

**MINUTES
REDWOOD COAST TRANSIT AUTHORITY
WEDNESDAY, FEBRUARY 21, 2018 AT 4:00 P.M.**

PRESENT: HEIDI KIME (CHAIR), ROGER GITLIN, DARRIN SHORT, JAKE SMITH

ABSENT: LORI COWEN (VICE CHAIR)

**ALSO PRESENT: JOSEPH RYE, DAN HERRON, NICOLE BURSHEM, BILL LONSDALE, CHUCK CLARKSON,
JON SHAPIRO VIA TELEPHONE**

1. CALL MEETING TO ORDER

Chairman Kime called the meeting to order at 4:00 p.m.

2. PLEDGE OF ALLEGIANCE

Madame Chair Kime led the Pledge of Allegiance.

3. APPROVE THE MINUTES OF JANUARY 17, 2018

On a motion by Director Gitlin, seconded by Director Short, and unanimously carried on a polled vote the Redwood Coast Transit Authority Board of Directors approved the minutes of January 17, 2018, as presented.

4. PUBLIC COMMENT

The following person(s) addressed the Board: None

5. CONSENT AGENDA

5A. ADOPT RESOLUTION 2017-18-06 DESIGNATING THE GENERAL MANAGER AS AUTHORIZED AGENT AND APPROVING THEIR CERTIFICATIONS AND ASSURANCES FOR ELIGIBILITY FOR SENATE BILL 1 STATE OF GOOD REPAIR FUNDING.

5B. APPROVE MEMORANDUM OF UNDERSTANDING (MOU) BETWEEN REDWOOD COAST TRANSIT AUTHORITY AND CRESCENT FIRE PROTECTION DISTRICT FOR PLACEMENT OF AN RCTA-OWNED REPEATER SYSTEM ON CFPD PROPERTY.

On a motion by Director Smith, seconded by Director Short, and unanimously carried on a polled vote the Redwood Coast Transit Authority approved the consent agenda item 5. 5A-5B, as presented.

6. PRESENTATION OF DRAFT MARKET RESEARCH REPORT – FOCUS GROUPS & INTERVIEWS

Discussion was held regarding the draft market research report. Joseph Rye introduced Jon Shapiro. Jon Shapiro reported on how Redwood Coast Transit Authority could improve its Service Offering and Increase Ridership. Mr. Shapiro reported on Discovering Key constituencies, Student Market, Tourist Market, and Transit Dependent Market. Mr. Shapiro reported on the Methodology and Goals. Mr. Shapiro reported why people of all markets are not using the service more, outreach to students, to meet the transportation needs of visitors, and offer better service to the College of the Redwoods. Mr. Shapiro reported on the eight recommendations which are as follows: 1. System Safety, 2. Bus Shelters, 3. Consistency of Service for Wheelchair Riders, 4. Meeting the needs of students and developing relationships with College of the Redwoods/parks service and key constituents branding content +apps, 5. Hotel partnerships and Information Dissemination/reaching each tourist segment/types of

service to create ridership utility, 6. Stout Grove Preservation, 7. The prisoner's Family Visiting market, and 8. Connecting with airports/train regional bus centers/service to Grants Pass. Director Gitlin asked what is the cost to increase the ridership. Not a question to answer at this time but would like to come back and quantify these questions. Mr. Shapiro responded you would need different types of studies to investigate the demand of the product that doesn't exist. Madame Chair Kime asked if the Board would like to come back with how this works out in the future. Director Smith agrees that it is a good idea to bring this back in the future to see what the results could be. Madame Chair asked Director Gitlin to come up with some questions to discuss how this can work in the future. Director Gitlin responded he would like to do that. Director Gitlin would like to invite State and National Parks to see about funding the project to get tourists to the parks. Mr. Rye suggests taking the board through a strategic planning process to discuss which recommendations to pursue in which order. Madame Chair Kime asked to come back with this in April. The Board of Directors agreed. Director Gitlin suggests the board consider prioritizing the three populations (Existing, Student, Tourist) and discuss at a future meeting.

7. UPDATE ON ADVERTISING REVENUE PROGRAM – DISCUSSION AND DIRECTION ON NEXT STEPS.

Discussion was held regarding the advertising revenue program. Joseph Rye reported that RCTA has created and distributed a draft Request for Proposals for a turn-key advertising revenue program, but it has received limited interest. An RFP was inherited from past management, refreshed, and distributed personally to local newspaper and radio entities. These entities make the most sense from a sales and management perspective. Unfortunately neither have expressed interest in selling bus exterior ad space to their existing clients, and the project has stalled. A local sign maker is very interested in taking on the key sign design, production and installation components of the project, but is not interested in the sales and overall management aspect. Madame Chair Kime asked if the sign company could create an advertise here door logo with contact information. Mr. Rye responded that is a perfect idea. Director Gitlin thinks it's a good idea, but not sure what the rates would be. Mr. Rye proposed the Board of Directors goes ahead with RFP to get some sort of bid. Mr. Rye suggests setting aside some sign making money to offset the cost for self-advertising, so the buses are not empty between sales and generate their own sales leads. Bill Lonsdale commented a note of caution that the issue came up that advertisers want to wrap the buses and that was rejected because the windows would be difficult to see out of from inside. Madame Chair asked Mr. Rye to get more information on the sign company and ask that they take on the sales of ad space and manage the entire program turnkey. Mr. Rye responded yes, he can do that. Director Gitlin stated that for this to be embraced and adopted there would need to be a policy of what will be advertised. Mr. Rye reported he will bring an update when the Board meets back up in April.

8. UPDATE ON SCHEDULE AND APPROACH FOR 2018-19 TRANSIT DEVELOPMENT PLAN

Discussion was held regarding update on schedule and approach for 2018-19 Transit Development Plan. Joseph Rye reported Market research on the survey done by Mr. Shapiro was to provide us with what the riders would like us to do. That information goes into the planning cycle. The Del Norte Local Transportation Commission programmed the funding for both the Market Research (all in FY 2017-18) and the actual Transit Development Plan/Short Range Transit Plan (mostly in FY 2018-19) to enable RCTA to obtain consultant planning services to update the TDP/SRTP. \$12,500 was programmed for this fiscal year and the remaining \$40,000 programmed for next fiscal year. Mr. Rye presented the schedule for the Transit

Development Plan. With Board permission he can get started on releasing the RFP and hopefully award to contract at the May meeting.

9. ADOPT RESOLUTIONS 2017-18-07 AND 2017-18-08 AUTHORIZING APPLICATION TO CALTRANS FOR RCTA'S FY 2017-18 ALLOCATION OF LCTOP FUNDS & DESIGNATING AN AUTHORIZED AGENT AND APPROVING CERTIFICATIONS & ASSURANCES.

Discussion was held regarding Resolution 2017-18-07 and Resolution 2017-18-08. Joseph Rye reported this is the third year of funding for this funding source. This year we are using the funding to expand the student bus pass program for all students to ride for free.

On a motion by Director Gitlin, seconded by Director Short, and unanimously carried on a polled vote the Redwood Coast Transit Authority Board of Directors approved Resolutions 2017-18-07 and 2017-18-08, authorizing application to CALTRANS for RCTA'S FY 2017-18 allocation of LCTOP funds & designating and authorized agent and approving certifications & assurances.

10. GENERAL MANAGER VERBAL REPORT

Joseph Rye reported the concrete pad is in place for the new bus stop in front of Safeway. The City assured Mr. Rye they will complete the project and the manager of Safeway stated they were going to put in a cart corral in one of the two parking spaces behind the shelter.

11. FIRST TRANSIT (OPERATIONS) VERBAL REPORT

Chuck Clarkson reported operations are running smoothly, there is one bus down, and one of the shelters are damaged on Harding, but they are in the process of fixing it. Mr. Clarkson is continuing the training in San Jose every Friday and they have updated the data tracking system with a spreadsheet. Mr. Clarkson stated they will take the report from Mr. Shapiro and see what they can do to improve service.

12. ANNOUNCEMENTS

The following Directors commented on the following: None

13. ADJOURN

Redwood Coast Board of Directors adjourned the meeting at 5:24 p.m. The next regular scheduled meeting is on April 18, 2018 at 3:30 p.m. at the Redwood Coast Transit Yard.

Joseph Rye, General Manager
Redwood Coast Transit Authority/TMTP Consulting