



# LANE TRANSIT DISTRICT BOARD OF DIRECTORS STRATEGIC PLANNING COMMITTEE

Tuesday, September 26, 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	5:30pm	
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"/> Rheanna Hensley <input type="checkbox"/> Greg Evans (Eugene City Councilor) <input type="checkbox"/> Phillip Shimhue <input type="checkbox"/> Beth Blackwell (Springfield City Councilor) <input type="checkbox"/> Elaine Eller-Mough <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)		
III. PRELIMINARY REMARKS FROM THE CHAIR	5 minutes	
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 minutes	
V. AUDIENCE PARTICIPATION	5 minutes	
<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.		
VI. ITEMS FOR INFORMATION AT THIS MEETING		
A. PILOT PROJECTS AT LTD <i>Materials Included</i> Tom Schwetz, Director of Mobility Planning and Policy <b>Action Needed:</b> None. Information Only	5 minutes	3
B. COCA COMMUNITY STEERING COUNCIL OVERVIEW <i>Materials Included</i> Tom Schwetz, Director of Mobility Planning and Policy <b>Action Needed:</b> None. Information Only	60 minutes	23

ITEM

Time      Page

XI. ITEMS FOR ACTION OR INFORMATION AT A FUTURE MEETING

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*Attached is a list of action, recommendation, or information items that will be included on the agenda for future meetings.*

VII. ADJOURNMENT

7:30pm

*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

**DATE OF MEETING:** September 26, 2023

**ITEM TITLE:** PILOT PROJECTS AT LTD

**PREPARED BY:** Tom Schwetz, Director of Mobility Planning and Policy

**DIRECTOR:** Joe McCormack, Chief Development Officer

**ACTION REQUESTED:** None. Information Only

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**PURPOSE:** To provide the history and future of pilot projects at LTD.

**DESCRIPTION:** The LTD Board of Directors adopted the Mobility Management Strategy (MMS) in June 2023. Piloting new technologies and services is an essential part of the MMS. Staff will provide an overview of pilots at LTD and ways that SPC can engage as the agency works towards being Lane County's mobility manager.

**BACKGROUND:** Pilot projects are scaled deployments of a new service or technology with the goal of testing how well the service or technology performs against a defined set of goals. Pilots can be limited to certain geographic areas, limited to a duration of time, limited to specific riders, or a combination of factors. Pilots are not an end unto themselves, so they should be structured around answering a narrowly defined question.

LTD has a long history of conducting pilot projects. In 2012, LTD worked with FTA, CalTrans, and a number of private sector research partners to pilot a magnetic guidance system to guide EmX on portions of fixed-guideway and precisely dock the bus at EmX stations. LTD and partners isolated a 1.4 mile stretch of EmX and selected stations to test the system. The goal of the pilot was to determine whether a magnetic guidance system could outperform human drivers on a fixed-guideway system and when docking the bus at stations. The technology was never brought to market.

More recently in 2019, LTD began to pilot mobility on demand services including the LTD Connector in Cottage Grove and EmGo in downtown Eugene. The goal of these pilots varied, but were generally concerned with determining if a flexibly-routed service could better meet the travel needs of customers in Cottage Grove and downtown Eugene. The Cottage Grove connector has consistently performed higher than peer services and meets a demand for travel within the city limits of Cottage Grove that LTD's Route 98 does not meet. LTD has continued to support the LTD Connector through State Transportation Improvement Funds (STIF). EmGo did not perform as well as the LTD Connector and was discontinued following the beginning of the COVID-19 pandemic in March 2020.

These pilots have allowed LTD staff to test ideas and make rapid changes to service. Through these projects, LTD has gained valuable knowledge about how to apply new technologies to better connect our community. However, these pilots also highlighted the need for LTD staff to develop a more intentional approach to selecting and operating pilot projects. To achieve this, part of the Mobility Management Strategy workplan included developing a Pilot Program Implementation Guide (Attachment 1). This guide lays out best practices from across the transit industry on how our community can get the most benefit from pilot projects and established a recommended process for developing and running pilots.

Staff will provide a presentation and engage SPC on how we are approaching pilot projects, next steps for the agency, and ways SPC can engage in the process as we work to find solutions that will strengthen LTD's intention to be Lane County's mobility manager.

**SUPPORTING DOCUMENTATION:**

- 1) LTD Pilot Program Implementation Guide
- 2) Overview of Existing Mobility Services in Lane County - LTD and Regional Partners

**PROPOSED MOTION:** None. Information only.



# Pilot Program Implementation Guide

May 2023



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## Introduction

This guide provides a framework for Lane Transit District (LTD) and its partners to plan and implement effective pilot programs that can be used to test and evaluate new services, programs, and technologies. Drawing on industry best practices and LTD’s previous experience running pilot programs, the guide will help implement LTD’s Mobility Management Strategy (MMS).

### Why Pilot?

The transportation industry has seen significant change and investment in new mobility services, programs, and technologies that have the potential to increase mobility, advance sustainability and equity outcomes, and create efficiencies in service delivery. Most of these initiatives are different from traditional transportation services and some are relatively unknown or untested. As a result, public agencies have found themselves asking how to test the effectiveness of these initiatives whilst maintaining customer satisfaction and practicing responsible governance.

The scale of a pilot is generally limited – this could be in terms of its coverage area, the number of vehicles available, its times of service, etc. Pilots are also intended to be temporary with an evaluation process to determine whether the program should be adapted and repiloted, permanently implemented, transferred to another agency or organization, or discontinued.

A pilot is a scaled deployment of a new program, service, or technology to test their performance towards a defined set of goals.

Examples could include piloting a microtransit system to determine if it increases ridership and decreases the cost to transport residents in low-density areas compared to fixed-route transit, or whether a shared micromobility system is an effective first- and last-mile connection to transit, or whether a carshare program allows better access to jobs and services for low-income, car-less individuals.

Pilots give decision-makers and the public a chance to see new programs, services, and technologies in action and to better understand their impacts. Many pilots are created to manage risks before committing to broader deployment that would require additional resources and be more difficult to reverse. They often involve a significant outreach process to understand public perception and gather feedback on program changes that may be necessary to address public concerns.<sup>1</sup>

1 Zipper, D. (August 2020). Policy Brief – Urban Mobility Pilots. Harvard Kennedy School – Taubman Center for State and Local Government. Accessed from: <https://www.hks.harvard.edu/centers/taubman/publications/policy-briefs>

## Connection to LTD's Mobility Management Strategy

LTD's Mobility Management Strategy includes a decision-making framework that will be used to establish the need for the pilot program and determine LTD's role in supporting new services, programs, and technologies that can further the organization's goals and improve mobility options in the region.

While implementing the Mobility Management Strategy, LTD will be working to deliver new programs and services that will help connect the community. For many new services a pilot program will be how LTD can test the initiative before committing to a full-scale program to ensure that it meets the community's needs. This guide should be used to plan, implement, and evaluate pilot programs and can also be shared with partners in the region to inform their pilot programs.

## LTD's Experience with Pilot Programs

LTD has previous experience with pilot programs, but to date has never had any formal guidelines to ensure that pilots are implemented in a deliberate and consistent way. Successful pilots clearly articulate the goals of the program, outline the planning and implementation process, and create an evaluation process that can be used to decide whether to make the program permanent, adjust and continue the pilot, transfer the program to another agency or organization, or discontinue the program.

For more information on the Mobility Management Strategy and decision-making framework, visit [www.ltd.org/mobility-management](http://www.ltd.org/mobility-management).



Míocar is an electric vehicle carsharing pilot program located at affordable housing complexes in the San Joaquin Valley. Source: <https://www.westerncity.com/article/new-clean-mobility-options-roll-out-arvin>

## EmGo

In August 2019, LTD began a one-year electric mobility-on-demand pilot in Downtown Eugene called EmGo. LTD was a funder and technical advisor but implementation was through a partnership with the City of Eugene, Lane County, and the Lane Council of Governments (LCOG). The initial twelve-month pilot provided free service within the downtown area where customers could book trips between over 70 virtual stops using a third-party mobile application.

### Status:

The service was suspended indefinitely in March 2020 due to the COVID pandemic and the pilot period concluded in August 2020. Based on low performance in a number of metrics including low ridership, high cost of service, low efficiency, and COVID-19 impacting vehicle load limits, staff recommended that the pilot project be discontinued.

### Roles:

- **LTD:** funder, technical advisor.
- **LCOG:** manager, planner.
- **Lane County:** funder.
- **City of Eugene:** funder.
- **Ride Zero:** operator.

### Lessons Learned:

This pilot was impeded by a few challenges including requiring the use of a mobile web-app, the large number of stops in a small service area, and the service competing with walking trips in a relatively small service area. These challenges resulted in low boardings per vehicle which meant a higher cost per rider.



## LTD Connector – Cottage Grove

The LTD Connector is a mobility-on-demand service being piloted within Cottage Grove and connected to LTD's Route 98 to Eugene. It is owned and managed by LTD utilizing vehicles and technology procured from a third-party vendor, Via, and operated through a contract with South Lane Wheels.

The LTD Connector vans are equipped with 10 seats and two wheelchair bays and can be booked using a mobile app or through a phone call. The service runs Monday to Friday between 9:00 AM and 4:00 PM and costs \$1 per trip, that must be paid in cash.

### Status:

LTD is in the process of evaluating the pilot project and determining next steps. LTD has secured funding to continue the pilot through at least July 2025.



### Roles:

- **LTD:** owner and manager.
- **South Lane Wheels:** operator.
- **Via:** third-party technology vendor.

### Lessons Learned:

This pilot is an example of testing a new mobility service that is similar to LTD's existing services but with a different combination of vehicles, technology, and third-party resources and expertise. The service provides useful intra-community mobility that fixed route service cannot provide due to route design or low frequencies. The mobility-on-demand service is more expensive than fixed route, but less expensive than traditional demand responsive services due to a combination of the efficiencies created by scheduling rides in real-time and the partnership delivery model. The service has also shown higher efficiency and productivity levels (pre-COVID) compared to microtransit services in peer communities.<sup>2</sup> The pilot also found that the service did not connect well to fixed route transit due to the variability in travel time on the route.

<sup>2</sup> Card, J. The LTD Connector: Evaluating the Effectiveness of Mobility-On-Demand in Cottage Grove, Oregon.





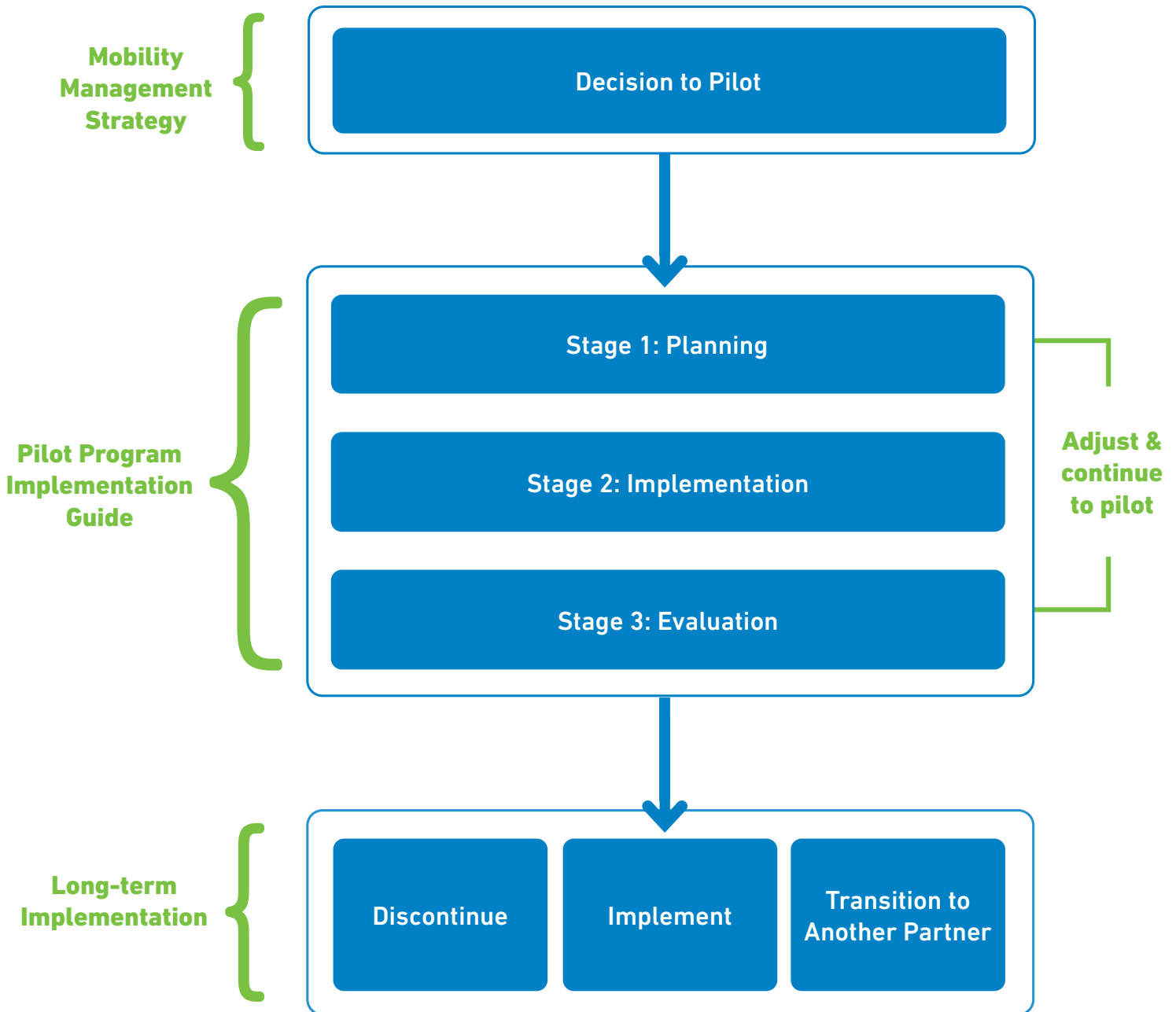


# Pilot Program Process

The most effective pilot programs are those that follow a clear process starting with a planning stage to establish the goals of the pilot, a well-managed implementation plan, and a framework for evaluating the pilot and making decisions about its long-term future. It is also important to keep enough flexibility to adjust and refine the program as needed, especially in reaction to unexpected benefits or service issues.

This process is outlined in Figure 1 and this document describes each of these steps in more detail.

**Figure 1:** LTD's Pilot Process



# Stage 1: Planning

The decision to pilot a mobility initiative should be made using the Mobility Management Strategy's decision-making framework. The planning stage should be used to establish goals for the program, better define the roles of LTD and its public, private, and non-profit partners, identify the resources needed for the pilot, and identify other actions needed for implementation.

Stage 1 activities include the following steps, many of which are related to one another and will need to occur concurrently.

## Confirm Organizational Model and Roles

This step institutes the recommendations from the MMS decision-making framework and includes transferring responsibility for the pilot program to the LTD department identified as playing the Manager / Coordinator role and identifying a Project Manager to lead the development of the program and organize other departments and organizations in their roles.

- **Transition ownership and identify a project manager.** Based on the approved recommendations from the MMS decision-making framework, the pilot program should be transferred to the appropriate department within LTD that will manage / coordinate the program and identify a project manager that will lead the planning process on behalf of the organization.
- **Internal coordination.** The project manager should coordinate with key staff within the LTD departments identified as playing supporting roles in the pilot program. This will include introducing the project, identifying the project's needs, and working within the organization to build capacity, procure resources, coordinate on compliance and funding issues, etc.
- **Determine partnership agreement, contracting, and procurement needs.** The organizational model recommended for the pilot could include establishing partnerships with other public agencies, non-profit organizations, research institutes, etc. The project manager will need to work with LTD's Business Services department to identify the appropriate form of agreement to work with these partners as well as the process for procuring any new vendors, resources, or services for the pilot.

- **External coordination.** For pilots that rely on partnerships with external organizations, the LTD project manager will need to reach out to confirm the roles and responsibilities for all external partners and work with them to formalize any agreements that are required. The contracting and approval process can take significant time and planning for this early will streamline implementation. The LTD project manager should also consider establishing an advisory group that brings together and coordinate the different partners.

## Establish a Funding Model

Funding for the pilot may have already been identified or may need to be identified. Some potential funding sources are listed below. An important consideration is ensuring the eligibility of different funding sources and making sure that funding is secured for both capital and operations.

The funding timeline should also be considered, especially whether funding would still be available if the pilot timeline slips or is extended, or whether the same funding source would be available for long-term implementation of the program. This step also includes determining reporting and compliance needs tied to the funding source. Common funding sources for mobility pilots include:

- **Grants:** LTD can apply for federal, state, and local grants to support a mobility pilot. There are often restrictions on how funds can be spent, e.g., some grants can only be spent on capital. Grants often require some level of local match funding that will need to be found by LTD or other external partners. Examples of federal grants that support mobility pilots are the [Enhancing Mobility Innovation](#) program and [FTA's Accelerating Innovative Mobility \(AIM\) Program](#). Additional resources can be found [here](#).
- **Partnerships:** Many mobility pilots are established through public-private partnerships where each of the parties brings resources to its implementation. These models vary in their levels of public and private sector funding. In some models, a public agency will fund the program and procure equipment and

operations through a contract with a third-party vendor(s). In other models, the public agency allows the use of their infrastructure in return for a private sector partner operating and taking on the financial risk of the service. Funding under these models could also include public agency subsidies, private sector sponsorship, street advertising, philanthropic contributions, and partnerships with power-utility companies (e.g., for electric or solar infrastructure).

- **Post-implementation revenue sources:**

Revenues from the pilot could include user fees and fees charged to private sector vendors for use of public infrastructure such the right-of-way, curb space, parking spaces, or air rights. Pilot programs that are administered through a permit should develop a fee schedule to recoup some or all of the cost to administer the program.

## Establish Goals and an Evaluation Framework

Arguably the most important step in the planning process is determining the goals for the pilot program and how it will be measured.

- **Develop a hypothesis.** Pilots should seek to answer a specific set of questions and the hypothesis should be easy to understand and measurable. Decision-making bodies such as the Executive Team, Strategic Planning Committee (SPC), and the LTD Board of Directors should be briefed so they are well versed on the point of the pilot program and the question(s) that LTD plans to answer.
- **Determine pilot program goals and performance measures.** Identifying the goals of the pilot and the performance measures that will be used to evaluate the program upfront allows LTD and its partners to critically assess the effectiveness of the pilot during the evaluation stage. Performance measures should be selected to help measure the hypothesis or questions the pilot is intended to answer. Agencies have used mobility pilots to advance a variety of different goals and policy objectives and some examples are shown on Figure 2.

- **Establish the parameters of the pilot.** This includes determining the scale, size, and timeline for the pilot. These decisions should be undertaken through appropriate consultation with internal and external stakeholders. Pilot parameters should be communicated clearly to the public throughout all phases of the pilot.
- **Develop a pilot schedule.** Once the parameters of the pilot are confirmed, the project manager can build out the pilot program schedule to identify milestones for implementation, program launch, outreach, data collection, evaluation, reporting, and decision-making.
- **Create a data collection, monitoring, and evaluation plan.** The plan should identify the source of any data needed to calculate the identified performance measures as well as key milestones for data analysis, reporting, and evaluation. The data collection plan should identify a clear strategy for transfer and storage of data and put in place any data agreements needed for data sharing. Requesting sample data or a template of the format of the data is useful in planning out data analysis.
- **Protect user and agency data.** LTD should develop policies and strategies to maintain the security of identifiable data. Defining data sharing agreements to protect individual data privacy and considering cybersecurity strategies while releasing data to the public are some practices that could address data sharing issues.



**Figure 2:** Common New Mobility Pilot Programs and Project Goals<sup>3</sup>

GOALS	Micromobility	TNC Partnerships	Microtransit	Passenger AVs	AV Delivery
Facilitate first/last-mile connections	X	X	X		
Improve mobility equity and access	X	X	X	X	
Access the viability of new technology	X		X	X	X
Gauge public interest	X				
Achieve environmental or sustainability goal	X		X		
Increase transportation options	X		X		
Fill service gaps/provide occasional or specialty trips		X	X		
Identify potential use cases				X	X
Test the technology				X	X
Be innovative/part of the new economy				X	X
Evaluate and improve safety outcomes	X				
Operate as a replacement for fixed-route service, especially in rural or sparsely populated areas		X			
Increase transit ridership			X		
Learn how city processes, policies, and programs may need to be adapted or AVs				X	

## Initiate an Outreach and Engagement Strategy

Building awareness and obtaining feedback from the public is critical to the success or failure of a pilot program.

- Prepare a public engagement strategy.** Pilots are often implemented on a quick timeline which can make meaningful community engagement challenging. A detailed engagement strategy should be developed in coordination with external partners and vendors to identify the primary audiences, key milestones, and techniques that will be used. Engagement should inform stakeholders and the public about the program and provide opportunities for feedback. It should be conducted through all stages of the pilot. It is essential that the engagement strategy collaborate with vulnerable and historically marginalized communities to build trust and transparency between LTD and the communities they serve.
- Develop a marketing and communication strategy.** Building awareness of the pilot program is critical to its success. The marketing and communication strategy needs to clearly message the objectives and potential benefits of the pilot, why LTD is trialing the program, how it will be measured, any changes to existing service, how to use the program, opportunities to engage and provide feedback on the program, and the process for deciding the long-term outcomes of the pilot – including how decisions will be made to return service if the pilot is discontinued.
- Establish a baseline.** Early outreach can include user and community surveys to collect information and set a baseline around existing travel behavior and opinions on the program.

<sup>3</sup> Steckler, B. et. al. (2020). [Perfecting Policy with Pilots: New Mobility and AV Urban Delivery Pilot Project Assessment](#). University of Oregon – Urbanism Next Center.

## Set-Up

This step includes putting in place any of the policies, regulations, contracts, and plans needed to launch the pilot.

- **Update policies and regulations.** Many new mobility initiatives do not fit neatly within existing policies and regulations. LTD and its partners should review and update any policies and regulations that are inconsistent with the pilot. This process may require coordination with external decision-making groups.
- **Establish expected service levels and compliance mechanisms.** Contracts should stipulate the expected service levels and identify the compliance mechanisms and any financial or other penalties that will be imposed if service levels are not met.
- **Undertake procurement.** The project manager should work with Business Services to draft and issue a permit, RFI, or RFP, review responses, select, and finalize contracts with vendors for any new resources or services needed for the pilot.
- **Develop an installation and maintenance plan.** Some pilots will require purchasing and maintaining equipment. Depending on the type of equipment, the LTD project manager may need to coordinate the site planning and approval process and work with vendors and partners to develop an installation schedule. LTD should also work with vendors to develop a maintenance schedule to ensure public safety and that equipment is maintained in a state of good repair.

## Contingency Planning

Pilot program planning should consider all possible outcomes including long-term implementation and discontinuation of the pilot.

- **Plan for the end of the pilot.** Pilots are usually time limited and at the end may become a permanent program, transferred to another agency, or discontinued. It is important that the planning stage considers all possible outcomes and plans for the end of the pilot. For example, it should identify whether the funding sources used for the pilot are ongoing or whether new funding would be needed for a permanent program; or identifying whether equipment can be repurposed, transitioned, or sold if ownership of the pilot is transferred or if the pilot is discontinued.

## An Example of Navigating Inconsistent Mobility Regulations

Shared micromobility vehicles are often inconsistently defined and regulated, leaving these services in a legal grey area.

State law may impact how shared micromobility services can be regulated or operated or it may defer to local regulations.

There can also be inconsistencies between local jurisdictions. In areas where multiple jurisdictions are close together, it is important to recognize that shared micromobility vehicles will migrate across boundaries. To ensure a seamless user experience, neighboring cities should discuss and decide when regulations and regulatory structures need to be coordinated and when they can differ.

Source: NACTO Shared Micromobility Guidelines

- **Develop an equity assessment.** This assessment should consider which populations will benefit from the pilot (and any potential long-term program) and which populations could be detrimentally impacted or harmed by impacts to service and what mitigations would be needed to offset these impacts. The assessment should also identify programs that make the pilot more accessible to historically marginalized communities. For example, many mobility programs offer income-based discounts to ensure that the program is more accessible to vulnerable populations. LTD can also advance equity by building it into the policy framework (e.g., including goals and performance measures), centering vulnerable and historically marginalized communities in the decision-making process, reporting and evaluating equity outcomes, and continuing to analyze equity at the end of the pilot and into any long-term program.

# Stage 2: Implementation

The second stage is to implement and run the program. It is important during this stage to engage with vendors and operators to address any concerns and to engage with the public and provide regular updates to stakeholders and decision-makers on the progress of the pilot. Some of the operational considerations during this stage are to monitor program performance and enforce compliance as necessary. Key steps during this stage include:

- **Continue to engage the community and pilot users.** Engagement during the implementation stage can be in the form of focus groups and/or surveys that take the temperature of user experience and public perception of the pilot. It is also important to create a mechanism for the public to register concerns about the program. These can inform staff about the key issues and allow them to work with the vendor(s) to troubleshoot or correct problems. Community input is an important source of information about how well pilots are performing and should be collected for ongoing monitoring and the evaluation stage of the pilot.
- **Work with vendors to monitor the program and address concerns.** Regular check-in meetings with vendors and operators can help identify and address issues as they arise and foster a strong working relationship that can benefit both public and private sector partners.
- **Monitor and enforce compliance.** Compliance with pre-determined service levels should be monitored and enforced through incentives and penalties. Examples of service levels could include requiring a microtransit service to provide certain on-time performance or a shared micromobility program to address parking issues within a certain time period. It is important that monitoring and compliance reflect the levels that would be present in the long-term implementation of the program so that operators, partners, and the public can see and evaluate what the future program would look like. The implementation stage should use the data and information shared and collected by vendors to monitor and incentivize/penalize vendors based on their success in reaching the goals of the program.

- **Manage program finances.** Part of regular reporting and check-in meetings should be monitoring the financial performance of the program. Financial management may require LTD staff to manage grant funding and compliance, ensure collection of permit and trip fees, and payment to vendors and contractors.
- **Coordinate with internal and external stakeholders.** An important role of the LTD project manager is to provide regular updates to internal decision-makers and external stakeholders. This could include updates to LTD's Board of Directors, the Strategic Planning Committee (SPC), and the Executive Team; as well as regular coordination and convening of an advisory committee or other groups to coordinate external stakeholders who have supporting roles in the program.



# Stage 3: Evaluation

The evaluation stage is used to determine if the pilot program met the goals and objectives laid out in the planning stage and decide whether LTD should make the program permanent, adjust and continue the pilot, transfer the program to another agency or organization, or discontinue the program. This stage includes the following steps:

- **Collect program data.** The data needed for the evaluation will be defined in the planning stage and could include compiling vendor data, financial data, stakeholder feedback, and public input. This data needs to be collected, stored, and used within the terms included in any data privacy and usage agreements established during the planning stage.
- **Complete program evaluation.** This step includes calculating performance metrics and assessing them against the goals established in the planning stage. These should be summarized and reported out on a public facing website or final evaluation report.
- **Determine whether the pilot should move into expansion, modification, or termination.** The results of the evaluation should be presented to decision-makers to determine the long-term future of the program. This decision could include making the program permanent, adjusting and continuing the pilot, transferring the program to another agency or organization, or discontinuing the program.
- **Transition the program.** Depending on the outcome of the step above, there will be follow-up actions required to transition the program into a new format. This could include long-term planning and securing resources for a permanent program, updates to the planning assumptions for the continuation of a pilot program, actions to transfer assets and ownership to another agency or organization and define LTD's ongoing role, or actions to dispose of assets, terminate contracts, etc. if the program is discontinued. These actions require staff time and resources beyond the pilot period that should be accounted for in the planning stage.
- **Review and address equity impacts.** If the pilot program is to be discontinued, it is important that any impacts from changes in service are addressed and mitigated with at least a return to pre-pilot service levels.



## Case Study 1: Oakland's Universal Basic Mobility Pilot

### Status: Stage 3 – Evaluation

OakDOT conducted a 12-month pilot of a Universal Basic Mobility program that distributed 500 prepaid debit cards to residents with \$300 pre-loaded for mobility expenses. The funds could be used for public transportation, bikeshare, and e-scooters.

### Stage 1: Planning

- Program goal was to “increase transit, walking, biking, and shared mobility trips while reducing single occupancy vehicle trips near the Bus Rapid Transit corridor”.
- Timeline, budget, and pilot details such as financial incentives and marketing methods were developed.
- Pre-program survey conducted to understand baseline travel patterns, demographic data, and qualification.

### Stage 2: Implementation

- Flyer distributed through mailing lists and community partners to promote program.
- Participants received the first \$150 travel credit upon signing up and the second \$150 credit upon completing a mid-program survey.
- Outreach coordination with partners including AC Transit, Oakland libraries, ZEV Action Plan.
- Marketing and education campaign including tabling, community bike rides, and other events.

### Stage 3: Evaluation

- Mode shift data analysis (see Figure 3).
- Aggregated, anonymous prepaid card spending data evaluation (see Table 2).
- Identified future funding (proposed setting aside a portion of the parking system revenues and saved expenditures to fund a long-term program).

**GOAL:** Increase transit, walking, biking, and shared mobility trips while reducing SOV trips near the BRT corridor

**BUDGET:** \$243K, including \$215K grant from ACTC

**TIMELINE:** Grant received in 2017, ended December 31, 2021, evaluation in March 2022

### METHODS:

- Financial incentives
- Personalized marketing of alternatives
- Evaluation for long-term program

“This program is not just about shifting travel behavior and patterns, but also reducing financial barriers to accessing opportunities and providing relief and rewards to existing and potential transit and shared-mobility users who help our cities and regions meet their clean air goals.”

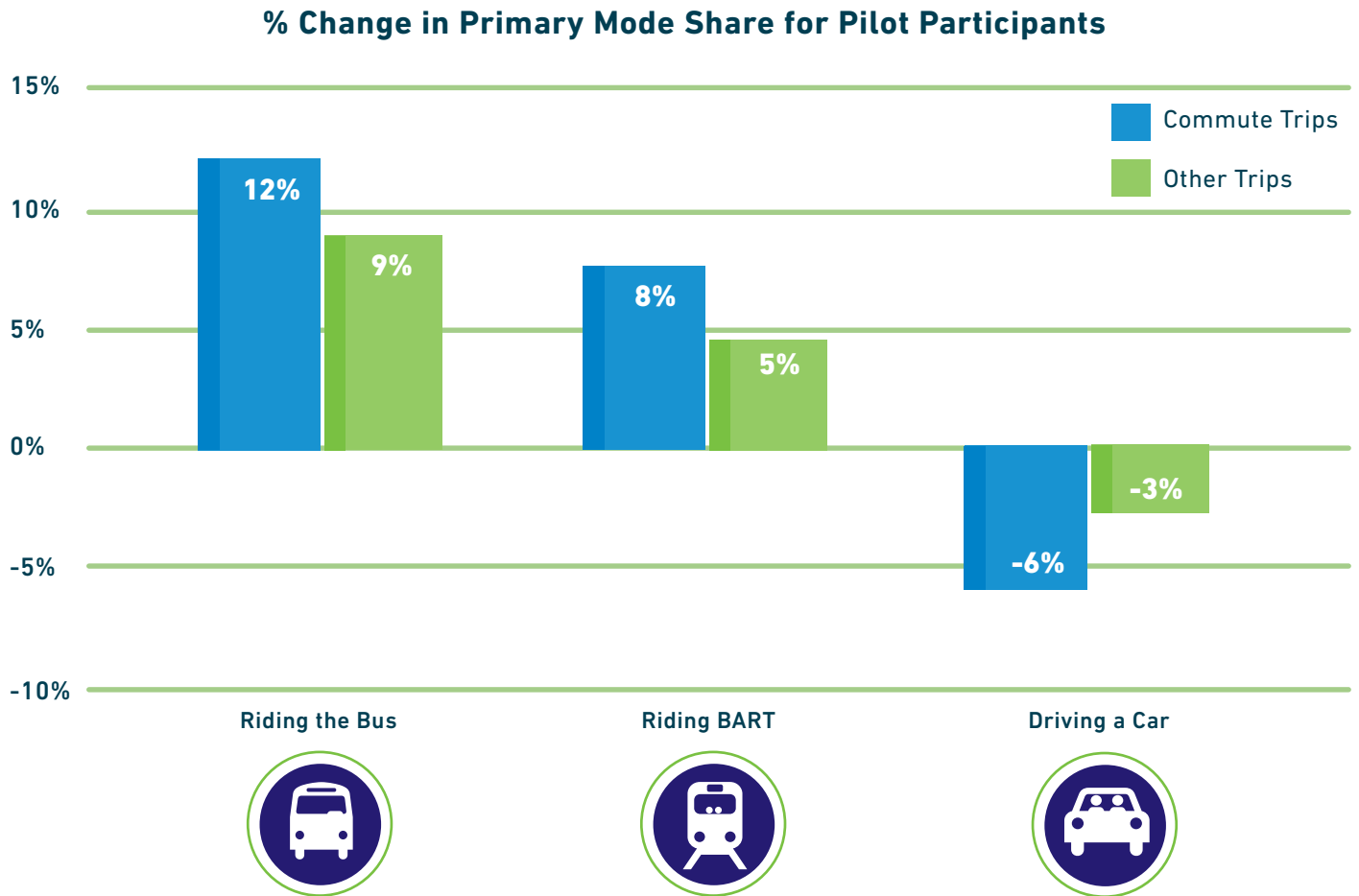
-OakDOT Transportation Planner

Source: <https://www.smartcitiesdive.com/news/universal-basic-mobility-program-in-oakland-california-provided-lessons-i/621673/>



# PEER AGENCY PROGRAMS

**Figure 3:** Oakland Universal Basic Mobility Survey Results



**Table 1:** Spending Breakdown by Service

Service	Amount	%
Clipper Card / BART	\$8,446	80.5%
AC Transit	\$986	9.4%
E-Scooter	\$702	6.7%
Bikeshare	\$207	2.0%
Other	\$150	1.4%
<b>TOTAL</b>	<b>\$10,491</b>	<b>100%</b>

## Case Study 2: Santa Monica Shared Mobility Pilot Program

### Status: Stage 2 – Implementation

The City of Santa Monica is overseeing a 21-month pilot program testing expanded shared mobility options. The pilot program allows four companies to operate various mobility devices including e-bikes, stand-up, and sit-down e-scooters in Santa Monica from July 2021 through September 2023.

This is Santa Monica’s second mobility pilot and required each company to apply for operating permits as part of the City’s updated Municipal Code and [Administrative Regulations](#).

### Stage 1: Planning

- Started with learnings from the first pilot program, such as employing daily average fleet availability percentages across all City zones to prevent oversaturation of devices in sensitive and congested areas.
- Outlined program goals were to:
  - › Reduce emissions from short trips and enhance connections to transit.
  - › Ensure use of the public right-of-way benefits public mobility.
  - › Protect public health and safety.
- › Continue to increase user awareness of safe and legal behaviors for operating micromobility devices.
- › Prioritize reliability, affordability, safety, and sustainability.
- Additional program goals for the second version of the pilot program were to:
  - › Reduce sidewalk, pathway, and Americans with Disabilities Act (ADA) blockages.
  - › Create an enforceable framework for managing shared mobility services and ensuring operators are responsive to issues.
  - › Maintain flexibility and the opportunity to trial new devices and technologies as the industry continues to evolve.
- Determined program structure including pilot term, device types and system elements, scale of the program, fleet size caps, progressive penalty structure, and operating fees.
- Developed Administrative Regulations and an [application and selection process](#).
- Selection Committee comprised of City staff with at least one expert in shared mobility who was not a member of staff.



The first iteration of the City of Santa Monica’s Shared Mobility Pilot proved the popularity of the program, but identified several issues that needed to be addressed. Source: City of Santa Monica

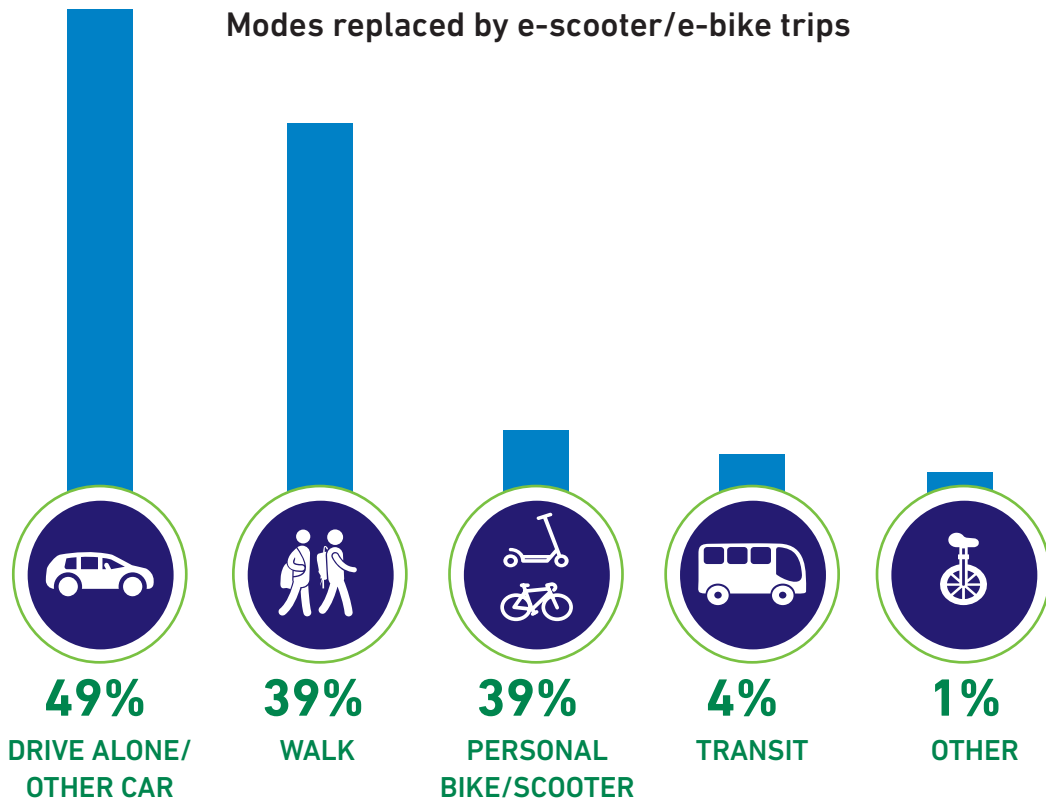
# PEER AGENCY PROGRAMS

## Stage 2: Implementation

- Performed interim program [evaluation](#) after 9 months of operations with recommendations such as working with operators to lower barriers to entry for low-income individuals.
- Worked with permitted service providers to ensure compliance with the program's Administrative Regulations.
- Worked with operators to address reported violations or to impound devices and issue citations.
- Developing the solicitation and negotiation process for the next phase of shared mobility to begin in 2023.



The City of Santa Monica installed parking zones and sidewalk medallions to encourage better parking behavior and reduce sidewalk riding conflicts. Source: City of Santa Monica



Almost half of trips made as part of the first mobility pilot replaced vehicle trips. Source: City of Santa Monica



# Pilot Program Implementation Guide

May 2023

## Overview of Existing Mobility Services in Lane County - LTD and Regional Partners

The matrix below includes a summary of existing services in LTD's service area as well as the larger universe of mobility services and programs. It provides management and operations details for each mobility service or program. This matrix will support Task 2.1: Existing

Mode	Sub-Category	Name/Service	Service Area	Location Context	Mobility Classification	LTD's Role	Key Partners	Equity Notes	Notes	Champion	Funder	Owner	Operator
Fixed Route Transit	BRT	EMX	Eugene, Springfield	Urban	Core service	Owner and operator	Eugene, Springfield	Wheelchair accessible, seniors ride free, people with disabilities qualify for 50% off	Part of Frequent Transit Network (FTN: 15-min frequency for most of the day)	LTD	LTD	LTD	LTD
	Traditional bus	Various fixed routes	Eugene, Springfield, Lowell, Veneta, Junction City, Coburg, Cottage Grove, Lane County	Urban, Suburban, Rural	Core service	Owner and operator	Local agencies, Lane County	Wheelchair accessible, seniors ride free, people with disabilities qualify for 50% off	Part of FTN; Rhody Express and the Yachats Connector in Florence is funded by LTD, operated by River Cities Taxi	LTD	LTD	LTD	LTD
	Traditional bus	Rhody Express	Florence							City of Florence	ODOT	City of Florence	River City Taxi
	Traditional bus	Diamond Express	Oakridge, Westfir, Eugene		Connector	Planning and grant support, reporting, possibly contracting	Oakridge, Pacific Crest Bus Lines	Wheelchair accessible	Diamond Express is operated by Pacific Crest Bus; Integrated purchase of Diamond Express round trip fare with LTD Day Pass; LTD partners with Oakridge to apply for grant funding, but it is funded through 5311 money from ODOT so it is owned by Oakridge.	City of Oakridge	ODOT	Oakridge	Pacific Crest Bus Lines (PCBL)
	Traditional bus	Eugene-Florence Connector	Eugene, Florence	Urban, rural	Connector	Coordination	Operated by LinkLane (LCOG)	Wheelchair accessible	LTD does not have a formal role outside of coordinating with LinkLane on schedules and STIF funding	LCOG	STIF	LCOG	??
	Traditional bus	Florence-Yachats Connector	Florence, Yachats, Oregon Coast	Urban, rural	Connector	Coordination	Operated by LinkLane (LCOG)	Wheelchair accessible	LTD does not have a formal role outside of coordinating with LinkLane on schedules and STIF funding	LCOG	STIF	LCOG	River City Taxi
Non-Fixed Route	Scheduled Origin to Destination	ADA Paratransit	3/4 mile from fixed-route service (not rural routes)	Urban, suburban	Core service	Owner	Operated by MTM	Wheelchair accessible, Paratransit	Operated through RideSource call center	LTD	LTD	LTD	MTM
	On-Demand	LTD Connector	Cottage Grove		Connector	Owner	Operated by South Lane Wheels	Smartphone-based, also accessible via call/text; Wheelchair accessible		LTD	STIF	LTD	South Lane Wheels
	Scheduled Origin to Destination	Non-Emergency Medicaid Brokerage	Lane County	Urban, suburban, rural		Operator	Medicaid CCOs	Provides trips of any type (many taxi) for Medicaid eligible persons attending medical appointments	Operated through RideSource call center	LTD	Medicaid CCOs	LTD	MTM/Taxi operators
	On-Demand	EmGo	Downtown Eugene	Urban		Funder, technical advisor	LCOG, Lane County, City of Eugene, Eugene Parking, Operated by RideZero	Wheelchair accessible, requires smartphone	Not currently operating	LTD	LTD/STIF/City of Eugene/Lane County	LCOG/LTD/City of Eugene/Lane County	Ride Zero
	Scheduled Origin to Destination	SouthLane Wheels	Cottage Grove, south Lane County	Rural	Connector	None	Owned/Operated by South Lane Wheels		This is actually several programs operated by SLW that provides scheduled O-D trips in south Lane County and connecting to the metro area	South Lane Wheels	ODOT/City of Cottage Grove	City of Cottage Grove	South Lane Wheels
	Scheduled Origin to Destination	Pearl Buck Preschool				Contract manager, coordinated through RideSource call center	RideRight, Pearl Buck Center		The program provides rides to children who attend Pearl Buck Preschool. I think we handle contracting, but I'm not totally sure. It's a small program run through the RideSource call center.			LTD	
	Scheduled Origin to Destination	Shopper Shuttle	LTD's ADA paratransit boundary	Urban		Owner	Operated by MTM		This is a once a week service where we operate a shuttle to pick up ADA eligible riders and take them to the store. Unlike normal trips, the driver will assist with loading/unloading groceries. LTD can bundle lots of trips to a common destination with this service	LTD	LTD	LTD	MTM
	Scheduled Origin to Destination	Veterans trips	Lane County	Urban, suburban, rural		Contract/grant management; coordination at RideSource call center	VA		Program connects veterans with transportation to medical appointments. This can connect people with all sorts of transportation (planes, trains, etc.)	LTD		LTD	
Scheduled Origin to Destination	Crucial Connections	Lane County	Urban, Suburban, Rural		Contract/ grant mgmt; coordination at RideSource	Senior and Disability Services at LCOG, other social service agencies	Serves people with disabilities	Program designed to pick up where people are falling through other programs, e.g. one time taxi ride when transit shuts down early on Christmas Eve for dialysis appt	LTD		LTD		

	Sub-Category	Name/Service	Service Area	Location Context	Mobility Classification	LTD's Role	Key Partners	Equity Notes	Notes	Champion	Funder	Owner	Operator
	Scheduled Origin to Destination	Mental Health Transportation	Lane County	Urban, Suburban, Rural			White Bird Clinic		Provides transportation for people experiencing a mental illness. It provides around 300 taxi rides per month. I'm not clear on the funding stream for this or if the RideSource call center is used.	LTD		LTD	
	Scheduled Origin to Destination	Developmental Disabilities (DD-53)	Lane County	Urban, Suburban, Rural		Contract/grant management; coordination at RideSource call center	Oregon Department of Human Services,		Provides transportation to and from work for people with disabilities. This is paid for by Oregon DHS and operated through the RideSource call center.	LTD		LTD	
Shared Micromobility	Dockless e-scooters	Dockless e-scooter pilot	Eugene		First/last mile	Technical Advisor (partners group)			Pilot to launch in 2021, promoted on LTD's website as part of Point2point	City of Eugene	TBD	TBD	TBD
	Dockless bikeshare	PeaceHealth Rides	Eugene		First/last mile	Technical Advisor (partners group)	Eugene, University of Oregon, PeaceHealth Oregon; operated by Cascadia Mobility	Relies on use of credit card	LTD is/could be a funder	City of Eugene	City of Eugene	City of Eugene	Cascadia Mobility
Carshare	Roundtrip	Zipcar	Eugene		Stand-alone trip	Promoter			Promoted on LTD's website as part of Point2point	Zipcar	Zipcar	Zipcar	Zipcar
	Roundtrip	EWEB EV Car Share (Name TBD)								EWEB	EWEB	FORTH	TBD
	Point-to-Point				Stand-alone trip								
	Personal Vehicle Sharing				Long-distance trip								
Rideshare Services	Carpool	Get There Oregon	Oregon		Stand-alone trip	Promoter			Promoted on LTD's website as part of Point2point				
	Vanpool	Get There Oregon, Valley Vanpool	Willamette Valley		Stand-alone trip		LTD, Cascades West Transportation Options, Cherriots Rideshare, South Metro Area Regional Transit			ODOT	LTD	ODOT	People in vanpool/LTD
	Volunteer Transportation Services				Stand-alone trip								
Connected and Autonomous Vehicles	Autonomous Shuttle				Connector								
Smart Parking and Dynamic Curb Management					Program								
Road Use Charging					Program								
Electric Vehicles and Electrification Infrastructure					Program								
Mobility Services	Electronic Fare Payment	UMO			Program			free smartphone app	mobile ticketing or tap card, trip planning (includes real-time bus information, route maps, service alerts), prepaid/reload fare	LTD	LTD	LTD	LTD
	Trip Planning Applications				Program								
Programs	Commuter Trip Reduction Platforms	Get There	LTD service area		Program					ODOT	ODOT	ODOT	LCOG
	Transportation Support Services	RideSource Call Center	LTD service area		Program					LTD	LTD	LTD	MTM
	Bike locker administration	Bike locker administration	Metro area		Program	Contract management	City of Eugene, maybe City of Springfield, LCOG?		Bike lockers are available in key locations in the metro area. LTD administers the program and contracts with a vendor who provides access. Residents can sign up at the LTD Customer Service Center				
	Emergency Ride Home	Emergency Ride Home Program	LTD service area		Program								
	Group Passes	Group Pass	LTD service area		Program		UO, LCC, businesses			LTD	LTD	LTD	LTD



## AGENDA ITEM SUMMARY

**DATE OF MEETING:** September 26, 2023

**ITEM TITLE:** COCA COMMUNITY STEERING COUNCIL OVERVIEW

**PREPARED BY:** Tom Schwetz, Director of Mobility Planning and Policy

**DIRECTOR:** Joe McCormack, Chief Development Officer

**ACTION REQUESTED:** Committee Discussion

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**PURPOSE:** To provide Strategic Planning Committee (SPC) with an update on the Community Outreach and Communication Assessment (COCA) project and information on the formation and meeting process for the Community Steering Council.

**DESCRIPTION:** Staff have been working with InfraStrategies (the firm procured to assist with the COCA project) on a range of tasks focused on assessing and evaluating the community's experience and expectations related to LTD's public involvement processes. Specifically, the intent of the effort is to identify strategies and tactics that build community trust and confidence in the day-to-day work LTD does to serve the community, its projects developed and implemented with its partners (i.e. City of Eugene, City of Springfield, Lane County and ODOT), and with the District's leadership and governing body.

Key questions in this effort include:

- How can LTD achieve sustained engagement in decision-making on its key programs and processes from a wide spectrum of stakeholders?
- What methods best increase the transparency of decision-making while building the community's capacity to engage with the difficult trade-offs inherent to project benefits and impacts?

The goals of the Community Outreach & Communication Assessment are to:

1. Assess and evaluate community experience and expectations related to public processes, public involvement, and organizational performance transparency.
2. Evaluate past outreach efforts including MovingAhead, Mobility Management Strategy, Transit Tomorrow, etc.
  - a. Identify gaps between community expectations and the outreach efforts that were conducted
  - b. Identify gaps between community expectations and current levels of organizational reporting transparency and develop recommendations, as needed.
3. Develop a plan for future community outreach that is fully informed by broad stakeholder input, scalable and useful for projects large and small. Create tools to help staff assess when and to what degree public outreach and community participation will be helpful for transparency, and community buy in.
4. Position LTD to be an outstanding implementer of services designed with and for the communities we serve.

The outcome of this effort will be the creation of a Community Outreach and Communications Framework for the implementation of best practices.

**BACKGROUND:** LTD serves the community as a planning facilitator and implementer of services that are designed with public input. Increasing the transparency of the information, criteria, and deliberations in making small and large changes is essential to LTD in building and sustaining the community's trust. LTD serves a 'community of communities' that have varying service needs and preferences. Identifying and implementing effective public engagement strategies can assist in identifying and addressing the varying needs of those we serve. Specific engagement methods can be used to meet specific challenges and engage the public early in the planning process with a goal of establishing trust and ultimately (if possible) consent for delivering projects and outcomes that are desired by a broader community.

To date, work has been focused on review of the range of LTD's communications and interviews with stakeholders leading to the formation of a Community Steering Council (CSC) made up of community members (Attachment 1). The CSC will meet twice a month throughout Fall 2023, for a total of six meetings. Each meeting will be no longer

than two hours in duration. In exchange for time and expertise and to decrease barriers to participation, CSC members will receive a stipend.

The CSC is charged with providing input, advice, and recommendations to LTD staff and project team in the development of a Community Outreach Framework. The Framework will serve as a foundational guide for LTD in working alongside its community, whether for a project, plan, program, policy, or service. It is expected that the CSC will play a substantial role in shaping the Community Outreach Framework and to work collaboratively toward achieving consensus around that framework. Attachment two provides an overview of the focus, desired outcomes, and general agenda for the six meetings.

Working together, LTD and the community will reimagine a system of mobility that is more connected, sustainable, innovative, and equitable—one that is built on trust, respect, and integrity through thoughtful collaboration. This requires a community outreach strategy that meets the needs of the communities LTD serves.

**CONSIDERATIONS:** N/A

**ALTERNATIVES:** N/A

**NEXT STEPS:** At SPC's September 26 meeting, staff will provide SPC with an overview of the COCA Community Steering Council meeting process leading to the creation of a Community Outreach and Communications Framework to be used by LTD to guide its communication and engagement efforts.

**SUPPORTING DOCUMENTATION:**

- 1) Attachment 1 - Community Steering Council Membership
- 2) Attachment 2 - COCA Community Steering Council Meeting Overview



## Attachment 1 - Community Steering Council Membership

Name (first, last)	Do you represent any organization(s)?	If yes, please briefly describe.	Student	Resident of Eugene-Springfield and surrounding rural areas	Business owner, employer or emmployee in Eugene-Springfield and surrounding rural areas
Amber Kelel	X	I am an owner and director of Systems West Engineers.			X
Courtney Griesel		Sierra Pacific Industries. Multi-state natural resource and manufacturing employer operating in both the Eugene-Springfield MSA and broader Lane County rural areas.			X
Daniel Padilla	X	I am Board Member of Free Bikes 4 Kidz. we are a local non-profit and our mission is giving away bikes for free to kids most in need. I worked with other non-profits with bike request and bike matching. My passion is helping kids be active!		X	X
David Hill	X	Meret Hotel Management, Coquille Indian Tribe		X	
Denise Abernathy	2			X	
DJ Andrews	2			X	X
Grace Kurlycheck	2		X		
Jon Belcher	X	Although I am a co-chair of the River Road Community Organization that Eugene Neighborhood Association isn't submitting anyone for appointment. (I opted for yes so I could comment here).		X	
Jordan Ackemann			X		
Kaarin Elizabeth Knudson	X	Better Housing Together is a housing advocacy organization (501c3) working collaboratively to increase housing affordability, diversity and supply in Lane County.		X	X
Matt Roberts	X	University of Oregon		X	X
Melinda Preciado	X	I'm the previous Ms. Wheelchair Oregon 2022 America, and the current Ms. Wheelchair Oregon USA 2023. I'm also a disabilities advocate and national certified peer visitor.			
Michelle Hanks	X	ShelterCare, Lane County Housing Collaboration, Live Healthy Lane			X
Phil Farrington	X	Board president - Cornerstone Community Housing		X	X
Robert Canaga	X	Travel Lane County, past chair and current member		X	
Sarah Koski	X	Lane County Community Organizations Active in Disaster, member Holy Narcan, Batman!, founder Oregon Digital Safety Net, advocate		X	
Seth Sadofsky		I am only representing myself, but I serve on the board of advisors for BEST.			X
Shaamammed Shaik	X	I serve on the Eugene Mayor's youth advisory council I also serve on the Lane Youth transportation advisory council	X		
Susan Blane	X	PeaceHealth Oregon, a mission driven not-for-profit healthcare system that operates four hospitals and numerous medical groups in Lane County, Oregon			X
Tab Davis				X	X
Linda Duggan	X	SEN Transportation Committee		X	

**Attachment 2: COCA Community Steering Council Meeting Overview**

Date	Meeting #	Focus	DESIRED OUTCOMES:			AGENDA					
13-Sep	1	INTRODUCTION	The CSC understands who LTD is, how the CSC will work with each other, and what LTD is trying to accomplish with COCA Framework.	The CSC is bought-in to their role in shaping the Framework and understands what the next 5 meetings will look like.		Member introduction, who you are and what public transit means to you	Who is LTD? What is LTD's relevant history? What are its functions? How do they operate?	What are the problems to be addressed with the COCA Framework and what are the bounds of the CSC?	How will the committee work together? Self-guided? Want to elect chair? Responsibilities of members?	Discussion will be developed into a purpose statement and charter for adoption next meeting	Review suggested 5-meeting agenda and ask for feedback, what else do they want to discuss? What information do they want to see?
27-Sep	2	WHAT IS IMPORTANT TO YOU?	The CSC feels satisfied that LTD has listened to them talk about what transportation and mobility issues they care about most, and where LTD has fallen short in the past.	The CSC starts to think about what kind of relationship they want with LTD.	LTD hears from CSC on what their priorities are around transportation and mobility.	<u>Facilitated Discussion:</u> What are your transportation and mobility challenges and problems? How do you want LTD to help solve these problems?	Breakout groups w/ LTD staff.	How do you want LTD to work with you as it tries to implement solutions to your mobility problems? What does that look like? What values/principles do you want LTD to uphold as it works with your community?			
11-Oct	3	WHO ARE OUR STAKEHOLDERS?	The CSC and LTD collectively understand all the varying stakeholders that need to be engaged for LTD business	The CSC and LTD discuss groups and stakeholders that are potentially overlooked during these processes, and how they can be brought into the mix.		<u>Facilitated Discussion:</u> Who does LTD engage? Who is missing? How can LTD better involve these stakeholders? Do they have different needs? What are some strategies that CSC thinks could work?	What kinds of partnerships does LTD need to build or strengthen to help involve these groups?	Should some groups be prioritized because of equity reasons? Why or why not?			
25-Oct	4	WHAT STRATEGIES WILL WE USE?	The CSC identifies specific strategies and tactics that they think LTD should employ and considers how different project types might warrant different strategies.	The CSC begins to understand constraints that LTD is up against and starts to serve as a problem solver on behalf of LTD.		LTD discusses survey responses and takeaways	Consultant team presents on best practices on engagement	<u>Facilitated Discussion:</u> Strategies and tactics and how that will lead to desired outcome	Potentially apply a scenario, such as a fare policy change, capital project, or quick-build to help foster discussion around different strategies		
8-Nov	5	HOW DO THESE STRATEGIES WORK IN PRACTICE?	The CSC and LTD apply discussions from Meeting 2, 3, and 4 to a real scenario, giving opportunity to ground-truth and test assumptions, etc.	The CSC and LTD begin to see how engagement will take shape in practice.		Using a real example of a LTD project, the CSC helps LTD brainstorm who the stakeholders are (using strategies discussed in Meeting 3) and what engagement will look like, using strategies discussed in Meeting 4	OR - Buffer meeting to adjust based on Meetings 1, 2, 3, and 4				
29-Nov	6	PUTTING IT ALL TOGETHER	The CSC reviews and discusses the draft framework and feels satisfied that inputs have been heard by LTD staff and will be incorporated ahead of presenting final Framework to Board for adoption	The CSC adjourns with confidence in LTD and renewed vigor in participating in LTD issues and serving as a representative/ connection into community		LTD presents to CSC overview of what they have accomplished over the 6-meetings, what the methodology has been for developing the framework, and a presentation summarizing the framework, followed by discussion and comments.	Next steps are discussed.				



## AGENDA ITEM SUMMARY

**DATE OF MEETING:** September 26, 2023  
**ITEM TITLE:** ITEMS FOR ACTION OR INFORMATION AT A FUTURE MEETING  
**PREPARED BY:** Allie Brusasco, Board Administrator  
**CHIEF OFFICER:** 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.

**DESCRIPTION:** Listed below are Action or Information items scheduled to come before the Committee for the next three months.

### OCTOBER

Items for Discussion
ROA – RideSource Operations Analysis
Reimagine the Ride pt 2