

MINUTES OF DIRECTORS MEETING

LANE TRANSIT DISTRICT

REGULAR BOARD MEETING/WORK SESSION/EXECUTIVE SESSION

Wednesday, October 19, 2011

Pursuant to notice given to *The Register-Guard* for publication on October 13, 2011, and distributed to persons on the mailing list of the District, the Board of Directors of the Lane Transit District held a regular Board meeting and executive session on Wednesday, October 19, 2011, beginning at 5:30 p.m., in the LTD Board Room at 3500 East 17th Avenue, Eugene.

Present: Mike Eyster, President
Greg Evans, Vice President
Dean Kortge, Secretary
Ed Necker, Treasurer
Gary Gillespie
Michael Dubick
Doris Towery
Ron Kilcoyne, General Manager
Jeanne Schapper, Clerk of the Board
Beth Bridges, Minutes Recorder

CALL TO ORDER/ROLL CALL: Mr. Eyster convened the meeting and call roll at 5:34 p.m.

COMMENTS FROM THE GENERAL MANAGER: General Manager Ron Kilcoyne shared that he was a guest on the KPNW radio show that morning answering questions from the public. Mr. Kilcoyne reported that staff were working on ways to address the backlog of minutes. The goal is to have the previous meeting's minutes ready for Board approval at the next meeting. Mr. Kilcoyne reported that staff will bring to the Board an update on options to improve community accessibility to LTD Board meetings. He added that staff were researching the creation of a Safety and Security Committee, and he hoped to have an update for the Board at the November Board meeting.

PRELIMINARY REMARKS BY BOARD PRESIDENT: Mr. Eyster presented Mr. Evans with a plaque from the American Public Transportation Association (APTA) in recognition of Mr. Evans' contributions to the APTA Executive Committee.

ANNOUNCEMENTS AND ADDITIONS TO THE AGENDA: Mr. Eyster shared that he had an announcement, but that it involved introducing someone who was not yet in attendance. There were no changes to the agenda.

BOARD CALENDARS: Mr. Kilcoyne said that the regular December Board meeting would not be held on the regularly scheduled date of December 21 but would instead be combined with the work session on Monday, December 12. Mr. Kilcoyne encouraged Board members to give their availability information to Ms. Schapper so that she may schedule a Board strategic planning work session in January.

WORK SESSION

System-wide Ridership Report: 2010 Annual Route Review Effects: Director of Service Planning, Accessibility, and Marketing Andy Vobora delivered a presentation on 2010 ridership data.

Mr. Vobora highlighted the times that boardings exceeded one million per month. He said that the Year 2008 had the most total boardings because of the Olympic Track and Field Trials that were held in Eugene.

Mr. Vobora described that LTD measured "on-time performance" as between zero minutes early to four minutes late. He pointed out the cyclical pattern of the data, with a dip in the fall.

Mr. Necker asked why there was a decline in performance during the winter of 2008.

Service Planning Manager Will Mueller explained that the decline was due to snow and ice incidents. Mr. Mueller also said that it was more common for problems to occur in routes in the fall because of student enrollment, extra traffic, and driver assignment changes.

Mr. Kortge asked if the problems occurring in the fall were system wide or route specific.

Mr. Mueller replied that they were route specific, citing Routes 28, 51, and 52. He said that articulated buses took longer to complete routes due to the increased time needed for more people to board and disembark the bus.

Mr. Vobora observed that when trips were eliminated, riders shifted to different times on the route.

Mr. Vobora described that for overall performance, 90.5 percent of routes were on time or within two minutes late to arrival at transfer stations.

Mr. Vobora said that the college commuter routes had the highest route productivity. The substandard routes, determined by a floating standard by route type, were Routes 96 and 95. Mr. Vobora speculated that Route 95 would no longer be substandard when the new data collected later in October was analyzed.

Mr. Eyster inquired about the increase in Fall 2008 route productivity for Route 79x.

Mr. Muller said that LTD had increased the nighttime service hours.

Mr. Eyster added that another factor that may have added riders that year was probably an increase in the number of freshmen beds at the University of Oregon (UO).

Mr. Evans asked about the impact of increased Lane Community College (LCC) student enrollment on ridership, and he asked if there were any route adjustments that could be made to deal with the increase. Mr. Evans also shared his concern about the lack of evening service for students taking LCC night classes.

Mr. Vobora explained that he had recently met with LCC's Sustainability Coordinator Jennifer Hayward. He said that there was always a big surge of ridership at the start of each term, and LTD had added a bus for the first two weeks of the fall session to help with the increased ridership. LCC and LTD staff had looked at additional ways to supplement service during the surge and possibly extend the adjuncts on an ongoing basis if needed.

In response to a question from Mr. Gillespie, Mr. Mueller said that Route 81, which came into the Eugene Station, was coming from LCC. Mr. Gillespie had observed that those buses had high ridership when they arrived at the station, but the outgoing bus was nearly empty. Mr. Mueller acknowledged that observation and said that there was some abatement in LCC ridership already. He then emphasized the value of the current dialog around LCC purchasing additional service during the first two weeks of each new term.

Mr. Gillespie said that he noticed the same decline in ridership throughout the term at UO on Route 28.

In response to a suggestion from Mr. Necker that LTD change the buses being used on the outgoing trips to LCC, Mr. Mueller said that the capacity provided by the articulated buses was needed for the return trips.

Mr. Kilcoyne shared an experience he had earlier that day: the 7:30 a.m. Route 82 came into the Eugene Station full and then it left full. This was contrary to the counterflow trend.

Mr. Evans said that LCC had added additional classes, and there was an increase in dual enrollment for UO and LCC that resulted in more trips per student.

Mr. Gillespie asked if Route 82 now stopped at the Amazon Park & Ride, and Mr. Muller said that it did. Mr. Mueller added that it was possible that other route changes could have resulted in more riders accessing the Route 82 bus at that Park & Ride. He expressed that he was hopeful that the upcoming Origination and Destination survey would provide more detailed information.

Mr. Vobora directed the Board's attention to the *Service Hours and Year to Year Change* graph. He highlighted the increase in service through Fiscal Year (FY) 2008-09. Mr. Necker asked if the increase was more buses to more routes. Mr. Vobora replied that, to address congestion on certain highly traveled routes, more time was added to those particular trips.

When discussing *Boardings and Service Hours*, Mr. Vobora noted the increased ridership due to the economic recession had kept boardings fairly constant. However, the drop in service hours resulted in a significant change in productivity. Mr. Mueller added that in FY 2010-11, there was a service reduction of 11 percent, but the ridership drop was only 1 percent. This data illustrated why buses were more crowded and why drivers were under more pressure.

Mr. Vobora next focused on Springfield service changes and how service had been retooled in the area to reflect both service reductions and the Gateway EmX line. Mr. Mueller described some of the nuances in the route changes, specifically the Q Street service. He thanked the Board for their insistence that the route be maintained.

Mr. Evans reported that he had observed someone doing survey work when he was on the Route 82 bus yesterday, and he asked if that was a system-wide survey.

Mr. Vobora said that was the Origination and Destination (O & D) rider sample survey, and that it was indeed system wide. Mr. Vobora said that he would give a full report on the O & D survey later in the meeting. Mr. Gillespie shared that he had completed a survey.

Mr. Vobora described the system changes and how the changes had impacted the number of boardings, including transfers. He indicated that LTD had planned to conduct an intercept survey this winter to determine the portion of boarding changes due to transfers versus other factors. Mr. Vobora discussed other service changes in Springfield.

Mr. Kilcoyne pointed out the lower growth in boardings at the Springfield Station was deceptive because the number of people who required transfers to Gateway or RiverBend had declined due to the Gateway EmX.

Mr. Vobora referenced the chart entitled *Effect of 2010 Annual Route Review on LTD Ridership*. The chart illustrated service changes by geographic area. The South Eugene area and the Breeze route had experienced the most changes.

Mr. Mueller emphasized the system-wide information showed a 12 percent decrease in service hours and yet a .4 percent increase in ridership.

Mr. Necker observed that the boardings for the Breeze included people going to the UO.

Mr. Vobora confirmed this observation and further speculated that the loss of the Breeze route was a contributing factor to the increased ridership on the Franklin EmX line.

Mr. Vobora shared detailed information on boardings for Routes 82 and 85. He referenced the aforementioned LCC term commencement for the spike in boardings in September. He also pointed out the increase in demand for service during the summer. Mr. Vobora said that the Route 85 corridor was developing rapidly, and the need for more parking or a Park & Ride in Springfield was apparent.

Mr. Mueller added that the route could become a potential future EmX line connecting the Gateway portion of the EmX to LCC.

Mr. Eyster made an adjustment to the agenda: he first wanted to make an announcement and then do the Employee of the Month, then go back to the agenda as published.

ANNOUNCEMENTS cont: Mr. Eyster introduced Bobby Lee, who was recently appointed by Governor Kitzhaber to be the coordinator for the Metropolitan Regional Solutions Center of Lane County.

Mr. Lee described the Regional Solutions Center s is an innovative, collaborative approach to community and economic development in Oregon. The state, in partnership with Oregon colleges and universities, is creating regional solutions centers throughout Oregon. Each will take a bottom-up approach to development projects by working at the local level to identify priorities, solve problems, and seize opportunities to complete projects. This center will integrate state agency work and funding to ensure that these projects are completed in the most economical and streamlined process possible. The Eugene offices are on 13th Avenue near the UO campus. Mr. Lee relayed that the first problem that they worked to address was the impact of the I-5 ramp closure on Franklin Street hotels. Future issues might include low income housing and industrial land supply.

EMPLOYEE OF THE MONTH: The Board recognized Maintenance Supervisor Aaron Melnychuk as the November 2011 Employee of the Month. Director of Maintenance George Trauger introduced Mr. Melnychuk and described his contributions to LTD.

Mr. Eyster thanked Mr. Melnychuk for his service and dedication to LTD's mission and presented a certificate of appreciation, a check, and a pin commemorating the award. Mr. Melnychuk expressed his appreciation for the acknowledgement of his service and thanked the Board for the award.

AUDIENCE PARTICIPATION: Mr. Eyster explained the guidelines for providing public comment.

Bob Macherione, 1994 Brewer, Eugene, advocated for the LTD Board meetings to be televised in order to improve the transparency of the Board's decisions. He said that other agencies' meetings were televised, and he said that he thought that the cost was not prohibitive. The website had not met the need because minutes, Performance Reports, and Financial Reports were not promptly posted. Mr. Macherione also felt that public interest in LTD matters would be heightened were the meetings televised. He requested that the Board address the matter.

Steve Davis, Blanton Heights Road, Eugene, introduced his son, Jake. He said that Jake now had a job at Goodwill, and the family very much appreciated RideSource. The safety issues that Mr. Davis had previously raised with the Board had been resolved because RideSource now picked Jake up at their home. Mr. Davis expressed that he had concerns about the cost of the service because they live just outside the boundary. Instead of \$3 per trip, they pay \$7 per trip. He said that he felt that \$14 a day was not reasonable. He presented trip information and requested that the RideSource fees be reconsidered.

In reply to Mr. Macherione's earlier comments, Mr. Eyster said that Mr. Kilcoyne had mentioned in his opening comments that staff would be bringing to the next Board meeting ideas to improve public access to Board meetings. Mr. Eyster said that the Board had talked about televising meetings in the recent past, and his recollection of the cost was around \$2,500 per meeting. The Board had expressed that they thought that was not an appropriate expenditure at that time.

WORK SESSION CONTINUED...

University of Oregon Transit Station Opening: Facilities Manager Joe McCormack reported on the construction phases of the new University Transit Station project.

Mr. Eyster observed that the station site was the most multi-modal intersection in Eugene.

Mr. McCormack said that the multi-modal arrangement had been very successful; and thus far, there had been no recorded pedestrian/vehicle accidents reported at the site.

Mr. Kilcoyne referenced an English traffic engineer who theorized that if all the barriers were removed and everyone slowed down, multi-modes coexisted very well.

Mr. McCormack reviewed the scope of work, budget sources and spending, project phases, and the coordination with the City of Eugene and local businesses. Highlights included: installation of the pedestrian signal at 11th Avenue and Kincaid, changes in the Route 79X, competitiveness in achieving grant funding, adaptability of the drivers to multiple rerouting, and the success of Communications Coordinator Lisa VanWinkle for her outreach to local businesses. Mr. McCormack said that the permanent lighting had yet to be installed, and he hoped to add a real-time display of bus arrival information in early 2012. Mr. McCormack concluded his presentation with information on the dedication event. He said that the entire project had been well received by the public.

Mr. Gillespie listed a number of transportation construction projects that had occurred this summer in the South Eugene area. He commended project staff and LTD drivers, noting that the detours changed almost daily. He felt that moving the buses from Hilyard Street to Harris Street at 24th Avenue was very effective. He also noted that the two-way bike lanes on Alder were working well.

ITEMS FOR ACTION

Mr. Eyster requested that the minutes of January 24, 2011, be removed from the Consent Calendar for special consideration.

MOTION **Consent Calendar:** Mr. Evans moved approval of LTD Resolution No. 2011-025: It is hereby resolved that the Consent Calendar for October 19, 2011, is approved as amended. Mr. Kortge provided the second. The Consent Calendar consisted of the minutes of the May 18, 2011, Regular Board Meeting; and the Budget Committee Nomination of Warren Wong.

VOTE The Consent Calendar was approved as follows:
AYES: Dubick, Evans, Eyster, Gillespie, Kortge, Necker, Towery (7)
NAYS: None
ABSTENTIONS: None
EXCUSED: None

Mr. Eyster referenced Page 6 of the January 24, 2011, minutes of the special Board Meeting/Work Session with Eugene City Council (page 16 of the meeting packet). He had reviewed the audio recording of the meeting and felt that the statement, "He did not want to hear further discussion of reordering the routes," did not accurately portray his remarks. He requested that the sentence be removed before the minutes were approved.

MOTION Mr. Gillespie moved to approve the minutes of the January 24, 2011, Minutes of Special Board Meeting/Work Session with Eugene City Council as amended. Mr. Kortge provided the second.

Mr. Kortge thanked Mr. Eyster for reviewing the audio tape prior to making his request.

VOTE The motion was approved as follows:
AYES: Dubick, Evans, Eyster, Gillespie, Kortge, Necker, Towery (7)
NAYS: None
ABSTENTIONS: None
EXCUSED: None

ITEMS FOR INFORMATION AT THIS MEETING

Board Member Reports:

Metropolitan Policy Committee (MPC): Mr. Evans relayed that Sonny Chickering had a new role at Oregon Department of Transportation (ODOT) and was no longer the liaison for MPC. Lisa Nell was acting-in-capacity liaison. Mr. Evans said that ConnectOregon IV funding may be available in the near future and that money may be available to assist with funding the Gateway Park & Ride.

Lane Area Commission on Transportation (LaneACT): Mr. Dubick said that ODOT had discussed its least cost planning process and reviewed proposed changes to mobility standards.

Metropolitan Planning Organization's Citizen Advisory Committee (MPO CAC): Mr. Evans shared that Mr. Kilcoyne was appointed staff liaison to the MPO CAC. Mr. Gillespie, Board liaison to MPC CAC, welcomed Mr. Kilcoyne to the Committee and reported on its ongoing work on the draft TransPlan.

American Public Transportation Association (APTA): Mr. Eyster debriefed his impressions of the 2011 APTA Annual Meeting and Expo that took place on October 1-6. He particularly enjoyed the Expo show of vehicles and equipment, and he thought that some of the new vehicles displayed might be of use in the RideSource program.

Mr. Evans, a member of the APTA Executive Committee, described the Committee's discussions at the recent conference on workforce development. There was consensus in the industry that an upcoming deficit in skilled labor to fill mechanic and maintenance employee positions needed to be addressed. The Executive Committee discussed options to fill the gap, including programs at community colleges.

Mr. Kilcoyne also attended the APTA conference, and he said that he expected to be chair of the Small Operators Committee next year, which also placed him on the Executive Council. Mr. Kilcoyne reported that there was no definitive answer on upcoming federal funding for transportation projects. Mr. Kilcoyne also described discussions around APTA forming a political action committee (PAC). The Senate Appropriations Committee for Transportation had moved bus rapid transit out of Small Starts and into Bus Facilities. The ramifications of this move were unclear.

In response to an observation from Mr. Eyster related to the equipment show, Mr. Kilcoyne said that equipment to increase bicycle capacity on buses and tools to provide real-time arrival information would be of use to LTD.

Mr. Evans added that there was little consensus on the APTA Executive Committee about the PAC, and he would appreciate getting Board feedback on the topic.

Mr. Kilcoyne described three approaches that could be taken to form a PAC: 1) formed by APTA; 2) formed by a group separate from APTA; or 3) formed by a separate group but related to APTA.

This being the first APTA Annual Meeting and Expo that Mr. Gillespie had attended, he said that he valued the presentations from the federal government and those discussing private/public partnerships. He also appreciated the opportunity to evaluate, peer-to-peer, LTD's system to other similar transportation systems.

Ms. Towery concurred with the observation made about the APTA Expo's floor show. She said that she thought that the biking interconnectivity options presented were very interesting. She emphasized that LTD should do a better job of describing the job creation that occurs with transit development. As an example, she cited that the local community had gained more than 400 living wage jobs because of transit system investments in recent years.

Mr. Eyster shared that public/private partnerships would be a topic on the November Board meeting agenda. He asked Board members to provide the input that Mr. Evans requested about APTA and a PAC.

Mr. Kortge voiced strong concerns with any explicit connection with APTA and a PAC. He did not support public agencies forming a PAC that advocated for more public money for its members. Mr. Dubick supported advocacy but did not support using public money to influence elections. Were a PAC to be formed, Mr. Dubick felt that there should be strong guidelines on what it would do and how it would be managed.

Mr. Kilcoyne clarified that APTA already advocated for public transportation. The PAC would contribute to candidate campaigns. Mr. Kilcoyne emphasized that LTD could not contribute to the PAC.

In response to a question from Mr. Dubick as to whether or not APTA dues could be paid to the PAC, Mr. Kilcoyne said, "No." Mr. Kilcoyne said that one of the options under consideration was for some overlap between APTA and the PAC; for example, shared staff.

Ms. Towery stated her support for Mr. Kortge's position. She felt it was wrong for a public entity to belong to a PAC. If business members wanted to form a PAC, that was their choice.

Mr. Dubick described an analogous situation with public education: the Oregon Education Association PAC advocates for public education and supports preferred candidates, but school districts don't contribute to it. He did not think a public transportation PAC, funded by individuals and businesses, would be able to overcome the strong political sentiment at the moment in relation to transportation funding issues.

Mr. Necker concurred with the position that a PAC was not a good idea. He did not want to use District money for that purpose because a public agency shouldn't lobby for public money.

Mr. Gillespie stated his belief that no LTD money or any other public money would be directed to the PAC. He said that a PAC's primary purpose is to gain access to political decision makers. He was concerned that APTA did not have sufficient access on its own.

Mr. Evans thanked the Board members for their input. He had spoken with other APTA Board members about the topic, and most were not in favor of the idea. The business members were free to form their own PAC, but Mr. Evans stated that his sense of the APTA Board was that they preferred that APTA stay out of it.

Drive Less Connect: Rideshare Program Coordinator Tracy Ellis presented information on the new and improved computer software now available for rideshare users. She described the negative sides of the current system and ways that the new system solved those problems. LTD's Point2point Solutions was selected as the regional administrator for the new system. There was a soft launch of the software in Lane County on September 6, 2011, and ODOT planned a statewide public launch during the first week of November.

Mr. Gillespie asked how the new system worked across jurisdictions. For example, what if someone in Lane County was using the database to connect with someone in the Portland Metro area?

Ms. Ellis said that the old system required dual enrollment. In contrast, the new system shared the same database throughout Oregon, Washington, and Idaho and, therefore, matched rideshares online from throughout the Northwest.

In response to Mr. Gillespie's question about how to access the new system, Ms. Ellis said that there was a link on the Point2point Solutions website, and it also could be accessed directly through www.drivelessconnect.com.

Mr. Eyster thanked Ms. Ellis for the information.

EmX Business Partnership: Mr. Vobora described sample work products that Lane Transit District intern Calvin Brawner had produced to help promote businesses adjacent to EmX stations. The first, *Around Agate Station—A Walking Guide*, showed businesses and points of interest within a 5-, 10-, or 15-minute walk from the station. Some businesses added small advertisements, including Smartphone Quick Response codes, which provided more information or discount coupons. Another

product was a system-wide map of businesses and sights near the EmX line. Mr. Vobora said that nearby hotels have been very enthusiastic about the program and wanted their own copies of the material. One hotel manager went a step further and inquired about buying day passes to distribute to guests with the maps. Mr. Vobora described the effort as one of many cross-promotional campaigns that were being discussed.

Mr. Eyster complimented Mr. Vobora on the project. He said the efforts supported transit-oriented economic development.

Ms. Towery said that the information may be of use for families planning local outings. She also commended the efforts to promote businesses along the EmX line.

Mr. Vobora described the positive interest he had received from the Travel Lane County Board when he presented the material to them.

Transportation Research Projects: Mr. Vobora described two research projects; one was currently taking place, and the next would be conducted in November. As mentioned earlier in the meeting, teams were currently out conducting an Origin and Destination (O & D) survey. This survey was performed every four years. It had recently been updated to reflect changes in federal requirements and to better dovetail with Lane Council of Government (LCOG) transportation planning. Mr. Vobora said that the results would be ready after the first of year, at which time he would invite Selena Barlow of CJI Research Corporation, who was the consultant on the survey, to a Board meeting to share the information.

The second research project was being administered by LCOG and the University of Oregon (UO) Department of Campus Planning. The project will include an online travel diary survey of the students, faculty, and staff at the UO. As the regional Metropolitan Planning Organization for the Eugene-Springfield area, LCOG maintains and updates the regional travel demand model. These statistical models are calibrated using responses to surveys about where, when, and by what mode people travel to particular destinations throughout the day. Mr. Vobora said that he felt that the information would be of value to LTD, UO, LCOG, and the UO student association.

Mr. Eyster commented that having objective data, professionally gathered and analyzed, was critical for good decision making.

Monthly Financial Report: Ms. Hellekson reviewed the financial data included in the Board packet. She shared that September was not a key month for most of the financial indicators. She attributed the decrease in fare revenue to the changes in public school student fares. On the cost side, fuel costs continued to increase. The University of Oregon State in Lieu of Tax Revenue is up 15 percent over last year. Ms. Hellekson described an upcoming procedural change. Instead of putting the financial information in the Board packet, she proposed e-mailing the information to the Board and interested parties the day before the regularly scheduled Board meeting. The information also would be posted to the website. The process change will enable Finance to provide more accurate and timely information.

Mr. Eyster expressed the Board's agreement with the process change suggested.

Other Items of Interest: Mr. Vobora alerted the Board to an agenda item next month, an update to the Accessible Services report. The update included data on the pilot to expand RideSource outside of the original boundaries.

MOTION EXECUTIVE SESSION PURSUANT TO ORS 192.660(2)(h): Mr. Kortge moved the Board meet in Executive Session pursuant to ORS 192.660(2)(h), to consult with council concerning the legal rights and duties of a public body with regard to current litigation or litigation likely to be filed. Mr. Dubick seconded the motion.

VOTE The motion was approved as follows:
AYES: Dubick, Evans, Eyster, Gillespie, Kortge, Necker, Towery (7)
NAYS: None
ABSTENTIONS: None
EXCUSED: None


The Board entered Executive Session at 8:02 p.m.

RETURN TO REGULAR (OPEN) SESSION: The Board returned to regular session at 8:15 p.m.

ADJOURNMENT: Mr. Eyster adjourned the meeting at 8:15 p.m.

LANE TRANSIT DISTRICT

ATTEST



Dean Kortge
Board Secretary



Jeanne Schapper
Administrative Services Manager/
Clerk of the Board

Date Approved: November 16, 2011

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