

MINUTES OF DIRECTORS MEETING
LANE COUNTY MASS TRANSIT DISTRICT

REGULAR MEETING

November 18, 1980

Pursuant to notice given to the Register Guard for publication on November 13, 1980, 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, Eugene, Oregon, on November 18, 1980 at 7:30 p.m.

Present: Richard A. Booth, Secretary
Daniel M. Herbert, Vice President
Kenneth H. Kohnen, President, presiding
Ted J. Langton, Treasurer
Robert C. Loomis
Glenn E. Randall
Carolyn Roemer
Phyllis Loobey, General Manager
Mavis Skipworth, Recording Secretary

News media representative:
Marvin Tims, Register Guard

AUDIENCE PARTICIPATION: Ruth Morris, representing "People First", asked the board to consider offering a special fastpass for handicapped people at \$10.00 per month. She said that most of the handicapped people have only \$25.00 spending money each month and cannot afford the regular \$20.00 fastpass.

Virginia Bennett spoke of her reliance on the buses for transportation and expressed her appreciation for the special services card allowing her to rider for a 30¢ fare. She told how a \$10.00 pass would be helpful to her and to other low income handicapped people. She presented her written testimony to the chairman.

The chairman advised that staff would give further study to their request and would report back to the board at the next meeting.

There was no further public comment and that portion of the meeting was closed.

1980 MARKET RESEARCH REPORT: Mr. Kohnen reported that the annual study on public attitudes and awareness of the transit service had just been completed by MAR&STAT, Inc. and copies of the report distributed to board members. He introduced LaDeane Pryor, Chris Pryor and Wally Cummings of the market research firm.

Mr. Booth said he had a serious objection to receiving such an extensive analysis on the evening of the meeting. The chairman responded that the report had just been received and, rather than delaying it for a month, a decision was made to have an oral report at this meeting.

LaDeane Pryor, General Manager of MAR%STAT, Inc. gave a brief overview of the survey, the design of the questionnaire and content of the sample. She said two survey techniques were used, a mailed questionnaire to 1500 residents and a telephone survey through random digits of 500 interviews, including 150 University of Oregon and Lane Community College students whose names were selected from the registrars' lists. She advised that care was taken to provide a random sample in direct proportion to the population census within the area and that each of the 942 respondents represented 132 adults.

Chris Pryor, Marketing Director of MAR%STAT, Inc., highlighted the responses received from the surveys.

Mr. Langton said he had a problem accepting the data as he believed the base was too small a sample of the population and because of a low response from the low income population and a high sample of students.

Wally Cummings spoke of the need to find a balance in meeting the public's transportation needs and running the district like a business. He said he believed the results indicated a representative sample. He cautioned the board to maintain a perspective balance between the articulate special interest people who give their input at board meetings and those people in the public sector who do not come to board meetings but who are represented in the survey.

Mr. Herbert observed that although people surveyed gave an indication of what they would do if bus service were made more convenient, various factors could actually change their decisions and he asked if there were any ratio showing a measure of this behavior. Mr. Pryor responded that although the questions are designed to check other answers, there could possibly be a margin of error.

Dr. Loomis expressed his concern of the size of the sample and asked for further information on the formula used to derive the results.

Ms. Pryor said additional information would be provided to the board to support the statistical reliability.

Mr. Kohnen thanked the representatives of MAR%STAT, Inc. for their attendance and for their report.

MOTION
VOTE

MINUTES: Upon motion by Mr. Randall, seconded by Mr. Langton, the minutes of the October 20, 1980 special meeting, the October 21, 1980 regular meeting, and the October 29, 1980 adjourned meeting were unanimously approved as distributed.

ELIGIBILITY AGE FOR SENIOR FARE: Included in the agenda material was a letter sent by the Springfield Trade Association to all merchants active in Springfield to solicit participation in a discount and photo-identification card program for senior citizens over the age of 60. Mr. Bergeron advised that the district had been requested to lower the age for senior fare to 60 in order to be consistent with that group's program.

MOTION

Mr. Randall moved that the age for eligibility for the senior fare be lowered to 60 effective January 11, 1980. Mr. Herbert seconded the motion.

Janice Eberle of the Springfield Chamber spoke in support of the program, advising that a directory is being prepared of all businesses participating. She said she believed the greatest benefit to the district would be from additional riders who would accompany the seniors.

Mr. Booth said he found it incongruous as general testimony received from the senior community had indicated they believed their fare is too low. He also noted that there is a trend toward raising the eligibility age of seniors, such as elimination of the mandatory retirement age.

Responding to question by Mr. Herbert of the impact on farebox revenue of a lowered age of eligibility, Ms. Loobey said there has been no measurement of ridership of the specific age group between 60 and 62.

Hank Perry, district bus operator, questioned the advisability of lowering the age at a time when the district is experiencing a revenue shortfall.

Mr. Herbert said a rough calculation of that age group within the total ridership could amount to 3% to 5% which would be a significant figure. Mr. Langton agreed, saying that lowering the revenues would add to the district's problems and, unless sound data could be derived on the revenue effect, it should not be considered at this time.

Mr. Randall said he saw no indication of loss of revenue and believed the program would attract additional riders. He expressed his support for the Springfield Chamber in their efforts and urged the board to support the motion.

VOTE The question was put and the motion failed. Voting favorably were Randall and Roemer. Opposed were Booth, Herbert, Kohnen, Langton and Loomis.

Dr. Loomis said he believed it could be valid to lower the age of eligibility but that more should be learned about the revenue effect. He recommended that the Springfield Chamber work with the Eugene Chamber of Commerce and the Downtown Development Board to make this a broader movement. Mr. Randall agreed and encouraged the representatives of the Springfield Chamber to continue their efforts.

PASS PROMOTION PROPOSAL: Mr. Bergeron described a proposed pass promotion for temporary reduction in monthly pass prices from \$20.00 to \$14.00 for employees of businesses in the area. He said the program was proposed for a three month period but would be reviewed monthly to determine if it should be continued.

MOTION Mr. Booth moved that the staff be authorized to implement a temporary reduction in monthly pass prices from \$20.00 to \$14.00 from January through March, 1981 for an employersponsored pass purchase program. Mr. Randall seconded the motion.

In response to a question by Dr. Loomis of the anticipated revenue impact, Mr. Bergeron said the goal is to double the number of pass sales and that he believed employees would encourage their employers to participate in the program.

Dr. Loomis expressed objection to a statement in the staff memo on the proposed pass promotion which said that marketing research has indicated that passengers have strongly resisted the magnitude of the recent fare increase.

VOTE The question was put on the motion and it carried with unanimous approval.

Mr. Langton requested a brief staff report at the end of each month on the results of the pass sales during the three month promotion.

MOTION
VOTE

MINORITY BUSINESS ENTERPRISE PROGRAM: Upon motion by Mr. Booth, seconded by Mr. Langton, the following resolution establishing a Minority Business Enterprise program was unanimously adopted.

A RESOLUTION ESTABLISHING AN AFFIRMATIVE ACTION
PLAN FOR MINORITY BUSINESS ENTERPRISE PARTICIPATION
IN DEPARTMENT OF TRANSPORTATION OR OTHER FEDERAL
AGENCY FINANCIAL ASSISTANCE PROJECTS.

The Lane County Mass Transit District finds that:

In order to receive Federal funds from the Department of Transportation, it is necessary for the Lane County Mass Transit District to enact an affirmative action plan for Minority Business Enterprise (MBE) participation in such projects.

Regulation of the content of such a program found at 45 Fed. Reg. 21184, 21186 (March 31, 1980) requires a policy statement which "expresses its commitment to the program, outlines the various levels of responsibility, and states the objectives of the program." (49 C.F.R. § 23.45).

NOW, THEREFORE,

BE IT RESOLVED BY THE LANE COUNTY MASS TRANSIT DISTRICT, a Municipal Corporation of the State of Oregon, as follows:

Section 1. It is the policy of the Lane County Mass Transit District that Minority Business Enterprise (MBE), as defined in 49 CFR § 23.5, shall have the maximum opportunity to participate in the performance of contracts financed in whole or in part by the Department of Transportation (DOT) or other Federal agencies.

Section 2. The Lane County Mass Transit District has designated its Director of Administrative Services to act as the liaison officer. In addition, the MBE liaison officer has been directed to work with and assist MBE's in bidding and in awarding contracts, and developing a record keeping monitoring system which identifies and assesses MBE contact awards and the prime contractor's progress in achieving MBE subcontract goals.

Section 3. The objectives of the District's MBE program are to increase, to the maximum extent that is reasonable, MBE participation in all DOT or other federal agency financial assistance contracts, within the framework of the overall and specific contract goals set forth in the District's MBE program, a copy of which is attached hereto as Exhibit "A" and incorporated herein by reference, pursuant to 49 CFR § 23.45(g) (Percentage Goals for Dollar Value of Work to be Awarded to MBE's).

Section 4. Subsequent to receipt of approval of the District's MBE affirmative action plan by the Department of Transportation this policy statement shall be circulated throughout the community, minority, female, and non-minority business organizations.

The foregoing Resolution adopted the 18th day of November, 1980.

MOTION

SHELTER ADVERTISING: Mr. Randall moved that the staff be authorized to request that the City of Eugene revise its sign ordinance to permit placement of advertising on passenger shelters. Mr. Langton seconded the motion.

George Montoya, district Facilities Planner, showed slides of advertising on shelters, buses and benches.

Mr. Booth reminded that staff had been directed to move as quickly as possible on external bus advertising and that he had found nothing pertaining to it in this meeting's agenda packet. Ms. Loobey advised that proposals will be received until December 5 and information will be presented at the board meeting of December 16.

VOTE

The question was put and the motion carried unanimously.

PROPERTY IMPROVEMENTS: Mr. Booth reminded that the board had approved the cost of the property improvements subject to a review of the specifications to see if there were areas where monies could be saved. He said he has received several telephone calls advising him that the project is over specified and he asked if the specifications had been revised to be more realistic.

Mr. Dallas responded that the architects are looking at areas where there might be a potential savings. He said it has been found that soil sterilization would not be necessary and that an additional savings could be made through the use of precast concrete bumpers rather than pouring wheel bumpers in place. He cautioned against cutting back on hold-down pads for the fuel storage tanks because of the high water table. He said the architects have advised against the deletion and would be willing to do so only if the district will take the responsibility for the consequences.

Mr. Booth said he wished to discuss some of his concerns with Mr. Dallas at another time. Mr. Herbert stated that if any of the changes involved substantial compromises, the entire board should be involved. Mr. Dallas said there will be minor changes that must be made as the work progresses, but any of major proportion would be brought to the board.

BUDGET REVIEW: A staff analysis of the budget position through the first quarter of the fiscal year was presented for board review. Mr. Langton and Mr. Booth commended the staff on the analysis.

OREGON TRANSIT ASSOCIATION: Notice was given of the Oregon Transit Association conference scheduled in Eugene on December 2 and 5, 1980. Ms. Loobey advised that board members are invited to attend all or any part of the conference and assured that when the agenda is received, copies will be mailed to board members.

MARKETING ACTIVITIES: Dr. Loomis observed that in the staff's progress report on implementation of the park'n'ride program, it was stated that the Downtown Development Board employee shuttle would end December 31, 1980. He said it was his understanding that it would continue until January 31, 1981 and asked Mr. Bergeron to clarify the date.

REPORTING: Regular montly financial and ridership reporting was presented for board information.

SERVICE REDESIGN WORK SESSION: Staff recommended that a board work session be held on December 2, 1980 to discuss service redesign. At that time four service alternatives would be introduced with an analysis of their ability to serve current and potential riders.

MOTION

BUDGET COMMITTEE NOMINATION: Mr. Randall moved that George Baker be reappointed to the budget committee to serve a three year term, from January 1, 1981 to January 1, 1984. Mr. Langton seconded the motion and it carried

VOTE

Mr. Randall spoke of recent efforts between board members and staff to determine policies on the conduct of the board meetings and how the board could enhance its image with the general public. He said he did not believe the board had conducted itself well at this meeting and suggested that procedures should be established, that Roberts Rules of Order should be followed, and that members should speak through the chairman rather than to each other. He encouraged the board to conduct itself in a more responsible manner to improve its public image. Mr. Kohnen advised that he and the general manager have been meeting with individual board members to find ways to make the meetings more effective. He said the process should be completed within the next few weeks.

MOTION

ADJOURNMENT: Mr. Langton moved to adjourn the meeting to December 2, 1980 at 7:30 p.m. in the conference room of the Eugene Municipal Federal Credit Union at 1155 Chambers Street. Mr. Randall seconded the motion and it carried

VOTE



Secretary