

**REVISED AGENDA  
REDWOOD COAST TRANSIT AUTHORITY  
Wednesday, December 16, 2015**

Members Present: Ron Gastineau, Martha McClure (Vice-Chair), Blake Inscore, and Joe Aliotti

Members Absent: Roger Gitlin

Also Present: Mark Wall, Nicole Burshem, Autumn Luna, Jodi McNamer, Don Swain, Brandi Natt

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1. Call Meeting to Order. Roll Call.

Vice Chair McClure called the meeting to order at 3:31 p.m.

2. Approve the Minutes of October 21, 2015

On a motion by Director Aliotti, seconded by Director Inscore, and unanimously carried on a polled vote, the Redwood Coast Transit Authority Board of Directors approved and adopted the minutes from October 21, 2015.

3. Request for Proposals for Exterior Bus Advertising Services

*Review the revenue potential, merits and disadvantages of an exterior bus advertising program, and consider whether or not to approve an RFP and to direct the Transit Manager to issue.*

Discussion was held in regards to the proposals for exterior bus advertising services. Mr. Wall commented Vice Chair McClure requested a meeting to revisit the RFP for the Exterior Bus Advertising Services. Mr. Wall commented he did contact the Humboldt Transit Authority and asked them for some background on Charles Munson. Mr. Wall noted their RFP from 2010 shows that the amount of revenue is not a huge amount. Potentially we are looking at a third of what Humboldt made per month towards our revenue for our advertising services. The contract we had in previous years was a better return on revenue and what was generated in the three years it was in place. The contractor eventually lost interest and didn't want to extend services. When we did the RFP in 2010 we reached out to everyone locally and the feedback received was they didn't have much of a market and no interest was shown. Mr. Wall commented he doesn't recommend pursuing this. Vice Chair McClure asked where the advertisement was positioned on the buses. Mr. wall commented it was initially just the backs and eventually went to the sides. Vice Chair McClure commented she doesn't see the Redwood Coast Transit Authority turning away any revenue made from advertising and this could be an opportunity to celebrate businesses in our community. Vice Chair McClure recommended not the whole bus, but a partial advertisement on the buses. Director Aliotti commented he agreed with Vice Chair McClure and recommended putting a clause in the contract that

if they don't want to participate or want to remove their advertising there will be a penalty fee. Mr. Wall recommended approaching it the same way it was last time. Vice Chair McClure asked Ms. McNamer if any customers complained about the advertising being troublesome or offensive. Ms. McNamer commented that there were no complaints. Director Gastineau asked if they were local advertisers. Mr. Wall commented some of the advertisers were Elk Valley Casino, Fly Crescent City, and Sutter Coast Hospital. Director Gastineau asked if First Transit could take it in their own hands to go out and get people to advertise. Mr. Wall commented there is someone in Eureka that is interested in placing the sticker on the buses. Director Inscore commented why get 30% or 40% if we can cover more of a percentage with a local company. Mr. Wall commented there is no reason why we couldn't sell the advertisement ourselves, but you are looking at a contract that is already having trouble pertaining employees. Mr. Wall commented for federal purposes we could call around and receive quotes. Vice Chair McClure recommended talking to Pan Air to see if they would like to advertise. The board of directors was in consensus to have an RFP drawn up to receive advertising on the Buses. Director Aliotti asked in regards to interior advertising sales. Mr. Wall commented there is a policy in place for exterior and interior advertising. There wasn't a lot interest in interior advertising. Vice Chair McClure recommended having the public service announcements put inside of the bus. Mr. Wall commented it could add as another option to see what kind of feedback we will get. Director Inscore asked in regards to fees for the interior advertising. Mr. Wall commented that he does not recall a policy for that, just something to keep us from censoring advertising. Director Inscore commented he is worried that if you add that option to the RFP that it may be confusing as to how much it would cost and would like to keep the interior advertising separate. Vice Chair McClure commented in regards to the short term of the advertising. Director Inscore asked how big is the interior advertising. Mr. Wall commented it is about 30" wide. Director Gastineau commented he could see the potential there, but someone needs to have the drive to sell the advertising space. Vice Chair McClure commented that the consensus is to have this RFP go out and then have an option to talk about the idea for the interior advertising. Vice Chair McClure asked when would the RFP be ready. Mr. Wall commented it would be ready by the end of the year. Vice Chair McClure asked if there is already a list of names for advertising. Director Gastineau commented he would talk to Bicoastal Media or The Triplicate to find whom to advertise.

4. Redwood Coast Transit Authority 2015/16 First Quarter Operating Statistics and Financial Status Report. *Review and accept the report.*

Mr. Wall commented this report continues the trends we have been seeing. The factors to consider for comparisons of prior years just shows that ridership improved when gas prices increased. Now ridership is beginning to increase again and at this point the restoration of the service schedule done back in February hasn't come back and we added a section on Greyhound and ticket sales. Mr. Wall commented this has been a complex and difficult project for Ms. McNamer to work on. Federal and State updates will be placed back on the reports. Mr. Wall commented there is a fiscal audit for 2014/15 and it

should be in by the end of the calendar year. Vice Chair McClure asked if there is a problem and does a member of this board need to attend the Local Transportation Commission meeting to argue the request for the 90 days. Mr. Wall commented that it is usually handled administratively. As far as other things go everything is going well. Ridership is off slightly by 2%. Dial ride is doing well. Crescent City bus routes as a group is doing well ridership are up 2.4%. Mr. Wall commented the main thing he wanted to talk about is Route 10 and 20. They both had a decline in ridership. The reason of ridership is dropping is because the school doesn't provide bus passes to students anymore and the other thing is that the Yurok Tribal Transit operates a bus 30 minutes earlier than we do and one in the afternoon as well. At this point we have too much service between Klamath and Crescent City. On the financial status summary fair revenues are up 22% of where we expected them to be. Operating expenses are also at 22%, but everything is balanced. Vice Chair McClure asked in regards to the revenue status and we are not seeing any revenue generated from Greyhound. Director Aliotti suggested services for Route 10 to Klamath have routes for 3 times a day instead of 6 times a day. Mr. wall commented that we are looking into that option. Mr. wall commented the approach is to schedule a public hearing that would publish what the changes would be in the schedule. Mr. Wall commented we are going to set up a meeting with Yurok Tribal Transit to see who should do what and change where are routes will be. Vice Chair McClure asked if there should be an ADHawk meeting. Mr. wall recommends contacting the transportation commission to set up a meeting.

On a motion by Inscore, seconded by Director Aliotti, and unanimously carried, the Redwood Coast Transit Authority Board of Directors approved the Redwood Coast Transit Authority 2015/16 First Quarter Operating Statistics and Financial Status Report.

5. Implementation of New Route 20 Schedules and Revision of Service to Klamath

This was discussed in previous agenda items.

6. Presentation by First Transit of the Training that is Provided to Drivers

Mr. Wall commented Margaret Conklin is here to present a new operator training process Ft requirements. Ms. Conklin reported in regards to Hire and Training Objectives such as: Challenges, looking up driving records, Successful in all areas, and back ground checks – Training FT/TSI/Local, Safe/Qualified/knowledgeable, class/closed course/BTW/cadet, Recent Map-21 SMS compliance, and Title VI. Ms. Conklin reported in regards to the Hiring process such as: Adjudication Process, MVR/Criminal/Drug, and E-Verify – License Requirements, Permit, GPPV, DOJ Finger printing, Drive Test, and VTT. Ms. Conklin reported in regards to the MVR Adjudication and Background Adjudication. Ms. Conklin reported in regards to Substance abuse such as: previous employer, zero tolerance, dilute specimen, and alcohol levels >.02. Ms. Conklin reported in regards to the training process such as: classroom, location specific, closed course, controlled course, advance course, final evaluation, cadet, redwood coast transit 75 hours, and 30, 60 and 90 day evaluation. Ms. Conklin reported in regards to classroom training such as: employee handbook, core

values, preventing workplace violence, personal protective equipment, reverse parking/backing policy, harassment prevention, substance abuse, TSI the bus, TSI the operator, Defensive driving/ smith system, TSI customer service, passenger relation, title vi communication, ADA, TSI curbing transit employee distracted driving, TSI fatigue and sleep apnea awareness, Transit Securite, Facility/bus/personal, FT safe work methods, risk assessment, injury prevention, principals, and injuries on the job. Ms. Conklin reported in regards to closed course such as: vehicle orientation, reference points, vehicle control, and contract/state specific. Ms. Conklin reported in regards to Controlled course such as: smith system, intersections, service stops, and backing. Ms. Conklin reported in regards to the advanced course such as: smith system, roadways, expressway/highway driving, intersections, and service stops. Ms. Conklin reported in regards to the Final evaluation such as: pre-trip inspection, brakes transmissions, application of DD and SS, risk assessments, steering, acceleration, lane use, turns, intersections, backing, and highway/expressway. Ms. Conklin reported in regards to the Cadet training such as: after behind wheel, after licensing, and final day evaluation. Ms. Conklin reported in regards to the after training such as: 30, 60, 90 day evaluation, and annually ADPR MVR Evaluation. Vice Chair McClure asked after the extensive training what is the average length of stay. Ms. Conklin commented its around 60/70% of the turn over rate. Director Aliotti commented there is a huge competition from other companies.

7. Rural Transit Agency Wage and Benefit Survey

*Informational presentation and discussion item.*

There was discussion in regards to the Rural Transit Agency Wage and Benefit Survey. Mr. Wall commented there was concern with recruiting and keeping employees. Mr. Wall commented there are counties like Calaveras, Glen Plumas, and Trinity that when the survey was put together the consultant study was how to decide which agencies to attack. Mr. Wall commented that they were also asked what funds to receive. Both of these agencies are receiving 5311 or 5310 or 5307. Mr. Wall commented in regards to the highest wage and distribution. Mr. Wall commented it is required to provide paid sick leave and vacation days are to start for full time employees after one year. Most contract agencies do not provide vacation for drivers. This information is not only valuable for what you want to consider, but also it is to approach a new RFP update. If you approve a wage increase today, the contractor would also approve it. Vice Chair McClure commented she would like to see a cost analysis for a wage increase at \$10.25 or \$10.50. Mr. Wall commented that would be up to the contractor. Director Inscore asked if there were adjustments made when the minimum went to \$9.00 in 2014. Mr. Wall commented that there were no adjustments made at that time.

8. Proposal to Amend the Agreement with First Transit to Provide for Wage Increases.

*Consider a proposal by First Transit to amend the operating and maintenance agreement hourly rate to provide for wage increases, and, further authorize the Transit Manager to seek a sole source amendment approval from Caltrans, and, further, if approved by Caltrans authorize the Transit Manager to execute Amendment No. 8 to the agreement between RCTA and First Transit.*

There was a discussion held in regards to amending the agreement with First Transit to provide for wage increases. Don Swain commented that he wants to propose a across the board increase at the rate of \$1.00 an hour and it comes out to be about a \$50,000 a year increase. Mr. Swain commented before we get to far into the wage increase Mr. Swain put together a little bit of an information piece. Mr. Swain commented the critical piece of the puzzle is we have 10 drivers and we need 16. Mr. Swain proposed sick pay and minimum wage. Which of course means the ridership will generally go up and we will have the best drivers for the job. Mr. Swain commented there is a column explaining the wages of drivers 1-10 we have right now. Mr. Swain commented that if you notice that 7 out of 10 of our drivers have been with us less than two years. The number one driver has been with us since 1999. Mr. Swain commented that we have also provided a column to compare the wages with the school districts. Mr. Swain commented the final column is what the Redwood Coast Transit Authority has proposed for the rate changes. Mr. Swain commented there is also a proposal for an increase for the two dispatch positions and everyone else pay will remain the same. Mr. Swain commented we pay \$9.00 an hour right now for training. Mr. Swain commented that if we pay people a little bit more than minimum wage it will get them to come and work for us. Mr. Swain commented it will make our recruitment efforts that much more affective. Mr. Swain commented this is what I am here for and it is important to have people take pride in what they are doing. Our partnership with TSI we used is to break out the cost in two things such as the increase in the dispatchers and to keep it simple. Mr. Swain commented as much as I would like to have the wages go up more, but it is the fiscal responsibility of the board to go forward with this. Mr. Swain commented he thinks this is a good approach and recognition of the hard work they perform. Mr. Swain commented if we budget the rate up to \$10.00 an hour with the combination of sick leave that would be a \$0.44 a cent an hour increase. Director Aliotti asked how do we determine full time employees from part time employees. Mr. Swain commented the standard is 30 hours at full time. Director Aliotti asked how many drivers are full time employees. Mr. Swain commented all employees are eligible for benefits. Director Inscore asked what is the bottom dollar amount. Mr. Wall commented it is approximately \$36,000 to \$38,000 and provide sick leave. Mr. Wall commented as far as whether we can afford is things will remain the same for this year we can use the reserve fund and with federal grant money. Mr. Wall recommended the hourly rate be increased to compensate the higher minimum wage and to show appreciation to the employee from the company.

On a motion by Director Inscore, seconded by Director Gastineau, and unanimously carried on a polled vote the the Redwood Coast transit Authority Board of Directors approved and adopted First Transit Rate Increase

## 9. Announcements

The Director(s) commented on the following: Vice Chair McClure commented that she had conversation with Mr. Wall and a flurry of emails of different things happening to call a special meeting to talk about this contract. Mr. Wall commented that it would be good to have special meeting and would like to do it by teleconference sometime before the 9<sup>th</sup> of

January or after the 18<sup>th</sup> of January. The special meeting was set for January 4<sup>th</sup> at 3:30 a closed session meeting to go over contracts. Director Aliotti asked if there was discussion for a bus stop at the airport. Mr. Wall commented it has been brought up in the past, but to advertise dial a ride for services out there.

10. Adjourn

There being no further business to come before the Director, the Acting Chairman adjourned the meeting at 5:22 p.m. until the next scheduled meeting on February 17, 2015.

Respectfully submitted,

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Mark Wall, Executive Director  
Redwood Coast Transit Authority