



**For Immediate Release**

Media Contact: Pat Walsh, LTD CMO  
Email: [Pat.Walsh@LTD.org](mailto:Pat.Walsh@LTD.org)  
Phone: 541-513-1236

## **Lane Transit District**

### **LTD Names Two New Chiefs, Plus The Creation Of A Unit**

EUGENE, Ore. ---(February 8, 2024)--- Lane Transit District (LTD) has announced a new internal unit, as well as the creation of two chief-level positions. LTD's new Chief Administrative Officer is Wendi Frisbie, and LTD's Chief Performance Officer is Aimee Reichart, overseeing the newly-established Business Intelligence Unit.

Frisbie had been LTD's Director of Procurement, having previously worked for [Wichita Unified School District 259](#) as a purchasing agent supervisor. Frisbie will oversee [LTD's Finance, Procurement, Human Resources, Information Technology, and Compliance departments](#). "This is internal customer service. People get overwhelmed by the sheer volume of data ingested and pushed out by these departments," Frisbie said. She added, "It's important we meet people where they are so everyone at LTD understands what we do and how we can help."

Reichart was a project manager for LTD, and had previously been Director of Continuous Improvement for the [Portland-based Albertina Kerr](#) for several years. In her new role overseeing the BIU, Reichart said, "It's all about curiosity and solutions. LTD has a great culture around curiosity that works in our favor. When my colleagues and I can identify problems, this allows us to use data to work through them together."

LTD CEO Jameson Auten said, "I'm thrilled to see the development of Aimee and Wendi, professionally. I can't wait to see the innovative ideas they'll bring to LTD in these new roles."

###

### **About Lane Transit District (LTD)**

Lane Transit District (LTD) is a special district of the State of Oregon led by a seven-member volunteer board of directors appointed by Oregon's governor. LTD's budget is funded through a combination of fares, taxes paid by local employers and employees, and from state and federal sources. LTD lives its mission to connect our community by delivering more than 5 million annual passenger boardings from 30 fixed bus routes and two EmX Bus Rapid Transit lines. LTD's paratransit service, RideSource, provides more than 250,000 trips annually for people with disabilities and Medicaid recipients. More information about LTD is at [www.LTD.org](http://www.LTD.org).