

## AGENDA ITEM III – A

### YUBA-SUTTER TRANSIT AUTHORITY MEETING MINUTES AUGUST 18, 2016

#### **I. Call to Order & Roll Call**

Director Didbal called the meeting to order at 4:01 p.m.

Present: Cleveland, Didbal (Vice-Chair), Sullenger, Whiteaker and Whitmore  
Alternate: Nicoletti

Late: Samayoa (Chair) – Arrived at 4:08 p.m.

Absent: Griego and Fletcher

#### **II. Presentations**

##### **A. State Transportation Development Act (TDA) Triennial Performance Audit.**

Martin introduced Ms. Belynda Johnson from the Magic Consulting Group to present the report. Martin then noted that the report that was distributed is the draft final report as there have been some minor changes since it was released. Ms. Johnson presented a PowerPoint presentation highlighting the various points of the report and minor findings of the audit conducted. There were no comments or question from the Board.

#### **III. Public Business from the Floor**

None

#### **IV. Consent Calendar**

Director Whiteaker made a motion to approve the consent calendar. Director Whitmore seconded the motion and it carried unanimously.

#### **V. Reports**

##### **A. Smoking Prohibition Policy for Yuba-Sutter Transit Vehicles and Facilities.**

Martin stated that this item was discussed at length at the July meeting at which time staff was directed to proceed with the development of a draft resolution to prohibit smoking in or near all transit facilities and vehicles including the use of electronic cigarettes. As proposed, the resolution would ban all forms of smoking in or within 20' of all transit facilities, bus stops, bus stop benches and bus stop shelters. If approved as proposed, staff will place signs where it is practical as well as communicate to the public and the local jurisdictions through press releases, newsletter articles and direct communication.

Director Samayoa asked how this resolution would be enforced. Martin stated that any violation with be an infraction that would be subject to action by local law enforcement, but staff is expecting voluntary compliance except in extreme cases. Director Didbal noted that Yuba City has changed their no smoking signs to include vaping and there has been no problem with enforcement.

Director Whiteaker made a motion to adopt Resolution No. 12-16 establishing specific smoking prohibitions for all Yuba-Sutter Transit vehicles and facilities as proposed. Director Nicoletti seconded the motion and it carried unanimously.

**B. Year-end System Performance Report for FY 2015/2016.**

Martin stated that after twelve consecutive years of setting annual ridership records and ridership increases in 24 of the last 25 years, ridership dropped significantly last year finishing down 8.0 percent below the previous year. While noting that many other systems have experienced similar or greater decreases, Martin stated that some possible local factors include low fuel prices, the general economy and reliability problems with some of the older buses. He also noted that recent conversations with some commuter passengers have confirmed that downtown Sacramento employment conditions are having an effect on ridership as the move of a number of employers to suburban locations combine with a general lack of growth in State employment figures. In response, staff is looking to expand ridership by promoting the service in other markets such as Butter County.

Director Didbal asked if staff had considered serving Yolo County. Martin stated that staff had looked into Yolo County in the past only to find that traditional scheduled commuter service did not fit well with the warehouse jobs with varying shifts that were typical to that area.

Director Samayoa stated that with the new downtown arena may be an opportunity to expand service especially on game nights. Martin responded that he recently attended a meeting in Sacramento on this subject and found that only Roseville was planning to offer special service to the games while Yolo County was going to be modifying their downtown service out of necessity for all major downtown arena events.

Director Samayoa asked if staff had any data regarding why passengers are no longer riding the bus – the relative percentage of passengers by reason. Martin responded that he does not have those percentages and that any information we do have is antidotal based on passenger comments and staff observations. Director Samayoa stated that we somehow need to track the reasons so as to make informed decisions in the future possibly through a new marketing plan. Martin stated that staff will soon be updating the website so we may be better able to solicit and track passenger feedback and we are planning to include a new marketing plan in the next budget cycle.

Director Didbal stated that staff needs to go to the passengers, not wait for passengers to come to us to tell us what we should do. Director Whiteaker agreed that there needs to be a marketing plan, but he also commended staff for being proactive with limited resources. Martin noted that Yuba-Sutter Transit has saved lots of money over the last 25 years by not spending heavily on marketing, but declining ridership would seem to indicate that more deliberate and expansive marketing efforts are now necessary.

### **C. Project & Program Updates.**

#### 1. Feather River Air Quality Management District Blue Sky Grant Applications

Martin stated that the FRAQMD Request for Proposals (RFP) was released last week with grant applications due October 14, 2016. Staff will be bringing draft applications to the Board at the September meeting for consideration.

#### 2. Connect Card Electronic Fare Card System Soft Launch

Martin stated that, if all goes well between now and then, the plan is to begin a soft launch of the system by the end of September. This would start with just the Sacramento Regional Transit (RT) District in Phase I followed approximately six weeks later by the remaining partners (including Yuba-Sutter Transit) in Phase II.

#### 3. On-Board Video Surveillance System Expansion & Retrofit Project

Martin noted that new system installations have been completed on 9 of 10 Dial-A-Ride buses. Installation will continue next week to install new systems on the six newer commuter buses and to retrofit eleven fixed route buses with upgraded systems. Martin stated that this work is being funded with State Bond Funds from the Transit Safety and Security program.

#### 4. Bogue Road Park & Ride Lot Video Surveillance Project

Martin noted the video surveillance system at this location is only about 60 percent operational due to some hardware issues that the installer still has to fix.

#### 5. North Beale Transit Center

Martin stated that the new larger shelters are now scheduled to be installed on September 15th.

#### 6. New Ride Guide

Martin stated each member has received a new Ride Guide which will be effective September 1<sup>st</sup>. The only major change is the increase in the minimum age for senior eligibility from 63 to 64 years old as part of a previously approved increase in one year increments from 62 to 65 on September 1, 2017. Director Whitmore inquired as to why this age is being increased. Martin stated that the decision was made in response to a recommendation from the 2015 Yuba-Sutter Short Range Transit Plan to gradually reduce the demand on the Dial-A-ride service by matching the minimum Federal senior eligibility requirement of 65 years old.

### **V. Correspondence/Information**

None

### **VI. Other Business**

None

## **VII. Adjournment**

The meeting was adjourned at 4:46 p.m.

**The next meeting of the Yuba-Sutter Transit Authority is scheduled for 4:00 p.m. on Thursday, September 15, 2016 in the Yuba County Board of Supervisors Chambers**