

MINUTES OF DIRECTORS MEETING
LANE COUNTY MASS TRANSIT DISTRICT

REGULAR MEETING

November 16, 1982

Pursuant to notice given to the Eugene Register-Guard for publication on November 11, 1982, and distributed to persons on the mailing list of the District, the regular meeting of the Board of Directors of the Lane County Mass Transit District was held at the City Hall in Eugene, Oregon, on November 16, 1982, at 7:30 p.m.

Present: Janet Calvert
Ted J. Langton, President, presiding
Judy Nelson
Larry Parducci
Glenn E. Randall, Vice President/Treasurer
Phyllis Loobey, General Manager
Jo Sullivan, Recording Secretary

Absent: Peter M. Brandt
Janice Eberly, Secretary

INTRODUCTORY REMARKS BY BOARD PRESIDENT: After calling the meeting to order at 7:42 p.m. and calling roll, Mr. Langton stated that the agenda was short but the items for discussion were important.

AUDIENCE PARTICIPATION: Mr. Langton asked for audience participation on topics not covered in the agenda. There was none.

MOTION APPROVAL OF MINUTES: Mr. Randall moved, seconded by Ms. Calvert, that the minutes of the October 19, 1982 regular meeting be approved as distributed. The VOTE motion carried 4 to 0, with Ms. Nelson not yet being present to vote.

FARE STRUCTURE: Mr. Langton called the Board's attention to the staff memo on page 16 of the agenda packet. He said that the last fare adjustment occurred in June of 1982, when the cash fare was left at 50¢ and the cost of tokens and fastpasses was increased. At that time the Board indicated that they would review the fare structure at a later date.

MOTION Mr. Randall moved that the Board approve the staff recommendation to adopt alternative B in the staff memo, hold a public hearing on the fare structure in December, and schedule another review of the fare structure for April, 1983.

Mark Pangborn, Director of Administrative Services, stated that because the District receives federal funds from UMTA (Urban Mass Transit Association), a public hearing is required before the fare structure can be altered, and that

WITH-DRAWN hearing must be published 30 days in advance. Mr. Randall asked that in the future the staff recommendations be more specific. He withdrew the motion.

MOTION Mr. Randall then moved that the Board hold a public hearing on the issue of a change in the fare structure at the December meeting, and that the Board schedule a further review of the fare structure for April, 1983. Ms. Calvert seconded the motion.

Mr. Langton then asked if there was any discussion from members of the audience. Clark Cox, of 1085 Patterson, Eugene, stated that all he knew about the proposed increase was what he had read in the Eugene Register-Guard, but that an increase in the cash fare was no problem for him because he used a fast-pass. He thought that even a future increase in passes and tokens would not prove to be a dramatic increase. He said he knew the District had a problem with revenues of all kinds, and recognized the District's need to keep the system going and to upgrade the physical plant, etc. He said he hoped the District would be able to "keep it up."

Ms. Nelson arrived at this point in the meeting.

VOTE The question was called and the motion carried 4 to 0, with Ms. Nelson abstaining.

REDUCED FARE DAY: Ed Bergeron, Marketing Administrator for the District, explained that the Eugene Downtown Association (EDA) will be holding a special sale on December 4, and people will be attracted to the downtown area. On the same day, he said, Lane Transit will hold an open house, highlighting construction at 10th and Willamette, which should be just about completed.

He further explained that the EDA had proposed the idea, supported by staff, that the District hold a 10¢ Fare Day on that day. The expected revenue loss would be about \$300, and the EDA would pay the District up to that amount for lost revenues. Mr. Bergeron thought this would be a good way to help the merchants start a new year in a positive way and to call attention to the changes downtown.

MOTION Mr. Randall moved, seconded by Ms. Nelson, that the Board support the 10¢ Fare Day and adopt the recommendation of the staff (to declare Saturday, December 4 to be a "10¢ Fare Day" in return for a maximum \$300.00 payment from the Eugene Downtown Association to replace lost farebox revenues).

Mr. Randall suggested that the District also have a 10¢ fare day later, to celebrate the completion of the mall construction, since the anticipated revenue loss was only about \$300.00. Mr. Langton remarked that one reason the revenue loss was expected to be so small was the anticipated increased ridership due to the sales downtown.

Ms. Calvert asked how close the Customer Service Center (CSC) would be to completion on December 4. Mr. Bergeron replied that the building has been leased but construction would not be completed until late February or March.

Mr. Langton introduced Ray McIver, the EDA Mall Manager. Mr. McIver stated that he would encourage the Board's consideration and approval of a 10¢ a ride day. He talked about the 10¢ fare day held on May 1, 1982, and said the experience was rewarding. Additionally, the EDA had been working closely with LTD on the construction of the new mall area at 10th and Willamette. For those two reasons, he said, the EDA would like to pay the anticipated difference in farebox revenues for this promotion. He thought such a promotion would be mutually beneficial to the EDA and LTD--that it could draw people to the buses and to the mall and help the downtown merchants.

VOTE

With no further discussion, the question was called and the motion carried by unanimous vote.

FREE CHARTER REQUEST--MAUDE KERNS ART CENTER/GALLERY: Mr. Randall stated that he had a few thoughts on the issue of requests for free charter service. He said he did not like to say "no" all the time for such requests, and had thought of a couple of possible alternatives. First, Maude Kerns is located about three blocks from the nearest bus stop. He wondered if the drivers could make a three-block detour on that day and then continue with the regular route. However, he didn't think the buses should go to the senior centers to pick up the riders to take them to Maude Kerns. Secondly, he said, there are a lot of people who can do things for themselves but don't know how to do them. Mr. Randall suggested that LTD contact some non-profit organizations regarding a shuttle bus to meet the fixed route service to take patrons to Maude Kerns and back. He thought that when people contact the District for special service they should be asked if they had checked to see if the regular routes could meet their needs; they could possibly alter their schedules to meet our schedules. He asked that staff look into these suggestions.

In response to a question from Ms. Calvert, Mr. Bergeron stated that it was his understanding that the people making this request wanted direct service and that fixed route service was not acceptable to their needs. No representative of Maude Kerns was present to discuss this further.

MOTION

Mr. Randall moved, seconded by Mr. Parducci, that the District deny the request made by Maude Kerns for free charter service. With no further discussion, the motion carried unanimously.

VOTE

MOTION

Mr. Randall then moved that the staff be instructed to examine alternatives, two of which he had stated previously, to do everything LTD could to assist in this senior day for the Maude Kerns Center. The motion died for lack of a second.

Mr. Langton remarked that Mr. Randall's suggestion in general, that the transit district act as a clearing house for these kinds of requests and suggest that they try other alternatives or non-profit organizations, was a good one. He mentioned also that one of the items for action at a future meeting was a policy that was being written by staff for Board review regarding this type of request, so that this type of issue would not come before the Board unless the requesting person or agency specifically asked that it would.

Mr. Pangborn stated that there are some services toward which staff were trying to direct Maude Kerns, and if those wouldn't work, staff would try to work with the Maude Kerns staff more. He said that staff also did not like to have to tell people "absolutely not"; rather, staff liked to encourage people to ride the bus, and would take that direction in any such requests.

MOTION
VOTE

TRANSFER RESOLUTION--CAPITAL PROJECTS: Mr. Randall moved that the Board concur in the recommendation of the staff in regard to transferring funds to insure that expenditures for 1982-83 do not exceed appropriations. Ms. Calvert seconded the motion, which passed by unanimous vote.

ITEMS FOR INFORMATION:

Open House on December 4: Ms. Loobey invited the Board members to participate in the Open House on the Eugene Mall on Saturday, December 4. She also reminded the Board that they could receive photo identification cards to ride the bus free of charge if they came to the administration building during regular working hours to have their pictures taken.

December Board Meeting: Mr. Langton informed the Board that the next regularly scheduled Board meeting would be on December 21, during the week before Christmas. He thought the Board might want to consider adjourning the November meeting until December 14 and, in effect, holding the regular December meeting at that time.

Planning Administrator: Mr. Langton stated that Ellen Bevington, the District's Planning Administrator, would be leaving LTD and taking a job at Seattle Metro. He asked to go on the record for commending Ellen for the fine work she had done over the years, and he wished her well in her new venture.

Memo on Fare Structure: Mr. Randall said that he would like to commend the staff member who wrote the memo on fare structure in the agenda packet. He thought it was very straightforward and readable, and the about the best presentation he had seen in his time on the Board. Mr. Pangborn informed him that Ed Bergeron had written the memo.

MOTION
VOTE

ADJOURNMENT: Mr. Randall moved, seconded by Mr. Parducci, that the meeting be adjourned until Tuesday, December 14, 1982, at 7:30 p.m. in the Eugene City Hall. With no further discussion, the motion carried unanimously and the meeting was adjourned at 8:15 p.m.


Secretary