

MINUTES OF DIRECTORS MEETING

LANE TRANSIT DISTRICT

REGULAR MEETING

Wednesday, June 19, 1996

Pursuant to notice given to *The Register-Guard* for publication on June 13, 1996, 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 19, 1996, at 7:30 p.m. in the LTD Board Room at 3500 East 17th Avenue, Eugene.

Present: Kirk Bailey, Vice President
Patricia Hocken, President, presiding
Dave Kleger, Treasurer
Mary Murphy
Roger Saydack
Phyllis Loobey, General Manager
Jo Sullivan, Recording Secretary

Absent: Rob Bennett
Thomas Montgomery, Secretary

CALL TO ORDER: The meeting was called to order at 7:35 p.m. by Board President Pat Hocken.

AUDIENCE PARTICIPATION: Ms. Hocken opened the meeting for public comment on any topic other than the budget, for which a public hearing was scheduled later in the meeting.

(1) Paul Bonney of 587 Antelope Way, Eugene, said he wanted to give a thumbs up to LTD. He and his wife had ridden the bus out to McKenzie Bridge the previous Saturday to see the scenery, and it was a marvelous ride. One of the things he thought was worth mentioning was that the bus was well-filled; in fact, it was so full that an extra bus had to be called to take care of the standing passengers. He said that the people who write to *The Register-Guard* about empty buses should have seen that trip. He added that the trip was fantastic and the driver was very competent.

(2) Glenn Knox, General Manager of Sunset Hills Memorial Garden at 4810 Willamette Street, spoke next. He said that Sunset Hills currently was owned by a company that owned a replica of the Vietnam Wall and would be bringing the replica to the cemetery on August 2-4, 1996. Mr. Knox requested that LTD help with transportation to this event. He said he had talked with LTD planner Will Mueller and had put together a proposal to help make transportation available from South Eugene High School (SEHS) out to 4810 Willamette Street. On Friday, August 2, people would use the regularly-scheduled, half-hour service. On Saturday and Sunday, if LTD would be involved with a sponsorship and

provide one bus, additional service would be provided from the SEHS parking lot to the Wall. At Mr. Mueller's suggestion, Mr. Knox had talked with SEHS to obtain permission for people to use the high school parking lot, which had been granted. He said that when the Wall was on Skinner Butte in Eugene in the 1980s, approximately 50,000 people had visited it in one week, even though it was a very rainy week. He anticipated that as many as 10,000 people would visit the Wall each day this time. Frankly, he said, he needed LTD's assistance with 10,000 people going out Willamette Street.

Ms. Hocken asked to clarify that Mr. Knox was asking for a shuttle bus from SEHS on Saturday and Sunday, August 3 and 4. He replied that this was correct, and that Mr. Mueller had estimated the cost at \$994 for LTD to provide that service.

Mr. Knox added that Mr. Mueller had suggested that he speak with the City about reserving about 100 feet for a bus parking space on 48th Avenue. He had been unable to obtain confirmation that day, but would speak with the proper staff member as soon as he was available.

Mr. Kleger asked Service Planning & Marketing Manager Andy Vobora if he had looked into this request. Mr. Vobora replied that he had. He did not think that Mr. Knox would have any problem getting the parking removed for the bus loading area, and said that this kind of sponsorship was allowable in the District's Special Service Policy. LTD could co-sponsor service, and could contract directly with an event organizer such as this, in a situation where it would be a public, community event with open-door service. In this case, it would be up to LTD whether it wanted to act as a co-sponsor and donate services. There was some history of doing this with community events. Typically, they had been recurring community events, such as the donation of a shuttle the first year of the Filbert Festival. The District co-sponsored many other community events. For example, LTD donated some money to the Eugene Celebration, and the Eugene Celebration bought out the system and purchased shuttles, and LTD and the Celebration leveraged each others advertising power in those ways, so that both benefited. Mr. Vobora said he thought there was some time to promote this event. Since it was a one-time event, he was not sure what the productivity would be; that would depend on the advertising that could be done to attract people to the shuttle services. He explained that the District's most recent similar attempt was with the NCAA track meet, which drew similar crowds, with 8,000 to 9,000 in the last two days. LTD did some advertising but was not able to generate a lot of ridership to that event. However, he said, in the case of the Vietnam Wall event, the parking situation would be much more severe.

Mr. Kleger noted that the proposal included a request to take the fare off the #23 Fox Hollow route. He wondered if that would present any operational problems. Mr. Vobora explained that the idea was for the #23 Fox Hollow to charge regular fares when leaving downtown Eugene, but anyone who boarded at South Eugene High School could ride for free, to supplement the shuttle-type services that would be provided.

Mr. Kleger asked if staff needed formal Board action in order to proceed. Mr. Vobora said that staff would like some direction from the Board. This event was not in the work plan, and the District would have to pay for the fully-allocated cost for 16 hours of service.

No resources had been committed to advertising, although Mr. Vobora thought there was some time to do some advertising, possibly on the buses and working into the advertising plan for the Wall.

Mr. Saydack commented that the events that Mr. Vobora had mentioned past participation in were sponsored by government or the University. He wondered if LTD had any history of donating services for an event that was being presented by a privately-owned company. Mr. Vobora replied that McKenzie-Willamette Hospital's Festival of Trees would be in this category.

A gentleman from the audience identified himself as the President of the Vietnam Veterans in Eugene. He said that the state council and the Vietnam Veterans of America were behind this event 100 percent. He called the Board's attention to the fact that there was a disclaimer in the materials, and that the Vietnam Veterans would not be involved if Sunset Hills would be using this as a solicitation event. He said he was not saying that people might not see that Sunset Hills was nice and somewhere down the line talk to Mr. Knox about buying a lot. However, during this event, there would be no solicitation and no commercialization. No vendors would be allowed at the Wall. It was strictly an event to help some people heal from Vietnam or for whoever wanted to go to the Wall to get whatever they needed to get out of it. He commented that Promise Keepers also would be in town that weekend, with 50,000 people at Autzen Stadium, and a lot of Promise Keepers were Vietnam veterans. He said he would like to see LTD run anyone up to the Vietnam Wall who wanted to go, because there could be one heck of a traffic jam and a logistical nightmare on Willamette Street. He added that there would be broad-based community support for this event. County Commissioners would be at one of the ceremonies each day. There would be an opening ceremony on Friday, a ceremony on Saturday, and a closing ceremony on Sunday, with taps every night and a reading of the names. Counseling would be provided, and the event would be carried out in a professional manner. He thought this would be a good public relations event for LTD. Home Depot would be helping set up the wall, and there would be radio advertising. He said that this event was going to happen, and they would like LTD to be part of the sponsorship for this community activity.

Mr. Kleger asked if the advertising on the sides of the buses would cause a conflict with the event's non-solicitation policy. Mr. Knox replied that the non-solicitation policy was to be a guarantee that when people went out to look at the Wall, there would not be people there to sell grave sites. Granted, Sunset Hills would like to generate some goodwill, but there would be no one generating a mailing list or signing up people for sales.

Ms. Hocken asked Mr. Vobora how frequently the District was contacted by similar groups for similar events, and what the past policy for responses had been. Mr. Vobora replied that the District did not receive a lot of these types of requests, although it did receive some. Staff considered whether the event organizer and LTD both could benefit from the activity. Typically, the District had been involved with the recurring, yearly events, such as the Asian Celebration, Eugene Celebration, County Fair, etc.

Tish Bokay spoke from the audience. She said she was working on this event, and that it would be publicized through all the media: television, radio, and newspapers,

including Portland, Salem, and all the local areas. What kind of transportation would be available would be publicized. She added that some of the dignitaries would be coming from Washington state; those invited included the commanders from McCord and Fort Lewis, and the Pentagon had given tentative approval for a fly-by by F-14s or F-15s. Senator Wyden, Congressman DeFazio, Mayor Bascom, and a lot of the local dignitaries would be there for ceremonies, so it would be a publicized event, and a healing event for the community. She stated that the event sponsors would appreciate LTD's participation.

Mary Murphy asked about the Promise Keepers event and their request for service to their event. She was concerned about saying yes to one event and no to the Promise Keepers. Mr. Vobora said that LTD staff had contacted the Promise Keepers upon hearing about this event, because they knew the history of large events at Autzen Stadium. Promise Keepers was a volunteer-run organization, and staff had a difficult time finding the correct volunteers to speak with and making any headway in talking about service, since the volunteers had no tie to the budget. Promise Keepers had just recently signed their contract with the University of Oregon (UO). Mr. Vobora had reviewed their plans and told them that LTD believed they needed some type of a shuttle system, and that it would require police support. After the contract was signed with the UO, Mr. Vobora suggested again that their plan to use volunteer drivers and vans would not work. Event organizers recently returned to Eugene and were beginning to think about transportation issues. Mr. Vobora had told them that LTD could not accommodate them, because all of the buses were on the street on Friday evenings, so LTD could not provide transportation for the number of people who will be at hotels in different areas of town. He did offer to help organize their shuttle service using private contractors if they came up with a budget. Their last conversation with LTD was that they were talking with the national office and considering Mr. Vobora's suggestions.

Mr. Vobora said that in the case of the Vietnam Wall event, where the organizers were very willing to help out with advertising, there was a real opportunity for LTD to gain some visibility and help meet the transportation need for the event. Promise Keepers was charging \$60 per person for 50,000 people, so Mr. Vobora found it hard to believe that they did not have a budget to spend \$40,000 or \$50,000 on shuttle service.

MOTION

Mr. Kleger moved that the Board direct staff to negotiate a contract along the lines of the District's similar services and work out a mutually acceptable deal as a sponsor of the Vietnam Wall event. Mr. Bailey seconded the motion.

Ms. Murphy said that with this event being the same weekend as Promise Keepers, and knowing that the parking and transportation issues for their Portland event were very difficult, she found it difficult to say yes to the Wall event without also providing service to the Promise Keepers event. Sunset Hills was a private, for-profit organization, so even though this was portrayed as a community-sponsored event, she had some concerns about this. Ms. Loobey explained that LTD had worked with the Coburg Rodeo and other profit-making organizations in the past.

Mr. Saydack asked if Ms. Loobey had something to say about this sponsorship. Ms. Loobey said she wanted it to be clear when the Board talked about sponsorship that

the District was operating under its Board-adopted policy that allowed the District to work with organizations to provide service as a sponsor, in which there was an in-kind trade of some sort. She said that staff understood that this event would cause a major impact on the community from the standpoint of transportation, and that it was important to the community's transportation network overall that LTD do its job, which was to move a lot of people from point A to point B. She thought that the fact that this event would be at Sunset Hills was only an artifact, and the location was not crucial to the event. She stated that LTD had put its hand out to Promise Keepers, but could not force them to accept it. She believed that the University of Oregon should require any group of that size to include a transportation element in its event planning. She added that LTD was a public entity and it was important that LTD help with the transportation in the community.

VOTE There was no further discussion, and the motion to direct staff to negotiate a contract with the Vietnam Wall event organizers carried by unanimous vote (Bailey, Hocken, Kleger, Murphy, and Saydack in favor; none opposed).

EMPLOYEE OF THE MONTH: The July Employee of the Month, Bus Operator John Dahl, was unable to attend the June Board meeting. He planned to attend in July.

MOTION VOTE **CONSENT CALENDAR:** Mr. Kleger moved the adoption of the Consent Calendar for June 17, 1996. Mr. Bailey seconded, and the Consent Calendar was approved by unanimous vote (Bailey, Hocken, Kleger, Murphy, and Saydack in favor; none opposed). Items on the Consent Calendar were: minutes of the May 15, 1996, special meeting/work session and the May 15, 1996, regular Board meeting; an amendment to the Supplemental Facsimile Signature Policy; modification of the Resolution Authorizing First Interstate Bank Transactions, and a Resolution Reaffirming the Territory in the District Within Which the Transit System Will Operate in FY 96-97.

COMMUNITY TRANSPORTATION GRANT PROJECT RANKINGS: Terry Parker of the Lane Council of Governments (LCOG) was present to discuss this item with the Board. She explained that the Board had before it an update to the five-year project plan for paratransit services throughout Lane County, including services in rural areas of Lane County as well as those that related to the RideSource program in Eugene/Springfield. Last year, staff went to the Board with projects for the years 1997 and 1998. Ms. Parker said that staff usually requested more than they would receive, but the following year would be receiving a total grant amount of around \$179,000, and the following year around \$187,000. When looking at the projects proposed for the years 1999, 2000, and 2001, the numbers were much greater, with a total grant application in 1999 of \$335,000; around \$341,000 the following year; and about \$400,000 the next year.

Ms. Parker stated that a review committee reviewed a vehicle inventory and other projects, and put them in a ranked order, which was required through the Community Transportation Program application process that would be submitted to the Department of Transportation by LCOG on behalf of LTD. The Board was asked to consider the rankings, knowing that the program probably would not receive its whole "wish list," but would hope to receive funding for those items that were ranked most important. The rankings were, first, to maintain existing services, reflected in replacement vehicles; second, growth to meet

demand, represented by new vehicles; and third, other planning or demonstration projects. Usually, a mix of items had been approved, possibly including one of the additional planning or demonstration projects.

Ms. Parker said that at the beginning of the current fiscal year, LCOG had around \$160,000 in a capital pool that had been set aside with STF revenues as match for these grant amounts. This year, they actually were catching up with two years worth of grants, so at the end of the current fiscal year, \$96,000 would be left in that pool. There would be approximately \$40,000 in 1999, the first year on the cycle under consideration. The total request, if all of the requested grants were received for 1999, actually would require \$71,000; therefore, beginning in 1999, LCOG would be looking at LTD to help with the 20 percent match for some of the vehicles.

When the Special Transportation Fund (STF) program began in 1985, the local area had about a year and a half of receiving STF operating funds when there were no programs in place. That STF money was put into a capital pool, and LCOG had been drawing from that for the last ten or eleven years. Therefore, LTD had not had to provide local capital match. The STF money in that capital pool had not been replaced, partly because the Special Transportation Funds were inadequate to serve the need in the community and to fund operations.

Ms. Hocken asked about the Ten-year Metro Paratransit Plan. Ms. Parker replied that sometime before 1992, LCOG, on behalf of LTD, completed its first Metro Paratransit Plan, with a consultant who reviewed what the program was doing prior to the implementation of the Americans with Disabilities Act (ADA). The ten-year plan looked at what local paratransit needed to do and where the program needed to gear up in order to address ADA. Some demand estimates were made, and the consultant gave an opinion about whether the local program was on track, in terms of how the service was organized. Ms. Parker said that staff would like to do that again, but it was not ranked a high-priority item for funding, so it did not receive as high a ranking in the state's process. She said they also would like to consider whether or not the facility where the paratransit program currently was housed actually was adequate, especially since two more vehicles would be arriving the following week, and there was no place to park them. This plan had been requested two years ago and had been denied at that time.

Ms. Loobey stated that what was significant was the requirement for LTD to provide local match, which it had not done before. During the budget process, there was a discussion about the District's contribution to support RideSource and the reasons for that; as well as the nature of the service and its costs. Staff gave quite a bit of detail about the issues they were looking at to take care of the rising demand; to not exceed the ride refusal rate but tolerate a little higher level of ride refusals; and to respond to the issues required under the ADA. She stated that some form of RideSource would be with LTD for a long time, and it was very clear that the STF funding adopted by the legislature, which at one time provided nearly adequate funding, no longer would, because the cigarette tax revenues were declining and demand for services was increasing. So far, attempts to obtain additional funding through the legislature had not been successful. Until another

source of revenue could be found, the District had an increasing obligation to participate in funding RideSource and in funding capital improvements for RideSource.

Ms. Hocken commented that all the Board would be doing at that point was approving the ranking that would be included in the grant application; it would not be approving spending anything at that point. Ms. Parker stated, however, that the grant application would ask where the local match would come from. Half of it would be covered by STF in 1999, but the other half was not dedicated at that point.

Mr. Kleger noted for the record that he sat in on the meetings of the STF Advisory Committee most of the time, and was extremely pleased with the quality of the people presently making up that body, as well as the staff work that Ms. Parker and LTD planner Micki Kaplan were doing. Over the years, things kept getting done better, and more was being done with less money. He agreed that LTD would be required to spend more money in the future for paratransit services. An initiative that might add some additional cigarette tax money into the Special Transportation Fund was being circulated. He said that would be nice if it worked, but it would be good for the Board to proceed on the assumption that it would have to contribute more money.

Mr. Bailey asked to clarify that the additional match would not be needed until 1999. Ms. Parker said that was correct, if all of the projects in the grant were approved.

MOTION

Mr. Kleger moved that the Board of Directors approve the following resolution: Resolved, that the LTD Board of Directors hereby approves the proposed list and ranking of Community Transportation Grant applications for Lane County for years 1999, 2000, and 2001 as presented on June 19, 1996. Mr. Bailey seconded the motion. There was no

VOTE

further discussion, and the resolution was approved by unanimous vote (Bailey, Hocken, Kleger, Murphy, and Saydack in favor; none opposed).

ADDITION OF PART-TIME CUSTOMER SERVICE POSITION: Mr. Vobora introduced this topic by mentioning some of the inconveniences caused to customers by not having the Customer Service Center (CSC) open during all system operating hours. Those included not being able to obtain route and schedule information and not having a place to wait for the bus. He said that it was a long-term goal to increase the CSC operating hours to increase a number of benefits to the customers. In 1983, the CSC provided services on Monday through Friday from 7:00 a.m. to 6:00 p.m. and on Saturdays. Since then, pieces of full-time and part-time work had been added to increase the CSC hours little by little. Three years before, the hours had been increased to provide service through the 11:30 p.m. departure on weekdays. However, on Saturdays and Sundays, the CSC still closed at 5:30 p.m., leaving a six-hour span on Saturday and a three-hour span on Sunday without any services for the customers. With weekend service, there were longer periods when people had to wait for buses.

Mr. Vobora said that staff did not ask for this additional part-time position for the FY 96-97 budget because they anticipated increasing the CSC hours upon moving into the new station. However, after a recent assault and robbery on the mall, the idea of lengthening the hours of operation was brought to the forefront. Staff believed that the reasons for

having the CSC open during all hours of bus operation were the same now as they would be in FY 97-98, so they decided to ask the Board to approve this increase for FY 96-97. Staff were asking the Board to approve the movement of \$9,000 that would have gone into Transfer to Capital to the CSC Personal Services budget, instead. He explained that \$9,000 would not pay for the whole twenty-hour-per-week position, but the CSC would contribute \$4,000 from the incentive program that had been approved in the FY 96-97 budget. With a new crew and manager at the CSC, the staff would be doing a lot of team building and training, and the incentive program could be postponed until the following year. Staff would then ask for the full amount to continue to fund this part-time position in the FY 97-98 budget.

Other anticipated benefits of adding this position were additional daytime coverage and new uses of staff hours in the evenings, such as proofreading marketing materials or working on the carpool matching program.

Mr. Kleger asked Mr. Vobora to clarify that the Board was not approaching its statutory limits on what the Board could do without reconvening the Budget Committee. Mr. Vobora replied that this was correct.

MOTION Mr. Kleger moved that the Board approve the following resolution: Resolved, that the LTD Board of Directors approves the recommendation to increase the CSC personal services staff budget by \$9,000 to fund a new twenty-hour-per-week Customer Service Representative, beginning July 1, 1996. Mr. Bailey seconded the motion. There was no VOTE further discussion. The resolution was approved by unanimous vote (Bailey, Hocken, Kleger, Murphy, and Saydack in favor; none opposed).

EUGENE STATION UPDATE AND ALLEY VACATION LETTER: Planning & Development Manager Stefano Viggiano stated that the land acquisition for the new Eugene Station was not yet complete. LTD had an agreement to purchase the property at 11th and Olive, but was purchasing after demolition had been completed and the site had been excavated. It was occurring more slowly than anticipated because some contamination had been found. It was the responsibility of the property owner to clean up the contamination. Soil was being tested and the type and extent of the contamination were being determined. Staff spoke with the owner and found out that some sort of hydraulic fluid had leaked out of a hoist that had been buried under the concrete. It was anticipated that excavation would begin again later in the week. The closing on the property would not occur until the demolition and excavation were completed and there was a signed authorization by an environmental firm that the site had been cleaned up according to Department of Environmental Quality (DEQ) standards.

Bids for Phase 1 of construction had been opened and the Board Eugene Station Committee had discussed them the previous day. Only two bids were received, but they were both good bids and below the District's estimate. Eugene Sand and Gravel was the low bidder, at \$216,740, and the bid appeared to be in order. Phase 1 work probably would begin in late July, after the alley was vacated.

The Art Selection Committee, of which Mr. Saydack was a member, met a couple of times to review art proposals. They first narrowed the proposals to some finalist candidates, and then considered some additional work from the finalists to make a recommendation on artwork that could be incorporated into the new Eugene Station. The art budget estimate was for about 1 percent of construction costs, but the Art Selection Committee recommendation amounted to about 1.2 percent to 1.3 percent of construction costs. The Board Eugene Station Committee recommended that the District accept the Art Selection Committee's proposal and increase the art budget to \$83,000. Staff would be contacting the artists and beginning work on this element of the new station.

Mr. Viggiano stated that the District had received an updated budget estimate for the Phase 2 work, which was the bulk of the work. It also was favorable, at about \$100,000 less than anticipated.

Mr. Viggiano explained that the District had applied for alley vacations in early May, thinking that they would be completed by the end of June. However, the process was a little longer than staff had thought, and the request had not been put on the Eugene City Council's agenda as quickly as staff had hoped. The item was slated for Council action on July 22, 1996. Since the action was to be done by ordinance, it normally would not take effect until 30 days later, which would be August 22. Mr. Viggiano stated that delaying until August 23 probably would result in added cost to the District, and construction might go beyond the summer construction season. It was particularly important that this type of work occur during dry weather.

The option for the City Council, in order to avoid the 30-day delay, was to take action with an emergency clause. City staff were prepared to present the Council with two options: an ordinance with a 30-day wait, and an ordinance with an emergency clause. The Council would be asked to decide which of the two to approve. Staff suggested that the Board members encourage the Council to enact the ordinance with the emergency clause, both by letter and by individual contacts with City Council members, stressing that the public good would be served by enacting the ordinance with the emergency clause and not incurring any extra cost without any identifiable benefit from waiting the extra 30 days.

A draft letter was included in the agenda packet for the Board's review. Ms. Hocken said she would not be able to attend the July 22 Council meeting, but Mr. Bailey would attend, so the letter would need to be worded slightly differently.

MOTION

Mr. Saydack moved that the Board authorize the Board President to send the letter attached to this agenda item to the Eugene City Council, with the revision that Ms. Hocken just mentioned. Mr. Kleger seconded the motion.

Mr. Kleger mentioned that he had seen someone pull a car into the north end of the alley beside the Gibson building and then back out, barely missing customers, since the alley was blocked at the center of the block due to demolition. He had mentioned it later to staff and noticed that a barrier had been placed across that alley. He complimented staff for responding quickly, and said he understood that there was cooperation between the City and LTD on addressing that safety problem quickly.

VOTE

There was no further discussion. The motion carried unanimously (Bailey, Hocken, Kleger, Murphy, and Saydack in favor; none opposed).

GROUP PASS POLICY REVISION: Mr. Viggiano explained that as part of the pricing plan changes that the Board recently approved, there was an item to allow participation in the group pass program by groups as small as 15 people. The current policy restricted participation to groups of 50 or more. Staff were now asking the Board to approve the change to the policy itself. Mr. Viggiano stated that the Group Pass Policy originally was approved by the Board in 1990. Since that was before most of the Board members were on board, he highlighted some features of that policy.

Mr. Viggiano first discussed how the price currently was set. There were potentially four factors in that decision. With any group, staff tried to make sure that the District was replacing the current revenue being taken in from that group. Typically, some people already rode, using cash, passes, or tokens, so staff calculated that and made sure that the total sum being paid by the group at least replaced that amount. Second, staff tried to determine if, by bringing a group into the program, they would immediately generate the need for some additional service. This typically happened only with larger groups such as the University or Sacred Heart Hospital, where there suddenly was a large influx of riders, making it necessary to add service to alleviate overloads. The direct cost of that added service was borne by the group. The other two items were paid only by businesses or organizations that were not payroll taxpayers, such as public institutions. The Board had included in the policy a pricing mechanism that addressed the long-term impact on the system of these groups. Therefore, staff determined how much the added ridership that the group pass program generated was as a percentage of total ridership, and then applied that percentage to the long-term service and fleet needs. That was a small amount; it might increase the price of the group pass by 10 percent to 15 percent.

Mr. Viggiano explained that there was a recommended change in pricing for smaller groups. If a group consisted of fewer than 50 people, a surcharge was placed on that group pass program. That was because the administrative costs for a small group ended up being a higher percentage of the total cost. The surcharge would add up to 20 percent (20 percent being paid by the very small groups, and a small surcharge being paid by some groups with a number marginally under 50). Also, the policy would restrict the contract that the smaller groups would use to a standard contract. Currently, staff prepared fairly custom contracts with most of the group pass participants, and that sometimes was a fairly time-consuming process.

Mr. Viggiano said that there had been some questions from the Board about the Group Pass Policy itself. If there were other elements of the policy that the Board would like staff to look at and come back and discuss, they could do that. However, staff suggested that the Board approve the proposal under consideration, because there was some interest on the part of smaller groups, and staff would like to start acting on those as soon as possible.

MOTION Mr. Saydack moved that the Board approve the following resolution: Resolved: that the LTD Board of Directors hereby approves the proposed revision to the Group Pass Policy to allow participation by employers with at least 15 employees. Mr. Bailey seconded.

VOTE There was no further discussion. The resolution was approved by unanimous vote (Bailey, Hocken, Kleger, Murphy, and Saydack in favor; none opposed).

SECOND READING AND ADOPTION - FOURTH AMENDED ORDINANCE NO. 35. AN ORDINANCE SETTING FARES FOR USE OF DISTRICT SERVICES: Ms. Hocken stated that the ordinance was finally ready for adoption by the Board, after discussion and revisions at previous meetings. The first reading of this ordinance had been held at the May 15, 1996, regular Board meeting.

MOTION Mr. Saydack moved that Fourth Amended Ordinance No. 35 be read by title only.

VOTE Mr. Kleger seconded, and the motion passed by unanimous vote (Bailey, Hocken, Kleger, Murphy, and Saydack in favor; none opposed). Ms. Hocken read the title: "Fourth Amended Ordinance No. 35, An Ordinance Setting Fares for the Use of District Services."

MOTION Mr. Saydack then moved that the Board adopt the following resolution: Resolved, that the Board of Directors hereby adopts Fourth Amended Ordinance No. 35, An Ordinance Setting Fares for Use of District Services, effective 30 days after adoption. Mr. Kleger

VOTE seconded the motion. There was no further discussion. The resolution was approved by unanimous vote (Bailey, Hocken, Kleger, Murphy, and Saydack in favor; none opposed).

SECOND READING AND ADOPTION - SIXTH AMENDED ORDINANCE NO. 1. AN ORDINANCE PROVIDING RULES FOR MEETINGS OF LANE TRANSIT DISTRICT:

MOTION Mr. Saydack moved the reading of the amended ordinance by title only. Mr. Bailey

VOTE seconded, and the motion carried unanimously (Bailey, Hocken, Kleger, Murphy, and Saydack in favor; none opposed). Ms. Hocken read the title: Sixth Amended Ordinance No. 2, An Ordinance Providing Rules for Meetings of Lane Transit District.

MOTION Mr. Saydack moved that the Board adopt the following resolution: Resolved, that the Board of Directors hereby adopts Sixth Amended Ordinance No. 1, An Ordinance Providing Rules for Meetings of Lane Transit District, effective 30 days after adoption. Mr. Bailey

VOTE seconded the motion. The resolution was then approved by unanimous vote (Bailey, Hocken, Kleger, Murphy, and Saydack in favor; none opposed).

POLICY ON SEXUAL HARASSMENT: Human Resources Manager Ed Rutledge stated that this policy had been addressed earlier and a couple of concerns were raised by the Board. The draft policy had then been sent to District Counsel Joe Richards for review. Mr. Richards made a couple of recommendations that were incorporated into the new draft before the Board that evening.

MOTION Mr. Bailey moved the following resolution: Resolved, that the Board of Directors hereby adopts the revised Policy on Sexual harassment as presented to the Board on

VOTE June 19, 1996. Mr. Saydack seconded the motion. The resolution was approved by unanimous vote (Bailey, Hocken, Kleger, Murphy, and Saydack in favor; none opposed).

ALTERNATIVES TO FY 96-97 METRO TV BUDGET REQUEST: Public Affairs Manager Ed Bergeron recalled that in May, prior to approval of the proposed budget by the Budget Committee, concerns and questions were raised about the Metro TV proposal. Staff thought it might be helpful to put this issue back on the table and have an opportunity for a little more discussion about the staff recommendation.

Mr. Bergeron first reviewed the structure of the marketing division in the past, which worked closely with the advertising agency to make communications decisions. Through the reorganization, staff had broadened the involvement to include three new departments: Service Planning & Marketing, which focused on the marketing of transit service, encouraging people to ride and giving them information about routes and schedules; Planning & Development, which was future- and project-focused; and Public Affairs, which was issues-focused. One of the challenges with the reorganization was to ensure that all of the new marketing units sent a consistent message about the District's programs and where it was going as an organization. Therefore, a new group, the Marketing Council, had been created and met on a weekly basis. Marketing issues from the three departments were brought together and discussed with the District's communications consultant.

Mr. Bergeron stated that concern was raised that the District maintain the level of quality that the community was accustomed to seeing from LTD. In part, he said, that was a function of expertise and in part it was a function of resources. He showed the Board the District's allocations for communicating LTD's issues, and the investments in the marketing of service. During years when significant increases were made in the level of service, increases also were made in service marketing. Since resources were limited, those increases came at the expense of the District's ability to talk about issues, where LTD was going as an organization, and how that fit in with the community's needs. In 1993-94, there were even fewer resources, so the District had some catching up to do in 1994-95. A significant increase was made in the communication of LTD's issues and policies, directions, and success. With the reorganization, the District was once again emphasizing the communication of service, with fewer resources available to talk about issues. In the coming fiscal year, there was a little bit more to work with for issues and the public affairs side of marketing, but it was still less than what the District was able to work with eight to ten years previously. Staff, therefore, felt they needed to be creative in terms of the tools that they had available in order to engage the community in LTD's policies, programs, and direction for the future. Given that need, the Metro Television proposal made it through the internal budget process.

Mr. Bergeron outlined the objectives for using Metro TV, which were to generate increased awareness, visibility, and support for LTD's initiatives, programs, and services. Staff also wanted to put a face on LTD, so the community would see the good people in the organization and their strong commitment to service to the community. Key audiences were taxpayers interested in local political issues, especially those involving LTD; LTD employees; and the staff and policy makers from LTD's public agency partners.

One of the things that Mr. Bergeron had learned in this process was that the staff from the District's partner agencies relied on Metro TV to review the actions of their policy-making boards.

Mr. Bergeron explained that what staff were talking about was a half-hour show about LTD that would be broadcast several times each month on Metro Channel 11. Tapes and film clips would then be available for use by staff for public presentations in the community, to add depth and substance to their speeches and presentations about the various issues and programs LTD was introducing in the community. The Metro TV show would be produced by the Metro TV staff, in cooperation with LTD and its advertising agency. A number of possible topics had been identified: the Eugene Station, bus rapid transit, fall service changes, special events service, and so forth. Based on a recommendation from the Metro TV staff, staff also wanted to intersperse those shows with "commercials," such as safety tips developed by LTD's bus operators.

Mr. Bergeron summarized the advantages of the Metro TV proposal. It would utilize television in enough of a time format to allow LTD to explore an issue in depth and show movement, color, people, and passion. It would allow LTD to take advantage of the publicly-funded Metro TV and its staff, at a fairly low cost. It also would increase goodwill from the other public agencies, who had long been using and supporting Metro TV. Mr. Bergeron thought that because of LTD's marketing capability and visibility in the community, LTD could help put Metro TV on the map in the community and bring it to a new level that would benefit all of the other public agencies as well as LTD. It would allow LTD to involve employees, to be visible as a work force and help put a face on LTD. Staff believed that there was an opportunity to generate additional community attention, because no other public agency was using Metro TV in quite the way staff had proposed. Staff believed they could easily promote LTD's Metro TV programs through the many communications channels that already were in place, and that the District would have a built-in audience of the 21,000 people who rode the bus every weekday. Also, Mr. Bergeron said he had learned that Metro TV counterparts had been used successfully by sister transit systems around the country, and that this seemed to be a growing trend in the transit industry that worked well for others.

Mr. Bergeron also mentioned the risks to using Metro TV. The District had always emphasized high quality in its advertising, and the Metro TV shows did have a reputation for being a little bit lower quality, a little bit more "down home" in their production values. Staff would work very carefully to ensure that this did not happen to LTD. He believed the Metro TV staff to be very capable people who reflected the demands of their clients. There also was a risk that LTD might not reach its target audience, or might not be able to get the viewership necessary for this technique to be a success. Unfortunately, there was no hard data locally to prove that this technique would work. Television audiences were more and more dispersed, so fewer people were watching individual shows each year, so in the long term the trend for television was more difficult than it had been in the past. Lastly, this was a new area for LTD, and staff would be learning as they went along, to a certain extent. Therefore, he said, it was prudent to think of alternative uses for the money that would be devoted to Metro TV.

One alternative would be to add the \$26,500 Metro TV budget to the existing public affairs advertising budget, which currently was \$66,000 for media advertising. The increase probably would not be enough to allow paid advertising on television on public affairs issues, because the production costs were fairly significant. If the money were to be put solely into advertising, Mr. Bergeron probably would rely heavily on newspaper, because newspaper advertising had the ability to explore a particular issue in depth. Newspaper ads competed with all the other newspaper ads, but their use was measurable, proven, and verifiable in terms of their ability to reach the audience, and the District had the opportunity to maintain quality standards. There might be less community goodwill because of the use of this commercial communications channel as opposed to a public one, however. Also, newspaper already was available as part of the mix of advertising, and would not result in adding a new tool to Mr. Bergeron's toolbox of marketing, which Metro TV would do. Also, involving employees would become a little more difficult with newspaper advertising. However, this would be Mr. Bergeron's preferred alternative if Metro TV were not to be used.

Another alternative would be the production of an annual report. LTD last did this as many as ten to twelve years ago. It would provide room for detailed communication on a number of issues. Because annual reports are common in the corporate industry, this would position LTD as a business and could be done in very high quality. The problem was that this would be a one-shot opportunity, without additional resources to handle other issues that might arise. It was questionable whether people would read an annual report, and it could become outdated as new things happened to make that message less relevant.

A third option, and probably the second-best to newspaper advertising, would be the expanded distribution of an LTD newsletter. Mr. Bergeron said that he had money in the FY 96-97 budget to establish an LTD issues newsletter, with a target audience of the opinion leaders in the community. Adding the Metro TV money to the newsletter budget, Mr. Bergeron could begin to think about mailing to all the payroll taxpayers and the self-employed taxpayers in the community, once or twice a year. The message would be flexible and easily updated, and quality standards could be maintained. However, the audience would not be guaranteed, and printed materials were not as engaging as media involving sound and color.

Mr. Bergeron said that LTD would not be locked into a whole year of Metro TV, and the program could be suspended if LTD was not getting the results it expected. He stated that staff's recommendation remained Metro TV, but that they wanted to be sure they were moving forward in partnership with the Board, and that the Board understood the potential pros, cons, and risks associated with this new area.

Ms. Hocken asked about tracking Metro TV successes. Mr. Bergeron said that all he had was anecdotal information. Approximately two years previously, the Lane Council of Governments used Metro TV for the visual preferences survey, and Mr. Bergeron thought that they received several hundred survey responses from people who watched in on Metro TV, as opposed to people who attended survey events held around the community. He thought this example came the closest to the kind of issues LTD was talking about. Mayor Bascom had a monthly television show on Metro TV, but the City had no data to show how

many people watched it. In the past, the Parks and Recreation department had a show that highlighted various Parks and Recreation programs. Jim Johnson, the director of that program for the City of Eugene, said they had no hard data, but anecdotally they loved it and wished they could have continued but had to pull it back because of a budget cut.

LTD had some potential audience creation advantages because of its close association with its bus riders and its ability to communicate with them every day, which some of the other agencies did not have. However, he said, it would be important for LTD to measure the response.

Mr. Saydack said that this could be an interesting experiment in the use of one of the tools available. He agreed that quality television was expensive to produce, and LTD had an image of quality that he would not want to see diluted. Television also was very time-consuming to produce, and he hoped it would not end up taking a disproportionate amount of Mr. Bergeron's time. His major concern, he said, was that this was like preaching to the choir. There would be bus riders who were interested in what was going on, but there was a much larger target audience for LTD who did not ride the bus, and Mr. Saydack was not sure that Metro TV would reach those people. He said he hoped that Mr. Bergeron would be able to develop some data about Metro TV's effectiveness during the course of this experiment.

Mr. Kleger said that using the tapes during presentations and promotional events might help address some concerns about preaching to the choir. He said he did not see the Metro program itself as a device for either recruiting very many new riders or actually getting LTD's concerns and issues into the minds of the people who did not pay attention to transit in the first place. He had heard people talk about Metro TV in a humorous, mocking way, and thought that some people viewed it for entertainment purposes only. However, he said he would like LTD to try this, to see if Metro TV, in combination with the other promotional efforts, might provide multiple opportunities to use the same production dollars. He was not sure there was any really effective medium for reaching the people the District wanted to reach with the tough issues.

Mr. Saydack commented that he knew of a number of businesses using a home page on the Internet, at a fairly modest expense, and wondered if LTD had a home page. Mr. Bergeron said that LTD had established one about a year before, through the donation of time and energy of some University of Oregon people working with the Eugene Free-Net. Thus, LTD did have a presence, but it had been static and introduced LTD at a very basic level. Currently, the District was investing in a redesign of the home page, to present LTD in a higher-quality fashion. The first priority would be to activate the sections of the home page that would be available for the communication of LTD issues, such as Board packet informational materials. Down the road, staff would be able to activate route information, bus maps, etc., and planned to do that in conjunction with the reprogramming of the scheduling software. That should all be happening within the next year or so.

Mr. Bailey echoed Mr. Saydack's concerns about preaching to the choir, but he also thought that, given that television was the medium of the 20th Century, he did not think the District could ignore it. He thought that \$26,000 was a reasonable price to pay for an

attempt in this medium and an effort to build some support for Metro Television and for LTD's programs. He said he was willing to go in this direction and see what happened.

Ms. Murphy asked if the programs would be broadcast more than once. Mr. Bergeron said that LTD would have a special night; the Metro TV people were excited about LTD's participation and suggested the prime time access period, after the evening news and before the best shows came on, which probably was a good time to be on the air.

Ms. Murphy thought that using employees as part of getting the message out would be an excellent opportunity to use one of LTD's greatest assets. She also was curious about using the bus operators to create public service announcements. Additionally, she said, this seemed to be a good opportunity to educate and respond to community questions.

There was a brief discussion about whether or not people would read or appreciate receiving newsletters. Ms. Hocken thought that if they were very brief and informative, people might read them.

Mr. Saydack said that he had mentioned during the budget meetings that he would be interested in hearing at some point what a greatly-expanded marketing budget could do for the District. He wondered if LTD was at a point where it was spending dollars and would not get a whole lot more return from more dollars, or if the District would really see a greater return and increase ridership if the budget were doubled or tripled. Mr. Bergeron said that staff could give some thought to that and come back to the Board at a future meeting.

To show the Board an example of putting a face on LTD, Ms. Loobey circulated a copy of the fall marketing materials with two bus operators, Robert Mosely and Kay Christopher, on the covers. Kay Christopher was a driver trainer, and Robert Mosely was the 1994 Employee of the Year.

Ms. Hocken said that it appeared that the Board thought the staff should go ahead with the budget the way it was put together and try Metro TV to see what happened. She commented that it would be nice to get some data at some point about who watched it. Mr. Kleger asked if money was available to do that kind of survey, and thought it might be worthwhile to do. Mr. Bergeron said that the District should have about four good shows done before doing a survey, and by then should have a good level of awareness in the community that would allow a test to see what kind of market penetration the show had and what it was doing for LTD. Based on that, LTD could make some decisions about the future, but it needed a little time to catch on first. Ms. Hocken asked about having a couple of shows and then having an open call-in session. That might provide some idea of how many people were watching.

ADOPTION OF FISCAL YEAR 1996-97 BUDGET:

(1) **Staff Presentation:** Finance Manager Diane Hellekson stated that this was the final phase of 1996-97 budget development process. Staff were requesting a public hearing and subsequent adoption of the budget as presented. The budget contained a few minor

changes from the budget approved by the District's Budget Committee. Those changes were outlined on pages 64 and 65 of the agenda packet for that evening. The Board already had approved the change adding the additional hours for the Customer Service Center. Board members had received a replacement page for page 69, one of the supplemental pages. The Board would be approving the resolution on page 66, which was correct as presented.

(2) **Public Hearing on Fiscal Year 1996-97 LTD Budget:** Ms. Hocken opened the public hearing for testimony on the proposed FY 96-97 LTD budget. There was no testimony from anyone in the audience. Ms. Hocken closed the public hearing.

MOTION (3) **Board Deliberation and Decision:** Mr. Saydack moved approval of the Resolution adopting the Fiscal Year 1996-97 budget and appropriating \$44,627,041 as represented in the Resolution. Mr. Bailey seconded the motion.

VOTE There was no further discussion, and the Resolution adopting the FY 96-97 budget was approved by unanimous vote (Bailey, Hocken, Kleger, Murphy, and Saydack in favor; none opposed).

ITEMS FOR INFORMATION AT THIS MEETING:

Board Member Reports: **MPC:** Ms. Hocken reported that the Metropolitan Policy Committee had seen the same TransPlan presentation that the Board had seen that evening during the work session. MPC also had seen two videos prepared for the open houses; one was generic about why TransPlan should be done, and the other was a discussion of some of the nodal developments around the state. She recommended that the Board see them, and suggested that this be done at the July Board meeting. Mr. Viggiano commented that the videos were produced by the Metro TV staff, and Ms. Hocken said that they were well done. She added that MPC members had been given a report about 100 projects around the country that implemented some of the land use planning principles this area had been talking about, and there had been an in-depth discussion about five projects in Oregon. She had visited one site in California when she was there recently.

High Speed Rail Siting Steering Committee: Mr. Bailey reported that there was nothing new from the steering committee. Mr. Bailey and Mr. Bergeron were trying to schedule a meeting with Susan Brody and Mayor Bascom and then reconvene the committee within the next couple of weeks. Mr. Bailey said that Portland had a Business Coalition for High Speed Rail, and Eugene needed something similar.

Senator Wyden's Town Hall Meeting: Mr. Bailey reported that Senator Wyden had been in town a couple of weeks before and had opened a Eugene office. Mr. Bailey heard him speak and asked him about his support for transportation and transit, generally. Senator Wyden had stated that he was willing to work with LTD. Mr. Bailey said that Senator Wyden had a lot on his plate, and LTD needed to keep transportation issues at the forefront of his agenda.

Livable Oregon's Annual Conference: Ms. Murphy had attended this conference in June. She reported that it dealt with internal and external linkages within communities, both large and small. One point made was to consider human support and buy-in as resources along with capital. She thought it was an excellent conference. While there, she had spent time with Cynthia Pappas of the City of Springfield, and discussed a BRT linkage with Pioneer Parkway.

Ribbon of Hope Celebration: Ms. Murphy said that she and Mr. Bailey had attended the Ribbon of Hope Celebration dinner on June 6 and accepted an award on behalf of LTD. Community service awards were given to certain persons, businesses, and organizations that had distinguished themselves outstandingly in assisting HIV Alliance in accomplishing its mission. Ms. Murphy read an excerpt of the text read at the celebration: "Through their collaboration on the Mary Fisher Aids Awareness Day, April 1995, Lane Transit District reached thousands of Lane County residents with their extensive advertising of the events at MacArthur Court and throughout the day. LTD also provided free shuttle service to hundreds who attended Ms. Fisher's speech, without the hassles of University of Oregon parking. For these reasons, we present the 1996 Ribbon of Hope Award for Businesses and Corporations to Lane Transit District."

Board Finance Committee Recommendation on Self-Employment Tax: Board Finance Committee Chair Roger Saydack stated that Board members had received in recent packets some very compelling letters from low-income taxpayers regarding the impact of the self-employment tax. The committee had met the previous week to discuss that situation. After reviewing a staff report on the results of the tax to date, the committee realized that the District did not yet have enough data from the Department of Revenue, and probably would not until fall, to know the effect of any of a number of actions the District might take. The tax was being applied in the same manner to all taxpayers, regardless of income, and was being done exactly the same as Tri-Met had for ten years. In that sense, it was fair, but the committee felt that at the present time it did not have enough information to determine if any other approach would be both fair and practical. Therefore, the committee recommended deferring further action until the fall when better information would be available from the Department of Revenue. He thanked Ms. Hellekson for her excellent analysis of the information that was available.

Ms. Hocken said that approximately 50 percent of the returns that had been received so far showed incomes of \$10,000 or less. However, there was an expectation that the later returns would show more income, but no conclusions could be drawn at the present time. Mr. Kleger said that all members of the Finance Committee were concerned about the low-income self-employment tax issue and wanted to revisit the issue when enough data was available to make a decision. Mr. Bailey wondered if there was a need to communicate the Board's continued concern to those affected by the self-employment tax. Ms. Hocken said that the committee had discussed communication with the public on this issue, but decided that it might not be an appropriate time to do that until more information or a decision was available.

Ms. Loobey commented that not all self-employed persons reporting low self-employment income actually were low-income persons, since many had other employment.

Those kinds of questions were difficult to determine without additional information from the Department of Revenue or some other kind of reporting.

Bus Rapid Transit: Use of the Vacated Southern Pacific Right-of-Way:

Ms. Murphy said that she had driven past this area and had a discussion with Cynthia Pappas, a City of Springfield planner, who thought that the Main Street corridor was a better option to begin with, since a higher number of people were employed along that corridor. Ms. Murphy mentioned the highly-congested intersection at Centennial and Pioneer Parkway as another important consideration. She said she was now more educated about this issue and weighed the Main Street option more heavily. Mr. Viggiano said he had talked with a traffic engineer, and agreed that the Centennial intersection was a very complex intersection. The traffic engineer had mentioned this as a potential problem for BRT. Ms. Murphy added that some of the right-of-way or easement that had been created by the railroad was being changed into turn lanes, so that was not an option for BRT, either.

Election Results: Bus Service to Cottage Grove and Creswell: Ms. Hocken mentioned that the election results in Cottage Grove and Creswell were not favorable; neither one of the ballot measures for LTD service passed, even though the Cottage Grove vote was fairly close. Ms. Loobey added that Don Nordin, the leader of the Friends of LTD group, had called her to say he intended to have a measure on the ballot again in November.

Eugene Local Street Plan Update: Ms. Hocken told the Board that the Eugene City Council would hold a public hearing on July 8 on the Planning Commission's recommended local street plan. She planned to testify at that time. The letter the Board had sent on this issue on April 1 was included in the agenda packet. She asked if there were any changes to the draft plan that would have a particular impact on LTD. Mr. Viggiano said he had discussed this with Ms. Kaplan, and she had indicated that the Planning Commission did not make any substantive changes. They did clarify the need to make sure that ADA standards were considered in the local street plans, so LTD might want to amend its comments to support that item, as well. Ms. Hocken asked if there was anything in the plan that might affect BRT, in terms of street design. Mr. Viggiano did not think so, because this was just for local streets, not for arterials or collectors. He thought it was extremely unlikely that there would be a BRT line on a local street. If LTD wanted to use 10th or 12th Avenues, those streets might have to be reclassified as something other than a local street. Ms. Loobey added that the Friendly Street Neighbors had a discussion about parking on 12th and 11th on the west side of town. They expected very strong opposition to the removal of parking on those streets.

West 11th Park and Ride: Ms. Hocken said she did not expect a park and ride to be as close in as Garfield. She had imagined that it would be farther out, somewhere in the area between Seneca and Beltline. Mr. Viggiano said that staff originally were thinking it would be in the Bertelson area, and the study area did go out as far as Bertelson. However, in looking at the area a park and ride draws from, that typically was an area farther away from people's destinations. Unless it was a very short distance, people would not drive out of their way to park and catch a bus back in the direction they came from. The "catchment" area for a park and ride typically was a parabola-shaped area that extended

from the park and ride outward. There were not very many residences west of Bertelson, except for Veneta. If a park and ride were located that far out, the market would be Veneta and possibly a few residences scattered between there and the park and ride. If the park and ride were constructed as close in as Garfield, a lot of people coming from 18th Avenue probably would use it, and the Veneta residents might still use it, as well. Ms. Hocken wondered, however, if it made sense for people to park at Garfield, which was only about a ten-minute bus ride to downtown. Mr. Viggiano replied that park and ride seemed to work only if there was a disincentive to drive to or park at the destination, especially in this urban area, where distances were so short. Therefore, park and ride locations worked best for people going to downtown Eugene or in the University of Oregon/Sacred Heart area. There, it was a question of not wanting to pay parking fees or not being able to find parking spaces, so the trip length was not as important an issue.

Mr. Viggiano said that Ms. Kaplan would be making a presentation to the Board in July or August on the sites being considered, and the pros and cons for each one.

Ms. Hocken said that one of her other issues was that she had envisioned this park and ride as the end of the BRT line. Mr. Viggiano stated that there might be more than one park and ride. Mr. Bennett had pointed out that his vision of BRT was that there would be several park and ride locations, which provided access for people from different areas.

Ms. Hocken asked if the District had tried to have an informal park and ride near Garfield, such as at Waremart or Better Bodies Gym. Mr. Viggiano said staff had looked at using the parking lot near Better Bodies, because it seemed to have a lot of capacity. They also had looked at the theaters north of Fred Meyer, because they had huge parking lots that were full only on weekends and evenings. However, that was so far off the corridor that having to make that jog defeated much of the BRT travel time improvements.

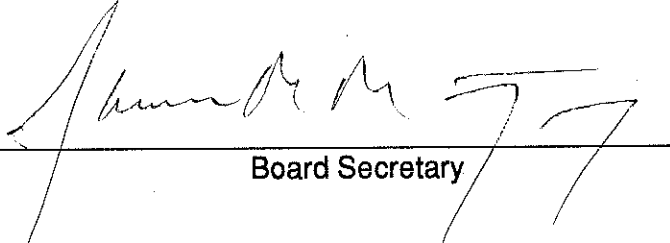
Board Correspondence: Ms. Hocken said that the District had received several letters about the bus advertising, one concerned about the designs covering the windows. She asked Mr. Kleger what those looked like from inside the bus. Mr. Kleger replied that there was one bus where the windows were fully covered on the left-hand side. He had been aboard it at night and during the day, both on bright and not-so-bright days. On a dark day, but with ample reflected light outside, it was easy to see out the windows and was not a problem. On a bright day, when looking at the left-side windows, he saw the image outside on the right side, so it was almost like a one-way mirror. At night, he was not sure what it was like in the back of the bus, where the lights stayed on. He sat in the front of the bus, where the lights went off at night, but his impression was that the visibility out that left window was not good enough to spot landmarks. He suspected that it was worse in the back of the bus. He noted that he had heard negative comments about that one bus greater than he heard about the entire Bustacular program, by people both on and off the bus. However, he had spoken with other people on that bus who had not noticed or been disturbed by the design within the window line. Mr. Bailey said he also had received several complaints about that particular bus and coverage on the windows, and he confirmed that it was very hard to see out from the back of the bus. Ms. Loobey said she would pass these comments on to Obie Transit Advertising, and stated that LTD would not have a full-cover bus again. Ms. Hocken said that in general, she loved what Obie had done with the

Bustaculars. Mr. Kleger added that for every complaint he had heard, he had heard about 20 favorable comments, with the exception of the window impingement issue, and he had heard no negative comments about the occasional bump into the window line.

Board Vacation and Meeting Schedules: Ms. Loobey asked if Board members would be in town in July and August. Mr. Kleger said he should be in town unless called away for an emergency with his father's health. Ms. Murphy said she would be in town for both meetings, although she was a little more uncertain about the July meeting. Ms. Hocken and Mr. Saydack said they would be available to attend the July Board meeting, but were unsure about August. Staff knew that Mr. Bennett planned to be out of town during August. It was not certain at this time whether there would be a quorum or agenda items for an August Board meeting.

Bus Rodeo: Ms. Loobey informed the Board that the employee bus rodeo would be held on Sunday, August 25, at Valley River Center, and that Board members were invited to participate in a neophyte category. Ms. Murphy wondered about using media clips from that event on Metro Television.

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


Board Secretary

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