

MINUTES OF DIRECTORS MEETING
LANE TRANSIT DISTRICT
REGULAR BOARD MEETING/WORK SESSION

Wednesday, September 15, 2010

Pursuant to notice given to *The Register-Guard* for publication on September 9, 2010, and distributed to persons on the mailing list of the District, the Board of Directors of the Lane Transit District held a regular Board meeting/work session on Wednesday, September 15, 2010, beginning at 5:30 p.m., in the LTD Board Room at 3500 East 17th Avenue, Eugene.

Present: Mike Eyster, President
 Greg Evans, Vice President
 Ed Necker, Treasurer
 Michael Dubick
 Doris Towery
 Gary Gillespie
 Mark Pangborn, General Manager
 Jeanne Schapper, Clerk of the Board
 Wade Hicks, Minutes Recorder

Absent: Dean Kortge, Secretary

CALL TO ORDER: Mr. Eyster convened the meeting and called the roll at 5:30 p.m.

PRELIMINARY REMARKS BY BOARD PRESIDENT: There were no opening remarks.

ANNOUNCEMENTS AND ADDITIONS TO AGENDA: Mr. Eyster stated that he expected that Mr. Evans and Mr. Dubick's reappointments to the LTD Board would be confirmed later in the month of September. Mr. Pangborn noted the date of the confirmation as September 21 and noted that Mr. Evans and Mr. Dubick would not need to travel to Salem for the senate confirmation meeting.

Mr. Eyster congratulated Assistant General Manager Stefano Viggiano for his receipt of the DeFazio Award from the Oregon Transportation Research and Education Consortium.

Mr. Eyster announced that LTD had recently celebrated its 250-millionth boarding in July 2010.

Mr. Eyster noted an addition to the meeting agenda: Director of Service Planning, Accessibility, and Marketing Andy Vobora and Mr. Pangborn would provide comments responding to the inaccurate information that had recently circulated in the community regarding the West Eugene EmX Extension (WEEE) project. Mr. Eyster added that Mr. Vobora also would provide additional information regarding LTD's outreach efforts for the WEEE project.

Mr. Pangborn referred to the August 2010 Performance Report that had been distributed and noted that the loss in ridership between the current and the previous month was only 1.5 percent. Mr. Pangborn maintained that the figure appeared to indicate that the adverse effects of the national economic recession on LTD ridership had flattened out.

Mr. Pangborn referred to concerns that had been raised by Mr. Vobora regarding LTD ridership in the fall and noted that the reduced service package might result in overcrowding along some routes.

Mr. Pangborn also pointed out from the August performance report that total passenger revenues had actually increased by 10.5 percent. He noted the fare collections from LTD's EmX service as one reason for the increase.

BOARD CALENDARS: Mr. Pangborn remarked on the "Selecting a Transit CEO" webinar on September 22. More details regarding the event would be communicated to the Board as it became available.

Mr. Gillespie and Mr. Evans said that they each had planned to attend the upcoming "Rail Now" Conference in Salem on September 20. Mr. Evans added that he also would be presenting at the Conference.

Mr. Pangborn added that Mr. Evans and Mr. Dubick planned to attend the APTA annual meeting in San Antonio, Texas, on October 3 – 6.

Mr. Pangborn noted that Hans Bleicher would be conducting a training seminar on October 5 involving responses to controversial public projects. Mr. Pangborn noted that he, Mr. Vobora, Mr. Kortge, Mr. Gillespie, and Mr. Eyster planned to participate in the training sessions.

Mr. Pangborn said that the October 19 regular Board meeting would include a joint work session with representatives from the City of Springfield.

Mr. Pangborn stated that LTD staff were attempting to organize a public forum in November to discuss the WEEE project. The Forum's key speaker is a gentleman from Bogota, Columbia, who is considered one of the world's foremost experts on bus rapid transit systems.

Mr. Pangborn suggested that a Board retreat might best be scheduled for sometime after the Thanksgiving holiday during the first week of December. Ms. Schapper, responding to a question from Mr. Eyster, said that staff would send out a request for responses from the Board members regarding the board retreat. Board members briefly discussed potential locations and agenda items for the retreat. Mr. Pangborn noted that the retreat could take an entire day, and the LTD Budget Committee might be invited to participate in the retreat.

Mr. Pangborn stated that a Board strategic planning work session was scheduled for October 12 to prepare for the December Board's retreat. Director of Planning and Development Tom Schwetz noted that the work session also would address scenario development and long-range transit planning.

WORK SESSION

ODOT/LTD Coordination Policies for the Beltline Facility Plan: Mr. Schwetz referenced the Oregon Department of Revenue's (ODOT) plan for the Beltline facility in relation to LTD's own plans for possible EmX expansion. He noted from a recent joint presentation before the Metropolitan Planning Commission (MPC) of the Central Lane Metropolitan Planning Organization that public concerns had been raised regarding a perceived lack of land use and alternative transportation information. He further noted that a memorandum from ODOT (provided to the Board) had included

policy language to be potentially added to ODOT's final Beltline Highway: Coburg Road to River Road Facility Plan (hereafter referred to as the Beltline Facility Plan).

ODOT Senior Region Planner Savannah Crawford provided a history and overview of the Beltline Facility Plan. She further summarized the three proposed policy frameworks regarding coordination efforts on the Beltline Facility Plan. Mr. Schwetz noted that LTD staff had worked with ODOT to develop the language of the policy frameworks. He maintained that the Beltline Facility Plan project generally represented an excellent opportunity for LTD to develop a project with multiple objectives.

Mr. Schwetz noted that Beltline EmX services would be substantially different from previous iterations of the service in that it would be freeway-based service, and that extensive investigations into the potential benefits of a Beltline EmX route would be needed.

Assistant General Manager Stefano Viggiano, responding to a question from Mr. Eyster, briefly described how regular bus services along and near the Beltline Corridor operated in relation to how a Beltline EmX route might be implemented. Mr. Viggiano added that a Beltline EmX could potentially connect the various "spines" of the other EmX routes without the need to travel downtown.

Mr. Pangborn expressed that there were no functional differences between EmX and regular LTD bus service along the Beltline Highway.

Mr. Schwetz stated that, in a freeway based EmX route, the stations would actually be on the freeway; whereas, using regular bus service the stations would need to be placed at each freeway exit. Mr. Schwetz proceeded to briefly describe how freeway Bus Rapid Transit (BRT) systems functioned in other cities.

Mr. Necker suggested that there might be certain property acquisition problems relating to EmX stations along the Beltline Highway.

Mr. Evans recognized the WEEE as having the potential to invigorate businesses and to influence commercial development along the West Eugene corridor. He further maintained that the WEEE would be able to relieve a significant amount of traffic congestion along River Road and other high traffic areas in West Eugene. He hoped that LTD staff would continue to focus on how the project could positively affect local business development.

Mr. Gillespie emphasized that the Beltline Facility project had the potential to significantly reduce the number of cars traveling along Beltline Highway. He further recognized that the project could enhance efforts to increase the amount of bicycle traffic on the path under Delta Highway.

Mr. Dubick stated his appreciation for the ODOT coordination policy proposals and agreed that they would positively impact the various congestion problems along the Beltline Highway.

Mr. Eyster confirmed that the Board was generally supportive of the coordination policy proposals that should be presented to the MPC for further review and consideration. Mr. Eyster further noted his appreciation that LTD staff had been involved in the development of the proposals.

Carpool2save (Carpool Incentive Project): Point2point Solution's (P2P) Rideshare Program Coordinator Tracy Smith reported that the P2P program had been awarded a \$55,000 grant by ODOT to initiate a carpool incentive program. She noted that the incentive program represented opportunities to reduce local vehicle miles traveled and further increase carpooling awareness in the community. She stated that the first wave of the incentive program would take place concurrently with upcoming I-5/Gateway off-ramp closures. She noted that a second phase of the incentive program, to be initiated in January 2011, would help mitigate the effects of LTD service reductions.

Ms. Smith noted that the P2P staff would submit a report to ODOT by the end of May 2011 regarding the effectiveness of the carpool incentive program.

Mr. Gillespie said that he hoped that the carpool incentive program could be used to address the needs of community members affected by the service reductions involving Route 60.

Ms. Smith stated that the Program would initially be focused on the Fairview and Centennial neighborhoods, as those areas had been impacted by service reductions. She added that the incentive program would serve as an effective pilot to determine how carpooling could be encouraged in other neighborhoods.

LTD 20-Year Vision Development: Mr. Schwetz relayed that the LTD preliminary draft vision statement was the result of the Board's discussions during the strategic planning work session on May 25, 2010. He suggested that the Board might adopt the draft language as a working vision statement that could help guide the District's various policies.

Mr. Eyster asked how LTD's scenario development efforts would be integrated into the values outlined in the draft vision statement.

Mr. Schwetz responded that the draft vision statement would serve as the foundation for the staff reviews of the scenario development process.

Mr. Eyster suggested that it would be helpful for the Board to have additional time in which to review the language of the draft vision statement.

Mr. Schwetz said that the draft vision statement could be revised as the LTD Long-Range Transit Plan was further developed.

Long-Range Transit Plan: Mr. Schwetz reported that LTD staff had applied for a Transportation Growth Management grant from ODOT for the purposes of developing LTD's Long-Range Transit Plan (LRTP). He noted that the LRTP strategy had resulted from the recent separation between the Cities of Eugene and Springfield with respect to the Urban Growth Boundaries (UGB) of those municipalities. He further noted that LTD's LRTP would be developed concurrently with the transportation system plans (TSP) for Eugene and Springfield as well as the Lane Council of Government's regional TSP update. Mr. Schwetz proceeded to describe the overall scope of the project.

Mr. Schwetz stated that the alternative scenario development tools that will be used as part of the LRTP were designed to help LTD deal with various future uncertainties.

Mr. Necker reported that the plan advisory committee charged with the review of LTD's LRTP was composed of transportation planners from both Eugene and Springfield.

Mr. Schwetz noted that the Plan Advisory Committee had benefited from the perspectives provided by several new members.

Mr. Schwetz described how the Board's review and approval of the LRTP would correspond with the TSP efforts of Eugene and Springfield.

Mr. Schwetz expected the development of the LRTP to be completed by September 2011.

Mr. Schwetz noted that the Board's luncheon on October 12 would overlap with public outreach events that had been scheduled in order to present elements of the draft LRTP to the public. He suggested that the mayors and city managers of Eugene and Springfield might be invited to the events to participate in the discussions regarding the Plan.

Mr. Schwetz, responding to a question from Mr. Evans, described how the different transit philosophies of Eugene and Springfield, particularly with regard to the UGB separations, would be addressed as the development of the LRTP moved forward. Mr. Schwetz maintained that, while the philosophical differences between Eugene and Springfield were actually quite minimal, LTD would continue to use productivity as the primary measure of the effectiveness of potential transit strategies.

EMPLOYEES OF THE MONTHS: August 2010 Employee of the Month, Transit Operations Supervisor Kay Kinnish, was out of town and unable to attend the meeting.

Administrative Services Manager Jeanne Schapper introduced the LTD Employee of the Month for September 2010, Jonnie Myers, and noted that she had been nominated by one of her coworkers for her demonstration of exceptional customer service skills.

Mr. Eyster presented Ms. Myers with an award and thanked her for her service to the District.

Ms. Myers thanked the Board and noted that she deeply appreciated the opportunity to serve the community as an employee of LTD.

Director of Operations Mark Johnson introduced the LTD Employee of the Month for October 2010, Lora Rangel. He noted that Ms. Rangel had been recognized with the LTD General Manager's Award three times since she joined the District in 2004, and had maintained a near-perfect driving record during her time with LTD. He noted that Ms. Rangel had been nominated by a co-worker for her professionalism and exceptional performance during a recent power outage.

Mr. Eyster presented Ms. Rangel with an award and thanked her for her service to the District.

Ms. Rangel thanked the Board.

AUDIENCE PARTICIPATION

Mr. Eyster noted that no community members wished to provide comments or testimony.

ITEMS FOR ACTION AT THIS MEETING

MOTION **Consent Calendar:** Mr. Dubick moved adoption of LTD Resolution 2010-027: It is hereby resolved that the Consent Calendar for September 15, 2010, is approved as presented. Ms. Towery provided the second. The Consent Calendar consisted of the minutes of the April 12, 2010, Special Board Meeting/Public Hearing; the minutes of the May 25, 2010, Board luncheon; the minutes of the cancelled July 21, 2010, regular Board meeting; and the minutes of the cancelled August 18, 2010, regular Board meeting.

VOTE The Consent Calendar was approved as follows:
AYES: Gillespie, Eyster, Evans, Necker, Towery, Dubick (6)
NAYS: None
ABSTENTIONS: None
EXCUSED: Kortge (1)

Revised LTD Drug and Alcohol Program: Ms. Adams noted that the most recent changes to *LTD's Drug and Alcohol Program* had been the result of a routine audit recently conducted by the Federal Transit Administration (FTA). She noted that the federal audit team had found no deficiencies but had recommended certain technical updates.

Senior Human Resource Specialist David Collier, responding to a request from Mr. Gillespie, briefly outlined the specific changes to the *LTD Drug and Alcohol Policy*. He noted that the changes had mainly regarded the formatting of the Policy to comply with FTA guidelines, and that the changes were relatively minor.

MOTION Mr. Evans moved approval of LTD Resolution 2010-028 approving the *LTD Drug and Alcohol Program*, September 15, 2010, revision. Mr. Necker provided the second.

VOTE The motion was approved as follows:
AYES: Gillespie, Eyster, Evans, Necker, Towery, Dubick (6)
NAYS: None
ABSTENTIONS: None
EXCUSED: Kortge (1)

Lane County Area Commission on Transportation (ACT): Mr. Schwetz described the manner in which representatives from the Lane County municipalities had recently reached a consensus regarding the formation of the ACT. He noted that he, Mr. Eyster, and Mr. Pangborn had participated in the development discussions regarding the ACT.

Mr. Schwetz noted that, although consensus had been reached, the Mayors of Lane County cities had disagreed with the Lane County Board of Commissioners regarding the formation of the ACT bylaws – more specifically with regard to the number of non-affiliated, at-large members who would be appointed to serve on the ACT. He noted that the Mayors intended to meet with representatives from the Oregon Transportation Commission on September 22 to discuss their concerns.

Mr. Schwetz noted that the proposed motion represented a formalization of support for the ACT bylaws that had been drafted by the city and county representatives and upon which consensus had previously been reached.

Mr. Eyster noted that ACT bylaws had been developed as part of an intense process involving a number of long meetings and very strong feelings on the part of the individuals who had contributed to the process.

MOTION Mr. Evans moved approval of LTD Resolution 2010-029: It is hereby resolved that the LTD Board of Directors approve the final report on the formation of the Lane County Area Commission on Transportation (ACT) submitted by the Forum on an Area Commission on Transportation for Lane County (FACT-LC) to the Lane County Board of Commissioners on May 31, 2010. Ms. Towery provided the second.

Mr. Necker confirmed that the motion indicated a support for the consensus position reached by the FACT-LC group.

Ms. Towery said that she had attended the City of Coburg's presentation regarding the ACT and noted that the mayors within Lane County had done an impressive amount of work in order to reach consensus. She said she believed that it was important for the LTD Board to support the motion as presented.

Mr. Eyster called for a vote on the previously stated motion.

VOTE The motion was approved as follows:

AYES: Gillespie, Eyster, Evans, Necker, Towery, Dubick (6)

NAYS: None

ABSTENTIONS: None

EXCUSED: Kortge (1)

Process for Grant Application Approval: Mr. Pangborn described the previous grant application approval process and further noted that the proposed process would allow the general manager to sign any federal grant applications that did not expressly require Board approval. Mr. Pangborn asked for feedback from the Board members regarding the level of oversight they wanted with respect to the proposed approval process.

Mr. Dubick stated that the proposed process was very similar to that of a number of other public agencies and that it seemed appropriate for LTD.

Mr. Gillespie asked if there was a financial limit to the proposed signatory authority described in the proposed process. Mr. Pangborn replied that it was the function of the federal grants, not the financial amounts that dictated whether or not Board approval was required.

Board members discussed the manner in which the Board would prefer to have regular information submitted to them regarding the grant applications to be signed by the general manager.

Mr. Pangborn, responding to a question from Mr. Gillespie, noted that it would not take much staff time to compile a monthly list of the federal grant applications that would be signed by the general manager.

Mr. Necker noted that the proposed resolution was relatively specific with respect to the signing authority to be given to the general manager for those applications for which Board action was not required.

Mr. Gillespie proposed an amendment to the resolution that a monthly review process be implemented for those federal grant applications signed by the general manager.

Financial Services Manager Todd Lipkin noted that the regular LTD department reports submitted to the Board contained information regarding LTD's federal grant applications.

Mr. Pangborn clarified that Mr. Gillespie's proposed amendment could be incorporated as an administrative direction upon approval of the motion itself.

MOTION Mr. Necker moved approval of LTD Resolution 2010-030 granting LTD's general manager the authority to sign all grant applications for which Board action is not required. Mr. Dubick provided the second.

VOTE The motion was approved as follows:
AYES: Gillespie, Eyster, Evans, Necker, Towery, Dubick (6)
NAYS: None
ABSTENTIONS: None
EXCUSED: Kortge (1)

Mr. Eyster confirmed that staff would begin preparing a federal grant application monthly report.

General Manager Selection Process: Mr. Eyster said that there were still many details to be worked out regarding the selection of LTD's next general manager, and he suggested that the Board appoint a subcommittee whose specific purpose was to focus on the selection process. He further suggested that such a committee would propose the criteria for the scope of work to be performed by any consultant firms used in the selection process.

Ms. Towery and Mr. Gillespie reminded the Board that they were volunteering to assist Mr. Eyster with the formation of a general manager selection subcommittee.

Mr. Dubick said that any meetings of the subcommittee would need to be formally noticed and made open to the public. He added that he hoped that the subcommittee's efforts would be carefully coordinated with those of LTD's human resources committee on which he served as Chair. He also had volunteered to serve on the general manager selection subcommittee. Mr. Evans indicated that he also would serve on the Committee, and Mr. Eyster indicated that he would Chair the Committee.

Mr. Eyster, responding to a question from Mr. Evans, noted that David Collier had been coordinating the flow of information regarding the general manager selection process. He referred to the proposed timeline for the general manager selection process and recognized that it appeared particularly aggressive.

MOTION Mr. Gillespie moved approval of LTD Resolution 2010-031 approving the timeline for the selection of the next LTD general manager, as stated in the attached General Manager Selection Process Proposed Timeline. Ms. Towery provided the second.

Mr. Eyster asked if Mr. Pangborn might be requested to remain as general manager for a certain period of time in the event that a general manager was not selected by June 1 as described in the proposed timeline. Mr. Pangborn answered that he may or may not be willing to continue on in such circumstances.

VOTE

The motion was approved as follows:

AYES: Gillespie, Eyster, Evans, Necker, Towery, Dubick (6)

NAYS: None

ABSTENTIONS: None

EXCUSED: Kortge (1)

Mr. Eyster noted that the first order of business for the general manager selection subcommittee would be to discuss the necessary qualifications for any consultants to be used in the selection process.

Mr. Eyster said that he had reviewed a draft model from a human resources consultant to learn more about the comprehensive nature of the search that would be needed. He noted that the cost of the draft model he had reviewed was approximately \$31,000 and that the amount available for the search in the LTD budget was \$35,000. Mr. Collier pointed out that the amount available in the LTD budget did not include the travel costs of any potential general manager candidates.

ITEMS FOR INFORMATION AT THIS MEETING

Board Member Reports: Mr. Evans commented on the September 7 joint meeting of the EmX Steering Committee and the West Eugene EmX Extension Corridor Committee and noted that the discussions therein had been somewhat lively regarding the consideration of the West Eugene EmX Extension (WEEE) alignment alternatives. He said that the meeting also had involved reviews of the status of the Gateway EmX Extension project.

Mr. Schwetz maintained that although a variety of negative positions had been expressed regarding the WEEE alignment alternatives, the discussion progress had been productive. He hoped that future public engagement opportunities would be helpful toward steeling the resolve of the Committee members in a manner that would positively impact the discussions surrounding the alignment alternatives. Mr. Schwetz further noted his concerns that two Eugene city councilors, who had been present at the meeting, had heard a disproportionate amount of negative perspectives regarding the West Eugene EmX Extension.

Mr. Schwetz expected the final decision regarding the alignment alternatives to be somewhat controversial and noted that there were a number of outreach tools that could be used to engender more positive feedback from members of the community.

Mr. Eyster noted that it was not the position of LTD to impose anything on anybody and that it was in fact the City of Eugene that had requested the expansion of LTD's EmX services in the West Eugene area. He suggested that it would be important to remind the Eugene City Council that LTD's efforts toward West Eugene EmX expansion had been performed at the City's request.

Mr. Evans reiterated that despite prevailing community comments to the contrary, the LTD Board and staff had not yet reached a final decision regarding the alignment alternative and that the process regarding the alternative selection was still open. He added that the public's perception regarding LTD's intentions with respect to the alternative selection process might jeopardize LTD's overall credibility with the community.

Mr. Eyster commended the Board members for their openness and transparency regarding the alignment alternative selection process in particular and the WEEE development process in general.

Ms. Towery expressed the need to reinforce the fact that LTD had endeavored throughout the WEEE development process to remain transparent and open. She said that there were a great deal of blatant misconceptions and untruths among members of the community regarding West Eugene EmX development.

Mr. Gillespie commented on the need for the LTD Board and staff to continue to provide clear and factual information to the public regarding the WEEE project. He said that there had been questions from the community members at the September 7 joint meeting that the LTD staff could not immediately answer, and he advised that any delays in responding to such questions would only encourage further misconceptions regarding the project.

Mr. Gillespie mentioned a recent advertisement in *The Register-Guard* newspaper that had been placed by a community group opposed to the WEEE project and noted that the advertisement had contained very little factual information.

Mr. Evans asked if it would be appropriate for LTD Board members and staff to visit with local editorial boards to reinforce LTD's transparency and openness concerning the alternative alignment selection process.

Mr. Eyster noted that LTD staff had recently met with the editorial board of *The Register-Guard* and that there were plans for future op-ed pieces in support of the WEEE.

Mr. Schwetz commented that while it appeared better for the Board to remain neutral regarding the selection of the alignment alternative, the data collected to-date clearly indicated that a build option for the EmX was more viable and productive than a no-build option and that one of the alignments was more viable than the others on all measurements. He expressed that any editorial positions taken by LTD in support of EmX would be well served by including such data.

Mr. Gillespie noted that the public was still misinformed about many areas of the funding for the build, no-build, and transportation system management options regarding public transit strategies in the West Eugene corridor. He hoped that the implementation of the Gateway EmX route would serve as an important booster for the public's perception of LTD's EmX services.

Mr. Necker noted that the Long-Range Transit Plan Project Advisory Committee had met on September 7. The Committee included representatives from the Eugene and Springfield transportation planning departments and appeared to be very comprehensive in its approach to long-range transit plan discussions.

Mr. Schwetz noted that the Committee's project advisory work plan was expected to be completed by September 2011.

Regarding the Metropolitan Policy Committee (MPC), Mr. Evans noted that the Metropolitan Transportation Improvement Plan (MTIP) had finally passed at the most recent MPC meeting after all of the issues and concerns of the Lane County Board of County Commissioners had been addressed by representatives from ODOT.

Mr. Pangborn added that the resolution regarding the Lane County Commissioners' concerns on the Coburg interchange project had been essential to the ultimate passage of the MTIP by the MPC.

Mr. Eyster noted that he had recently met with Springfield City Councilor Christine Lundberg to discuss the MPC's consideration of a Park & Ride facility for the new Gateway EmX route. Mr. Pangborn noted that an architect had been selected for the Park & Ride facility construction; however, not all of the funding for the project had been secured. Mr. Evans suggested that state funds from the ConnectOregon initiative might be used for the Park & Ride project. Mr. Pangborn replied that it was uncertain whether ConnectOregon IV funding would be available.

Mr. Schwetz stated that he had attended an Envision Eugene meeting on September 14. He noted that consultant Bob Chadwick's presentation during the meeting had been very informative. He noted that several positive comments regarding mixed use development in relation to EmX transit corridors had been made by some of the meeting attendees.

Mr. Schwetz reported that he had spoken with Lisa Gardner of the City of Eugene regarding the importance of consensus building on issues relating to the Envision Eugene initiative such as the nexus between land use and transit development.

Board Committee Assignment: Mr. Eyster reported that Mr. Necker had agreed to serve on the Long-Range Transit Plan Advisory Committee project.

General Manager Evaluation Process: Mr. Dubick, Chair of the Board's Human Resources Committee, noted that the Committee currently focused on gathering input from community leaders and members of the public for the purposes of the general manager recruitment process.

Mr. Dubick reported on the evaluation process for the previous year and how Mr. Pangborn's performance as LTD's general manager had been evaluated.

Mr. Dubick described how the current evaluation process would be coordinated with the general manager recruitment and selection process. He suggested that all Board members participate in various discussions with community leaders regarding how the search process would be conducted.

Mr. Dubick referred to a list of interview questions regarding the general manager evaluation to be used by Board members in their interviews with various community leaders. He maintained that the information collected from the questionnaires would be very important to the selection process for the next general manager.

The Board discussed how the 2010 general manager evaluation process would proceed with respect to the community leader interviews to be conducted by the Board members. The Board members and staff discussed several different groups from the community who might be contacted regarding the general manager evaluation.

Mr. Pangborn noted that staff would draft an expanded list of community members and groups who might be contacted as part of the general manager evaluation.

Mr. Dubick anticipated that the community leader interview portion of the general manager evaluation would be completed by the middle of October so as to correspond with the timeline proposed for the general manager selection process.

EmX Advertising: Mr. Vobora introduced representatives from Lamar Transit Advertising, Liesl McLean, Brad Klimer, and Mark Haines and provided a history of LTD's advertising contract with Lamar. He noted that the proposed contract for Lamar to place limited advertising materials on EmX buses would generate revenue for the District even though such a strategy was a departure from the brand development that had originally been used regarding EmX vehicles.

Mr. Hanes, responding to questions from Mr. Eyster and Mr. Evans, stated that the proposed contract was unlikely to affect the advertising revenue from advertisements on regular LTD buses. He further maintained that the advertising space on EmX buses would actually increase ad sales as spaces on those vehicles could be sold as premium advertising space.

Mr. Vobora noted that there had been mixed feelings among the LTD Leadership Council regarding the use of advertising on EmX vehicles. He added that such strategies had worked well on Breeze buses and other LTD specialized services.

Mr. Gillespie referred to the visual representations of the EmX advertising and said he appreciated that the advertisements would not be placed on the windows of the EmX vehicles.

Ms. Towery noted that the EmX advertising was an important opportunity to generate revenue for the District. She noted that it also would be important to work to maintain the brand integrity of LTD's EmX services.

Monthly Financial Report - July and August 2010: Director of Finance and Information Technology Diane Hellekson provided the LTD financial reports for July and August 2010. She noted that despite certain discrepancies, the District was essentially level and consistent with the projected budget information and with the District's Long-Range Financial Plan.

Ms. Hellekson reported that fuel costs had dropped somewhat in September and that LTD might choose to purchase bulk fuel to be held in its Coos Bay fuel storage facility. She noted that the bulk fuel purchase only would occur if the fuel price dropped below \$2.23 per gallon.

Ms. Hellekson noted that fare revenue had increased, although ridership figures had actually dropped. She attributed this discrepancy to the implementation of fares for the EmX services in September 2009.

Ms. Hellekson, responding to a question from Mr. Necker, said that the LTD budget had projected fuel costs at \$2.40 per gallon, the break-even amount for storage and delivery of fuel.

Fall Communications Plan (Added Agenda Item): Mr. Vobora noted that staff recently had been working on a strategic communications plan regarding public outreach for the WEEE project. Staff planned to work with LTD's consulting partners from Funk/Levis & Associates as the outreach plan was implemented during the next several months. Staff planned to summarize the Alternatives Analysis Report for the project in a more digestible format that would allow members of the community to better understand the information in the report. The summarized report would function as the primary tool when the public outreach strategy and key messages were implemented. The summarized version of the Alternatives Analysis Report was expected to be completed by the end of September.

Mr. Vobora said that the sections of the LTD website that were devoted to the WEEE and the alignment alternatives for the project were much too large and that staff planned to reformat and streamline the information to make it easier for the public to use and understand. Mr. Vobora added that a PowerPoint slideshow that simplified many of the key points of the WEEE project and future EmX expansions also would be placed on the website.

Mr. Vobora stated that staff intended to increase the use of social media outlets such as Facebook and Twitter in addition to other media advertising for the WEEE project. He noted that the media advertising and any subsequent advocacy communications strategies would be based upon the "I Support EmX" concept developed with Funk/Levis.

Mr. Vobora stated his hope that the communications strategy would result in LTD riders becoming strong advocates for the WEEE project.

Mr. Vobora noted that the campaign regarding the WEEE would be rolled out in October and run through November. The campaign would go on hiatus during the holiday season before restarting in January 2011.

Mr. Gillespie noted a running debate on the LTD Facebook page regarding the WEEE project and suggested that LTD staff might present some of its Facebook presentation materials at LTD public outreach meetings and events.


Mr. Vobora briefly discussed how social media sites interacted with more mainstream media and how such interactions might be used to promote local support of the WEEE project.

Responding to a question from Mr. Evans, Mr. Vobora stated that LTD staff had not decided if it would implement and maintain a blog devoted to advocacy for the WEEE project. Mr. Evans suggested that EmX riders might be approached to contribute to blogs in support of EmX.

Mr. Eyster said that he anticipated criticism regarding the funds spent on the communications strategy and hoped that staff would continue to focus on communicating accurate and factual information regarding the WEEE project.

Mr. Pangborn said he recognized that there was a great deal of misinformation and rumors that had been circulating in the community regarding the WEEE project and hoped that the LTD communications strategy would have positive results.

ADJOURNMENT: Mr. Eyster adjourned the meeting at 8:02 p.m.



Board Secretary

Q:\Reference\Board Packet\2011\01\Reg Bd Mtg 1-19-11\BDMIN_09-15-10.docx