



Lane Transit District Board Agenda Packet

January Board Meeting

Wednesday, January 31, 2024
5:30 – 8:00 p.m.

The meeting will be held in-person, remotely and via broadcasting.

Address: 3500 E. 17th Avenue, Eugene OR 97401

Zoom: Stream live via link: [January Board Meeting](#)

Broadcasting: Watch live on channel 21 or via link: <https://metrotv.ompnetwork.org/>

AGENDA ITEM

- 5:30 – 5:35 **I. CALL TO ORDER & ROLL CALL:** Gino Grimaldi (President), Susan Cox (Vice President), Pete Knox (Secretary), Kelly Sutherland, Lawrence Green (Treasurer), Michelle Webber, Heather Murphy

- 5:35- 5:40 **II. ADJUSTMENTS TO THE AGENDA**

- 5:40 – 5:45 **III. PUBLIC COMMENT** – Public comment may be provided in writing to clerk@ltd.org, via Zoom, or in-person at the meeting.

- IV. CONSENT AGENDA**
 - a. none

- 5:45 – 6:45 **V. BUSINESS UPDATES, DISCUSSIONS, AND PRESENTATIONS**
 - a. **EMPLOYEE OF THE MONTH – JANUARY**

 - b. **AMERICAN BUS BENCHMARKING SURVEY RESULTS**.....Aimee Reichert, Chief Performance Officer
Action Requested: Informational and Discussion

 - c. **RECRUITMENT & RETENTION**.....Camille Gandolfi, Chief of Staff
Action Requested: Informational and Discussion

6:45 – 7:05 **VI. BUSINESS ACTION ITEMS**
a. Proposed FY 2023-2024 Supplemental Budget.....Pamela Strutz, Director of Finance
Action Requested: Adoption

7:05 – 7:10 **VII. OTHER BUSINESS**

a. Board Member Reports.....Allie Brusasco, Board Administrator
b. Comments from the General Manager/CEO.....Jameson Auten, Chief Executive Officer
c. Delegated Authority Report..... Jameson Auten, Chief Executive Officer
d. Monthly Department Reports – December.....Jameson Auten, Chief Executive Officer
e. Information on Future Board Meetings.....Allie Brusasco, Board Administrator
f. Items for Action or Information for Future Board Meetings – Requested by the Board

7:10 – 8:00 **VIII. EXECUTIVE SESSION**

a. ORS 192.660(2)(h): To consult with legal counsel concerning the legal rights and duties of a public body with regard to current litigation or litigation likely to be filed.

b. ORS 192.660 (2)(d): To conduct deliberations with persons designated by the governing body to carry on labor negotiations.

8:00 **IX. ADJOURNMENT**

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).



AGENDA ITEM SUMMARY

DATE OF MEETING: January 31, 2024

ITEM TITLE: JANUARY EMPLOYEE OF THE MONTH

CHIEF OFFICER: Cosette Rees, Chief Customer Experience Officer

PRESENTER: John Ahlen, Accessible Services Program Manager

ACTION REQUESTED: None. Information Only

BACKGROUND: Jeffrey Howell has been selected to receive the January 2024 Employee of the Month (EOM) award. Jeffrey was hired as the Accessible Services Assistant on October 4, 2021 and during that time, Jeffrey has been promoted to Specialized and Accessible Services Coordinator.

Jeff has been a great team player for Lane Transit District (LTD) and is deserving of recognition. He's helped train RideSource staff to learn an extremely complex Medicaid billing process, helping those who input the data take greater ownership of their contributions, and empowering them to make corrections early in the process. This will significantly reduce the amount of errors in the billing process and make for a much more streamlined and efficient financial system. He's also been able to roll it out in a way that's been embraced by RideSource leadership and seen as helpful for everyone.

He's also been doing his part to help Enterprise Resource Solution (ERP) get started in a positive way. We've heard from one colleague: *"Jeffrey has been helping answer my questions about contracts too. He has been so helpful, kind and complete in his answers to me. I truly appreciate his extra work during this time to help me out."* Another says, *"Jeffrey gets a BIG THANK YOU, too, for his positive attitude and patience as we had to overcome a few obstacles. He is a quick learner and knows how to press on to get the task done and is a pleasure to work with under regular and stressful times!"*

Jeff remains a pleasure to work with and an asset to the LTD team. He has a deep understanding of complex financial and reporting systems, and helps those around him better understand the value of their individual efforts. Thank you, Jeff!

When asked to comment on Jeffrey's selection as EOM, John Ahlen said:

"We set a very high bar for our accessibility team members, and Jeff delivers. In addition to providing program management for several complex contracts, Jeff's quickly become accomplished in his role, coordinating a Medicaid billing process, becoming a database superuser, achieving drug and alcohol program certification, and leading our national paratransit benchmarking efforts. Always a positive influence, Jeff's colleagues having nothing but great things to say about working with him."

AWARD: Jeffrey Howell will attend the January 31, 2024 Board Meeting to be introduced to the Board and receive his award.



AGENDA ITEM SUMMARY

DATE OF MEETING: January 31, 2024

ITEM TITLE: AMERICAN BUS BENCHMARKING GROUP ANNUAL CUSTOMER SATISFACTION SURVEY SUMMARY – PARATRANSIT AND FIXED ROUTE

PRESENTER: Aimee Reichert, Chief Performance Officer

DIRECTOR: Jameson Auten, Chief Executive Officer

ACTION REQUESTED: Information and Discussion

PURPOSE: To inform the board about American Bus Benchmarking Group (ABBG) – Fixed Route and Paratransit 2023 Customer Satisfaction Surveys.

DESCRIPTION: ABBG Conducts Fixed-Route (Annual) and Paratransit (Biennial) Customer Satisfaction surveys. Findings are benchmarked against member participants and distributed during the September ABBG annual meeting. Lane Transit District (LTD) utilizes these results to monitor customer satisfaction key performance indicators focused on LTD customer perception of services.

BACKGROUND: LTD was a founding member of the American Bus Benchmarking Group (ABBG), established in 2011, as “a consortium of medium sized bus agencies...that benchmark performance and share experiences...for fixed route and paratransit services.” Benchmarking is an important method in the analysis tool-set, focused on using evidence and data to bring focus to high-value opportunities for continuous growth and improvement. Over the last several years, LTD has utilized ABBG fixed-route customer satisfaction survey results to establish baselines for customer perceptions of safety, security, agency courtesy, and overall satisfaction through strategic business plan reporting. <https://www.ltd.org/Performance/>

CONSIDERATIONS: Paratransit findings indicate 4.34 out of 5 overall satisfaction across all indices. Service ease of use and safety are ranked as the most important factors influencing satisfaction levels. Compared to benchmarked peer transit agencies, LTD is rated highest on indices related to calling and booking. There is opportunity to learn from peers in areas such as fare payment.

Fixed Route findings indicate 4 out of 5 overall satisfaction across all indices. Availability and time are ranked as the most important factors influencing satisfaction levels. Compared to benchmarked peer transit agencies, LTD scores highest in responsiveness to customer complaints. Generally LTD benchmarks in the mid-range across most indices. Opportunity to learn from peer agencies is observed in addressing concerns related to safety and comfort.

Note, supporting documentation shows LTD results only. Benchmarked peer results are removed for confidentiality.

ALTERNATIVES: N/A

NEXT STEPS: ABBG will host a Paratransit experts conference in February 2024. LTD is actively working on completing a RideSource Service Review, which will include recommendations for better leveraging data analysis, including ABBG findings, for informed continuous improvement.

SUPPORTING DOCUMENTATION:

- 1) ABBG_2023 Surveys_LTDOnly

PROPOSED MOTION: N/A



LTD FIXED ROUTE RESULTS

Customer Satisfaction Survey
Section 5
Individual Member Results

In this section the following results are provided for each member city:

Demographics of Respondents

Distribution of Satisfaction Levels per Question

Average Satisfaction Scores

Service Quality Area Priorities

Performance Summary: Priority Maps and Dashboards

Question Abbreviation Key



Each of the 19 standard CSS questions and the overall satisfaction question are included in the survey as statements. The customer is asked to agree or disagree with each statement using one of the following answer options: Agree Strongly (assigned a value of 5 during analysis), Agree (4), Neutral (3), Disagree (2), Disagree Strongly (1), or Don't Know (no assigned value).

Question Abbreviation Key

Question Number	Question	Abbreviation for Report Charts	Service Quality Area
1	The buses operate on the days and at the times that I need them	Convenient schedule	Availability
2	The bus routes are conveniently located for me	Convenient network	Availability
3	It is easy for me to get on and off the bus	Entering & leaving the bus	Ease of use
4	It is convenient to pay the bus fare / buy tickets or passes	Paying a fare	Ease of use
5	It is easy to get information about the bus services	General information	Information
6	It is easy to find out if the buses are running on schedule	Actual service information	Information
7	If there are problems, I can easily get information about alternative routes or schedules	Alternatives information	Information
8	The bus usually runs on time	Punctuality	Time
9	The bus gets me to my destination in a reasonable amount of time	Journey time	Time
10	Bus drivers are helpful and professional	Driver helpfulness	Customer Care
11	Bus drivers look professional (appropriate uniform and neat)	Driver appearance	Customer Care
12	The transit agency is responsive to customer complaints/problems	Resolving problems	Customer Care
13	The bus is well driven	Ride comfort	Comfort
14	The bus provides a comfortable environment	Interior comfort	Comfort
15	There is enough seating/space on the bus	Seat/space availability	Comfort
16	The bus is clean	Vehicle cleanliness	Comfort
17	I feel safe and secure waiting for my bus	Safety when waiting	Security
18	I feel safe riding on the bus	Safety on the bus	Security
19	The bus helps to reduce pollution	Pollution reduction	Environment
20	How satisfied are you overall with the bus service?	Overall satisfaction	Overall satisfaction

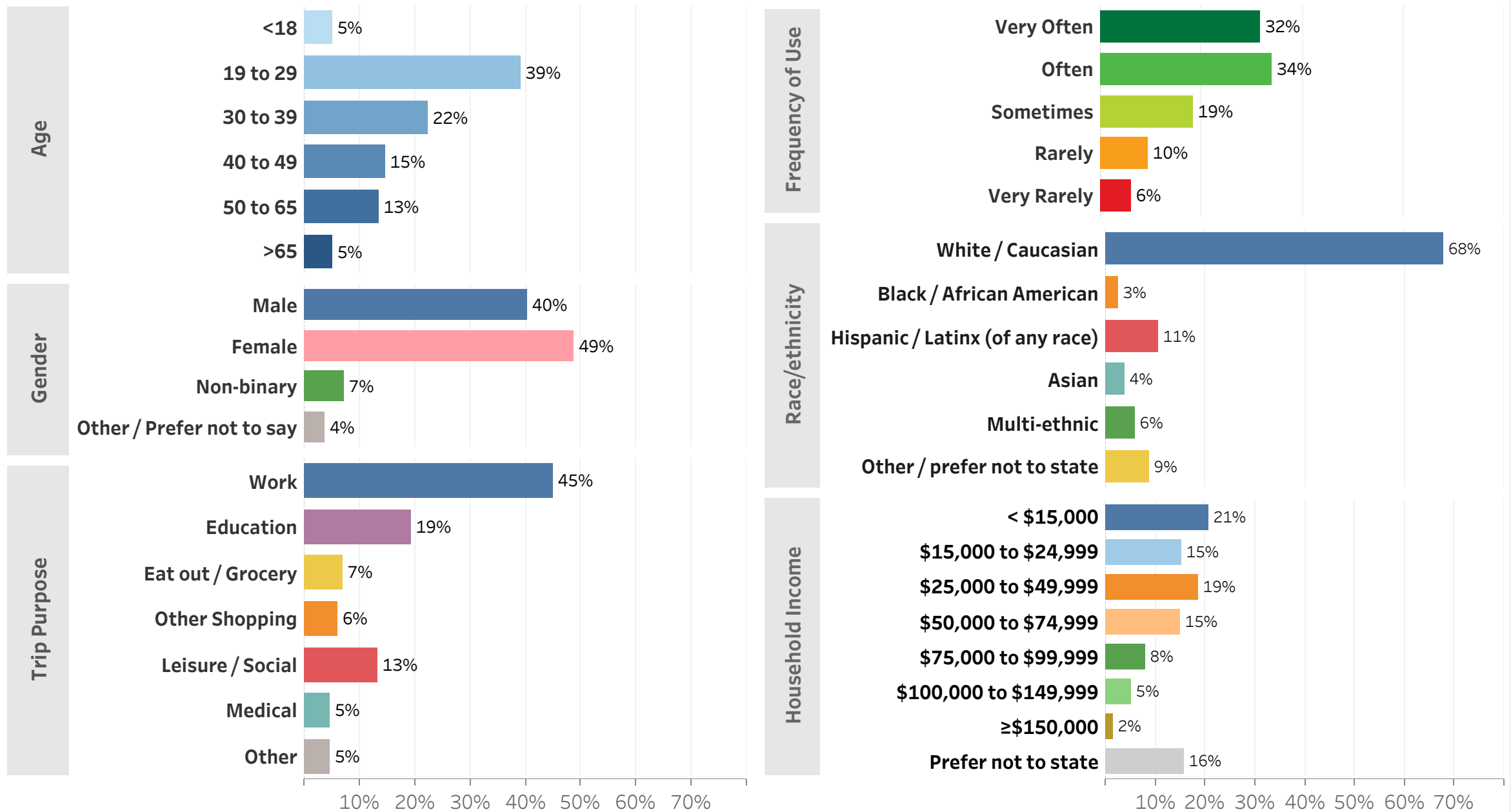
Survey Respondents Demographics



Member
Eu

The graph shows the demographic segmentation of those respondents providing cleaned and complete responses. It displays a breakdown of age, gender, trip purpose, frequency of use, race/ethnicity and household income of survey respondents.

Demographics of Respondents (Eugene LTD) (2023)



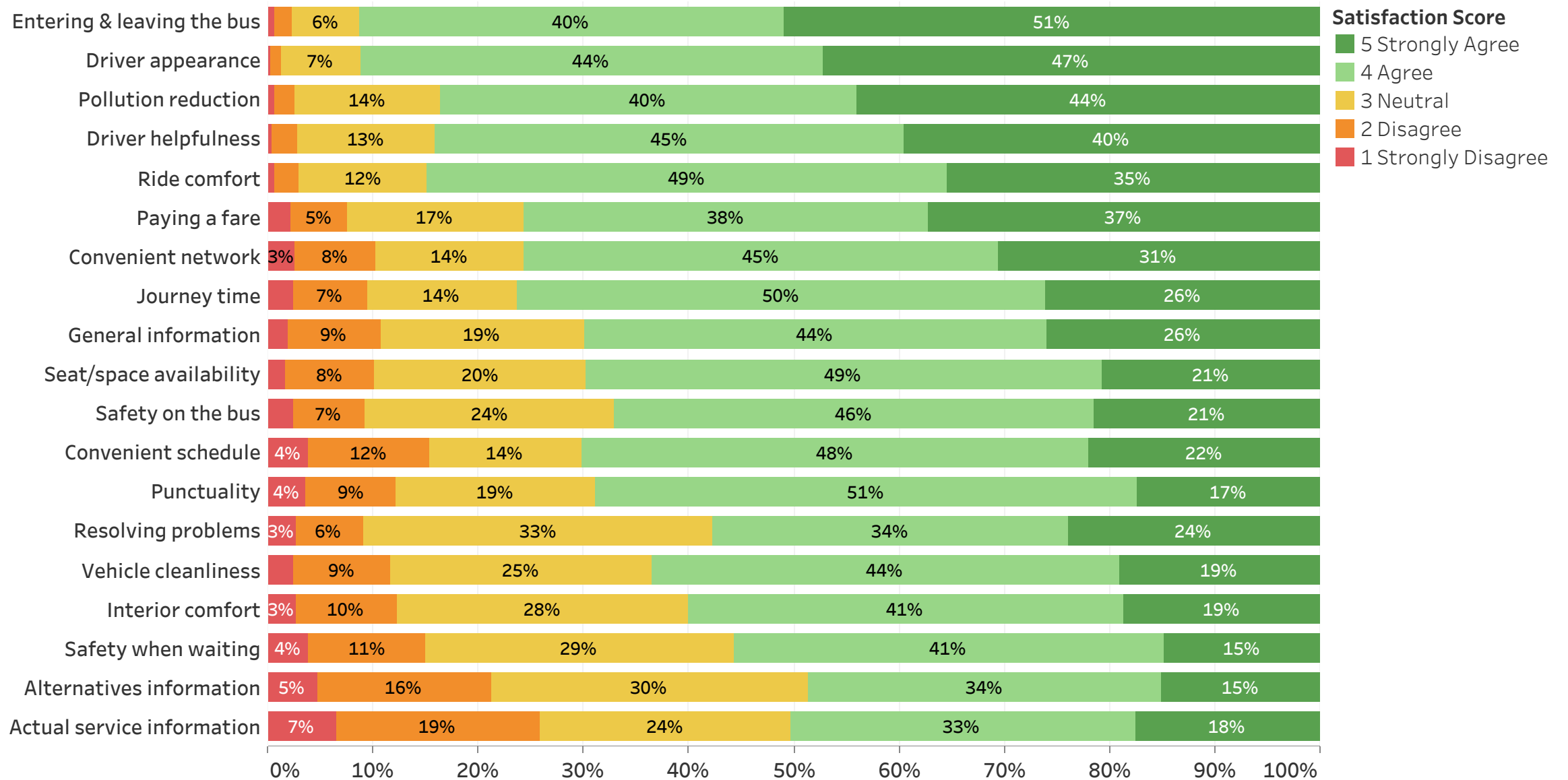
Distribution of Satisfaction Levels per Question



Member
Eu

The chart shows the proportion of respondents that strongly agreed, agreed, felt neutral, disagreed, or strongly disagreed with each question. The questions are ranked on their average satisfaction score with the highest satisfaction at the top and the lowest satisfaction at the bottom. This helps us to understand the extent to which satisfaction is polarized. Each question has been abbreviated for graph legibility.

Distribution of Satisfaction Levels per Question (Eugene LTD) (2023)



Results of the ABBG Customer Satisfaction Survey



Member
Eu

The graph displays the absolute score results (latest year) for each question asked at an individual (city by city) level. The blue bar represents the average score of all cleaned responses for each of the 19 individual questions. Results are ranked from most satisfied to least satisfied for each member regarding the average customer satisfaction scores for all 19 questions. The satisfaction scores are between 1 and 5, with 5 being most satisfied and 1 being least satisfied.

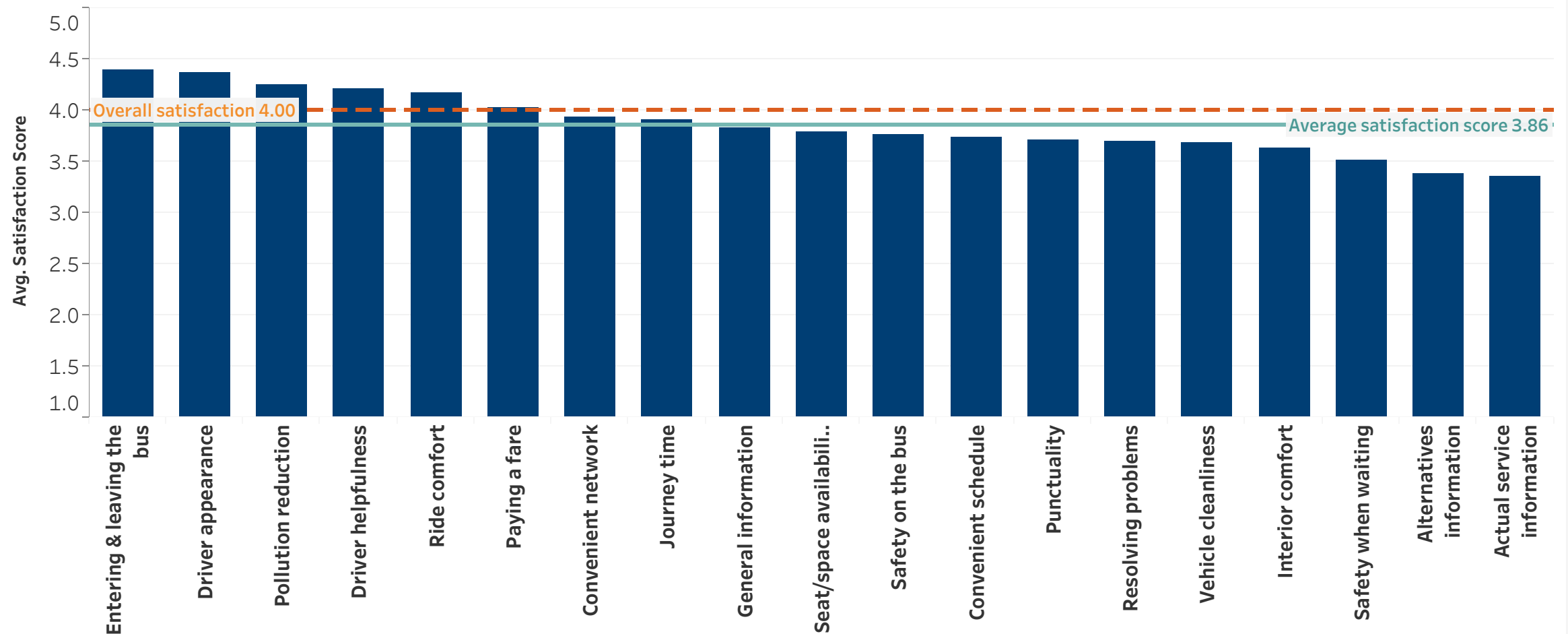
Average Satisfaction
3.87

The average score of all 19 individual questions. Represented by the turquoise line.

Overall Satisfaction
4.00

The average score of all cleaned responses for the overall satisfaction (control) question. Represented by the orange dashed line.

Levels of satisfaction with bus services (Eugene LTD) (2023)



Trends: Result of the ABBG Customer Satisfaction Survey



The graph shows the **trends** of the average customer satisfaction scores for each question over the past 10 years, ranked from most satisfied to least satisfied for each member.

The satisfaction scores are between 1 and 5, with 5 being most satisfied and 1 being least satisfied.

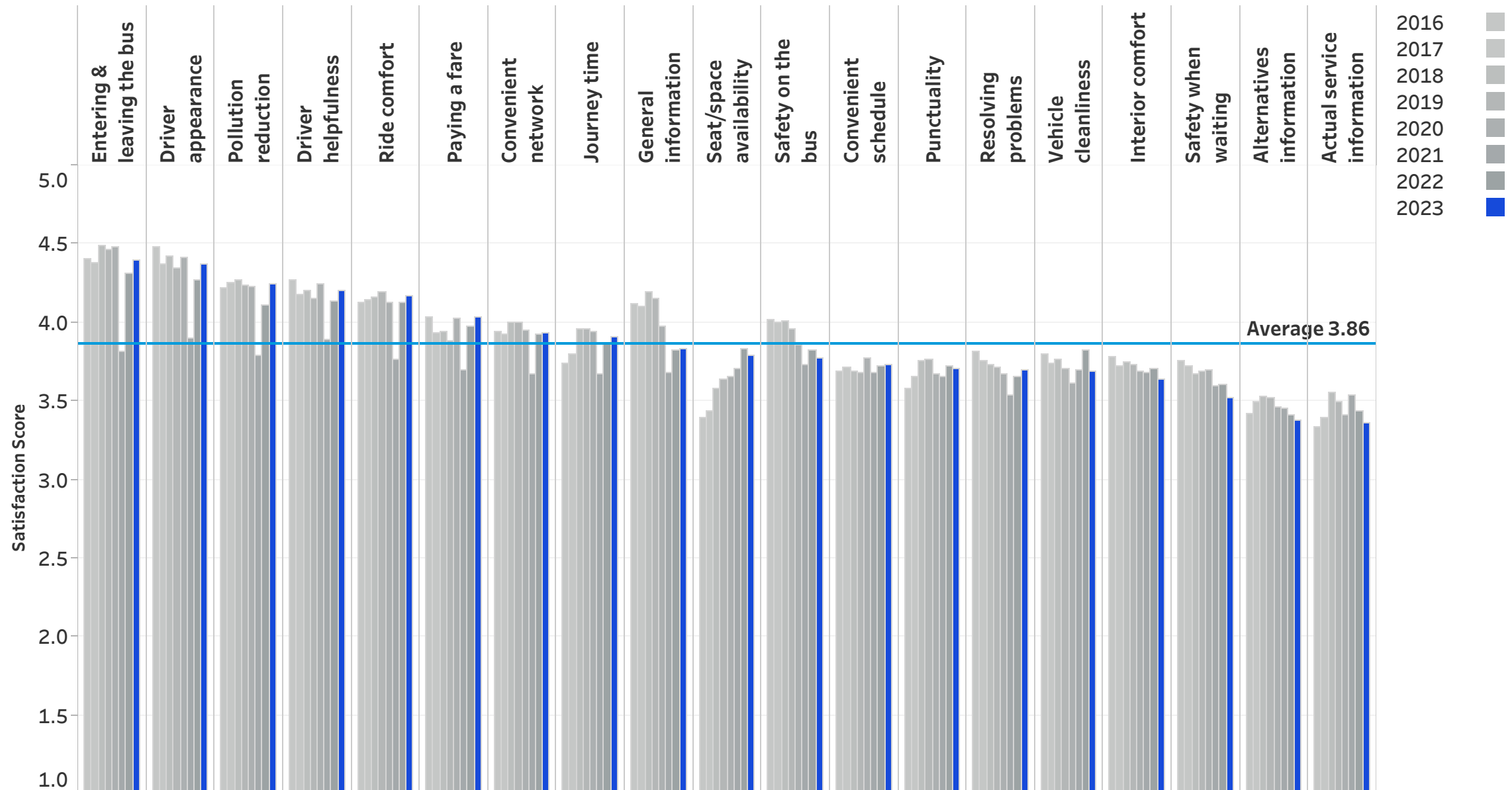
Member

Eu

Year

Multiple values

Levels of satisfaction with bus services (Eugene LTD)



Customer Journey Satisfaction Levels



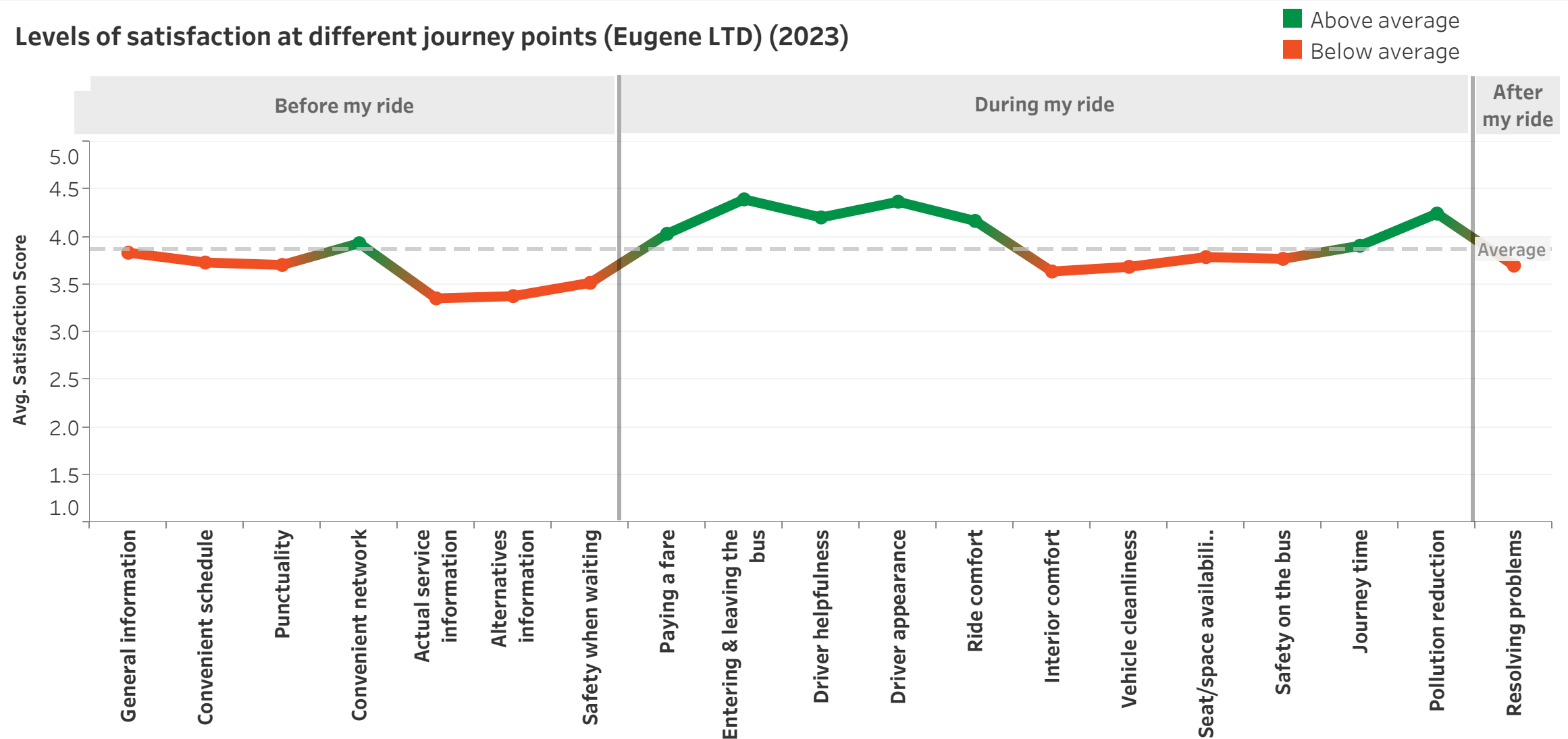
Member
Eu

Customer Journey View
Average Satisfaction Score

The graph displays the average Average Satisfaction Score for each question. The questions are ordered by each phase of the customer journey (before, during and after my ride).

The Average Satisfaction Score view shows the absolute average of all 19 satisfaction questions (grey line), and the questions' absolute scores are shown in green (when exceeding the average) or red (when below the average). This allows you to track where your customers are on average more satisfied than on other parts of the journey.

Levels of satisfaction at different journey points (Eugene LTD) (2023)



Customer Journey Satisfaction Levels



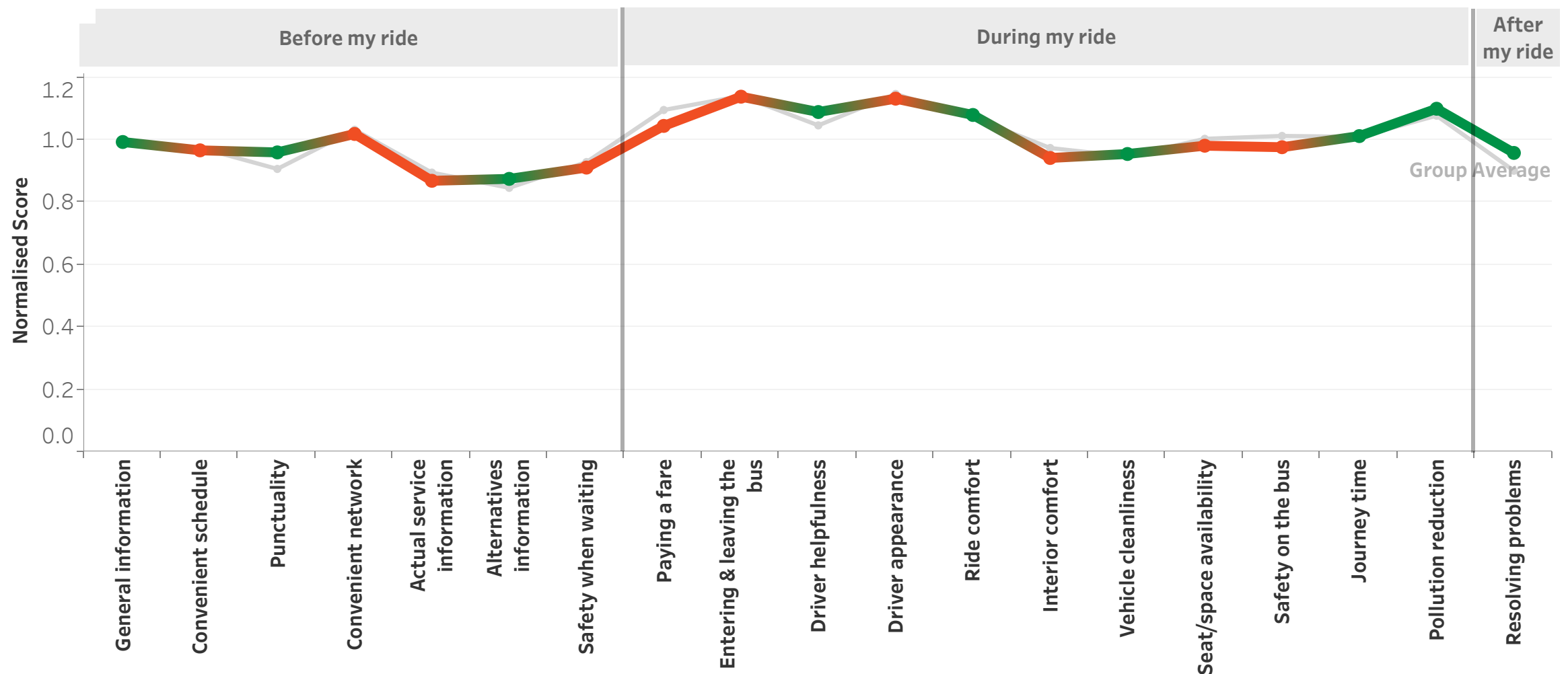
Member
Eu

Customer Journey View
Normalised Score

The graph displays the average Normalised Score for each question. The questions are ordered by each phase of the customer journey (before, during and after my ride).

The Normalised Satisfaction Score view allows for a comparison of the satisfaction levels throughout the journey compared to the average of all participating cities, represented by the grey line (see section 6.1 for an explanation of the normalisation methodology). When your respondents are on average more satisfied with a particular part of their journey compared to respondents of other agencies, this will be represented by a green line, and when relatively less satisfied this is represented in red.

Levels of satisfaction at different journey points (Eugene LTD) (2023)



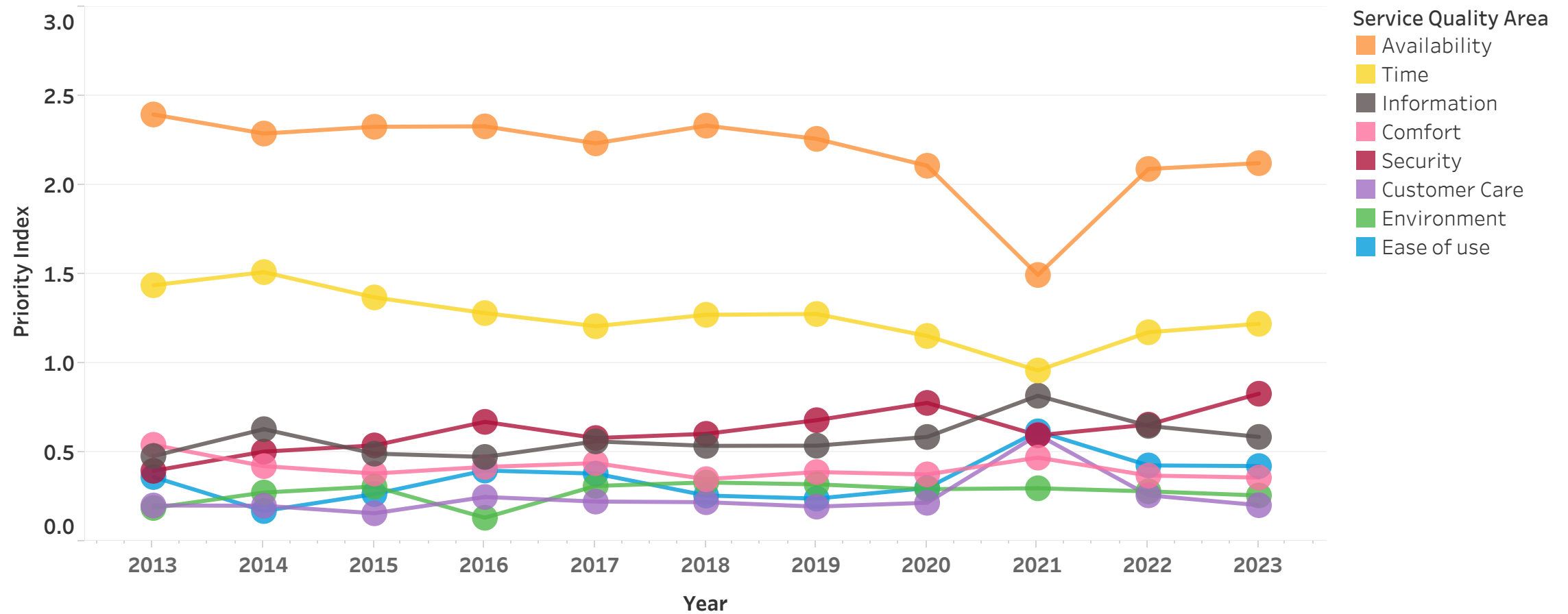
Service Quality Area Priorities: Indices



Member
Eu

The chart shows the eight service quality areas over time relative to their actual importance.

Service Quality Areas Priorities - Indices (Eugene LTD)



Respondents were asked to select, out of the eight service quality areas, their 1st priority (which was given the weight of 3 points), 2nd priority (" 2 points) and 3rd priority (" 1 point). Priority areas not selected received zero points.

Therefore, the average score a service quality area can receive lies between 0 and 3. For example, if all respondents select 'availability' as their highest priority, the average score for 'availability' is 3. If 50% of all respondents select 'availability' as their highest priority (and none as 2nd or 3rd priority), the average score for 'availability' is 1.5, etc.

Service Quality Area Priorities: Ranked

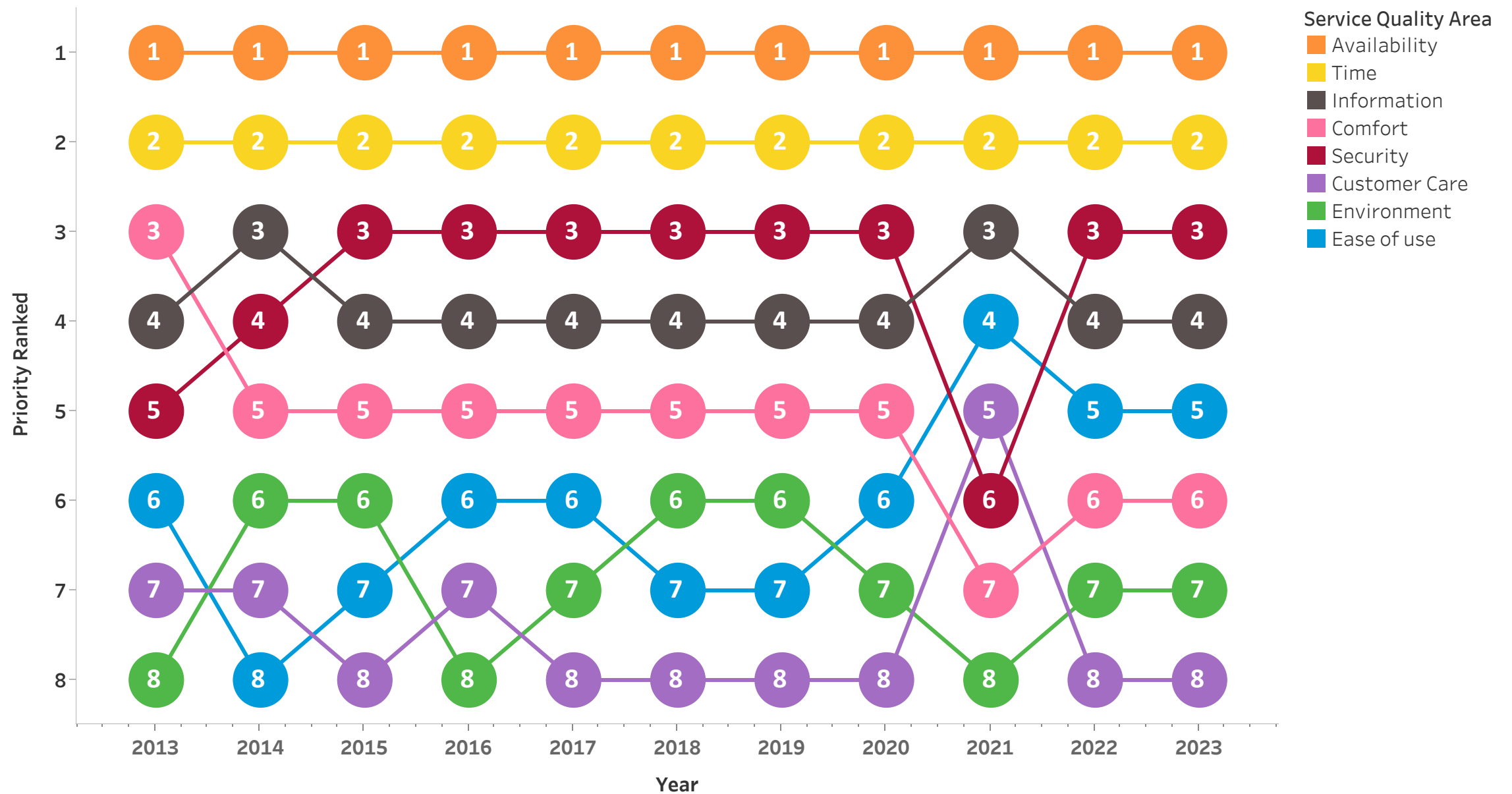


Member

Eu

The chart shows the absolute rank of the eight service quality areas over time, based on their priority index score. The service quality areas in the graph are ranked from highest priority to lowest priority.

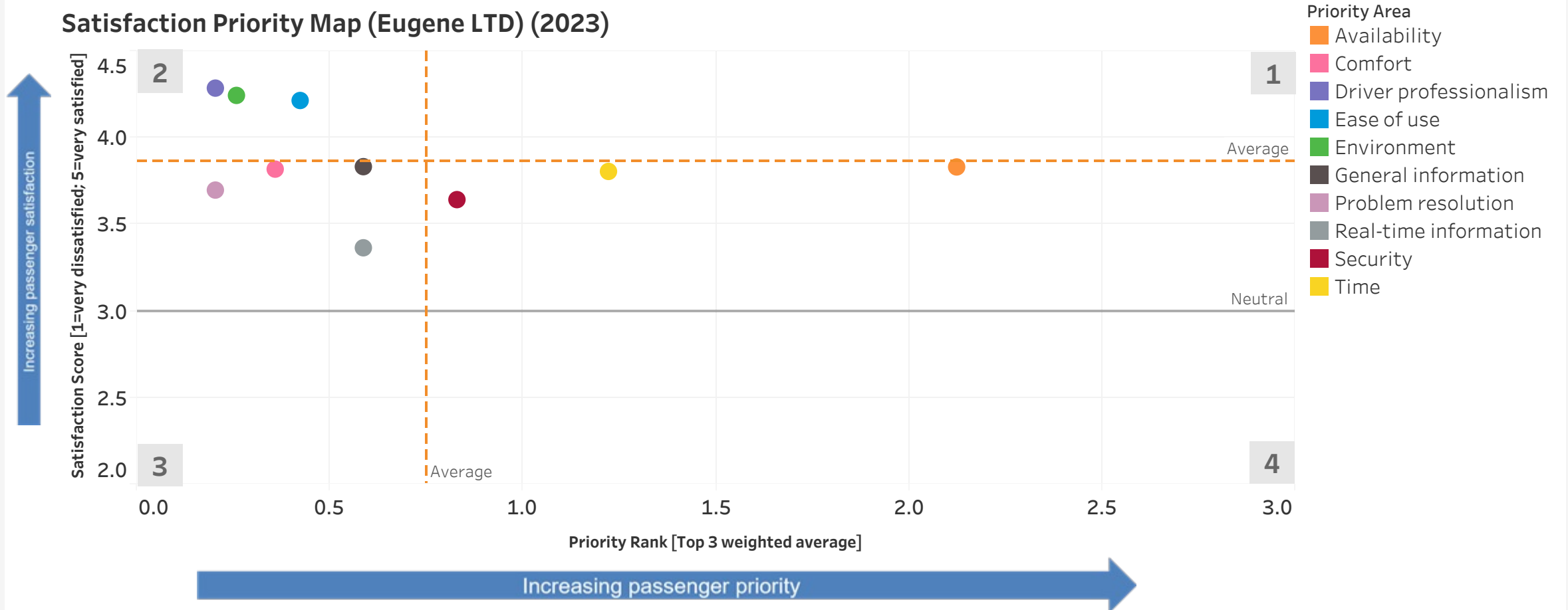
Service Quality Areas Priorities - Ranked (Eugene LTD)



Satisfaction Priority Map



This performance summary graph is a Satisfaction Priority Map which plots **priority indices** against **average passenger satisfaction per service quality area**. Quadrant 1 shows areas of high priority and high passenger satisfaction. Quadrant 4 of the map illustrates areas where passengers are relatively less satisfied with service levels in areas they hold as high priorities. Service quality areas in this quadrant require management attention.



Four quadrants are created using the average satisfaction score of all questions (orange line) and a weighted priority ranking of 0.75 (= the aggregate 'points' score for the Top 3 priorities (3+2+1=6), divided by the 8 service quality areas). The continuous grey marks the 'neutral' satisfaction score of 3. Please note that while satisfaction can range from 1 (very dissatisfied) to 5 (very satisfied), the satisfaction axis on this chart is set from 2 to 4.5 to increase legibility.

Looking at the satisfaction scores for the three questions within the 'Information' service quality area, it was noted that often the scores for 'Actual service information' and 'Alternatives information' have similar scores, while 'General information' has a substantially different score. To show this distinction, 'Information in terms of 'Real-time information' (i.e. for 'Actual service information' and 'Alternatives information') has been separated from 'Information' in terms of 'General information' in these Quad maps. Similarly, 'Customer care' has been split in to 'Driver professionalism' (incorporating 'Driver helpfulness' and 'Driver appearance') and 'Problem resolution'. The average weighted priority score remains the same for these 'sub-groups' and hence they are always lined-up exactly vertically.

Satisfaction is illustrated using the average satisfaction of that service quality area for each response. For example, the average satisfaction scores of 'Interior comfort', 'Ride comfort', 'Cleanliness' and 'Internal ambiance' are aggregated to determine the satisfaction for the 'Comfort' service quality area.

Results by Demographic



These graphs show the average score for the 'overall satisfaction' question and top three priorities, broken down by Age. The last column shows the average across all categories for the selected demographic.

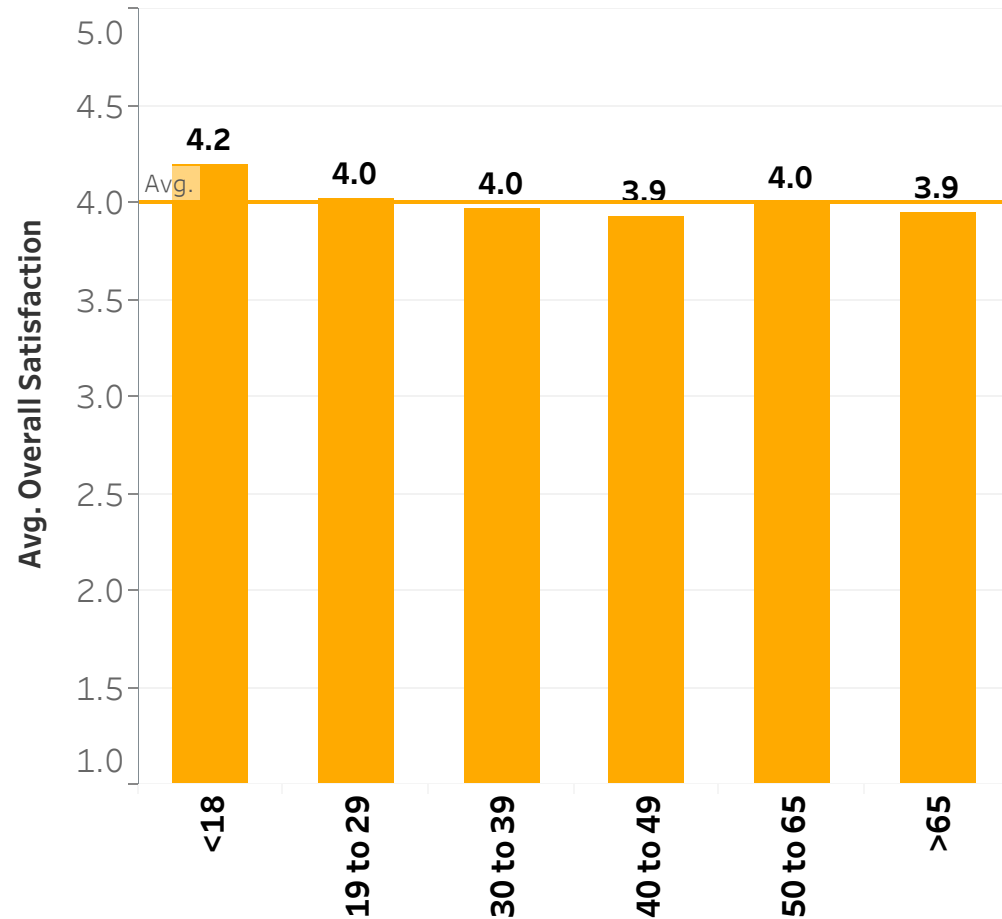
Note: categories with a sample size below 30 respondents are excluded; therefore, some categories may be missing from the charts.

The member average for priority areas might differ from the average of sub-categories as it includes respondents who have not completed the demographics section.

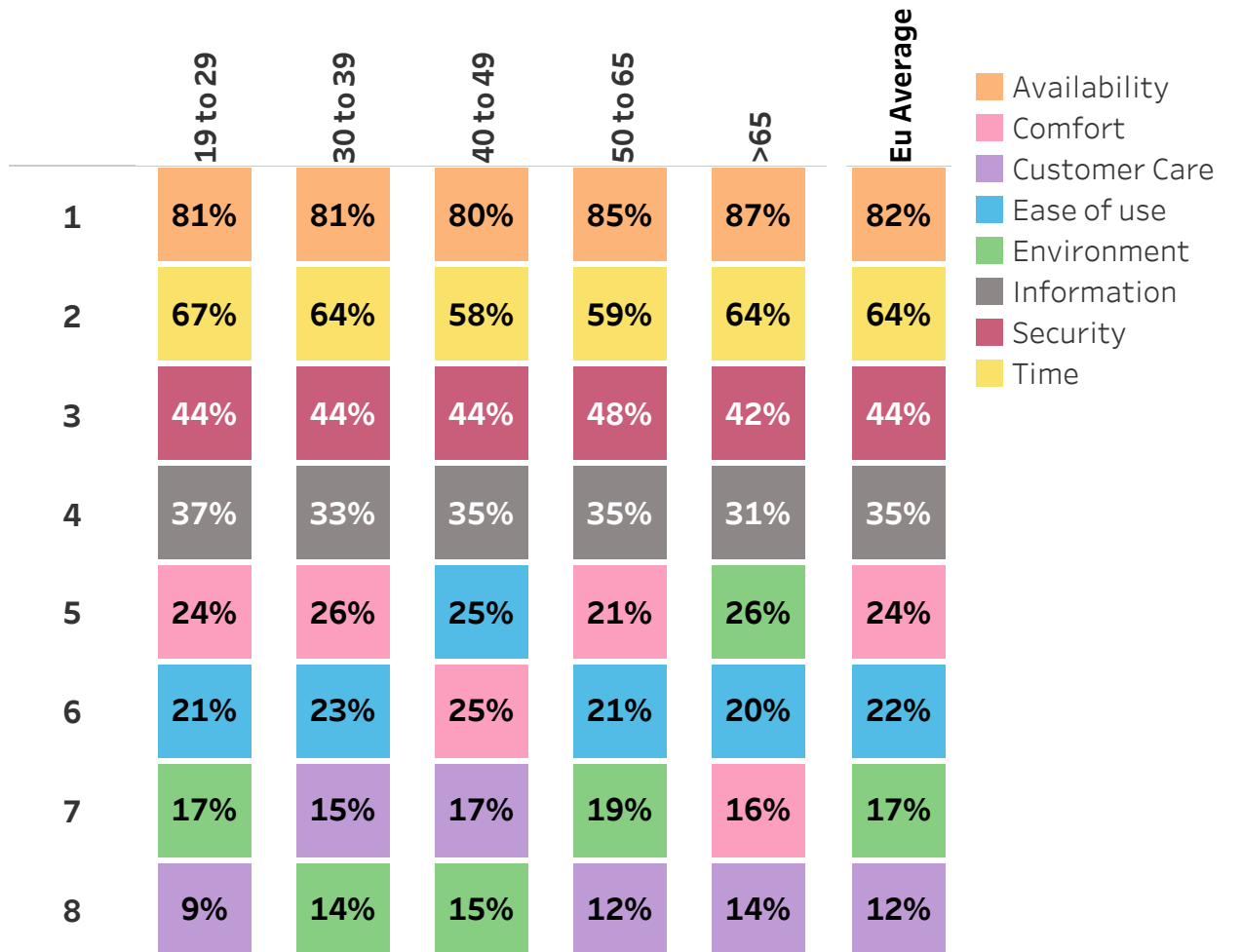
Member
Eu

Demographic
Age

Average Overall Satisfaction by Age (2023)
Eugene LTD



Top 3 Most Important By Age (2023)
Eugene LTD



Note: Avg. line represents the overall satisfaction score for Eu (as shown in section 4.2)

Results by Demographic



These graphs show the average score for the 'overall satisfaction' question and top three priorities, broken down by Frequency of use. The last column shows the average across all categories for the selected demographic.

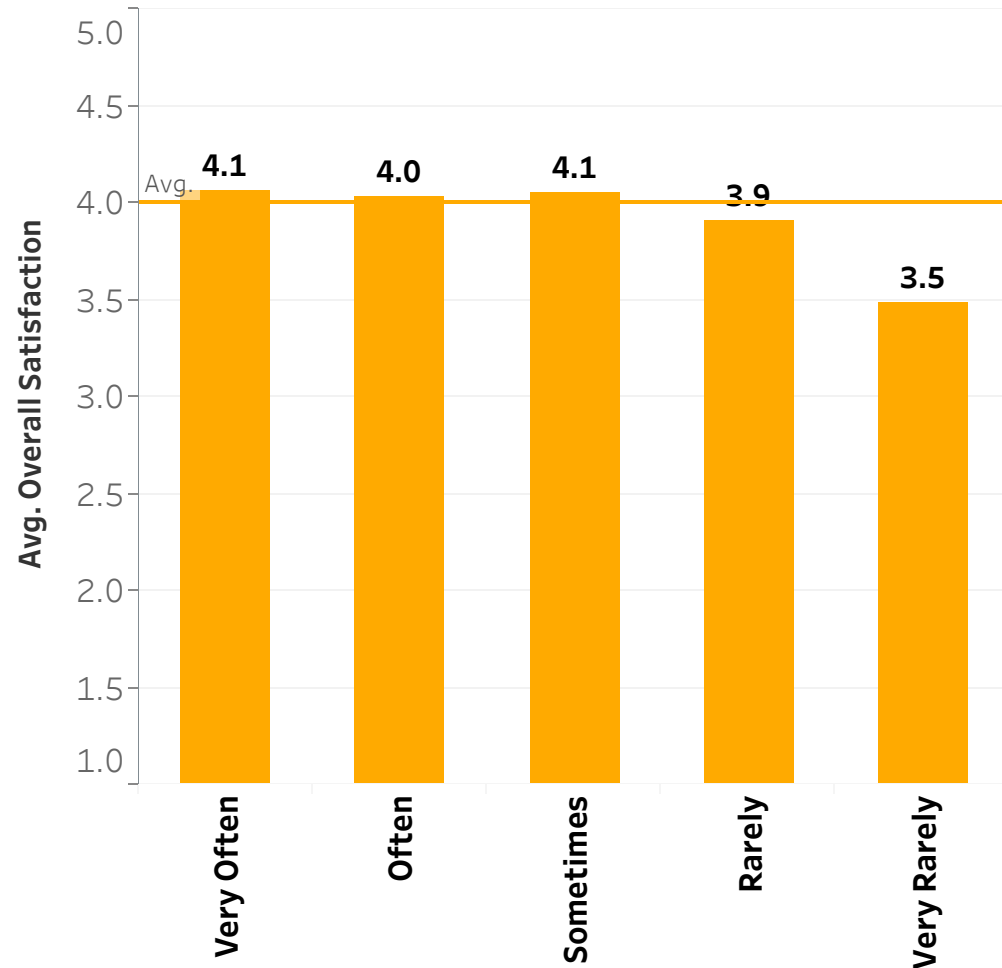
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The member average for priority areas might differ from the average of sub-categories as it includes respondents who have not completed the demographics section.

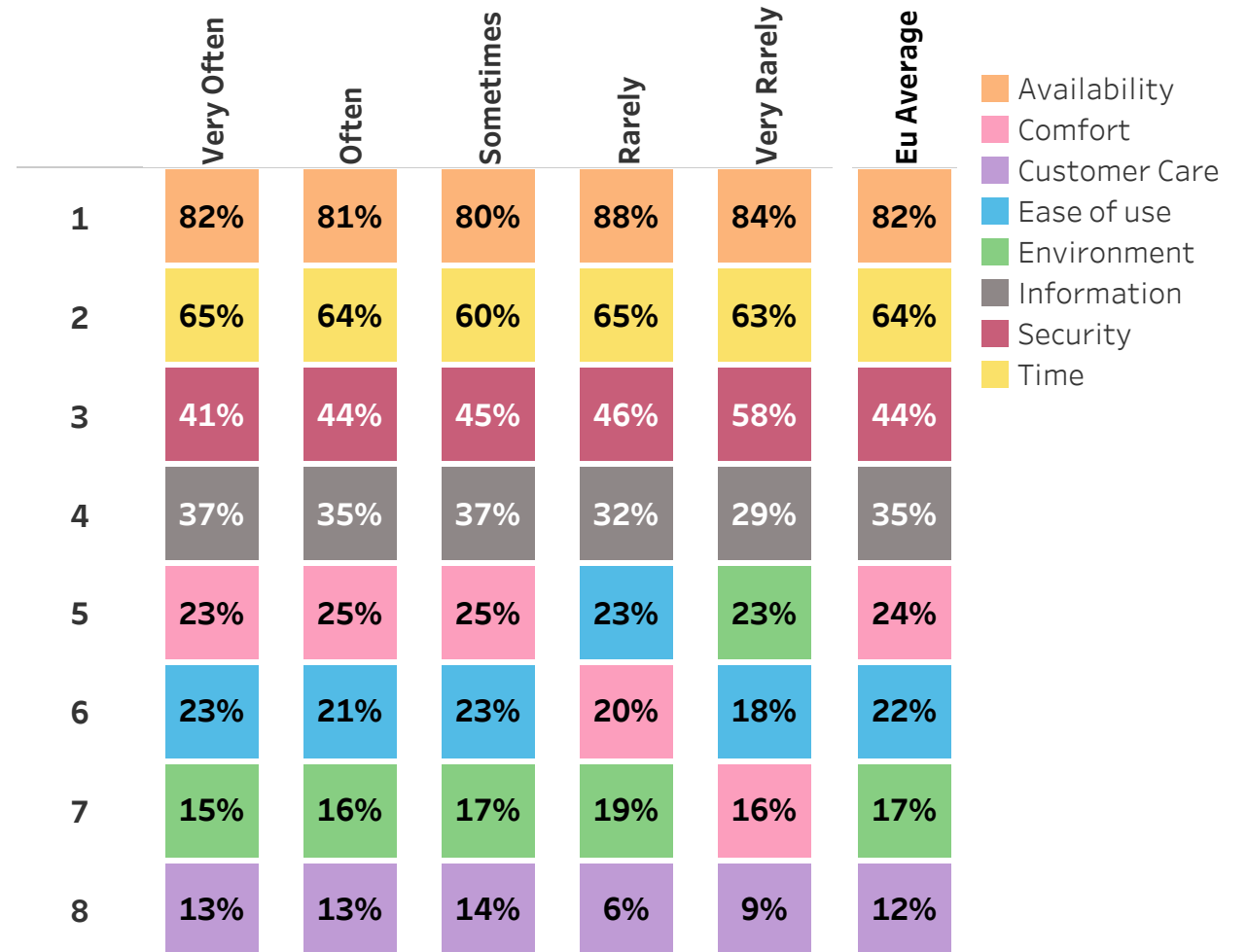
Member
Eu

Demographic
Frequency of use

Average Overall Satisfaction by Frequency of use (2023)
Eugene LTD



Top 3 Most Important By Frequency of use (2023)
Eugene LTD



Note: Avg. line represents the overall satisfaction score for Eu (as shown in section 4.2)

5.8 Priority Map	5.9.1 Overall Satisfaction and Top 3 Priority Results by Demographic: Age	5.9.2 Overall Satisfaction and Top 3 Priority Results by Demographic: Frequency of Use	5.9.3 Overall Satisfaction and Top 3 Priority Results by Demographic: Trip Purpose	5.9.4 Overall Satisfaction and Top 3 Priority Results by Demographic: Gender	5.9.5 Overall Satisfaction and Top 3 Priority Results by Demographic: Race/Ethnicity	5.9 Overall Satisfactio n and..
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Results by Demographic



These graphs show the average score for the 'overall satisfaction' question and top three priorities, broken down by Trip purpose. The last column shows the average across all categories for the selected demographic.

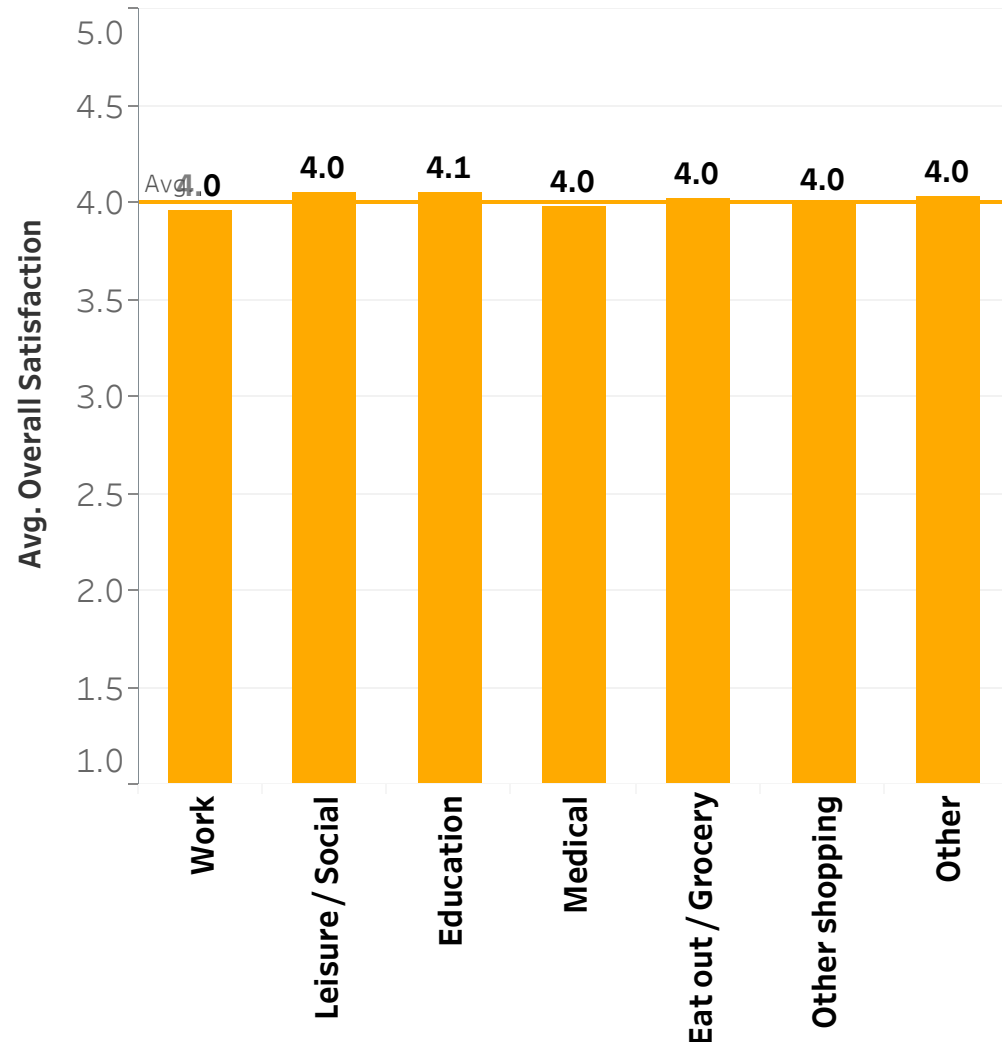
Note: categories with a sample size below 30 respondents are excluded; therefore, some categories may be missing from the charts.

The member average for priority areas might differ from the average of sub-categories as it includes respondents who have not completed the demographics section.

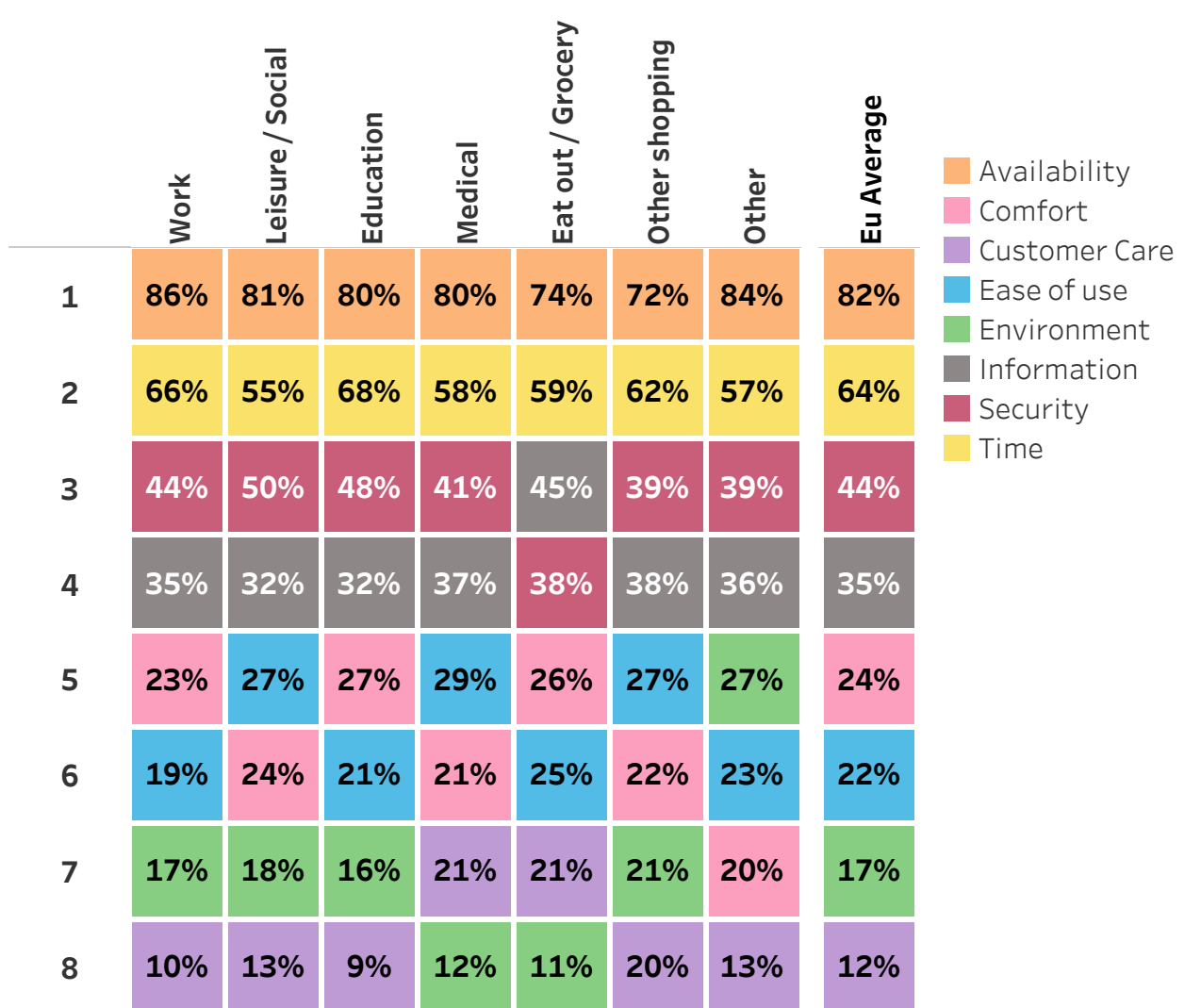
Member
Eu

Demographic
Trip purpose

Average Overall Satisfaction by Trip purpose (2023)
Eugene LTD



Top 3 Most Important By Trip purpose (2023)
Eugene LTD



Note: Avg. line represents the overall satisfaction score for Eu (as shown in section 4.2)

Results by Demographic



These graphs show the average score for the 'overall satisfaction' question and top three priorities, broken down by Gender. The last column shows the average across all categories for the selected demographic.

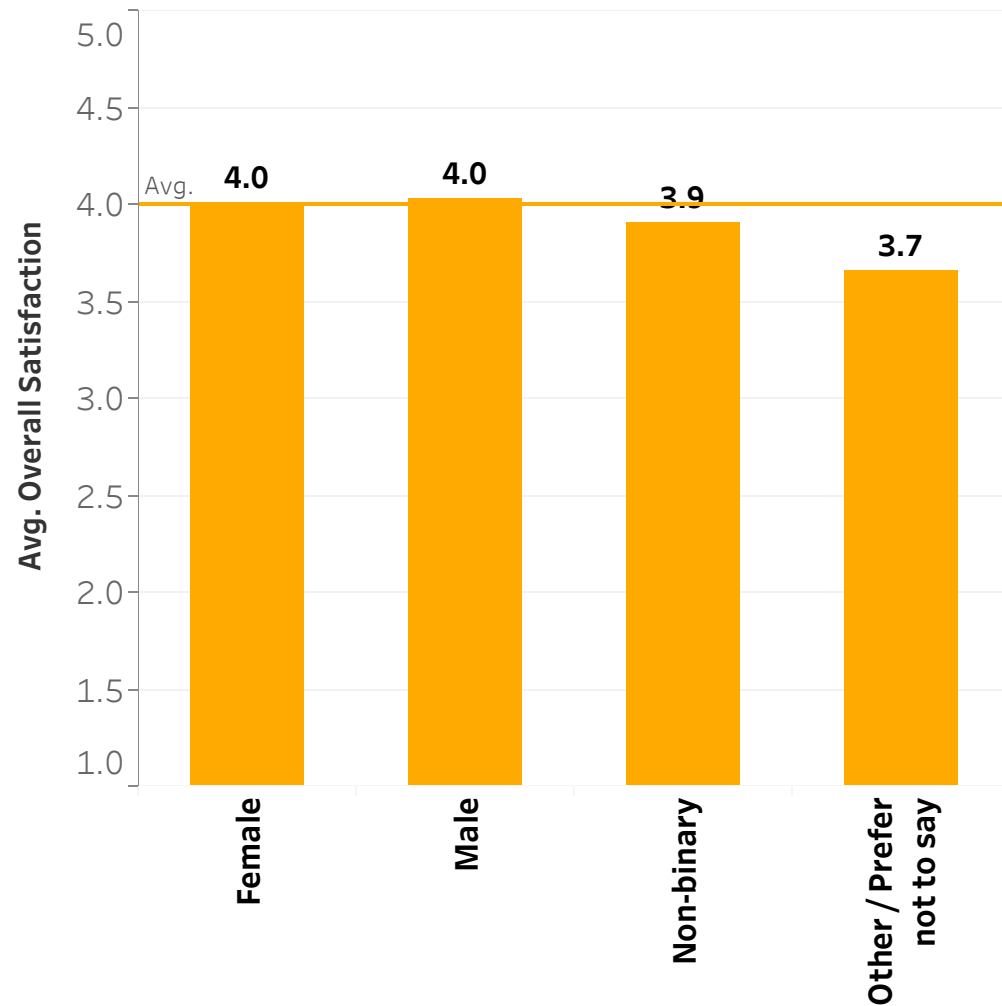
Note: categories with a sample size below 30 respondents are excluded; therefore, some categories may be missing from the charts.

The member average for priority areas might differ from the average of sub-categories as it includes respondents who have not completed the demographics section.

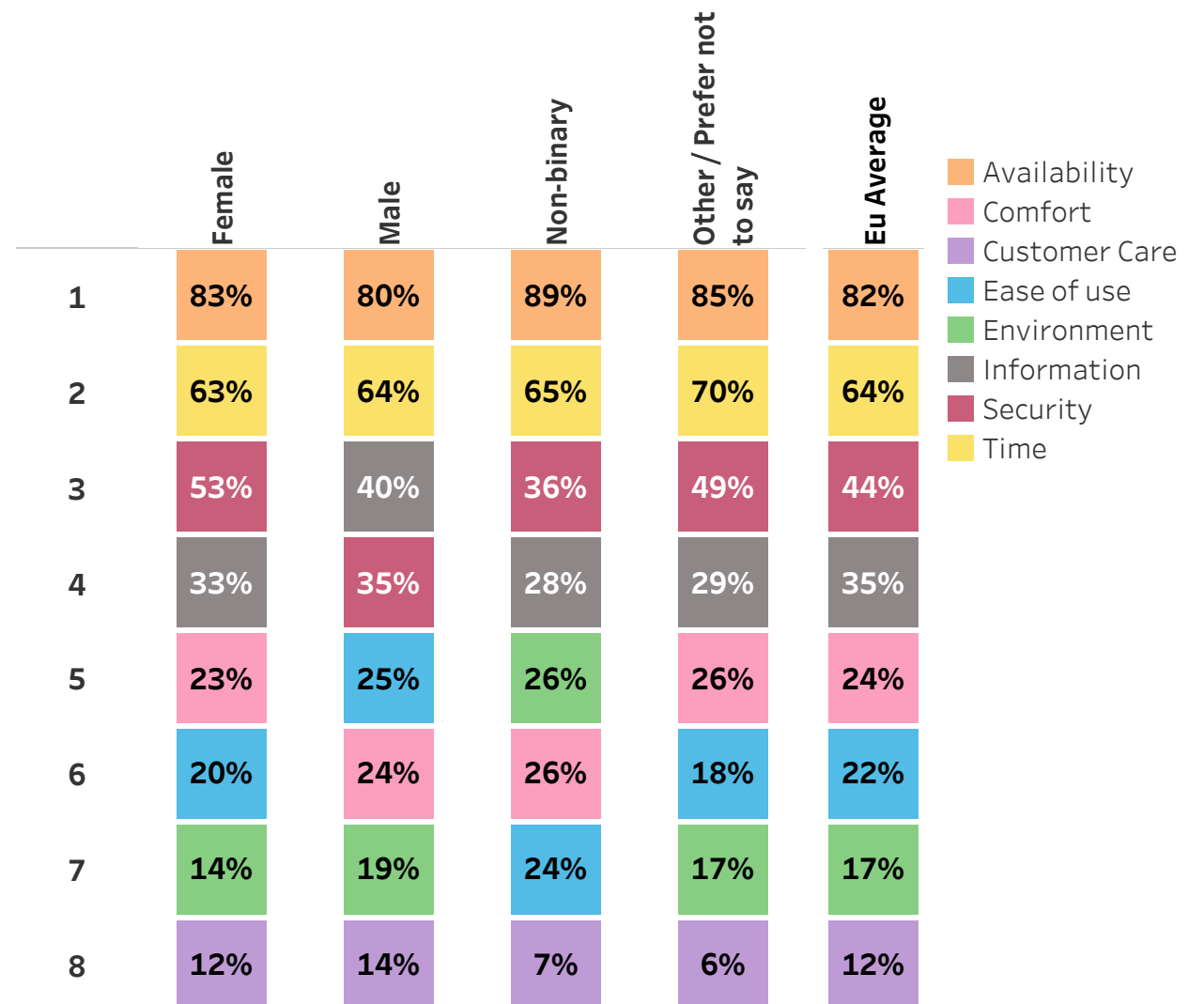
Member
Eu

Demographic
Gender

Average Overall Satisfaction by Gender (2023)
Eugene LTD



Top 3 Most Important By Gender (2023)
Eugene LTD



Note: Avg. line represents the overall satisfaction score for Eu (as shown in section 4.2)

Results by Demographic



These graphs show the average score for the 'overall satisfaction' question and top three priorities, broken down by Race/ethnicity. The last column shows the average across all categories for the selected demographic.

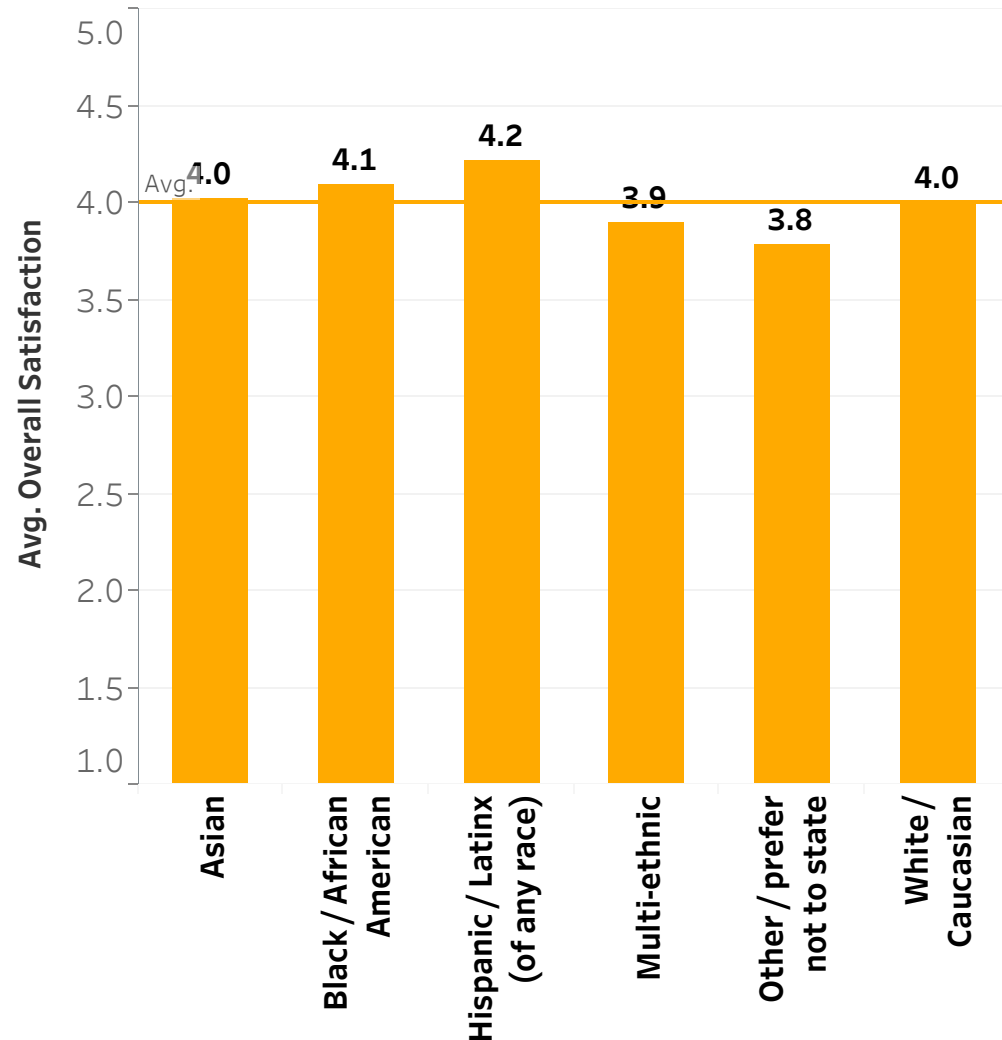
Note: categories with a sample size below 30 respondents are excluded; therefore, some categories may be missing from the charts.

The member average for priority areas might differ from the average of sub-categories as it includes respondents who have not completed the demographics section.

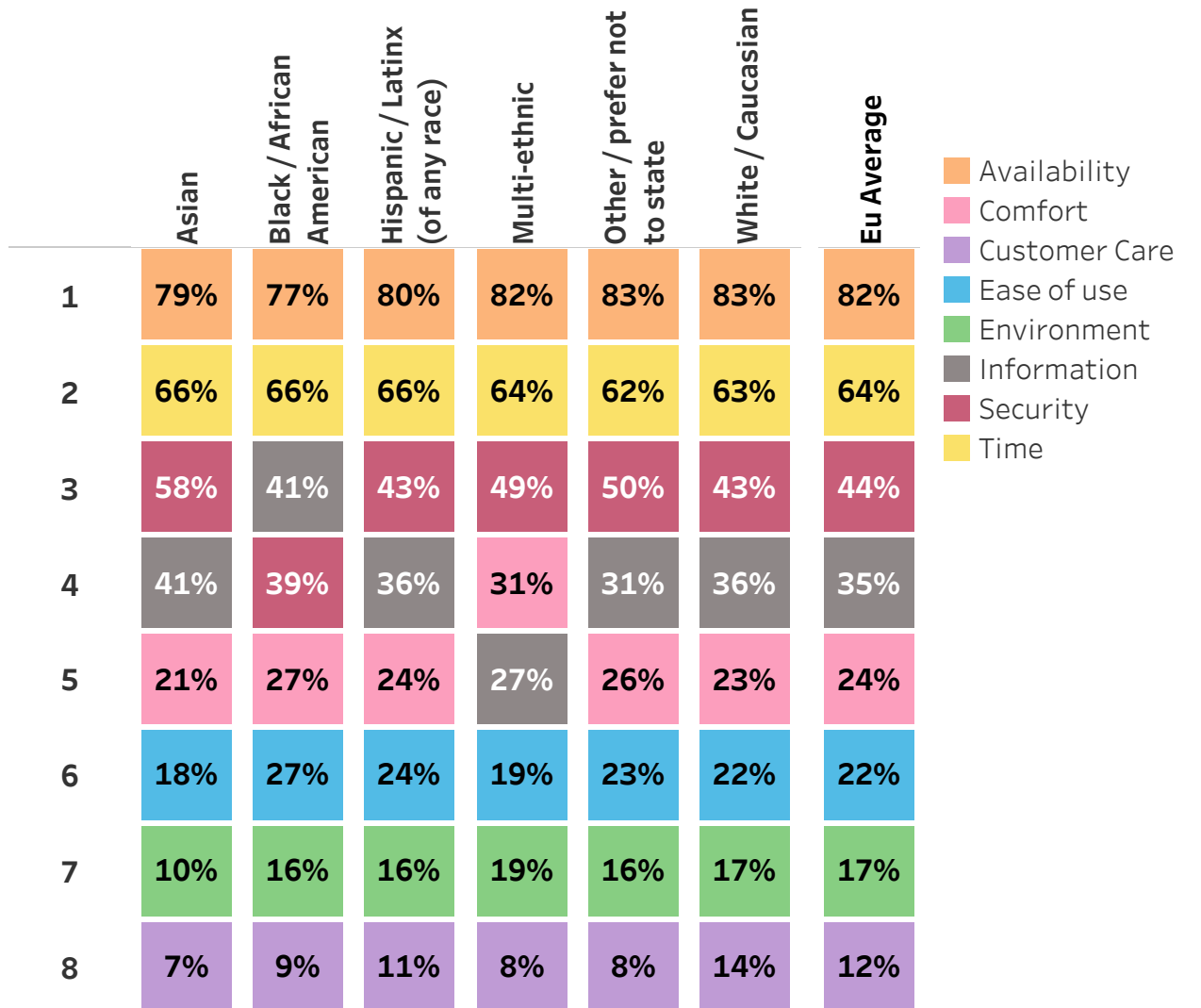
Member
Eu

Demographic
Race/ethnicity

Average Overall Satisfaction by Race/ethnicity (2023)
Eugene LTD



Top 3 Most Important By Race/ethnicity (2023)
Eugene LTD



Note: Avg. line represents the overall satisfaction score for Eu (as shown in section 4.2)

Results by Demographic



These graphs show the average score for the 'overall satisfaction' question and top three priorities, broken down by Household Income. The last column shows the average across all categories for the selected demographic.

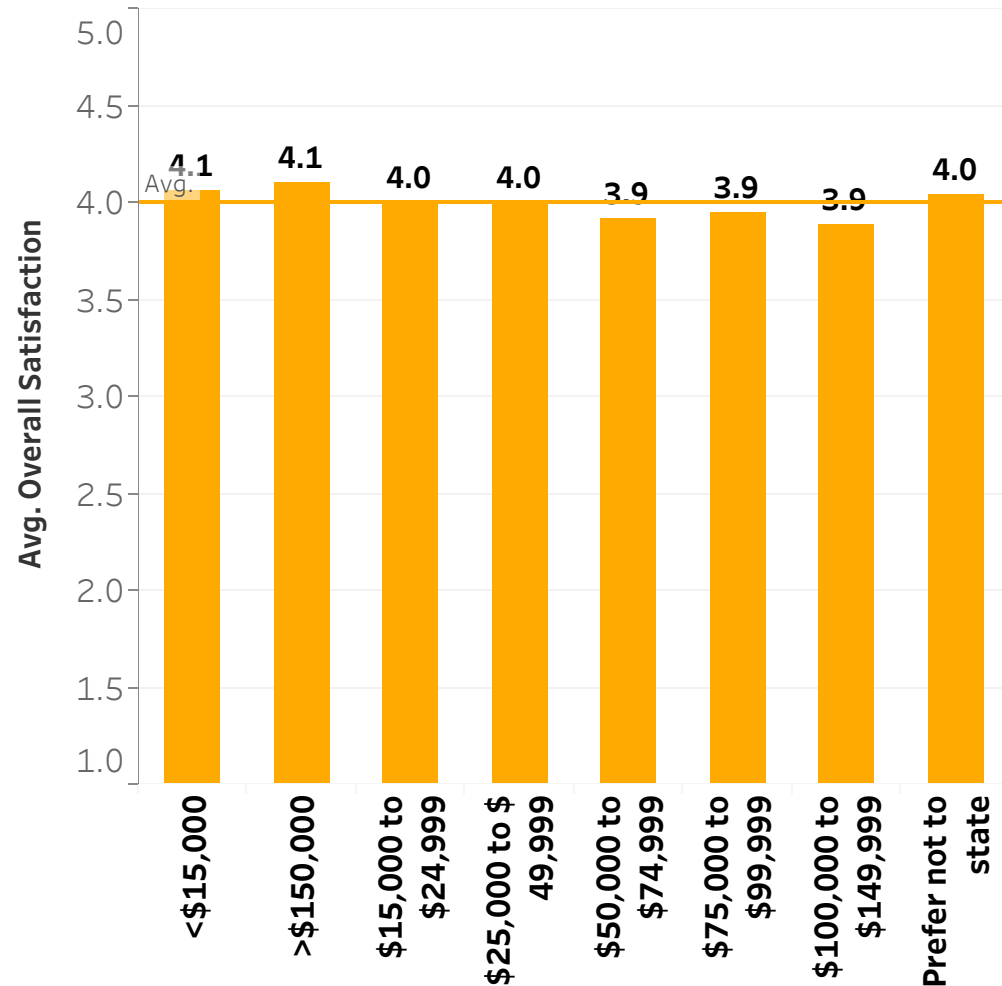
Note: categories with a sample size below 30 respondents are excluded; therefore, some categories may be missing from the charts.

The member average for priority areas might differ from the average of sub-categories as it includes respondents who have not completed the demographics section.

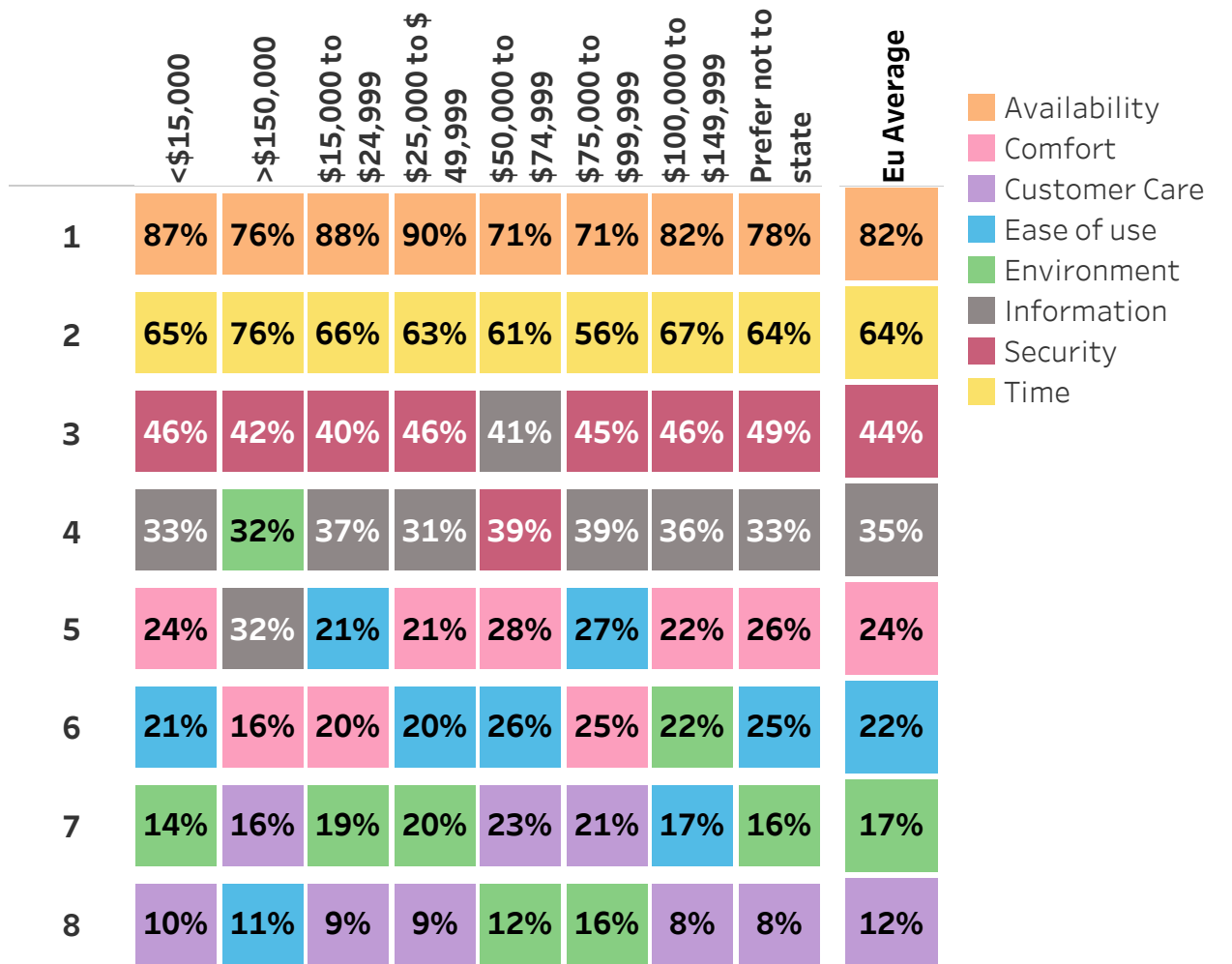
Member
Eu

Demographic
Household Income

Average Overall Satisfaction by Household Income (2023)
Eugene LTD



Top 3 Most Important By Household Income (2023)
Eugene LTD



- Availability
- Comfort
- Customer Care
- Ease of use
- Environment
- Information
- Security
- Time

Note: Avg. line represents the overall satisfaction score for Eu (as shown in section 4.2)

Performance Dashboard



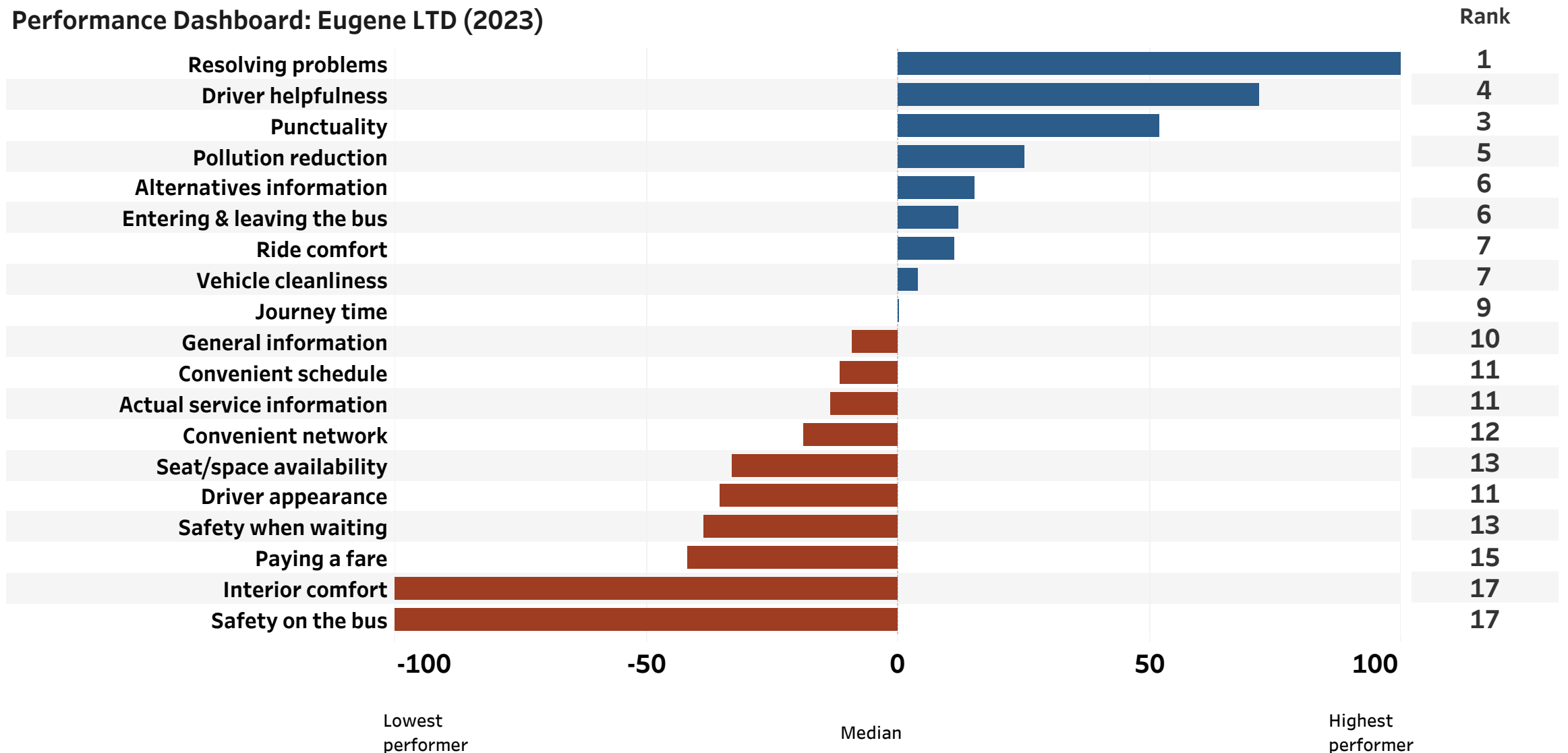
Member

Eu

This dashboard shows the 'relative' performance of each member in relation to the best and worst performers and the median value (i.e. a satisfaction index).

A score of +100 for a service quality area indicates that the respective organization is the best performer in meeting their own customers' expectations on that question. The lowest performance is represented by -100 and the median is at 0. The performance dashboard also shows the 19 individual service quality aspects in order of relative potential for improvement. The organization's rank in how well it is relatively meeting customer expectations is also given.

Performance Dashboard: Eugene LTD (2023)





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Customer Satisfaction Survey

Section 4

Individual Member Results

In this section the following results are provided for each member city:

User Characteristics and Demographics of Respondents

Distribution of Satisfaction Levels per Question

Average Satisfaction Scores

Performance Summary Dashboards

Distribution of Importance Scores for Service Quality Areas

Priority Map

Question Abbreviation Key



of the following answer options: Agree Strongly (assigned a value of 5 during analysis), Agree (4), Neutral (3), Disagree (2), Disagree Strongly (1), or Don't Know (no assigned value). Note question 1 in the survey was a user characteristic question asking if the respondent was an ADA certified customer or a representative.

Question Abbreviation Key

Question Number	Question	Abbreviation for Report Charts	Paratransit Service Aspect	Service Quality Area
2	It is easy to get information about the service and how to use it.	General information	Information	Information
3	Information regarding the eligibility and recertification process is easy to access and clear.	Eligibility information	Certification (or recertification)	Information
4	The eligibility certification staff are friendly and knowledgeable.	Eligibility staff	Certification (or recertification)	Service Ease of Use
5	When I call the service, my calls are answered promptly.	Call hold time	Call the Service	Service Ease of Use
6	Staff who answer my call are professional and knowledgeable.	Call staff	Call the Service	Service Ease of Use
7	Booking or changing a trip is easy and convenient.	Trip scheduling	Booking a Trip (Scheduling)	Service Ease of Use
8	I can schedule a trip within 60 minutes of the pick-up time request.	Trip times	Booking a Trip (Scheduling)	Service Ease of Use
9	Cancelling a trip is easy and convenient.	Trip cancellation	Booking a Trip (Scheduling)	Service Ease of Use
10	It is easy to find out exactly when my vehicle will arrive.	Vehicle arrival information	Pick-up	Information

Summary Table Page 1
(total 2 pages)



Question Abbreviation Key

of the following answer options: Agree Strongly (assigned a value of 5 during analysis), Agree (4), Neutral (3), Disagree (2), Disagree Strongly (1), or Don't Know (no assigned value). Note question 1 in the survey was a user characteristic question asking if the respondent was an ADA certified customer or a representative.

Question Abbreviation Key

Question Number	Question	Abbreviation for Report Charts	Paratransit Service Aspect	Service Quality Area
11	The vehicle picks me up within the pick-up window.	On-time pick-up	Pick-up	Time
12	It is easy to get into the vehicle, be securely seated, and get off the vehicle.	Vehicle accessibility and security	Pick-up	Vehicle Ease of Use
13	Paying for a trip is easy and convenient.	Fare payment	Pick-up	Service Ease of Use
14	The drivers are professional, knowledgeable, and provide the level of assistance I need to take the trip.	Drivers	During Trip	Service Ease of Use
15	The ride is comfortable.	Ride comfort	During Trip	Vehicle Ease of Use
16	The vehicle is clean.	Vehicle cleanliness	During Trip	Vehicle Ease of Use
17	I feel safe riding on the vehicle.	Safety on the vehicle	During Trip	Safety
18	The service gets me to my destination within a reasonable time (from pick-up to drop-off).	Journey time	During Trip	Time
19	I arrive at my destination on time (for my purpose / objective).	On-time drop-off	Drop-off	Time

Summary Table Page 2
(total 2 pages)



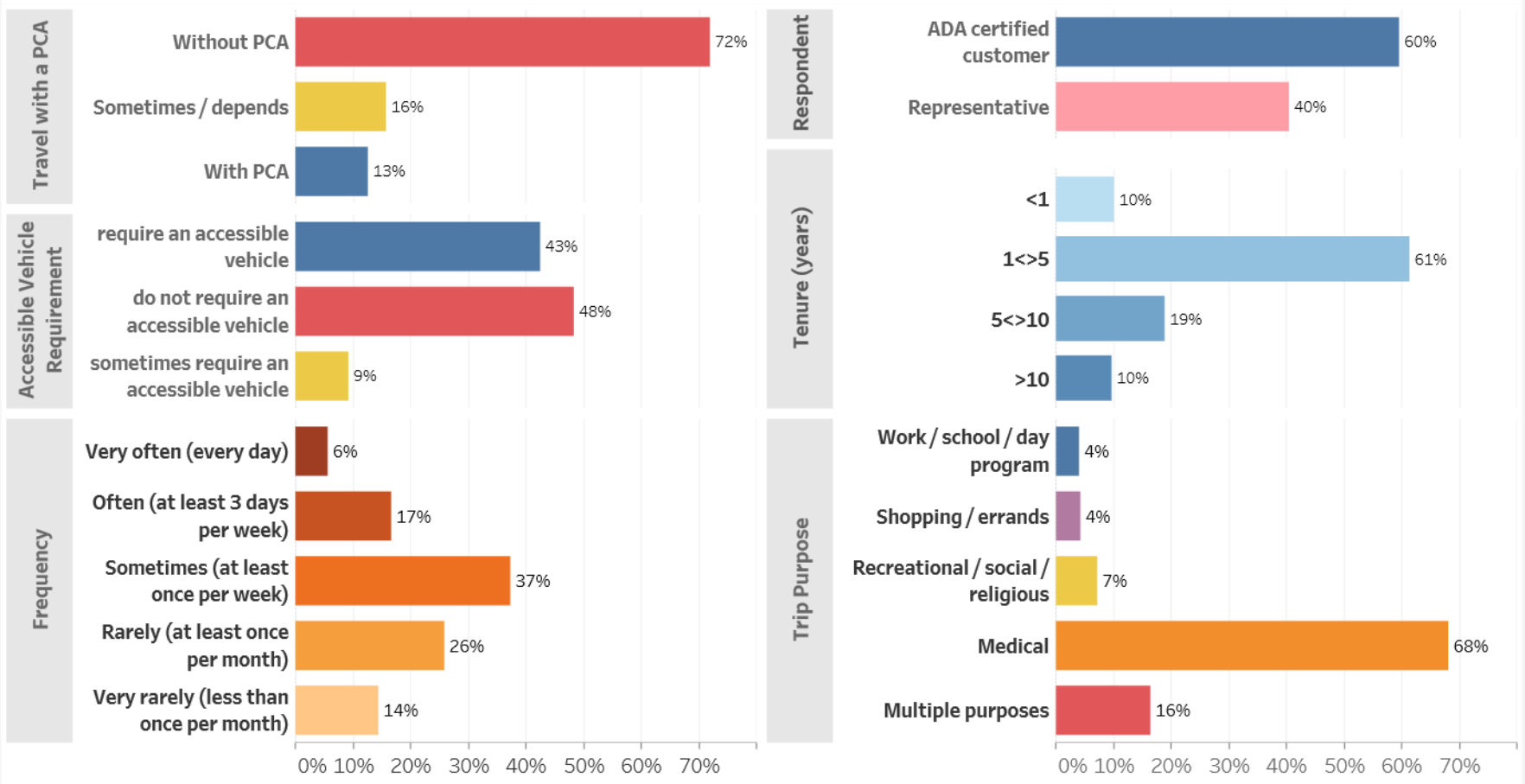
Survey Respondents Demographics | User Characteristics

The graph shows the demographic segmentation of respondents with clean and complete responses. It displays a breakdown of the paratransit-specific user questions.

You may use the dropdown menu on the right to select a different member to display on the graph.

Member
Eu

Demographics of Respondents (Eugene LTD) (2023)





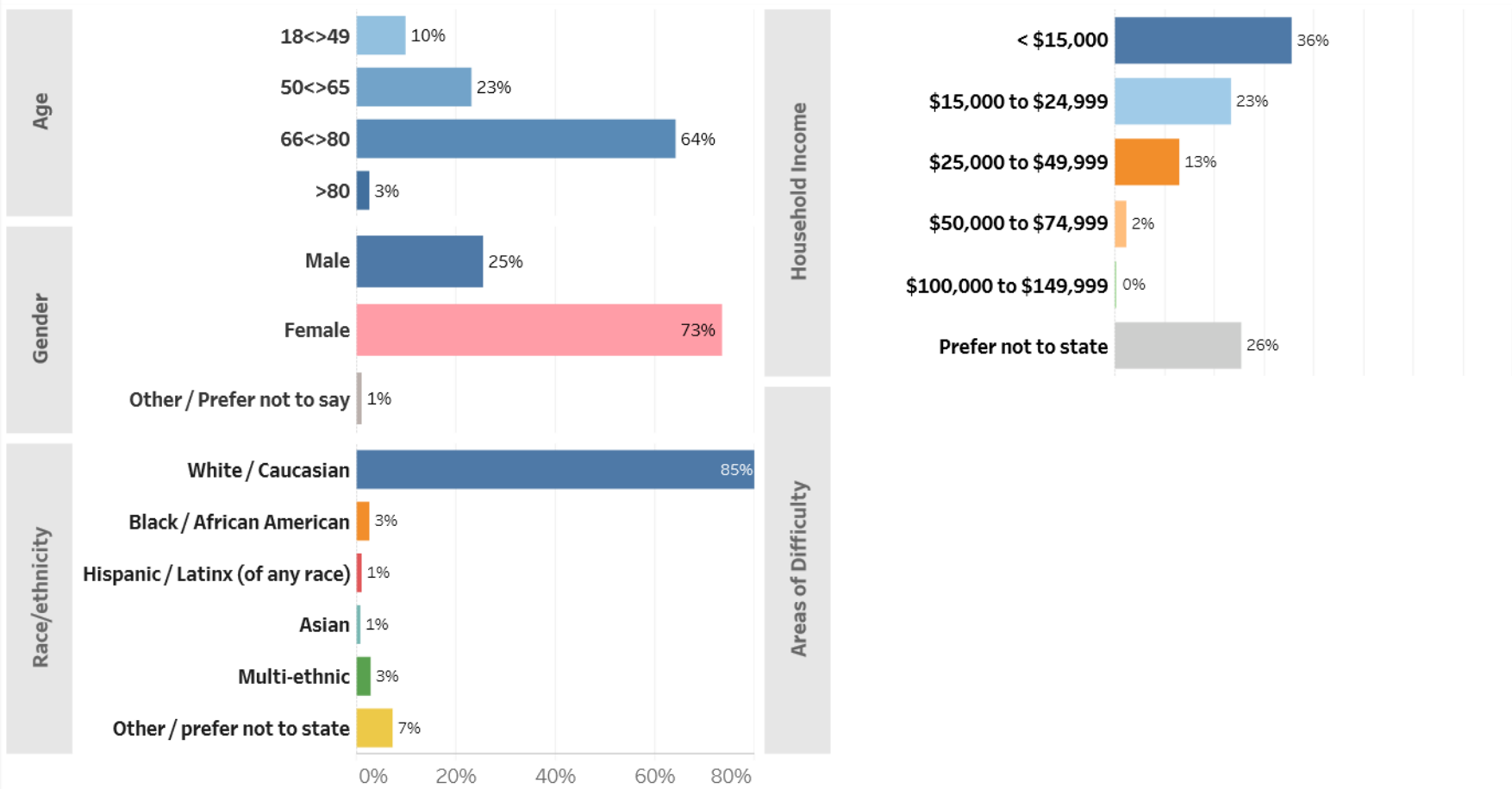
Survey Respondents Demographics | General

The graph shows the demographic segmentation of respondents with clean and complete responses. It displays a breakdown of age, gender, race/ethnicity, household income, and areas of difficulty of survey respondents.

Member
Eu

You may use the dropdown menu on the right to select a different member to display on the graph.

Demographics of Respondents (Eugene LTD) (2023)



Distribution of Satisfaction Levels per Question

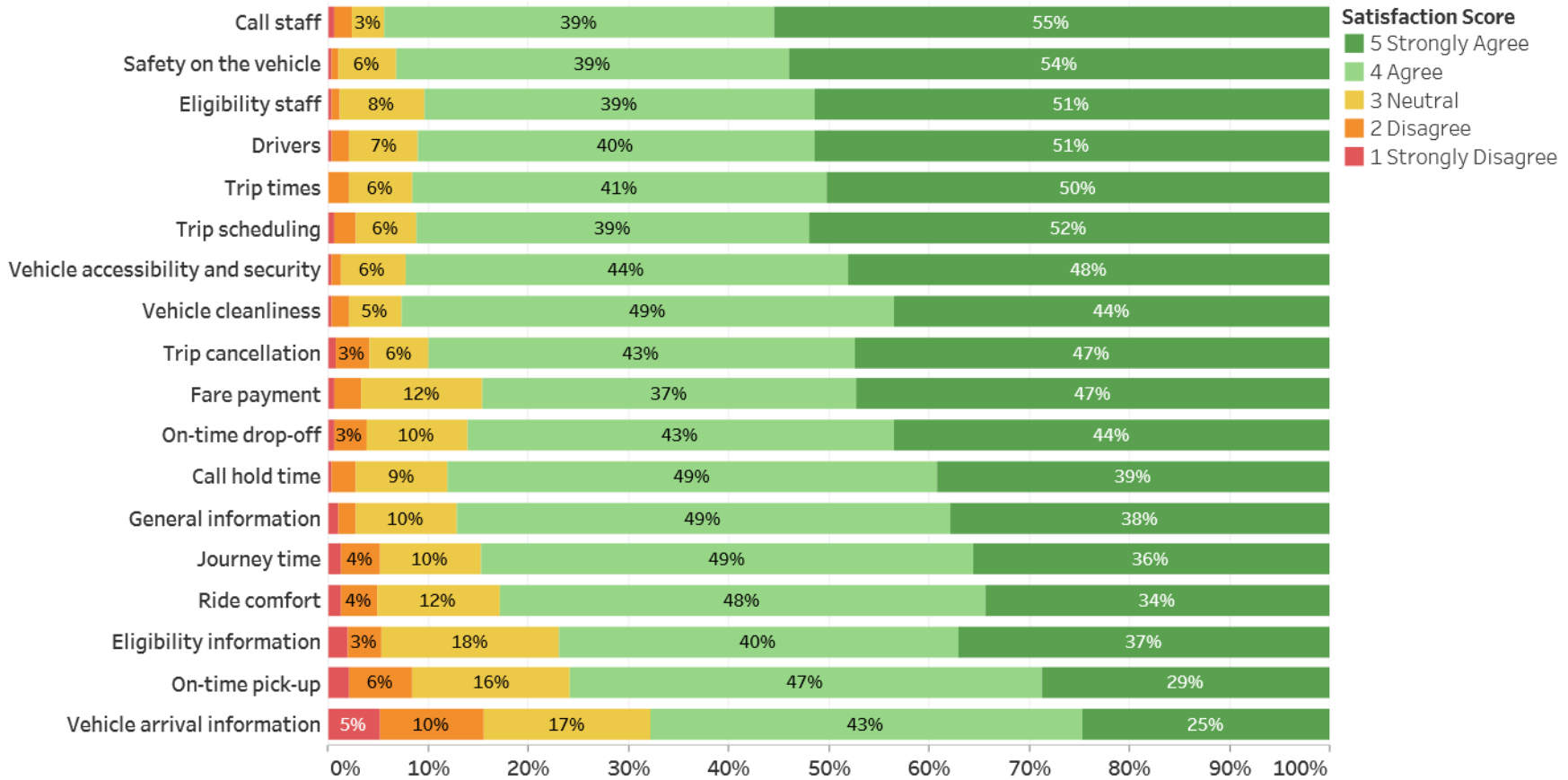


The chart shows the proportion of respondents that strongly agreed, agreed, felt neutral, disagreed, or strongly disagreed with each question. The questions are ranked on their average satisfaction score with the highest satisfaction at the top and the lowest satisfaction at the bottom. This helps us to understand the extent to which satisfaction is polarized. Each question has been abbreviated for graph legibility.

You may use the dropdown menu on the right to select a different member to display on the graph.

Member
EU

Distribution of Satisfaction Levels per Question (Eugene LTD, 2023)





Results of the ABBG Customer Satisfaction Survey

The graph displays the absolute score results (latest year) for each question asked at an individual (city by city) level. The blue bar represents the average score of all cleaned responses for each of the 18 individual questions. Results are ranked from most satisfied to least satisfied for each member regarding the average customer satisfaction scores for all 18 questions. The satisfaction scores are between 1 and 5, with 5 being most satisfied and 1 being least satisfied.

Member
EU

You may use the dropdown menu on the right to select a different member to display on the graph.

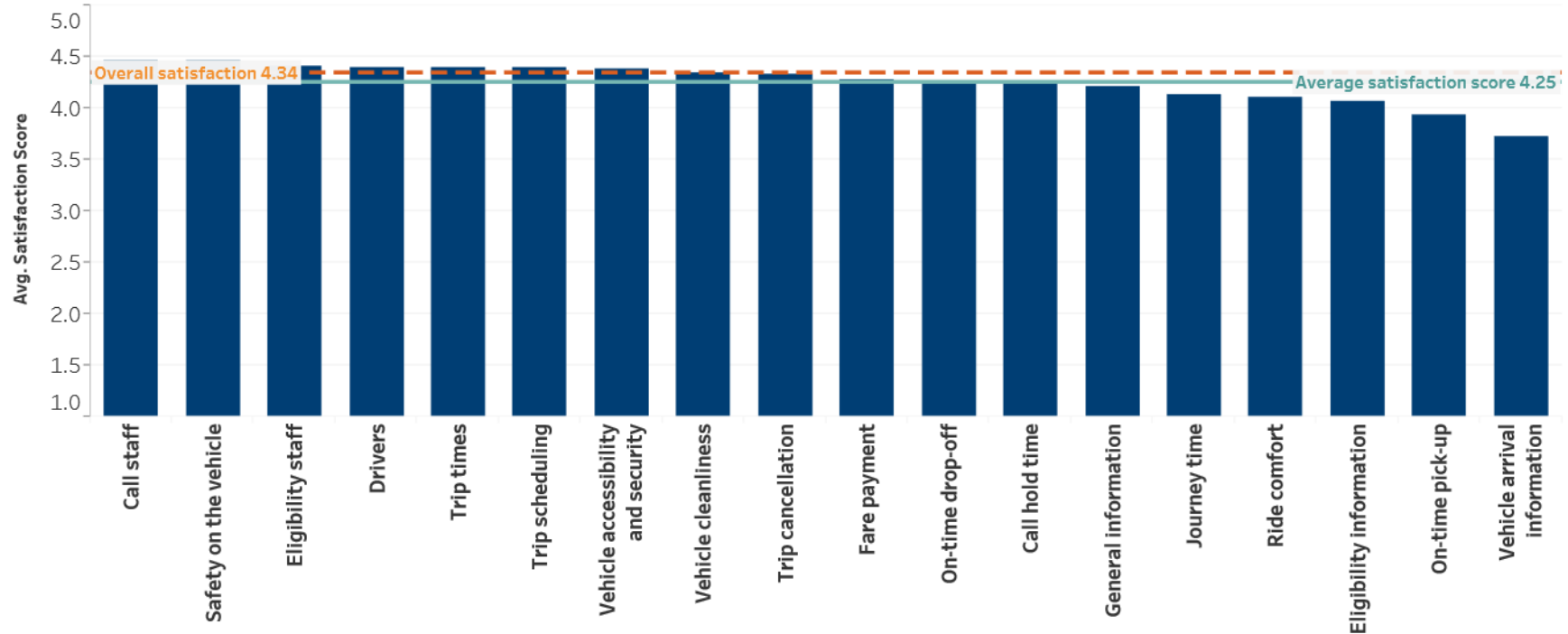
Average Satisfaction
4.25

The average score of all 18 individual questions. Represented by the turquoise line.

Overall Satisfaction
4.34

The average score of all cleaned responses for the overall satisfaction (control) question. Represented by the orange dashed line.

Levels of satisfaction with the paratransit service (Eugene LTD) (2023)





Performance Dashboard

This dashboard shows the 'relative' performance of each member in relation to the best and worst performers and the median value (i.e. a satisfaction index).

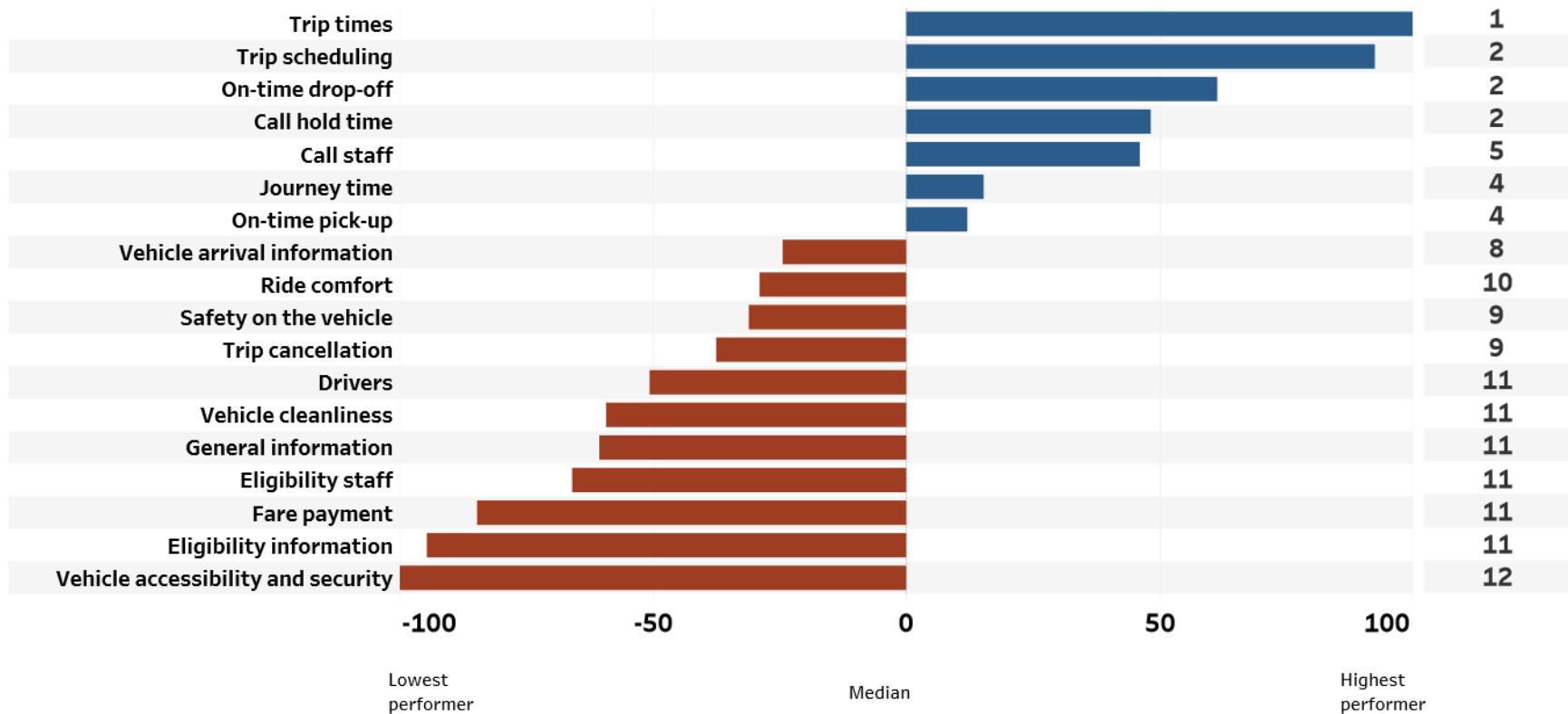
A score of +100 for a service quality area indicates that the respective organization is the best performer in meeting their own customers' expectations on that question. The lowest performance is represented by -100 and the median is at 0. The performance dashboard also shows the 18 individual service quality aspects in order of relative potential for improvement. The organization's rank in how well it is relatively meeting customer expectations is also given.

You may use the dropdown menu on the right to select a different member to display on the graph.

Member
Eu

Performance Dashboard: Eugene LTD (2023)

Rank



Distribution of Importance per Service Quality Area

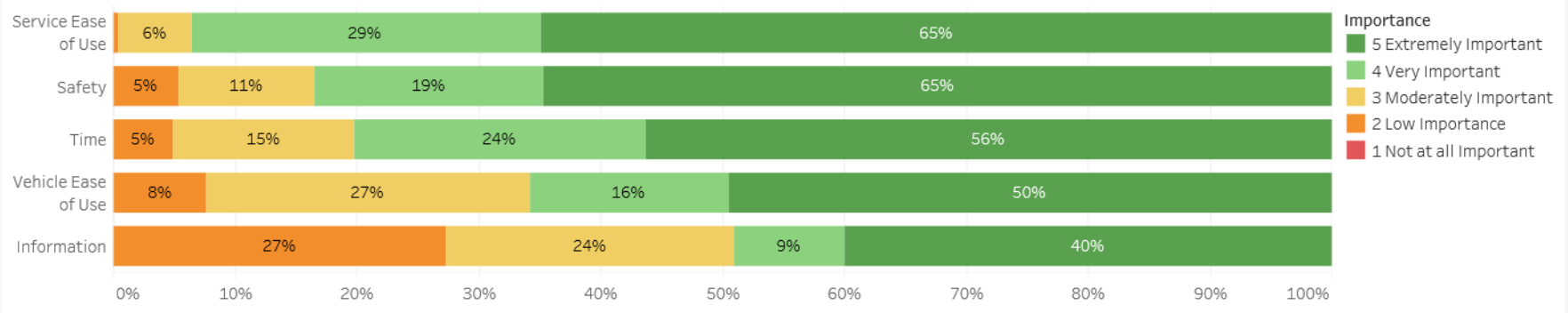


Member
Eu

The chart shows the proportion of respondents that attributed no, low, moderate, high, or extreme importance to each area. The areas are ranked on the combination of high and extreme importance, with the highest at the top and the lowest at the bottom. Each area has been abbreviated for graph legibility.

You may use the dropdown menu on the right to select a different member to display on the graph.

Distribution of Importance per Service Quality Area





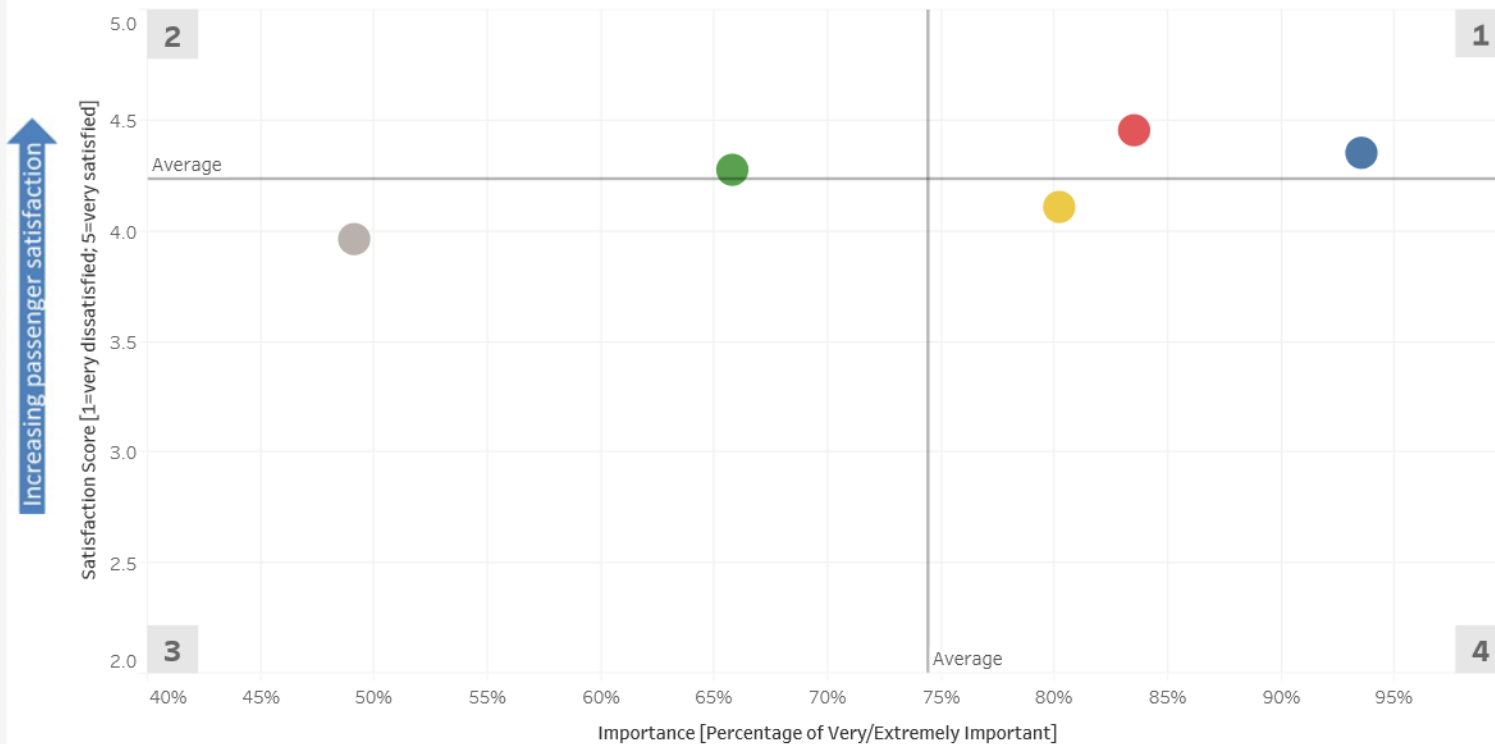
Member
Eu

Priority Map

This performance summary graph is a Satisfaction Importance Map, which plots the importance of service quality areas against average passenger satisfaction per service quality area. Quadrant 1 shows areas of high importance and high passenger satisfaction. Quadrant 4 of the map illustrates area where passengers are relatively less satisfied with service levels in areas they view as being the most important. Service quality areas in this quadrant require management attention.

Satisfaction Priority Map (Eugene RideSource, 2023)

- Information
- Safety
- Service Ease of Use
- Time
- Vehicle Ease of Use





AGENDA ITEM SUMMARY

DATE OF MEETING: January 31, 2024
ITEM TITLE: DISTRICT RECRUITMENT & RETENTION UPDATE
PREPARED BY: Camille Gandolfi, Chief of Staff
DIRECTOR: Jameson Auten, General Manager/Chief Executive Officer
ACTION REQUESTED: Information and Discussion

PURPOSE: To provide the Board with an overview of the Districts' present service level and operator numbers and the recruitment and retention efforts in place and being initiated.

DESCRIPTION: Staff will provide a presentation speaking to service level challenges the District faces based on current operator levels, and the strategies surrounding the Districts recruitment and retention efforts. Staff will request Board feedback on these efforts and provide guidance on how the Board can support the District in recruitment efforts.

For reference, attached is an outline of the key areas of focus by department. Each department chief will further speak to these efforts during the presentation and will be available for any additional questions.

NEXT STEPS: Staff will provide a monthly update to the Board on the progress of the Districts recruitment and retention efforts.

SUPPORTING DOCUMENTATION:

1. Recruitment & Retention Key Tactics

Lane Transit District Recruitment & Retention Key Tactics

HUMAN RESOURCES

Recruitment

Task	Status
Contracting a Recruiter	To be in place by end of March
Community Partnerships	
United Way	Logistic conversations underway – Report out on partnership to be provided at February Board meeting
Lane Community College	
Lane Workforce	
Springfield Chamber - WorkReady	
WorkSource Oregon	<ul style="list-style-type: none"> • Currently Partnered – First Job Fair Scheduled January 18. Based on success, a cadence will be put in place. • ATU will be present
Opportunity Oregon	Currently Partnered
Local Minority Communities	In collaboration with the Marketing team, establishing and maintaining relationships
Implemented Referral Bonus - \$500	Effective January 1, 2024
Safe Claim Reduction	Risk Management is assessing preventative maintenance strategies to reduce operator injuries and provide additional training on injury avoidance
Onboarding Process Timeline	<ul style="list-style-type: none"> • Assessing for opportunities to streamline application process • Assessing for opportunities to reduce timeline from hire to training • Newly hired operators currently ride routes with pay as pre-training opportunity
Metric Development	Working with Business Intelligence to develop reporting based on metrics such as number of applicants interviewed, hired, retained.
Apprenticeship Program	In collaboration with Operations and the Amalgamated Transit Union (ATU) the development of an apprenticeship program is in process with anticipated completion by the end of the year.

Lane Transit District Recruitment & Retention Key Tactics

Retention

District Retirement Package Assessment	Assessment of retirement package will be underway throughout the year – report out to be provided Fall 2024
Exit Interviews	Implemented exit interviews to obtain data on top reasons for staff departures and assess opportunities for improvement – metrics are in development
Re-Implementing Wellness Program	Development under way

MARKETING

Recruitment

Task	Status
Community Engagement	<ul style="list-style-type: none"> All forms of signage, media & materials are provided in Spanish and English Provide hiring materials throughout partnership networks In collaboration with HR, all event tabling maintains a recruitment presence
Hiring Events	<ul style="list-style-type: none"> A strategized hiring event in collaboration with community partners has been scheduled for February 24. Based on success, a cadence will be put in place ATU will be present
Social Media	<ul style="list-style-type: none"> Media developed in partnership with Turell Group is run on all social media platforms the District participates in, including Facebook, Twitter, LinkedIn and others. Targeted recruitment ads are posted on noted social media platforms
Media	Updated (monthly) videos developed in partnership with Turell Group is run on TV commercials locally, streaming platforms, and local radio stations
Area Signage & Materials	<ul style="list-style-type: none"> Hiring signage is deployed on bus ‘head & side’ signage Signage has been placed on facility windows at the Next Stop Center, Customer Service Center, and bay stations, and inside buses

Lane Transit District Recruitment & Retention Key Tactics

	<ul style="list-style-type: none"> QR coded cards have been developed and are provided to all staff to hand out and are in hiring materials provided throughout partnership networks
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Recruitment

Task	Timeline
Internal Communications	New monthly publication – District News Brief <ul style="list-style-type: none"> Retention focused publications keyed in on employee recognition through front-line employee profiles

OPERATIONS

Retention

Task	Timeline
Training Process	Developing schedule to run staggered operator training classes Assessing opportunities to increase operator trainer pool – potential opportunity for retirees
Re-Implementing Rewards & Recognition Program	Safe Driving and Attendance incentive programs have been developed and will be implemented in February
Additional Tactics	In collaboration with HR to assess additional retention improvement opportunities

PLANNING

The role of the Planning Department is related to retention through ongoing collaboration with operations to meet the needs of the operators and reduce and eliminate operator burnout.



AGENDA ITEM SUMMARY

DATE OF MEETING: January 31, 2024

ITEM TITLE: PROPOSED FISCAL YEAR 2023-2024 SUPPLEMENTAL BUDGET

PRESENTER: Pamela Strutz, Director of Finance & Budget Officer

CHIEF OFFICER: Jameson Auten, General Manager/Chief Executive Officer

ACTION REQUESTED: Adoption

PURPOSE: The Budget Officer has prepared a proposed Fiscal Year (FY) 2023-2024 Supplemental Budget for the General Fund in accordance with ORS 294.471 and 294.473. Supplemental budget changes that differ by less than ten percent from the expenditures in the adopted budget do not require a public hearing or Budget Committee approval. In order to comply with the requirements of Oregon Budget Law, the District is requesting that the Board of Directors approve this FY2023-2024 Supplemental budget resolution.

DESCRIPTION: Annually in May or June, the Lane Transit District (LTD) Board adopts a budget for each of its five funds. The budget for each fund reflects LTD's financial plan for the fiscal year that starts every July 1 and ends every June 30. The budget is reviewed and approved by the LTD Budget Committee (the LTD Board plus an equal number of citizen appointees) who provide a recommendation to the Board of Directors to adopt the budget as presented or as amended on or before June 30 of every year. Each of the five funds have their own budget and the resources and expenditures within those funds must balance (resources \geq expenditures) in order for the budget to be adopted. The Budget adopted by the LTD Board of Directors creates the authority for LTD to spend public money. As the budget and the FY2023-2024 Supplemental Budget provide boundaries on LTD's spending and balance, it aligns with the Financial Health strategic priority.

The adopted budget reflects input from the LTD Budget Committee and the public. It is based on LTD's good faith estimate of expected resources and expenditures for the year. Because the budget is based on estimates, Oregon budget law allows for changes after the budget is adopted known as a "supplemental budget" (ORS 294.471). We are requesting a Supplemental Budget that changes two items in the Adopted Budget, but does not change the total amount of the budget.

BACKGROUND: The FY2023-2024 Budget was developed amidst a key personnel change in the Finance department after the Director of Finance retired effective February 1, 2023. For the remainder of the budget calendar the Controller provided oversight of the budget process while serving as the interim Director of Finance. Despite our best efforts to have clear communication between the interim Director of Finance and the various department Directors and Managers, one department's budget requests did not get transferred to the final proposed budget. This department is Marketing. The Marketing budget that was included in the Adopted budget was \$443,382. The amount the Marketing department requested for their budget was \$1,107,350. This is a difference of \$663,968.

LTD staff continually monitor changes and trends that may impact the adopted budget. In addition, supporting documents such as the Community Investment Plan and Long Range Financial Plan are used to provide information for the current and future budgets. As the Community Investment Plan was updated for the Budget Committee meeting in November, 2023 we found that the budgeted amount for the General Fund Transfer to the Capital Fund would not be fully utilized. In light of this information we are proposing to reduce the Capital Fund transfer so that the Marketing budget can be fully funded.

This is a transfer of budget authority only, the total amount of the budgeted expenditures will not change.

Recommendation:

Staff are requesting approval of a supplemental budget at this time to restore the Marketing budget, using a reduction in the General Fund Transfer to the Capital Fund. This supplemental budget ensures compliance with Oregon Budget Law.

The recommended changes to the FY2023-2024 adopted budget are as follows:

General Fund	FY2023-2024 ADOPTED	INCREASE (DECREASE)	FY2023-2024 AMENDED
Personnel Services	\$47,693,055	\$ 0	\$47,693,055
Materials & Services	\$14,165,587	\$ 663,968	\$14,829,555
Insurance & Risk Services	\$ 649,598	\$ 0	\$ 649,598
Total Transit Services-Operating	\$62,508,240	\$ 663,968	\$63,172,208
Transfer to Special Services Fund	\$ 4,485,186	\$ 0	\$ 4,485,186
Transfer to Medicaid Fund	\$ 327,750	\$ 0	\$ 327,750
Transfer to Point2Point Fund	\$ 182,778	\$ 0	\$ 182,778
Transfer to Sustainable Serv Fund	\$ 238,919	\$ 0	\$ 238,919
Transfer to Capital Projects Fund	\$ 4,680,546	\$ -663,968	\$ 4,016,578
Total Transfers to Other Funds	\$ 9,915,179	\$ -663,968	\$ 9,251,211
TOTAL GENERAL FUND APROPRIATION	\$72,423,419	\$ 0	72,423,419

CONSIDERATIONS: The above request is in alignment with Oregon Budget Law and keeps LTD on target to meet the FY2023-2024 budget appropriations.

NEXT STEPS: The Board adopts Resolution No. 2024-01-17-001 to approve the Supplemental Budget as presented.

SUPPORTING DOCUMENTATION:

- 1) Handout – FY24 Marketing budget requested, adopted and difference, along with FY23 adopted

PROPOSED MOTION: see separate Resolution.



RESOLUTION NO. 2024-01-17-001

**IN THE MATTER OF SUPPLEMENTAL BUDGET #1 (SB #1)
FOR INCREASING THE MARKETING BUDGET**

WHEREAS, the Lane Transit District (LTD) Board of Directors approved the FY 2023-2024 Budget on June 21, 2023, pursuant to Resolution No. 2023-06-21-027;

WHEREAS, the adopted FY 2023-2024 Budget included total funding for the Marketing department in the amount of \$443,382;

WHEREAS, the full amount requested by the Marketing department of \$1,107,350 was inadvertently not included in the adopted FY 2023-2024 Budget, which is a difference of \$663,968 from what was included in the Budget ; and

WHEREAS, the budgeted amount for the General Fund Transfer to the Capital Fund is not being fully utilized and can, therefore, be reduced by the amount of \$663,968 so that the Marketing department's budget can be fully funded.

NOW, THEREFORE, BE IT RESOLVED that the LTD Board of Directors adopts the fiscal year 2023-2024 supplemental budget as follows:

General Fund	FY2023-2024 ADOPTED	INCREASE (DECREASE)	FY2023-2024 AMENDED
Personnel Services	\$47,693,055	\$ 0	\$47,693,055
Materials & Services	\$14,165,587	\$ 663,968	\$14,829,555
Insurance & Risk Services	\$ 649,598	\$ 0	\$ 649,598
Total Transit Services-Operating	\$62,508,240	\$ 663,968	\$63,172,208
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Total Transfers to Other Funds	\$ 9,915,179	\$ -663,968	\$ 9,251,211
TOTAL GENERAL FUND APROPRIATION	\$72,423,419	\$ 0	72,423,419

ADOPTED BY THE LANE TRANSIT DISTRICT BOARD OF DIRECTORS ON THE 17TH DAY OF JANUARY, 2024.

Vice Chair, Susan Cox



AGENDA ITEM SUMMARY

DATE OF MEETING:	January 31, 2024
ITEM TITLE:	BOARD MEMBER REPORTS
PREPARED BY:	Allie Brusasco, Board Administrator
CHIEF OFFICER:	Jameson Auten, Chief Executive Officer
ACTION REQUESTED:	None. Information Only

BACKGROUND: The Lane Transit District (LTD) Board of Directors has several subcommittees and Community Advisory Committees in which Directors are assigned to attend as representatives of the Board. Directors also are assigned to represent the District at a variety of local governmental and stakeholder committees. This report provides an overview of the topics covered at all Board subcommittees, Community Advisory Committees, and local governmental and stakeholder committees that Directors have attended since the previous months Board meeting. Directors also provide more in-depth verbal updates during Board meetings.

The following activities have occurred since the last Board meeting:

MEETINGS HELD: Board members may take this opportunity to report briefly on any one-on-one meetings they have held with local officials or other meetings that they have attended on behalf of LTD.

1. **Metropolitan Policy Committee (MPC):** The two Board members representatives are Susan Cox and Kelly Sutherland; Board member Pete Knox is the alternate; Chief Executive Officer Jameson Auten is the District's ex-officio attendee. MPC meetings are held on the first Thursday of each month. At the December 7, 2023 meeting, committee members discussed the following:
 - MPO Boundary Adjustment
 - Central Lane MPO Public Participation Plan
 - Annual Obligation Report

The January 4, 2023 meeting was cancelled. The next meeting is scheduled for February 1st. For more information about MPC, please go to: <https://www.lcog.org/346/Metropolitan-Policy-Committee>.

2. **Lane Area Commission on Transportation (LaneACT):** In 2009 the Oregon State Legislature directed Lane County to develop an Area Commission on Transportation (ACT). Commission membership includes representatives from Lane County, cities within the county, LCOG, and LTD, and meets on the second Wednesday of the month. Board Member Heather Murphy serves as LTD's representative, Chief Executive Officer, Jameson Auten is the alternate. At the December 13, 2023 meeting, committee members discussed:
 - Interest areas and priorities
 - Two-year goals and initiatives
 - Meeting topic plan

At the January 10, 2024 meeting, committee members discussed:

- LaneACT officer election
- LaneACT member appointments
- LaneACT 2024-25 work plan

- Equity guidance for ODOT advisory committees

The next meeting is scheduled for February 14, 2024. For more information about LaneACT, please go to: https://www.oregon.gov/ODOT/Get-Involved/Pages/ACT_Lane.aspx.

3. **LCOG STIF Advisory Committee:** On December 14, 2023 the LCOG STIF Advisory Committee was held at Lane Transit District's administrative offices. Committee members discussed the following:
 - 2022-2023 Biennium Project Summaries

**LANE TRANSIT DISTRICT
DELEGATED AUTHORITY REPORT
December 2023**

Contracts								
DATE EXECUTED	CONTRACTOR	DESCRIPTION	CONTRACT TYPE	CONTRACT TERM	CONTRACT VALUE	NEW CONTRACT VALUE	SIGNER	NOTES
12/1/2023	Securance, LLC	Specialized Consulting Services	Personal Services	Sep 19, 2023 - Jun 30, 2024	\$16,200.00		S. Sorensen	Amendment to clarify and updated compensation method
12/19/2023	City of Eugene	Downtown Circulation Study	IGA	Dec 19, 2023 - Dec 18, 2025	\$125,000.00		T. Schwetz	New Contract
Group Pass/Non-Profit Program - Revenue Agreements								
DATE EXECUTED	CONTRACTOR	DESCRIPTION	CONTRACT TYPE	CONTRACT TERM	ANNUAL CONTRACT VALUE	NUMBER of PARTICIPANTS	SIGNER	NOTES
12/28/2023	Alternative Work Concepts	Group Pass Program	Agreement	ongoing until termination	\$1,436.40	19	P. Walsh	Amendment to clarify Definitions, Payment to LTD and Termination.

elms invoices
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Lane Transit District Operations Report

November, 2023

A. Ridership	<u>22-Nov</u>	<u>23-Nov</u>	<u>% CHG</u>	<u>YTD 22</u>	<u>YTD 23</u>	<u>% CHG</u>
EmX Boardings:						
Average Daily Weekday	8,597	9,593	12%	7,540	8,506	13%
Average Daily Saturday	4,873	6,006	23%	5,150	6,004	17%
Average Daily Sunday	3,987	4,774	20%	3,725	4,241	14%
Fixed Route Boardings:						
Average Daily Weekday	12,046	12,129	1%	10,481	11,642	11%
Average Daily Saturday	5,864	6,039	3%	5,763	6,373	11%
Average Daily Sunday	3,979	4,633	16%	3,946	4,490	14%
Specialized Services Boardings (Totals):						
ADA Paratransit	6,584	8,837	34%	59,663	87,619	47%
Medicaid	16,804	22,676	35%	194,800	215,598	11%
Mental Health Program	396	300	-24%	3,234	4,712	46%
Oakridge Diamond Express	514	579	13%	5,653	6,464	14%
Florence Rhody Express	515	451	-12%	4,983	6,012	21%
Cottage Grove Connector	922	1,120	21%	9,963	12,668	27%
Total Ridership	25,735	33,963		278,296	333,073	

B. Accidents	<u>22-Nov</u>	<u>23-Nov</u>	<u>% CHG</u>	<u>YTD 22</u>	<u>YTD 23</u>	<u>% CHG</u>
Preventable	3	3	0%	43	55	28%
Non-Preventable	5	5	0%	44	58	32%
Total Accidents *The Accident/Review Committee did not meet - to be updated in September						

C. Public Safety	<u>22-Nov</u>	<u>23-Nov</u>	<u>% CHG</u>	<u>YTD 22</u>	<u>YTD 23</u>	<u>% CHG</u>
Total Ordinance Violations	197	297	51%	1,712	2,861	67%
Fare Inspections	7,643	11,927	56%	92,360	140,933	53%
Fare Exclusions	28	56	100%	176	384	118%
Operator Assaults		2			10	
Passenger Assaults		2			11	

D. Fleet Maintenance	<u>22-Nov</u>	<u>23-Nov</u>	<u>% CHG</u>	<u>YTD 22</u>	<u>YTD 23</u>	<u>% CHG</u>
Repair Cost Per Mile - 13 Month	\$0.65	\$1.55	138%	\$1.35	\$1.16	-14%
PM Cost Per Mile - 13 Month	\$0.15	\$0.14	-7%	\$0.16	\$0.17	6%

E. Cust. Svc.- Fixed Route	<u>22-Nov</u>	<u>23-Nov</u>	<u>% CHG</u>	<u>YTD 22</u>	<u>YTD 23</u>	<u>% CHG</u>
On-time Performance	93.2%	92.5%	-1%	94.2%	92.0%	-2%
Complaints per 100k Boardings(FR)	10	6	-40%	72	81	13%
Calls Recvd. - Customer Service	1,776	1,680	-5%	16,528	20,425	24%
Calls Answered under :30	1,509	1,474	-2%			

F. Cust. Svc. - RideSource	<u>22-Nov</u>	<u>23-Nov</u>	<u>% CHG</u>	<u>YTD 22</u>	<u>YTD 23</u>	<u>% CHG</u>
On-time Performance	80.6	89.74	11%			
Complaints per 100k Boardings(RS)	108	91	-16%	300	361	20%
Calls Received - RideSource	22,197	20,817	-6%	208,134	235,447	13%
Calls Answered under :30	81.4%	75.9%	-7%	74.4%	85.4%	15%



TRANSIT OPERATIONS

Cosette Rees, Chief Customer Experience Officer

FLEET MAINTENANCE

Hiring

- Our newest Mechanic started Monday, January 8, 2024, and has entered into Smith's System training, followed directly by CDL training.
- We have a new Equipment Detail Technician starting on January 16, 2024.
- Fleet is beginning the hiring process for a Fleet Maintenance Manager, with first interview panels starting the week of January 22, 2024.

Fleet Health

- The Fleet Team has worked hard through the end of the year on three Associated Capital Maintenance (ACM) Grant projects for major bus components. We're halfway through an effort to replace cloth seats on our buses with plastic seats. In addition, we've started the first of six engine rebuilds on our 15100 Series fleet. Finally, we've replaced five older-style driver seats (Q9100) with new USSC G2 Slides.
- The BEB fleet continues to be a challenge with availability for a service rate of around eighteen per day...across both series of buses (20200 and 22100). Primary defects include Charging/Battery issues, Propulsion defects (stopped moving or won't go into gear), HVAC issues (heating or cooling), and Electronics (communication systems, signs, video, radio). We continue to gain experience and work through these defects with assistance from on-site New Flyer Technicians.

Procurement

- The first delivery of cutaways for Ride Source, South Lane Wheels, and Rhody Express orders should arrive the week of January 15. We should have all buses on site by the end of January.
- Orders are in place for three new minivans (Operations Taxis) and one new modified minivan, with estimated deliveries by the end of June this year.

ACCESSIBLE SERVICES

- The RideSource Service Review has entered the second phase of the project with a draft environmental scan, currently a 50+ page report providing the foundation for a strategic analysis of RideSource services. We are anticipating delays in subsequent milestones and the final analysis due to the departures of several key personnel working on the project.
- Customer feedback prompted a review of Lane Transit District's (LTD's) fixed route securement of mobility devices and applicable regulatory guidance, resulting in expected improvements to increase safety and independence for many riders with disabilities.
- The public continues to widely embrace our RideSource trip notification system, with nearly 50,000 phone calls, texts, and e-mail trip reminders sent monthly.
- The first of many Accessible Services contracts has published a request for proposals for services in Cottage Grove and South Lane County. As part of a joint procurement process alongside the Lane Council of Governments, we expect to come back before the Board with a recommendation once selected.
- The RideSource Call Center successfully overcame the significant challenge of answering all phone calls within 30 seconds at least 85% of the time throughout 2023.

- Significant events in Non-Emergent Medical Transportation include the current annual Trillium compliance audit and the imminent PacificSource annual compliance audit.
- A strategic report to LTD’s Executive Team demonstrated how millions of dollars in §5307 funds RideSource services were able to generate have been used to support fixed route services and the importance of LTD’s National Transit Database reporting towards our continued §5307 funding.
- Finally, we’re very proud of our January Employee of the Month, Jeff Howell, for his dedication, teamwork, and positivity through every situation he encounters.

CUSTOMER SERVICES

- Customer Services is embracing change as part of the modernization of the Eugene Station, which includes the demolition of our customer service room.
- The customer service counter has moved temporarily to the East end of the 1080 Willamette building, which has previously known incarnations as a coffee shop and phone store. Through the noise and construction challenges, LTD continues to serve our passengers with courtesy and professionalism. We continue to answer about 100 telephone calls daily, and returning numerous lost items to our passengers. Riders continue to be very appreciative to get their lost belongings back.
- The Transit Ambassador program continues to be widely successful for employees and passengers, including our December Employee of the Month Thom Locke. Transit Ambassadors have been handing out “Be Safe Be Seen” lights, hand warmers, emergency ponchos, and dry socks to passengers in need. We continue to explore avenues to increase the presence of more ambassadors.
- A huge success to report is that all Blue Cards (an internal report for LTD employees to identify any issues needing to be addressed outside of our buses, such as stop improvements) are currently either all resolved or awaiting long-term solutions.

PLANNING & DEVELOPMENT

Joe McCormack, Chief Development Officer

PROJECTS

EUGENE STATION MODERNIZATION

BACKGROUND

- The Eugene Station Modernization Project is a \$3.8 million investment by LTD aimed at enhancing the central hub of our transit system. These improvements are designed to create a lasting impact, ensuring the well-being and convenience of our community members for years to come.

CONSTRUCTION PROGRESS

- We are pleased to report the progress made in the initial phase of construction. The construction of the temporary customer service counter, which began in December and is strategically located near the Accessible doors to Willamette Street inside the building, has been executed seamlessly. This temporary facility commenced operations during the week of January 8, ensuring uninterrupted services for passengers who can continue purchasing passes, asking questions, and seeking assistance.
- Simultaneously, ongoing construction activities in January involve the installation of safety barrier walls and the demolition of the former Customer Service Counter and Restrooms. This critical phase is progressing smoothly, and we anticipate the entire project to reach completion in the fall of 2024.

OPERATIONAL CONTINUITY

- Despite the changes introduced by the construction, we are committed to minimizing passenger disruption. The temporary customer service counter has been designed to facilitate the seamless provision of services, and the Customer Service Center building will consistently provide assistance and support throughout the construction period.
 - A special acknowledgment is extended to the dedicated LTD staff in customer service, information technology, and facilities management, all of whom played a crucial role in the successful transition of the customer service counter.

PROJECT BENEFITS

- When completed, riders and community members can expect improved rider amenities that promote safety, security, and inclusiveness, such as:
 - Better station signage to help riders find their way to the boarding areas.
 - A new look at the Customer Service Center that improves capacity and accessibility.
 - Upgraded, energy-efficient air conditioning systems for rider and employee comfort.
 - More lighting throughout the station for improved safety and security.
 - A more sustainable and environmentally friendly design.
 - New restrooms with private, accessible stalls, increased capacity, and an inclusive design.
 - Infrastructure maintenance and improvements to provide long-lasting and efficient operation for the foreseeable future.

EMX SAFETY IMPROVEMENTS

Lane Transit District’s EmX safety improvements enter a new phase in January. On Thursday, January 11, contractors will begin the installation of over twenty new EmX traffic signals along the West Eugene and Pioneer Parkway EmX corridors. This work is intended to improve safety and consistency for bus operators and motorists on bus rapid transit corridors.

New signs will also be installed on traffic signals to help motorists better understand the proper use of each lane. Thru lanes will be marked with a “Straight Only” sign, and Business Access & Transit (BAT) lanes will have a “Right Turn Only” sign and “Except Bus” supplemental plaque. These new signs are intended to discourage motorists from making right turns from thru lanes and to promote proper use of the BAT lanes.

This safety work is expected to take several months to complete. It will take place Monday – Thursday, during off-peak traffic hours. Intermittent lane closures will occur.



MARKETING & COMMUNICATIONS

Pat Walsh, Chief Marketing Officer

MARKETING AND COMMUNICATIONS

The January Marketing and Communication highlights include:

- A focused effort to develop new content and messaging as part of a digital and video campaign messaging about riding LTD and working for LTD. New video stories are being filmed monthly to keep the messaging fresh along with parallel social media content to amplify the messages. Several updated hiring campaign visuals have been developed for the buses, social media, website, and for community wide TV and paid ad distribution. Station displays for hiring have been deployed at the Eugene, Gateway, Springfield stations, along with the Next Stop and Downtown Customer Service Center.
- Marketing is working closely with the Human Resources Department to assist with follow-up communications with interested hiring prospects once the prospective interested individuals take action by going through the website links of the employment page and/or activating the related QR codes, which are on many of these materials.

EMPLOYER PROGRAMS:

- Group Pass Program video/photoshoot featuring PIVOT Architecture on December 5
- Collaborated with internal staff on requests from the Associated Students of the University of Oregon (ASUO) regarding a student transit ambassadorship and student group pass usage report
- Met with the ASUO to discuss requests regarding the Group Pass Program, EmX fare validation, and University District hospital closure
- Provided Group Pass Program swag and literature to Leadership Eugene-Springfield students on December 13
- Making weekly contacts with local business, government, and nonprofit partners that are potential Employer Program participants
 - Threadbare
 - Eugene Area Chamber of Commerce
- Continue planning the Group Pass Program's existing customer usage promotion campaign
- Prepared and finalized Employer Programs and prospective customer-targeted social media campaign content

VANPOOL:

- Vanpool Program status update presentation to TOAC Group on December 6
- Reach out to potential vanpool client candidates for in-person consults on January 10
 - Marathon Coach
 - Thermo Fisher Scientific
 - USDA Forest Service
- Plan the next vanpool info session for January 17

WEBSITE & SOCIAL MEDIA HIGHLIGHTS:

Date range December 1-26

- 171,308 website pageviews
- 25 new Facebook page followers; 6,505 total Facebook page followers
- 31,873 Facebook accounts reached
- -1 new Twitter followers; 3,613 total Twitter followers
- 36 new LinkedIn followers; 1,169 total LinkedIn followers
- 52 new Instagram followers; 1,036 total Instagram followers
- 38,000 Instagram accounts reached

INTERNAL COMMUNICATIONS:

Anni Katz, the Internal Communications Specialist, continues to add to LTD's new Internal Communications Action Plan.

- Developed an expanded InSide Lane; staff created the District News Brief, distributed monthly, about projects and events around LTD.
- Developed “These Are The People In Your District,” featuring profiles of LTD’s frontline workers, to be distributed quarterly. Staff are working on an employee retention program and outreach with PacificSource and Human Resources to Bus Operators regarding personal health & wellness.
- Staff are working with Sarah Koski, the Community Resource Liaison, to increase awareness around LTD’s unhoused riders.
- LTD’s three snow plows now have names, thanks to an internal naming contest – Snow Much Fun, Snow McFadden, and Hans Snowlo.

OTHER:

LTD staff are working with local artists to select a mural design that will be painted on the temporary wall in the Customer Service Center during construction. The design will focus on all forms of transportation. The goal is to make the space bright, inviting, and engage in the local arts scene. LTD will work with the First Friday ArtWalk to potentially be a stop while it is displayed.

Staff held two Rider Appreciation outreach events – one at Eugene Station and one at Springfield Station - and raffled gift cards to Fred Meyer for the holidays.

- We drew one raffle ticket from each station for a total of two winners—one from Eugene Station and one from Springfield Station.

TEXT MESSAGE SERVICE:

The SMS Text Message platform (Gov.Delivery) will launch in late January, with the initial rollout being to LTD internal staff. This service will allow staff members to opt in to receive LTD employee news and updates by text message. The goal is to launch to riders by mid-February. This service will allow riders to opt in to receive service alerts, newsletters, and project information by text without needing internet access.

LTD AWARDS:

Lane Transit District’s Marketing and Communications Team has been notified by APTA (American Public Transit Association) that LTD has received two prestigious ‘Ad Wheel’ awards. These awards are selected by Marketing and Communications experts in APTA’s membership and recognize excellence in communications. This year’s awards are:

1. *Lane Transit District Employee Recruitment Video, Best Workforce Development Marketing and Communications - Electronic Media*
2. *Lane Transit District Recruitment Campaign, Best Workforce Development Marketing and Communications - Comprehensive Campaign*



AGENDA ITEM SUMMARY

DATE OF MEETING: January 31, 2024

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

PURPOSE: To provide the Board 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 Board in the next couple of months.

FEBRUARY

Action	Information
Strategic Planning Committee Members	Compensation Strategy
Moving Ahead update	Budget Assumptions
	Recommendation on Hunsaker

MARCH

Action	Information
Procurement Policy	Strategic Performance Results
COCO Communications Results	Recruitment and Retention update