

**MINUTES  
REDWOOD COAST TRANSIT AUTHORITY  
WEDNESDAY, OCTOBER 17, 2018**

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**PRESENT: HEIDI KIME (CHAIR), LORI COWEN (VICE CHAIR), ROGER GITLIN, DARRIN SHORT, VIDETTE ROBERTS**

**ABSENT: NONE**

**ALSO PRESENT: JOSEPH RYE, CHUCK CLARKSON, NICOLE BURSHEM**

**1. CALL MEETING TO ORDER. ROLL CALL**

Vice Chair Cowen called the meeting to order at 3:30 p.m. Nicole Burshem took roll.

**2. PLEDGE OF ALLEGIANCE**

Vice Chair Cowen led the Pledge of Allegiance.

**3. APPROVE THE MINUTES OF AUGUST 15, 2018**

On a motion by Director Short, seconded by Director Gitlin, and unanimously carried on a polled vote the Redwood Coast Transit Authority Board of Directors approved the minutes of August 15, 2018, as presented.

**4. PUBLIC COMMENT**

The following person(s) address the Board: None

**5. CONSENT AGENDA**

**5A. ADOPT RESOLUTION 2018-19-04 DECLARING FIVE RCTA RETIRED BUSES AS SUPRLUS AND AUTHORIZING THE GENERAL MANAGER TO DISPOSE OF THE VEHICLES AND DEPOSIT PROCEEDS INTO RCTA REVENUE ACCOUNT.**

On a motion by Director Short, seconded by Director Gitlin, and unanimously carried on a polled vote the Redwood Coast Transit Authority adopted Resolution 2018-19-04 declaring five RCTA retired buses as surplus and authorizing the General Manager to dispose of the vehicles and deposit proceeds into RCTA revenue account.

**6. ACCEPT 2018 RCTA TRANSIT ASSET MANAGEMENT (TAM) PLAN & AUTHORIZE GENERAL MANAGER TO SUBMIT**

Mr. Rye reported on RCTA Transit Asset Management Plan. This new unfunded mandate from the Federal Transit Administration (FTA) is based on a deficiency in capital funding nationwide and requires RCTA and all transit agencies to assess its assets so that FTA will be able to gauge its ability to fund replacement assets. FTA has adopted new standards for vehicle life cycles that are unrealistic, especially in RCTA's harsh operating environment. Mr. Rye reported RCTA is going back to the old FTA standards for the bus life cycles. The ultimate hope for public transit in the USA is that FTA sees this and increases capital funding nationwide. RCTA took a look at its operating facility and passenger shelters and found there will still need to be some investment into those. RCTA also took a look at its overall fleet size and staff feels RCTA can eventually drop down to 12 buses (13 today). The TAM Plan for this was submitted on October 1, 2018. Director Gitlin asked if there was a miles component. Mr. Rye responded mileage is not considered in this plan, but it's a factor in real life. Director Gitlin asked if there is a longer useful life for diesel vehicles. Mr. Rye responded yes, in real life there is, but for the TAM Plan they are not differentiated.

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 2018 RCTA Transit Asset Management (TAM) Plan and authorized the General Manager to submit the plan.

**7. DISCUSSION OF FY 2017-18 ANNUAL RCTA SERVICE PERFORMANCE DATA.**

Mr. Rye reported on FY 2017-18 Annual RCTA Service Performance Data. This is the first look at the ridership data. In December Mr. Rye will provide a more traditional look at the data via the historic Annual Report format. Mr. Rye reported there is a lot of negatives in a three-year span. Dial-A-Ride has dropped in ridership by 44% and wheel chair use has dropped 83%. Madame Chair Kime asked if outreach has been done and if RCTA knew why there has been drops in ridership. Mr. Rye responded yes, there was outreach just last year, and no, we don't know why overall ridership keeps dropping. Mr. Rye reported Route 1 is down 18% in ridership, 19% in revenue and 1.2% in productivity. Route 2 is down 20% in ridership and 4% in revenue. Route 3 is down 14% in ridership and is up 8% in productivity. Route 20 and Route 199 has an increase by 28%. Route 20 has a drop of 33% in ridership and 20% drop in productivity. Madame Chair Kime asked if the riders know about the changes. Mr. Rye responded there is no money or time for marketing under the current part-time, cost-controlled managerial arrangement.

**8. APPROVE AMENDMENT #1 TO RCTA SHORT RANGE TRANSIT PLAN (SRTP) CONSULTANT AGREEMENT WITH RONNY KRAFT CONSULTING IN THE AMOUNT OF \$5712 TO EXPAND SCOPE OF SRTP WORK TO INCLUDE CONSOLIDATED TRANSPORTATION SERVICES AGENCY (CTSA) PLANNING AND PROGRAM DEVELOPMENT CHAPTER.**

Mr. Rye reported on Amendment #1 to scope and Budget for the RCTA Short Range Transit Plan (SRTP) consulting work. At the suggestion of the DNLTC, this item is being brought to the Board to see if they would like to include the CTSA planning and program development into the SRTP scope of work with Ronny Kraft Consulting, rather than have TMTP/Herron expand their scope of work to perform the research themselves.

On a motion by Director Short, seconded Director Gitlin, and unanimously carried on a polled vote the Redwood Coast Transit Authority Board of Directors approved Amendment #1 to RCTA SRTP consultant agreement with Ronny Kraft Consulting in the amount of \$5712 to expand scope of SRTP work to include CTSA planning and program development chapter.

**9. DISCUSS FUNDING INCREASES FROM SB-1 TO RCTA AND IMPACTS THAT RCTA WILL ENDURE IF PROP 6 PASSES IN NOVEMBER REPEALING SB-1.**

Mr. Rye reported on impacts that RCTA will endure if Prop 6 passes. If Prop 6 does pass RCTA would have to undertake another painful round of cuts and public outreach. RCTA would lose over \$100,000 a year in operating funding and \$30,000 a year in capital funds. Service cuts could be as follows: Route 199 to Gasquet could be eliminated or reduced to less than 5 days per week; Route 20 service to Arcata/Smith River would be reduced by one daily round trip in each direction, most likely eliminating the new mid-day trip to Arcata; and Local Routes would be reduced by one hour/eliminate Saturday service/or shorten span further. In all RCTA will lose \$130,000 per year operating and capital funding. Madame Chair Kime thanked Mr. Rye for the information.

**10. SHORT RANGE TRANSIT PLAN WORKSHOP/PRESENTATION – TRANSIT TECHNOLOGY CURRENTLY OR SOON TO BE IMPLEMENTED AT RCTA AND POTENTIAL FUTURE TRANSIT TECHNOLOGY PROJETS THAT RCTA MAY PURSUE.**

Mr. Rye provided this Short Range Transit Plan (SRTP) workshop/presentation. One of the top tier projects, as selected by the Board back in August, was to integrate more technology into RCTA. Some of this addition of new technology is/has already occurred. Mr. Rye reported out on the programs that have been implemented, including new Dial-a-Ride (DAR) scheduling software and tablet computers in the DAR buses. Madame Chair Kime asked if the bus stops have static or electronic route information. Mr. Rye responded no, they do not. Director Gitlin exited the meeting at 4:21 p.m. Vice Chair Cowen stated she would like to see all kinds of technology implemented. Madame Chair Kime asked if any funds have been generated to date by the new advertising revenue program? Mr. Rye responded this has been in place, but no adds have been put on the buses just yet. Madame Chair Kime asked what single technology item will make RCTA better? Mr. Rye responded that a software system that features a Customer Facing App would be best to attract ridership. This would show riders waiting for the bus exactly where it is and how many minutes until it arrives at their location. Madame Chair Kime asked who maintains the bus stops today. Mr. Rye responded that First Transit is responsible for the maintaining

of equipment after its installed at a bus stop, but that it falls on him (TMTP/Herron, the part-time RCTA managers) to get bus stop projects procured and installed. Vice Chair Cowen asked in regard to the stop out front of the Flynn Center. Mr. Rye responded there is no bus route actually using that stop and that it would be great to move it to a new location that has active RCTA bus service. Director Short stated he would like to see on-board WiFi and Mobile Ticketing deployed. Madame Chair Kime agreed on board WiFi is a must. Mr. Rye responded he will work on getting quotes for mobile wi-fi and Mobile Ticketing and report back to the Board as soon as possible.

#### **11. GENERAL MANAGER VERBAL REPORT**

##### **TMTP CONTRACT/BUDGET ADHERENCE – YEAR TO DATE STATUS, LIMITATIONS, UPCOMING EXTENSION DISCUSSIONS**

Mr. Rye reported we have not started talking with Autumn as far as the contract extension.

##### **NEXT RCTA BUS ORDER – PURCHASE ORDER FOR TWO LOW-FLOOR BUS ON TRACT FOR NEXT MEETING**

Mr. Rye reported there is a bus order for not only one, but two buses upcoming.

#### **12. FIRST TRANSIT (OPERATIONS) VERBAL REPORT**

Chuck Clarkson reported Mark Elias has taken Don Swain's position as Regional Vice President. Marketing efforts were intense at College of the Redwoods for the first two weeks of school in August and Fernando spent a lot of time talking with the CRC students at a table staffed in the lobby. Fernando is getting TSI Training to be a fully certified Transit Trainer. RCTA is currently fully staffed. Two buses are broken down right now, we are hoping to have one to be up and running by the end of the day. RCTA also has new uniforms for the drivers, which are green with the RCT logo.

#### **13. ANNOUCEMENTS**

The following Directors reported the following: Director Short announced this will be his last meeting and he will not be running for re-election. He was thanked for his service.

#### **14. ADJOURN**

Redwood Coast Board of Directors adjourned the meeting at 4:47 p.m. The next regular scheduled meeting is on December 19, 2018 at 3:30 p.m. at the Board of Supervisors Room.

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