



# LANE TRANSIT DISTRICT BOARD OF DIRECTORS WORK SESSION

Wednesday, November 02, 2022  
5:00 – 6:30 p.m.

## IN-PERSON & VIRTUAL MEETING

**LTD Board Room**  
3500 E. 17<sup>th</sup> Avenue, Eugene  
(Directions below)

**Zoom:** Link to watch live provided on the web calendar at [www.LTD.org](http://www.LTD.org).

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

*No public testimony will be heard at this meeting.*

## AGENDA

ITEM	Time	Page
I. CALL TO ORDER	5:00 p.m.	
II. ROLL CALL <input type="checkbox"/> Caitlin Vargas (President) <input type="checkbox"/> Pete Knox (Secretary) <input type="checkbox"/> Don Nordin (Vice President) <input type="checkbox"/> Vacant <input type="checkbox"/> Michelle Webber (Treasurer) <input type="checkbox"/> Gino Grimaldi <input type="checkbox"/> Susan Cox		
III. COMMENTS FROM BOARD PRESIDENT <i>This agenda item provides an opportunity for the Board president to formally communicate with the Board on any current topics or items that may need consideration.</i>		
IV. COMMENTS FROM THE GENERAL MANAGER <i>This agenda item provides an opportunity for the general manager to formally communicate with the Board on any current topics or items that may need consideration.</i>		
V. ANNOUNCEMENTS AND ADDITIONS TO AGENDA <i>This agenda item provides a formal opportunity for the Board president to announce additions to the agenda, and also for Board members to make announcements.</i>		
A. LTD EMPLOYER PROGRAM UPDATE: <i>Materials Included</i> [Cody Franz, Employer Transportation Outreach and Marketing Specialist] <b>Action Needed:</b> None. Information Only	5:05 p.m.	3
B. STRATEGIC BUSINESS PLAN REFRESH FY23: <i>Materials Included</i> [Aimee Reichert, IT Project Manager; Nicole McCleary, Consultant] <b>Action Needed:</b> None. Information Only	5:20 p.m.	5
VI. ADJOURNMENT <i>The facility used for this meeting is wheelchair accessible. To request a reasonable accommodation or interpreter, including alternative formats of printed materials, please contact LTD's Administration office no later than 48 hours prior to the meeting at 541-682-5555 (voice) or 7-1-1 (TTY through Oregon Relay).</i>	6:30 p.m.	

**LTD Administrative Office:** The office is located at 3500 East 17th Avenue (off Glenwood Blvd. in Glenwood). Click [here](#) for a map.

**Bus:**

**From Eugene Station:** Take the EmX bus from the LTD Downtown Station and get off at the outbound Glenwood EmX stop (in front of Planned Parenthood). From there walk west to the corner of Franklin Blvd. and Glenwood Blvd. and turn left. Continue walking south on Glenwood Blvd to 17<sup>th</sup> Avenue and turn left. The building entrance faces 17<sup>th</sup> Avenue.

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From Springfield Station: Take the EmX bus from the Springfield Station and get off at the outbound Glenwood EmX stop (across Franklin Blvd. from Lane Forest Products). From there walk east to the crosswalk to cross Franklin Blvd., proceed south on Glenwood Blvd. Continue walking south on Glenwood Blvd to 17<sup>th</sup> Avenue and turn left. The building entrance faces 17<sup>th</sup> Avenue.

**Bicycles:** There are covered bicycle racks located by the front entrance.

**Parking:** Parking is available for free in the parking lot at the front of the building on 17<sup>th</sup> Avenue.



## AGENDA ITEM SUMMARY

**DATE OF MEETING:** November 2, 2022

**ITEM TITLE:** LTD EMPLOYER PROGRAM UPDATE

**PREPARED BY:** Cody Franz, Employer Transportation Outreach and Marketing Specialist

**DIRECTOR:** Pat Walsh, Marketing and Communications Director

**ACTION REQUESTED:** Information and Discussion

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**PURPOSE:** Provide information and an update to the Board on the Lane Transit District Employer Program

**BOARD COMMUNICATION:** General information about employer related communications were reviewed with the Board in September of 2021 as part of the Marketing and Communications Department Board presentation.

**PUBLIC COMMUNICATION:** This information has not been presented to the public.

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

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

**DESCRIPTION:** The LTD Employer Program provides community value by supporting local businesses and their employee with current transportation information and access to services.

Lane Transit District provides information and services for local employers and their employees through the Employer Program. The program offers the Group Pass Program, Emergency Ride Home, transportation information, on-site transportation fair, employer specific tailored surveys, the Vanpool Program manages the Employer Transportation.

The Employer Transportation and Outreach Specialist maintains regular communications with local employers through phone calls or through digital channels and responds to their requests and needs for transportation information or service information on Group Pass, fairs and vanpools. In 2022, there were goals to increase the Group Pass program participation by 5% and the Vanpool Program by 10%. As of July 18, 2022, there goals have been met.

**BACKGROUND:** Lane Transit District has served local business and employees since its founding, providing transportation information and providing transportation services for employees to get to and from work in the region.

As part of a newly formed transportation options unit, Commuter Solutions, in 1995 LTD established its first Group Pass partner with the UO joining the program. In 2000, LTD applied for a grant from the Oregon Department of Transportation to establish a vanpool program consisting of 5 vanpools that would travel up and down the Willamette Valley to out of town employers to encourage the reduction of vehicle miles traveled along Highway 5 and 99.

Additionally, LTD formed the Emergency Ride Home Program and expanded its services for regional employers to include transportation fairs at employer sites and customized travel surveys for specific businesses so they could understand their employees travel needs. Commuter Solutions (LTD) Staff assisted those employees with learning more about their travel options. In 2010, Commuter Solutions rebranded itself into Point2point.

LTD operated Point2point which offered a number of transportation options related services including Safe Routes to Schools and general community transportation options outreach until 2020 when it was sunseted with some of those efforts moving over to the Lane Council of Governments.

LTD continues to operate a robust employer program and will continue to tailor and expand the program as desired by the region's employers.

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

**CONSIDERATIONS:** N/A

**ALTERNATIVES:**

1. Provide any comments or specific guidance on the program as currently outlined.
2. Direct staff to report back on the program at least two times per year.

**NEXT STEPS:** Staff have set goals and metrics for the Group Pass and Vanpool Program annually and will outline the outcome of these in the July and January Board reports.

**SUPPORTING DOCUMENTATION:**

1. Presentation

**PROPOSED MOTION:** N/A



## AGENDA ITEM SUMMARY

**DATE OF MEETING:** November 2, 2022

**ITEM TITLE:** STRATEGIC BUSINESS PLAN REFRESH FY23

**PREPARED BY:** Aimee Reichert, IT Project Manager II

**DIRECTOR:** Cosette Rees, Interim Director of Information Technology & Strategic Innovation

**ACTION REQUESTED:** Information and Discussion

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**PURPOSE:** To provide an overview of the refreshed Strategic Business Plan (SBP) for FY23, including new tactics and updated milestones.

**BOARD COMMUNICATION:** Quarterly Reports presented to LTD Board since February 2022.

**PUBLIC COMMUNICATION:** N/A

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

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

**DESCRIPTION:** The FY22-24 SBP guides the direction for Lane Transit District. The SBP includes five strategic areas of focus or success outcomes that the District strives to achieve by end of FY24. Each element of the plan is purposefully aligned so that there is clarity around how work activities (tactics) and performance metrics impact these overall strategic outcomes. The plan is refreshed annually with new milestones for the year ahead, as well as closure/opening of tactics as needed to continue progress toward outcomes.

**BACKGROUND:** The Board of Directors adopted LTD's first-ever SBP in July 2021. Implementation of the Plan began in October 2021 (FY22 Q2) and spans through June 2024. Since the last staff update to the Board in August 2022, staff have continued implementing the tactics and monitoring the District's performance metrics as adopted in the SBP. Additionally, staff have conducted a refresh exercise to further refine tactics to align with the District's chosen strategic areas of focus. This reference is the final draft of the refreshed plan for FY23.

**CONSIDERATIONS:** N/A

**ALTERNATIVES:** N/A

**NEXT STEPS:** Staff will provide the Q1 SBP Results Report at the Regular Meeting of the Board of Directors on Nov 16, 2022.

**SUPPORTING DOCUMENTATION:**

- 1) Presentation

**PROPOSED MOTION:** N/A