

Public notice was given to *The Register-Guard* for publication on October 15, 1987.

**LANE TRANSIT DISTRICT
REGULAR BOARD MEETING**

October 21, 1987

7:30 p.m.

McNutt Room
Eugene City Hall

A G E N D A

- I. CALL TO ORDER
- II. ROLL CALL
 - Calvert_____ Eberly_____ Parks_____ Pusateri_____
 - Runyan_____ Smith_____ Brandt_____
- III. INTRODUCTORY REMARKS BY BOARD PRESIDENT
- IV. BUS RIDER OF THE MONTH
- V. EMPLOYEE OF THE MONTH
- VI. AUDIENCE PARTICIPATION
- VII. ITEMS FOR ACTION AT THIS MEETING
 - Approval of Minutes
- VIII. ITEMS FOR INFORMATION AT THIS MEETING
 - A. Current Activities
 - 1. Board President's Report on APTA Annual Meeting
 - 2. Distribution of FY 87-88 Transit Development Plan

3. New Operations Facility Project Update
 4. Complaint Addressed to Board of Directors
 5. Holiday Service Update
 6. Current Advertising Campaign Materials and Ads
 7. 1987 Freedom Pass Promotion
 8. Lane County Fair Report
 9. Fall Service Campaign
 10. University of Oregon/Lane Community College Marketing Campaign
 11. Rider's Digest Report
 12. American Public Transit Association Advertising Awards
 13. Oregon Transit Association Annual Meeting
 14. Special Services Report
- B. Monthly Financial Reporting
 - C. Quarterly Reporting
- IX. ITEMS FOR ACTION/INFORMATION AT A FUTURE MEETING
- A. Workers' Compensation Self-insurance
 - B. Finance Committee Meeting/Auditor Selection
 - C. Mid-year Budget Committee Meeting
 - D. Election of Board Officers
- X. ADJOURNMENT

AGENDA NOTES

Page No.

IV. BUS RIDER OF THE MONTH:

The October 1987 Bus Rider of the Month is Ione Bundy, who was nominated for the award by eight bus operators. She lists bus riding as one of her hobbies, and uses the bus for all her transportation needs, including commuting to and from work. She has worked at Chase Gardens, where she sorts and packs roses for shipping, for nine years.

Ms. Bundy says that the drivers are good to her, and she likes the friendships that she makes on the buses. She will be present at the October 21 meeting to be introduced to the Board and receive her award.

V. EMPLOYEE OF THE MONTH:

The October Employee of the Month is System Supervisor Rick Bailor. He will attend the meeting to be introduced to the Board and receive his award.

VII. ITEMS FOR ACTION AT THIS MEETING

Approval of Minutes: The minutes of the September 16, 1987 regular meeting are included in the agenda packet for Board review and approval.

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VIII. ITEMS FOR INFORMATION AT THIS MEETING

A. Current Activities

1. Board President's Report on APTA Annual Meeting: Janet Calvert, Board President, attended the American Public Transit Association (APTA) Annual Meeting in San Francisco in September. At the October 21 meeting, she will report to the Board about the APTA conference.
2. Distribution of FY 87-88 Transit Development Plan (TDP): At the meeting, the FY 87-88 TDP will be distributed to Board members, and staff will explain the different components of the TDP to the Board.

3. New Operations Facility Project Update: Included in the agenda packet is a staff memorandum which describes recent activity in the funding, earthwork construction, design, and land acquisition for the new operations facility. No new bids have been awarded in the past month, but a copy of the Bid Summary Sheet is included for the Board's information. 15
4. Complaint Addressed to Board of Directors: A letter from a patron and the District's response to that letter are included in the agenda packet for review by the Board members. 16
5. Holiday Service Update: In response to a patron's request last winter, the Board, authorized staff to implement a Holiday Service Program, to provide a transportation option for transit dependents on the holidays when LTD does not operate bus service. A staff memo which details the planned holiday service is included in the agenda packet, and staff will be available at the meeting to answer any questions the Board members may have. 19
6. Current Advertising Campaign Materials and Ads: At the meeting, staff will show videotapes of television commercials now being aired, and will display printed and advertising materials now being used to promote the District's services. A memo in the agenda packet also describes some of the advertisements in more detail. 21
7. 1987 Freedom Pass Promotion: A memo which discusses the 1987 summer youth pass promotion is included in the agenda packet. The memo includes discussion on the goals, theme, and advertising campaign of the promotion. Staff will attend the meeting to answer any questions the Board may have. 23
8. Lane County Fair Report: Included in the agenda packet is a staff memo which highlights the 1987 Lane County Fair service and discusses the advertising theme and promotional activities for the service, as well as service adjustments planned for next year. Staff will be present to discuss the service and promotional materials with the Board. 29
9. Fall Service Campaign: Also included in the agenda packet is a staff memo which reviews three major 33

components of the Fall 1987 service campaign: introduction of the three-month pass; the new #51X Express route; and general route and schedule communications. At the meeting, staff will discuss this campaign in more detail.

10. University of Oregon/Lane Community College Marketing Campaign: In September and October, Marketing staff implemented several promotions to communicate with UO and LCC students about LTD and to attract new students to ride the system. A memo in the agenda packet explains the marketing strategies in more detail. 36
 11. Rider's Digest Report: A staff memo in the agenda packet discusses the goals and objectives of publishing the "Rider's Digest," and the changes which have been made in order to accomplish those objectives. 37
 12. American Public Transit Association AdWheel Advertising Awards: Lane Transit District recently won awards in the first, second, and third-place categories for various advertising materials. The awards were presented at the APTA Annual Meeting in September. At the Board meeting, staff will display the awards and the materials for which they were awarded.
 13. Oregon Transit Association Annual Meeting: The Oregon Transit Association Annual Meeting will be held at the Springfield Red Lion on October 29 and 30. Any Board members who are interested in attending should contact Jo Sullivan at 687-5581. An agenda will be available in the near future.
 14. Special Services Report: As a result of Board discussion about special services requested by persons and agencies in the community, a list of requests received (approved and denied) is included in the agenda packet each month. 40
- B. Monthly Financial Reporting: Financial statements for August and September 1987 are included in the agenda packet. 41
1. Comparison of Budgeted and Actual Revenues and Expenditures
 - a. General Fund
 - b. Capital Projects Fund
 - c. Risk Management Fund

2. Comparison of Year-to-date Actual Revenues and Expenditures to Budgeted (General Fund)

C. **Quarterly Reporting:**

1. Ridership: The quarterly ridership report will be included in the agenda packet for the November Board meeting.
2. Investment Summary: The quarterly investment summary is included in the agenda packet for this meeting. 49
3. Operations Summary: The quarterly operations summary is also included in the agenda packet. 50

IX. **ITEMS FOR ACTION/INFORMATION AT A FUTURE MEETING**

- A. Workers' Compensation Self-Insurance: Results of a staff study on the feasibility of self-insuring workers' compensation will be included on the agenda at a later date.
- B. Finance Committee Meeting/Auditor Selection: The Board Finance Committee will be asked to meet in October to discuss a Request for Proposals (RFP) for selection of the District's auditors. Actual selection of the auditors is anticipated to occur at the January 1988 Board meeting.
- C. Mid-year Budget Committee Meeting: The mid-year meeting of the LTD Budget Committee has been scheduled for December 2.
- D. Election of Board Officers: The current Board officers' terms expire on December 30, 1987. Election of a Board President, Vice President, Secretary, and Treasurer will be held in November or December.

X. **ADJOURNMENT**

MINUTES OF DIRECTORS MEETING

LANE TRANSIT DISTRICT

REGULAR MEETING

Wednesday, September 16, 1987

Pursuant to notice given to *The Register-Guard* for publication on September 10, 1987, the regular monthly meeting of the Board of Directors of the Lane Transit District was held on Wednesday, September 16, 1987 at 7:30 p.m. at the Eugene City Hall.

Present: Peter Brandt, Treasurer
Janet Calvert, President, presiding
Janice Eberly, Vice President
Keith Parks
Gus Pusateri, Secretary
Phyllis Loobey, General Manager
Jo Sullivan, Recording Secretary

Absent: Dean Runyan
Rich Smith

CALL TO ORDER: Ms. Calvert called the meeting to order at 7:30 p.m.

BUS RIDER OF THE MONTH: Ms. Calvert stated that the Bus Rider of the Month program gives the District an opportunity to recognize people who have been faithful riders and form the backbone of the District's ridership. She then introduced the August 1987 Bus Rider of the Month, Carmen Daulton. Ms. Daulton said she had been riding the bus for nearly two years, while going to Lane Community College, job hunting, and then working full-time. She also said she appreciates the wonderful bus drivers.

The September Bus Rider of the Month, Bob Moore, could not attend the meeting that evening. Mr. Moore has lived in Eugene since 1951, and has been riding the bus for 35 years.

EMPLOYEE OF THE MONTH: Ms. Calvert stated that the Board members would all remember the August Employee of the Month, Gary Levy, for his cheerful smile and persistence in getting the Board members to smile for photographs. She added that Gary has only been with LTD for two years, but has made his mark on Board and the District. Mr. Levy stated that it is a privilege to serve an organization as committed to public service as much as LTD is in every facet of the organization. Since there was no August Board meeting, Mr. Levy had received his award from staff in August.

Ms. Calvert also introduced the September Employee of the Month, Jeanette Tentinger, who has been an Accounting Clerk at LTD for five years. Jeanette was nominated by fellow employees for the honor. In her



spare time, she works with the Big Brother/Big Sister program and volunteers on her day off as a Master Food Processor for the Lane County Extension Service. Ms. Calvert presented Ms. Tentinger with her certificate, letter, and check. Ms. Tentinger thanked the Board, and said she enjoyed working with everyone at LTD.

AUDIENCE PARTICIPATION: Ms. Calvert asked if anyone in the audience wished to address the Board on any topic. There was no participation from the audience.

MOTION

VOTE

APPROVAL OF MINUTES: Mr. Brandt moved that the minutes of the July 15, 1987 regular meeting be approved as distributed. The motion was seconded by Ms. Eberly, and the minutes were approved by unanimous vote. The August meeting had been cancelled due to lack of agenda items, so there were no minutes from August.

AUDIT REPORT--FISCAL YEAR ENDING JUNE 30, 1987: Ms. Calvert introduced David Gault of Jones & Roth, the independent auditors who performed the audit of LTD's FY 86-87 financial statements. Mr. Gault stated that the auditors found the District's financial statements to be in the proper form and more than adequately supported with excellent documentation. He added that the District's financial accounting is thorough, accurate, and among the best he has seen in working with public agencies.

Mr. Brandt asked a question about the District's public contracts and purchasing procedures, which had been mentioned in the audit report. Karen Rivenburg, Finance Administrator, stated that these were handled by the Purchasing Agent, and that the procedures had been changed this year to respond to some exceptions which had not been properly documented in the past.

Mr. Brandt commented that the statistical information in the audit report was an interesting recap, and should be shown to the Budget Committee. He also asked about a one-time revenue of \$425,000 in 1981. Ms. Rivenburg said she would look in previous records for the details of that payment.

MOTION

VOTE

Mr. Brandt then moved that the Board accept the Fiscal Year 1986-87 audit report as presented. Mr. Parks seconded, and the motion carried by unanimous vote.

Mr. Brandt stated that the independent audit had to be put out for bid this year, and wondered how long an auditor could be hired for. Ms. Rivenburg said it would be a one-year contract, with the option to renew for two years. Costs would be negotiated each year.

Ms. Calvert, on behalf of the Board, thanked Ms. Rivenburg, saying that the Board members all knew that the District's Finance Administrator does a terrific job, and that it is nice to hear an outside source affirm that.

APPROVAL OF FISCAL YEAR 1987-88 SECTION 9 CAPITAL AND OPERATING GRANT

APPLICATION: Ms. Loobey stated that this application was for the District's annual Section 9 capital and operating grant, and was being prepared at this time even though only the House has passed the reauthorization act for transit. Making application now will help the District remain on its time line for this fiscal year, so that everything will be in order for grant approval when funds are authorized. Ms. Loobey added that the District has followed this process in the past.

Ms. Calvert asked if the District could amend the application if a different amount is authorized. Ms. Loobey replied that it could.

Public Hearing on FY 87-88 Section 9 Capital and Operating Grant

Application: Ms. Calvert opened the public hearing on the District's Fiscal Year 1987-88 grant application for Section 9 capital and operating funds. There was no comment from any member of the audience, and Ms. Calvert closed the public hearing.

MOTION

Board Deliberation: Ms. Eberly moved that the Board authorize the General Manager to submit an application to the Urban Mass Transportation Administration for Section 9 operating and capital funds for Fiscal Year 1987-88, in the amount of \$1,410,250. Mr. Brandt seconded the motion. With no further discussion, the motion carried by unanimous vote.

VOTE

APPROVAL OF SECTION 18 GRANT APPLICATION FOR CAPITAL FUNDS FOR NON-

URBAN SERVICE: Stefano Viggiano, Planning Administrator, explained that federal Section 18 funds are administered by the State Public Transit Division and are restricted for use in areas outside the urban growth boundaries. A total of \$1.09 million is available state-wide this biennium. Additionally, this year the State will pay the 20 percent local match for Section 18 capital projects, so the projects will be fully funded.

Pages 23 through 25 of the agenda packet describe the two projects staff were recommending for use of Section 18 funds. The first project, a new transit station at Lane Community College (LCC), would eliminate extra travel through the college grounds, and would correct a safety problem caused by current use of a new access road to the college. Mr. Viggiano explained that if this project is not approved by LCC this fall, District staff will ask the Oregon Public Transit Division to remove the project from the grant application.

The second project for which funds would be requested is the purchase of five buses for use in nonurban service. These buses would be equipped with reclining seats, reading lights, and other amenities which make longer trips more enjoyable for patrons. The District previously had such buses in service, but because they were old and involved increasing maintenance problems, they were retired from service and sold in the fall of 1986, after LTD purchased the new Gillig buses. Five of the new Gillig buses were assigned to nonurban routes. However, because of service increases over the years, the District has now reached its minimum spare bus

ratio. The purchase of five buses for nonurban service would allow the District to reassign the five Gilligs for use in urban service.

The two projects equal \$870,000 of the statewide total of \$1.09 million. Although staff are not anticipating that the District will receive the total amount requested, State Public Transit Division staff did encourage LTD to apply for the total amount to cover the District's nonurban needs. Having submitted an application could mean that any unfunded projects would have a better chance of being funded in the future.

Ms. Calvert asked what funds the State would use to fund the 20 percent local match. Mr. Viggiano replied that it would be allocating stripper well money for that purpose.

Ms. Eberly asked about the cost comparison between urban and nonurban buses. Mr. Viggiano replied that the cost is comparable.

Public Hearing on Grant Application for Section 18 Federal Capital Funds: Ms. Calvert opened the public hearing on the District's grant application for federal Section 18 capital funds for use in providing non-urban service. There was no testimony from the audience, and the public hearing was closed.

MOTION

Board Deliberation: Ms. Eberly moved that the Board authorize staff to submit a grant application for federal Section 18 capital funds, in the total amount of \$870,000, to the Oregon Public Transit Division. After being seconded by Mr. Parks, the motion carried by unanimous vote.

VOTE

REVISION OF PRIVATIZATION POLICY: Ms. Calvert commented that revision of the previously adopted privatization policy was basically a "housekeeping" measure, required by the Urban Mass Transportation Administration.

MOTION

Mr. Brandt moved that the sentence reading "Competitive cost evaluations will be based on fully allocated costs" be added to section 4.3 of the privatization policy, as written in the agenda packet for that meeting. Ms. Eberly seconded the motion, which then carried unanimously.

VOTE

TRANSPLAN ANNUAL ENDORSEMENT: Ms. Loobey stated that this was another "housekeeping" measure. The Board approved the TransPlan last year, and no significant changes have been recommended. However, included in the Plan is a requirement for annual endorsement by the local agencies which originally approved the Plan.

MOTION

Mr. Brandt moved that the Board endorse the Eugene-Springfield Metropolitan Area Transportation Plan (TransPlan) as of September 16, 1987. After seconding by Ms. Eberly, the motion passed by unanimous vote.

VOTE

ITEMS FOR INFORMATION AT THIS MEETING: Ms. Calvert requested that the two Executive Sessions scheduled for the meeting be held after the items for information.

Board President's Report on APTA Governing Board Members Seminar: Ms. Calvert attended an APTA Governing Board Members Seminar in July. She said it was the first such seminar she had attended as an LTD Board member, and she found it to be very worthwhile. She stated that the individual sessions were well done, and that she had met people from across the country. The sessions helped her, she said, to recognize that Lane Transit District is fortunate to be the size and complexity of system that it is, especially in relation to territorial graffiti, vandalism, private police, etc., found in most of the larger systems.

One of the sessions she attended related a customer profile to service, in which the presenters discussed the dissatisfied patrons who do not speak up and will not use the service if they have an alternative; and the complainers, who will continue to ride, and 95 percent of whom will become supportive if the problems are taken care of. One task, therefore, is to find new ways to encourage the people who are dissatisfied to verbalize their dissatisfaction.

Mr. Pusateri asked if any sessions focused on the safety and security of the bus drivers in the big cities. Ms. Calvert said she heard informally from other participants that some of the drivers are actually in cages on the buses. Ms. Loobey added that in San Francisco it is difficult to find drivers who are willing to bid on work in certain areas.

Ms. Calvert said that she found the July seminar so worthwhile that she had decided to attend the APTA Annual Meeting in San Francisco in late September, and encouraged other Board members to attend similar kinds of activities when they can.

New Operations Facility Project Update: Ms. Calvert commented that the property for the new site looked like a "big sandbox" now, because of the earthwork that had begun. Ms. Loobey called the Board's attention to page 43 of the agenda packet, to a summary sheet which lists bids that have been awarded, to whom they were awarded, the original estimate, actual bid, and variance. This summary sheet will be updated as new bids are awarded, and will be included in future agenda packets. Also included in the agenda packet for this meeting was a staff memorandum which explained progress since the last meeting in relation to earthwork, design, and the value engineering recommendations.

Planning Survey of South Willamette Area: In response to requests for extended bus service in the South Willamette Street area, staff recently conducted a mail survey of area residents. A copy of the survey and its results were included in the agenda packet for the September meeting. Mr. Viggiano explained that staff had reviewed a number of variables, such as car availability and housing density, in addition to

the survey. This review led staff to conclude that addition of the service would not be productive at this time.

Ms. Eberly asked if staff had talked with Mindy Combs, who had originally attended a Board meeting to request the service. She stated that the agenda materials clearly showed that a lot of study and thought went into the decision, and wanted to be sure that Ms. Combs understood that. Mr. Viggiano replied that a member of the Planning staff, Paul Zvonkovic, had contacted her and explained staff's decision. Although Ms. Combs was not happy with the decision, she did understand that her request was considered carefully before a decision was made.

APTA Annual Meeting/Acting General Manager: Ms. Calvert stated that she, Ms. Loobey; Mark Pangborn, Director of Administrative Services; Ed Bergeron, Marketing Administrator; and Sue Hanson, Marketing Representative, would be attending the American Public Transit Association's Annual Meeting in San Francisco from September 26 through October 1. During that time, Tim Dallas, Director of Operations, will be Acting General Manager.

Ms. Loobey said that this meeting is an annual event, but the accompanying expo of buses and bus related equipment and services occurs once every three years. The APTA Western Meeting will be held in April in Monterey. Board members will be given information on the conference as it is received, and Ms. Loobey encouraged Board members to contemplate attending.

Oregon Transit Association Annual Meeting: The Oregon Transit Association will hold its Annual Meeting on October 29 and 30 at the Red Lion in Springfield. No printed agenda was yet available, but Ms. Loobey stated that Governor Goldschmidt is scheduled to speak at lunch on Friday, and the Chairman of the Oregon Transit Commission on Thursday. OTA will also be honoring the transit legislator of the year, Al Young, a Democrat from Hillsboro, who was instrumental in helping OTA with transit issues in the last legislative session. On Wednesday, October 28, an early bird reception will be held in the evening, and sessions will be held all day Thursday and part of Friday. Ms. Loobey encouraged Board members to attend any or all of the sessions; more information will be distributed as it becomes available. Mr. Parks and Ms. Eberly stated that they would both be out of town during the Annual Meeting.

Special Services Report: Ms. Calvert stated that the Oregon Transportation Commission had toured the Eugene/Springfield area on a special charter on September 15.

Fourth Quarter Ridership Summary: Joe Janda, MIS Administrator, called the Board's attention to the written report on page 55 of the agenda packet. He stated that FY 86-87 was a positive year for the District. Ridership increased 3.9 percent for the year, due to several factors, such as community growth, market penetration, and maturation of service changes which were made a year or two ago. Farebox revenues also

increased. Services were reallocated but not increased significantly, so productivity also increased.

Mr. Janda explained that the cost per trip, discussed on page 57, is a measure of how much it costs the District to provide each trip. This amount decreased from \$1.32 in FY 85-86 to \$1.24 in FY 86-87 (these amounts are adjusted for inflation back to 1978). In today's dollars, the cost per trip is \$1.99. Mr. Janda stated that this amount has been decreasing for about five years, largely due to efficiencies in operating costs.

In 1986-87, user funding provided 19.1 percent of the total operating cost of providing service, a 4.0 percent increase over FY 85-86. It is projected that this percentage will continue to increase.

Mr. Janda stated that the next quarterly report will perhaps include a somewhat more in-depth report on some of the performance measures. Staff wish to begin to give more information and to obtain feedback on which performance indicators the Board would like to hear more about for future reports.

Ms. Calvert asked if Lane County Fair ridership was higher this year than last. Mr. Janda replied that Fair ridership increased approximately 2 percent this year, but that occurred in August so was not shown on this report. Ms. Eberly said the numbers for the Oregon Country Fair were outstanding, and asked about the Lane County Fair ridership figures. Mr. Janda stated that ridership this year was 155,000.

Ms. Calvert also asked about final figures on youth pass sales. Mr. Janda replied that 1,858 passes were sold, an increase of approximately 25 percent over last year's sales. Ms. Eberly commented that the Eugene teachers' strike caused a lot of area youth to be out of school during the heaviest marketing for the campaign, which occurs to a great extent in the schools. Mr. Janda stated that there was a tremendous increase in youth pass sales throughout last year, and that this carryover ridership is a goal of the summer youth pass campaign.

EXECUTIVE SESSION PURSUANT TO ORS 192.660(1)(e) and ORS 192.660

MOTION

(1)(d): Mr. Brandt moved that the Board adjourn to Executive Session pursuant to ORS 192.660(1)(e), for the purpose of conducting deliberations with persons designated by the governing body to negotiate real property transactions; and pursuant to ORS 192.660(1)(d), to conduct deliberations with persons designated by the governing body to carry on labor negotiations. Mr. Pusateri seconded the motion, and the Board unanimously moved into Executive Session at 8:20 p.m.

VOTE

RETURN TO GENERAL SESSION: After the Board returned to general

MOTION

session, Mr. Brandt moved that following resolution be adopted:

BE IT RESOLVED that it is necessary for Lane Transit District to acquire the property of Moyer Theatres, Inc. described on the

attached sheet, for the purpose of constructing a new administration and operating facility for Lane Transit District on said land; that the sum of \$547,500 is determined to constitute just compensation for said property and that there will be no damages for the taking of said property.

BE IT FURTHER RESOLVED that the General Manager is directed to make written offers to purchase said parcel, subject to approval by the Urban Mass Transportation Administration, at the value set forth hereinabove, less the amount of all taxes, assessments, and liens.

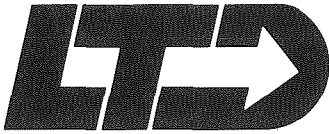
This resolution supersedes the Resolution approved by the Board and dated February 18, 1987, concerning said property of Moyer Theatres, Inc.

VOTE Ms. Eberly seconded the motion, and the Resolution was adopted by unanimous vote.

MOTION Mr. Brandt then moved that the Board authorize the General Manager to negotiate to a value no greater than \$560,000 if the first offer is not accepted, with the rest of the items in the Resolution which was just adopted remaining the same. Ms. Eberly seconded, and the motion carried by unanimous vote.

MOTION ADJOURNMENT: Ms. Eberly moved that the meeting be adjourned. The motion was seconded by Mr. Parks, and the meeting was unanimously adjourned at 9:55 p.m.

Board Secretary



Lane Transit District

P.O. Box 2710 Eugene, Oregon 97402 Telephone: (503) 687-5581

October 21, 1987

TO: Board of Directors
FROM: Stefano Viggiano, Planning Administrator
RE: New Facility Project Update

Funding

The District has received notification from the Urban Mass Transportation Administration that the amended section 3 grant has been approved. Therefore, all federal funding for the project has been approved and is available.

Earthwork Construction

Earthwork construction is nearing completion. The issues surrounding the construction of improvements to the drainage ditch south of the site have been resolved and the ditch improvements have been completed. There have been no other significant problems during this phase of construction.

Design

Design work is proceeding smoothly. Staff have worked with the design team on the detail layout of the various rooms and on the selection of interior and exterior materials and interior furnishings, and are now reviewing details of the mechanical and electrical systems. Some staff also visited the new Pierce Transit facility in Tacoma, Washington, and were able to bring back several good design ideas that can be applied to the LTD facility.

Land Acquisition

The District has received verbal approval from UMTA of the purchase of the Moyer property. Written approval may be received before the October 21 Board meeting.

Staff will be available at the meeting to answer any questions about this project.


Stefano Viggiano
Planning Administrator

SV:ms

5884 E Street
Springfield, Or.
9-21-87

Lane Transit District
Board of Directors
c/o Lane Transit District Admin
P.O. Box 2710
Eugene, Or. 97402

Dear Board Members:

I would like to make a
complaint about a Thurston
p.m. bus driver.

Tonight (Monday, 9-21)
my husband, Layton, and
I walked 21 blocks from
our home in Thurston to
the House of Yogurt on 42nd
street.

On the way home, because
darkness had set in
sooner than we had ex-
pected, we decided we'd
better catch the bus back
home. So we waited at
the 44th and Main bus
stop for the next bus.
A few moments later -

at 8:00 p.m., we saw the #11 bus approaching so I stepped out to the curb and waved. The bus driver slowed a little but didn't stop for another approximately 200 yards.

I ran, something I shouldn't do, but when we had nearly reached the bus, the driver sped off.

We were really disappointed in the driver's behavior - and didn't feel so secure walking the 19 blocks more in the dark.

Are the schedules so tight that a driver can't wait 30 seconds for would-be passengers to catch up to the bus?

We believe that this driver should at least be talked to regarding this incident.

Thank you. Sincerely,
(Mrs) Carol Kie Fletcher



Lane Transit District

P.O. Box 2710 Eugene, Oregon 97402 Telephone: (503) 687-5581

October 8, 1987

Carol Lee Fletcher
5884 "E" Street
Springfield, Oregon 97478

Dear Mrs. Fletcher:

We are sorry that you were passed by on September 21, 1987 by the #11 Thurston bus. We work very hard to prevent situations such as you described from happening.

A field supervisor from the transportation division has talked to the operators of the only buses which were at the 44th and Main stop between 7:49 p.m. and 8:19 p.m. Neither operator recalls seeing passengers at this stop. Both operators have assured their supervisor that they will be especially watchful for passengers at all stops, because they wish to maintain their excellent customer relations records.

If this, or any other problem, should occur again, please contact either Don Gray, Transportation Administrator (687-5592), or Bob Hunt, Transportation Supervisor (687-5597). They will be happy to assist you.

I hope you will continue to use our service, and that you find it reliable and convenient.

Sincerely,

/s/
Phyllis Loobey
General Manager

PL:bh:js



October 21, 1987

MEMORANDUM

TO: Board of Directors
FROM: Andy Back, Transit Planner
RE: Holiday Service

In July 1987, the Board of Directors, responding to a patron's request, authorized staff to implement a Holiday Service Program using local taxi companies. The objective of the program was to provide a transportation option to transit dependent patrons on Thanksgiving, Christmas, and New Year's Day, the only days during which LTD does not currently offer fixed-route service. This memo summarizes the details of the Holiday Service Program. Many of the service details will be finalized as Thanksgiving, the first Holiday, draws nearer.

Details of the Holiday Service include:

- A) The purpose of the Holiday Taxi Service is to provide service on Christmas, New Year's Day, and Thanksgiving for those who normally use the bus and those who will use it in the future.
- B) The Holiday Taxi Service will be implemented through a user-subsidy system where the subsidy to the user would be discounts on future passes and tokens. The subsidy can be used toward any type of pass (either day passes, monthly passes, or term passes).
- C) To participate in the program, a patron would be required to obtain a receipt from the taxi operator and take it to the Customer Service Center (CSC) to receive a discount. With the receipt, the patron would turn in a form which indicated basic information about the taxi trip. The form could be filled out when the patron goes to the CSC to receive the discount, and would not have to be obtained prior to the taxi trip. A correctly filled out form would include information regarding the origin and destination of trips, trip distance, and cost of trip.
- D) The taxi company's only obligation would be to issue a receipt showing the date and the name of the particular taxi operator. There

will be no contract between LTD and any taxi company. The District would, however, reserve the right to inspect the taxi company's log books, in order to verify that a particular trip indicated by a particular receipt actually occurred.

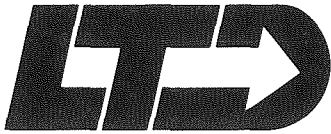
- E) Individuals over the age of 80 would also be reimbursed through a discount on a future pass or token. Since people over 80 ride the fixed-route system for free and don't purchase passes or tokens, this method of reimbursement will probably not be very attractive. However, because individuals over the age of 80 would be able to give their discount to a friend or relative, there would be some incentive to use the Holiday Taxi Service.
- F) In order to receive discounts on passes or tokens, all reimbursements must be made through the CSC within one month of the particular holiday. Reimbursements must be made in person; they will not be made through the mail.
- G) The amount of the discount would be based on the cost of individual taxi trips minus 65 cents. There will be a maximum \$10 discount for each holiday (i.e., taxi receipts in excess of \$10.65 would only be eligible for a \$10 discount). Such a cap (as opposed to a per trip cap) gives the individuality flexibility in deciding number of trips and/or distance (i.e., one long trip or several short ones).
- H) Consistent with the District's policy of providing 100 percent accessible service, patrons with mobility impairments who would normally use wheelchair lifts on the fixed-route system would arrange for rides through Special Mobility Services. In order to use this system, trips must be reserved 24 hours prior to departure. Special Mobility Services will also be providing service to Dial-A-Ride patrons on these particular holidays.

Staff will be available at the meeting to answer any questions the Board may have concerning the Holiday Service Program as it is currently designed.



Andy Back
Transit Planner

AB:ms:js



Lane Transit District

P.O. Box 2710 Eugene, Oregon 97402 Telephone: (503) 687-5581

October 21, 1987

MEMORANDUM

TO: Board of Directors
FROM: Ed Bergeron, Marketing Administrator
RE: Current Advertising Campaign Materials and Ads

The summer and fall months are particularly busy times for LTD Marketing. Several important ridership promotions occur during this period, along with the production and distribution of key rider communications materials.

At the October 21 Board meeting, Marketing staff will review recent promotions and communications efforts, and display some of the tools of these successful campaigns. The October Board Packet also features staff reports which discuss these programs in detail.

Late last year, staff began the development of a new television advertising campaign designed to encourage bus ridership by boldly discussing rider benefits. After a series of meetings within Marketing, with the staff Executive Committee, and with the Cappelli Miles and Wiltz, Inc. advertising agency, an image advertising campaign direction was established.

Late this spring, two television spots were produced which compare bus riding to the benefits of owning a Honda Spree scooter and a Ferrari automobile. These innovative ads were previewed for the Board earlier this summer. Last month, at the American Public Transit Association Annual Meeting in San Francisco, it was announced that the two spots had garnered for LTD the 1987 First Place AdWheel Award for excellence in transit advertising. More important than the award, however, is the favorable recognition and response the ads have already received from the community. Staff will attempt to measure this response through market research planned for this fall.

Two more spots were completed late this summer. One highlights and changes with the frequent and varied special event services, and the other combines suburban and bicycle service images with the relaxation and recreation attributes of bus riding. A third spot, which discusses the

Board of Directors
Current Advertising Campaign
October 21, 1987
Page 2

benefits of riding Sports Shuttles to University of Oregon Football games at Autzen Stadium, was produced early this fall. The three new ads will shown at the October Board meeting.

For LTD, television advertising has proven to be the most effective technique for building awareness of the District's various services and strengthening LTD's market image. Staff expect that it will continue to play a critical role in maintaining a five-year trend of consistent yearly ridership growth.



Ed Bergeron
Marketing Administrator

EB:ms:js



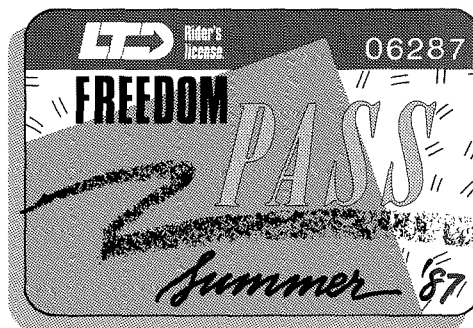
Lane Transit District

P.O. Box 2710 Eugene, Oregon 97402 Telephone: (503) 687-5581

October 21, 1987

MEMORANDUM

TO: Board of Directors
FROM: Ronnel Curry, Marketing Representative
RE: 1987 Freedom Pass Promotion



I. SUMMARY

The 1987 Freedom Pass was valid May 1 through September 9, and sold for \$19.95 to anyone 17 and under. This year, 1,858 Freedom Passes were sold to area youth. This represents a 17.2 percent increase over last year's sales. For the fourth year, the District has utilized this promotion to increase youth ridership, promote general transit use, and to communicate to the entire community that LTD serves a need for youth and their parents.

II. GOALS

The goals of the promotion were to increase Freedom Pass sales over last year, boost summer ridership, expand promotion and advertising to parents, and maintain relationships with cooperative sponsors.

III. THEME

This year's campaign reused the Freedom Pass name. The pass and campaign materials had a new design. The style and color matched current trends, which easily attracted the attention of youth. All elements of the campaign complemented each other and sold the benefits of the pass--freedom.

IV. ADVERTISING CAMPAIGN

The following advertising elements comprise a well-balanced, extremely strong, and comprehensive advertising campaign. The Freedom Pass is still a new product and the youth market has a high turnover rate. To maintain or increase sales, a campaign of this scope and substance is required.

A. Radio

An exclusive buy with KSND Radio, the number one youth station, gave LTD approximately 230 30-second spots. The 1986 youth-directed radio advertisement was used. KSND co-sponsored the Freedom Pass school events by providing disc jockeys, prizes, music, and promotional spots.

B. Outdoor Advertising

1. Billboard--The District utilized credit from the billboards located on the LTD property and placed 17 Freedom Pass advertisements on Eugene/Springfield area billboards. This greatly expanded the exposure of the campaign at a minimal cost for materials.
2. Bus Boards--Freedom Pass advertising boards were placed on 33 buses. Placement of eight of the 33 boards was offered to LTD at no cost from the vendor because of the District's past patronage.

C. Television

1. Youth--The 1986 "Joel" spot ran again on MTV and KOZY. A total of 218 30-second spots aired.
2. Adult--A new 30-second commercial was produced to increase purchases made by parents; research indicates that parents purchased 40 percent of the passes. This commercial informed parents of the benefits that the Freedom Pass offers them--freedom to do what they want to do instead of chauffeuring their children. This ad received the Second Place APTA AdWheel Award for television.

D. Newspaper

1. Youth--Two ads were placed in each high school newspaper promoting the pass and the school events.
2. Parent--Three advertisements, titled, "Give your kids the run around," were placed in *The Register-Guard*. This ad won the Third Place APTA AdWheel Award for newspaper.

V. PRINTED MATERIALS

Passes, Fliers, and Posters--The pass was designed to decrease the possibilities of fraud with the use of foil stamping and to be more of a status symbol for the Freedom Pass holder. The posters and fliers were designed to complement the pass design and featured the theme, "Get your rider's license." These pieces received the Second Place APTA AdWheel Award in the printed materials category.

VI. PUBLICITY

- A. News releases were submitted to neighborhood, business (EWEB, Register-Guard, and PNB, etc.) and organizational newsletters which reached approximately 75,500 individuals.
- B. The Freedom Pass receives a great deal of community-wide support. An example of this is that approximately 2,500 fliers and 100 posters were distributed by over 66 youth organizations, youth employers, and youth-oriented businesses.

VII. SCHOOL EVENTS

For the third year, LTD staff reached more than 6,000 area youth at 18 area middle and high schools. Lane Transit hosted 28 individual lunch time events that demonstrated to the students that riding the bus is fun and easy. This positive impression helps increase Freedom Pass sales and youth ridership throughout the year, and trains future commuters. Coca-Cola Bottling Company of Eugene and KSND radio provided free prizes and entertainment for these events. The 4-J School District strike by teachers did prevent LTD from holding promotions at two schools, and decreased the overall publicity impact.

VIII. SALES DISTRIBUTION


- A. Freedom Passes were sold at major sales outlets. The CSC sold 865 passes and area 7-Eleven Stores sold 696. Other outlets included First Interstate Banks, Springfield Pharmacy, Family Drug, and the University of Oregon and Lane Community College Bookstores.

IX. COSTS

Advertising (Production and placement)	
Television	\$14,022.50
Radio	3,354.00
Newspaper	3,636.88
Bus Board	1,422.50
Billboard	185.00
Printed Materials (Production and printing)	
Passes	1,087.00
Fliers	1,706.60
Posters	1,480.00
School Events	
Equipment	<u>116.50</u>
Total	\$27,010.98

X. REVENUE

Passes Sold	1,858
Unit Price	\$ <u>19.95</u>
Total Revenue	\$ 37,067.10


Ronnel Curry
Marketing Representative

RC:sjh:js

attachments: flier
adult newspaper advertisement

Get your rider's license.

Unlimited bus rides. Anytime. Anywhere.
All summer. For anyone 17 or under.
Just \$19.95. Get yours today.
You'll be cruisin' tomorrow.

LTD 687-5555

Freedom Passes are valid May 1 through September 9
and are available now at the LTD Customer Service
Center (10th and Willamette), 7-Eleven Stores, First
Interstate Banks and other area outlets.



ksnd 93.1
THE HOT FM

Enjoy
cherry
Coca-Cola.

No 08569

Keep this flyer! You might win a
prize. KSND will announce the
lucky numbers.

No 08569





Give your kids the run around.

Send them wherever they want to go! To school. To the park. To the mall. *On the bus.* Anytime. Anywhere. All summer. With a Freedom Pass. For anyone 17 or under. Just \$19.95. Valid May 1 through September 9. On sale now. At the LTD Customer Service Center (10th and Willamette), 7-Eleven Stores, First Interstate Banks and other area outlets.

Unlimited rides for them. Unlimited possibilities for you. Get one for each of your kids today. Stop driving yourself crazy.



Lane Transit District
For more information call
687-5555

LTD BOARD MEETING
10/21/87 Page 28



Lane Transit District

P.O. Box 2710 Eugene, Oregon 97402 Telephone: (503) 687-5581

October 21, 1987

MEMORANDUM

TO: Board of Directors
FROM: Paul Zvonkovic, Transit Planner
Sue Hanson, Marketing Representative
RE: 1987 Lane County Fair

GOAL

To encourage riders and non-riders to ride the bus to the Lane County Fair, and to promote bus riding as an alternative to driving a car throughout the year.

I. SERVICE HIGHLIGHTS

Beautiful weather marked a successful Lane County Fair in 1987. The Fair had gate admissions of approximately 389,500 during the six days of August 18-23. This was 13,000 more than the average of 376,000 during the past two years.

Bus ridership followed the pattern of improvement in Fair attendance. System ridership increased to 158,471 rides, 2.0 percent better than the 1986 total of 155,477. Each year, ridership for Lane County Fair week exceeds the high ridership records of the previous year. A table showing the trend of system ridership since 1984 is shown below.

SYSTEMWIDE RIDERSHIP
DURING LANE COUNTY FAIR -- 1984-1987

<u>Year</u>	<u>Ridership</u>	<u>Percent Increase from Previous Year</u>
1984	128,376	----
1985	150,516	+17.2%
1986	155,477	+ 3.3%
1987	158,560	+ 2.0%

Expansion of the Lane County Fair special shuttle service increased the number of shuttle rides from 48,354 in 1986 to 52,747 in 1987, a 9.1 percent improvement. Shuttles serving the Eugene Mall and the park and ride lot at River Road Transit Station have been established for several years and continue to draw a combined average of nearly 8,000 rides per day. A new Lane County Fair park and ride lot was established this year at South Eugene High School. It averaged almost 900 rides per day.

II. SERVICE ADJUSTMENTS FOR 1988

- A. Monitor Existing Services and Conditions--Staff will continue to maintain close contact with the Lane County Fair Board to determine the impact of Fair events on system operations and promotions. Staff are coordinating efforts with the Fair and the City of Eugene to improve 13th Avenue traffic flow and bus turnout areas.

Staff are also monitoring the progress of the new South Eugene High School shuttle to the Fair. Ridership on this shuttle was low compared to the others, but now that it is established it should follow the trend of the other shuttles by increasing substantially in its second year.

- B. Scheduled Service Increases During Heavy Ridership Periods--Staff will continue to schedule extra buses at select times during Fair week, such as after popular concerts and at Fair closing time. Staff will also:
1. **Supplement the Special Shuttles** during huge free events, such as the free admission/free pancake breakfast promotion by Safeway.
 2. **Consider Increased Service for the Springfield Area**, either by special direct Fair shuttles from Autzen Stadium or Springfield City Center, extra buses on regular routes, or a combination of both.
 3. **Consider Extending Service on Sundays until the Fair closes.** Fair admissions increased on Sunday this year while ridership decreased, suggesting that many people who stay at the Fair on Sunday evening would use transit service if it were available until 9:30 p.m.

III. ADVERTISING THEME

Our 1987 theme promoted riding the bus to the Fair as part of the Lane County Fair experience--one of the rides. Advertising messages emphasized that taking the bus to the Fair is fun, free, convenient, and easier than parking and walking to the gate. Sponsorship of the free rides by the Lane County Fair was also included.

IV. PROMOTIONAL ACTIVITIES

Two Booths--In addition to the outdoor kiosk intended to assist bus riders, Lane Transit had a booth in the Exhibit Hall in a prime location. Cappelli Miles Wiltz Avery & Kelly designed the materials to be used on the District's modular display. It featured people taking the bus to a variety of activities. The pieces can be used for many public relations functions in the future. Marketing and Planning staff were on hand to assist visitors with trip planning.

Game and Giveaways--15,187 people visited the LTD booth at the Fair in six days. This is 199 people per hour. Each one looked at the LTD display and spun a Wheel of Fortune to win prizes. LTD yardsticks, pencils, plastic book marks, day passes, monthly passes, and grand prizes of 12 monthly passes were given away.

Given Away:	Yardsticks 4,892	Pencils 4,895	Book Marks 3,160 sets	Day Passes 694
Coupons Issued:	Day Pass 940	Monthly Pass 600	Annual Pass 6	
Coupons Redeemed:	153	194	2	

V. ADVERTISING COMPONENTS

- A. Advertising included new radio ads and three bus boards reflecting the '87 theme. A new Special Events Shuttle sign was placed at shuttle lots. The brightly colored signs make the lots easy to locate and assist in publicizing LTD shuttle service for various events.
- B. Newspaper--A new ad directed toward non-riders provided information on where to catch the Fair shuttles and the frequency of service. The intention of this ad was to increase ridership to the Fair by non-riders by showing them how easy it is to take the bus to the Fair.

- C. **Television**--During August the Ferrari, Scooter, and a Special Events ad ran. A written message appeared at the end of the Special Events ad, telling people to take the bus to the Fair.
- D. **Print Pieces**--Two pieces were produced: (1) a full-color brochure directed at non-riders to convince them to try the bus; and (2) a leaflet for Fair shuttle riders providing information on the frequency of service and the last departure times for each route.

VI. PUBLICITY

Bus Talk; on-board posters; news stories; signs on the fare boxes; and signboards at the Fairgrounds, the Special Section, and River Road Transit Station notified patrons about the Fair service.

VII. EXPENSES

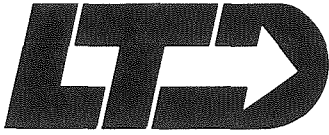
Advertising Production and Placement	
Radio	\$2,654
Bus Boards	4,900
Newspaper	2,577
Exhibitor book	858
Giveaways	
yardsticks	1,391
pencils	462
book marks	212
Printed Materials	
4-color brochure	458
leaflet	1,088
Booth expenses	4,512
Miscellaneous	559
<hr/>	
Total	\$19,671


Paul Zvonkovic
Transit Planner


Sue Hanson
Marketing Representative

PZ:SH/sjh

attachments: Fair brochure
Fair leaflet



Lane Transit District

P.O. Box 2710 Eugene, Oregon 97402 Telephone: (503) 687-5581

October 21, 1987

MEMORANDUM

TO: Board of Directors
FROM: Andy Vobora, Customer Service Manager
RE: Fall Service Campaign

Implementation of fall service is the busiest time for LTD marketing, and will have a major impact on ridership throughout the year. This campaign has traditionally focused on system adjustments, but in recent years the system has stabilized and the focus has shifted to a target marketing approach. With only minor adjustments in timepoints and routes, an opportunity to enhance LTD's overall image and awareness in the community arose.

In 1987, these focus areas included the introduction of a three-month pass for the general public, a new commuter express route from Santa Clara, and general system adjustments. Marketing efforts targeted to these areas will be discussed in further detail in the sections below.

THREE-MONTH PASS

Since the introduction of the term pass for college students, there has been continued interest among LTD's monthly pass buyers for a multi-month pass. In September of this year, the LTD Customer Service Center (CSC) began selling the Three-month Pass, and preliminary sales figures indicate positive response.

The marketing of this pass is targeted at current riders, specifically, monthly pass users, which allows the District to utilize lower cost, in-house methods of advertising. Bus Talk (LTD's rider newsletter), flyers, displays, and driver memos were all used to inform customers of the new pass. Support was given through newspaper advertising, radio advertising, and bus posters developed by Cappelli Miles Wiltz Avery & Kelly.

#51X EXPRESS

The targeting of work or school commute riders brought about the introduction of LTD's second limited-stop express route. The success of the #11X Express along the Thurston route spurred the inception of the #51X Express for another of the systems corridors.

Marketing of new service was targeted toward both current and potential riders in the sector. Informing current riders was accomplished through targeted posters on the buses in the Santa Clara area, driver communications, and Bus Talk information. Non-rider marketing was accomplished by using the reader board located on River Road, and by a direct mailing to area residents. Since the direct mail piece would be received by both riders and non-riders, it was designed to reach both markets. One component was geared to expounding the many benefits of riding the bus, while the second highlighted the new express service. Two free ride coupons, valid only on the #51X route, were included in the second component. These coupons allowed riders and non-riders the opportunity to try the new route. The return rate cannot be determined at this time since the promotion continues through October 30, 1987.

GENERAL ROUTE AND SCHEDULE COMMUNICATIONS

While the adjustments in the system were minor, major impacts on certain riding groups needed to be communicated.

In the Southwest Eugene area, a shifting of evening and weekend service from a non-productive route affected some riders. To communicate this, a direct mail piece was targeted to that area. Using the two-component approach described in the #51X Express piece, the Southwest sector mailing notified area riders of the adjustments and suggested options for those riders losing service. Non-riders in the area were again exposed to the riding benefits brochure. Bus stop sign information was posted in the weeks prior to implementation to reinforce the message, and traditional means of notification (such as updated timetables, posters on the buses, etc.) were utilized.

A station relocation at the Eugene Transit Station was communicated to riders through displays downtown, posters, and the positioning of large signs in the shelters. LTD personnel were available throughout the first day of implementation to direct riders to the correct location.

All system adjustments were consolidated into a general press release. This release produced good coverage in *The Register-Guard* and allowed LTD to gain exposure through a television interview on KVAL-TV.

Board of Directors
Fall Service Campaign
October 21, 1987
Page 3

The efforts described provide a sample of the different means by which the Fall service campaign was implemented. This brief description does not include many areas addressed during the campaign. The results of these efforts and those which are still in progress will be seen in the months ahead. Much of the success of the fall service campaign is accomplished by the high quality of LTD bus operators, and the dedication they demonstrate by understanding the system changes and individually marketing the services provided by the District.


Andy Vobora
Customer Service Manager

AV/sjh:js



Lane Transit District

P.O. Box 2710 Eugene, Oregon 97402 Telephone: (503) 687-5581

October 21, 1987

MEMORANDUM

TO: Board of Directors
FROM: Ed Bergeron, Marketing Administrator
RE: University of Oregon/Lane Community College
Marketing Campaign

October marks the return to local colleges for thousands of area students, many of whom represent potential transit customers. In September and October, LTD staff implemented several promotional strategies to communicate the details and benefits of bus ridership, and to attract these new riders onto the system.

In September, a combined Rider's Digest/System Map was mailed to all households in the service area, providing everyone with a detailed, comprehensive look at LTD's routes and schedules. Also in September, the Back-to-School/Orientation issue of the *Oregon Daily Emerald* featured a two-page article highlighting LTD services to students, faculty, and staff. Later that month, a presentation was given to an orientation gathering of several hundred University of Oregon foreign students, who later rode LTD buses to an off-campus social gathering that was organized for them by the University's International Student Office.

In October, LTD advertising in the *Oregon Daily Emerald* and the Lane Community College (LCC) *Torch* promoted bus riding and term pass sales to students, faculty, and staff at the schools. LTD part-time distribution employees staffed trip-planning displays at the two main campuses and the LCC Downtown Center, while targeted posters and brochures were distributed on the campuses, through LTD outlets, and within student activity and housing centers.

Final cost information on the school campaigns will be available in November. Area colleges represent key elements in commuter ridership growth, and will receive continued marketing efforts each term to maximize ridership from these markets.

Ed Bergeron/jp
Ed Bergeron
Marketing Administrator

EB:ms:js



Lane Transit District

P.O. Box 2710 Eugene, Oregon 97402 Telephone: (503) 687-5581

October 21, 1987

MEMORANDUM

To: Board of Directors
From: Angie Sifuentez, Marketing Representative
Re: Rider's Digest Report

Below is a review of the 1987 Rider's Digest project. A presentation will be made at the October 21 Board meeting.

Goal

The goal of the Rider's Digest is to increase ridership by providing patrons with an informational booklet that is comprehensive and easy to use, read, and understand. It should also be community-oriented and be of such value that people will keep it for future reference.

Objectives

The Rider's Digest should:

1. Be easy to read and find information.
2. Include photographs of people representative of the diverse Eugene/Springfield population.
3. Be distributed to all homes and businesses.
4. Be attractive and enjoyable to read.
5. Include the System Map to create a more comprehensive publication.
6. Build awareness and interest.

Strategies

To accomplish the objectives set forth for the Rider's Digest, the following were done:

1. A color border was placed around each timetable in the Digest, making the timetable prominent and easier to find.
2. The Digest featured photographs of customers representing various ethnic backgrounds as well as a person in a wheelchair.
3. The Rider's Digest was distributed by direct mail to all households and post office boxes in the service area.
4. Local children's art and poetry were added to encourage readership, and to brighten pages that would have otherwise contained uninteresting white space.
5. The System Map was incorporated as part of the cover instead of making it a separate piece.
6. The Rider's Digest was promoted through local newspapers to build awareness and interest.

Feedback and Observations

The Rider's Digest is a very positive and popular informational booklet produced by the District. Employees, the general public, riders, and non-riders alike find it a very valuable tool. The addition of the System Map has enhanced the publication and made it more comprehensive.

Feedback from the general public indicates that the changes in the current Rider's Digest have fulfilled all of the set objectives. People find the booklet easier to read and use. The addition of color around the timetables and designing the Rider's Digest to be more community oriented were big pluses.

In addition, using photographs of people of various backgrounds shows that Lane Transit is a community-minded organization which serves all of Lane County's population. As a result, the City of Eugene's Human Rights Commission has nominated Lane Transit District for its Martin Luther King Award.

Expenses

The following is a list of expenses incurred for the design, production, printing, and direct mailing of the 1987 Rider's Digest and System Map:

Number of copies 110,000

1987 Rider's Digest Costs

Rider's Guide production	\$ 5,694.25	
Printing	<u>\$ 19,255.50</u>	
Subtotal	\$ 24,949.75	(.23 per copy)

Advertising and Distribution

Advertising production and placement	\$ 7,130.31
Direct mail service	<u>\$ 9,544.67</u>
Subtotal	\$ 16,674.98

Total Costs \$ 41,624.73

1987 System Map Costs

Color Separation Costs	\$ 872.00	
Printing costs	\$ 11,605.00	
Production Costs	<u>\$ 1,800.00</u>	
Total Costs	\$ 14,277.00	(.13 per copy)

The combined production and printing cost per copy was \$.36. This cost compares very favorably to those of the previous year.

<u>Year</u>	<u>Item</u>	<u>Quantity</u>	<u>Cost per copy</u>
1985	System Map	40,000	\$.37
1986	Rider's Guide	90,000	\$.38
1987	System Map	110,000	\$.13
1987	Rider's Guide	110,000	\$.23

This lower cost for 1987 is a result of fewer service changes, eliminating the copy on the back of the system map, and printing a larger quantity.

Angie Sifuentez
 Angie Sifuentez
 Marketing Representative

SPECIAL SERVICES REPORT
September/October 1987

<u>Date of Service</u>	<u>Sponsor</u>	<u>Denied/Granted</u>
9/25/87	University of Oregon - Eugene Celebration	Granted

specserv.jhs

LANE TRANSIT
 COMPARISON OF BUDGETED AND ACTUAL REVENUES AND EXPENDITURES
 GENERAL FUND
 FOR THE TWO MONTHS ENDING AUGUST 31, 1987 (16.67% OF YEAR COMPLETED)

	CURRENT MONTH		YEAR-TO-DATE		% ACTIVITY	YEARLY BUDGET	BALANCE
	1987	1986	1987	1986			
REVENUES							
Operating Revenues:							
Passenger Fares	106,791	98,403	219,002	197,694	14.56%	1,504,500	(1,285,498)
Charters	150	153	24,875	10,343	124.37%	20,000	4,875
Advertising	5,525	3,646	10,232	7,292	20.63%	49,600	(39,368)
Miscellaneous	121	443	264	1,292	8.80%	3,000	(2,736)
TOTAL OPERATING REVENUES	112,587	102,645	254,373	216,621	16.13%	1,577,100	(1,322,727)
Non-Operating Revenues:							
Interest	19,143	13,809	36,674	23,729	26.20%	140,000	(103,326)
Payroll Taxes	849,600	723,007	1,371,938	1,222,880	26.20%	5,236,200	(3,864,262)
Federal Operating Assistance	0	0	0	0	0.00%	893,400	(893,400)
State In-Lieu-Of Payroll Taxes	0	0	0	0	0.00%	527,500	(527,500)
State Special Transportation	123,590	50,000	123,590	50,000	35.41%	349,000	(225,410)
UMTA Planning Grants	0	0	0	0	0.00%	44,100	(44,100)
Other Operating Assistance	162	0	398	0	4.23%	9,400	(9,002)
TOTAL NON-OPERATING REVENUES	992,495	786,816	1,532,600	1,296,609	21.29%	7,199,600	(5,667,000)
TOTAL REVENUES	1,105,082	889,461	1,786,973	1,513,230	20.36%	8,776,700	(6,989,727)
EXPENDITURES							
Administration:							
Personal Services	47,667	37,492	98,768	86,120	17.83%	554,000	455,232
Materials and Supplies	8,540	10,604	28,876	30,417	25.35%	113,900	85,024
Contractual Services	8,294	7,522	14,870	12,517	13.53%	109,900	95,030
Total Administration	64,501	55,618	142,514	129,054	18.32%	777,800	635,286
Marketing and Planning:							
Personal Services	39,858	35,944	80,321	74,658	16.10%	498,900	418,579
Materials and Supplies	50,022	12,149	57,699	19,262	35.88%	160,800	103,101
Contractual Services	35,513	27,724	59,428	36,377	25.30%	234,900	175,472
Total Marketing and Planning	125,393	75,817	197,448	130,297	22.07%	894,600	697,152
Transportation:							
Personal Services	308,088	276,129	631,612	601,955	16.88%	3,742,200	3,110,588
Materials and Supplies	977	1,130	1,570	6,668	6.54%	24,000	22,430
Contractual Services	124,332	25,412	149,332	50,862	31.27%	477,500	328,168
Total Transportation	433,397	302,671	782,514	659,485	18.44%	4,243,700	3,461,186
Maintenance:							
Personal Services	78,024	72,109	161,837	159,060	16.13%	1,003,400	841,563
Materials and Supplies	77,633	50,245	138,621	97,907	14.98%	925,100	786,479
Contractual Services	12,045	10,229	19,859	29,172	13.37%	148,500	128,641
Total Maintenance	167,702	132,583	320,317	286,139	15.42%	2,077,000	1,756,683
Contingency	0	0	0	0	0.00%	192,100	192,100
Transfer to Capital Projects	0	0	200,000	0	100.00%	200,000	0
Transfer to Risk Management	0	0	391,500	0	N/A	391,500	0
TOTAL EXPENDITURES	790,993	566,689	2,034,293	1,204,975	23.18%	8,776,700	6,742,407
EXCESS (DEFICIT) OF REVENUES OVER EXPENDITURES	314,089	322,772	(247,320)	308,255	N/A	0	(247,320)

LANE TRANSIT DISTRICT
 COMPARISON OF BUDGETED AND ACTUAL REVENUES AND EXPENDITURES
 CAPITAL PROJECTS FUND
 FOR THE TWO MONTHS ENDING AUGUST 31, 1987 (16.67% OF YEAR COMPLETED)

	YEAR-TO-DATE	% ACTIVITY	YEARLY BUDGET	BALANCE
RESOURCES				
Beginning Fund Balance	2,846,462	101.58%	2,802,200	44,262
Revenues:				
UMTA Section 3	0	0.00%	1,698,800	(1,698,800)
UMTA Section 9	191,827	11.16%	1,718,400	(1,526,573)
UMTA Section 18	3,423	0.77%	443,500	(440,077)
Federal Highway Admin	1,849	ERR	0	1,849
State Assistance	0	N/A	800,000	(800,000)
Asset Sale Proceeds	0	N/A	0	0
Transfer from Gen'l Fund	200,000	100.00%	200,000	0
Capital Grant Income	40	ERR	0	40
Total Revenues	397,139	8.17%	4,860,700	(4,463,561)
TOTAL RESOURCES	3,243,601	42.33%	7,662,900	(4,419,299)
EXPENDITURES				
Locally Funded:				
Office Equipment	0	N/A	0	0
Bus Stop Improvements	0	N/A	0	0
Miscellaneous	0	N/A	0	0
Total Locally Funded	0	N/A	0	0
UMTA Funded:				
Personal Services	4,612	10.05%	45,900	41,288
Computer Software	1,254	25.08%	5,000	3,746
Office Equipment	8,760	7.53%	116,350	107,590
Maintenance Equipment	7,127	13.31%	53,550	46,423
Bus Stop Improvements	2,426	0.74%	326,800	324,374
Land & Buildings	215,701	5.23%	4,121,000	3,905,299
Buses	81	0.19%	43,000	42,919
Bus Related Equipment	0	0.00%	86,300	86,300
Service Vehicles	0	0.00%	14,000	14,000
Miscellaneous	1,101	2.75%	40,100	38,999
Total UMTA Funded	241,062	4.97%	4,852,000	4,610,938
FHWA Funded:				
Bus Stop Improvements	2,098	ERR	0	(2,098)
Total FHWA Funded	2,098	ERR	0	(2,098)
Contingency	0	0.00%	115,400	115,400
Capital Lease Principal	3,099	24.40%	12,700	9,601
TOTAL EXPENDITURES	246,259	4.94%	4,980,100	4,733,841
ENDING FUND BALANCE	2,997,342	111.72%	2,682,800	314,542

LANE TRANSIT DISTRICT
 COMPARISON OF BUDGETED AND ACTUAL REVENUES AND EXPENDITURES
 RISK MANAGEMENT FUND
 FOR THE TWO MONTHS ENDING AUGUST 31, 1987 (16.67% OF YEAR COMPLETED)

	YEAR-TO-DATE	% ACTIVITY	YEARLY BUDGET	BALANCE
RESOURCES				
Beginning Fund Balance	395,777	1.16	340,900	54,877
Revenues:				
Transfer from Gen'l Fund	391,500	N/A	391,500	0
Interest	5,503	0.37	15,000	(9,497)
Total Revenues	397,003	0.98	406,500	(9,497)
TOTAL RESOURCES	792,780	1.06	747,400	45,380
EXPENDITURES				
Worker's Compensation	172,588	0.68	253,000	80,412
Liability Program	162,262	0.33	488,500	326,238
Miscellaneous Insurance	5,343	0.91	5,900	557
TOTAL EXPENDITURES	340,193	0.46	747,400	407,207
ENDING FUND BALANCE	452,587	N/A	0	452,587

LANE TRANSIT DISTRICT
 COMPARISON OF YEAR-TO-DATE ACTUAL REVENUES AND EXPENDITURES TO BUDGETED
 GENERAL FUND
 FOR THE TWO MONTHS ENDING AUGUST 31, 1987

	YEAR-TO-DATE ACTIVITY	YEAR-TO-DATE BUDGET	VARIANCE	
			FAVORABLE (UNFAVORABLE) AMOUNT	%
REVENUES				
Operating Revenues:				
Passenger Fares	219,002	205,294	13,708	6.68%
Charters	24,875	9,000	15,875	176.39%
Advertising	10,232	8,266	1,966	23.78%
Miscellaneous	264	500	(236)	-47.20%
TOTAL OPERATING REVENUES	254,373	223,060	31,313	14.04%
Non-Operating Revenues:				
Interest	36,674	23,334	13,340	57.17%
Payroll Taxes	1,371,938	1,269,600	102,338	8.06%
Federal Operating Assistance	0	0	0	N/A
State In-Lieu-Of Payroll Taxes	0	0	0	N/A
State Special Transportation	123,590	300,000	(176,410)	N/A
UMTA Planning Grants	0	7,350	(7,350)	N/A
Other Operating Assistance	398	0	398	N/A
TOTAL NON-OPERATING REVENUES	1,532,600	1,600,284	(67,684)	-4.23%
TOTAL REVENUES	1,786,973	1,823,344	(36,371)	-1.99%
EXPENDITURES				
Administration:				
Personal Services	98,768	101,802	3,034	2.98%
Materials and Supplies	28,876	31,355	2,479	7.91%
Contractual Services	14,870	18,509	3,639	19.66%
Total Administration	142,514	151,666	9,152	6.03%
Marketing and Planning:				
Personal Services	80,321	87,120	6,799	7.80%
Materials and Supplies	57,699	32,172	(25,527)	-79.35%
Contractual Services	59,428	39,516	(19,912)	-50.39%
Total Marketing and Planning	197,448	158,808	(38,640)	-24.33%
Transportation:				
Personal Services	631,612	637,412	5,800	0.91%
Materials and Supplies	1,570	1,554	(16)	-1.03%
Contractual Services	149,332	375,084	225,752	60.19%
Total Transportation	782,514	1,014,050	231,536	22.83%
Maintenance:				
Personal Services	161,837	172,462	10,625	6.16%
Materials and Supplies	138,621	140,397	1,776	1.26%
Contractual Services	19,859	24,492	4,633	18.92%
Total Maintenance	320,317	337,351	17,034	5.05%
Contingency	0	0	0	N/A
Transfer to Capital Projects	200,000	0	(200,000)	N/A
Transfer to Risk Management	391,500	0	(391,500)	N/A
TOTAL EXPENDITURES	2,034,293	1,661,875	(372,418)	-22.41%
EXCESS (DEFICIT) OF REVENUES OVER EXPENDITURES	(247,320)	161,469	336,047	208.12%

LANE TRANSIT
 COMPARISON OF BUDGETED AND ACTUAL REVENUES AND EXPENDITURES
 GENERAL FUND
 FOR THE THREE MONTHS ENDING SEPTEMBER 30, 1987 (25.00% OF YEAR COMPLETED)

	CURRENT MONTH		YEAR-TO-DATE		% ACTIVITY	YEARLY BUDGET	BALANCE
	1987	1986	1987	1986			
REVENUES							
Operating Revenues:							
Passenger Fares	106,064	107,594	325,066	305,288	21.61%	1,504,500	(1,179,434)
Charters	1,284	400	26,159	10,743	130.80%	20,000	6,159
Advertising	5,525	3,646	15,757	10,938	31.77%	49,600	(33,843)
Miscellaneous	353	325	617	1,617	20.57%	3,000	(2,383)
TOTAL OPERATING REVENUES	113,226	111,965	367,599	328,586	23.31%	1,577,100	(1,209,501)
Non-Operating Revenues:							
Interest	15,220	14,305	51,894	38,034	37.07%	140,000	(88,106)
Payroll Taxes	(70,000)	0	1,301,938	1,222,880	24.86%	5,236,200	(3,934,262)
Federal Operating Assistance	0	0	0	0	0.00%	893,400	(893,400)
State In-Lieu-Of Payroll Taxes	65,903	100,180	65,903	100,180	12.49%	527,500	(461,597)
State Special Transportation	23,194	0	146,784	50,000	42.06%	349,000	(202,216)
UMTA Planning Grants	1,569	0	1,569	0	3.56%	44,100	(42,531)
Other Operating Assistance	112	0	510	0	5.43%	9,400	(8,890)
TOTAL NON-OPERATING REVENUES	35,998	114,485	1,568,598	1,411,094	21.79%	7,199,600	(5,631,002)
TOTAL REVENUES	149,224	226,450	1,936,197	1,739,680	22.06%	8,776,700	(6,840,503)
EXPENDITURES							
Administration:							
Personal Services	46,497	43,275	145,265	129,395	26.22%	554,000	408,735
Materials and Supplies	8,414	8,953	37,290	39,370	32.74%	113,900	76,610
Contractual Services	6,413	5,696	21,283	18,213	19.37%	109,900	88,617
Total Administration	61,324	57,924	203,838	186,978	26.21%	777,800	573,962
Marketing and Planning:							
Personal Services	39,439	37,161	119,760	111,819	24.00%	498,900	379,140
Materials and Supplies	25,855	18,570	83,554	37,832	51.96%	160,800	77,246
Contractual Services	33,559	36,666	92,987	73,043	39.59%	234,900	141,913
Total Marketing and Planning	98,853	92,397	296,301	222,694	33.12%	894,600	598,299
Transportation:							
Personal Services	306,278	294,226	937,890	896,181	25.06%	3,742,200	2,804,310
Materials and Supplies	806	2,102	2,376	8,770	9.90%	24,000	21,624
Contractual Services	24,599	0	173,931	50,862	36.43%	477,500	303,569
Total Transportation	331,683	296,328	1,114,197	955,813	26.26%	4,243,700	3,129,503
Maintenance:							
Personal Services	81,987	77,465	243,824	236,525	24.30%	1,003,400	759,576
Materials and Supplies	61,013	76,710	199,634	174,617	21.58%	925,100	725,466
Contractual Services	11,001	9,301	30,860	38,473	20.78%	148,500	117,640
Total Maintenance	154,001	163,476	474,318	449,615	22.84%	2,077,000	1,602,682
Contingency	0	0	0	0	0.00%	192,100	192,100
Transfer to Capital Projects	0	0	200,000	0	100.00%	200,000	0
Transfer to Risk Management	0	0	391,500	0	N/A	391,500	0
TOTAL EXPENDITURES	645,861	610,125	2,680,154	1,815,100	30.54%	8,776,700	6,096,546
EXCESS (DEFICIT) OF REVENUES OVER EXPENDITURES	(496,637)	(383,675)	(743,957)	(75,420)	N/A	0	(743,957)

LANE TRANSIT DISTRICT
 COMPARISON OF BUDGETED AND ACTUAL REVENUES AND EXPENDITURES
 CAPITAL PROJECTS FUND
 FOR THE THREE MONTHS ENDING SEPTEMBER 30, 1987 (25.00% OF YEAR COMPLETED)

	YEAR-TO-DATE	% ACTIVITY	YEARLY BUDGET	BALANCE
RESOURCES				
Beginning Fund Balance	2,846,462	101.58%	2,802,200	44,262
Revenues:				
UMTA Section 3	0	0.00%	1,698,800	(1,698,800)
UMTA Section 9	218,415	12.71%	1,718,400	(1,499,985)
UMTA Section 18	3,792	0.86%	443,500	(439,708)
Federal Highway Admin	1,849	ERR	0	1,849
State Assistance	0	N/A	800,000	(800,000)
Asset Sale Proceeds	0	N/A	0	0
Transfer from Gen'l Fund	200,000	100.00%	200,000	0
Capital Grant Income	40	ERR	0	40
Total Revenues	424,096	8.72%	4,860,700	(4,436,604)
TOTAL RESOURCES	3,270,558	42.68%	7,662,900	(4,392,342)
EXPENDITURES				
Locally Funded:				
Office Equipment	0	N/A	0	0
Bus Stop Improvements	0	N/A	0	0
Miscellaneous	0	N/A	0	0
Total Locally Funded	0	N/A	0	0
UMTA Funded:				
Personal Services	12,108	26.38%	45,900	33,792
Computer Software	1,254	25.08%	5,000	3,746
Office Equipment	8,760	7.53%	116,350	107,590
Maintenance Equipment	7,960	14.86%	53,550	45,590
Bus Stop Improvements	2,887	0.88%	326,800	323,913
Land & Buildings	243,607	5.91%	4,121,000	3,877,393
Buses	81	0.19%	43,000	42,919
Bus Related Equipment	0	0.00%	86,300	86,300
Service Vehicles	0	0.00%	14,000	14,000
Miscellaneous	1,101	2.75%	40,100	38,999
Total UMTA Funded	277,758	5.72%	4,852,000	4,574,242
FHWA Funded:				
Bus Stop Improvements	2,098	ERR	0	(2,098)
Total FHWA Funded	2,098	ERR	0	(2,098)
Contingency	0	0.00%	115,400	115,400
Capital Lease Principal	3,099	24.40%	12,700	9,601
TOTAL EXPENDITURES	282,955	5.68%	4,980,100	4,697,145
ENDING FUND BALANCE	2,987,603	111.36%	2,682,800	304,803

LANE TRANSIT DISTRICT
 COMPARISON OF BUDGETED AND ACTUAL REVENUES AND EXPENDITURES
 RISK MANAGEMENT FUND
 FOR THE THREE MONTHS ENDING SEPTEMBER 30, 1987 (25.00% OF YEAR COMPLETED)

	YEAR-TO-DATE	% ACTIVITY	YEARLY BUDGET	BALANCE
RESOURCES				
Beginning Fund Balance	395,777	1.16	340,900	54,877
Revenues:				
Transfer from Gen'l Fund	391,500	N/A	391,500	0
Interest	8,303	0.55	15,000	(6,697)
Total Revenues	399,803	0.98	406,500	(6,697)
TOTAL RESOURCES	795,580	1.06	747,400	48,180
EXPENDITURES				
Worker's Compensation	178,607	0.71	253,000	74,393
Liability Program	163,628	0.33	488,500	324,872
Miscellaneous Insurance	5,343	0.91	5,900	557
TOTAL EXPENDITURES	347,578	0.47	747,400	399,822
ENDING FUND BALANCE	448,002	N/A	0	448,002

LANE TRANSIT DISTRICT
 COMPARISON OF YEAR-TO-DATE ACTUAL REVENUES AND EXPENDITURES TO BUDGETED
 GENERAL FUND
 FOR THE THREE MONTHS ENDING SEPTEMBER 30, 1987

	VARIANCE			
	YEAR-TO-DATE ACTIVITY	YEAR-TO-DATE BUDGET	FAVORABLE (UNFAVORABLE) AMOUNT	%
REVENUES				
Operating Revenues:				
Passenger Fares	325,066	317,024	8,042	2.54%
Charters	26,159	9,300	16,859	181.28%
Advertising	15,757	12,399	3,358	27.08%
Miscellaneous	617	750	(133)	-17.73%
TOTAL OPERATING REVENUES	367,599	339,473	28,126	8.29%
Non-Operating Revenues:				
Interest	51,894	35,001	16,893	48.26%
Payroll Taxes	1,301,938	1,269,600	32,338	2.55%
Federal Operating Assistance	0	0	0	N/A
State In-Lieu-Of Payroll Taxes	65,903	105,200	(39,297)	N/A
State Special Transportation	146,784	349,000	(202,216)	N/A
UMTA Planning Grants	1,569	11,025	(9,456)	N/A
Other Operating Assistance	510	0	510	N/A
TOTAL NON-OPERATING REVENUES	1,568,598	1,769,826	(201,228)	-11.37%
TOTAL REVENUES	1,936,197	2,109,299	(173,102)	-8.21%
EXPENDITURES				
Administration:				
Personal Services	145,265	147,042	1,777	1.21%
Materials and Supplies	37,290	41,479	4,189	10.10%
Contractual Services	21,283	33,451	12,168	36.38%
Total Administration	203,838	221,972	18,134	8.17%
Marketing and Planning:				
Personal Services	119,760	127,963	8,203	6.41%
Materials and Supplies	83,554	89,298	5,744	6.43%
Contractual Services	92,987	80,949	(12,038)	-14.87%
Total Marketing and Planning	296,301	298,210	1,909	0.64%
Transportation:				
Personal Services	937,890	949,734	11,844	1.25%
Materials and Supplies	2,376	14,238	11,862	83.31%
Contractual Services	173,931	377,093	203,162	53.88%
Total Transportation	1,114,197	1,341,065	226,868	16.92%
Maintenance:				
Personal Services	243,824	255,875	12,051	4.71%
Materials and Supplies	199,634	229,483	29,849	13.01%
Contractual Services	30,860	36,432	5,572	15.29%
Total Maintenance	474,318	521,790	47,472	9.10%
Contingency	0	0	0	N/A
Transfer to Capital Projects	200,000	0	(200,000)	N/A
Transfer to Risk Management	391,500	0	(391,500)	N/A
TOTAL EXPENDITURES	2,680,154	2,383,037	(297,117)	-12.47%
EXCESS (DEFICIT) OF REVENUES OVER EXPENDITURES	(743,957)	(273,738)	124,015	-45.30%

LANE TRANSIT DISTRICT
INVESTMENT SUMMARY
SEPTEMBER 30, 1987

INSTRUMENT	ISSUER	ISSUE DATE	MATURITY DATE	INTEREST RATE	PRINCIPAL	MARKET VALUE
LGIP	N/A	N/A	N/A	6.83% (avg.)	\$1,235,714	same
CD	Pacific 1st Federal	4-24-87	10-23-87	6.70%	\$ 100,000	same
UST NOTE	U.S. Gov't.	4-27-87	10-31-87	6.46%	\$ 500,952	\$500,156
UST NOTE	U.S. Gov't.	9-23-87	4-32-88	7.55%	\$ 994,531	\$993,125

Revised 10/15/87

OPERATIONS SUMMARY

JULY, AUGUST, SEPTEMBER 1987

	July			August		
	1987-88	1986-87	% CHANGE	1987-88	1986-87	% CHANGE
On-Time Performance	98.7%	99.7%	- 0.9%	100%	100%	100%
Safe Miles Between Accidents/Incidents	36,623	27,832	32%	49,990	22,211	125%
Miles Between Breakdowns	6,409	5,445	18%	5,813	7,635	-24%
Total Miles	256,364	250,486	2%	249,953	244,323	2%
Complaints	12	11	----	8	12	----
Compliments	5	7	----	14	3	----

	September			FISCAL YEAR-TO-DATE TOTALS/AVERAGES			
	1987-88	1986-87	% CHANGE	GOAL	1987-88	1986-87	% CHANGE
On-Time Performance	99.2%	99.3%	- 0.2%	99%	99.3%	99.7%	- 0.4%
Safe Miles Between Accidents/Incidents	40,524	17,227	135%	38,000	42,379	22,423	89%
Miles Between Breakdowns	7,484	12,694	- 41%	10,000	6,569	7,580	- 13%
Total Miles	243,149	241,177	1%	N/A	249,822	245,329	2%
Complaints	24	16	----	---	44	39	----
Compliments	9	3	----	---	22	13	----

