City Councils. It was likely that at the council meetings the councils would ask some specific questions about LTD bus service. Therefore, staff proposed two options for service for the Board to discuss: (1) a limited duration contract, which would include a modest price discount for fare deductions; and (2) both cities decide to join the service district and agree to pay the self-employment tax and the payroll tax. She said that Board approval that evening would not bind LTD to either of the options.

Mr. Montgomery asked if the Board later would have to vote to reduce the service area if it first voted to include the areas in the service district and then Cottage Grove and Creswell changed their minds about service. Ms. Kaplan stated that would be true for the second option, but not for the first option.

Mr. Montgomery asked if it was customary to ask jurisdictions if they wanted to be included in the service area before LTD expanded its service area. Ms. Kaplan stated that LTD's philosophy has been to wait for the community to request service before it expanded its service area. Ms. Loobey added that for an incorporated community, such as Cottage Grove and Creswell, the policy is that the cities' governments make requests for service directly to the LTD Board of Directors.

Ms. Kaplan stated that the first option would allow the City Councils to "try out" the service for a limited period of time before deciding if they wanted to be within the service district.

Mr. Kleger asked how long it would take to begin receiving revenue from the self-employment tax and the payroll tax once the areas became incorporated into the district. Tamara Weaver, Finance Administrator, stated that there would need to be some planning process around the implementation of the taxes. She said it would depend on the time of the year, and that the second option would require more work to get underway.

Mr. Bailey asked if the people of Cottage Grove and Creswell perceived the transportation as convenient. Ms. Kaplan stated that convenience rates had not been calculated, but actual usage rates had been calculated. She referred members to the answers to questions 35 and 36.



Mr. Bailey asked what LTD's percentage of the modal split would be. Ms. Kaplan stated that she would wager that there was a much higher propensity for alternate mode use in the area, but she had not worked up the numbers yet.

Mr. Montgomery asked how Cottage Grove and Creswell would collect the revenue to pay for the short-term contract. Ms. Kaplan stated that she did not know the answer to that and she was sure that the local governments of both cities would discuss that issue. She said that some of the options mentioned by Cottage Grove and Creswell staff were to use money from their general funds or to vote on a property tax referendum.

In response to a question from Mr. Kleger, Ms. Kaplan noted that Diana Gatchell, South Lane Wheels Director, had been part of this process every step of the way. She said that she had assured Ms. Gatchell that LTD would work with her agency and not in competition with it.

Mr. Bailey asked if the Board was empowered to make this service offer. Ms. Loobey stated that LTD could create intergovernmental agreements for service. Ms. Kaplan stated that as long as this was designated as a contract, LTD would be within the confines of the law. Ms. Weaver added that the federal auditors had said that the contracts would be within the confines of federal funding regulations.

Mr. Bailey expressed concern about the precedent that LTD would be setting by allowing areas to temporarily join the service district. He noted that it was his impression that LTD wanted to send the message that areas were either included in the service district or not.

Ms. Hocken stated that she was in favor of offering the service in a short-term contract.

**MOTION**

Mr. Kleger moved, seconded by Mr. Bailey, that the LTD Board of Directors approve the concept of a demonstration project for service to Cottage Grove and Creswell, and approve charging Cottage Grove and Creswell LTD's fully-allocated cost rate, less collected fares, during the demonstration project, as one option for providing bus service to Cottage Grove/Creswell.

Mr. Bailey asked the length of the demonstration. Ms. Kaplan stated that the length was not part of the motion at this time and would be considered in future Board action. Less than a year, however, would not be a fair test of the service, since service usually took a year to 18 months to mature.

**VOTE**

The motion passed unanimously, 4:0.

**ITEMS FOR INFORMATION:**

**Metropolitan Policy Committee:** Ms. Hocken reported that the MPC meeting on July 13, 1995, had been canceled due to lack of a quorum.

**Willamette Valley Policy Advisory Committee on Transportation:** Ms. Hocken stated that the committee's report had been issued and was awaiting further public comment. She said the report would presumably be adopted by the Oregon Department of Transportation (ODOT) next month.



**TransPlan Update Symposia Process:** Mr. Kleger stated that a copy of the Urban Rail Feasibility report was in the agenda packet.

**Ferry Street Bridge North Bank Citizen Advisory Committee:** Mr. Viggiano stated that the committee had recommended to the Eugene City Council that the federal money be used to make seismic and other safety changes to the bridge.

**High-Speed Rail Siting Committee:** Ms. Hocken said that there was a source of \$1 million that would keep the trains running until January 1996. Mr. Bailey added that the siting committee's final report was due out on July 28, 1995.

**Transportation Demand Management/Commuter Solutions:** Connie Bloom Williams, Commuter Resources Coordinator, stated that she was present to give the Board a progress report on the District's Transportation Demand Management (TDM) program. She stated that staff were ready to launch a needs assessment research project at Lane Community College for the students, faculty, and staff.

Ms. Williams said that staff had created a new name for TDM: Commuter Solutions. Staff also had created marketing packets for employers, and were in phase I of the Commuter Solutions program. Work included developing the program, doing outreach efforts and establishing partnerships within the community, and publishing a newsletter that would be sent to local governmental officials and local businesses involved with or interested in alternative modes programs. Further, she said that a marketing and advertising plan would be developed for all of the TDM efforts.

Paul Reed, Facilities Manager for Sacred Heart Hospital, stated that the LTD staff was always cooperative and helpful. He said that hospital staff had decided that it had incorporated as many people as it could in the group pass program. He added that he was gratified to see that evening's Hyundai presentation because he believed that the level of service that LTD provided would need to be expanded as Eugene expanded. He said that the group pass program was very valuable to the hospital staff, employees, and to its community reputation.

Ms. Williams stated that phase II of the program would be continuing outreach and education within the community about the alternative modes programs. She said that staff would be focusing on smaller employers. She added that phase III would go into effect after 1997, and the goals were to have the majority of large employers included in the alternative modes programs. She said that during phase III, employee transportation coordinators would be trained as on-site specialists, and LTD staff would focus on expanding as new businesses came into the area.

**1995-97 Strategic Marketing Plan:** Ed Bergeron, LTD Marketing Administrator, and Kathy Wiltz, of Cappelli Miles Wiltz and Kelly, gave an update and an overview of the creative marketing strategy and direction for the coming year and the next three years.

Mr. Bergeron reminded members that the environment of today was such that LTD was consistently ranked as one of the top transit systems in the nation, yet there was union action to attempt to reduce the salary of the top LTD administrator. He said that employee morale had



deteriorated somewhat as a result of the contract negotiations and union management issues, which had resulted in a lot of negative press for LTD. He said that while this was happening, the TransPlan Update was being developed and was expected to be adopted within the next three years.

Ms. Wiltz stated that their presentation would focus on each of LTD's vision statements from a purely marketing/communications point of view. Mr. Bergeron added that the key objective was to continue to build support and understanding for LTD.

Mr. Bergeron stated that the Marketing staff wanted to continue to build awareness of the successful partnership LTD had created with organizations such as Sacred Heart Hospital, continue to stress LTD's leadership role in the community, and continue to build new partnerships within the community. He said that the target audiences of the marketing strategies would be opinion leaders in the community, elected officials, business leaders, key County and City staff, and the news media.

Ms. Wiltz stated that the strategies being presented would not necessarily go into effect during the next year, but rather during the next three years. She listed the following strategies with regard to LTD's leadership vision:

- \* Develop Commuter Solutions as a way of creating an image of LTD as more than just a bus company;
- \* Identify speaking and display opportunities with groups and associations;
- \* Maintain community involvement and leadership, and design an ambassadors program;
- \* Develop a crisis management plan;
- \* Continue to participate in community service organizations;
- \* Create flexible slide shows and videos for presentations and begin each presentation with a discussion of LTD's vision;
- \* Train and designate trained LTD spokespeople;
- \* Identify leaders who can tell LTD's story.

Ms. Wiltz elaborated about the crisis management plan, saying that should there be a large disaster within the community, LTD could be prepared by creating alliances with jurisdictions through the crisis management plan.

Mr. Bergeron read vision statement number three, which stated that LTD wanted the community to understand that "our decisions, priorities, and actions are driven by sound fiscal operational management and strategic planning." He said the objectives in carrying that message were to position LTD as a smart, progressive transportation system and to gain and maintain support from key audiences.

Ms. Wiltz listed the strategies for vision number two as the following:

- \* Educate the key audience through the speaker forum and displays;
- \* Promote LTD through mass communications;
- \* Develop a media relations plan.



Ms. Wiltz stated that the advertising materials and communication that came out of the agency helped to create LTD's image in the minds of the general public. She said that some of staff's suggestions for creating a positive image were the following: (1) changing the signs for the customer service center; (2) updating the bus graphics; (3) updating the presentation tools and display materials; and (4) developing the ambassadors program and the media plan.

Mr. Bergeron read vision statement number two, stating that LTD "provides innovative, quality service that commands an increasing share of the transportation market," responding to growth in the community and opportunities. He said that staff's objectives were to increase ridership and position LTD as a friendly, accessible resource in the community. He said that the target audiences were riders and nonriders.

Ms. Wiltz listed the following strategies:

- \* Inform the target audiences of major system improvements;
- \* Identify some of the misperceptions of the community and respond sensitively to those concerns.

Ms. Wiltz said that tactically LTD could do the following:

- \* Implement a ridership campaign;
- \* Utilize ridership support to promote LTD;
- \* Create commercials and jingles using the Ride, Ride, Ride theme;
- \* Distribute the Commuter Pack;
- \* Incorporate into print adds some of the major system improvements that had occurred during the last couple of years;
- \* Implement advertising communication campaigns targeted to specific market segments.

Mr. Bergeron read vision statement number four, stating that LTD wanted to encourage "innovation and flexibility in anticipating and responding to the community's needs and opportunities." He said the objectives were to help people understand that LTD was an integral part of the community, create high visibility, and enhance the partnerships that LTD had developed and would develop.

Ms. Wiltz listed the following strategies:

- \* Continue to be a partner in major events and publicize those partnerships;
- \* Identify new opportunities in the community and moving beyond only bus service;
- \* Attend community events, business affairs, forums, etc.;
- \* Create an express line for better access.

Mr. Bergeron read vision statement number five, stating that LTD wanted to create a "supportive work environment that attracts talented employees who share these visions committed to our success." He said that the target audiences were employees and potential employees. He said the objective was to boost employee morale.

Ms. Wiltz listed the following strategies:

- \* Implement and internal communications program;
- \* Recognize the district's most talented people and create an internal ambassadors program.

Mr. Bergeron reminded the Board that all of these ideas would not be implemented in the first year, some could be set aside, and new ideas may arise.

**Eugene Station Update:** Mr. Viggiano stated that a date had been set for the community workshop: Tuesday, August 8, from 5:00 p.m. to 9:00 p.m.

**TransPlan Studies:** Ms. Loobey stated that the Board had not taken a position on TransPlan, so a time for more discussion would be rescheduled.


**Federal Triennial Review:** Ms. Loobey stated that the audit was completed and LTD had received a very positive review. She reported that the auditors had said that it was one of the best reviews that they had done in the Pacific Northwest.

**Progress Report on September 23, 1994, "Auditors' Report to Management:** Ms. Loobey said that Ms. Weaver was available to answer questions about the report found in the agenda packet.

**ATU/LTD Employee Picnic:** Ms. Loobey stated that the picnic would be held on Sunday, August 6, from 9:30 a.m. until mid-afternoon, with lunch at noon. She invited the Board members and their families to attend.

**Monthly Financial Report:** In response to a question, Ms. Loobey said that LTD was purchasing new chains for all the buses.

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

  
Board Secretary