

AGENDA ITEM V – A

**YUBA-SUTTER TRANSIT AUTHORITY  
MEETING MINUTES  
JANUARY 16, 2025**

**I. Call to Order & Roll Call (4:00 p.m.)**

Present: Bradford, Buttacavoli (4:31 p.m.), Flores, House, Kirchner (Chair), and Shaw

Absent: Bains and Hudson

**II. Board Business**

**A. Election of Board Officers for 2025.**

Director Flores made a motion to nominate Director Kirchner as Chair. Director Shaw seconded the motion and it carried unanimously.

Director Flores made a motion to nominate Director Bains as Vice-Chair. Director Bradford seconded the motion and it carried unanimously.

**B. Statement of Economic Interest for 2025.**

Executive Director Matthew Mauk noted that this is a reminder of the requirement to file the yearly Form 700 by April 1<sup>st</sup> for ongoing members and within 30 days from appointment for new members or alternates. Director Bradford asked if Form 700 could be updated online and it was confirmed by Janet Frye.

**C. 2024 Annual Executive Director's Report.**

Mauk summarized the written annual report. Ridership had been declining from 2015 until 2020 with the effect of COVID related restrictions. Even though ridership has not fully recovered, it has rebounded by 81 percent. Compared to pre-COVID, the system has seen steady increases in ridership and growth is on pace to reach nearly 70 percent of pre-COVID ridership, despite a two percent decrease in vehicle service hours over the same time period.

Upcoming changes include the extension of local fixed route hours from an end time of 6:30 p.m. to around 8:00 p.m., as part of Phase One of the NextGen Transit Plan. Dial-A-Ride and ADA Paratransit services will also be available until 8:00 p.m. on weekdays. Saturday service hours will remain the same for all services.

Fare increases went into effect on January 1, 2025, and have been well accepted. The local monthly pass price was increased from \$5 to \$10 for discount riders and from \$10 to \$20 for general riders. The actual cost of the passes is higher but is paid down with grant funding including a grant from the Feather River Air Quality Management District (FRAQMD) which was approved for 2025. Funding was recently approved to continue the discounts through the end of the calendar year.

With the board's direction, microtransit services will soon be piloted in Linda and Olivehurst as a complement to fixed route services instead of replacement. The contract with the vendor that will be providing the scheduling software and passenger application is being finalized with the service scheduled to start in the spring. Two to three vehicles will be used to augment the local fixed route service. Staff is working with the consultant to do a formal update of the NextGen Transit Plan for future phases which will be part of the discussion of the budget process for FY 2026. There is a projection of a six percent increase in service hours with the current updates to services and ridership is on pace to show an eight percent increase for FY 2025. Year to date, local fixed route service is up five percent, demand response is up six percent and Sacramento Commuter service is up nearly 40 percent.

Director Shaw asked if the approved revisions included the extension of service hours for demand response services on Friday until 9:30 p.m. to accommodate the Yuba City Senior Center riders. Mauk confirmed. Shaw suggested that as the next phases of the NextGen Transit Plan are being considered, the board might hold some type of public meeting at the Senior Center to be sure that population is receiving the correct information, and the board is addressing any concerns they might have. Director Flores agreed and suggested it be done in a timely manner.

Director House asked if the contractor is prepared to staff the extend service in a reliable manner. Mauk stated that while staffing is tight, there is enough personnel to make the changes happen on January 21, 2025. There were four bid pieces that were added to accommodate the additional service hours.

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

Margaret Fowler addressed the Board. Fowler lives in the Foothills and is the Chair for the Yuba County Commission on Aging, runs the Seniors on the Go and the Mount Transit in the foothills. She has been talking with Adam Hansen, Planning Manager, and is hoping to coordinate in June to work to connect the system in the foothills with Yuba-Sutter Transit to better serve the community. They are currently running their system with volunteers utilizing two vans similar to an Uber system because seniors in the area are unable to get to established bus stops.

### **IV. Consent Calendar**

Director Flores made a motion to approve the consent calendar. Director Shaw seconded the motion and it carried unanimously.

### **V. Reports**

#### **A. Vehicles and Signage Project Award.**

Mauk presented the vehicle and signage project requesting approval of the capital project for the vehicle branding portion of the rebranding project. In addition, staff asked for the approval of a professional services agreement with the selected vendor. This item was continued from the November and December meetings. Mauk addressed previous concerns and stated that the project is justified and overdue as it has been thirty years since there has been a significant

upgrade to the logo, leaving Yuba-Sutter Transit behind other transit agencies in the region. Mauk stated that the branding refresh is timely to coincide with the updates and expansion of services being implemented under the NextGen Plan, and that a new logo could bring some needed attention to these service improvements. Mauk stated the primary goal is to draw new ridership assuming more people would be inclined to ride a service that looks updated and well maintained. Mauk suggested that the community at large should be considered as the audience and that the transit system should strive to be a source of community pride, and this project would be a step in that direction. The cost of the project is considered fair and reasonable as the cost equates to approximately two percent of one year's budget.

Mauk stated the initial proposal first presented in November was for vinyl wrap of the entire fleet of 55 vehicles, including the Microtransit buses which the board approved, for a total of approximately \$220,000. The contract includes bus stop and shelter signs, which are replaced routinely during the normal course of business.

Mauk explained that there are potential revenue generating opportunities from expanded advertising on vehicles, as discussed in a later agenda item.

Three alternatives were presented, including scaling down the project to the 33 Gilligs and MCIs but excluding the Dial-A-Ride vehicles at a savings of approximately \$30,000. A second option presented is to exclude the oldest vehicles that are closer to being retired. Mauk explained the downside would be inconsistent branding across the fleet. The third option presented would exclude both the Dial-A-Ride and older vehicles, branding approximately one-third of the fleet. Mauk stated staff's recommendation is either the full branding as initially proposed, or the first option presented.

Director Shaw stated that the staff recommendation is reasonable and not choosing the full rebrand would send an inconsistent message to the public. The amount is small compared to the overall budget and there is no tie into the recent fare increases.

Director Bradford stated that he likes the new logo and understands the need for a rebrand as several agencies in the region have completed a rebrand in recent years. He asked if this had already been accounted for in the current budget. Mauk stated that the facility and bus stop signage portion was accounted for in the capital budget as on-going maintenance items. The Microtransit vehicle branding was budgeted as part of the vehicle acquisition project, with \$38,000 of the \$41,000 cost covered by the grant which purchased those vehicles. There are allocated but unobligated State Transit Assistance (STA) funds available for the additional proposed fleet vehicles, therefore completing full funding for the original scope of the project.

Director Shaw made a motion to approve staff recommendation to approve the capital project titled "Vehicle Branding" at the originally proposed scope, and approve a professional services agreement with Allstar Wraps, LLC. Director Flores seconded the motion, and it was carried unanimously.

**B. Vehicle and Signage Rebranding Project Award.**

Mauk stated that with the previous action, the additional administrative costs associated with the logo update would be minimal, and staff requests approval of the logo change.

Director Shaw asked if Item B and C could be combined for approval and acceptance of staff's recommendation for both items. Legal Counsel Brant Bordsen stated the items could be combined unless any member of the board wished to split the vote between each item. There was no further discussion from the board regarding the items. Director Shaw made a motion to accept staff's recommendation to adopt the proposed Yuba-Sutter Transit logo/branding and authorize the Executive Director to execute an amendment to the Advertising Services Agreement with Lamar Transit, LLC. Director Flores seconded the motion and it carried unanimously.

**C. Bus and Shelter Advertising Contract Amendment.**

Item C was approved with Item B.

**D. Project and Program Updates.**

1. Caltrans State Route 70 Binney Junction Phase 2

Mauk stated that Caltrans has asked for a temporary construction easement (TCE) while they complete Phase 2 of the State Route 70 Binney Junction project which would require Yuba-Sutter Transit to relocate 2/3 of the fleet to a satellite site. Fixed route service would operate out of the satellite site while Caltrans occupies the north yard and the backend of the south yard of the property at 2100 B Street during construction which is expected to last twelve to fifteen months. These discussions are ongoing. A location has been identified at a former Coca-Cola bottling distribution site located on Yuba County property near the airport. There would be temporary improvements made to the facility to move part of the operation there, which would be reimbursed by Caltrans. Caltrans would pay the lease of the property directly so there would be two TCEs for that project. Caltrans is also asking for a permanent easement so they could maintain a retaining wall being constructed to allow the railroad tracks to be moved closer to the property.

2. NextGen Transit Facility Project

Mauk reported that environmental work is proceeding on the project for the new facility on Avondale Avenue. The design process is on-going, and a design packet may be presented to the board at the February meeting.

**VI. Closed Session**

**A. Public Employee Performance Evaluation (Pursuant to Government Code Section 54957)**

The Board adjourned to closed session at 4:36 p.m.

The Board reconvened at 4:42 p.m. No reportable action was taken.

**VII. Correspondence / Information**

None

**VIII. Other Business**

Director House stated that the Behavioral Health Advisor Board had discussed the idea for the county to consider starting a volunteer sober service for the evenings. He suggested perhaps the new booking software could accommodate a volunteer organization and could be a good partnership to book the rides even if Yuba-Sutter Transit doesn't provide the service. Mauk stated that staff could explore that option.

Director Shaw stated that he will transition to an alternate to the board and Councilmember Toni Cole will be taking his place as Director starting next week.

Chair Kirchner welcomed new members Director Bradford and Director House to the board.

**IX. Adjournment**

Director Flores made a motion to adjourn. Director House seconded the motion and it carried unanimously.

The meeting was adjourned at 5:46 p.m.

**The next regular meeting is scheduled for Thursday, February 20, 2025, at 4:00 p.m. in the Yuba County Board of Supervisors Chambers, unless otherwise noticed.**