



# LANE TRANSIT DISTRICT BOARD OF DIRECTORS STRATEGIC PLANNING COMMITTEE

Tuesday, November 28, 2023  
5:30 – 7:30 p.m.

## IN-PERSON & VIRTUAL MEETING

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

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

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

## AGENDA

ITEM	Time	Page
I. CALL TO ORDER	5:30 p.m.	
II. ROLL CALL <input type="checkbox"/> Alma Hesus (Chair) <input type="checkbox"/> Martin Gaiter (Vice Chair) <input type="checkbox"/> Marianne Nolte <input type="checkbox"/> Mike Eyster <input type="checkbox"/> Vidal Frances (ODOT) <input type="checkbox"/> Vacant <input type="checkbox"/> Greg Evans (Eugene City Councilor) <input type="checkbox"/> Phillip Shimhue <input type="checkbox"/> Beth Blackwell (Springfield City Councilor) <input type="checkbox"/> Vacant <input type="checkbox"/> Vacant (County Commissioner) <input type="checkbox"/> Claire Syrett <input type="checkbox"/> Hoover Chambliss <input type="checkbox"/> Vacant <input type="checkbox"/> Pete Knox (Board Member) <input type="checkbox"/> Gino Grimaldi (Board Member)	5:31 p.m.	
III. PRELIMINARY REMARKS FROM THE CHAIR	5:32 p.m.	
IV. ANNOUNCEMENTS AND ADDITIONS TO AGENDA <i>This agenda item provides a formal opportunity for the Chair to announce additions to the agenda, and for Committee members to make announcements.</i>	5:35 p.m.	
V. AUDIENCE PARTICIPATION  <u>Public Comment Note:</u> The Committee sets aside time at the beginning of the meeting for members of the public to provide public comment. We appreciate hearing from the public and encourage use of this opportunity. Comments are directed to the Committee. If a Committee member has a clarifying question, it will be directed to staff when the person testifying has completed his/her comments. Public testimony is limited to three (3) minutes per community member. Testimony may be provided via e-mail at <a href="mailto:clerk@ltd.org">clerk@ltd.org</a> . Public testimony is limited to three (3) minutes per community member. A timer will be displayed on the screen and will beep when the three (3) minutes is up.	5:40 p.m.	
VI. ITEMS FOR COMMITTEE DISCUSSION AT THIS MEETING  A. LANE TRANSIT DISTRICT'S CURRENT STATE, RANGE OF POSSIBILITIES, AND PATH FORWARD <i>Materials Included</i> Tom Schwetz, Director of Mobility Planning and Policy <b>Action Needed:</b> Discussion	5:45 p.m.	3
XI. ITEMS FOR ACTION OR INFORMATION AT A FUTURE MEETING <i>Attached is a list of action, recommendation, or information items that will be included on the agenda for future meetings.</i>	6:30 p.m.	7
VII. ADJOURNMENT		

**November 28, 2023**

ITEM

Time

Page

*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).*

**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.

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

<b>DATE OF MEETING:</b>	November 28, 2023
<b>ITEM TITLE:</b>	LANE TRANSIT DISTRICT'S CURRENT STATE, RANGE OF POSSIBILITIES, AND PATH FORWARD
<b>PRESENTER:</b>	Tom Schwetz, Director of Mobility Planning and Policy
<b>DIRECTOR:</b>	Joe McCormack, Chief Development Officer
<b>ACTION REQUESTED:</b>	Information and Discussion

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**PURPOSE:** In preparation for the Board's November 29, 2023 Retreat, this memo provides the Board with background materials to support its discussion on Lane Transit Districts (LTD's) Current State and Path Forward.

### **DESCRIPTION:**

Strategists today are describing our times as an age of volatility - terms like “perma-crisis”, or “poly crisis” characterized by converging, overlapping, and multiplying trends. Living and working in these uncertain times, we might be inclined to overestimate the risk of trying something new and underestimate the risk of standing still. However, in these times it can be argued that not taking risks is a risk.

Strategically, how might we make this volatility a tailwind for strategic courage and focus? In our own framing, we need to “Reimagine the Ride” in order to sustain our vitality and relevancy in the community. As an organization who is fundamentally focused on delivering today, we will need to find a way to execute for today while reimagining and co-creating for tomorrow.

LTD's current state rests between an invaluable context of progress that LTD and its partners have made in building the community we have today, and the inexorable uncertainties facing LTD and its partners as we step into the future. This summary provides an overview of:

1. LTD's Current State,
2. A discussion of the Range of Possibilities for LTD as it steps into the role of the region's Mobility Manager, and
3. Outlines LTD's Path Forward.

### **BACKGROUND:**

Current State: Lane Transit District was formed in June 1970 as Eugene, Springfield, and Lane County took advantage of state legislation passed in 1969 which facilitated the creation of mass transit districts. Since that time, LTD has played a key role in development of the region's transportation system and, by extension, the economic development of the region as a whole.

That said, LTD's formation can be connected to a long history of community development brought about by the deep coordination between Lane County and the cities of Eugene and Springfield spanning almost a century. Well before LTD was established, that coordination had been formalized in the creation of the Central Lane Planning Council in 1945 (today known as the Lane Council of Governments). Table 1 - A Continuum of Progress - Past and Present as a Foundation for the Future provides an outline of key actions that comprise LTD's strategic context.

Attached are a set of tables showing ridership changes over time. Table 2 provides ridership and regional population between LTD's inception in 1970 and October 2023. Table 3 provides a more focused look at ridership trends between 2019 and October 2023.

Range of Possibilities: Karina Ricks with Cityfi will be providing an overview focused on mobility management is an approach to designing and delivering transportation services that start and end with the customer. Joshua Shank with InfraStrategies will be providing an overview of "Mechanisms for Innovation" in which he will review the structure developed for LA Metro as that agency began to consider mobility management strategies to improve access for LA Metro's communities. Their presentations are included in the Board Packet.

Path Forward: Today, as LTD embarks on our effort to "Reimagine the Ride", the deeper context of constructive and productive partnerships and coordination will be critical to LTD's success moving forward. In the development of the plans for our reimagining, and in the community engagement and policy making that follows, this framing will provide both an orientation toward and focus on the good of the community and the co-creating necessary to realize all that our community needs us to be.

Key elements of LTD's Path Forward include:

1. Oregon Revised Statute 267;
2. Outcomes from the Reimagine the Ride process;
3. the development of a piloting program;
4. continued development of LTD's fixed route system and Specialized Services; and
5. continued development of LTD's core partnerships.

Each of these is described briefly below.

1. An important frame of reference for structuring LTD's role as a Mobility Manager is Oregon Revised Statute 267, governing Mass Transit and Transportation Districts in the state. Staff will provide a brief overview on the statute.
2. Figure 3 provides an overview of LTD's Reimagine the Ride process for the next several years. This work program consists of several planning efforts. These efforts include:
  - The process for engaging and communicating with the community on this work program will be informed by the Community Outreach and Communications Assessment (COCA),
  - Comprehensive Operations Analysis (COA) which is on a three-year update cadence (note this COA will include a Downtown Eugene Public Transportation/Shared Mobility Circulation Plan will also be developed in partnership with the City of Eugene),
  - RideSource Operations Analysis (ROA),
  - Development of a Mobility Management Framework (MMF), and
  - Long-Range Transit Plan (LRTP).
3. Adopted by the Board in June 2023, the Mobility Management Strategy (MMS) was developed to help LTD to become a successful mobility manager for the region. Mobility management is a customer-centric approach to providing transportation services. Often this means working in partnership with other agencies and service providers to match customers with the best transportation choice for their individual trip. LTD's interest in mobility management stems from a desire to connect our community. Coordinating with partners and broadening our services will allow LTD to serve more of the community and provide more mobility in our region. Attached is LTD's Mobility Management Decision-Making Process adopted as part of the overall Mobility Management Strategy. This process will inform LTD's piloting program.
4. LTD's fixed route operations will remain its core mobility offering. Ongoing development of LTD's fixed route system will be informed by the COA process.
5. Over the next several years, in compliance with new state rulemaking, Lane County, the MPO, and cities within Lane County will be going through updates to their land-use and transportation plans. These updates are required to be completed by 2028. To best inform that effort, LTD's Reimagine the Ride process is scheduled to be complete in 2026; timed to provide input into the broader regional planning effort. LTD will

continue to develop and deepen its relationships with its agency partners across a broad range of mutual interests.

**CONSIDERATIONS:**

It was the regional coordination between Eugene, Springfield and Lane County that led to LTD's creation. In many respects, LTD can be seen as a scion or offspring of that regional coordination. As LTD navigates the future ahead, we have a solid foundation for action. Not only do we benefit from the communities that our partners have developed, but we have also inherited and have an opportunity to leverage what our partners have provided to us in terms of community and culture - that long history of community development brought about by the deep coordination between Lane County and the cities of Eugene and Springfield spanning almost a century.

**ALTERNATIVES:** N/A

**NEXT STEPS:** The Current State presentation for the retreat will review ridership and other operational trends. Under the topic of Range of Possibilities, Consultants working on LTD's Mobility Management Framework project will provide an overview of the status of current mobility management efforts around the country. The discussion on LTD's path forward will outline use of policymaking, partnering, and piloting as strategic elements in taking on the role of the region's Mobility Manager.

**SUPPORTING DOCUMENTATION:**

- 1) Table 1 - A Continuum of Progress - Past and Present as a Foundation for the Future
- 2) Figure 1 – LTD Ridership and Service Hours 1970-2022
- 3) Figure 2 – LTD and RideSource 2019-2023
- 4) LTD Mobility Management Decision-Making Process
- 5) Figure 3 – Reimagine the Ride Project Timeline

Figure 1

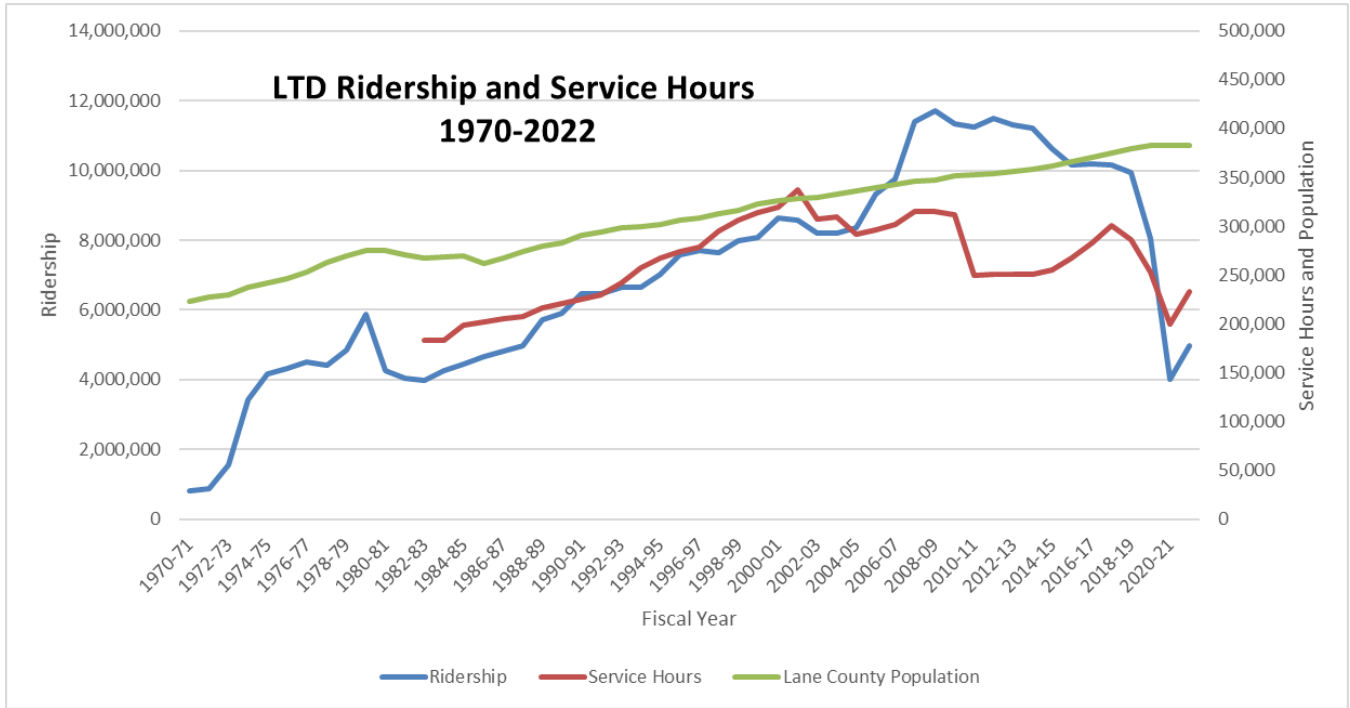
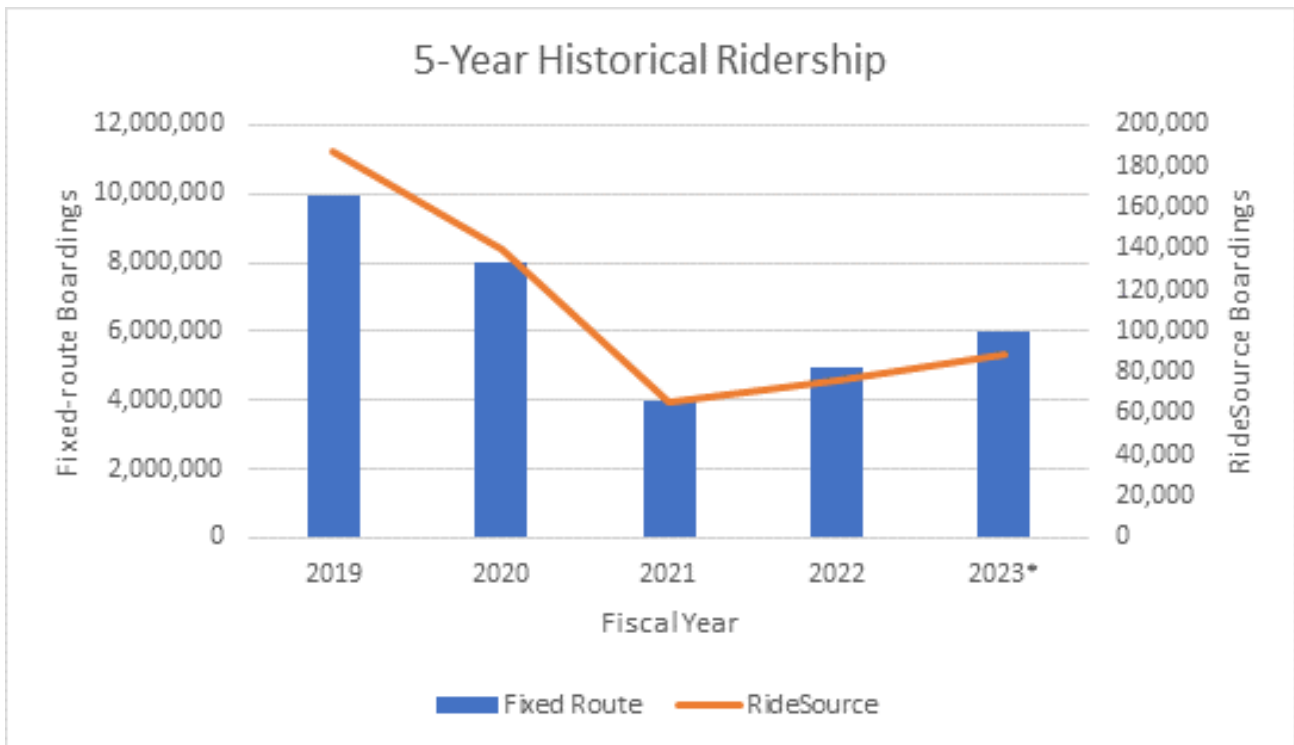


Figure 2





## AGENDA ITEM SUMMARY

**DATE OF MEETING:** November 28, 2023  
**ITEM TITLE:** ITEMS FOR ACTION OR INFORMATION AT A FUTURE MEETING  
**PREPARED BY:** Allie Brusasco, Board Administrator  
**DIRECTOR:** Jameson Auten, General Manager/Chief Executive Officer  
**ACTION REQUESTED:** None. Information Only

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**PURPOSE:** To provide the Committee with a summary of the agenda items coming before them for the coming months.

### January 23, 2024

- Strategic Planning Committee member nominations and Officer elections 2024
- COCA Project Updates