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for publication on Friday, December 11, 2015.

**LANE TRANSIT DISTRICT
BOARD SERVICE COMMITTEE MEETING
Tuesday, December 15, 2015
3:30 p.m. - 5:00 p.m.**

**LTD CONFERENCE ROOM
3500 E. 17th Avenue, Eugene
(off of Glenwood Boulevard)**

Public testimony will not be heard at this meeting.

AGENDA

- I. CALL TO ORDER
- II. ROLL CALL
Gillespie _____ Necker _____ Pierce _____
- III. APPROVAL OF MINUTES
- IV. OVERVIEW OF 2016-17 ANNUAL ROUTE REVIEW
 - Review 2015-16 ARR Changes
 - Review Draft Service Concepts
 - Public Engagement Process
- V. PROJECT UPDATES
 - Bike Share Status
 - Evaluating Airport Connector Service
 - West Eugene Service Restructure
- VI. ADJOURNMENT

MINUTES OF BOARD SERVICE COMMITTEE
LANE TRANSIT DISTRICT

Monday, September 21, 2015

Pursuant to notice given to *The Register-Guard* for publication on September 17, 2015, and distributed to persons on the mailing list of the District, the Board Service Committee of the Lane Transit District held a meeting on Monday, September 21, 2015, beginning at 10:00 a.m., at the LTD Conference Room, 3500 E. 17th Avenue, Eugene, Oregon.

Present: Ed Necker, Chair
Garry Gillespie
Angelynn Pierce
Tom Schwetz, Planning and Development Manager
Andy Vobora, Director of Customer Service and Planning
Ron Kilcoyne, General Manager
Sasha Luftig, Transit Development Planner
Heather Lindsay, Service Planner
Nathan Banks, Service Planner
Tim Simon, Service Planner
Cosette Rees, Accessible and Customer Services Manager
Renee Jones, Marketing Representative

CALL TO ORDER/ROLL CALL

Mr. Necker convened the meeting and called the roll.

MINUTES APPROVAL

MOTION: Mr. Gillespie, seconded by Mr. Necker, moved to approve the minutes of March 9, 2015. The motion passed unanimously, 2:0.

BIKE SHARE STATUS

Ms. Luftig said the City of Eugene and LTD partnered on a bike share study and from that the City successfully applied for a *ConnectOregon* Grant to complete feasibility studies on four bike share stations. The location of the bike share stations would include the University of Oregon campus, with additional stations between the University, downtown, and the Whiteaker neighborhood. She said bike share was an automated self-service bicycle rental system that could either be station-based or bicycle-based. The City was determining which approach would be best. She said users could rent bikes using either an RFID (radio frequency identification) card or smart phone, both of which could integrate with transit.

Ms. Pierce arrived at 10:08 a.m.

Ms. Luftig said a bike share system was encouraged by policies in the District's Long-Range Transit Plan and bike-sharing could extend reach of the transit system market by offering first/last mile trip completion. She used a matrix to compare the roles transit had played in bike share

systems in other communities. She said intensive data collection during the feasibility study informed the development of priorities for Eugene's bike share system:

1. Personal mobility
2. Bicycling health and safety
3. System quality
4. Financial sustainability
5. Equity
6. Economic benefits

Ms. Luftig outlined the proposed system size and expansion phases. The *ConnectOregon* grant would fund the first two phases: University, downtown, and Whiteaker neighborhood stations. She reviewed capital and operating fund needs. The total capital cost of implementing all phases was \$2.3 million and operating costs for a five-year period were \$1.2 million. She said once user revenue was taken into account, there was an annual funding gap of approximately \$100,000-300,000. Staff was currently determining what type of sponsorships could be attracted to close the gap, as well as what were partners willing to assume.

Mr. Necker asked how users would be charged for use of a bike. Ms. Luftig replied that the fee was based on the length of time a user had the bike; users who paid for a membership were given a certain amount of time without charge. She said the fee for usage had not yet been established.

Mr. Gillespie asked what level of support was anticipated from LTD. Ms. Luftig said the system partners—LTD, the University and City of Eugene—had been meeting to discuss details of implementation, potential sponsorships, solicitation of vendors and operators and identification of funding gaps, and roles/commitments from partners.

Mr. Schwetz said the question of what role LTD would play in bike share would be presented to the full Board for discussion once more information was developed during partner discussions.

In response to a question from Mr. Necker, Ms. Luftig said the vendor was the provider of system parts such as bicycles, stations, etc.; the operator maintained bikes and stations and managed movement of bikes throughout the system. She said a technical operator would provide the platform for system operations.

Ms. Lindsay asked if users would be able to pay cash if they did not have a credit card and were demographics being considered when selecting station locations. Ms. Luftig said systems could be designed to include options for non-banking community members to access the system. She said demographics would be a factor in future phases, but initial implementation would focus on activity centers.

Ms. Luftig indicated that the plan was to launch the system by fall 2016, but that was dependent on vendor/operator selection and identification of sponsors. She said it typically took six months to receive and deploy system parts once they were ordered. She felt that sufficient information on sponsorships and gap funding needs would be available and could be presented to the Board in late winter 2015 or early 2016.

Mr. Gillespie hoped that RFID cards could be sold at LTD's downtown station. He asked if the system bikes could be put on an LTD bus. Ms. Luftig said the bikes could be put on a bus, but they were heavy and the user would be paying for their travel time.

Ms. Luftig outlined the five-year plan for the bike share system, which would eventually consist of 46 stations, 420 bikes and 756 docks.

ORIGIN AND DESTINATION SURVEY STATUS

Mr. Banks said every four years LTD conducted an extensive origin and destination survey of users throughout the system. The next survey would be conducted October 3-9, 2015. He said information collected included:

- Riders' trip origin/destination
- Mode of transportation used to get to transit
- Demographics
- Customer service/satisfaction

Mr. Banks said LTD was using the same consulting firm as in the past to conduct the survey and this year use of hand-held tablets was being piloted on a small segment of the system. The tablets would facilitate geocoding the data points that were being collected. He said cleaning up the geographic data was an expensive process and the cost of using tablets would be compared to the traditional method to determine if there was a savings. He said the majority of surveys would still be administered via pencil and paper.

2016 ANNUAL ROUTE REVIEW (ARR) SCOPE/WEST EUGENE EmX EXTENSION (WEEE) SERVICE REDESIGN

Mr. Simon said changes to the ARR last year were well received and the goal was to continually improve the process. He said the ARR process would begin sooner this year and the financial scope would be more clearly defined due to the Board's approval of the payroll tax rate increase. He said the new bid was in progress and would address a number of system changes, including increased span of service on weekdays, increased frequency of service, modification to route No. 95, extension of route No. 12 to serve the new Veterans Administration clinic and proposed airport connector service. He distributed a timeline for implementing the 2016 and 2017 ARRs and West Eugene EmX Extension service.

In response to a question from Mr. Gillespie, Mr. Simon said staff was marketing transit to both the State Hospital and the airport to increase ridership on those routes. He said verbal commitments with Lane Community College and the City of Eugene were in place to contract with Omni Shuttle for the airport connector service, which was expected to be implemented in November 2015; if not, it would be implemented in January 2016. He replied to Mr. Necker's question that wheelchair service would be a part of the airport connector.

Mr. Simon said that the 2016 and 2017 ARRs would begin to address service redesign on local routes in preparation for implementation of the West Eugene EmX Extension in 2017. He said \$700,000 to \$1 million in service would be added in 2016 and \$900,000 in 2017. Staff was working with Nelson-Nygaard Consulting Services to develop service scenarios, which would be

shared with the public. He reviewed a number of service options being explored and said they could be phased in over the two-year period. He said information obtained from the ARRs work and MovingAhead project was being shared among staff to better inform all efforts.

RURAL AND CONNECTION SERVICE

Mr. Schwetz's discussions about rural and connection services included Oakridge and the Diamond Express, service to Florence, the Oregon Department of Labor's (ODOT) efforts to close a gap on the coast between Florence and Yachats, airport connector service, and a Veneta/West Eugene EmX Extension connection.

Ms. Rees said support for the Diamond Express service to Oakridge was provided by ODOT through federal 5311F funds for intercity service. A requirement for using those funds was the ability to demonstrate that meaningful connections were made to destinations beyond the metro area, such as via Amtrak and Greyhound. She said a contract was almost completed with Amtrak whereby Amtrak would promote Oakridge as a destination and use the Amtrak website to plan a trip from Portland or another location to Oakridge, including purchasing fares for the train and Diamond Express. She said Oakridge was marketing itself as a mountain biking and other recreational activities destination and would be able to place that information on the Amtrak website. She said there was no cost to LTD to implement that connection.

Ms. Rees said Oakridge was advocating for Amtrak whistle stop service and also interested in expanding Diamond Express service. She said the city was in the process of exploring funding options for additional service. She reviewed the results of a survey of Oakridge and Westfir residents and Diamond Express riders. Respondents were interested in additional service, including evenings and weekends and more penetration into the Westfir community. She said a funding request for 5311F funds had been made to provide that, but only a very small increase was received. She said previously the midday Diamond Express had provided curb-to-curb service, but ODOT would no longer allow that as it was inconsistent with the intent of the funding. In place of the curb-to-curb service another midday round trip had been added. Those who were eligible could use RideSource for the curb-to-curb service in town.

In response to a question from Mr. Necker, Ms. Rees explained that the 5311F funds were for operating expenses. Funding for capital costs was from other sources and she would provide details of that to the committee. Mr. Vobora said that Oakridge was providing the match for 5311F for operating costs.

Ms. Rees noted that LTD owned all of the vehicles used for rural services such as Diamond Express and Rhody Express. She said this prevented stoppage of service if an operator had to be replaced. She said that options for expanding service in Westfir were being explored. To gauge interest and usage of expanded Westfir service a pilot program would go farther into Westfir on the first inbound trip and last outbound trip. She said that change would be effective on November 1, 2015 and Oakridge was working with Westfir about some amount of financial support for the Diamond Express.

Mr. Gillespie asked if the additional service could be added to the State Transportation Plan for funding. Ms. Rees replied that LTD could submit a request. She said the Diamond Express was a

productive, well-used service that enabled Oakridge to be a dynamic community and was critical to the community's redevelopment efforts.

In response to a question from Mr. Schwetz, Ms. Rees said there had been some discussion about bringing Oakridge into the transit district and that could be a subject for future consideration.

Continuing, Ms. Rees said that LTD received a small amount of funding to provide dial-a-ride service in Oakridge, primarily for transportation to meal sites and to a lesser extent the delivery of meals in the community. ODOT had determined that the delivery of meals was inconsistent with the intent of the funds and that service had been moved back to Lane Council of Governments (LCOG) as of July 1, 2015. LCOG provided that service through the use of volunteers. She said transportation to meal sites for the general public would now be more heavily promoted. The service was provided between 10:00 a.m. and 2:00 p.m. on Tuesdays and Thursdays.

Ms. Rees said that Medicaid transportation services to and from eligible medical appointments for Oregon Health Plan participants in Oakridge was also provided through a contract with Trillium, the local coordinated care organization. She said elsewhere in the county that service was provided by eligible private providers on a bid basis. She said the LTD vehicles dedicated to providing that service to Oakridge residents were purchased with funds that ODOT determined were not intended primarily for that purpose; therefore a Medicaid model similar to that used elsewhere in the county was established for Oakridge.

Ms. Rees said the ODOT Public Transit Advisory Committee, of which she was a member, had identified three gaps in continuity of public transit service; one of those gaps was between Florence and Yachats. A group with wide representation from stakeholders in the area convened to address the gap and transportation beyond Florence and Yachats. The group identified as priorities to have reliable, predictable and affordable transportation between Florence and Yachats. Current transportation options had been inventoried and ODOT was providing some planning funds for the effort. She said the challenge was to identify appropriate transportation, potential partners, and funding options. New partnerships that allowed transit to cross boundaries and combine funds from a number of sources in order to do more were beginning to emerge in new models for connecting services.

Ms. Rees said the City of Florence had convened a transportation advisory committee to examine, among other issues, a Florence to Eugene connection, although that would require Florence to join the District. The committee had requested information from LTD on payroll taxes and service options for the route. She said that bicycling and bike safety were also issues to be addressed.

Regarding route No. 93, Mr. Vobora said staff was still working with the West Lane Shopping Center owner to allow circulation of LTD vehicles through the parking lot.

Mr. Schwetz said discussions were also in progress with Benton County and Corvallis about a potential connection between Corvallis and the Eugene/Springfield metro area, particularly the airport. He said route No. 93 service to and from Veneta, relative to the West Eugene EmX line, was also being examined by Nelson-Nygaard.

Mr. Simon said another briefing on the ARR would be scheduled once a proposal was developed.

Mr. Gillespie was pleased with the opportunity to work with increased revenue during the ARR.

ADJOURNMENT

Mr. Necker adjourned the meeting at 11:28 a.m.

(Recorded by Lynn Taylor)