

**RCTA Minutes**  
**BOARD MEETING AND STRATEGIC PLANNING WORKSHOP AGENDA**  
**REDWOOD COAST TRANSIT AUTHORITY**  
**WEDNESDAY, APRIL 18, 2018 AT 3:30 P.M.**

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

**ABSENT:**

**OTHERS PRESENT:** JOSEPH RYE, DAN HERRON, NICOLE BURSHEM, BILL LONSDALE, CHUCK CLARKSON

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

Madame Chair Kime called the meeting to order at 3:31 p.m.

**2. PLEDGE OF ALLEGIANCE**

Director Short led the Pledge of Allegiance.

The Board of Directors and members of the public took a tour of the facility to get an update on the changes over the past year.

**3. APPROVE THE MINUTES OF FEBRUARY 21, 2018**

On a motion by Director Gitlin, seconded by Director Short, and unanimously carried the Redwood Coast Transit Authority Board of Directors approved the minutes of February 21, 2018, as presented.

**4. PUBLIC COMMENT**

Bill Lonsdale stated he was very pleased that Redwood Coast Transit honored the pledge to keep picking up people in front of Safeway until the new shelter is built. Mr. Lonsdale was pleased to see the SRTP RFP to incorporate changes and opportunities to the routes. Mr. Lonsdale was a little curious as to why it is in there to update the JPA. Mr. Rye clarified that that is a typo and will be removed before release to industry.

**5. CONSENT AGENDA**

**5A. APPROVE RELEASE OF REQUEST FOR PROPOSALS FOR PLANNING ASSISTANCE FOR SHORT RANGE TRANSIT PLAN PROJECT.**

Discussion was held regarding the Short-Range Transit Plan Project. Director Smith asked if it was standard to bid on a contract like this and whether enough time is being allotted to receive bids. Mr. Rye responded yes that there is enough time, but another week would help. Mr. Rye suggested meeting on the fourth Wednesday of May in order to give this process a bit more time.

On a motion by Director Smith, seconded by Director Gitlin, and unanimously carried the Redwood Coast Transit Authority approved the release of request for proposals for planning assistance for short range transit plan project.

## **6. BOARD STRATEGIC PLANNING WORKSHOP – DISCUSSION TOPICS**

**FY 2017-18 BUDGET** – Dan Herron reported RCTA is slightly under budget as is projected to do so to the end of the Fiscal Year. The largest element of the budget is the operations and maintenance which is coming in at budget. The administration contract is projected to go over budget. Mr. Herron reported fuel is coming far under budget which will provide a buffer for the overall operations budget. Madame Chair Kime asked if the cost of fuel could be offset with the maintenance if needed be. Mr. Herron responded that is the plan. Mr. Herron reported Funding Projections are higher on TDA and STA but remain low like last Fiscal Year. Mr. Herron reported out on ways of condensing the budget to show fewer categories and a graph that showed what the budget compares to the projected amounts.

**RCTA ADMINISTRATION CONTRACT** – Mr. Herron reported more work needs to be done now than was shown in the RFP for the contract. The meetings have increased and causes the budget problems. Secretarial time was not mentioned in the 2016 RFP but was then put into the contract and thus reduces the amount of hours that can be worked on other RCTA business. Mr. Herron suggested that secretarial should be a separate line item or add an additional \$2-\$3,000 per year to the managerial contract. Service changes and monitoring has consumed significant time and money, as it normally does. Mr. Herron reported more time for grant seeking is needed so that administration can manage 14 grants that they have now. More hours are needed to maintain the quality of the company. Director Gitlin asked what the time frame for the grants is. Mr. Herron responded a lot of the grants takes 8 hours plus follow-up. Mr. Rye reported it takes about 20% of the workload to manage the grants. Director Gitlin asked if they expect that to go up. Mr. Herron responded no we have reached our max for now. Mr. Herron presented the summary of administrative activities. Director Short asked if the meeting load could be reduced. Mr. Rye responded if we stay within the schedule we have we can come back in May and be ok. Mr. Smith asked if some meetings could be done telephonically. Mr. Rye responded yes, we could do teleconferencing. Bill Lonsdale commented that video conferencing the Board meeting risks issues with details getting lost. If there is a teleconference it will need to be held in a public access location. Director Gitlin asked how many hours will be required to operate RCTA. Director Cowen would like Mr. Rye to come back with a proposal where he is at now and where he needs to be. Mr. Herron and Mr. Rye responded they will bring in a proposal to the next meeting.

**ADVERTISING REVENUE PROGRAM** – Mr. Rye reported he shopped around to see which advertising company would be interested and only received one entity to want to. It is a local sign company, but they do not want to go through the bidding process. Facing no interest in the old RFP model we came up with two options. Option 1 is to release a RFP seeking sales/admin contract at commission rate that includes TMTP being able to bid. Option 2 is to expand current Herron/TMTP contract to include money/hours for next year. Director Gitlin is in support of incentivizing this to get the rates low and support of Mr. Rye doing the outreach. Director Cowen asked could there be advertising inside the

buses as well. Mr. Rye responded they could investigate that. Director Short suggested to bring this back to the next meeting to discuss how much time would be needed to put into sells. Mr. Rye responded he will do that.

**PRIORITIZING OF FINDINGS FROM 2018 MARKET RESEARCH STUDIES** – Mr. Rye presented the market research study done last fall. Mr. Rye reported out on bus stop improvements, safety issues, college of redwoods student's potential growth, train operations on customer service, improvement services of frequencies and reliability. Mr. Rye presented what staff thinks are the top priorities to work on. Director Cowen asked if there was a timeframe of when the grant needs to be used. Mr. Herron responded it will need to be done over the span of four years. Director Cowen suggested ridership program should be for half priced fares instead of free. Director Gitlin disagrees because we want to get people on the bus and get them into a habit. Mr. Rye responded that ultimately what we want to do is have students pass a fee measure to replace the LCTOP grant as the funding source to backfill the "Free" rides. Director Smith asked if there is a drastic change to accommodate the routes stopping at CR campus. Mr. Rye responded no, just like 4-5 minutes in each direction. Mr. Lonsdale asked what that will do for the departure at the cultural center. The simple system map now is easy to use.

**RCTA PLANNING AND POTENTIAL 2018 SUMMER SERVICE CHANGES** – Mr. Rye reported on the update of the Short Range Transit Plan that is a guided document for the next 4 years. Ridership is down by 19.8% since 2013 and we would like to release a RFP to award a consultant to help with the plan. Mr. Rye reported RCTA would like to change the late-night route to Arcata to go no further south than Klamath and add a mid-day route to Arcata. Director Gitlin asked does this mess up the connection with Grey Hound. Mr. Rye responded yes on the 11pm bus, and that he will contact Greyhound and see what they say. We would like to use the current late morning trip from Smith River to Crescent City to extend to Arcata.

**RCTA DIAL-A-RIDE STATUS AND POTENTIAL DESIGNATION AS CTSA** – Mr. Rye reported RCTA is ADA compliant and recommends the Board give him the go ahead to accept the designation as CTSA. The Redwood Coast Transit Authority Board gave conceptual approval for Mr. Rye to go ahead and accept designation.

**RCTA VISION (CAPITAL) PROJECTS** – Mr. Rye presented the visionary projects to discuss such as bus stop improvements, electric buses, further investment in maintenance and operations centers, improvements at Cultural Center transfer hub, and technology integration. Mr. Rye asked the board for their input. Director Cowen asked if the technology is for the data collection and management and asked for a proposal and ideas of what can be done. Director Short asked what the modification or relocation in the cultural transfer hub is. Mr. Rye responded the city wants it there and relocation would be the nuclear button. The mobile kiosk would be something to put down there during the day. Director Cowen thought the riders didn't feel safe at the cultural center and would like to see it made safer for them. Director Gitlin asked about the connection with the park service. Mr. Rye responded they are happy to hear the Friends of the Redwoods League are going to help the parks service do a transportation service of Stout Grove.

**7. FIRST TRANSIT (OPERATIONS) VERBAL REPORT**

There was nothing to report out currently

**8. ANNOUNCEMENTS**

There were no announcements

**9. ADJOURN**

Redwood Coast Board of Directors adjourned the meeting at 5:30 p.m. The next regular scheduled meeting is on May 23, 2018 at 3:30 p.m. at the Board of Supervisors room.

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