



LANE TRANSIT DISTRICT BOARD OF DIRECTORS WORK SESSION

Wednesday, November 03, 2021
5:00 – 7:00 p.m.

VIRTUAL MEETING

Zoom details for provided on the web calendar at www.LTD.org.

Watch live on channel 21 or via link: <https://metrotv.ompnetwork.org/>

No public testimony will be heard at this meeting.

AGENDA

	ITEM	Time	Page
I.	CALL TO ORDER	5:00 p.m.	
II.	ROLL CALL		
	<input type="checkbox"/> Caitlin Vargas (President) <input type="checkbox"/> Vacant <input type="checkbox"/> Don Nordin (Treasurer)		
	<input type="checkbox"/> Emily Secord (Secretary) <input type="checkbox"/> Michelle Webber <input type="checkbox"/> Vacant <input type="checkbox"/> Susan Cox		
III.	COMMENTS FROM BOARD PRESIDENT		
	<i>This agenda item provides an opportunity for the Board president to formally communicate with the Board on any current topics or items that may need consideration.</i>		
IV.	COMMENTS FROM THE GENERAL MANAGER		
	<i>This agenda item provides an opportunity for the general manager to formally communicate with the Board on any current topics or items that may need consideration.</i>		
V.	ANNOUNCEMENTS AND ADDITIONS TO AGENDA		
	<i>This agenda item provides a formal opportunity for the Board president to announce additions to the agenda, and also for Board members to make announcements.</i>		
VI.	CONSENT CALENDAR:	5:05 p.m.	73
	Action Needed: Approval		
	1. Delegated Authority Report – SEPTEMBER		
	2. Contract No. 2021-47: Camp Creek Electric		
	3. Registered Agent Designation		
	4. Strategic Planning Committee Member Appointment		
	5. Pension Committee Trustee Appointment		
	<i>This item was forwarded from the October 20, 2021, regular Board meeting due to lack of a quorum.</i>		
VII.	STATEWIDE TRANSPORTATION IMPROVEMENT FUND TECHNICAL PLANNING COMMITTEE ESTABLISHMENT: <i>Materials Included</i>	5:10 p.m.	
	[Cosette Rees]		
	Action Needed: Adoption		
	<i>This item was forwarded from the October 20, 2021, regular Board meeting due to lack of a quorum.</i>		
VIII.	IAP2 PUBLIC PARTICIPATION MODEL: <i>Materials Included</i>	5:20 p.m.	
	[Andrew Martin, Jeremy Card]		
	Action Needed: None. Information Only		

Time	Page
IX. MOBILITY MANAGEMENT STRATEGY PUBLIC INVOLVEMENT PLAN: <i>Materials Included</i> [Andrew Martin] Action Needed: Adoption	5:40 p.m.
X. GENERAL MANAGER RECRUITMENT: <i>Materials Included</i> [Mark Johnson] Action Needed: Discussion	6:05 p.m.
XI. ADJOURNMENT	7:00 p.m.

To request a reasonable accommodation or interpreter, including alternative formats of printed materials, please contact LTD's Administration office no later than 48 hours prior to the meeting at 541-682-5555 (voice) or 7-1-1 (TTY through Oregon Relay).



AGENDA ITEM SUMMARY

DATE OF MEETING: November 3, 2021

ITEM TITLE: CONSENT CALENDAR

PREPARED BY: Camille Gandolfi, Clerk of the Board

ACTION REQUESTED: Adoption

BACKGROUND: Items for approval that can be explained clearly in the written materials for each meeting, and not expected to draw public testimony or controversy, are included in the Consent Calendar for approval as a group. Board members can remove any item from the Consent Calendar for discussion before the Consent Calendar is approved each month.

The Consent Calendar for October 20, 2021, consists of:

- Approval of Delegated Authority Report - September
- Approval of Contract No. 2021-47: Camp Creek Electric
- Approval of Registered Agent Designation
- Approval of Strategic Planning Committee Member Appointment
- Approval of Pension Committee Trustee Appointment

ATTACHMENT:

- 1) Delegated Authority Report - September
- 2) Contract No. 2021-47: Camp Creek Electric
- 3) Registered Agent Designation
- 4) Strategic Planning Committee Member Appointment
- 5) Pension Committee Trustee Appointment

PROPOSED MOTION: I move adoption of LTD Resolution No. 2021-10-20-050; It is hereby resolved that the Consent Calendar for October 20, 2021, is approved as presented [amended].

**LANE TRANSIT DISTRICT
DELEGATED AUTHORITY REPORT
September 2021**

Contracts								
DATE EXECUTED	CONTRACTOR	DESCRIPTION	CONTRACT TYPE	CONTRACT TERM	FREQUENCY	CONTRACT VALUE	SIGNER	NOTES
8/25/2021	City pf Eugene	310 Garfield Lease Agreement	IGA	Aug. 23, 2021 - Feb. 23, 2023			M.Johnson	New Contract
8/27/2021	USBS Cloud Consulting	ADA Consulting Services for Web Documents	Personal Services	Aug. 27, 2021 - Sept. 25, 2021		\$ 3,400.00	M.Johnson	New Contract
8/27/2021	MTM	Accessible Services Brokerage	Amendment	Jun. 22, 2017 - Aug. 31, 2022		\$ 8,027,695.48	M.Johnson	Contract Extension
9/2/2021	Willamette Christian Center	Parking Facility Agreement	Amendment	Jul. 1, 2009 - ongoing	yearly auto-renewal	\$ 200.00	M.Johnson	maintenance repair cost increased
9/2/2021	Pacific Power Group	Allison Hybrid EP System Components	Amendment	Aug. 31, 2018 - Aug. 30, 2022			M.Johnson	Option Year
9/7/2021	Thorp, Purdy,	Legal Services	Amendment	Jun. 26, 2021 - Jun. 25, 2024		\$ 800,000.00	M.Johnson	Reduction of scope of work
9/7/2021	Good Company	On-Call Consulting for GHG Accouting & Climate Planning Assistance	Personal Services	Sept. 7, 2021 - Sept. 6, 2024		\$ 40,000.00	M.Johnson	New Contract
9/7/2021	Adlib Advertising	Business Associate Agreement	Business Associate Agreement	Sept. 7, 2021 - until project completion			M.Johnson	New Agreement
9/14/2021	Chambers Construction Company	Glenwood Bus Gate	Task Order	Sept 3, 2021 - June 30, 2022		\$ 335,262.00	M.Johnson	Bus Gate Task Order
9/15/2021	Transponder	DEI Sexual-Gender Identity Consultant	Personal Services	Sept 15, 2021 - Sept 3, 2022		\$ 60,000.00	M.Johnson	New Contract
9/23/2021	Chaves Consulting Inc.	Records Management Software	Amendment	April 18, 2018 - April 17, 2028			M.Johnson	Updated project and contract manager
9/23/2021	Lane Council of Governments	Unified Planning Work Program (UPWP)	IGA	July 1, 2021 - June 30, 2022		\$ 44,578.11	M.Johnson	New Contract
Group Pass/Non-Profit Program								
DATE EXECUTED	CONTRACTOR	DESCRIPTION	CONTRACT TYPE	CONTRACT TERM	FREQUENCY	CONTRACT VALUE	SIGNER	NOTES
9/17/2021	Oak Hill School	Student Pass Agreement	Student Pass Agreement	Sept. 20, 2021 - Ongoing			M. Johnson	New Agreement



AGENDA ITEM SUMMARY

DATE OF MEETING: November 3, 2021

ITEM TITLE: CONTRACT NO. 2021-47: CAMP CREEK ELECTRIC

PREPARED BY: Randi Staudinger, Facilities Project Manager

DIRECTOR: Joe McCormack, Director of Facilities

ACTION REQUESTED: Forward to the Board of Directors with a recommendation of approval

Please disclose any actual or potential conflict of interest.

PURPOSE: To authorize the general manager to execute a contract with Camp Creek Electric to upgrade lighting on the Gateway and Franklin EmX Corridors to LED.

CONTRACT TYPE: New Contract

REASON FOR CONTRACT TYPE: Professional services awarded from an Invitation to Bid (ITB). Best contract type for obtaining construction services

ROLE OF THE BOARD: In accordance with LTD Resolution No. 2021-09-15-048, the Board must review and approve all contracts exceeding \$249,999, and all individual or cumulative contract amendments and change orders that exceed the lesser of \$250,000 or ten-percent (10%) of the initial contract value.

STRATEGIC BUSINESS PLAN: The District's FY22-24 Strategic Business Plan has five strategic areas of focus. These include 1) Customer Satisfaction 2) Employee Engagement 3) Community Value 4) Financial Health 5) Sustainability. Each of these priorities has tactics, milestones, and performance measures to ensure achievability and accountability. All District projects and matters brought before the Board align with one of these five strategic areas of focus.

This agenda item aligns with the strategic area of: Sustainability, Customer Satisfaction, and Financial Health

DESCRIPTION:

Project Title: Gateway and Franklin Emx LED Lighting Upgrade

This project consists of replacing florescent lighting at 28 existing EmX stations along the Gateway and Franklin EmX Corridors to LED lighting. An LED lighting upgrade will benefit riders as LED lights provide a brighter shine, creating more visibility at the platform and providing a safer waiting area. LED lighting also uses much less energy than traditional florescent lighting as it requires less energy to operate. Additionally, LED Lighting has a longer lifespan, thus LTD will see a significant reduction in overall energy use as well as maintenance costs. Please note, LTD does not intend to upgrade the lighting at the Glenwood and Lexington EmX Stations as these are planned to be demolished in the near future as part of the City of Springfield's New Franklin Boulevard Project.

BACKGROUND: The Franklin EmX Corridor opened for revenue service in 2007. The light fixtures installed on the Franklin corridor are obsolete. Currently, individual electronic components have to be purchased to build replacement fixtures.

The Gateway EmX Corridor opened for revenue service in 2011. Along both corridors, ballasts and lamps are difficult to service via the light fixture lenses whereas new remote drivers, such as those installed along West Eugene, are easily accessed and can quickly be replaced if they fail. There are an increasing number of brittle and hazy lenses on the current lights along the Franklin and Gateway EmX corridors which have caused cracked lenses and reduced light output. Lense seals are failing which has allowed moisture to enter in to the fixtures, thus ruining ballasts and associated components.

FINANCIAL IMPACT/FUNDING SOURCE: The total value of this contract is \$453,000. This will be funded utilizing State Lottery Bonds as part of the FTN Safety and Amenity CIP project.

CONSIDERATIONS: Upgrading the lighting along the Franklin and Gateway EmX corridors to LED will be consistent with the lighting installed on the most recent West Eugene EmX Corridor, which was put in to revenue service in 2017. By installing LED lights along the Franklin and Gateway EmX corridors, LTD will see reduced maintenance and energy costs and provide a better quality of lighting for passengers, consistent with the West Eugene EmX corridor as well as the newly rebuilt McVay EmX Stations.

ALTERNATIVES:

- 1) Deny approval of the contract with Camp Creek Electric and continue utilizing the florescent lighting. This would require LTD to hire an electrician to replace lights that have already failed in the system and to hire an electrician to continue to replace the florescent lights as they fail.
- 2) Deny approval of the contract and put the project out for bid to try to get more bids. LTD is utilizing Oregon Lottery Bonds for this project which will expire in April 2022. If the project goes back out for bid, the project would not be completed in time to use these funds.

SUPPORTING DOCUMENTATION:

1. Resolution No. 2021-10-20-051

PROPOSED MOTION: I move adoption of LTD Resolution No. 2021-10-20-051:

It is hereby resolved that the LTD Board of Directors, acting as the LTD Contract Review Board, approves Contract No. 2021-47 as presented [amended].



RESOLUTION NO. 2021-10-20-051

APPROVAL OF CONTRUACTUAL SERVICES BETWEEN LANE TRANSIT DISTRICT AND CAMP CREEK ELECTRIC

WHEREAS, Lane Transit District (LTD) is authorized to enter into contractual agreements pursuant to ORS 267.200 (3)-(4);

WHEREAS, the Oregon Public Contracting Code and the LTD Procurement Policy require that all contracts for goods, services, or public improvement projects be based upon competitive bids or proposals, unless an exception applies;

WHEREAS, pursuant to LTD resolution No. 2017-03-15-011, the LTD Board of Directors is the LTD Contract Review Board and is required to authorize all contracts exceeding \$149,999;

WHEREAS, the Contract Review Board has authorized the LTD Contract Committee to review and recommend action on contracts prior to those contracts being presented to the LTD Board for review and approval;

WHEREAS, the Contract Committee reviewed the proposed contract between LTD and Camp Creek Electric on October 11, 2021, and recommended adoption;

NOW, THEREFORE, BE IT RESOLVED that the LTD Board of Directors, acting as the LTD Contract Review Board, passes a Resolution as follows:

- 1) The contract shall be in compliance with all applicable laws and regulations.
- 2) Once any protest period has passed and no protests being received and/or such protests being resolved in accordance with Oregon law and the LTD Procurement Policy, the General Manager, or her designee, is hereby authorized to: (a) negotiate and enter into a contract with Camp Creek Electric for the purpose of upgrading the lighting to LED on the Gateway and Franklin EmX Corridors; and (b) as needed, execute amendments to the contract not to exceed a cumulative total of 10 percent of the initial contract price or \$150,000, whichever is less.

ADOPTED BY THE LANE TRANSIT DISTRICT BOARD OF DIRECTORS ON THIS 3rd DAY OF NOVEMBER 2021.

Board President, Caitlin Vargas



AGENDA ITEM SUMMARY

DATE OF MEETING: November 3, 2021
ITEM TITLE: DISTRICT DESIGNATED REGISTERED AGENT
PREPARED BY: Camille Gandolfi, Clerk of the Board
DIRECTOR: Mark Johnson, Interim General Manager
ACTION REQUESTED: Adoption

PURPOSE: To obtain Board adoption of the state required registered agent designation pursuant to ORS 198.340.

ROLE OF THE BOARD: The LTD Board of Directors is a Policy Board. This means that the Board's role in this instance is to Choose an item.

BOARD COMMUNICATION: This is the first time this item has come to the Board.

PUBLIC COMMUNICATION: This is the first time this item has come to the Board.

STRATEGIC BUSINESS PLAN: The District's FY22-24 Strategic Business Plan has five strategic areas of focus. These include 1) Customer Satisfaction 2) Employee Engagement 3) Community Value 4) Financial Health 5) Sustainability. Each of these priorities has tactics, milestones, and performance measures to ensure achievability and accountability. All District projects and matters brought before the Board align with one of these five strategic areas of focus.

This agenda item aligns with the strategic area of: Sustainability.

DESCRIPTION: As a special district, LTD is required to file with the Oregon Secretary of State's Office a notice of the registered agent. Per ORS 198.340, "The registered agent shall be an agent of the district upon whom any process, notice or demand required or permitted by law to be served upon the district may be served." In other words, a registered agent is an individual whose responsibility is to accept legal documents (service of process, lawsuits, liens, subpoenas, etc.) on behalf of the District.

BACKGROUND: The District Designated Registered Agent has historically always been the District's general manager. A change in Designated Registered agent takes place with each change in District general manager. Former general manager, Aurora (A. J.) Jackson is currently designated as LTD's registered agent. With Ms. Jackson's resignation, the Board is obligated to designate a new registered agent. Mr. Mark Johnson became LTD's interim general manager effective September 7, 2021, and is the appropriate staff to be appointed as the District's Designated Registered Agent.

CONSIDERATIONS: N/A

ALTERNATIVES: N/A

NEXT STEPS: Pursuant to ORS 198.340, the Notice of Designation of Special District Registered Office and Registered Agent will be filled with the Secretary of States office.

SUPPORTING DOCUMENTATION:

- 1) LTD Resolution No. 2021-10-20-052, Designating Lane Transit District Registered Agent
- 2) Notice of Designation of Special District Registered Office and Registered Agent

PROPOSED MOTION: I move adoption of LTD Resolution No. 2021-10-20-052:

It is hereby resolved that the LTD Board of Directors adopts Mark Johnson, Interim General Manager as the District Designated Registered Agent.



LTD RESOLUTION NO. 2021-10-20-052

DESIGNATING LANE TRANSIT DISTRICT REGISTERED AGENT

WHEREAS, the previously-designated registered Agent of Lane Transit District, former General Manager Aurora (A.J.) Jackson, has resigned from LTD;

WHEREAS, the Board of Directors appointed Mark Johnson as the interim general manager effective September 7, 2021; and

WHEREAS, ORS Chapter 198.340 requires special districts to file with the Oregon Secretary of State's Office a notice of the Registered Agent and Registered Office.

NOW, THEREFORE, BE IT RESOLVED that the LTD Board of Directors approves LTD Interim General Manager Mark Johnson to be designated as the Registered Agent for Lane Transit District, effective November 3, 2021, at the current Registered Office at 3500 East 17th Avenue, Eugene, Oregon, and is directed to give notice of said change to the Secretary of State of the State of Oregon and to the County Clerk of Lane County, Oregon.

ADOPTED BY THE LANE TRANSIT DISTRICT BOARD OF DIRECTORS ON THIS 3rd DAY OF NOVEMBER, 2021.

Board President, Caitlin Vargas

**NOTICE OF DESIGNATION
OF SPECIAL DISTRICT
REGISTERED OFFICE AND REGISTERED AGENT**

I, Caitlin Vargas, ~~(Secretary)~~ ~~(Financial Officer)~~
(Chairman of the Board) of this district, a municipal corporation, organized under the provisions
of ORS Chapter 198, certify that:

1. Pursuant to a resolution of the District Board, duly adopted, the registered office of this
district is:

3500 E. 17th Avenue, Eugene, OR 97403
(Street Address of Registered Office, City, Zip)

2. The registered agent in Oregon at such registered office is:

Mark Johnson
(Name of Registered Agent)

IN WITNESS WHEREOF, this district has caused this instrument to be executed in its name by
the ~~(Secretary)~~ ~~(Financial Officer)~~ (Chairman of the Board) of the District this 20th day of
October, 2021.

Lane Transit District
(Name of District)

By: Caitlin Vargas
~~(Secretary)~~ ~~(Financial Officer)~~ (Chairman of the Board)

STATE OF OREGON)
) ss.
County of Lane)

Signed before me on _____ by _____

Notary Public – Oregon
My Commission Expires: _____

INSTRUCTIONS: A new form must be filed each time a change is made in either the registered agent or the
registered office. There is no fee for filing this form. Please send the form to:

Secretary of State
Archives Division
800 Summer St. NE
Salem, OR 97310



AGENDA ITEM SUMMARY

DATE OF MEETING: November 3, 2021
ITEM TITLE: STRATEGIC PLANNING COMMITTEE MEMBER APPOINTMENT
PREPARED BY: Mark Johnson, Interim General Manager
DIRECTOR: N/A
ACTION REQUESTED: Adoption

PURPOSE: To request that the Board approve the appointment of Martin Gaiter to the Strategic Planning Committee (SPC).

ROLE OF THE BOARD: The LTD Board of Directors is a Policy Board. This means that the Board's role in this instance is to perform a Board governance action.

BOARD COMMUNICATION: This is the first time this item has been brought to the Board.

PUBLIC COMMUNICATION: This is the first time this item has been brought to the Board.

STRATEGIC BUSINESS PLAN: The District's FY22-24 Strategic Business Plan has five strategic areas of focus. These include 1) Customer Satisfaction 2) Employee Engagement 3) Community Value 4) Financial Health 5) Sustainability. Each of these priorities has tactics, milestones, and performance measures to ensure achievability and accountability. All District projects and matters brought before the Board align with one of these five strategic areas of focus.

This agenda item aligns with the strategic area of: Community Value, Sustainability.

DESCRIPTION: Pursuant to the SPC Bylaws, the general manager appoints the members of the SPC with the advice and consent of the LTD Board of Directors.

BACKGROUND: With the resignation of former SPC Member Aliza Whalen in August, the committee currently has one vacancy. An application period was opened for 60 days and the applications submitted were reviewed. The applicant selected for appointment to the committee's vacancy is Mr. Martin Gaiter.

CONSIDERATIONS: The term for the current vacancy expires on December 31, 2021. The next term will begin January 1, 2022 and serve through December 31, 2023. Staff recommend that Mr. Gaiter be appointed to fill the remainder of the term for the current vacancy and the subsequent two year term.

ALTERNATIVES:

1. Approve Mr. Gaiter's appointment to the SPC
2. Request additional information and approve appointment at a future date.
3. Request an alternate candidate be reviewed for appointment.

NEXT STEPS: Based on Board Direction, staff will take the appropriate administrative actions.

SUPPORTING DOCUMENTATION:

- 1) Mr. Gaiter's Application
- 2) Mr. Gaiter's Resume
- 3) Resolution No. 2021-10-20-053

PROPOSED MOTION: I move adoption of LTD Resolution No. 2021-10-20-053:

It is hereby resolved that the LTD Board of Directors approves the appointment of Mr. Martin Gaiter to the SPC.



Employment Application | Submitted: 07-Sep-2021

Martin Gaiter

**Volunteer Committee Opportunity:
Strategic Planning Committee**

Job Location - Eugene, OR

Department - Community Advisory Committees

Eugene, OR 97402
United States

Resume

You can provide us with your resume here. You may either upload a file containing a formatted version, or cut & paste a text version in the space provided.

Click on the link to open the resume file if you wish to print the formatted resume.

File Name

Link

Marti Bio Resume.cleaned_1_.pdf

[Q Preview](#)

[Download](#)

Text Only Resume

No Text Only Resume on File

Admin Uploaded Files

There are no admin uploaded files for this applicant.

Committee Questions

Availability | Score Total - 0

Question	Answer	Score	Disqualifier?
The Strategic Planning Committee (SPC) meets on the first Tuesday evening of each month at least six times per year. Meeting generally last 2 hours. Does this schedule meet your availability? (It is highly recommended you attend a meeting before submitting the application.) *	Yes	0	
Please let us know if there are additional details about your	This question was not answered.		

availability that would be helpful:

Tell Us More About You | Score Total - 0

Question	Answer	Score	Disqualifier?
Preferred Name:	Marti		
Preferred Pronoun:	He	0	
What is your current occupation? *	Digital Accessibility Consultant		
Who is your current employer?			

If you are interested in Strategic Planning Committee: | Score Total - 0

The Strategic Planning Committee provides the LTD Board of Directors with independent advice on the strategic planning issues related to advancing the goals of the Long-Range Plan, including but not limited to, developing the Frequent Transit Network, making better connections, reducing trip and waiting times, bridging the first and last mile, creating safer ways to access service, and optimizing solutions for urban and rural areas.

Question	Answer	Score	Disqualifier?
What experiences / training / qualifications do you have for this particular committee? *	Prior military and 30 years of event planning. Prior Television Production		
What specific contribution do you hope to make? *	Bridge the voice of ethnically diverse customers with the ears that need to hear the messages		
What community topics concern you that relate to this committee? Why do you want to become a member? *	Diversity, inclusions, homelessness, and technical advances in digital accessibility		
The Strategic Planning Committee (SPC) seeks to have a diverse membership. Please check all categories you are interested in:	Tourism, Transportation Options / Bike / Ped / Carpool / Vanpool, Housing / Development / Affordable Housing , Neighborhood / Neighborhood Leaders Council/ LTD Service Districts, Safe Routes to School, Student	0	
For the categories above, please provide a brief description of how you represent each category selected:	I consider myself an advocate for change and conversation facilitator. For each of the above topics that interest me, I see myself bring my 15 years of experience of living in Eugene and bridging my experience living in other major cities to see if some of the experiences I had can fit here in Lane County		

Signature

Date

Contact

www.linkedin.com/in/martigdigi-ada
(LinkedIn)
usbscoud.com (Company)

Top Skills

Accessibility
Marketing
Management

Languages

Expert in Language of Interpersonal Relationships

Certifications

Comp TIA IT for Sales
Teaching Techniques: Making Accessible Learning
WordPress: Accessibility
Supporting Workers with Disabilities

Honors-Awards

Ambassador Of the Year
Midwest Regional Emmy Award Winner and Nomination News Promotion/Cinematography
Gold Medallion Award for KARE-11 Image Campaign
Community Service Award
Blair Bull's Eye Award

Martin Gaiter (he, him, his)

WCAG ADA AODA Digital Accessibility Advocate
Eugene

Summary

Marti is a Digital Accessibility Advocate. And Tech Nerd Whisperer His passion is building and growing and connecting long term business and personal relationships. Those relationships come from Enterprise Level Accounts to Small Mom and Pop's Shops. He loves nothing more than getting to know you and your business. Through his professional experience he can find a common sense solution to what is slowing you down. If he cant, he has a network of experts who can help.

His intent is to help empower and educate whether that leads to a sale or not. He works with everyone from C-level on down in business. By using a customer focused solution approach, He finds the problems and consults to find an UNCOMMON solution

This allows you to run efficiently and make more money. Borrowing from the basic communication model, he removes the noise that distorts and slows your message between the sender (Business) and the receiver(Customer) Through the relationships he builds, He helps people find the tools they need to reach their goals. He has held various positions in the entertainment business, television news, marketing and promotion. He teaches Business Inter and Intra Personal communications. He is a writer and working actively to help people maintain and grow relationships. He is an Air Force Veteran. He is currently on pause with Doctoral Studies in Organizational Development and Leadership, He does amatuer stand-up comedy, performs as a MC/DJ, and has worked as a radio disc jockey. He has been active with Eugene and Springfield Chambers of Commerce and has rebuilt struggling networking groups and repaired broken lines of communication within large organizations. His passion is finding ways to affiliate and work with NON profit organizations. As of 2020 he is the official DJ/MC for ALS Oregon Southwest Washington Annual "Walks to Defeat ALS" in Oregon and Washington State. However, nothing beats being Aaliyah Gaiter's Dad.

Super Powers - Conflict Management, Interpersonal Communication, Team Building, Organizational Structure and Management, Fun Director

Experience

USBS + Cloud

Founder

September 2015 - Present (5 years 10 months)

What keeps you up at night or gives you a headache while you try to run your business? Give me 15 minutes and i will give you a personalized Uncommon Sense Business Solution for you, your personnel, the vender services you have, or the managed services in the cloud. I am the Solutions Wizard. I can come in and create a system for success from ground up or improve on existing systems in place. And If I cant figure it our quickly, I have a network of professionals I can bring to you. USBS + Cloud is Uncommon Sense Business Solutions on the ground or in the Cloud.

360 Business and Life Balance, Marketing, Sales Management/Training and Consulting. Brokered services in Technology and Services. Connecting you to the solution or the people to keep your business growing and going in the right direction.

<http://usbscloud.com/>

GFORCE mme Pro Events

Fun Director

July 1995 - Present (26 years)

United States

Oregon's Only Professional Fun Director. For everything that gets you known, connected, or boost your entertainment value. Contact me Marti Gee.

https://calendly.com/usbs-martig/dj_mcee_sitevisit

Online ADA

Client Care Consultant

August 2020 - March 2021 (8 months)

Eugene, Oregon, United States

I am a client advocate and communication expert facilitator named Marti Gaiter. I champion the cause of education and assistance for those seeking to understand why "Digital Accessibility" is not only a good thing to learn for your business but also a necessity to keep you out of legal or regulatory

hot water. Increases revenue through "touch therapy." Minimizes attrition and cancelations. Turns service calls into opportunity to better customer experience with alternate products. I know how to read the room and de-escalate conflict.

- first line communications inbound and last outbound
- created a system to integrate customers account needs with internal team help
- Project coordinate and facilitate internal and external team meets across North America and Europe
- handle all customer complaints to resolution
- maintain current medium and enterprise account records
- established needs analysis process to facilitate first contact conversion to customers
- customer advocate
- professional kitten herder

Halo Comm

Director Of Marketing And Business Development

March 2018 - August 2020 (2 years 6 months)

Oregon

Making an informed decision about the scale and functionality of your digital network should not result in hours of internet searches and unsolicited sales calls. At Halo we take a Customer-centric vendor agnostic approach to ensure the solution you have is the one that is crafted for your business. With more than 3 decades of industry and medium to large business success. Your time invested will be like none other. Our core values are seated in Relationships, Communication, Customization, Execution, Management, and (when needed) Proactive modification.

H2Know

VP Sales and Marketing

June 2015 - December 2016 (1 year 7 months)

Eugene, Oregon Area

Making this thing cool for everyone then doing that sales thing to the globe.

For the People, by the People...We're all made of water! This group is all about energy and the body is all about water. Water = energy. Water you drink allows your brain to think.

Excited about electricity, water, and LED lights... a group of us decided to develop H2Know, an electronic sensor (yes, it shoots electricity through you!) to let kids, parents, grandmas, coaches, nurses, and sergeants know if they are hydrated. Need to chug a gallon, or hit the emergency room? Wouldn't you like to know instantly? H2Know will provide you with the sensors and the feedback to notify you when you, your loved ones, or your teammates need to hydrate!

Deus Machine LLC

Director of Marketing and Sales

September 2015 - July 2016 (11 months)

Deus Machine, LLC is a comprehensive technology consulting firm. We design and implement innovative technology solutions. Our goal is simple: To enhance the productivity of company technology capabilities beyond tier 1 support and repairs.

Yes, there is a difference between merely responding to a problem and solving the problem. In today's technology driven marketplace, to be competitive requires the application of creative and cost effective optimization of the technology that is available. By taking advantage of our services, everything from deployment of new systems, on-site and off-site back-ups, to voice over IP voice systems, you will receive the rewards of a cutting edge work environment.

Deus Machine brings companies 15+ years of hands-on expertise in data integrity, security, and support.

Deus Machine believes in building long-term relationships with our clients. Our vision is to be the Premier IT consulting firm in Oregon. With Deus Machine on your team there's no problem too small or too big!

Already have tech support? No problem. In fact, many of the businesses we work with have tech support. In some cases their own IT staff.

DM Cloud Email Filter -

Outbound Filtering, Inbound Filtering, Enterprise Backup, Email Archiving,

Hosted PBX | Hosted Virtual Server | Hosted ECM | Co-Location

Integra Business

Senior Account Executive

March 2014 - September 2015 (1 year 7 months)

Its my job to make sure you are connected the way you want to be internally and externally.

Got Band Width? :-)

Cumulus Media

Sales Monster

August 2013 - February 2014 (7 months)

What can Cumulus do that you did not know? I have more than 188,000 friends that are looking for goods and services but they have not found you yet. I help hundreds of business, small and large, become known long before they are needed with creative marketing and advertising campaigns. Did you know that 80% of your customers will make a buying choice based on who they know. Cumulus is the best DIGITAL word of mouth you can find. I will show you how. And if I cant help you now at least I can find out how to help you later.

Can you guess why I am a Sales Monster?

CBT Nuggets LLC

Nugget Training Advisor; New Solutions Group / International Sales
January 2012 - July 2013 (1 year 7 months)

Finding and Maintaining the right IT, Project Management, Or MS Office training solution for individuals and organizations.

Pioneered and led the International New Business team Oct 2012 - March 2013 nearly doubling international revenue over previous year.

Making the world a better place 1 Nugget at a time

Very rarely, if ever, does someone come across a career choice where they are regularly asked, "What do you think is the best way...?" Since joining CBT Nuggets, it is clear to me every day that I am on a team that consistently strives to improve its imprint on the world and the people we serve. As a Nugget Training Advisor, I will help you find the right training solution for your needs. I am a self-described "Relationship Change Advocate." This helps me in my role here at CBT Nuggets. Through the relationships I build, I help people find the tools they need to change careers or their current qualifications. Prior to CBT Nuggets, I held various positions in the

entertainment business, television news, marketing and promotion. I also served in the military, earned an MBA, and worked as a radio disc jockey. However, nothing beats being Aaliyah Gaiter's Dad.

KOHD-TV

Account Manager

2010 - 2011 (1 year)

Bend, Oregon

Professional Education Institute

Inside Sales Executive/Floating Manager - Personal Coaching

September 2005 - July 2009 (3 years 11 months)

Salt Lake City Utah

- Add-on sales for existing clients
- Initiate orders to new and existing clients through phone contact
- Top ISE for House Account "Carleton Sheets Real Estate Coaching" 2006
- ISE for Coaching accounts: Robert Kiyosaki, Jack Canfield, Hale Dwoskin, Franklin Covey, and all Test accounts
- Award for Highest Take Rate 2007 and 2008
- Top 5% of sales floor in both volume and revenue per sale
- Management Duties as directed
- Retention Specialist led to 50% drop in BBB complaints and increase in saved sales revenue year to year

Pfizer formally Wyeth Pharmaceuticals

Robins Territory Representative- Pharma Business Unit

May 2003 - August 2005 (2 years 4 months)

Layton Utah

- Act as representative for assigned Key Prescribers, conduct presentations and provide samples
- Antidepressant and Proton Pump Inhibitor specialist
- Manage consolidated marketing efforts with Shared Team for assigned products
- Keep Key Prescribers informed of all marketed products indications, uses, State Managed Care conditions
- Pre/Post sell benefits and features of assigned products
- Quarterly trend analysis of Ogden territory
- Provide samples of assigned products to Prescribers in assigned territory
- Member Elite Advisory Board to Area Business Director area 44 06/05-08/06
- Wyeth-Area 44 Rookie of the Year 01/05

- Serve on Wyeth Managed Care Team for District
- Wyeth PC specialist for District
- Lead Wyeth workshops for sales techniques and best practices for District
- Access specialist Open specialist
- Protonix highlight – 8-10% growth since hire
- Effexor XR highlight – Weekly volume growth consistently 2 times higher than any other territory

KXRQ Radio

Regional Sales Manager, Writer/Producer/Editor, On-Air Talent
November 2001 - December 2002 (1 year 2 months)

Vernal Utah

KWGN CW2 formerly WB2

Local Account Executive
2000 - 2002 (2 years)

Local advertising sales for WB2, responsible for working with local and national existing clients to find the right daypart mix and message to promote their business. Work internally to facilitate the process of moving a clients schedule all the way through the varying departments within a television organisation. Prospect and close new business based on quarterly and annual budget goals.

Petry Television formerly Blair Television

National Account Executive
1998 - 2000 (2 years)

As a national account representative it was my responsibility to represent multiple television stations with available inventory and negotiate for market share of business for retail clients such as Target/Dayton Hudson, Kmart, McDonald's, etc,

- Negotiate and close quarterly and annual television advertising business on behalf of more than 30 Television stations across the United states
- Negotiate network ratings and rates with Media buyers for market share of pending media buys
- Coordinate paid programming rates for multiple markets on behalf of my station accounts

KARE 11

Creative Services Writer/Producer

1996 - 1998 (2 years)

Daily Spot News Production and Promotion.
Produce, Write, Edit Creative Image Campaigns
Direct Live Edit Post production
Produce write edit Radio ads promoting Kare 11

KUSA-TV

News and News Promotion
1992 - 1996 (4 years)
Write, produce, Edit news and Promotional spots for broadcast

United States Air Force

Security Police 81150
June 1985 - August 1990 (5 years 3 months)
Rhein Main Air Base Germany

Flight Line Security, On/Off Base Police Patrol, Airbase Ground Defense, EST
tactical team, Wing Honor Guard

Education

University of Phoenix

Master of Business Administration (MBA), Global Management · (2000 - 2003)

University of Colorado at Denver

Bachelor of Arts (B.A.), Communication and Theater · (1990 - 1994)



LTD RESOLUTION NO. 2021-10-20-053

APPOINTMENT OF MARTIN GAITER TO THE STRATEGIC PLANNING COMMITTEE

WHEREAS, by Resolution No. 2016-12-12-041, the Board of Directors created the Strategic Planning Committee to provide independent advice on strategic planning issues related to advancing the goals of the Long-Range Transit Plan, including but not limited to, developing the Frequent Transit Network, making better connections, reducing trip and wait times, bridging the first and last mile, creating safer ways to access service, and optimizing solutions for urban and rural areas;

WHEREAS, by Resolution No. 2016-12-12-041, the Board of Directors directed the general manager, with the advice and consent of the LTD Board of Directors, to appoint members of the Strategic Planning Committee to serve renewable two-year terms. ;

WHEREAS, by Resolution No. 2016-12-12-041, SPC shall include at least two members of the LTD Board of Directors as well as representatives from its key partners: the Eugene City Council, Springfield City Council, Lane County Board of Commissioners, and the Oregon Department of Transportation, but shall not include a quorum of any policymaking body. The Committee should also include a diverse set of stakeholders;

WHEREAS, SPC has one vacancy for appointment to the committee for a two-year term expiring on December 31, 2021;

WHEREAS, the next term will begin on January 1, 2021, serving through December 31, 2023; and,

WHEREAS, Mr. Martin Gaiter submitted an application on September 7, 2021.

NOW, THEREFORE, BE IT RESOLVED, that the LTD Board of Directors passes a Resolution:

Appointing Mr. Martin Gaiter to the Strategic Planning Committee filling the vacancy for the term expiring on 12/31/2021 and the following two year term beginning on January 1, 2022 serving through December 31, 2023.

ADOPTED BY THE LANE TRANSIT DISTRICT BOARD OF DIRECTORS ON THIS 3rd DAY OF NOVEMBER, 2021.

Board President, Caitlin Vargas



AGENDA ITEM SUMMARY

DATE OF MEETING: November 3, 2021
ITEM TITLE: PENSION TRUSTEE ADOPTION
PREPARED BY: Christina Shew, Director of Finance
DIRECTOR: Mark Johnson, General Manager
ACTION REQUESTED: Adoption

PURPOSE: To consider adoption of the appointments of Mark Johnson and Michelle Webber as Trustees of the Lane Transit District and Amalgamated Transit Unit (ATU), Local No 757 Pension and Lane Transit District Salaried Employees' Retirement Plan to succeed Aurora Jackson and Steven Yett as trustees respectively.

ROLE OF THE BOARD: The Board's role in this instance is to perform a governance action.

BOARD DIRECTIVE ALIGNMENT: This aligns with the Board's role to provide fiduciary oversight of the Lane Transit District and Amalgamated Transit Unit (ATU), Local No 757 Pension Trust and the Lane Transit District Salaried Employees' Retirement Plan pension assets held in trust.

COMMUNICATION: The Board appoints trustees to the Lane Transit District and Amalgamated Transit Unit (ATU), Local No 757 Pension Trust and the Lane Transit District Salaried Employees' Retirement Plan. The last appointee was Christina Shew in April of 2018.

HISTORY: The last time that the Board appointed a Trustee under the Trust agreement dated December 18, 1979, for the 1) Lane Transit District and Amalgamated Transit Union, Local No. 757 Restated Retirement Plan and 2) the Lane Transit District Salaried Employees' Retirement Plan dated December 18, 1979, was April 2018. This appointed Christina Shew to succeed Roland Hoskins, who was removed as a Trustee when he departed LTD.

Trustee Aurora Jackson is departing LTD and has been removed as a Trustee for both the ATU and Salaried retirement Plans. Steven Yett has been removed from the Board and also as a Trustee for both the ATU and Salaried retirement Plans.

To fill the Trustee gaps as a result of Aurora Jackson and Steven Yett's departures, staff is recommending that Mark Johnson and Michelle Webber be appointed as Trustees under the Trust Agreement dated December 18, 1979, for the Lane Transit District and Amalgamated Transit Union, Local No. 757 Restated Retirement Plan (which Plan is now known as the Lane Transit District and Amalgamated Transit Union, Local No. 757 Pension Trust). Christina Shew and Bill Bradley are reappointed as a Trustees under the Trust Agreement for the Pension Trust. After these appointments, the Trustees under the Trust Agreement for the Pension Trust appointed by Lane Transit District are Mark Johnson, Michelle Webber, Bill Bradley, and Christina Shew.

ALTERNATIVES:

- The Board can choose to adopt the Trustee recommendation as is or appoint an alternative Trustee.

NEXT STEPS: Upon adoption, Mark Johnson and Michelle Webber will obtain Certificates of Achievement in Public Plan Policy Employee Pension Certification and become Trustees for both the Lane Transit District and Amalgamated Transit Union, Local No. 757 Restated Retirement Plan and the Lane Transit District Salaried Employees' Retirement Plan.

SUPPORTING DOCUMENTATION:

- 1) Resolution No. 2021-10-20-054

PROPOSED MOTION: I move adoption of LTD Resolution No. 2021-10-20-054:

It is hereby resolved that the LTD Board of Directors approves the appointment of Mr. Mark Johnson and Ms. Michelle Webber to serve as trustees on the Pension Trust Committee.



RESOLUTION NO. 2021-10-20-054

APPOINTMENT OF MARK JOHNSON AND MICHELLE WEBBER AS TRUSTEES TO OF THE LANE TRANSIT DISTRICT AND AMALGAMATED TRANSIT UNION (ATU), LOCAL NO. 757 PENSION TRUST AND TO THE LANE TRANSIT DISTRICT SALARIED EMPLOYEES' RETIREMENT PLAN

WHEREAS, Lane Transit District and the Amalgamated Transit Union (ATU) Local No. 757 has removed Aurora Jackson and Steven Yett as a Trustees;

WHEREAS, Lane Transit District and the Salaried Employees' Retirement Plan has removed Aurora Jackson and Steven Yett as a Trustees;

WHEREAS, Lane Transit District appoints trustees to the Amalgamated Transit Union (ATU) Local No. 757;

WHEREAS, Lane Transit District appoints trustees to the Salaried Employees' Retirement Plan;

NOW, THEREFORE, BE IT RESOLVED, that the Lane Transit District Board of Directors appoints a trustee to the Amalgamated Transit Union (ATU) Local No. 757 and the Salaried Employees' Retirement Plan;

By adopting the following resolution, the Lane Transit District (LTD) Board appoints Mark Johnson and Michelle Webber as a Trustees of the Lane Transit District and Amalgamated Transit Union (ATU), Local No. 757 Pension Trust and to the Lane Transit District Salaried Employees' Retirement Plan, to succeed Aurora Jackson and Steven Yett as Trustees respectively.

Effective immediately:

1. Mark Johnson and Michelle Webber are appointed as Trustees under the Trust Agreement dated December 18, 1979, for the Lane Transit District and Amalgamated Transit Union, Local No. 757 Restated Retirement Plan (which Plan is now known as the Lane Transit District and Amalgamated Transit Union, Local No. 757 Pension Trust), as successor Trustees of Aurora Jackson and Steven Yett, who have been removed as a Trustees. Christina Shew and Bill Bradley are reappointed as Trustees under the Trust Agreement for the Pension Trust. After these appointments, the Trustees under the Trust Agreement for the Pension Trust appointed by Lane Transit District are Mark Johnson, Michelle Webber, Bill Bradley and Christina Shew.

ADOPTED BY THE LANE TRANSIT DISTRICT BOARD OF DIRECTORS ON THIS 3RD DAY OF NOVEMBER, 2021.

Board President, Caitlin Vargas



AGENDA ITEM SUMMARY

DATE OF MEETING: November 3, 2021

ITEM TITLE: STATEWIDE TRANSPORTATION IMPROVEMENT FUND TECHNICAL PLANNING COMMITTEE ESTABLISHMENT

PREPARED BY: Cosette Rees, Director of Regional and Specialized Services

DIRECTOR: Mark Johnson, Interim General Manager

ACTION REQUESTED: Discussion and Adoption

PURPOSE: To provide information to the Board for the purpose authorizing the creation of the Statewide Transportation Improvement Fund (STIF) Technical Planning Committee to convene partner agencies to provide technical planning and funding recommendations for establishing STIF priorities.

ROLE OF THE BOARD: The LTD Board of Directors is a Policy Board. This means that the Board's role in this instance is to perform a governance action considering the authorization of the creation of a committee comprised of Multi-agency staff to provide strategic planning, support and prioritization of STIF projects.

BOARD COMMUNICATION: This is the first time this item has come before the Board.

STRATEGIC BUSINESS PLAN: The District's FY22-24 Strategic Business Plan has five strategic areas of focus. These include 1) Customer Satisfaction 2) Employee Engagement 3) Community Value 4) Financial Health 5) Sustainability. Each of these priorities has tactics, milestones, and performance measures to ensure achievability and accountability. All District projects and matters brought before the Board align with one of these five strategic areas of focus.

This agenda item aligns with the strategic areas of: Community Value, Financial Health, and Sustainability.

DESCRIPTION: As the Qualified Entity (QE) for STIF funding for Lane County, LTD is responsible for developing the plan that allocates formula funding established through HB2017 to expand public transportation to access jobs and public services, improve mobility, relieve congestion and reduce greenhouse gas emissions.

We are now in our second biennium, and the next biennium allocation will be upon us in just one year. In order to prepare for this, LTD created the STIF Advisory Committee comprised of diverse community representatives and advocates who have reviewed and recommended approval/rejection of potential projects and their priority to the LTD Board. The timeline provided to accomplish this task is very short requiring significant work on the part of the STIF Advisory Committee and the Board to deliver in an inclusive, intentional and strategic manner.

As we've gained experience in the role of a QE, we find there is an opportunity to add a more technical perspective as well as a regional forum to build on our process toward intentional, informed, and strategic decision-making on programs and projects utilizing this funding. To this end, staff are recommending the creation of a STIF Technical Planning Committee to be comprised of staff representing agencies throughout Lane County. This committee will provide a collaborative and strategic framework to evaluate and prioritize the needs in the community. The committee would provide the recommendations to the STIF Advisory Committee and the LTD Board for their consideration.

The goals of this committee include:

- a. Provide a strategic framework for allocating the funds to best serve the short and long term needs of the communities in Lane County
- b. Provide an opportunity for eligible entities to bring potential projects to be considered and incorporated into the recommendations of this committee for future STIF biennia.

Activities of this committee may include, but are not limited to, the following:

- a. Support current STIF Formula, STIF Discretionary, and Intercommunity Discretionary Grant Projects through on-going status updates of currently funded projects; address challenges; consider possible funding adjustments.
- b. Provide an analysis of funding generation to guide funding allocation
- c. Review and apply technical criteria to identify needs in the community, identify and evaluate potential projects, create recommendations for next STIF Formula Plan, and Discretionary and Intercommunity Discretionary Grant projects
- d. Create a future-looking and intentional strategic STIF Plan that considers projects for a minimum of three (3) future biennium cycles
- e. Identify, evaluate, and facilitate projects connecting Lane County to other projects through coordination with other qualified entities.
- f. As we know, there is always more need than funding; This committee would identify and pool our access to other potential non-STIF funding sources to leverage and maximize the projects funded to serve our community
- g. Ensure we are consistent with adopted plans and policies

CONSIDERATIONS: The STIF Technical Planning Committee would provide support to the STIF process in a very similar manner as the Transportation Planning Committee (TPC) that supports the Central Lane Metropolitan Planning Organization (on which LTD staff participate). This model is an effective method to provide technical support, pooled resources, and an agency lens to inform and support good decision-making.

A presentation will be provided to explain this topic in further detail.

ALTERNATIVES:

1. Approve the creation of the STIF Technical Planning Committee to provide technical support toward intentional, informed, and strategic decision-making on programs and projects utilizing STIF funding.
2. Deny authorization to create the STIF Technical Planning Committee as presented and request addition information or changes.
3. Deny authorization of the creation of the STIF Technical Planning Committee.

NEXT STEPS: LTD staff have, with input from Lane Council of Government, developed draft bylaws for this committee. The next step will be to finalize those bylaws, recruit our members, and begin meeting as early as January, 2022.

SUPPORTING DOCUMENTATION:

- 1) Resolution No. 2021-10-20-055

PROPOSED MOTION: I move adoption of LTD Resolution No. 2021-10-20-055:

It is hereby resolved that the LTD Board of Directors approves the creation of the STIF Technical Planning Committee as presented [amended].



RESOLUTION NO. 2021-10-20-055

APPROVAL FOR CREATION OF THE LTD STIF TECHNICAL PLANNING COMMITTEE

WHEREAS, pursuant to HB 2017, Lane Transit District is the Qualified Entity in Lane County responsible for the adoption of a plan to distribute the allocation of Statewide Transportation Improvement Funds (STIF);

WHEREAS, STIF funds are intended to increase the coordination between Public Transportation Service Providers to reduce fragmentation in the provision of public transportation service;

WHEREAS, STIF funds are intended to expand mobility options to serve communities with a high percentage of low-income households;

WHEREAS, the LTD STIF Technical Planning Committee would provide a strategic review STIF funding applications reflecting input and perspectives from across Lane County;

WHEREAS, The LTD STIF Technical Planning Committee would provide for a coordinated and longer-term view of transportation needs within and connecting to Lane County; and,

WHEREAS, The LTD STIF Technical Planning Committee would ensure STIF project consistency with adopted plans and policies.

NOW, THEREFORE, BE IT RESOLVED that the LTD Board of Directors passes a Resolution as follows:

- Authorizing the creation of an LTD STIF Technical Planning Committee.

ADOPTED BY THE LANE TRANSIT DISTRICT BOARD OF DIRECTORS ON THIS 3RD DAY OF NOVEMBER, 2021.

Board President, Caitlin Vargas



AGENDA ITEM SUMMARY

DATE OF MEETING: November 3, 2021

ITEM TITLE: IAP2 PUBLIC PARTICIPATION MODEL

PREPARED BY: Jeramy Card, Associate Service Planner
Andrew Martin, Development Planner

DIRECTOR: Tom Schwetz, Director of Planning and Development

ACTION REQUESTED: Information and Discussion

PURPOSE: To provide information to the Board on the IAP2 public participation model so the Board can consider the model when discussing public involvement plans and strategies.

ROLE OF THE BOARD: The LTD Board of Directors is a Policy Board. This means that the Board's role in this instance is to obtain information for a future decision.

BOARD COMMUNICATION: This item has not previously been before the Board.

PUBLIC COMMUNICATION: This item has not had any public engagement.

STRATEGIC BUSINESS PLAN: The District's FY22-24 Strategic Business Plan has five strategic areas of focus. These include 1) Customer Satisfaction 2) Employee Engagement 3) Community Value 4) Financial Health 5) Sustainability. Each of these priorities has tactics, milestones, and performance measures to ensure achievability and accountability. All District projects and matters brought before the Board align with one of these five strategic areas of focus.

This agenda item aligns with the strategic area of: Customer Satisfaction and Community Value

DESCRIPTION: The International Association for Public Participation (IAP2) is a professional organization focusing on best practices, professional development, and generally improving public participation processes. Staff will share insights from recent IAP2 trainings with the Board for consideration when discussing public involvement as part of LTD's services and projects.

BACKGROUND: IAP2 describes a five level spectrum to describe the type of public participation that can occur during a project. Projects may operate at different levels during different steps in a project. The level of public participation is not about the quantity of meetings or specific techniques (though some techniques are not appropriate for some levels of engagement). Rather, the level of public participation is about how much influence the public will have over a decision.

Each level of public participation is valid based on the goals of the public participation effort. The goals of each project, the ways that input could shape a decision, and the expectations of community members and decision makers should all be considered when crafting a public involvement strategy.

Staff have been attending IAP2 trainings to enhance public participation efforts at LTD. Staff will share insights from these trainings and outline an approach to public participation that the district can use in future efforts to engage the community.

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives and/or solutions.	To obtain public feedback on analysis, alternatives and/or decision.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision-making in the hands of the public.
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

Figure 1: IAP2 Spectrum - Source: IAP2

CONSIDERATIONS: N/A

ALTERNATIVES: N/A

NEXT STEPS: N/A

SUPPORTING DOCUMENTATION: N/A

PROPOSED MOTION: N/A

Mobility Management Strategy Public Involvement Plan

Board Worksession– 11/03/2021



Context

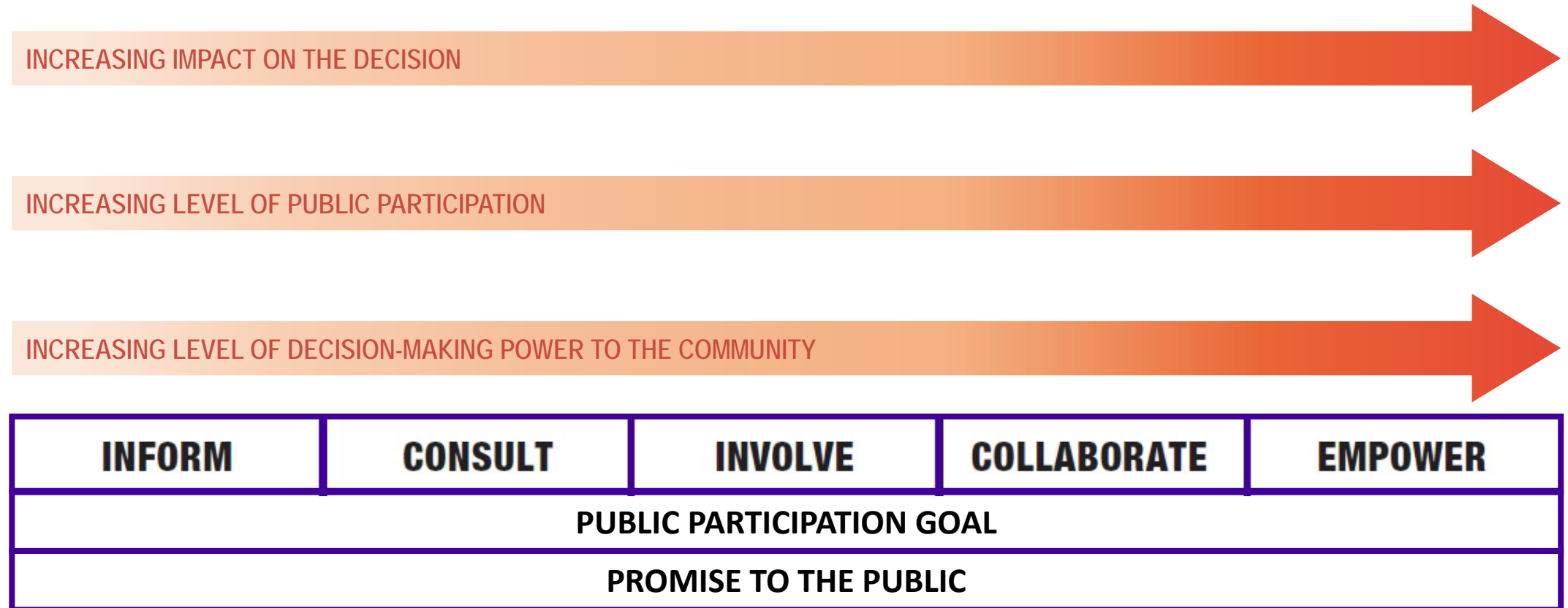
- Oregon's Statewide Land Use Planning Goals:
 - *Goal 1 - To develop a citizen involvement program that insures the opportunity for citizens to be involved in all phases of the planning process.*
- IAP2 = International Association for Public Participation
 - Mission: to advance and extend the practice of public participation through professional development, certification, standards of practice, core values, advocacy and key initiatives with strategic partners around the world.
- LTD marketing and planning staff have received training in the IAP2 framework.
- The IAP2 framework will be the foundation for development of LTD's public engagement plans moving forward.

What is IAP2?

- IAP2 is the major public participation professional organization
- Provide a set of core values and ethics for practitioners
- Put on trainings for professionals



IAP2 Spectrum



Inform

PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.
PROMISE TO THE PUBLIC	We will keep you informed.

Providing information is a foundation for all meaningful public participation.

Examples:

- Snow and Ice Communications
- Required Public Notices

Consult

PUBLIC PARTICIPATION GOAL	To obtain public feedback on analysis, alternatives and/or decisions.
PROMISE TO THE PUBLIC	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.

The public is presented with an alternative and asked for their reaction or comment. This feedback is used to inform the decision.

Examples:

- Community Investment Plan
- Annual Route Review

Involve

PUBLIC PARTICIPATION GOAL	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.
PROMISE TO THE PUBLIC	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.

In an involving process, participants are actively involved in a decision-making process organized by the decision-makers.

Example:

- Advisory Committee

Collaborate

PUBLIC PARTICIPATION GOAL	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.
PROMISE TO THE PUBLIC	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.

At the collaborate level, the public is directly engaged in decision-making. Collaborate often includes the explicit attempt to find **consensus**. However, as at involve, the agency is still the ultimate decision-maker.

Example:

- MovingAhead

Empower

PUBLIC PARTICIPATION GOAL	To place final decision making in the hands of the public.
PROMISE TO THE PUBLIC	We will implement what you decide.

At the Empower level, agencies provide the public with the opportunity to make decisions for themselves.

Example: Bayview Community Based Transportation Plan (SFMTA) – Participatory Budgeting

Moving Ahead



Collaborate





Involve

Tell Us What you Think

What do you think are the most important criteria for evaluating transportation investment options?

● use your dots to indicate your top five criteria



Capital Cost

CAPITOL COSTS



Operating Cost

OPERATING COSTS



In Vehicle Transit
Travel Time Savings

TIME SAVINGS



Ridership Increase

RIDERSHIP



New Bicycle/Pedestrian
Access & Safety Improvements

BIKE & PEDESTRIAN



Support Development
& Redevelopment

DEVELOPMENT SUPPORT



Tree Impacts

TREE IMPACTS



Number/Acreage
of Acquisitions

ACQUISITIONS



Potential Property
Displacements

PROPERTY DISPLACEMENT



Parking Impacts

PARKING IMPACTS



Existing Jobs
& Population Served

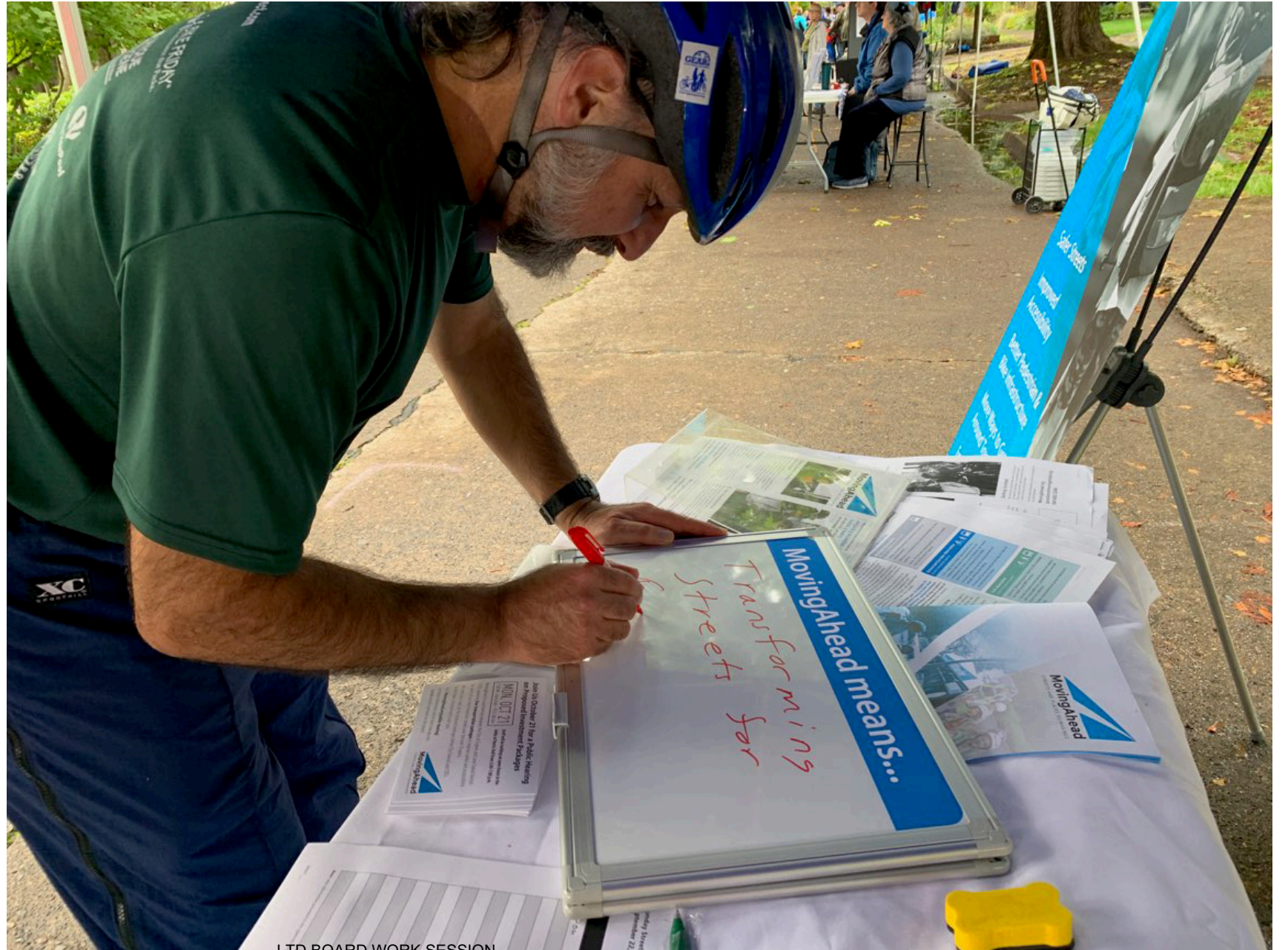
JOBS & POP. SERVED



Investment in Corridors
with Disadvantaged Populations

DISADVANTAGED POPULATIONS

Inform





Questions?



	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

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AGENDA ITEM SUMMARY

DATE OF MEETING: November 3, 2021

ITEM TITLE: MOBILITY MANAGEMENT STRATEGY PUBLIC INVOLVEMENT PLAN

PREPARED BY: Andrew Martin, Development Planner

DIRECTOR: Tom Schwetz, Director of Planning and Development

ACTION REQUESTED: Discussion and Adoption

PURPOSE: To provide information to the Board on the Public Involvement Plan (PIP) for the Mobility Management Strategy.

ROLE OF THE BOARD: The LTD Board of Directors is a Policy Board. This means that the Board’s role in this instance is to provide staff with feedback and approval of the Public Involvement Plan for the Mobility Management Strategy.

BOARD COMMUNICATION: This item has not previously been before the Board.

PUBLIC COMMUNICATION: This item has not had any public engagement.

STRATEGIC BUSINESS PLAN: The District’s FY22-24 Strategic Business Plan has five strategic areas of focus. These include 1) Customer Satisfaction 2) Employee Engagement 3) Community Value 4) Financial Health 5) Sustainability. Each of these priorities has tactics, milestones, and performance measures to ensure achievability and accountability. All District projects and matters brought before the Board align with one of these five strategic areas of focus.

This agenda item aligns with the strategic areas of: Customer Satisfaction and Community Value.

DESCRIPTION: Mobility management is a customer-centric approach to providing transportation services. Practically, this often means providing a wide variety of services and directing customers towards ‘the best’ mode for their trip. The Mobility Management Strategy (MMS) is a STIF-funded project to help clarify how LTD can successfully engage with new modes of transportation and with new types of partnerships. While the MMS is timely given the proliferation of new modes (scooters, TNCs, etc.) and new operators, LTD has always engaged in elements of mobility management through unique programs like the RideSource Call Center and partnerships like the Diamond Express, Rhody Express, and more recently PeaceHealth Rides Bikeshare.

Staff and the consultants on the project have drafted a Public Involvement Plan (PIP) that will guide the public engagement efforts. The PIP was drafted using the spectrum of involvement developed by the International Association for Public Participation (IAP2). A graphic of this spectrum is provided below:

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives and/or solutions.	To obtain public feedback on analysis, alternatives and/or decision.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision-making in the hands of the public.
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

Figure 1: IAP2 Spectrum - Source: IAP2

BACKGROUND: The Mobility Management Strategy proposes to do public involvement in two phases. Staff recommend the first phase of the project be at the inform level. This phase will cover the background research into available technologies, evaluation of different types of partnerships and which roles LTD would be most successful in, and combine the work into a framework to assess potential projects. This phase also includes drafting of a guide for LTD to design and run mobility pilots. This phase is technical, not informed by community values, and will not result in decisions that affect service.

Outreach during phase one will primarily consist of email communication, website updates, and other electronic communications.

The second phase of the project will be to use the framework developed in the first phase to generate a list of projects that LTD could look to implement in the short run if funding were available. The list is not intended to be comprehensive, however, LTD proposes to conduct public involvement to better understand the mobility challenges and gaps that people face as a way to help generate conceptual projects that can be evaluated with the framework. Staff will work at the consult level when involving the public during this phase.

The second phase of the outreach will include focus groups, a virtual open house, community presentations, a survey, and virtual office hours with staff. Due to COVID-19 concerns, staff are expecting nearly all outreach to be conducted virtually, though should conditions change, we will be prepared to conduct events in person. Staff expect to hold limited in-person engagement, when necessary, to reach specific populations that are not easily reached in a virtual setting.

The first phase of outreach will begin fall 2021. The second phase is expected to begin in early 2022, wrapping up in spring.

CONSIDERATIONS: This plan will guide public involvement for the MMS. It contains specific levels of involvement and strategies to accomplish that involvement. All of the public involvement necessary to complete the MMS should be contained in the PIP.

ALTERNATIVES: N/A

NEXT STEPS: Staff will put into place the engagement efforts outlined in the plan.

SUPPORTING DOCUMENTATION:

- 1) Mobility Management Strategy Public Involvement Plan

PROPOSED MOTION: N/A

Mobility Management Strategy Public Involvement Plan

Strategic Planning Committee – 09/28/2021



Lane Transit District



Mobility Management

It begins with a community vision in which the entire transportation network—public transit, private operators, cycling and walking, volunteer drivers, and others—works together with customers, planners, and stakeholders to deliver the transportation options that best meet the community's needs.”

- National Center for Mobility Management

IAP2 Spectrum

INCREASING IMPACT ON THE DECISION

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

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MMS Public Involvement Plan

Phase 1:

- **Inform level**
- Background research and framework are largely technical; not driven by values
- Goal: provide public with objective information to assist them with understanding the problem, alternatives, opportunities, and process.

Phase 2:

- **Consult level**
- Community members know best what gaps exist for them
- Gaps and challenges will help develop ideas to run through the assessment framework
- Goal: obtain feedback on potential solutions, analysis, and decisions; give LTD management/board accurate understanding of concerns and priorities of the community



(Some of) Our Activities

- Web site
- Interested parties list
- Technical Advisory Group
- Stakeholder interviews
- Focus groups
- Community presentations
- Virtual open house
- Many more....



Questions?



Lane Transit District

MOBILITY MANAGEMENT STRATEGY

Public Involvement Plan

October 5, 2021 | DRAFT

PROJECT OVERVIEW

Lane Transit District (LTD) is developing a Mobility Management Strategy (MMS) to learn how to best collaborate with public and private partners to provide a robust transportation network and deliver new transportation services. The MMS will help LTD improve internal processes and better serve the public.

More specifically, the purpose of the MMS will assist LTD to:

- Understand transportation needs and gaps in transportation services in its service area.
- Understand the best role for LTD to play in supporting new transportation options, services, and programs.
- Define a process for making decisions about LTD's role in new, non-fixed route transportation options and services.
- Identify a list of potential transportation pilot projects to implement in the short-term.

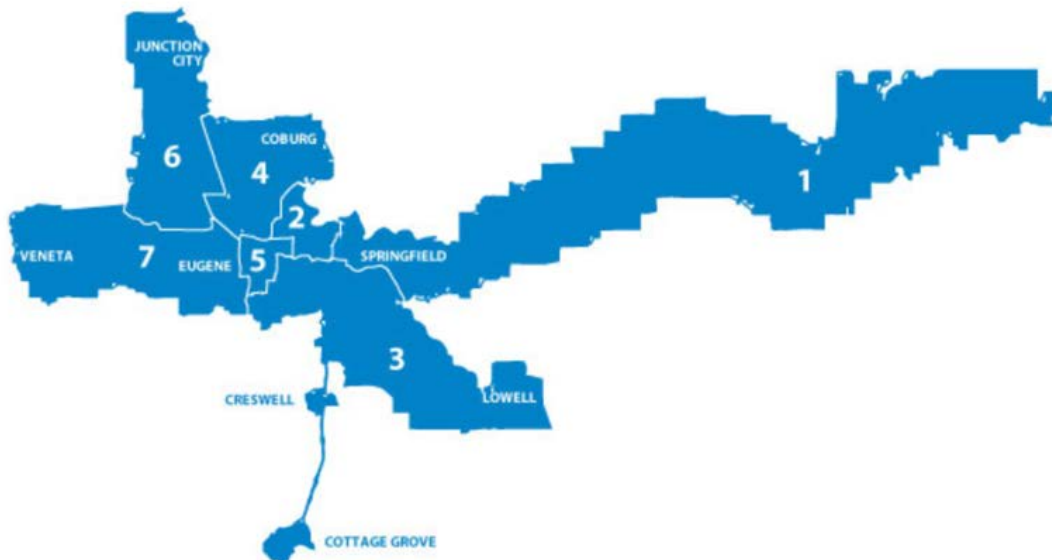


Figure 1: The study area includes mobility programs and services in LTD's service area and will also consider options and services connecting to other parts of the region.

PUBLIC INVOLVEMENT PROCESS GOALS & PROMISES

The MMS involves a technical assessment of new modes and LTD's role in the delivery of existing and emerging public and private transportation options and services. LTD will inform the community about the MMS' framework development process, how public input will be used to inform it, and how LTD plans to apply it in the future. The framework will be used to develop an illustrative list of potential solutions that address mobility concerns in LTD's service district. LTD will seek input from the public on how these potential transportation solutions could address current and future transportation needs and challenges.

Any decisions about implementing a specific transportation partnership, project, or change to fixed-route services are outside the scope of this project and will be considered in other decision-making processes such as the Statewide Transportation Improvement Fund (STIF) grant process, LTD's Budget and Community Investment Plans, or LTD's comprehensive operations analysis.

Table 1: Transportation services that will and will not be considered in the Mobility Management Strategy

What's Included in the MMS (examples)	What's Not Included in the MMS
Micro Transit	Changes to Fixed Route Services
Shared Micromobility (e.g., bikeshare, e-scooters)	Decisions on which pilot projects to conduct
Carshare	
Carpool and Vanpool services	
Rideshare and Transportation Network Companies	
Connected and Autonomous Vehicles	
Dynamic Curb Management	
Electric vehicles and electrification infrastructure	
Trip Planning Services	
Integrated Fare Payment Programs and Services	
Travel Demand Management Programs	

The LTD Mobility Management Strategy's public involvement (PI) team is committed to a process that is:

- **Realistic:** Be clear about the project constraints, objectives, and parameters.
- **Accountable:** Respond to public feedback in a timely manner.
- **Inclusive:** Reach out to stakeholders within the LTD service boundary, including those who don't use or have access to computers or face other participation barriers.
- **Meaningful:** Ensure that the public's input will be taken into account by decision-makers.
- **Transparent:** Make the decision-making process easily understandable and accessible with key project materials available on the project website.
- **Timely:** Provide early, accurate, easily accessible, and widely available project information for the public to provide well-informed input.

The MMS' public involvement approach adheres to the principles, goals, and promises of the International Association for Public Participation (IAP2)¹ for the following levels:

1. Inform (Phase 1-2)

Goals: LTD will provide its service-area public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities, and/or mobility solutions of the MMS process. Information shared will be objective, accurate, and fact-based.

Promise: LTD will keep the community informed of the process, opportunities for input, and public information gathered.

2. Consult: (Phase 2)

¹ IAP2 Spectrum of Public Participation

Goals: LTD will obtain public feedback on the MMS potential mobility solutions, analysis, and/or decisions. Input received will improve the MMS outcomes for any future decision-making process by giving the LTD management and the Board of Directors a more accurate understanding of the beliefs, needs, concerns, and priorities of the those whom will be impacted by their decisions.

Promise: LTD will keep the community informed, listen to, and acknowledge concerns and aspirations, and provide feedback on how public input influenced the MMS.

DECISION-MAKING

The decision-making chain for the MMS will be as follows:

- Lane Transit District Board of Directors: adoption of the strategy
- Lane Transit Management: recommendations for strategy development
- Lane Transit District Strategic Planning Committee: advisors
- MMS Technical Advisory Committee: advisors

ADVISORS

The MMS will have two primary project advising bodies, the Lane Transit District Strategic Planning Committee (SPC) and the Mobility Management Strategy Technical Advisory Committee (TAC).

The TAC will serve as the plan's core team of advisors. The TAC's charge is to provide input on the plan process, key deliverables, and to inform LTD's understanding of the feasibility and need for different mobility strategies in different communities. The TAC also will provide input on the project list included in the strategy. The TAC will serve in an advisory role only. LTD retains decision-making authority over all aspects of the strategy.

The TAC will meet four times to review and discuss the following items:

- Meeting 1:** **Autumn 2021** Provide input on vision, goals, and objectives of the Mobility Management Strategy, feedback on proposed scope and public and stakeholder engagement approach.
- Meeting 2:** **Winter 2021-22:** Review different mobility services and management structures and provide initial input on preferred governance models for mobility services in the LTD service area.
- Meeting 3:** **Spring 2022:** Review the recommended management strategies and provide input on key decisions, such as the role of different partners, regional decision-making protocols, and cost and revenue sharing models.
- Meeting 4:** **Summer 2022:** Provide feedback on the draft mobility assessment framework, proposed project list, and pilot development guide.

The TAC will be comprised of least one representative from the following jurisdictions and entities:

- City of Eugene
- City of Springfield
- City of Cottage Grove
- City of Creswell
- Lane County
- Lane Council of Governments
- Oregon Department of Transportation
- Cascadia Mobility
- University of Oregon
- Lane Community College

PUBLIC INVOLVEMENT ACTIVITIES AND TIMELINE

The MMS' stakeholder and public involvement process will span a 10-month period from Fall 2021 to Summer 2022. The public outreach phase will begin in January 2022. All engagement activities will adhere to Lane County Public Health Authority guidance. It is anticipated that all outreach will take place in a virtual format, unless specified otherwise as described below and outlined in Table 2.

PHASE 1 - COMMUNICATION TOOLS

The project team will use a variety of communication tools to share information about the MMS and provide updates about project involvement opportunities.

WEBSITE

LTD will host a project webpage on the LTD website. The webpage will include:

- Project overview and schedule
- Library of project documents (e.g., project fact sheet, public input summaries, etc.)
- Input opportunities including a recorded version of the virtual open house
- Link to the survey
- Sign-up option for an interested parties email list
- Contact information
- Input link to submit a public comment, in Spanish and English

PROJECT FACT SHEET

A primary communication tool, the bi-lingual project fact sheet will introduce the project, its purpose, timeline, and input opportunities. The fact sheet will be available throughout the project, posted on the project website, and linked to all electronic communications. In addition, at the launch of the public involvement process, a brief introduction article announcing the project with project fact sheet link will be sent to community stakeholder organizations for distribution.

Table 2: Schedule of stakeholder and public involvement activities

Key Activities	2021 / 2022
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	Fall	Winter	Spring	Summer
Phase 1: Inform				
Website				
Project Postcard				
Project Fact Sheet				
La E-Kiss				
Interested Parties List				
E-Updates				
Social Media				
Phase 2: Consult				
Technical Advisory Committee Meetings				
Stakeholder Interviews				
Technical Focus Groups				
Public Webinar				
Public Survey				
Community Presentations				
Virtual Office Hours / Discussion Hubs				

LA E-KISS

One (1) bi-lingual segment will be prepared for broadcast on La E-Kiss' live Facebook sessions that includes a translated interview with the LTD project manager. A recording of the segments will be posted or linked on the project website and included in electronic stakeholder communications.

INTERESTED PARTIES LIST

The project will develop an interested parties list built from the "opt in" invitation sent by LTD to existing lists from other current and past planning projects. The website will also have an option for users to sign up for the interested parties email list.

E-UPDATES

At six key points throughout the process, informative e-updates will be sent to the interested parties email list. The PI team will provide e-update draft content for LTD to format and send through their email distribution platform. The project team will request assistance to broaden awareness of the project through partner agencies, community groups, and other organizations' websites; social media; and email lists.

SOCIAL MEDIA

In coordination with LTD's public information officer, the PI team will request project posts on LTD's social media sites at key points in the project and work with partner agencies, community groups, and other organizations to share these materials.

PHASE 2 - STAKEHOLDER & PUBLIC OUTREACH ACTIVITIES

Key stakeholders will be engaged at the beginning of the project to provide important technical information and inform the project team's local context assessment. These stakeholders will be engaged through interviews and focus groups.

STAKEHOLDER INTERVIEWS

The project team will conduct stakeholder interviews with up to 16 individual stakeholders (or small groups) including:

- Interviews focused on the mobility needs of historically marginalized communities (HMCs) and the challenges that will need to be addressed to provide uninhibited access for these populations.
- Interviews with key strategic partners such as the University of Oregon, Lane Community College, Cascadia Mobility, and private vendors of mobility services to understand their interests in different mobility services.

Key strategic partners will likely be engaged more than once. For example, the project team will interview Cascadia Mobility at the start of the project to understand their delivery program for the regional bikeshare system and their interest and capacity to expand into new modes. The project team will then engage them as a stakeholder during the public engagement period. Lastly, we will re-engage them once a decision framework is developed to get their comments and feedback on the proposed plan.

TECHNICAL FOCUS GROUPS

The project team will conduct up to three (3) virtual focus group meetings to narrow in on specific topics emerging from the stakeholder interviews. Potential focus group categories and example organizations could include:

- Historically marginalized communities, e.g.,
 - Saint Vincent de Paul
 - Centro Latino Americano
 - Mobile home parks
 - NAACP
- Businesses and visitors, e.g.,
 - Chambers of commerce
 - Business Improvement Districts
 - Travel Lane County
- Rural and wildfire affected communities
 - Vida, Blue River, Rainbow, McKenzie Bridge
 - Lane County Wildfire Response
- Seniors and people with disabilities, e.g.,
 - Lane Independent Living Alliance
 - Lane Transit District's Comprehensive and Accessible Transportation Committee (CATC)
 - Lane Council of Governments Senior and Disabled Services Division

- Youth and families, e.g.,
 - Eugene, Springfield, Lane County, and other Safe Routes to School Coordinators

PUBLIC VIRTUAL OPEN HOUSE

The project team will develop a bi-lingual virtual open house to provide an overview of the project and respond to any live questions. The webinar will be posted on the project website, distributed to jurisdictions, community groups, and linked in all electronic stakeholder communications.

PUBLIC SURVEY

The project team will develop and distribute a bi-lingual MMS survey. The purpose of the survey will be to solicit input from the public about their current experience using transportation services and options in the LTD service area, the current barriers to transportation, and their interests in new modes, options, and services. This survey will be distributed during the consult phase in both an online and hard-copy paper format.

COMMUNITY PRESENTATIONS

The project team will provide up to 20 presentations to community organizations. These ideally will join existing meetings where LTD staff will present the project purpose and engage audiences to provide feedback about transportation barriers and to promote the public survey. These meetings will be timed to be during the consult phase of the project. Potential organizations that the project team will reach out to could include:

- Lane County
- City of Eugene Bicycle and Pedestrian Committee
- City of Springfield Bicycle and Pedestrian Committee
- Other local Council or Board / Commission meetings in other communities (e.g., Creswell, Junction City, Cottage Grove, etc.)
- Better Eugene-Springfield Transportation (BEST)
- Travel Lane County
- Lane Independent Living Alliance
- Saint Vincent de Paul
- Homes for Good
- GEARS
- Neighborhood Associations
- Eugene Chamber of Commerce
- Springfield Chamber of Commerce

At least eight (8) of these meetings / events will be presentations for organizations serving historically marginalized communities (HMC) and reflecting Title VI and Environmental Justice populations. Where needed, a Spanish speaking staff person will attend.

Compensation or incentivization will be provided for participation and assistance of HMC organizations in distributing project materials and the project survey. The project team and community organization partners will assist in community-wide survey distribution including hard copies to non-computer households.

VIRTUAL OFFICE HOURS

The project team will coordinate, advertise, attend, and provide summaries for up to three (3) 1-hour long virtual “Meet the Planners/Office Hours”. These will be timed to occur during the consult phase and allow

the public to follow-up directly with project staff about issues and questions arising out of other public engagement activities.

PUBLIC INVOLVEMENT DOCUMENTATION

PUBLIC INVOLVEMENT SUMMARIES

The PI team will produce draft and final summaries of public involvement results from the Inform and Consult phases that include attendance, stakeholder categories represented, public comments received, staff responses, and recruitment and outreach conducted.

The final documentation will be a comprehensive review of the public involvement conducted and highlight Title VI and Environmental Justice outreach and participation.

COMMENT TRACKING

The PI team will maintain a contact log of comments received, coordinate with project team members to respond in a timely manner, and keep an accurate record of all correspondence with community stakeholders.

UPDATES TO ELECTED/APPOINTED OFFICIALS

The consultant team will support LTD staff in preparing presentations for up to three LTD Board of Directors Meetings. These meetings will be used to update the Board on the scope, schedule, and progress of the study; to bring forward preliminary recommendations about LTD's role as a mobility manager in the region; and to present the findings of the draft report.

APPENDIX A: LANE TRANSIT DISTRICT EQUITY STATEMENTS

LTD RESPECTS CIVIL RIGHTS

LTD operates its programs without regard to race, color, religion, sex, sexual orientation, national origin, marital status, age or disability in accordance with Title VI of the Civil Rights Act, ORS Chapter 659A or other applicable law.

Title VI of the Civil Rights Act of 1964 states:

"No person in the United States shall, on the grounds of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance."

LIMITED ENGLISH PROFICIENCY STATEMENT

The vision of Lane Transit District (LTD) is to provide people the independence to achieve their goals, creating a more vibrant, sustainable and, equitable community. LTD believes its services should be accessible to all potential users. It is under this belief that LTD has prepared this program to meet the requirements set forth in Title VI of the Civil Rights Act of 1964, concerning access to services for people with limited English language proficiency (LEP). As a recipient of federal financial assistance, LTD must adhere to LEP standards set forth. Under Executive Order 13166: Improving Access to Services for Persons with Limited English Proficiency, LTD is federally mandated to examine the services it provides and develop and implement a system by which LEP persons can have meaningful access to the benefits, services, information, and other important portions of its programs and activities. LEP includes persons who are unable to communicate effectively in English because their primary language is not English and they have not developed fluency in the English language.

ENVIRONMENTAL JUSTICE

Environmental Justice (EJ) is a term that comes from the Presidential Executive Order 12898, building upon the anti-discrimination provisions of Title VI of the Civil Rights Act. EJ is also expressed as "social justice" and "equity" all of which is grounded in the practice of making sure that both benefits and burdens of transportation investments are shared as equitably as possible among all affected communities. The focus is on inclusive planning approaches that reach out to traditionally underrepresented populations, particularly low-income and minority populations.



AGENDA ITEM SUMMARY

DATE OF MEETING: November 3, 2021
ITEM TITLE: GENERAL MANAGER RECRUITMENT PROCESS
PREPARED BY: Mark Johnson, Interim General Manager
DIRECTOR: NA
ACTION REQUESTED: Board Consensus

PURPOSE: To request Board direction on the proposed options to implement a General Manager recruitment process.

ROLE OF THE BOARD: The LTD Board of Directors is a Policy Board. This means that the Board's role in this instance is to provide staff with direction. In the matter of the general manager recruitment process.

BOARD DIRECTIVE ALIGNMENT: Pursuant to ORS 267.135(1) The board shall appoint a general manager on the basis of the qualifications of the general manager with special reference to the actual experience in or knowledge of accepted practices in respect to the duties of the office of the general manager. A general manager shall hold office for an indefinite term and may be removed by the board only by an affirmative vote of a majority of the members.

COMMUNICATION: This item was initiated at the August 4, 2021, Board work session.

DATES PRESENTED TO THE PUBLIC: This item was initiated at the August 4, 2021, Board work session.

HISTORY: The Board's only employee is the General Manager and it is the Board's obligation to hire and manage the General Manager.

The previous General Managers resignation became effective on September 7, 2021. The Board appointed Mark Johnson as the Interim General Manager until a new General Manager is hired. It is incumbent on the Board to make decisions related to the General Manager recruitment process.

At its August 4, 2021, Board meeting, the Board adopted resolution no. 2021-08-04-040 appointing Mark Johnson, the current Assistant General Manager, as the Interim General Manager beginning on September 7, 2021 and until a new general manager is hired.

At its August 4, 2021, Board meeting, the Board directed staff to bring the matter of the recruitment process for a new general manager back for discussion at its September 15, 2021, meeting.

At the September 15, 2021, meeting the Board decided to schedule a presentation from TransPro for recruiting services for a new General Manager. The presentation was scheduled for a special Board meeting on October 6, 2021. TransPro presented to the Board at the October 6, 2021, special meeting and ultimately agreed to move forward with Transpro to do a nationwide search for a new General Manager.

CONSIDERATIONS: Staff is requesting Board direction on the following items:

- Agree to a frame work for stakeholder participation and public involvement
- Agree on a draft schedule for public engagement, recruiting, processing, and hiring.
- Board involvement in the process, special meetings, check in points

ALTERNATIVES: N/A

NEXT STEPS: Based on Board direction staff will move forward and work with TransPro on the administrative steps to implement a recruitment process.

SUPPORTING DOCUMENTATION: NA

PROPOSED MOTION: None: Board Consensus only.

LTD Executive Search General Manager

Board Workshop: Project Kickoff, November 3, 2021



Agenda

Welcome and Introductions
Points of Contact/Team Leads
Project Overview and Approach

- Core Competencies
- Community Engagement

Project Schedule

Points of Contact/Team Leads

Lane Transit District Primary Contacts

Caitlin Vargas, Board Chair

caitlin.vargas@ltd.org

Mark Johnson, Interim General Manager

mark.johnson@ltd.org

TransPro Primary Contacts

Senior Advisor, Mike Setzer

mike@transproconsulting.com 513.235.0387

Principal in Charge, Mark Aesch

mark@transproconsulting.com 888.703.9554 x1

Senior Recruiter, Ehren Bingaman

ehren@transproconsulting.com 317.513.8208

Project Analyst, Amanda Skeene

amanda@transproconsulting.com 888-703-9554 x 14

Project Overview & Approach

Our approach to recruitment of qualified candidates ensures that we achieve alignment with Executive Management in order to deliver the most suitable individuals with the right mix of experience and skills.

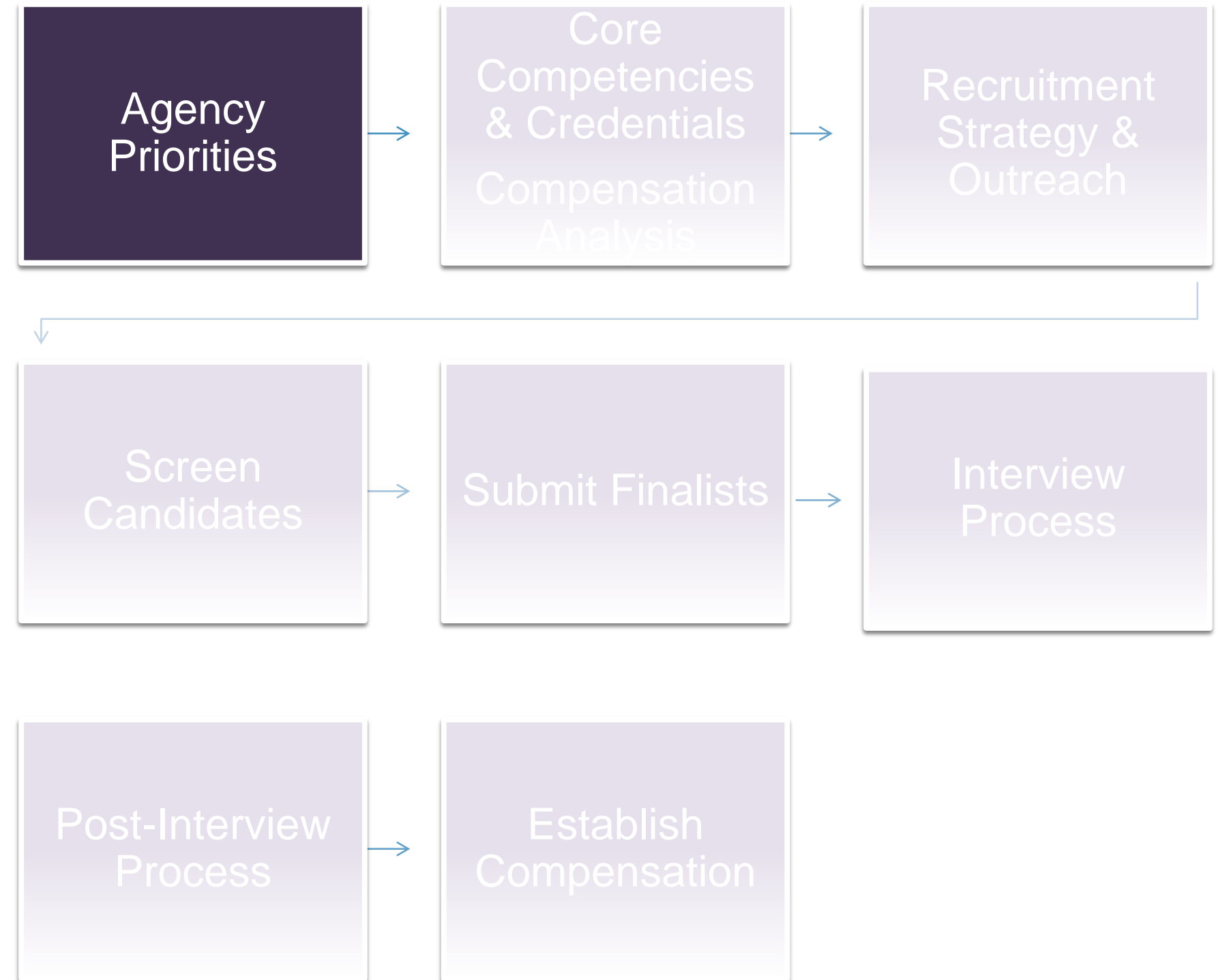


Agency Priorities

To identify the best candidates, TransPro will:

Confirm strategic priorities, expectations for the next General Manager, and gaps that may exist in LTD to deliver on its strategic priorities.

Solicit additional information through interviews with key stakeholders and community members, through meetings and/or interviews to understand the role, responsibilities, qualifications and appropriate experience needed for the position.



Discussion: Community Engagement

Conduct a brief community survey to gather diverse perspectives with focus on (potential questions):

1. What is the most essential quality for the next LTD General Manager?
2. What will be the primary challenge for the next General Manager?
3. What does success look like for the next General Manager?
4. What should be the primary focus of the next General Manager?

We will collaborate with LTD Staff to develop a comprehensive list of survey recipients.

Employee and Community Forums



Employee Engagement

- Directors
- Employee Groups: ATU, employee council, Diversity Council, etc.
- Leadership Council



Community Engagement

- Strategic Planning Committee
- Local mayors, commissioners, and council members
- Local city and county executives
- Presidents of neighborhood groups
- Local Chambers of Commerce executive directors and Board members
- Local advocacy groups: BEST, form Board Chairs, and others

How else can we assure collaborative engagement from key constituencies throughout the process?

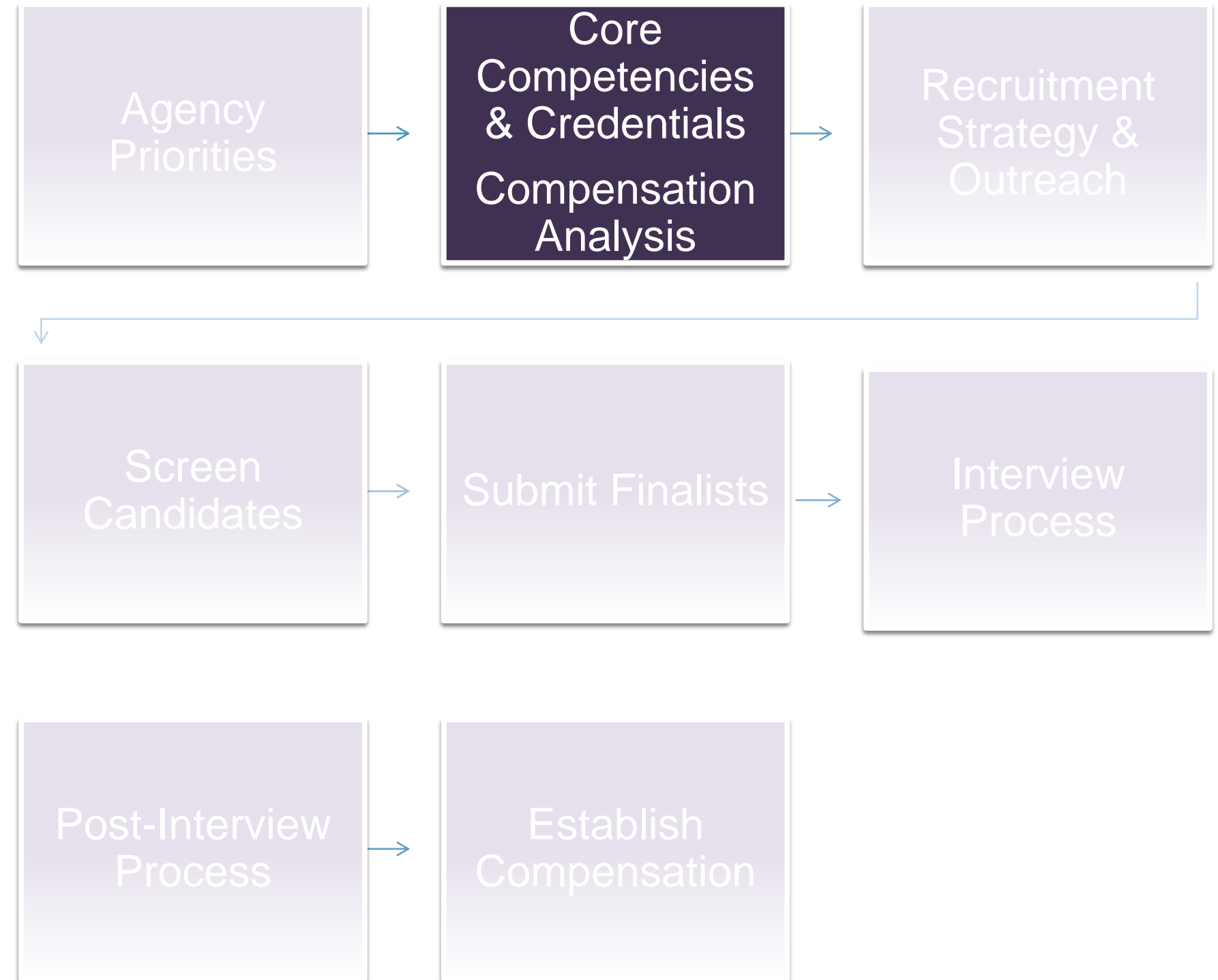
Core Competencies & Compensation Analysis

During this task we will use the information gathered from the first task in two ways:

First, it will be used as an input to refining the **job description** that clearly describes the responsibilities and expectations for the role, as well as the qualities that LTD seeks.

Second, it will be used as an input to the **evaluation criteria** for both the initial screening and formal interviewing of candidates.

We will conduct an industry scan of transit CEO salaries and provide an analysis of compensation and provide data driven guidance that aligns salary with Board and stakeholder expectations, the core competencies, and the market to help guide the recruitment process.



Discussion: Job Description

What are the preferred values of the General Manager?

Externally or internally focused?

What are the key competencies?

What are desired experiences?

Key criteria for evaluation of candidates?

Great organization or great transit agency?

Recruitment Strategy

Personal Relationships

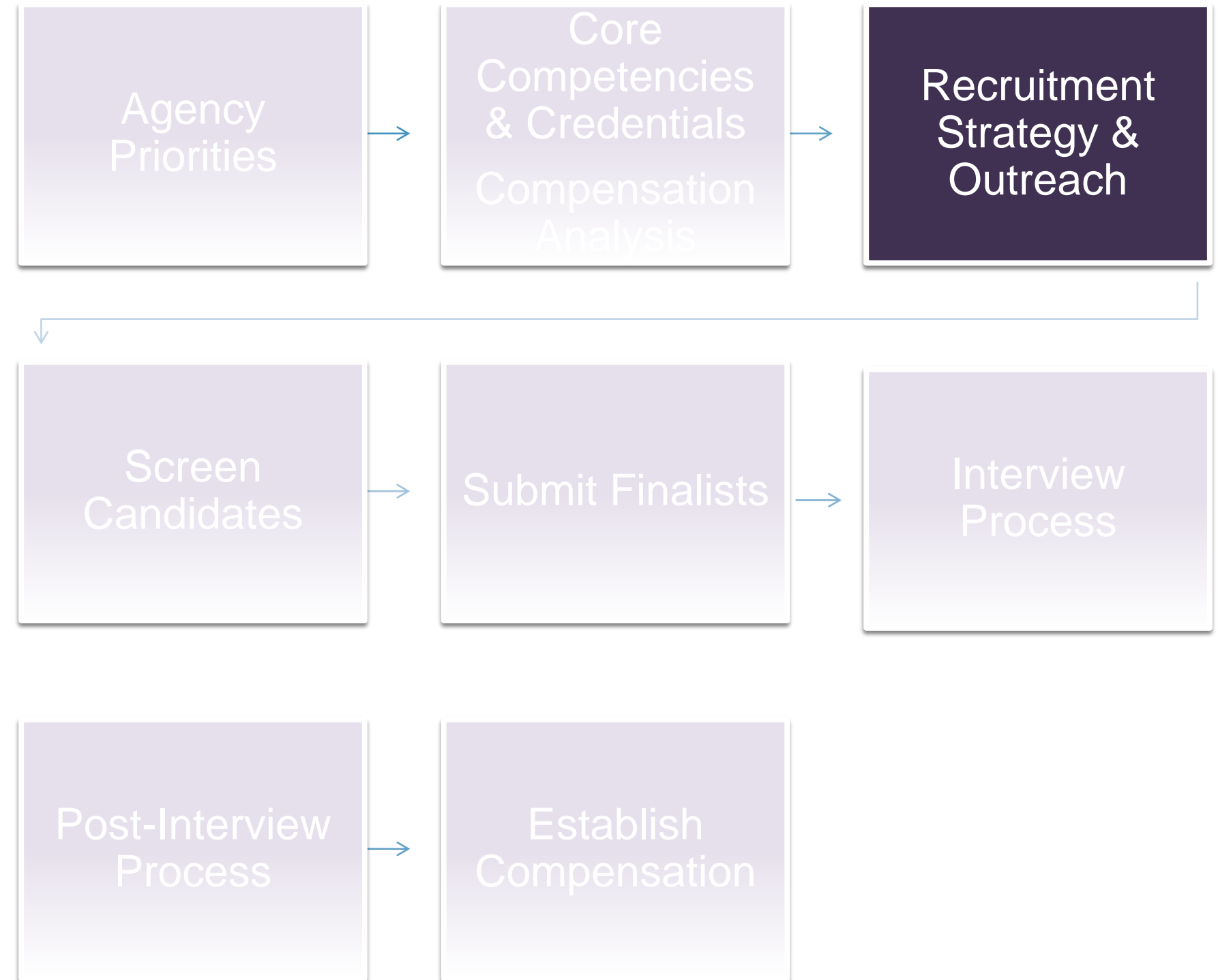
TransPro's proven relationships and reputation within the public transportation industry (both public and private) will yield numerous potential candidates.

Social Networks

We also leverage talent pipelines and industry referrals through our extensive social networks.

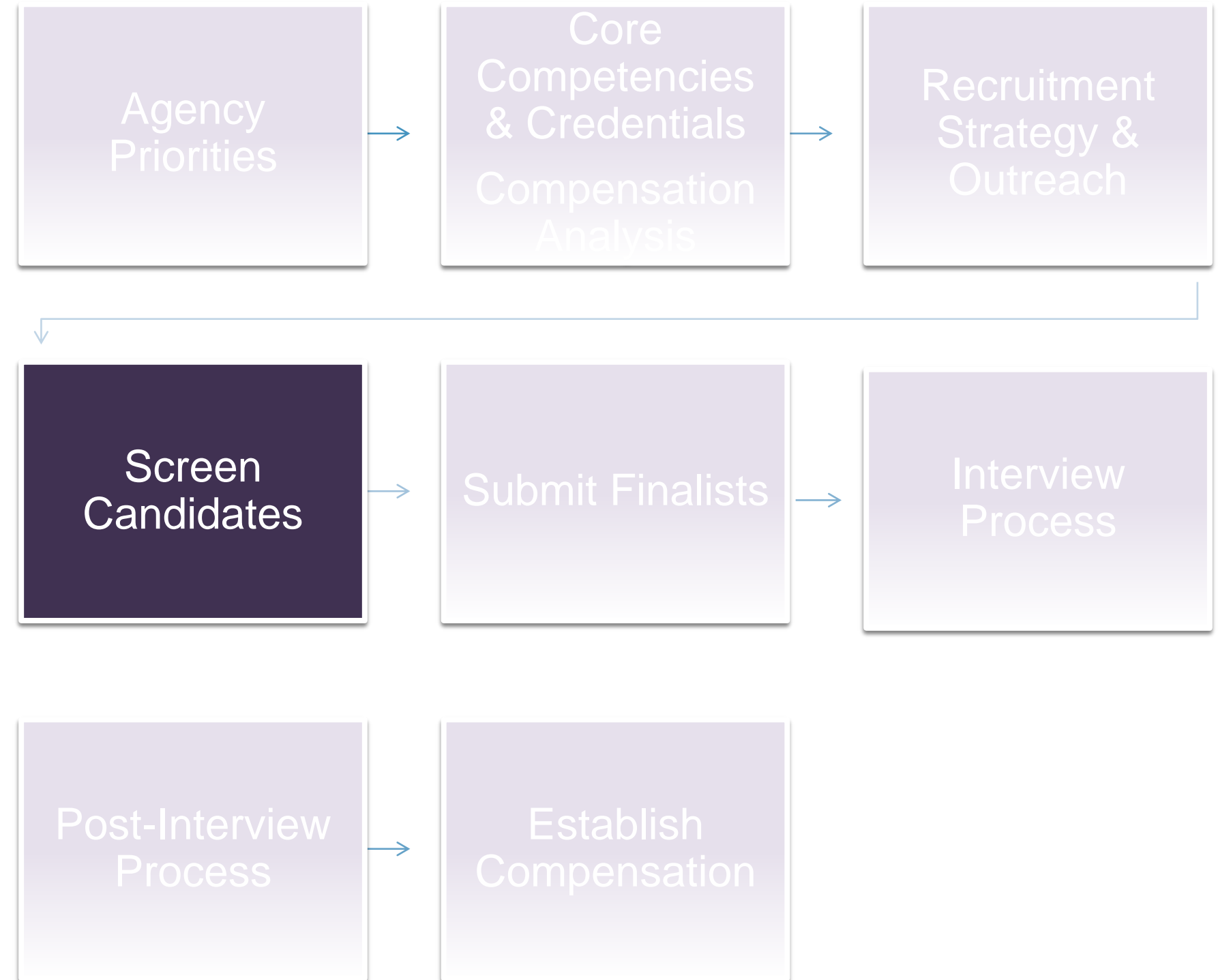
Strategic Advertisement

We also strategically advertise in appropriate settings, such as Indeed, Transit Job Finder and Transit Talent.



Screen Candidates

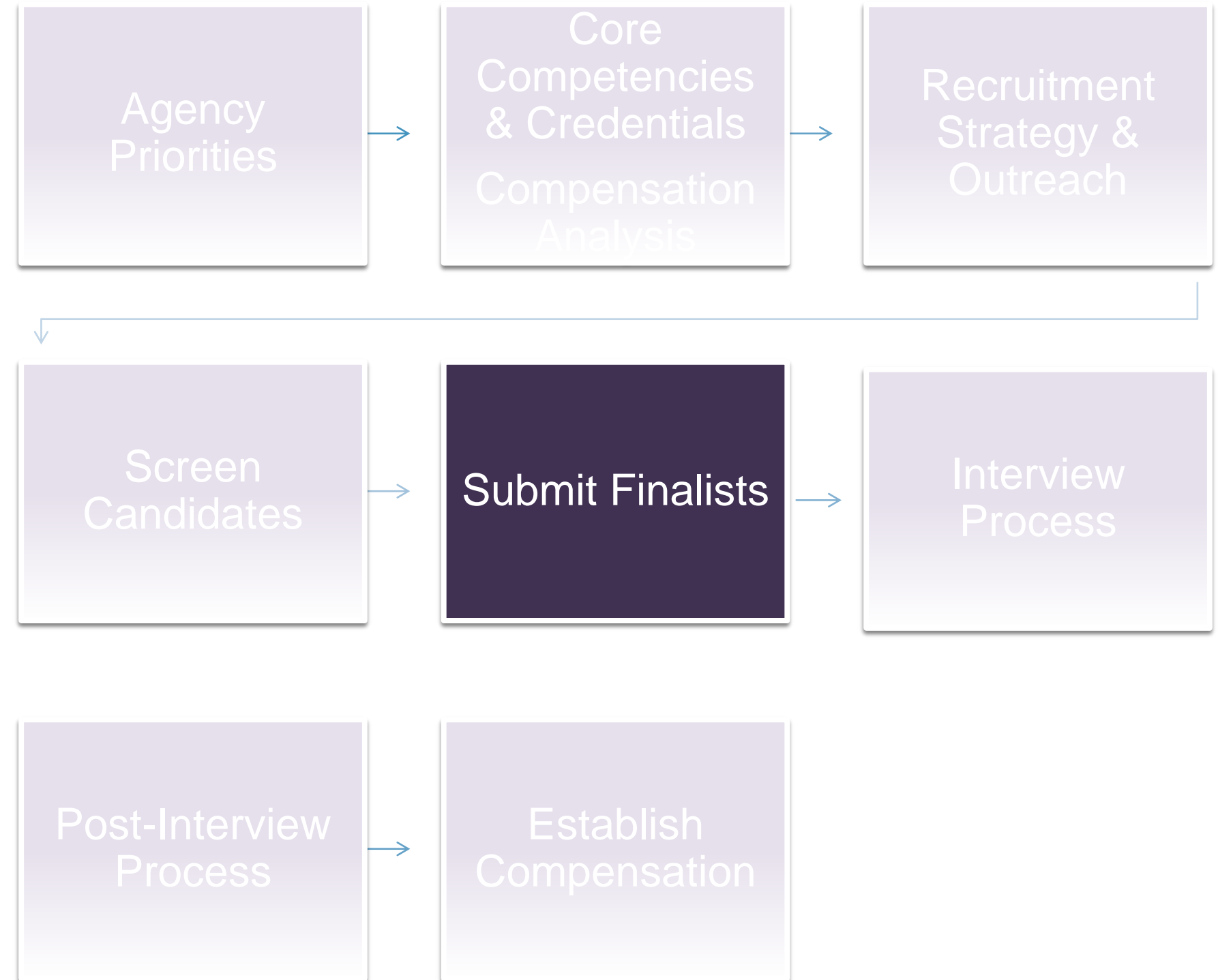
- Review of resumes and qualifications against our established evaluation criteria.
- For those who pass the initial review, we conduct a preliminary screening interview to identify whether the candidate possesses core competencies and values aligned with the organization.



Submit Finalists

Based on our initial screening, only candidates who have our highest confidence are submitted for consideration and formal interviewing. As part of this process, we will provide LTD with:

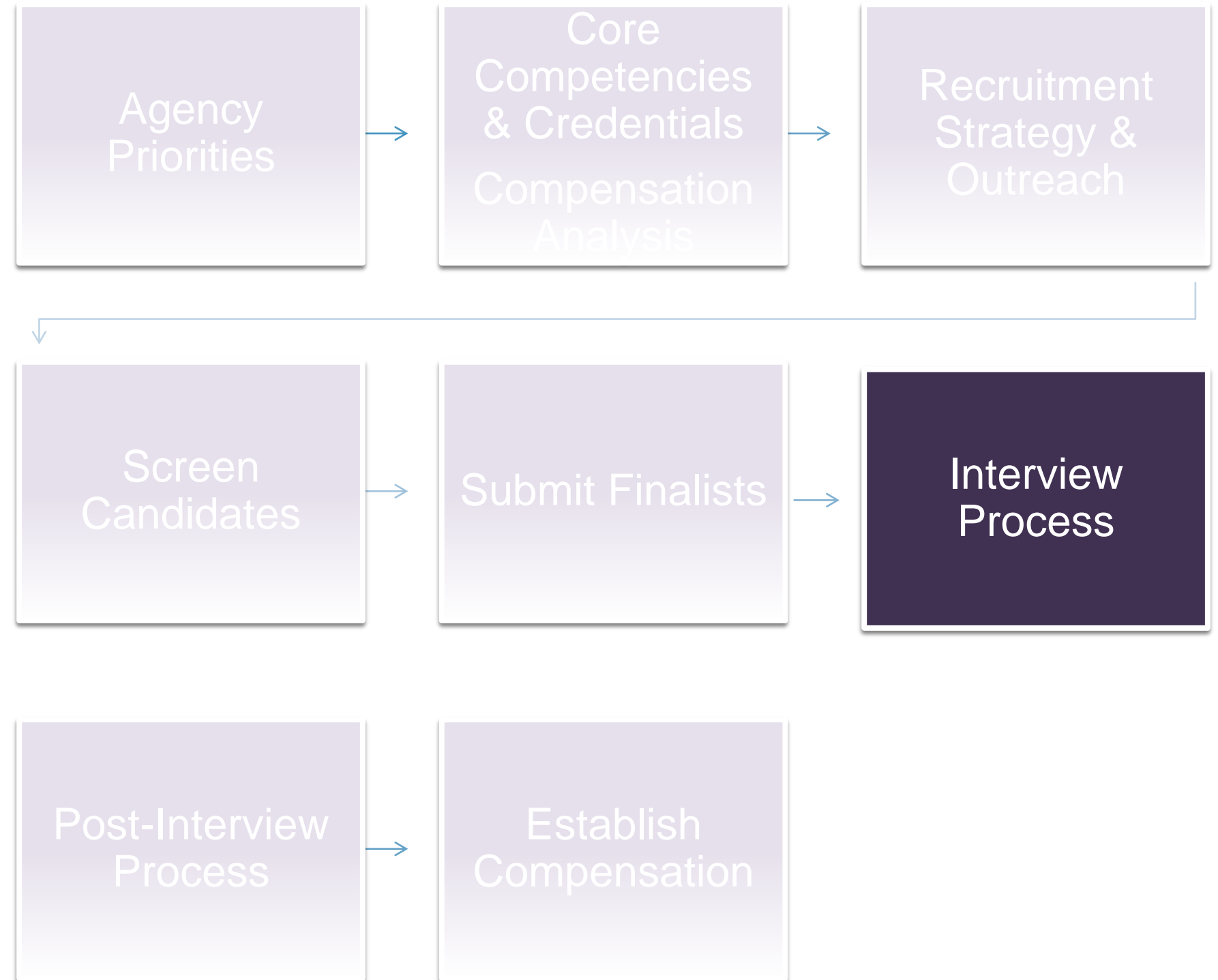
- Comprehensive candidate overview/profile
- Resume
- Organization match summary



Interview Process

Based on our coordination with LTD's interview panel, final interviews will be organized and scheduled. As part of this process, we will complete the following tasks:

- Administer a personality assessment, which provides insights into behavioral traits of the candidates.
- Develop the interview questions for the final interviews
- Coordinate with the interview panel and candidates to schedule the final interviews



Post-Interview Process

After completion of the interviews TransPro will complete a background check of the preferred candidate. The check will include the following reviews for the Board's preferred candidate:

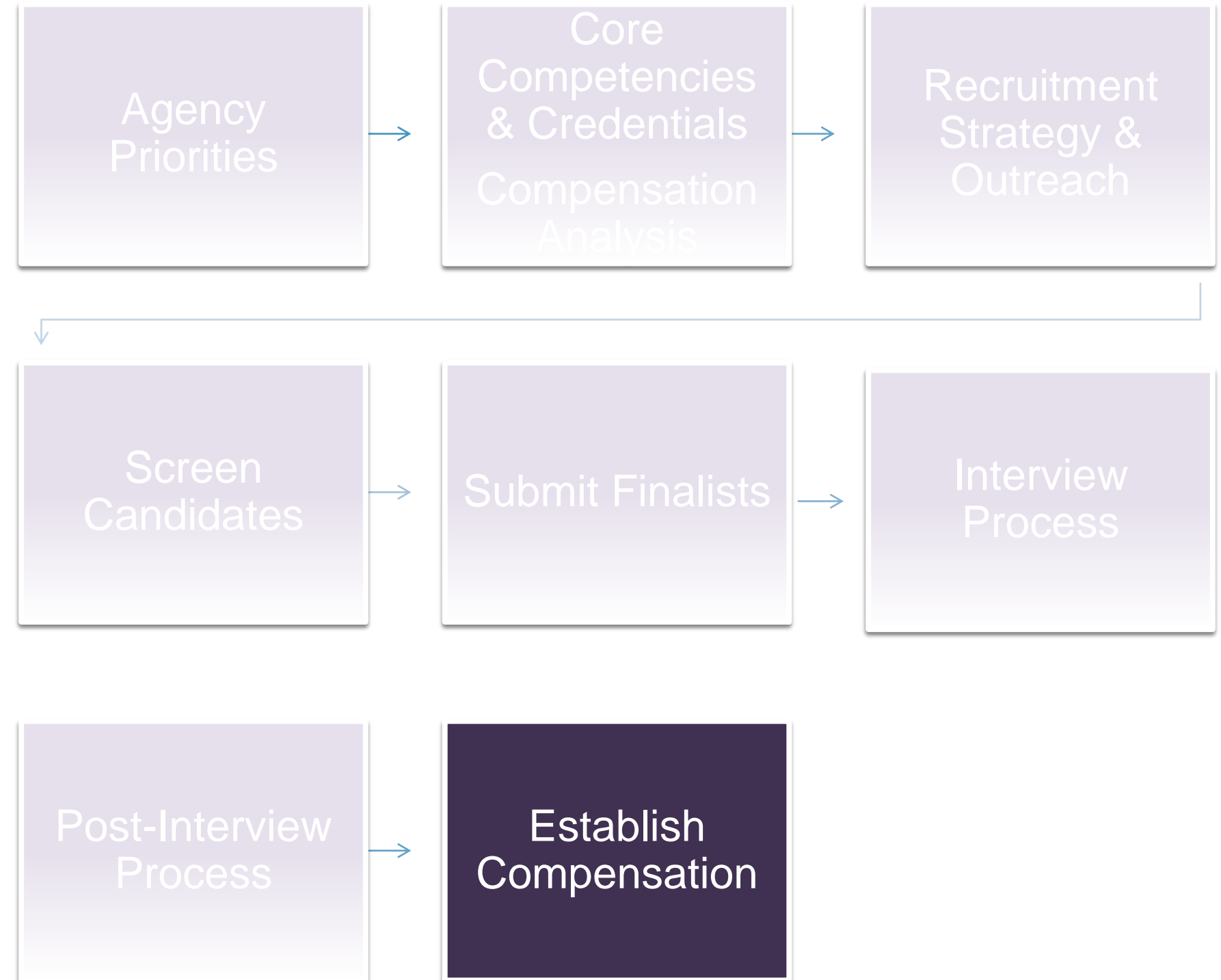
- A check of three (3) professional references to evaluate their past job performance
- A criminal background check
- Educational and employment verification



Establish Compensation

Once a candidate is selected, we will provide counsel to LTD on an appropriate compensation package. We have developed a methodology that is based on:

- Market compensation
- Past performance results
- Experience
- Education
- Ability to replace skills
- Compensation history



Proposed Schedule and Deliverables

TASK	Nov 21	Dec 21	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13	Week 14	Week 15	Week 16	Week 17	Week 18	Week 19	Week 20	Week 21
1 Agency Priorities	█															
2 Core Competencies		█														
3 Recruitment Strategy		█	█													
4 Screen Candidates			█	█	█	█	█	█								
5 Submit Finalists							█	█	█	█	█					
6 Interviews										█	█	█	█	█		
7 Post Interviews														█	█	
8 Establish Comp															█	█

*Establish meeting schedule/cadence

Next Steps

- Conduct community engagement process
- Synthesize feedback into draft job description

Board Retreat, December 1, 2021

- Present job description
- Align on schedule

Questions?

Mobility Management Strategy Public Involvement Plan

Board of Directors – 11/3/21



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