

AUDIENCE PARTICIPATION SIGN-UP SHEET – June Board Meeting

Date: June 18, 2025

Note: Please note that your verbal testimony is limited to three (3) minutes. If you wish to present written materials, please furnish at least one copy to the Clerk of the Board/Recording Secretary for the official record.

NAME	CITY OF RESIDENCE	GROUP / REPRESENTING	TOPIC
SUPPLEMENTAL BUDGET PUBLIC HEARING SIGN UP:			
GENERAL PUBLIC COMMENT SIGN UP:			
Ruth Linoz	Springfield	South Lane Wheels	LTD Connector and LTD Rural Shuttle Pilot Contract

* This document is a public record subject to disclosure under the Oregon Public Records Law.

Q:\Reference\Board Packet\Templates\Sign in Sheets\Audience Participation Form.doc



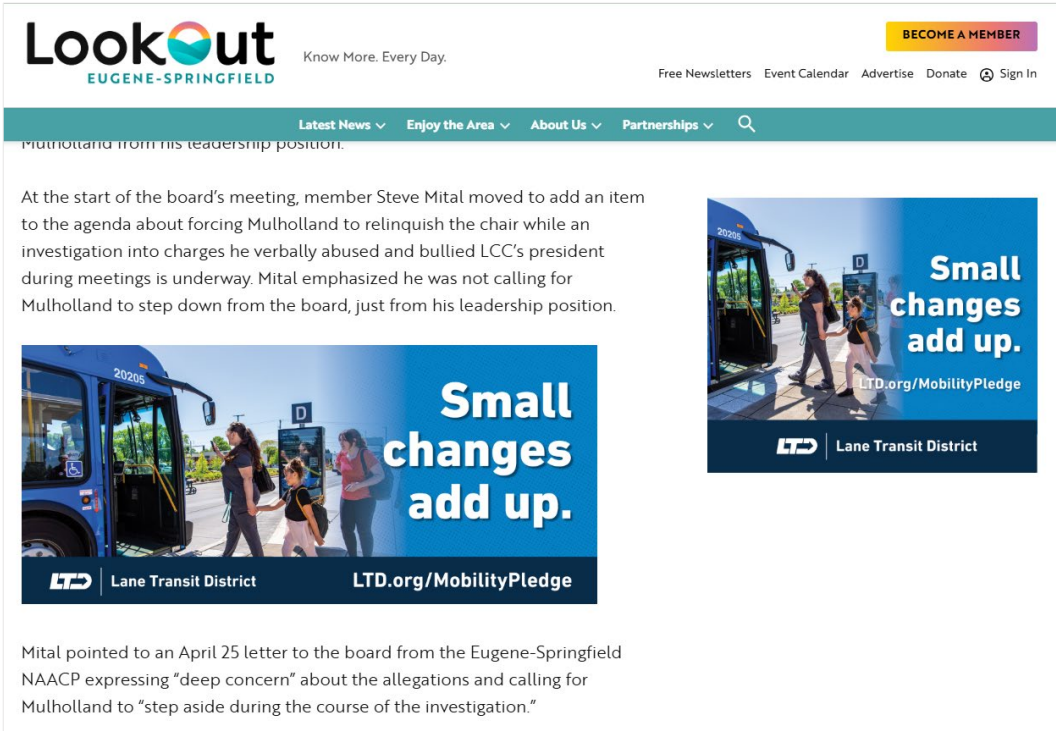


Community Engagement Framework



- Objectives:
 - Establish internal processes, best practices, and communication tools
 - Clarify roles and responsibilities for plan and project communication
- Draft plan to operationalize Community Engagement Framework
- Community Steering Council will reconvene in July to review plan

Mobility Pledge



The screenshot shows a news article on the Lookout Eugene-Springfield website. The article text discusses a board meeting where member Steve Mital moved to add an item to the agenda about forcing Mulholland to relinquish the chair. A large blue advertisement for the Lane Transit District's Mobility Pledge is overlaid on the article. The ad features a photo of a bus and the text 'Small changes add up.' and 'LTD.org/MobilityPledge'.

Lookout
EUGENE-SPRINGFIELD

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Mulholland from his leadership position.

At the start of the board's meeting, member Steve Mital moved to add an item to the agenda about forcing Mulholland to relinquish the chair while an investigation into charges he verbally abused and bullied LCC's president during meetings is underway. Mital emphasized he was not calling for Mulholland to step down from the board, just from his leadership position.

Small changes add up.

LTD.org/MobilityPledge

LTD Lane Transit District

Mital pointed to an April 25 letter to the board from the Eugene-Springfield NAACP expressing "deep concern" about the allegations and calling for Mulholland to "step aside during the course of the investigation."

- **Advertising Plan**
 - Lookout Eugene-Springfield digital ads: 98,561 views, 0.291% click rate
 - Digital billboards: 452,604 monthly impressions (estimated)
 - KLCC underwriting
- **Metrics**
 - Mobility Pledge newsletter email list (stakeholders and Mobility Pledge sign-ups): 392



Human Resources Update





EmX Fare Validation Campaign



- **Objective:** Promote new ScanRide platform validation option to EmX riders
- **Advertising Tactics:**
 - Video promoted on social media to local audiences
 - Targeted advertising and outreach to UO students (digital, print, event outreach)
- **Metrics:** Video campaign reached 118,011 people and generated 142,141 impressions during the first four weeks

OSU AI Capstone Project

- Strategic Relationship Development with Google & OSU
- Breakthrough in Ridership Forecasting Accuracy
- Innovative Use of Public + Internal Data for Service Planning
- Low-Lift, High-Impact AI Prototyping with Google Cloud Tools
- Blueprint for Transit-Centered Civic AI





Operations Performance Update – April 2025

EmX and Fixed Route Ridership (Apr. 25 vs. Apr. 24)	2.2% decrease
12-month Avg. EmX and Fixed Route Ridership	1.3% decrease
EmX and Fixed Route Revenue Hours (Apr. 25 vs. Apr. 24)	8.7% increase
12-month Avg. EmX and Fixed Route Revenue Hours	3.1% increase
Maintenance Costs (Apr. 25 vs. Apr. 24)	31.4% increase
Assault Reporting	19% decrease



Lane Transit District

Connecting our Community

Strategic Planning Committee Annual Report and FY26 Work Plan

June 18, 2025

Lane Transit District | [LTD.org](https://ltd.org)



MISSION

Connecting Our Community

VISION

In all that we do, we are committed to creating a more connected, sustainable, and equitable community

VALUES

Respect, Integrity, Innovation, Equity, Safety, and Collaboration

Agenda



Purpose of the Strategic Planning Committee (SPC)



SPC FY25 Annual Report



FY26 SPC Work Plan

Purpose of SPC



- To provide the LTD Board with independent advice and recommendations and to deliberately consider impacts to individuals with disabilities and older adults
- Established in 2016, role expanded in 2022
- Current roster of eleven members
- Represent wide array of interest areas

■ Annual Report (FY25)



- Highlights from FY25 include:
 - Recommendation to the Board to approve the **System Review Final Plan** to guide fixed route service investments
 - Input on new **Statewide Transportation Improvement Fund (STIF) concepts**
 - Input and support for **rural services pilot** performance metrics
 - Building knowledge around **coordinated transportation and land use planning** with partner agencies



Annual Report (FY25) cont.

Meeting	Agenda Items
August 6, 2024	<ul style="list-style-type: none">• STIF Discretionary Projects• Business Performance Results• Anti-Trafficking Initiatives
October 1, 2024	<ul style="list-style-type: none">• ALICE Report Briefing• LTD System Review Final Plan• New STIF Concepts
January 21, 2025	<ul style="list-style-type: none">• Regional Transportation Plan (RTP) Update Briefing• Rural Services Pilot Project• SPC Work Plan
March 4, 2025	<ul style="list-style-type: none">• Springfield Transportation and Land Use Briefing• Rural Services Pilot Update• Legislative Updates• LTD Community Investment Plan Briefing• SPC Work Plan
May 6, 2025	<ul style="list-style-type: none">• Eugene Transportation and Land Use Briefing• Downtown Eugene Circulator Pilot• Rural Services Pilot Performance Measures• FY26 SPC Work Plan



FY26 SPC Work Plan



- The SPC will provide advice and recommendations to the LTD Board on three key projects in FY26:
 - **LTD Connect 2045**, the first major update to LTD's long range mobility plan in over ten years,
 - An update to the **Lane Coordinated Human Services Plan**, last updated in 2019, and
 - An update to LTD's **Service Policy**, last updated in 2022.
- Accessibility training
- Welcoming four new SPC members

FY26 SPC Work Plan cont.



FY26 SPC Work Plan		FY26											
		July	August	September	October	November	December	January	February	March	April	May	June
				SPC		SPC		SPC		SPC		SPC	
1	Long Range Mobility Plan (Connect 2045)												
2	Lane Coordinated Human Services Plan Update												
3	Service Policy Update												

Feedback and Discussion



Recommendation to Board



Feedback and Discussion

