

MINUTES OF DIRECTORS MEETING

LANE COUNTY MASS TRANSIT DISTRICT

REGULAR MEETING

February 21, 1978

Pursuant to notice given to the Register Guard for publication on February 17, 1978, to the Springfield News, and distributed to persons on the mailing list of the District, the regular monthly meeting of the board of directors of Lane County Mass Transit District was held at the City Hall in Eugene, Oregon, on February 21, 1978, at 7:30 p.m.

Present:

Richard A. Booth, Secretary
Jack J. Craig
Daniel M. Herbert, President, presiding
Kenneth H. Kohnen, Vice President
Ted J. Langton, Treasurer
Glenn E. Randall
Carolyn Roemer
Fred C. Dyer, General Manager
Phyllis Loobey, Director of Administrative Services
Richard Bryson, Counsel
Mavis Skipworth, Recording Secretary

News media representatives:

Marvin Tims, Register Guard
Catalina Ortiz, Springfield News
Clay Eals, Oregonian
David Lowe, KZEL

MOTION MINUTES: Minutes of the regular board meeting of January 17, 1978 and the
VOTE adjourned board meeting of February 7, 1978 were unanimously approved as distributed.

AUDIENCE PARTICIPATION: The chairman invited public comment and there was no response. He gave a second call, without response.

CITIZENS ADVISORY COMMITTEE: Minutes of the February 14, 1978 Citizens Advisory Committee meeting were distributed for board information. Responding to an inquiry by Mr. Randall, Citizens Advisory Committee Chairman Paul Bonney said that attendance has been poor at the recent monthly meetings. Mr. Randall suggested the board should encourage a broader representation at the committee meetings, that citizens should be advised of the proposed ordinance, the budget process and the general transportation plan. The chairman instructed the staff to again contact neighborhood associations and other groups to encourage participation for citizen input.

FINANCE AND BUDGET: Financial reporting for the month of January was presented for board review.

MOTION VOTE Mr. Kohnen submitted the name of Robert Moulton for reappointment to the Budget Committee for a three year term. Upon motion, duly seconded, the board voted unanimously to confirm the appointment.

MOTION VOTE Mr. Randall nominated George Baker for reappointment to the Budget Committee for a three year term. Upon motion, duly seconded, the board voted unanimously to approve the appointment.

1978-79 GOALS AND OBJECTIVES: The board was advised that fiscal year 1978-79 Goals and Objectives as recommended by the board subcommittee had been reviewed and approved by the Citizens Advisory Committee.

MOTION VOTE Mr. Kohnen suggested that wording in the Policies, Item G, be revised by deleting the word "retain" and substituting "seek", the policy reading "to seek highest possible efficiency/cost ratio in providing public transit services." Upon consensus of the revision, Mr. Randall moved to adopt the recommended 1978-79 Goals and Objectives as revised. The motion was duly seconded and carried unanimously.

MARKETING: A report of current marketing activities was presented for board review. Included was an assessment of the recent Oughtamobile program which indicated that although 1,715 of an estimated 3,900 downtown employees completed the survey and were eligible for the program, most of the participants were already regular bus riders. It was believed that the ridership had little impact on the downtown parking program partly due to the short lead time in initiating the program and its brief duration. Mr. Herbert observed that a short term program is not effective and to have a substantial impact upon the freeing of parking in the downtown area more time is required to change people's transportation habits. The marketing staff recommended to the Downtown Development Board that consideration be given to institution of a 50% fare subsidy program for a period of one year, commencing July 1, 1978. The chairman suggested that any further action on the recommendation should come from the Downtown Development Board. He asked that the board be kept informed of any further developments.

AWARD BANQUET: The chairman advised that the third annual awards banquet was held February 12 to honor employees for achievements in safety, reliability, charity and participation in the District's first Roadeo. He pointed out the importance of the event and expressed regret that he was unable to attend.

RIDERSHIP: Ridership reporting for the month of January was presented for board information.

AUDIENCE PARTICIPATION: Mr. Randall observed that a number of people had entered the meeting room subsequent to the opportunity given for public comment. The chairman invited any members of the public present to speak but received no response.

EUGENE CENTRAL TRANSIT STATION: Mr. Rynerson reported that the air quality and traffic data collection at the 8th and Willamette site has been completed but no further forecasts or computations have been made due to the uncertainties of site selection. He said air quality standards were not exceeded during the tests, despite seasonal peak parking lot use.

Mr. Dyer advised that the Department of Housing and Community Conservation, formerly Eugene Renewal Agency, has requested proposals for a multi-use center at the site previously assigned for a transit station. The chairman said the district will remain in contact with HCC concerning proposals received and will keep the board informed.

T-2000 PLAN: The Planning Department reported that a joint city council/county commission hearing on the T-2000 Plan has been proposed for March 16. The chairman recommended that the board hold an adjourned meeting on March 7 for review and discussion of the transit element of the plan.

RIDERSHIP BY ROUTE: Mr. Rynerson presented a new table of ridership reporting, showing average daily ridership per bus by route. He said it would be difficult to compile comparison data of different years because of route changes; that there is a need to compile data of trip and route segments through surveys, as that information is not presently available.

TRANSPORTATION RESEARCH BOARD: The board was advised that the Planning Director attended the Annual Meeting of the Transportation Research Board in Washington, D.C. during January. A listing of recent research reports obtained at that meeting that are now available in the district's library was included in the agenda material.

An excerpt from TRB Special Report 164, "Paratransit," pertaining to Commuter Pooling Programs in Knoxville, Tennessee and Portland, Oregon, was distributed.

Mr. Rynerson advised that he has just received a copy of "National Trends In Transit Operating Costs" from the UMTA office of Policy and Program Development, as delivered at the TRB meeting. The chairman asked to receive a copy.

CITY OF EUGENE SURVEY: The board received copies of transit related excerpts from a recent telephone survey conducted by the City of Eugene to obtain public opinion data regarding various public services. Mr. Dyer noted that an interest was indicated in having an improved transit system in the city. At Mr. Craig's suggestion, the chairman asked the staff to prepare a summary of policy implications indicated in the report.

TRANSIT DEVELOPMENT PROGRAM: The board received copies of the first draft of the Transit Development Program update, together with a schedule for the update process. Following further review by L-COG TPC/CAC and the district's CAC, the board will receive recommended changes on March 15, 1978 and will be asked to review the change list and take action on proposed amendments at the regular meeting in March; that formal adoption of the document should occur prior to June 1978 for further review by Metropolitan Area Transportation Committee and the L-COG board for adoption as part of the TSME and TIP in order to qualify for area certification. Mr. Rynerson explained the changes included in the first draft of the TDP.

OPERATIONS: Regular reporting of the Operations Department was presented for the month of January. Mr. Dallas explained a table of the existing Preventive Maintenance Program which portrayed significant procedures and schedules of vehicle maintenance. He said the schedule will be constantly reviewed for greater efficiency.

INCOME TAX ORDINANCE: Ms. Loobey gave a detailed explanation of an Alternative Tax Revenue Projection table which included a time period between January 1979 and 1983, computing combined revenues from an income tax at the rate of .0044 and a payroll tax at the rate of .0030 through July 1979 and adjusted to .0016 in October 1979 reporting. Mr. Herbert pointed out that although the projections, as requested by the board, reflected an amount in payroll tax equal to an income tax on corporations, the combined revenue of an income tax on individuals and a payroll tax on corporations at these rates would not equal present revenues; that it appeared there is a need for the tax rates to be higher to meet the district's needs. Mr. Randall asked the amount of revenue that would be required for projected needs, and the chairman directed the staff to prepare information on tax rates necessary to meet these requirements.

A clerical error in the ordinance was corrected by deletion of an income tax rate of ".0044%" and substituting ".44%."

MOTION Mr. Randall moved to read the ordinance by title only. Upon second by Mr. Langton the board approved the motion with favorable vote by Booth, Herbert, VOTE Kohnen, Langton, Randall and Roemer, with Mr. Craig dissenting.

Mr. Dyer read the title of the proposed ordinance as "Ordinance No. 13. An ordinance imposing an income tax and providing for administration, enforcement and collection of the tax."

MOTION Mr. Randall moved the board approve adoption of Ordinance No. 13 as printed in the agenda material, amended by changing the decimal point of the rate of tax to .44%. Mr. Kohnen seconded the motion.

In ensuing discussion, Mr. Craig said he had up to the present time approved the time and effort placed in accomplishing the ordinance; however, he believed the cost of income tax collection was excessive; that it would be preferable to put that money into CETA to provide jobs; that the board owes it to the voters of the district not to put it on the ballot. He said people he has talked with say they will oppose the tax and the board should look at other methods; that the tax would be inefficient and grossly unfair, and a waste of time and money; that it would be better to hold a public opinion poll before attempting it, and he believed it makes the board members look bad when they know it will not pass. He said the payroll tax is not a bad tax as employers can deduct it from their income tax and can pass the cost on to their customers.

Mr. Langton said the district is committed by the adopted goals and objectives to seek a broader base of support than the payroll tax.

Mr. Herbert said he believes a public institution should have a broad base of support, and while farebox support would be the most desirable, the next best seems to be the income tax proposal. He said the board should pass it, refer it for vote, and he believed the public would approve it.

Mr. Kohnen said the board has long sought a broad base of revenue source and the ordinance presents a balanced program of retaining the payroll tax on corporations and an income tax on individuals. He agreed there would be a high cost of collection but believed the combination would be more advantageous as the broader base involves more people.

VOTE The question was put on the motion and it carried with favorable vote by Booth, Herbert, Kohnen, Langton, Randall and Roemer, and Craig opposed.

The board then discussed adoption of a resolution of intent to decrease the payroll tax following enactment of the income tax. Mr. Booth said he believed a specific rate should be included, but Mr. Randall and Mr. Herbert said the rate could prove to be inaccurate later. Mr. Craig said it would be premature to set a rate; that with a specific figure some companies might find themselves worse off than now. Responding to a question by Mr. Kohnen, Mr. Bryson advised that action on the resolution by this board would not be binding on future boards.

MOTION VOTE Upon motion by Mr. Randall, seconded by Ms. Roemer, the board approved the following resolution with favorable vote by Booth, Herbert, Kohnen, Langton, Randall and Roemer, and opposed by Craig:

"RESOLVED that if Ordinance No. 13 of the District, entitled 'An Ordinance Imposing an Income Tax and Providing for Administration, Enforcement and Collection of the Tax' becomes operative, then this board of directors intends to reduce the rate of the District's payroll tax to such extent and at such time as it can reasonably and responsibly do so, taking in account the needs of the district, the income tax revenues and all other revenues of the district."

The board discussed a proposed fact sheet on the income tax and Mr. Craig said he would wish to include a minority report. Mr. Bryson advised that the transit district may in no way subsidize advocacy or argument of the income tax. The staff was instructed to prepare a new draft of a fact sheet containing only factual information and present it at the adjourned meeting although it will not be discussed at that meeting.

EVALUATION METHODS SUBCOMMITTEE: Quarterly reporting graphs were presented for board information.

EXTERNAL ACTIVITIES: An editorial from the January/February 1978 issue of "Metropolitan" magazine was presented which recommended marketing as a means of increasing ridership.

The meeting was adjourned to March 7, 1978, at 7:30 a.m. in the Rodeway Inn.



Secretary