

MINUTES OF DIRECTORS MEETING

LANE TRANSIT DISTRICT

REGULAR BOARD MEETING

Wednesday, February 19, 2014

Pursuant to notice given to *The Register-Guard* for publication on February 13, 2014, 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 on Wednesday, February 19, 2014, beginning at 4:30 p.m., at the LTD Board Room, 3500 East 17th Avenue, Eugene, Oregon.

Present: Doris Towery, President
Gary Gillespie, Vice president
Michael Dubick, Secretary
Ed Necker, Treasurer
Julie Grossman
Gary Wildish
Carl Yeh
Ron Kilcoyne, General Manager
Jeanne Schapper, Clerk of the Board
Lynn Taylor, Minutes Recorder

CALL TO ORDER/ROLL CALL: Ms. Towery convened the meeting of the Lane Transit District (LTD) Board at 4:34 p.m. and called the roll. All Board members were present with the exception of Gary Gillespie who arrived at 5:34 p.m.

PRELIMINARY REMARKS BY BOARD PRESIDENT: Ms. Towery welcomed Ms. Grossman to the Board.

COMMENTS FROM THE GENERAL MANAGER: Mr. Kilcoyne also welcomed Ms. Grossman to the Board.

ANNOUNCEMENTS AND ADDITIONS TO THE AGENDA: There were none.

BOARD CALENDARS: Mr. Kilcoyne reminded attendees of the Connecting Communities event happening the next morning at the Hilton. He announced that the March 10 work session is canceled, and the March 19 regular Board meeting will be held at Lane Community College's downtown center and will include a public hearing on the Annual Route Review. The dates being considered for the all-day Board strategic planning session are March 13 and 14. The Board will take action on the service changes and fare review at the April 16 regular meeting.

WORK SESSION:

The LTD Road Map Update: Director of Customer Services and Planning Andy Vobora introduced Dave Funk and Jen Bell who would be leading the Board through exercises to help define the District's vision and overall strategic direction. To begin, Ms. Bell asked Board members to introduce themselves and let her know of any particular focus they have for the District.

Ms. Towery indicated that her focus is for the most vulnerable populations to have a voice at the table.

Mr. Dubick indicated a focus on making sure that rural areas are being served and that people that need to get around are provided with that service.

Ms. Bell mentioned that the direction of the exercise would begin with a focus on the “why:” *why does LTD exist as an organization*. She referred to Symon Sinek, speaker and author of Start with Why, who said that organizations focus on the “what:” *what is being provided*; and “how:” *how would those goods or service going to be provided*; but do not spend enough time on the “why:” *why we do what we do*. The focus of tonight’s exercise would be less focus on the financial concerns of the organization and more on the values of the organization.

Ms. Bell cited Mr. Sinek’s presentations that refer to Apple, Inc., whose “why” is not to simply make a better computer, but to challenge the status quo. That is how they stay innovative. She asked the Board members about their personal “whys.”

Mr. Necker explained his history with RideSource and with former LTD Accessible Services Manager Terry Parker, who invited him to a Special Transportation Fund meeting. He added that he has served on other committees who served the disabled community. LTD is very in tune with the disabled community and was Americans with Disabilities Act (ADA)-accessible five years before the federal mandate. He explained his theology which is to be of service to people.

Mr. Dubick explained that when he first moved to Creswell in 1980, he discovered that access to town was difficult for some people. As a city councilor, one of his goals was to get bus service to Creswell and Cottage Grove. He said he felt that people should have the opportunity to get where they need to go, whether or not they choose to have a car. The ultimate benefits are education, prosperity, and sense of independence for all community members.

Mr. Yeh explained that he is concerned about the environment and climate change. LTD provides opportunity for people who share that interest to be part of a transportation system that has relatively low impact on the environment. He also mentioned that the recent snowstorms highlighted that LTD provides a way to get around when no other form of transportation exists.

Ms. Grossman explained that well thought out growth is key to a healthy and sustainable community.

Mr. Wildish explained that he worked on land use planning for many years. The community should provide opportunities for its citizens to achieve their goals. A well run transportation system is critical to the economic viability of a community.

Ms. Towery described her background working in the nonprofit arena and has seen the need for families to be able to connect and have accessibility throughout the community. For the community’s most vulnerable, LTD provides a lifeline. Transit is the piece in their lives that allows everyone quality of life.

Ms. Bell asked the Board members about the organization’s values. Members offered the following:

- Provide people with the means to get around.
- Commitment and dedication to customers and customer service.
- LTD is like a family; they work together as a team with the common goal to provide service to the community; and this value permeates the organization.

Ms. Bell asked Board members what LTD does for the community. They responded with the following:

- An absolute necessity
- Quality of life, self-esteem, independence
- Connection and connectivity– all modes of transportation, whether vanpool, safe routes to school, biking
- A good transit system improves the community's livability and serves future populations that will use the system even more

Ms. Bell asked what LTD would look like in 25 years. Board members responded with the following:

- Major source of transportation in the community
- Nature of the community will inevitably change with sustainability efforts, and transportation will lead the change
- People/Pedestrian friendly
- Bike, walk, car, bus – all work together for a safer, more interactive community that brings the community together
- Freedom and independence for all ages
- Core routes will serve existing neighborhoods, and new neighborhoods will grow and expand within existing routes

Ms. Bell asked members what LTD's wish is for the future of Lane County. Board members responded with:

- Healthy community
- Healthy environment
- Vibrant economy that provides opportunities for its current and future residents—namely youth
- Improved land use and development to serve higher demand
- LTD to be something of wonder—easy, convenient, cool—a place where people want to be--attracts people and future generations to this community—similar to what's available in Europe

Ms. Bell asked members how they would like LTD to be seen as a brand. Members offered the following:

- Helpful
- Progressive
- User friendly
- Lifestyle
- Opportunity
- Mobility
- Dependable
- Reliable

Ms. Bell then asked what it is that LTD's adversaries do not get about the organization. The Board members responded with:

- LTD is a core underpinning to the community, providing everyone with options and opportunities.
- LTD wants to serve people.
- LTD can't be all things to all people; there are financial constraints.

- They feel that transportation is a waste of money.
- They feel the service is too expensive; the very people LTD is trying to serve are priced out of the service.

Ms. Bell asked who transportation's stakeholders were. The Board responded with:

- Riders
- Businesses
- Schools, universities, the community college

Ms. Bell asked Board members what they felt the community wanted from LTD and what the District was known for: Members offered the following suggestions:

- Service, quality of service
- Dependability
- Not impeding those who do not use transit
- Feeling safe at transit facilities and on transit vehicles; safe alternative to driving during inclement weather
- Comfortable accommodations at facilities and on vehicles
- Financially prudent
- Pragmatic, forward-thinking innovation
- Fostering a healthy community
- Providing an essential community service
- Supporting community connections

Ms. Bell asked Board members to critique the current LTD vision statement: *To provide the best public transportation services imaginable.*

Mr. Yeh felt the statement did not address LTD's focus on connections.

Mr. Dubick and Ms. Grossman agreed that the term "imaginable" was too vague. Mr. Necker suggested substituting the word "possible."

In response to a request from Ms. Bell, Board members identified the following key words from the Mission Statement: "reliable, responsive, accessible, innovative, and leadership." Mr. Necker suggested that a reference to being disability-friendly be added.

Mr. Dubick noted that LTD was not just operating a bus system; it also was involved in many other initiatives that contributed to the health of the community such as bicycle/pedestrian, carpooling, and sustainability.

Board members offered the following words that summarized how LTD benefited the community:

- Accessibility
- Dependability
- Connectivity
- Independence

RECESS: Ms. Towery called a recess at 5:23 p.m.

RECONVENE: Ms. Towery reconvened the meeting at 5:45 p.m.

EMPLOYEE OF THE MONTH: The Board recognized Journey-level Mechanic Jordan May as the March Employee of the Month.

Ms. Towery thanked Mr. May for his service and dedication to LTD's mission. She presented him with a certificate of appreciation, check, and pin commemorating his award. Mr. May thanked the Board for his recognition and said he looked forward to continuing his career at LTD.

AUDIENCE PARTICIPATION: Ms. Towery explained the procedures for providing public testimony.

Bob Macherione, Eugene, representing Our Money, Our Transit ((OMOT), stated that OMOT had filed a lawsuit detailing its concerns with the West Eugene EmX Extension project. He said bus companies should not be exciting; they should first provide basic bus service to the people who needed it the most. He did not feel that was LTD's mission; it only worked on providing EmX extensions. He had received a letter from LTD saying it would cost \$90,000 to restore service to low-income housing on Brewer Avenue. He said the District was offering to operate six buses per day to the area and that was only "lifeline" service to a needy population. He listed higher expenditures on other items such as a new station and administrative staff. He cited a quotation from Mr. Vobora in an online publication stating that LTD had restored most of the 2010 service cuts. He asked LTD to protect basic bus service first before looking for exciting, luxury items.

Josef Siekiel-Zdzienicki, Eugene, said that he was not an adversary of transit and had used it when necessary. He said on a recent visit to RiverBend, he had observed seven EmX buses during an 80-minute period and only eight people disembarked; none boarded. He referred to a recent opinion piece in *The Register-Guard* by LTD Budget Committee Member Ed Gerdes. Mr. Siekiel-Zdzienicki said that construction of student housing was ending because of a glut in the market, and there was little residential construction or remodeling; a number of local businesses were closing. He said the economy was slow and salt-of-the-earth people were not doing well.

At Ms. Towery's request, Mr. Vobora responded that the publication had misquoted him. His comment was that LTD was able to consider adding some service for the first time in four years, not that all service cuts had been restored.

WORK SESSION:

Guidance on Economic Study: Mr. Kilcoyne said that the next step in the review of the region's economic growth and recovery was to inform ECONorthwest as to which criteria should be examined during the economic study. He said the statute only required an examination of regional employment and income growth, but that did not tell the full story. Input from business and community leaders, economists, and the public had been solicited; and, based on that, staff was recommending the inclusion of every achievable indicator the business community had suggested. He emphasized that the study was intended to provide information to the Board and did not imply that the Board would take action.

Mr. Wildish asked if it was possible to identify separately the employment of those who were subject to the payroll tax from those in the employee group who were not. Ms. Hellekson said that ECONorthwest would be considering categories of employment during the review and she would ensure that was addressed.

Ms. Towery stressed the importance of outreach and community discussions during the review process to obtain the necessary subjective input beyond the quantitative data. She said the recession had a large impact on the community and it was important to realize that people were still struggling.

Mr. Gillespie added that LTD should track the numbers as well as the emotions.

Mr. Kilcoyne asked if Board members agreed with the criteria outlined in the agenda packet and if there were criteria that should be added to the list.

Ms. Grossman asked if there were standards for judging the results of the analysis. Mr. Kilcoyne replied that it would be dangerous to preset benchmarks for criteria as the results of the study would be one aspect on which the Board would base its decision, as Ms. Towery had pointed out.

Mr. Dubick said it would be a mistake to rely on set data points as LTD had no control over most of the factors. Because of the recession, assessing the community's economic health and growth would be in new and unknown territory.

Mr. Wildish observed that Board members would need to decide individually whether the economic recovery had been "sufficient." Mr. Kilcoyne agreed that the statute was vague with respect to the term "sufficient" and that created pressure at the local level to make the determination.

Mr. Kilcoyne said the Board's feedback would be provided to ECONorthwest so they could begin the study. Community outreach efforts would be implemented concurrently. He expected the study to be completed by the end of April.

Ms. Towery said ECONorthwest had been asked to include Board members in community discussions so they could hear what the community had to say and be well informed before making a decision.

ITEMS FOR ACTION AT THIS MEETING:

MOTION **Consent Calendar:** Mr. Dubick moved adoption of LTD Resolution No. 2014-003: It is hereby resolved that the Consent Calendar for February 19, 2014, is approved as presented. Mr. Necker provided the second. The Consent Calendar consisted of the minutes of the January 15, 2014, Regular Board Meeting and the January 21, 2014, Special Board Meeting; and nomination of Dean Kortge to the LTD Board Budget Committee.

VOTE The motion was approved as follows:
AYES: Dubick, Gillespie, Grossman, Necker, Towery, Yeh, Wildish (7)
NAYS: None
ABSTENTIONS: None
EXCUSED: None

EmX Steering Committee Appointment: Mr. Vobora announced that John Paxin, a full-time student at Lane Community College (LCC) was the candidate for appointment to the EmX Steering Committee to serve as the LLC student representative.

Ms. Towery thanked Mr. Gillespie and Mr. Yeh for urging the appointment of student representatives from the University of Oregon and LCC to the Steering Committee.

MOTION Mr. Yeh moved approval of LTD Resolution No. 2014-004: The LTD Board of Directors hereby approves the appointment of Lane Community College student John Paxin to the EmX Steering Committee. Mr. Wildish provided the second.

VOTE The motion was approved as follows:
AYES: Dubick, Gillespie, Grossman, Necker, Towery, Yeh, Wildish (7)
NAYS: None
ABSTENTIONS: None
EXCUSED: None

Designation of Lane Transit District Labor Negotiations Team: Director of Human Resources and Risk Management Mary Adams explained the composition of LTD's bargaining team. She had been appointed by a former Board of Directors to be the permanent designee for labor negotiations and given the authority to select other team members. Her recommendations for the current bargaining team included administrative staff who had historically been part of the team, as well as staff who would be part of the transition when senior staff members retired so they could gain experience.

MOTION Mr. Yeh moved the following resolution: LTD Resolution No. 2014-005: It is hereby resolved that the LTD Board of Directors approve the 2014 Labor Negotiations team of Mary Adams, Diane Hellekson, Mark Johnson, George Trauger, David Collier, and Todd Lipkin, with assistance from Labor Attorney Jacqueline Damm. Consistent with LTD Resolution No. 2007-001, Mrs. Adams has the authority to adjust the composition of the Negotiations Team as bargaining progresses, provided that the LTD Board of Directors approves all Negotiations Team members selected prior to the Negotiations Team conducting any deliberations in executive session. Mr. Dubick provided the second.

VOTE The resolution was approved as follows:
AYES: Dubick, Gillespie, Grossman, Necker, Towery, Yeh, Wildish (7)
NAYS: None
ABSTENTIONS: None
EXCUSED: None

ITEMS FOR INFORMATION AT THIS MEETING:

Board Member Reports: Mr. Gillespie thanked Mr. Kilcoyne and LTD staff for *The Register-Guard* article regarding the District's performance during the recent snow and ice storm.

West Eugene EmX Extension Project Update: Senior Project Manager John Evans provided an update on the status of design solutions. He said the design solutions process was intended to address and quickly integrate the required mitigations identified in the environmental analysis, while maintaining the design and quality of EmX service and avoiding or reducing impacts to private property. He described the extensive outreach to property owners and efforts to explore all feasible options for addressing concerns. He used a map to illustrate design solutions that mitigated project impacts. Some of the results of that process which is still underway were estimated to be:

- Reduction of partial acquisitions from approximately 120 to approximately 90 parcels
- Full acquisition of two business properties eliminated
- Reduction of total acreage from 3.2 to approximately 2.7
- Estimated eElimination of two mandatory driveway closures and addition of two closures requested by property owners, for an approximate total of six closures
- Reduction of number of on-street parking spaces lost from approximately 60 to approximately 15
- Mitigation of wetlands impact by moving terminus station

Communications Coordinator Lisa VanWinkle listed the goals of public relations and outreach efforts:

- Facilitate flow of information between LTD and the community
- Plan construction to support businesses and traffic flow
- Demonstrate that LTD does care about community concerns
- Obtain public input where applicable
- Fulfill federal requirements
- Build more support for LTD and EmX

Ms. VanWinkle said there had been more than 750 individual contacts with people since July 2013, including property and business owners and their employees, and those people were now being presented with the results of the design solutions process.

Consultant Chris Watchie with Cogito said the one-on-one business visits along the corridor included employees and customers. The information provided was intended to debunk some of the myths about the impact of EmX and provide project updates. She said the wide variety of businesses along the corridor provided valuable perspectives, as did contacts with managers of the apartment complexes in the area. She said outreach efforts were not limited to mailings reaching a half mile along each side of the corridor; they also included an e-newsletter that kept readers informed and helped them understand some of the technical aspects of the project. Readership of the e-newsletter had reached more than 1,100 in six months. She said outreach included meeting with many community leaders, participation in local events, a project website, and a monthly blog. She said focus groups were organized around the three areas in which the public could still have influence on public design: accessibility, trees and landscaping, and station art.

Ms. VanWinkle said businesses had been surveyed to determine what types of support they would need during the project's construction phase. She said of greatest interest was marketing support because of concerns with potential loss of revenue. Staff developed a number of strategies that will be considered to address those concerns, including:

1. Communicate sequence and timing of construction activities as soon as possible
2. Understand businesses' issues with respect to access, deliveries, dust, vibration
3. Provide signage indicating that a business is open during construction and, if needed, identifying access routes
4. Maximize nighttime construction
5. Communicate Keep Us Moving traffic alerts
6. Maintain 24-hour hotline to provide for immediate attention if an issue arises

Ms. VanWinkle said a number of businesses were interested in having LTD provide passes to their employees during the construction season. Interest also was expressed in workshops and classes on marketing, particularly through the use of social media. Workshops would be offered well in advance of construction.

Mr. Gillespie said that as a bus rider, he had experienced difficulty in the past learning about route changes during a construction project. He urged staff to be sure that riders stayed well informed of changes during the construction phase.

Monthly Financial Report: Director of Finance and Information Technology Diane Hellekson reported that ridership figures remained soft, but all other major financial indicators looked good.

She said full costs were well under the amount budgeted, which was good news because fuel was the single highest materials and services expense and LTD had no control over it.

ADJOURNMENT: Ms. Towery adjourned the meeting at 6:55 p.m.

LANE TRANSIT DISTRICT

ATTEST:

Michael Dubick
Board Secretary

Jeanne Schapper
Clerk of the Board

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