



LANE TRANSIT DISTRICT BOARD OF DIRECTORS STRATEGIC PLANNING COMMITTEE

Tuesday, March 29, 2022
5:30 – 7:30 p.m.

VIRTUAL MEETING

Zoom details for viewing and public participation provided on the web calendar at www.LTD.org.

Watch live (viewing only no participation) on channel 21 or via link: <https://metrotv.ompnetwork.org/>

AGENDA

	<u>ITEM</u>	<u>Time</u>	<u>Page</u>
I.	CALL TO ORDER	5:30 p.m.	
II.	ROLL CALL <input type="checkbox"/> Alma Hesus (Chair) <input type="checkbox"/> Martin Gaiter (Vice Chair) <input type="checkbox"/> Marianne Nolte <input type="checkbox"/> Frannie Brindle <input type="checkbox"/> Mike Eyster <input type="checkbox"/> Amy Cabbage <input type="checkbox"/> Susan Cox <input type="checkbox"/> Greg Evans (Councilor) <input type="checkbox"/> Gerry Gaydos <input type="checkbox"/> Vacant (Commissioner) <input type="checkbox"/> Leonard Stoehr (Councilor) <input type="checkbox"/> Pete Knox <input type="checkbox"/> Phillip Shimhue <input type="checkbox"/> Leah Rausch	5:31 p.m.	
III.	PRELIMINARY REMARKS FROM THE CHAIR	5:32 p.m.	
IV.	ANNOUNCEMENTS AND ADDITIONS TO AGENDA <i>This agenda item provides a formal opportunity for the Chair to announce additions to the agenda, and for Committee members to make announcements.</i>	5:35 p.m.	
V.	AUDIENCE PARTICIPATION	5:40 p.m.	
	<u>Public Comment Note:</u> <i>This part of the agenda is reserved for members of the public to address the Committee on any issue.</i> <u>Please note the following instructions:</u>	5:50 p.m.	
	<ol style="list-style-type: none"> 1. To indicate that you would like to provide testimony, please use the raise your hand button. 2. For those attending via phone only, press *9 on your phone to raise your hand. 3. When it is your time to speak, your name will be called. <ul style="list-style-type: none"> o For those attending via phone only, the last four (4) digits of your phone number will be called. 4. Please state your name, city of residence, and who you are representing for the audio record. 5. Once you have provided testimony, your hand will be lowered. Please do not raise your hand again. Only one opportunity to speak is provided. 6. For those unable or not wanting to speak publicly, testimony may be provided via e-mail at clerk@ltd.org. 7. Public testimony is limited to three (3) minutes per community member. A timer will be displayed on the screen and will beep when the three (3) minutes is up. 		
VI.	ITEMS FOR ACTION AT THIS MEETING		
	A. APPOINT SPC/CATC LIASON: <i>Materials Included</i> [Chair]		
	Action Needed: Discussion		

	<u>ITEM</u>	<u>Time</u>	<u>Page</u>
VII.	ITEMS FOR BOARD RECOMMENDATION		
VIII.	ITEMS FOR INFORMATION AT THIS MEETING		
A.	GENERAL MANAGER RRECRUITMENT UPDATE: <i>Materials Included</i> [Mark Johnson] Action Needed: Discussion	5:55 p.m.	
B.	STRATEGIC BUSINESS PLAN (SBP) QUARTERLY UPDATE: <i>Materials Included</i> [Kim Le] Action Needed: None. Information Only	6:05 p.m.	
C.	LTD FIXED-ROUTE SERVICE POLICY: <i>Materials Included</i> [Kim Le] Action Needed: None. Information Only	6:20 p.m.	
D.	RIDESOURCE OPERATIONS ANALYSIS: <i>Materials Included</i> [John Ahlen] Action Needed: None. Information Only	6:35 p.m.	
E.	MOVINGAHEAD UPDATE: <i>Materials Included</i> [Andrew Martin] Action Needed: None. Information Only	6:55 p.m.	
F.	MOBILITY MANAGEMENT STRATEGY UPDATE: <i>Materials Included</i> [Andrew Martin] Action Needed: None. Information Only	7:05 p.m.	
IX.	WRITTEN REPORTS AND UPDATES		
X.	FUTURE MEETING AGENDAS <i>Attached is a calendar of Action or Information items that will be included on the agenda for future meetings.</i>	7:25 p.m.	
XI.	ADJOURNMENT	7:30 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: March 29, 2022

ITEM TITLE: GENERAL MANAGER RECRUITMENT UPDATE

PREPARED BY: Mark Johnson, Interim General Manager

DIRECTOR: NA

ACTION REQUESTED: Committee Direction

PURPOSE: The selection of a GM is one of the most important roles that the Board has. Ensuring that there is active community and committee participation to advise the Board on potential candidates will help them make the best decision for LTD and the community. The SPC will be asked to provide members for a GM interview panel.

COMMITTEE COMMUNICATION: The SPC was briefed on the process at their last meeting and was engaged in setting the direction for the job description and attributes for the next General Manager.

PUBLIC COMMUNICATION: LTD and the recruiting firm did extensive outreach to develop the job description for the General Manager position, with more than fifteen meetings with community groups and employees. A survey was also sent out to over 400 community members.

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 item aligns with all of the Strategic areas of focus because the General Manager must implement Board direction in these areas and ensure that the mission of the District is carried out.

DESCRIPTION: General Manager recruitment update and SPC participation in the interview process.

BACKGROUND: The SPC last provided input to the recruiting process while developing the job description and leadership characteristics for the General Manager. The job announcement has been posted for a few weeks and the recruiters are narrowing the field down to a few candidates. LTD believes that community input in the process is important and would like the SPC to provide participants willing to serve on an interview panel.

CONSIDERATIONS: Over the next few weeks the recruiters will be narrowing down dates to have in person interviews with General Manager candidates. Volunteers from the SPC to serve on a panel to advise the Board will be helpful in this process.

ALTERNATIVES: The SPC could choose to not participate and let the Board decide without SPC member input.

NEXT STEPS: If the SPC chooses to participate, the recruiters and staff will begin scheduling in person candidate interviews for finalists.

SUPPORTING DOCUMENTATION:

- 1) none

PROPOSED MOTION: None:



AGENDA ITEM SUMMARY

DATE OF MEETING: March 29, 2022

ITEM TITLE: STRATEGIC BUSINESS PLAN QUARTERLY UPDATE

PREPARED BY: Kim Le, Strategic Business Plan Manager

DIRECTOR: Mark Johnson, Interim General Manager

ACTION REQUESTED: None. Information Only

PURPOSE: To provide progress update on the fiscal year 2022-2024 Strategic Business Plan (SBP) for fiscal year 2022 quarter 2 (October 1 – December 31, 2021).

COMMITTEE COMMUNICATION: N/A.

PUBLIC COMMUNICATION: The Strategic Planning Committee had meetings about the SBP development process from January – July 2021. Subsequent to its adoption by the LTD Board of Directors in July 2021, the SBP is now in the implementation phase. During the implementation phase, the SBP were presented during the following dates:

- February 16, 2022: Updated the LTD Board of Directors on the SBP quarterly progress for fiscal year 2022 quarter 2.
- October 20, 2021: Updated the Board of Directors on the SBP rollout plan upon the Board's July 2021 adoption.

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.

DESCRIPTION: The FY22-24 Strategic Business Plan guides Lane Transit District for the next three years with a focus and clear direction on the most important outcomes to deliver. The SBP includes five strategic areas of focus or success outcomes that the District strives to achieve in the next three years. Each element of the plan is strategically aligned so that there is clarity around how work activities (tactics) and performance metrics impact these overall strategic outcomes.

BACKGROUND: The Board of Directors adopted the LTD's first-ever Strategic Business Plan in July 2021. Implementation began in October 2021 (FY22 Q2) and will span through June 2024. This is the first quarterly progress update to the SPC since the plan's implementation.

The table below outlines the FY22 Q2 progress status for each of the five success outcome areas. A presentation will be provided to explain this topic in further detail.

Strategic Area of Focus	Success Outcome	FY22 Q2 Status
<p>Customer Satisfaction</p> <p>We will deliver outstanding customer service that increases the willingness of our customers to recommend our services to others.</p>	<p>A Net Promoter Score of 55%</p>	<p>LTD's net promoter score averages 20% from 2014-2021.</p>
<p>Employee Engagement</p> <p>We will attract and retain a high quality workforce through high levels of employee engagement.</p>	<p>An Employee Engagement Score of 65%.</p>	<p>We are in the process of establishing a baseline.</p>
<p>Community Value</p> <p>We will provide strong value to the community through the services we offer, whether or not they use our services directly.</p>	<p>Establish a baseline for the percentage of the community that believe we provide value and improve by 5%.</p>	<p>We are in the process of establishing a baseline.</p>
<p>Financial Health</p> <p>We will maintain a strong financial position to sustain our operations for the future.</p>	<p>Achieve 3-year rolling financial plan targets.</p>	<p>We are currently on track.</p>
<p>Sustainability</p> <p>Our goal is to do our part to preserve and protect the environment.</p>	<p>Reduce LTD's greenhouse gas emissions by 70%.</p>	<p>Our current fleet GHG emissions reduction is 77%.</p>

CONSIDERATIONS: N/A.

ALTERNATIVES: N/A.

NEXT STEPS: Staff will provide a FY23 Q3 quarterly update at the committee's next regularly scheduled quarterly meeting.

SUPPORTING DOCUMENTATION:

- 1) Strategic Business Plan Update Presentation

PROPOSED MOTION: N/A.



AGENDA ITEM SUMMARY

DATE OF MEETING: March 29, 2022

ITEM TITLE: LTD FIXED-ROUTE SERVICE POLICY

PREPARED BY: Kim Le, Development Planner

DIRECTOR: Tom Schwetz, Director of Planning and Development

ACTION REQUESTED: None. Information Only

PURPOSE: To provide information to the SPC about LTD's updated fixed-route transit service policy.

COMMITTEE COMMUNICATION: N/A, this is the first meeting to discuss the updated service policy.

PUBLIC COMMUNICATION: The fixed-route service policy was brought to the Board of Directors on the following dates:

- 6-16-1999: LTD first adopted a fixed-route service policy.
- 3-16-2011: Revisions were made to reflect the implementation of bus rapid transit (EmX), the District's budgetary challenges at the time, and minor housekeeping changes.
- 6-09-2014: A section was added called the 'Disparate Impact Policy' to reflect changes in federal requirements for evaluating the Title VI impacts of service changes.
- 2-02-2022: At this Board of Directors work session, staff provided a presentation about the fixed-route service policy and the Board reviewed the proposed changes to the previous 2014 version.
- 2-16-2022: The Board of Directors adopted the updated fixed-route service policy.

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: LTD's fixed-route service policy provides standards for the implementation and evaluation of fixed-route bus service. LTD is federally required to develop a system-wide service policy and standards to ensure that service design and operations practices do not result in discrimination on the basis of race, color, or national origin under Title VI of the Civil Rights Act of 1964 and FTA Circular 4702.1B.

BACKGROUND: LTD first adopted a fixed-route service policy in 1999. Since that time, there have been minor updates to the service policy to reflect new requirements or to make minor housekeeping changes. Prior to 2022, the last time the fixed route service policy was updated was in 2014. Since that time, EmX service began and other service changes have been made. At the Board of Directors work session on February 2, 2022, staff and consultant provided a presentation about the history and context for why a service policy is required as well as described the major components of a service policy. Staff also summarized the proposed changes from the existing 2014 version, noting that the changes are primarily to provide more information and clarification on elements of the service policy. The Board subsequently adopted the updated fixed-route service policy at their February 16, 2022 meeting.

CONSIDERATIONS: At tonight's SPC meeting, staff will provide an overview about the fixed-route service policy.

ALTERNATIVES: N/A.

NEXT STEPS: N/A.

SUPPORTING DOCUMENTATION:

- 1) Updated Fixed Route Service Policy_2-16-2022
- 2) Fixed Route Service Policy PowerPoint Presentation

PROPOSED MOTION: N/A.



AGENDA ITEM SUMMARY

DATE OF MEETING: March 29, 2022

ITEM TITLE: RIDESOURCE OPERATIONS ANALYSIS

PREPARED BY: John Ahlen, Accessible Services Program Manager

DIRECTOR: Cosette Rees, Director of Customer, Accessible, and Specialized Services

ACTION REQUESTED: None. Information Only

PURPOSE: LTD staff will present to SPC the proposed scope of the RideSource operations analysis, for the purpose of informing SPC members prior to anticipated future action items.

COMMITTEE COMMUNICATION: This is the first meeting to discuss the upcoming RideSource operations analysis.

PUBLIC COMMUNICATION: N/A

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, Community Value, Financial Health, and Sustainability.

DESCRIPTION: RideSource services are both a federal requirement and a critical transportation service for many older adults and people with disabilities. Customer Satisfaction is a direct performance metric measured in RideSource services.

RideSource serves our community of older adults and people with disabilities, meeting an expectation that everyone should have an opportunity to travel to work, to medical appointments, to the grocery store, and to contribute towards independence and satisfaction. In this way we meet an important community value which brings to our area a wide network of governments, non-profits, and social services and a larger than national average proportion of older adults and people with disabilities that have chosen to call Lane County home.

The upcoming RideSource operations analysis will be an independent, extensive review of one of LTD's key operations. Ensuring LTD meets its responsibilities to provide high quality transportation services to older adults and people with disabilities while remaining a responsible steward of available resources is an exercise in both Financial Health and Sustainability.

BACKGROUND: As a longstanding core LTD service, a periodic RideSource operations analysis identifies opportunities, efficiencies, and aligns RideSource services with LTD's overall strategic planning efforts. While a separate comprehensive operations analysis will focus on fixed route and related services, the RideSource operations analysis will target services operated through the RideSource call center such as ADA paratransit and non-emergent medical transportation.

CONSIDERATIONS: N/A

ALTERNATIVES: N/A

NEXT STEPS: Future presentations will be scheduled to provide additional information and progress updates leading to the selection of a consultant, and subsequent RideSource operations analysis final report.

SUPPORTING DOCUMENTATION:

- 1) ROA presentation.pdf

PROPOSED MOTION: N/A



AGENDA ITEM SUMMARY

DATE OF MEETING: March 29, 2022

ITEM TITLE: MOVINGAHEAD UPDATE

PREPARED BY: Andrew Martin, Development Planner

DIRECTOR: Tom Schwetz, Director of Planning and Development

ACTION REQUESTED: None. Information Only

PURPOSE: Staff will provide an update to SPC on the MovingAhead process and what to expect in the future. SPC will have a role in shaping the next steps of the project.

COMMITTEE COMMUNICATION: SPC discussed a recommended Locally Preferred Alternative at their December 10, 2021, meeting. SPC has previously discussed MovingAhead many times since 2015.

PUBLIC COMMUNICATION: MovingAhead held a public hearing October 21, 2019, and since then has had regular communication with the public through email and other public meetings.

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, Community Value, Financial Health, and Sustainability

DESCRIPTION: MovingAhead is a partnership between the City of Eugene and Lane Transit District to study potential investments along five major corridors in Eugene – Highway 99, River Road, Downtown to LCC via 30th Avenue, Coburg Road, and Martin Luther King, Jr. Boulevard. MovingAhead is focused on safety and access for people walking, biking, rolling in mobility devices, and riding transit.

Through the MovingAhead process, staff have analyzed conceptual designs for different levels of transit investment along each corridor. Public involvement has been a foundational element in the development and screening of conceptual designs and the analysis.

BACKGROUND: Since 2015, staff at the City of Eugene and Lane Transit District (LTD) have been working with the community to develop and refine street design concepts, transit modes, and options for safety and access investments for each of the corridors and conducting technical analyses on a wide range of topics to aid the community and decision makers in determining the preferred level of investment in each corridor. The outcome of this process is a locally preferred alternative for each corridor.

The most recent phase of MovingAhead has culminated in the selection of a Locally Preferred Alternative (LPA) for each corridor. A locally preferred alternative establishes the high level vision for each corridor. On March 14th, Eugene City Council adopted an LPA. LTD's Board of Directors followed by adopting an LPA on March 16th. The LPA will be brought to the Metropolitan Policy Committee (MPC) in May for their adoption. The LPAs adopted by the Council and Board are:

Corridor	Mode
Highway 99	Enhanced Corridor
River Road	EmX
30th Avenue to Lane Community College (LCC) via downtown	No-Build [<i>reconsider this corridor after other agency studies and projects are completed</i>]
Coburg Road	Enhanced Corridor [<i>requiring additional study and community engagement</i>]
Martin Luther King, Jr. Boulevard via downtown	Enhanced Corridor

Adoption of an LPA is a key milestone in the process that provides staff with direction for which alternatives to advance for detailed design. This includes a process that includes public engagement to refine the designs, before staff will work to complete environmental review and seek funding for the projects.

City Council has indicated a preference to prioritize work on River Road and Highway 99. Given this direction, staff are working to create detailed plan to address these corridors first. Though the need to work with the community on detailed designs is the same, the process for these corridors is likely to look different because of the different nature of how these corridors will see investment and the funding strategies that the City and LTD will employ to realize those investments. The City of Eugene has already received funding to make some safety upgrades on Martin Luther King, Jr. Boulevard. A process for refining the Coburg Road designs will be developed once the city has initiated a project that will look at how to improve the roadway for all users.

CONSIDERATIONS: N/A

ALTERNATIVES: N/A

NEXT STEPS: Staff will work to identify a process for advancing work on the MovingAhead corridors and bring that process back to SPC for input later in 2022.

SUPPORTING DOCUMENTATION:

PROPOSED MOTION: N/A



AGENDA ITEM SUMMARY

DATE OF MEETING: March 29, 2022

ITEM TITLE: MOBILITY MANAGEMENT STRATEGY UPDATE

PREPARED BY: Andrew Martin, Development Planner

DIRECTOR: Tom Schwetz, Director of Planning and Development

ACTION REQUESTED: None. Information Only

PURPOSE: Staff will provide an update on the Mobility Management Strategy (MMS) process to date. This update will set up a conversation that staff will have with SPC on how LTD can most effectively engage in mobility management.

COMMITTEE COMMUNICATION: SPC received an update on the Mobility Management Strategy process on September 28, 2021.

PUBLIC COMMUNICATION: The MMS has been conducting public engagement since January, including stakeholder interviews, focus groups, and a community-wide survey.

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, Community Value, and Sustainability

DESCRIPTION: The Mobility Management Strategy aims to help LTD to understand how it can be successful as a mobility manager. Mobility management is a customer-centric approach to providing transportation. Often this means working in partnership with other agencies and service providers to match customers with the best transportation choice for their individual trip.

Many transit agencies are approaching mobility management as a way to connect their communities and build upon their fixed-route systems. Given the wide range of services offered by LTD and the partnerships we have developed over decades, LTD is already a mobility manager. Examples of this include LTD's partnerships to offer contracting support to Oakridge on the Diamond Express service, LTD's bundling of programs into the RideSource call center, the LTD Connector in Cottage Grove, and LTD's involvement in the PeaceHealth Rides bikeshare system.

The Mobility Management Strategy will help LTD to understand *how* it can be a successful mobility manager by creating a framework and strategy that will help LTD to clarify its role in different transportation services and programs in the region. This framework will be informed by understanding the types of partnerships LTD can be involved in, what LTD's strengths are in partnerships, and what kinds of impacts different partnership roles have on LTD as an organization. The project will also create a guide for piloting projects successfully and screen a list of projects through the framework to assess near-term opportunities if funding, capacity, and partners exist.

BACKGROUND: In August 2021, staff procured help from Toole Design Group to help develop the MMS. To inform the development of LTD's strategy and framework, staff and consultants have developed materials that help to understand what mobility management activities LTD engages in currently, how to think about those activities, as well as a range of case studies that illustrate how other agencies are approaching mobility management.

Since January, staff have been engaging the public through focus groups, interviews with stakeholders, a technical advisory committee, and a survey.

Staff will update SPC on these activities and give a presentation that will help SPC members to begin to understand how LTD is approaching mobility management. This will set the stage for SPC to provide input on the development of the MMS framework and strategy. That conversation will occur at the April 27, 2022 SPC meeting.

CONSIDERATIONS: N/A

ALTERNATIVES: N/A

NEXT STEPS: Staff will return at the April 27, 2022, SPC meeting to engage SPC in a discussion about how they view LTD being successful taking on mobility management.

SUPPORTING DOCUMENTATION: N/A

PROPOSED MOTION: N/A