

MINUTES
REDWOOD COAST TRANSIT AUTHORITY
WEDNESDAY, JUNE 21, 2017 AT 3:00 P.M.

MEMBERS PRESENT: Roger Gitlin (Chair), Darrin Short (Vice Chair), Jake Smith

MEMBERS PRESENT: Heidi Kime, Lori Cowen

ALSO PRESENT: Joseph Rye, Nicole Burshem, Bill Lonsdale, Kevin Heckman, Susan Tegan, Angela Guthroat, Stephanie Magnusson, Richard Tegan

1. CALL MEETING TO ORDER. ROLL CALL.

Chairman Gitlin called the meeting to order at 3:00 p.m. Sabrina Valentine took roll call.

2. PLEDGE OF ALLEGIANCE

Pledge of Allegiance was led by Director Short

3. APPROVE THE MINUTES OF MAY 10, 2017

Approving the minutes will be delayed until the next regular scheduled meeting in August.

4. PUBLIC COMMENT

The following person(s) addressed the Board: Bill Lonsdale, Crescent City resident, commented in regard to changes in the schedule, publication of changes in the schedule, and accommodation of visitors. Way finding signs have been getting a lot of good feedback. Each year about this time we run in to visitors not having schedules up to date and visible. Mr. Lonsdale suggests installation and maintaining of print schedules at Front Street, Anchorway, Walmart, and a new one at Safeway would be a good way to post those so visitors know where to get on and off.

Susan Teagan, Crescent City resident, happy to hear about the Senior Center getting attention individually. Ms. Teagan is concerned about getting transportation to CVS. Knows a couple of people who are upset about the cancellations on the Klamath routes. She has never lived in a community where there is a reverse drop off (one way loop) by Seawood. Feels this is very inconvenient and would like to see if there could be something worked out.

Director Smith thinks that safety of the buses is our priority, but with technology now a day you can do more with looking up scheduling then you used to be able to. Putting scheduling at the bus stops makes sense as well. Director Short reported we have discussed this before at a previous meeting. Did notice when his wife and he rode the bus in other cities at every stop there was a map where the bus will be going and when inside the bus, you can see the inner-city routes. Chairman Gitlin concurred with Director Smith and Director Short for Mr. Rye to come up with some verbiage to show clear directions of the bus. Mr. Rye reported that most of our routes have one-way loops, at least in certain areas, due to lack of funding and need to cover large areas with few buses, but

promised in the future planning efforts to seek to accommodate Ms. Teagens request. Director Smith asked if some folks take Dial-A-Ride to fill that gap. Mr. Rye responded yes. Director Short reported we had to do some drastic changes due to budget issues.

5. CONSENT AGENDA

5A. APPROVE RESOLUTION 2016-17-14 AUTHORIZING THE APPLICATION FOR ACCEPTANCE OF FISCAL YEAR 2017/18 FEDERAL TRANSIT ADMINISTRATION (FTA) SECTION 5311(f) FUNDING.

Discussion was held in regard to Resolution 2016-17-14. Mr. Rye reported item 5A is to authorize the application for acceptance for the reduced (\$122,000) in 5311(f) funding.

5B. ADOPTION OF RESOLUTION 2016-17-16 APPROVING SUBMITTAL OF FISCAL YEAR 2017/18 REDWOOD COAST TRANSIT AUTHORITY TRANSPORTATION DEVELOPMENT ACT (TDA) CLAIM.

Discussion was held in regard to Resolution 2016-17-16. Mr. Rye reported Item 5B is the annual TDA claim which is the collaborative document by which RCTA receives its annual TDA funding through Del Norte Local Transportation Commission.

Motion by Director Short, seconded by Director Smith, and unanimously carried on a polled vote the Redwood Coast Transit Authority Board of Directors approved Items 5A Resolution 2016-17-14 and 5B Resolution 2016-17-16.

6. APPROVAL OF PACKAGE OF SERVICE REDUCTIONS AND COST SAVINGS STRATEGIES TO BALANCE FY 2017/18 BUDGET TO MATCH DECLINING FTA 5311(f) REVENUE FROM CALTRANS TO BE IMPLEMENTED JULY 1, 2017.

Discussion was held in regard to approval of package of service reductions and cost savings strategies to balance FY 2017/18 budget. Mr. Rye reported as you recall our FTA funds were reduced drastically. Its hoped that the funding loss is temporary. The test to be determined would be Caltrans State wide inner-city bus study. They will be looking at where the priorities will be. At the last board meeting the board voted on a service reduction package (Option 2) and directed that outreach continue to the riding community to let them know what was going on and that the Board would be voting on a service change package at this June Meeting. Since then staff has created a brochure for the riders to review and comment on, and signs were posted in all buses and on the website. Mr. Rye recapped that Option 2 will include reduction in telephone service in the evening, Route 10 and Route 20 being integrated with twice daily deviations into Klamath Glen, a reduced platform for Crescent City Local routes on Saturday, and eliminating the first and last half hour of Crescent City local routes on weeknights and Saturdays. Director Smith reported on the different options they voted on last month for reductions and is hoping that at the end of the fiscal year they can go back and look at the

tourist route (Route 20). Chairman Gitlin reported on the idea of partnering with the State Parks service going into the future. Director Smith thanked Del Norte Local Transportation Commission and Ms. Leighton for their donation. Angela wondering how the Dial-A-Ride service will be affected by the later return from Arcata. Mr. Rye responded there is some inconvenience of the change in schedule. Mr. Heckman responded that he can convert the arriving Route 20 into a Dial-A-Ride type of bus to drop passenger that no longer have the last trip of Crescent City local fixed route to connect to. This will then take some people out to their house upon request. Mr. Lonsdale commented with reference to the elimination first and last half hour service and would like to verify that the surveys have shown this won't interfere with people going to and from work. Mr. Lonsdale feels the Board has come up with the best options for our County. Mr. Lonsdale would also like to verify that the Yurok Tribe will be picking up the slack of reduction service on Route 20. Mr. Lonsdale asked if there was a way to partner with a taxi service to accommodate Front Street issues? Mr. Rye responded this can be done and added to the always expanding list of projects. Chairman Gitlin asked if this could be placed on the agenda for next month to discuss the options for it.

On a motion by Director Short, seconded Director Smith, and unanimously carried on a polled vote the Redwood Coast Transit Authority Board of Directors approved the Option 2 package of service reductions and cost savings strategies to balance FY 2017/18 budget to match declining FTA 5311(f) revenue from Caltrans to be implemented July 1, 2017.

7. APPROVAL OF ZONAL FARE AND PASS STRUCTURE INCLUDING LOCAL ZONE ADULT CASH FARE INCREASE AND EXPANSION OF PASS OFFERINGS TO BE IMPLEMENTED JULY 1, 2017.

Discussion was held in regard to zonal fare and pass structure. Mr. Rye reported this item is moving concurrently with the service reduction. RCTA started with a peer agency fare review staff report over a year ago looking at the fare structure and we found out our fares are generally lower than most. In March, the rider surveys and online surveys showed a tolerance for a fare increase as part of reaction to the sudden loss of federal funding. At the May RCTA Board meeting there was a discussion item and the Board directed that the item return in June for further refinement and possible adoption. Staff has prepared a table to show what the fare structure, and zone map would look like. Mr. Rye hopes that ridership will grow due to these new discount fare categories and bus passes that are part of this implementation plan. Mr. Rye reported on the zonal map fare structure. The zonal fare would create a total of six zones in the service area. What this will amount to is a major fare decrease for folks going south to Arcata or State Parks, and a slight increase for more common trips such as Gasquet to Crescent City, or Klamath to Crescent City. Mr. Rye thinks this will increase ridership overall. This will also get rid of the punch passes and save on the route times. The drivers will provide appropriate color placards for the zone they travel too and charge proper amount of money for that ride. Director Smith commented this is a fair way to help further our goals, and expressed his appreciation for what staff is doing to make this work. Richard Teagen, driver for RCTA, commented this will be a learning curve for the drivers to determine who is riding the bus

and who is getting off when and where. To put more paperwork on the drivers it will slow down the routes. Chairman Gitlin asked Mr. Rye if this needs to be implemented on July 1, 2017 or can it be done later? Mr. Rye responded no it does not and does feel that this will work. Director Short asked how would a driver deal with a rider who won't tell you where he is going. Mr. Rye responded there is going to be more work on the drivers and at some point, have a confrontation. Chairman Gitlin would like to table this motion until the next meeting so that Mr. Heckman and Mr. Rye can make this as user friendly as possible. Mr. Heckman reported the people who don't want to pay, the driver would announce this is the last stop of the zone and anyone who is holding a red card would pay \$2.00 now or an additional \$2.00 later. There is no easy way as RCTA has no high-tech solution. Mr. Hackman's concern about tabling the issue is the tourist season is now and would like as many riders as we can for this tourist season. Chairman Gitlin would like to have some more driver input. Director Smith agreed with Chairman Gitlin to table to allow some training with drivers and staff. We have heard this will increase ridership and less painful cuts in the future. Director Short asked if we could approve the pass structure only. Director Short made a motion to approve the pass structure only. There was no second so the motion failed.

By consensus of the Redwood Coast Transit Authority approved to table this to get drivers input on this matter and readdress this matter in August.

8. ADOPTION OF RESOLUTION 2016-17-15 APPROVING FISCAL YEAR 2017/18 REDWOOD COAST TRANSIT AUTHORITY BUDGET.

Discussion was held in regard to Resolution 2016-17-15. Mr. Rye reported this is the approval of the annual budget. It shows the highlights of the budgets. There is notes in the right-hand margin of the differences from one year to the next. We reduced some of the overhead expenses as well, based on this year's experience, and the fact that TMTP Consulting (Mr. Rye) performs more tasks "in-house" than his predecessor and that allows some overhead items to decrease, such as print design costs. The FY 2017-18 Budget shows RCTA's array of capital projects that are going to be worked on this year. RCTA has set aside some of its PTMISEA Capital Funds to continue to upgrade the Williams Drive RCTA Operations and Maintenance Facility. Not all PTMISEA will be expended in FY 2017-18, and carryover is shown that will be used in future years.

On a motion by Director Smith, seconded by Director Short, and unanimously carried on a polled vote the Redwood Coast Transit Authority Board of Directors approved Resolution 2016-17-15 approving the Fiscal Year 2017/18 Redwood Coast Transit Authority Budget.

9. GENERAL MANAGER VERBAL REPORT

- **UPDATE ON SHELTER RECOGNITION MARKER FOR MS. ELIZABETH BURROWS** – Mr. Rye reported that he has not had time at to

design the recognition marker for Ms. Burrows. Mr. Rye is going to go to the Center and find out the perfect place to mount the marker.

- **UPDATE ON ADVERTISING REVENUE RFP** - Mr. Rye reported there still has not been a lot of interest in the advertising revenue. We still have not released it because there must be some semblance of interest in it first. Mr. Rye will continue to work on this to build interest in the business community. Being part time and orchestrating notable service cuts and fare increases to ensure the survival of RCTA has taken priority over his limited billable hours. Chairman Gitlin asked if its possible to approach the radio stations or newspaper? Director Smith asked if this was in the spirit of getting more ridership on the buses? Chairman Gitlin responded yes and to help with the increasing costs. Director Short asked who would be advertising? Chairman Gitlin responded it would be limited to the businesses that want a spot on the buses. Mr. Rye suggested looking at this again in two months or so. Director Smith asked if the advertising is two prong things to have advertising on the bus and more ridership. Mr. Rye responded it is both. Consensus of the Board to bring this up in the future.
- **PREVIEW OF JULY 2017 SCHEDULE BROCHURES MOCKUP** – Mr. Rye reported on July service change brochures. These have been handed out by drivers in recent weeks to inform riders of service changes. Chairman Gitlin presented a letter from a driver concerns of the confusion of the schedule. Mr. Rye reported we have been posting draft schedules for review and comment in the driver’s room for about three months. It was surprising that the concerns weren’t expressed earlier or through proper channels (staff). It appears this driver simply doesn’t like the changes and chose to circumvent process and write to the Board. Mr. Rye reported the Safeway/Rite Aid bus stop drop off is to be moved between the two stores on 5th for better safety and to speed up the routes. Mr. Rye reported that to mitigate horrific on-time performance problems RCTA is moving the bus stop to the street to avoid driving in and out of the parking lot each time. The distance to the door will only increase by less than 100 feet. Mr. Rye reported the driver was concerned making the Orange route bi-directional. Mr. Rye reported they are going to scrap the plans to do that right now because there are some potential riders he he just became aware of along the segment proposed for elimination. Director Smith asked if this letter is just one driver’s opinion, or if it might represent passengers also? Mr. Rye it’s possibly a mix, but notes that this driver is Dial-A-Ride, so he and he passengers may not be very familiar with the fixed route system that he has commented on.
Public Comment – Stephanie Magnusson, Crescent City resident, commented we use the Dial-A-Ride at least three times a week. I have my caretaker and we can go anywhere we want to. It would be a real hardship if it was cut back too much. Angela Guthroat, commented that she hears drivers feel unsafe going into the parking lot and asked where the new stop will be? Will there be shelters there? Mr. Rye reported the shelter would be on the Rite Aid side of 5th Street. Mr. Rye explained it will be for both stores and marked appropriately. Mr. Rye explained that being away from the intense foot traffic in front of the stores is safer.

10. FIRST TRANSIT (OPERATIONS)VERBAL REPORT

Kevin Heckman reported the field work on Harding will be going on until August 19, 2017. Having to do a Route diversion worked so well that he suggested making that permanent. Mr. Heckman supports Mr. Rye's interpretation on the Drive Letter read in the meeting. Mr. Heckman reported the access road has been completed on Cooper. The next big project is to get bids for general contractors to complete the fence. RCTA has an agreement in principle with the Washington Fire Station to put our Radio repeater on their tower, and a formal MOU is in the making to make it official. In late May Kevin went with our radio vendor and found there is a bird's nest on top of the repeater tower. Fish and Game has been contacted to figure out what kind of species bird it is and how this might delay installation of the repeater equipment on the tower. First Transit is beginning implementation of its new computerized Dial-A-Ride scheduling software system. First Transit is currently down by three staff members, but has one new staff member starting training soon. First has received a handful of complaints from customers. One from one of our partners in the Curry transit system and asked to change our arrival time to allow better interfacing. Mr. Rye informed me that it would be difficult to adjust times on Route 20 without affecting the connecting Route to Greyhound on the Arcata end. There was also a complaint from a customer of drivers asking him what his destination was. The rider felt it was a violation of his constitutional rights. The rider was informed that he does not have to tell the driver where he is going. Mr. Heckman reported the maintenance situation has drastically improved. Of our fleet of 13, one has been retired, and one is down with electrical issues. RCTA currently has 11 running buses, and is very much looking forward to getting in the new buses. Mr. Heckman reported there is a plastic order coming in to help replace that glass at shelters. Director Smith commented the yard is looking fantastic. Director Short commented he is glad the maintenance of the buses is getting better. Chairman Gitlin asked what is the time table for the new buses? Mr. Rye responded we should have them sometime in August. Sheila Toaff, Resident of the County, asked if they were going to reinstall the fragrant spray in the buses and the idea of dropping people off at the curb is a good idea. Mr. Heckman responded the fragrant sprays will not be installed. Angela asked about trouble with the bus ramps. Mr. Heckman responded the maintenance managers main concern was getting the buses running and now he will work on the ramps.

11. ANNOUNCEMENTS

The next meeting will be August 16, 2017 at 3:30 p.m.

12. ADJOURN

On a motion by Director Short, seconded by Director Smith, and unanimously carried the Redwood Coast Transit Authority Board of Directors approved to adjourn the meeting at 4:58 p.m. The next scheduled meeting is on August 16, 2017 at 3:30 p.m.

Respectfully submitted,

Joseph Rye, Executive Director
TMTP Consulting