

LANE TRANSIT DISTRICT
REGULAR BOARD MEETING

April 10, 1984

7:30 p.m.

Municipal Courtroom #1
Eugene City Hall

A G E N D A

- I. CALL TO ORDER
- II. ROLL CALL
 - Parducci_____ Brandt_____ Calvert_____ Eberly_____
 - Nelson_____
- III. INTRODUCTORY REMARKS BY BOARD PRESIDENT
- IV. AUDIENCE PARTICIPATION
- V. ITEMS FOR ACTION AT THIS MEETING
 - A. Approval of Minutes
 - B. Second Reading, Ordinance No. 26, "An Ordinance Making the Board of Directors of the Lane County Mass Transit District (LTD) the Local Contract Review Board for LTD"
 - C. Appointment to Oregon Mass Transit Financing Authority Board of Directors
 - D. Nomination of Budget Committee Member
 - E. Approval of United Way Appointment

VI. ITEMS FOR INFORMATION AT THIS MEETING

A. Current Activities

1. Resignation of Board Member
2. Marketing Division--Informational Presentation
3. Opening of Willamette Street Between 10th
and 11th

B. Monthly Reporting

- Financial

C. Quarterly Reporting

1. Ridership
2. Operations

VII. ITEM FOR ACTION AT A FUTURE MEETING

- First Reading, Ordinance No. 27

VIII. ADJOURNMENT

AGENDA NOTES

Page No.

V. ITEMS FOR ACTION AT THIS MEETING

- A. **Approval of Minutes:** Included for Board approval are minutes of the March 13, 1984 adjourned Board meeting. 7
- B. **Second Reading, Ordinance No. 26, "An Ordinance Making the Board of Directors of the Lane County Mass Transit District (LTD) the Local Contract Review Board for LTD."** 15

Issue Presented: Should the Board adopt an ordinance establishing its own public contract review board?

Background: At its October, 1983 meeting, the Board discussed creating a District Contract Review Board to replace the Public Contract Review Board no longer being funded by the State of Oregon, and directed staff to work with legal counsel to develop the relevant policies and procedures and to draft an ordinance for Board review. At its March 13 meeting, the Board held the first reading of the ordinance, by title only.

Included in the agenda packet is a copy of Ordinance No. 26, establishing a District Public Contract Review Board in compliance with Oregon statutes, to settle disputes, decide appeals by vendors, and establish contracting procedures for the District. In order to adopt the ordinance, it must be read at two consecutive regularly scheduled meetings of the Board of Directors. The first reading was held at the March Board meeting. If the Board so chooses, it can vote to read the ordinance by title only. Extra copies of the ordinance will be available for members of the public.

It has been suggested by staff that the Board Budget subcommittee hold a work session to determine administrative procedures for the District Contract Review Board and procurement and reporting practices for the District, which will be addressed in Ordinance No. 27 at a future meeting.

Staff Recommendation: That the Board vote to read the ordinance by title only ("**ORDINANCE NO. 26, AN ORDINANCE MAKING THE BOARD OF DIRECTORS OF THE LANE COUNTY MASS TRANSIT DISTRICT (LTD) THE LOCAL CONTRACT REVIEW BOARD FOR LTD**"). The Board President should then read the ordinance by title only. After the reading, the Board will need to vote on adoption of the ordinance.

Results of Recommended Action: Upon adoption of Ordinance #26, the District will have established its own contract review

board. Staff will work with the Board subcommittee to prepare Ordinance #27, which will set procedures and practices for the District Contract Review Board. That ordinance will be presented for Board review, two readings, and adoption at future meetings.

C. **Appointment to Oregon Mass Transit Financing Authority Board of Directors:**

Background: The 1979 session of the Oregon Legislature created the financing authority to permit the financing of capital construction and equipment through bonding instruments. Under the statute, the presidents of the Boards of Directors of both Tri-Met and LTD are members of the authority. With Ted Langton's resignation, the LTD position has been vacant and official action should be taken by the LTD Board to affirm the LTD Board President, Janet Calvert, as the District's representative.

Staff Recommendation: That the Board appoint Janet Calvert, Board President, to the Oregon Mass Transit Financing Authority Board of Directors.

Results of Recommended Action: The State Treasurer's office will be advised of the affirmation of the Board President as LTD's representative.

D. **Nomination of Budget Committee Member:**

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Background: One vacancy remains on the Budget Committee. Included in the agenda packet is the nomination form for John Watkinson, who is being nominated by Judy Nelson. Mr. Watkinson attended the April 3 Budget Committee meeting and was introduced at that time.

Staff Recommendation: That the Board approve the nomination of John Watkinson to the Lane Transit District Budget Committee for a three-year term beginning immediately and ending January 1, 1987.

Results of Recommended Action: Mr. Watkinson will begin serving on the Budget Committee at the April 10 meeting, immediately following the Board meeting.

E. Approval of United Way Appointment:

Background: LTD has participated aggressively in United Way campaigns during the last ten years. In-house campaigns have been very successful, indicating a strong commitment to the organization and its goals. 17

The United Way General Chairman has asked Phyllis Loobey to participate as Public Division Chairperson in the 1984 campaign. Included in the agenda packet is a page describing the duties and timeline for that campaign.

Staff Recommendation: That the Board approve the participation by the General Manager on the 1984 United Way campaign as the Public Division Chairperson.

VI. ITEMS FOR INFORMATION AT THIS MEETING

A. Current Activities

1. Resignation of Board Member: Glenn E. (Pat) Randall recently informed staff that he had submitted his resignation from the Board of Directors to Governor Atiyeh, effective immediately. The staff and the Board wish to express their appreciation to Mr. Randall for his years of service to the District. His resignation means that there are now two vacancies on the Board of Directors, which the Governor's office is working to fill.
2. Marketing Division--Informational Presentation: 18
Ed Bergeron, Marketing Administrator, will be present at the meeting to describe to the Board the role and functions of the Marketing Division within the District and to answer any questions the Board may have. Included in the agenda packet is a memo from Mr. Bergeron for Board review.
3. Opening of Willamette Street Between 10th & 11th: 22
Enclosed for the Board's information is a staff memo which details the background and present issues involved in current proposals for improvements to downtown Eugene. Stefano Viggiano, Planning Administrator, will be present at the meeting to discuss this topic with the Board.

B. Monthly Reporting:

- Financial

Because the Board is meeting a week earlier than usual this month, the monthly financial reporting will not be finalized in time to be included in the agenda packet. It will, however, be included in the agenda packet for the May meeting.

C. Quarterly Reporting:

1. Ridership: Due to the early date of the April Board meeting, staff were not able to compile the necessary statistics for the quarterly report in time for inclusion in this packet. The report will be included in the May agenda packet.
2. Operations Summary: The quarterly Operations Department summary is included in the agenda packet for Board review.

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VII. ITEM FOR ACTION AT A FUTURE MEETING

- First Reading, Ordinance No. 27: An ordinance adopting the rules of the District Contract Review Board will need to be adopted after reading at two consecutive meetings of the Board. The Budget Subcommittee will be meeting to discuss this issue, and the first reading of the ordinance will be scheduled for a later Board meeting.

VIII. ADJOURNMENT

MINUTES OF DIRECTORS MEETING
LANE TRANSIT DISTRICT

ADJOURNED MEETING

March 13, 1984

Pursuant to notice given at the February 21, 1984 Board meeting and given to The Register-Guard for publication on March 8, 1984, and distributed to persons on the mailing list of the District, an adjourned meeting of the Board of Directors of Lane Transit District was held on Tuesday, March 13, 1984 at 7:30 p.m. in the City Hall in Eugene, Oregon.

p.m.

Present: Peter Brandt, Treasurer
Janet Calvert, President, presiding
Janice Eberly, Vice President
Judy Nelson
Larry Parducci, Secretary
Glenn E. Randall
Mark Pangborn, Acting General Manager
Jo Sullivan, Recording Secretary

News Media Representative:
Mike Stahlberg, The Register-Guard

Absent: Ted J. Langton

CALL TO ORDER: The meeting was called to order at 7:31 p.m. by President Janet Calvert.

AUDIENCE PARTICIPATION: Paul Bonney, of 587 Antelope Way, Eugene, said he appreciated the increase in bus service on Harlow Road, which is now running every half-hour instead of hourly. Mr. Pangborn, Director of Administrative Services and Acting General Manager explained that the District had used some of the extra revenues recently allotted to new service in order to increase that service. He said the expanded service was doing surprisingly well, and that when the same kind of increase was made on the Barger route a year ago, the number of people riding per hour was greater than the number who rode when the service was only one time an hour. The assumption is that half-hour service is more convenient for patrons.

MOTION APPROVAL OF MINUTES: Mr. Brandt moved, seconded by Ms. Eberly, that the minutes of the February 21, 1984 regular meeting be approved as distributed. The minutes were approved by unanimous vote, with Mr. Randall not yet present to vote.

VOTE

BOARD SALARY SUBCOMMITTEE RECOMMENDATION: Ms. Calvert stated that Mr. Parducci had pointed out to her that the Salary Subcommittee had requested an even more detailed definition of "severance" than the change staff had made in the Salary Subcommittee recommendation. She requested that the definition on page 16 be changed to read, "A severance from employment benefit, defined as leaving District employment for any reason other than preretirement death. A severance benefit is determined by length of service with the District and paid in weeks of salary."

Mr. Randall arrived at this point in the meeting.

Mr. Parducci explained that the Subcommittee had reviewed survey data on several occasions and became convinced that LTD staff are lower paid than other staff in similar organizations. The recommendation on pages 16 and 17 was a result of those discussions, and included three factors. The first recommendation was for a general adjustment of 3.5% to the administrative salary schedule; the second was for an additional adjustment to grades within the administrative salary schedule, to be administered by the Executive Committee, with an average increase of 2.8%; and the third recommendation was for a severance pay/death benefit, for which a reserve fund would need to be established. Mr. Parducci thought the word "severance" was not the right word to use, but he stated that "retirement" was not the correct term, either. Mr. Parducci added that John Sedberry of Tromp & McKinley was present again that evening to answer any questions the Board might have.

Ms. Calvert stated that the Salary Subcommittee recommendation was basically the same program that had been presented the previous month, but the Subcommittee had had some terms clarified and had become more clear about what was involved. She stated the the Subcommittee had come back to the Board with the unanimous feeling that the recommendation should be adopted.

MOTION Ms. Nelson moved that the Board adopt the Subcommittee's recommendation as presented on pages 16 and 17 of the agenda packet. Mr. Randall seconded the motion.

Ms. Calvert commented that the historical data which Ms. Eberly had requested had been included in the agenda packet. Ms. Eberly asked about the comparative study, and was concerned that the Cascade Employers survey was not available this year. David Harrison, Personnel Administrator, explained that he had surveyed local public jurisdictions as well as transit properties and local private businesses to inquire what they anticipated their administrative salary increases would be for the coming year. He contacted one private industry with its own compensation department, and they anticipated increases in the 5% to 7% range. That was the range anticipated by several larger private industries in the Eugene/Springfield area. Because Cascade Employers is coordinating its survey with other employer organizations on the west coast this year, it will be done a little later than usual. Additionally, the District is working on its administrative salary recommendations for the budget process a little earlier than usual this year.

With no further discussion, the motion carried unanimously, with Mr. Randall now present to vote. A copy of the adopted recommendation is attached.

LOCAL CONTRACT REVIEW BOARD: Ms. Calvert introduced this topic by stating that the issue had been explained at previous meetings and now the Board would be holding the first reading of Ordinance #26, which was the enabling legislation for the review board. The second reading would be held at the April meeting. The Budget Subcommittee was scheduled to begin reviewing the administrative rules and procedures, which would be covered in Ordinance #27; the first and second readings of that ordinance could take place at the April and May Board meetings. Mr. Brandt wanted to know why the Budget Subcommittee would discuss the issue, since that subcommittee would be fairly busy as the District moves into its budget deliberations. Ms. Calvert explained that there were already two standing subcommittees, with three of the present six Board members on each. It was also anticipated that some of the issues the subcommittee would be discussing would be similar to budget issues.

**MOTION
VOTE**

Mr. Randall moved that the Board read Ordinance No. 26 by title only. After seconding by Mr. Parducci, the motion carried by unanimous vote.

Ms. Calvert read Ordinance No. 26 by title only: "Ordinance No. 26, an Ordinance Making the Board of Directors of the Lane County Mass Transit District (LTD) the Local Contract Review Board for LTD." Extra copies of the ordinance were available for members of the audience who wished to have one.

Mr. Brandt commented that a lot of work and thought should go into Ordinance #27, the rules and procedures for the Contract Review Board, since the Board would have to "live with" the ordinance, rules and procedures after they were adopted. He thought the procedure shouldn't be rushed. Mr. Pangborn agreed that the subcommittee would be able to set up a timeline after looking at a draft of Ordinance #27.

SUPPLEMENTAL BUDGET FOR FISCAL YEAR 1983-84: Ms. Calvert reminded the Board that the Budget Committee, at a short meeting the month before, had recommended to the Board that a supplemental budget, as appearing on pages 23 and 24 of the agenda packet, be approved. The Board had previously made a recommendation for use of the District's additional revenues, but the scope of that recommendation required Budget Committee approval before it could be finally adopted by the Board.

Public Hearing on Supplemental Budget for FY 83-84: Ms. Calvert then opened the public hearing to hear comments concerning the supplemental budget found on pages 23 and 24 of the agenda packet. Not hearing any comments, she closed the hearing.

MOTION Board Adoption of Supplemental Budget for FY 83-84: Ms. Eberly moved that the Board adopt the supplemental budget for Fiscal Year 1983-84 as presented on pages 23 and 24 of the agenda packet. Mr. Randall seconded, and with no further discussion, the supplemental budget was adopted by unanimous vote.

VOTE

ITEMS FOR INFORMATION AT THIS MEETING:

Transportation Division--Informational Presentation: Ms. Calvert stated that Don Gray, Transportation Supervisor, was present to talk about the Transportation division. Mr. Gray began by describing the organizational structure of the division, which includes 103 full-time bus operators, 18 part-time bus operators, a Clerical Specialist, three Field Supervisors, five System Supervisors, an Assistant Transportation Supervisor, and the Transportation Supervisor, who reports to the Director of Operations, Tim Dallas.

One of the accomplishments of the Transportation division is that the buses are currently running 37,000 miles between accidents, which puts LTD in the top 10% in the nation for safety. The buses run about 2.5 million miles per year. Mr. Gray explained that drivers are required to drive specific routes and hit all their timepoints, as well as being required to provide information to passengers, and assistance with wheelchair tie-downs.

Three driver bids are held each year, giving the drivers the opportunity to bid for specific routes by seniority. For those bids, all typed materials must be 100% correct. Those materials are prepared by the Clerical Specialist, who also coordinates the paper flow with Marketing and Planning, who play an important role in the bid process. In response to a question from Mr. Brandt, Mr. Gray stated that the District is required by the union contract to hold three bids per year. Changing routes helps keep drivers from getting complacent on their routes. Some drivers bid for certain types of buses, certain hours, or even because of the passengers on the routes. Mr. Gray said they do change around quite a bit. Mr. Pangborn further explained that the District is required to hold at least two bids a year, in June and September, because less service is run to the University of Oregon and Lane Community College when students go home for the summer. More drivers go on vacation during the summer, when less service is run, so the District does not have a time when it is paying people but no work is available. He added that each spring, the drivers bid for their vacations for the next twelve months, and drivers with low seniority often have less desirable or winter vacation times.

Mr. Brandt also asked about stand time and run time. Mr. Gray explained that there is an extra board to cover work generated by scheduled and unscheduled absenteeism. Transportation assigns one or two drivers to report for stand time in case someone doesn't show up for a run; basically, to be there in case they are needed. They usually work a split shift; they come in in the morning and if they are not needed then, they remain for two hours and are then given a new report time for later in the day. Run time is that time when drivers are driving their routes.

Mr. Gray explained that the System Supervisors schedule the operator and equipment assignments, and during each day are continually trying to cover work generated by drivers who do not come to work for some reason. They also assign buses to the operators at each morning's sign-out, and change equipment when road calls make that necessary. They also keep accurate records of such things as daily work records, vehicle records, and number of wheelchairs transported each day. They provide operators with answers to policy questions and operate the radio in accordance with FCC regulations. The radio is the only link with the buses and is used for things such as coordinating police assistance, detours, and holding the buses for transfers.

The Field Supervisors check driver performance in the field. This entails checking routes and time points, observing the drivers while on duty, investigating accidents and incidents, and resolving problems such as passenger disturbances or "drunks" on the buses. The Field Supervisors also process customer service forms, which are used to record statements from the public about the service. The supervisors respond by telephone, letter, or by going to the person's house, if that is requested or deemed necessary. They also set up detours on the route closest to the prescribed route, and coordinate that through Marketing, Planning, and the Customer Service Center. They perform driver evaluations on a semi-annual basis, with each supervisor being assigned about 36 drivers to evaluate. The evaluation forms are filled out individually by the driver and the supervisor, who then meet to discuss them before the supervisor prepares the final copy. The evaluations are based on six months' observation of attitude, safety, dress, attendance, and correct schedule operation (CSO).

The Assistant Transportation Supervisor, Bob Hunt, is responsible for planning and implementation of driver work and vacation bids and for scheduling work for System and Field Supervisors. He also coordinates and supervises division activities and functions. The Assistant Transportation Supervisor and the Transportation Supervisor work closely together on implementing and interpreting policy. In the absence of the Transportation Supervisor, the Assistant Transportation Supervisor is in charge of the division.

Mr. Gray explained that his duties as division head included general responsibility for what occurs in the Transportation office, selection of personnel, first-line administration of the union contract, and recommendation and administration of discipline. He is also responsible for the division budget, which amounts to approximately 50% of the entire LTD budget.

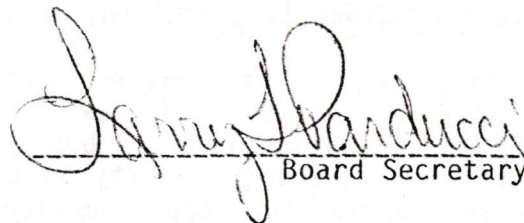
In discussing the facilities, Mr. Gray explained that the Transportation division operates 19 hours on weekdays, 16 hours on Saturdays, and 13 hours on Sundays. Transportation runs 56 buses at peak times, and covers 76 runs. The earliest bus to leave the property is the McKenzie River bus, which signs out at 4:30 a.m. and carries the Forest Service people to work. Mr. Gray also explained that about 75% of the drivers have straight shifts and about 25% have split shifts, with up to six hours between shifts.

Winter Route Segment Analysis Summary: Ms. Calvert commented that she found the Winter RSA Summary quite interesting. There were no questions from the Board regarding the summary.

Financial Reorting: Ms. Calvert commented that it appeared from the financial summary that the District is doing quite well. Mr. Brandt asked why the payroll tax receipts had dropped over the 1983 level. Karen Rivenburg, Accountant, explained that it was a result of lowering the payroll tax from .006 to .005 for part of the year, and that last year's report was based on the higher rate. She added that the payroll tax seems to be coming in very strong in spite of the lowered rate, and that staff should have an estimate for the rest of the year by the time of the April Board meeting.

Adjournment: Ms. Calvert informed the Board that, due to the American Public Transit Association (APTA) Western Regional Conference to be held in Portland April 14-19, the Board meeting should be adjourned to Tuesday, April 10. Mr. Pangborn explained that Portland was the closest the conference would ever be held and the District hoped to send a number of staff for at least a day or two. He said there would also be some sessions designed specifically for Board members and it was staff's hope that some of LTD's Board members would be interested in attending. He said there was money in the budget for some Board members to attend the whole conference or stay for only a day, or whatever they wished. Several members did express an interest, so staff will inform the Board as soon as an agenda is available. The regular monthly meeting of the Board falls during the time of the APTA conference, which is why staff suggested that the April meeting be held one week earlier than usual.

MOTION With no further discussion, Ms. Nelson moved that the meeting be adjourned
VOTE to Tuesday, April 10, 1984 at 7:30 p.m. in the Eugene City Hall. After second-
ing, the meeting was adjourned by unanimous vote.


Board Secretary

(Attachment to March 13, 1984 Adjourned Board Meeting Minutes)

To develop a modification to the administrative benefit plan, the Executive Committee worked with Mr. John Sedberry of Tromp and McKinley, the District's insurance Broker of Record. After reviewing a number of alternatives, the administrative employees selected for the Board's consideration a Severance Pay/Death Benefit Plan. The program is actuarially defined and provides an administrative staff member benefits of:

- Two times annual salary upon pre-retirement death;
- A severance from employment benefit, defined as leaving District employment for any reason other than preretirement death. A severance benefit is determined by length of service with the District, paid in week(s) of salary. As proposed, the benefit would recognize service since 1980, and pay a benefit based on the following schedule:

0 wks pay/yr.	-	First 2 years
1 wks pay/yr.	-	Next 6 years
2 wks pay/yr.	-	Next 5 years
4 wks pay/yr.	-	Next 4 years
5 wks pay/yr.	-	Thereafter

Maximum benefit of 52 weeks' pay after 20 years of District service.

Plan specifics and questions can be addressed by John Sedberry at the March 13, 1984 Board meeting.

To address the primary goal of the Board-adopted Administrative Salary Plan of providing equitable compensation to administrative staff, and to provide a differential benefit to administrative staff, compared to those enjoyed by bargaining unit employees, the following is recommended to the Board by the Subcommittee:

- A general adjustment to the administrative salary schedule of 3.5%.

Expenditure: \$34,155

- *Consistent with area employers survey of 5% to 7%;
- *CPI-All Urban Consumers (Portland) 1983 2.9%;
- *Contributes to equity with bargaining unit employees' 4.1% adjustment for FY 84-85.

- An additional adjustment to grades within the administrative salary schedule, to be distributed by the Executive Committee.

Expenditure: \$30,320

- *Partially addresses gap in market survey;
- *Contributes to LTD's competitive staff recruitment capabilities;
- *Recognize historical salary inequities;
- *Reduces compaction between first-line supervisors and bargaining unit employees.

(Attachment to March 13, 1984 Adjourned Board Meeting Minutes)

- Implementation of a Severance Pay/Death Benefit Plan, for which a reserve fund would need to be established, for administrative staff.

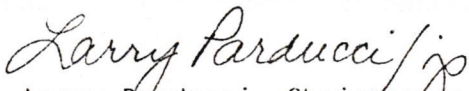
Annual Cost: \$31,284 + \$2,000 start-up costs.

*Overcomes benefit differences between administrative and bargaining unit employees.

The combined salary schedule adjustment recommendations are shown in Exhibit Two. Individual salary adjustments are not automatic. Actual increases must be earned based on an employee's performance in the accomplishment of goals and objectives as defined in the District's Performance Based Pay Plan, reviewed in June of each year by the employee's supervisor.

In summary, the Subcommittee recommends to the Board the approval of the following:

- 3.5% salary increases across the full salary schedule;
Expenditure: \$34,155.
- An additional salary increase to Grades 6 through 13;
Expenditure: \$30,320.
- Funding of the Severance Pay/Death Benefit Plan;
Actual Cost: \$31,284 plus \$2,000 start-up costs.



Larry Parducci, Chairperson
Subcommittee on Administrative Salaries

attachments

LANE TRANSIT DISTRICT
SUPPLEMENTAL BUDGET FINANCIAL SUMMARY
FOR THE FISCAL YEAR 1983-84

GENERAL FUND

RESOURCES

Passenger Revenue	\$217,000
Interest	40,000
Federal Operating Assistance	243,000
Total Resources	\$500,000

EXPENDITURES

Administration - Personal Services	\$ 3,700
Mktg. & Planning-Personal Services	4,400
" " " -Materials & Supplies	3,000
" " " -Contractual Services	7,000
Transportation-Personal Services	62,900
" -Contractual Services	20,000
Maintenance-Personal Services	46,000
" -Materials & Supplies	(10,000)
Accrued Leave	93,000
Transfer to Capital Projects Fund	135,000
Transfer to Risk Management Fund	135,000
Total Expenditures	\$500,000

RESOLUTION ADOPTING THE SUPPLEMENTAL BUDGET

BE IT RESOLVED that the Board of Directors of the Lane Transit District hereby adopts the supplemental budget, as approved by the Budget Committee for 1983-84 in the total sum of \$500,000, now on file at the Lane Transit District offices, located at 8th and Garfield.

RESOLUTION MAKING APPROPRIATIONS

BE IT RESOLVED that the Board of Directors hereby also increases appropriations in the current 1983-84 fiscal year budget and that the supplemental budget is appropriated as follows:

General Fund

Administration - Personal Services	\$ 3,700
Mktg. & Planning - Personal Services	4,400
" " - Materials & Supplies	3,000
" " - Contractual Services	7,000
Transportation - Personal Services	62,900
" - Contractual Services	20,000
Maintenance - Personal Services	46,000
" - Materials & Supplies	(10,000)
Accrued Leave	93,000
Transfer to Capital Projects Fund	135,000
Transfer to Risk Management Fund	135,000
Total General Fund Appropriation	\$500,000

Larry Rarducci
Secretary

3/13/84
Date

NOMINATION FOR BUDGET COMMITTEE

LANE TRANSIT DISTRICT

BUDGET COMMITTEE APPOINTMENT QUALIFICATIONS: ORS 294.336

Budget Committee: (2) The budget committee shall consist of the members of the governing body and a number, equal to the number of members of the governing body, of qualified electors of the municipal corporation appointed by the governing body . . . (5) the appointive members of the budget committee shall be appointed for terms of three years. The terms shall be so staggered that one-third or approximately one-third of the appointive members end each year.

BOARD MEMBER: Judy Nelson

DATE OF NOMINATION: March 29, 1984

TERM OF BUDGET COMMITTEE APPOINTMENT: 4/10/84 1/01/87
Effective Date Term Expiration Date

APPROVED BY BOARD: _____
Date

NOMINEE'S NAME: John Watkinson

HOME ADDRESS: 895 Lariat Drive, Eugene, Oregon, 97401

Telephone Number: 484-1937

BUSINESS ADDRESS: Harrang Swanson Long & Watkinson, P.C.
101 E. Broadway, Suite 400, P.O. Box 11620, Eugene, 97440

Telephone Number: 485-0220

PREFERRED MAILING ADDRESS: Business Address

OCCUPATION: Attorney

Brief statement of nominee's background which is relevant to budget committee appointment: 1965 graduate of Oregon State University, B.A. with emphasis
in accounting; JD, Indiana University, 1968; after service in the Army,
began law practice in Eugene in 1971; principal areas of practice in
business and property law; participation also in management of law firm.

UNITED WAY OF LANE COUNTY
VOLUNTEER JOB DESCRIPTION

TITLE: PUBLIC DIVISION CHAIRPERSON

APPOINTED BY: General Chairman

REPORTS TO: General Chairman

DIRECTS:

- 1) Public Division Co-Chairperson
- 2) Education Division Chairperson
- 3) Public Service Chairperson
- 4) Agency Division Chairperson
- 5) Combined Federal Campaign Chairperson

SPECIFIC FUNCTIONS

Recruits individuals to serve as the chairpeople of the sub-divisions assigned.

TIMING

March

Holds training/planning meetings for sub-divisional chairpeople.

April

Completes planning processes with chairpeople.

May

Insures institutional chairpeople recruited.

June

Meets periodically with chairpeople to insure progress according to plan.

June thru
August

Attends United Way kick-off.

September

Meets periodically with chairpeople to insure progress according to plan.

October

Attends campaign mid-point report meeting.

October

Meets periodically with chairpeople to insure campaign completed according to plan.

November

Insures all appropriate parties are thanked.

December

Attends recognition banquet.

Jan., 1985

GENERAL FUNCTIONS

1) Attends periodic campaign cabinet meetings.

2) Attends periodic campaign report meetings (during fall campaign).

Assists in institutional chairperson recruitment at request of sub-division chairperson.

Makes special calls to discuss the campaign on institutional chief executive officers at the request of, or with the general chairman.

3) Evaluates campaign and makes recommendations to future division leaders.

4) Works with staff assigned as support to the division.

3/1/84



Lane Transit District

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

April 10, 1984

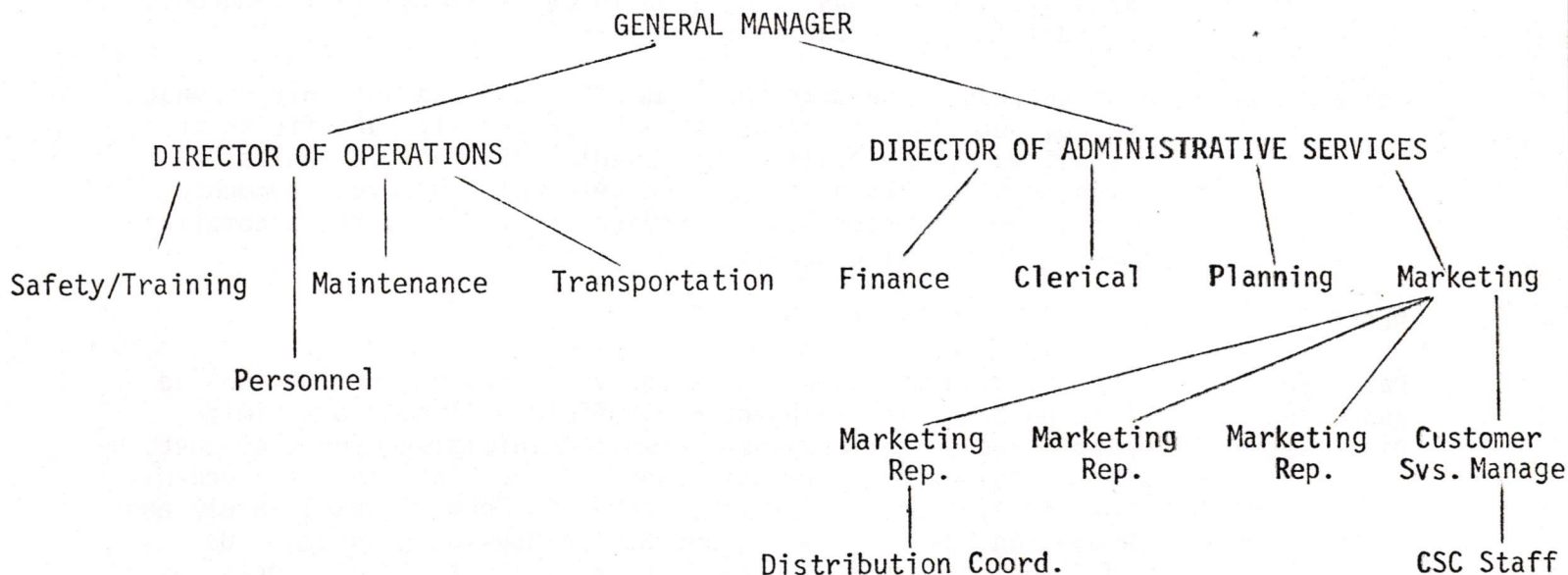
MEMO

TO: LTD Board of Directors
FROM: Ed Bergeron, Marketing Administrator
RE: Overview: Marketing Division Functions

The LTD Marketing Division was created in the mid-1970's to consolidate and organize the District's customer focus. Since its inception, the division functions have undergone considerable change and evolution. Today, we find that our efforts fit well within the context of a standard business definition:

"Marketing is the performance of business activities which direct the flow of goods and services from producer to consumer or user in order to satisfy customers and accomplish the company's objectives."

The chart below represents Marketing within LTD.



In February, CSC Manager Andy Vobora, discussed with you the operation of our Customer Service Center in the downtown Eugene Transit Station. At the April 10 meeting, I will talk with you about the other side of LTD Marketing: the work performed by our three Marketing Representatives and the Distribution Coordinator.

The "4 P's" (Product, Place, Promotion, Price) have long been used as a convenient outline of Marketing responsibilities within an organization, and they provide an effective framework to discuss the function within LTD.

PRODUCT

Service Design Marketing staff work very closely with the technicians in Planning to develop services which satisfy public needs. Because of our customer focus, much of LTD's public input reaches the organization through our contacts. In addition, we manage research projects such as the annual Attitude and Awareness Survey which help us gauge public opinion and the priorities of the "silent majority." These efforts insure that the organization devotes its resources to areas of public concern and consensus.

Charter Service Marketing serves as LTD's sales force in this high growth service area. The rapid expansion of the local convention industry has fostered an increase in our charter revenues from \$2,000 in FY 80-81 to a projected \$36,000 in FY 83-84. Our successful marketing effort, requiring close coordination with meeting planners and the Eugene-Springfield Convention and Visitors Bureau, was recognized in January with a Blue Heron Award from the bureau to LTD.

Public Image Our success in serving the community is based not only on what we do, but also how accurately and positively our efforts are perceived by the public. News media relations, graphics design, public presentations, and internal (employee) communications are Marketing staff functions critical to the accomplishment of our public opinion goals.

PLACE

Pass, Token, and Print Distribution The Division maintains an extensive system of information and fare outlets within Eugene-Springfield designed to maximize patron access and convenience while minimizing operating cost. System inventories are maintained by the Distribution Coordinator and by trade-out arrangements with Conway House, Parole and Probation, Carlton House, and Stella Maglady School. Our neighborhood outlet system provides sixty timetable locations and thirty pass and token sales centers for easy customer access.

Display Case
System

Within the past three years, LTD has expanded its bus stop display system in response to positive patron feedback. We currently maintain up-to-date system information at forty-one high use bus stops, with an additional thirty units programmed for the coming fiscal year.

PROMOTION

Media
Advertising

Marketing staff work closely with a local advertising agency to implement the District's media communication effort. The effectiveness and visibility of our radio, newspaper, and television advertising messages play a key role in developing and maintaining a positive community image for LTD.

System
Information

All LTD maps, timetables, brochures and system use pamphlets are designed and produced by staff, sometimes with consultation by local design firms.

Special
Events

Marketing staff work closely with local groups to develop and implement jointly-sponsored ridership promotions and activities. In recent years, popular examples have included the Lane County Fair Free Fare, the Christmas Joyride, Football Shuttles, Eugene Downtown Association \$.10 Fare Days, Free Valley River Center Shuttles, and KZEL Rockworld.

PRICE

Fare
Structure

LTD fare policy originates within the Marketing and Planning Divisions, as we endeavor to optimize the revenue/ridership mix. However, because of the political impact of fare levels, public policy considerations often impact the final pricing program.

Charter
Rates

Marketing's responsibility for the charter program includes maintaining a price structure consistent with both our operating cost and local market conditions. Federal regulations prohibit us from "undercutting" the competition.

Exterior
Advertising

The Division manages our bus board program, coordinating closely with our sales agent to maximize revenues and public support.

Subsidies and
Sponsored
Services

In order to strengthen ridership and public support, the division often seeks co-sponsorship for our promotions with local groups and organizations. The Lane County Fair Free Fare and Joyride Christmas service are prime examples. In each case, the sponsor paid LTD directly for our expected farebox revenues, generating free rides and considerable goodwill from our patrons, while enhancing their own success. Marketing continues to work closely with potential co-sponsors to design and implement new promotions.

The Marketing staff is exceedingly proud of the local, regional and national awards that LTD has won as a result of our efforts. But most of all, we are pleased to acknowledge the growth in ridership and revenues that LTD has experienced during the past year.



Ed Bergeron
Marketing Administrator

EB/em



Lane Transit District

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

April 10, 1984

TO: Board of Directors

FROM: Planning Administrator

RE: Issues Involving the Opening of Willamette Between 10th & 11th Avenues

The Eugene Downtown Commission was formed in January, 1982 by the Eugene City Council. The Commission is composed of representatives of the downtown community and is staffed by the City of Eugene's Community Development Department. The Downtown Commission's primary mission and focus has been to provide an active and coordinated development effort for downtown Eugene. Prior to the formation of the EDC, development efforts were divided between the Eugene Downtown Association (EDA), the Eugene Renewal Agency (ERA), and the Downtown Development Board (DDB). Each of the three groups was responsible for a different aspect of downtown development.

With these three separate organizations there was a growing concern on the part of the Eugene City Council that the revitalization efforts for downtown were not coordinated and were therefore less effective than they might be. To remedy this problem, the Council approved the formation of the EDC to assume primary responsibility for downtown development and authorized the disbandment of the ERA and DDB.

For the past year, the Commission has been working on a plan for downtown Eugene. The Plan, which will be released later this month, proposes many changes and improvements to downtown Eugene. After a public comment period, the Plan will go to the Eugene City Council for adoption.

Among the elements of the Plan is a proposal to open Willamette Street to vehicular traffic between 10th & 11th Avenues. This proposal is being "fast-tracked" compared to the other proposals in the plan. Construction is tentatively planned to begin in January, 1985. This element of the Downtown Plan will affect the District since the opened street would intersect the downtown Eugene Transit Station and since the Customer Service Center fronts that portion of Willamette Street.

EFFECT OF STREET OPENING ON THE DISTRICT

The Eugene Transit Station has been widely acclaimed by patrons, drivers, and staff as an excellent facility since it was completed in January, 1983. The station provides for efficient operation and safe, comfortable, and convenient use by passengers either transferring or having a trip terminus at the site. The station also improved the aesthetics of the 10th Avenue area, which will eventually contribute to improving the economic vitality of the downtown area. It appears that the many years of hard work that went into identifying the site and arranging for approvals and funding agreements have paid off.

It also seems likely that the Eugene Transit Station has contributed to the increases in ridership that we have experienced during the past year. The improved comfort and convenience of the station, as well as the improved safety of the site as a result of better lighting, have likely translated into increased ridership.

The opening of Willamette Street to vehicular traffic between 10th and 11th Avenues that has been proposed by the Eugene Downtown Commission may cause significant operational and safety problems for the District at the Eugene Transit Station. Should these problems not be adequately resolved, it is likely that the station will not operate as efficiently, that patrons will not find the site as safe, comfortable, and convenient, and that a reduction in system ridership would result.

The specific problems associated with opening Willamette Street are discussed below:

Operational Problems

1. Increased Time Required for Transfers.

Some patrons have mentioned that at times they have difficulty transferring from a bus located on the west end of the station (between Charnelton and Olive) to a bus located at the east end of the station (near Oak). If the bus they arrive on is somewhat late or if they have difficulty walking, the time allocated to make the transfer connection is not adequate. We have mitigated this problem by giving the buses that arrive at the west end of the station more time, thereby reducing the chance that they arrive late.

Opening Willamette Street between 10th and 11th would add another intersection that patrons would have to cross to reach their buses. This would have the effect of lengthening the time required to make a transfer connection. Patrons making transfers may be slowed by a red light at that intersection, thereby increasing the chance that they may not make it to their bus in time. It can be expected that missed transfers would increase, reducing the effectiveness and convenience of the station.

2. Relocation of Buses.

In order to alleviate site clearance problems at the corner of Willamette and 10th that would result from opening Willamette Street, we would be required to relocate one or two buses from their current station location. It is important that this relocation be adequately integrated into the station design or the efficiency of the station operation could suffer.

It is also important that we not lose any capacity at the station. Although we do not currently use all the station capacity, it is important that we have that excess capacity available for future expansion.

Safety Problems

1. Pedestrians Crossing Willamette Street.

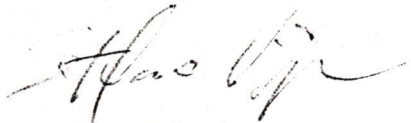
Traffic by bus patrons crossing Willamette Street at 10th is very heavy. The opening of Willamette Street would force these patrons to cross traffic. The potential accident risk is very high. With the large buses parked nearby, site clearance is a problem. In addition, bus patrons (especially if they are late for a bus) will often attempt to cross on a red light, thereby increasing the chance of an accident.

2. Bus/Car Accidents

There exists significant potential for accidents between buses pulling out of the blue station (on 10th, west of Willamette) and cars turning right from 10th to Willamette. Cars turning right from Willamette onto 10th on a red light may also have a site clearance problem as a result of the buses parked in the blue station.

It should not be implied that there are no solutions to these problems. However, it is important to discuss these potential problems and have them resolved as part of the planning phase for the proposed improvement. It would be very detrimental to the District to go through another lengthy period without an adequately functioning downtown transfer site.

Staff will be evaluating the potential impact of the street opening in more detail in the coming weeks. We expect to ask the Board to take a position on the proposed street opening at the next meeting.



Stefano Viggiano
Planning Administrator

SV:ms

OPERATIONS SUMMARY

JAN/FEB/MAR 1984

	JANUARY			FEBRUARY		
	83-84	82-83	% CHANGE	83-84	82-83	% CHANGE
On-Time Performance	98.61%	97.92%	+ .70%	97.69%	98.42%	- .74%
Safe Miles Between Accidents/Incidents	85,591	59,868	+42.97%	28,046	49,163	-42.95%
Miles Between Breakdowns	10,270	9,210	+11.51%	6,064	6,341	- 4.37%
Total Miles	256,774	239,471	+ 7.23%	224,366	196,651	+14.09%
Complaints	20	13	--	14	14	--
Compliments	12	2	--	7	2	--

	MARCH			FISCAL YEAR-TO-DATE			
	83-84	82-83	% CHANGE	GOAL	83-84	82-83	% CHANGE
On-Time Performance	99.54%	98.53%	+ 1.03%	97.00%	98.61%	98.29%	+ .33%
Safe Miles Between Accidents/Incidents	45,184	40,280	+12.17%	38,000	36,517	37,142	- 1.68%
Miles Between Breakdowns	6,645	5,620	+18.24%	15,000	8,307	--	+ .31%
Total Miles	225,919	241,678	- 6.52%	N/A	2,044,934	2,042,525	+ .12%
Complaints	25	12	---	-5%	149	134	---
Compliments	10	5	--	N/A	64	19	--