

AGENDA ITEM III – A

YUBA-SUTTER TRANSIT AUTHORITY MEETING MINUTES JANUARY 19, 2017

I. Call to Order & Roll Call

Director Didbal called the meeting to order at 4:00 p.m.

Present: Cleveland (for Cardoza), Didbal, Fletcher (4:05), Leahy, Sullenger, Whiteaker and Whitmore

Absent: Cardoza, Pedigo

II. Board Business

A. Nomination and Election of Board Officers for 2017.

Director Whiteaker made a motion to appoint Director Didbal as Chair. Director Cleveland seconded the motion and it carried unanimously.

Director Whiteaker made a motion to appoint Director Whitmore as Vice-Chair. Director Cleveland seconded the motion and it carried unanimously.

B. Statements of Economic Interest for 2016.

Martin mentioned that this information item is to remind the Directors of the requirement to file yearly statements and that any questions should be directed to the office.

C. 2016 Annual Report.

Martin stated that the annual report is provided for information only

II. Public Business from the Floor

None

III. Consent Calendar

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

IV. Reports

At the request of staff, Director Whiteaker made a motion to include an off-agenda item on a grant program for which the need to take action became known after the agenda had been posted. Director Cleveland seconded the motion and it carried unanimously.

Off-Agenda Item: Feather River Air Quality Management District (FRAQMD) Mini-Grant Program Application.

Martin stated that this item is for the FRAMD Mini-Grant Program which is providing a total of \$10,000 for eligible projects at up to \$2,000 each. Martin noted that Yuba-Sutter Transit operates a bike locker rental program with units that have been around for about 20 years and are at or near the end of their useful life. Martin called the Board's attention to a flyer for the "BikeLid" product that can be used on a self-served, occasional basis without advance notice as an alternative to the traditional enclosed bike locker.

Staff is now requesting authorization to submit an application for \$2,000 to purchase one BikeLid for demonstration purposes to assess the public response. Director Fletcher stated his concern that these could possible turn into homeless housing. Martin noted that the existing fully enclosed lockers could be used for that purpose or as a mini-storage unit, but that the BikeLid is open to the elements near the ground and it has a metal bike rack bar down the center offering little space for comfortable habitation.

Director Whiteaker made a motion to authorize a FRAQMD Mini-Grant Program application as proposed. Director Fletcher seconded the motion and it carried unanimously.

A. Feather River Air Quality Management District (FRAQMD) AB 2766 Grant Agreement for a One Year Extension of the Expanded Live Oak Route.

Martin stated this is a standard FRAQMD agreement for the extension of the Live Oak service in the maximum amount of \$10,000. Director Whiteaker asked if the ridership is up on the Live Oak Route. Martin stated that it is currently up 18 percent over last year.

Director Whiteaker made a motion to authorize execution of FRAQMD Grant Agreement #VF16-02 as submitted. Director Fletcher seconded the motion and it carried unanimously.

B. Feather River Air Quality Management District (FRAQMD) AB 2766 Grant Agreement for the 2017 Discount Monthly Pass Program.

Martin stated this item is similar to the previous item only for \$140,000 for the Discount Monthly Pass Program through December 2017.

Director Whiteaker made a motion to authorize execution of FRAQMD Grant Agreement #Vf16-03 as submitted. Director Fletcher seconded the motion and it carried unanimously.

C. FY 2015-2016 Financial Audit Report.

Martin stated that the fiscal audit report for FY 2016 was included with the agenda packet for Board review and acceptance. Audits are conducted annually in accordance with the provisions of the State Transportation Development Act. Martin noted that this was a clean audit with no findings. He recognized Finance Program Manager Simone Reed for her work on both the audit and throughout the year.

Director Whiteaker made a motion to accept the FY 2015-2016 audit report as presented. Director Leahy seconded the motion and it carried unanimously.

D. Project & Program Updates.

1. Connect Card Soft-Launch

Martin stated that we are in the final stages of preparing for the soft-launch of the Connect Card program which is expected to occur next week. The full public roll out of the system is expected to occur later this Spring.

2. FY 2017 Low Carbon Transit Operations Program (LCTOP) Funding Cycle

Martin stated that staff has received the guidelines for this year, but the funding allocations are still not available so staff expects to bring this issue to the February Board meeting for further discussion.

3. Bus Exterior and Bus Stop Bench and Shelter Advertising Program

Martin stated that the current 15 year advertising contract expires at the end of February and that the contractor, Stott Outdoor, is interested in continuing the program which now includes 26 bus stop shelters, 69 bus stop benches and advertising space on the back of the 27 buses that have rear windows. This contract now brings in about \$27,000 in annual revenue to the agency. Stating that the contractor would like to expand the amount of space for exterior advertising, Martin passed out a sheet with an example of what such an expansion might look like on a bus and invited Board input. Martin noted that Yuba-Sutter Transit now receives a commission of 15 percent for ads on shelters and benches and 33 percent on bus exteriors. **[Correction: It was later discovered that the commission on shelter and bench advertising is currently 10 percent, not 15 percent.]**

Director Fletcher likes the idea of exterior advertising, but would like it to focus on promoting the community rather than being just a sign. He suggested that an ad hoc committee to work with staff on this issue might be appropriate.

Director Whiteaker inquired as to staff's biggest concern and Martin noted that it would be the potential impact that exterior advertising would have on our image since our buses now look very sharp with a clean and recognizable brand. He continued that while our current advertising policy prohibits alcohol, tobacco, sexual, religious and political content; that still leaves much to the imagination of the advertiser. Director Whiteaker asked if we could limit advertising to the back of the bus and Martin responded that this is basically what we have done in the past and that he certainly prefers that idea compared to side advertising. Director Fletcher asked if the current policy addresses where advertising is allowed and Martin responded that the contract would specify where ads may be applied.

Martin noted that staff will bring this back for more formal board review and that the contractor will be presenting a formal proposal which would include revenue projections. Director Leahy stated that he would like to evaluate the prospective revenue impact to balance the bottom line against our personal feelings. Director Didbal expressed a desire to make sure that we keep the buses looking clean for our passengers.

4. Wheatland Service Revenue Short-Fall

Martin stated that both Wheatland and Live Oak are facing future revenue short-falls for the rural route services that Yuba-Sutter Transit now operates on their behalf under a separate agreement since neither is a member jurisdiction. Martin added that Wheatland will be in the red by the end of this fiscal year. Martin continued to state that the option for Mercy Housing to increase their current 40 percent (two days) share of the cost of the five day a week Wheatland to 60 percent (three days) effective July 2017 was discussed with them last month and is now being considered.

In response to a question at the December Board meeting, Martin stated that staff has calculated the cost for both jurisdictions to become full members of Yuba-Sutter Transit. He noted that Wheatland is currently receiving about \$9,000 in State Transportation Assistance (STA) funds and Live Oak is receiving about \$22,000 from the same source with all of those funds now claimed directly by Yuba-Sutter Transit. Using the existing Yuba-Sutter Transit funding formula, Wheatland would be assessed another \$42,000 in Local Transportation Fund (LTF) revenue while Live Oak would be asked to provide another \$140,000. Staff will be sharing those numbers with both jurisdictions, but it would be especially difficult for Wheatland because their amount would be nearly all of the \$45,000 in LTF funds that they are expecting to receive this year.

5. Budget Preview FY 2017/18

Martin noted that he will be providing a preview of the FY 2018 budget at the next meeting and invited Board input on that process.

6. Yuba-Sutter Transit New Website Launched

Martin introduced Planning Program Manager Matt Mauk to present the new Yuba-Sutter Transit website and walk through some of the site features. Director Fletcher stated that the website looks great and asked if it could be updated on short notice with service alerts and announcements. Staff responded that such postings could be done from any device that is connected to the internet. Director Fletcher asked if links could be added to other emergency agencies for more information and Martin noted that any announcement could include such links as appropriate.

V. Correspondence/Information

None

VI. Other Business

None

VII. Adjournment

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

**THE NEXT REGULAR MEETING IS SCHEDULED FOR THURSDAY, FEBRUARY 16, 2017
AT 4:00 P.M. IN THE YUBA COUNTY BOARD OF SUPERVISORS CHAMBERS**