

MINUTES OF DIRECTORS MEETING

LANE TRANSIT DISTRICT

REGULAR MEETING

Wednesday, September 15, 2004

Pursuant to notice given to *The Register-Guard* for publication on September 9, 2004, and distributed to persons on the mailing list of the District, the Board of Directors of the Lane Transit District held its regular monthly meeting on Wednesday, September 15, 2004, beginning at 5:30 p.m., in the LTD Board Room at 3500 East 17<sup>th</sup> Avenue, Eugene.

Present: Gerry Gaydos, President, presiding  
Susan Ban, Vice President  
David Gant, Secretary  
Virginia Lauritsen  
Dave Kleger, Treasurer  
Hillary Wylie  
Ken Hamm, General Manager  
Jo Sullivan, Clerk of the Board  
Lynn Taylor, Minutes Recorder

Absent: Pat Hocken

**CALL TO ORDER** – Mr. Gaydos called the meeting to order.

**ROLL CALL** - General Manager Ken Hamm called the roll.

**PRELIMINARY REMARKS BY BOARD PRESIDENT** – There were none.

**ANNOUNCEMENTS AND ADDITIONS TO AGENDA** – There were none.

**BOARD CALENDARS** – There were no changes or additions to the calendars.

**WORK SESSION**

**A. Origin and Destination Study Presentation** – Service Planning and Marketing Manager Andy Vobora introduced Selena Barlow of Transit Marketing, LLC, to discuss the results of an in-depth study of current guests and travel patterns.

Ms. Barlow highlighted information contained in the *2004 Origin/Destination Study Research Report* that was distributed to Board members. She reviewed the survey methodology and indicated that the analysis was based on approximately 5,400 questionnaires. She used a slide presentation to illustrate data in the following categories:

- Demographics of riders
- Purpose, frequency, and intensity of use

- Transfers
- Transit dependence
- Changes in ridership compared with 1999 data
- Reasons riders use a bus
- Satisfaction and service ratings
- Service improvement priorities

Ms. Barlow concluded her remarks with the observation that the highest-rated service improvement priorities were later-evening service and more frequent weekend service, which reflected a nationwide trend influenced by a 24/7 economy and expanded job options during evening and weekend hours.

Mr. Vobora presented some summary conclusions from the report. He said that LTD had a very large segment of riders who used the system intensively and that was an important factor in system design and how services were provided, as well as the fact that many riders used the bus to commute to work or seek employment. He noted that over 40 percent of riders had access to a vehicle and rode the bus by choice, not because they were transit-dependent. He commented that it was unfortunate that LTD had to implement reductions in evening and weekend services in view of the service improvement priorities identified by riders. He said that closer examination of the transfer rate would be conducted at a later date. He illustrated on a map the destinations and originations of riders to demonstrate that more direct cross-town service was not necessarily responsive to riders' needs.

In response to a question from Mr. Hamm, Mr. Vobora said that a market-area study surveyed non-riders about issues such as barriers to riding transit. Frequently cited were direct routes, speed of trip, and frequency of service. Ms. Barlow said that more direct service was rated a lower priority by riders than evening and weekend services.

Ms. Wylie asked if buses were being cleaned as frequently as they were in the past. Mr. Hamm said that cleaning activities had not changed significantly during the past several years. Mr. Kleger, commenting as a transit user, observed that riders were becoming more careless about trash.

Ms. Wylie remarked that the data comparing new rider statistics for January and May likely was influenced significantly by weather conditions in those months. She said that the elimination of cost savings in the monthly pass program had resulted in the reductions in use. Mr. Vobora added that riders who could not afford a monthly pass possibly were shifting to cash fares and day passes and that rider responses to that question on the survey were not always consistent. Assistant General Manager Mark Pangborn said the survey asked whether a rider purchased a day pass or paid cash and that confused some riders who checked the cash category because they had paid cash for the day pass, somewhat skewing the data.

Ms. Lauritsen asked if it was possible to reconcile the survey results with LTD's records. Mr. Vobora said that LTD did not collect the data except during surveys and could not make a direct comparison.

**B. Incremental Corridor Development** – Director of Development Services Stefano Viggiano described four possible levels of incremental corridor development leading up to full EmX treatment:

1. Apply transit signal priority (TSP) systemwide – This project is included in the current capital improvements program. It would require approval from the local jurisdiction that controlled the signal. Staff believed that TSP should be implemented systemwide where possible. The largest cost for TSP is equipping the buses with Opticom emitters.

Mr. Hamm commented that other transit systems had experienced a substantial positive impact for regular transit service when TSP was implemented.

2. Implement a base level of improvements to all planned bus rapid transit (BRT) corridors. This level would include simple BRT improvements in addition to TSP. Improvements would include wider stop spacing, passenger shelters at every stop, and real-time passenger information at key stops. Queue-jumpers could be added where it was inexpensive to do so. The estimated cost was \$300,000 per mile.
3. Level 3 includes all BRT features except exclusive transit lanes. Elements include wider station spacing, improved stops, level boarding, fare collection, queue-jumpers, and special vehicles. The estimated cost was \$2 million per mile.
4. Level 4 would construct the corridor to the full EmX level by adding exclusive right-of-way. The estimated cost was an additional \$3-4 million per mile.

Mr. Viggiano said that LTD already was working on signal priority and could begin to implement Level 1 while working on development of corridors. He said the key issue was how to fund the improvements and how they fit into the priorities for capital expenditures. He said that the staff could explore those issues and return with an analysis for the Board to consider.

Mr. Kleger asked if there were costs that would not be recovered as the system moved to the next level. Mr. Viggiano said that the shelters to be placed at stops under Level 2 would not be located at EmX stations, but could be moved and used elsewhere in the system. He said that staff could develop some estimates of lost investments. He did not anticipate any loss in the move from Level 3 to Level 4.

Ms. Ban expressed her appreciation for the information on options to frame the Board's discussions of moving toward BRT. She said that the levels further emphasized the fact that it was all one system and part of an incremental build to EmX while demonstrating a more effective transit tool. Mr. Viggiano said an important aspect of incremental development for the community was LTD's commitment to reaching Level 4 in the planned BRT corridors.

Mr. Kleger said that levels 1 and 2 were at risk of losing gains as traffic worsened. He was reluctant to spend significant amounts of money for something that would deteriorate; however, there were areas where it would be extremely difficult to obtain exclusive right-of-way until its actual usefulness was proved. He said he was not opposed to any of the strategies as long as they were regarded as incremental steps to BRT. He hoped that would be emphasized in any public information campaign. He suggested that the relative costs of levels also could help the public understand incremental development.

Mr. Hamm commented that the staff had discussed whether, if all of the funding strategies came together as planned, LTD would be building a BRT corridor every six years as part of the federal transportation reauthorization. He said that incremental development allowed LTD to build the system at a faster pace.

Mr. Gant commended the staff for the options, which he said represented growth based on need.

Mr. Gaydos emphasized the importance of clearly expressing LTD's intent regarding incremental development to the community. He said he was not clear how the commitment to allow communities to choose their corridors would fit with an incremental development approach and it was necessary to consult with jurisdictions, particularly at Level 3 implementation.

Mr. Gant remarked that it would be easier to work with jurisdictions and businesses if development occurred incrementally.

Ms. Ban pointed out that Level 2 focused more on improving system efficiency and was not as directly associated with BRT development and would therefore not be perceived as a change in direction.

Mr. Hamm gave the Breeze as an example of a service design that evolved from its original concept after dialogue with the community. He concurred with Mr. Gaydos' comments about the importance of communicating any changes to the communities LTD served.

**EMPLOYEE OF THE MONTH** – Transit Operations Manager Mark Johnson introduced Guest Service Representative Gail Beasley, the October 2004 Employee of the Month. He commended her efforts on behalf of LTD guests. Ms. Beasley thanked LTD for the award, expressed her appreciation for the honor and for her job, and commended her co-workers.

**AUDIENCE PARTICIPATION** – There was no one wishing to speak.

#### **ITEMS FOR ACTION AT THIS MEETING**

**MOTION** **A. Consent Calendar** – Ms. Ban moved adoption of LTD Board Resolution No. 2004-020: "It is hereby resolved that the Consent Calendar for September 15, 2004, is approved as presented." Mr. Gant provided the second. The Consent Calendar consisted of the minutes of the August 11, 2004, special Board meeting.

**VOTE** The Consent Calendar was approved as follows:  
AYES: Ban, Gant, Gaydos, Kleger, Wylie, Lauritsen (6)  
NAYS: None  
ABSENTIONS: None  
EXCUSED: Hocken

**B. General Manager Performance Evaluation Process** – Director of Human Resources and Risk Management Mary Neidig referred to the recommended process for the LTD General Manager performance review contained in the agenda packet and provided a brief history of the issue. She said that in 2003 the Board's Human Resources Committee had recommended an evaluation process that involved an internal questionnaire during even-numbered years and an

external questionnaire during odd-number years, and that the Board had approved the process and the questionnaire to be used. She referred to the 2004 questionnaire to be given to Board members and Leadership Council members and said that it was the same tool used in 2002, in order to obtain consistent evaluation results. She said that if the Board approved the process, the evaluation form would be distributed immediately and the results would be available to the Board at its next meeting.

Mr. Hamm asked if the Board was interested in having him conduct a self-assessment. The Board agreed that a self-assessment would be useful.

**MOTION** Mr. Kleger moved adoption of LTD Board Resolution No. 2004-030: "It is hereby resolved that the LTD Board of Directors approves the recommended evaluation process and tool, with the addition of a general manager's self-evaluation, for the Fall 2004 general manager performance evaluation, as proposed with the addition and discussed at the September 15, 2004, Board meeting. Mr. Gant provided the second.

**VOTE** The motion was approved as follows:  
AYES: Ban, Gant, Gaydos, Kleger, Wylie, Lauritsen (6)  
NAYS: None  
ABSENTIONS: None  
EXCUSED: Hocken

**C. Smoking on Plaza at Eugene Station** – Mr. Johnson referred to the Board's discussion at the August 11, 2004, Board meeting about smoking in the plaza that was prompted by complaints from guests who were waiting in Bay H. He reviewed the history of the smoking policy at the station, which initially permitted smoking in some infrequently used bays, then banned smoking from all platform areas and allowed it only in the plaza area and on the public sidewalks that were on the perimeter of the station. He said that staff had monitored the situation following the complaint to determine if smokers were encroaching into restricted areas. He indicated that prohibiting smoking in the plaza area could be done but was not likely to solve the problem, only relocate it to the adjacent sidewalks. He noted that the Eugene Public Library recently had begun to enforce a no smoking policy in front of the building and consequently some smokers had moved to the station plaza.

According to Mr. Johnson, there was no solution that would protect guests from any contact with smoking. Therefore, staff recommended that no action be taken by the Board. He said that enforcement would be used to assure that smokers were not encroaching into non-smoking areas. He said that the covered bike parking area by the library likely would be a more attractive location during the winter and enforcement in the plaza area could be increased in the spring.

Ms. Ban suggested that signs encouraging smokers to be sensitive to others could be posted in the area. There was a general discussion of ways to draw smokers away from problem areas.

Ms. Ban commented that there was evidence that smoking helped minimize the interference of voices for people who had schizophrenia and were on medication.

Mr. Gant remarked that smoking had a negative impact on people with asthma. He asked what distance it was from the platform to the sidewalk by Bay H. Mr. Johnson estimated the distance at approximately 30 feet. He suggested that the Board revisit the issue next summer.

Mr. Gaydos determined that it was the consensus of the Board to accept the staff recommendation, and that the situation would be monitored by staff and possibly reconsidered by the Board at a later date.

**D. Public Relations Outreach** – Mr. Vobora drew the Board's attention to a copy of an informational mailer and reply card that were sent to more than 13,000 businesses and self-employed taxpayers the week of Labor Day. He said to date only one response had been received. He reviewed the information included in the agenda packet regarding other public outreach activities and strategies and requested feedback from the Board.

Mr. Hamm remarked that the Chambers of Commerce had asked about implementation of the payroll tax rate increase and staff had indicated that the Board had not yet made a decision to implement and was interested in receiving comments from the business community.

Ms. Ban said that the assumption of an increase in LTD's eight-year plan complicated the issue because it appeared that the decision had been made, but the Board had been clear that if there was not public business support, it was still a question to be deliberated.

Mr. Gaydos urged staff to continue to consult with and obtain feedback from the Chambers of Commerce in the district and use specialty business organizations, such as the Home Builders Association or Commercial Realtors Association, to contact small businesses. He also suggested that the use of specific dates for plans like increasing bus service be avoided.

## ITEMS FOR INFORMATION AT THIS MEETING

### A. Current Activities

**Board Member Reports** – There were no questions or comments.

BRT Steering Committee – September 7, 2004, meeting

Metropolitan Policy Committee – September 9, 2004, meeting

Salaried Employees Retirement Plan/ATU Pension Plan Trustees Meetings – August 19, 2004, meeting

**General Manager's Report** – There were no questions regarding the general manager's report.

**Monthly Financial Report** – Director of Finance & Information Technology Diane Hellekson stated that the report contained data for both July and August, although the comments referred to the August data. She said the new fiscal year was off to a good start and consistent with the plan.

She highlighted a discrepancy with personnel services expenditures and explained that the net growth of 9.8 percent was due to several factors that were detailed in the report. She anticipated that the target of 4 percent for the year would be met, although it would be later in the year. She indicated that fuel costs were higher than budget assumptions and that expenditure was being monitored closely.

Ms. Hellekson reported that most of the refund from the payroll tax court case dispute had been received but there was some risk that LTD might not win on appeal and it would be 18 months until

that result was known. If LTD did not prevail the money would have to be repaid with interest. She announced that LTD had been selected by the Federal Transit Administration for a Financial Management Oversight Review (FMO). She said the FMO was a detailed, comprehensive audit of all aspects of financial activity, risk, and control that was intended to evaluate risk. She said the site work would begin on October 5, 2004, and last two weeks.

Mr. Gaydos asked how LTD would assure that funds could be repaid if it lost the appeal. Ms. Hellekson said that \$3 million was maintained in reserves at all times.

Ms. Wylie asked if the increases in payroll tax revenues and passenger fares would cover the increased cost of fuel. Ms. Hellekson replied that it was too early in the fiscal year to know and projections would be done in November when tax revenues for the current year were received.

**EmX Bus Rapid Transit Update** – Mr. Pangborn said that the Springfield Station originally was scheduled to open on September 19, 2004, to coincide with implementation of fall service. He said staff had determined that it was unrealistic to try to accomplish that because of the complex series and sequence of events that needed to occur. He said that a drop-in open house would be held on September 18 to preview the new station to the public and operations would continue out of the old station until the corridor was completed in mid-October 2004.

Ms. Lauritsen asked if the project was over budget. Mr. Pangborn said that the project was on budget and all of the major stakeholders and the customer base had been informed about the delay in opening the new station.

Mr. Hamm said that staff were coordinating with Senator Gordon Smith and Congressman Peter DeFazio to schedule a ribbon-cutting and dedication ceremony in late October or November.

Mr. Kleger noted that two local television stations had done excellent stories on the Springfield Station and its connection to revitalization in downtown Springfield.

**Correspondence** – There were no questions.

**B. Monthly Department Reports** – There were no questions.

**C. Monthly Performance and Labor Trends Reports** – There were no questions.

**D. News Articles about BRT throughout the Nation** – Mr. Pangborn noted that LTD subscribed to a national clipping service and Board members could let staff know if there were particular areas of interest they would like information about.

#### **EXECUTIVE (NON-PUBLIC) SESSION PURSUANT TO ORS 192.660(2)(d), LABOR NEGOTIATIONS**

MOTION **A. Executive Session** – Ms. Ban moved that the Board meet in executive session pursuant to ORS 192.660(2)(d), to conduct deliberations with persons designated by the governing body to carry on labor negotiations. Mr. Gant provided the second.

VOTE The motion was approved as follows:  
AYES: Ban, Gant, Gaydos, Kleger, Wylie, Lauritsen (6)  
NAYS: None  
ABSEPTIONS: None  
EXCUSED: Hocken

MOTION Ms. Ban moved that the Board also meet in executive session pursuant to ORS 192.660(2)(h), to consult with counsel concerning the legal rights and duties of a public body with regard to current litigation or litigation likely to be filed. Mr. Gant provided the second.

VOTE The motion was approved as follows:  
AYES: Ban, Gant, Gaydos, Kleger, Wylie, Lauritsen (6)  
NAYS: None  
ABSEPTIONS: None  
EXCUSED: Hocken

The Board entered into executive session at 7:35 p.m. The District's negotiating team and District Counsel were present for these discussions with the Board.

**Return to Regular Session:** The executive session ended at 9:05 p.m. and the Board returned to open session.

Mr. Kleger noted that he had been asked to participate in the Eugene Celebration parade on behalf of the Amtrak Station.

#### ADJOURNMENT

The meeting was adjourned at 9:10 p.m.

  
Board Secretary