

**MINUTES  
REDWOOD COAST TRANSIT AUTHORITY  
WEDNESDAY, MAY 23, 2018 AT 3:30 P.M.**

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

**ABSENT:**

**ALSO PRESENT:** JOSEPH RYE, KEVIN RUCKER, NICOLE BURSHAM, BILL LONSDALE, FERNANDO HERNANDEZ, RORY JOHNSON

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

Madame Chair Kime called the meeting to order at 3:30 p.m. and Nicole Bursham took roll.

**2. PLEDGE OF ALLEGIANCE**

Madame Chair Kime led the Pledge of Allegiance

**3. APPROVE THE MINUTES OF APRIL 18, 2018**

On a motion by Director Cowen, seconded by Director Short, and unanimously carried on a polled vote the Redwood Coast Transit Authority Board of Directors approved the minutes of April 18, 2018.

**4. PUBLIC COMMENT**

The following person(s) addressed the following: None

**5. CONSENT AGENDA**

**5A. ADOPT RESOLUTION 2017-18-09 APPROVING A 3-YEAR CONTRACT WITH RJ RICCIARDI FOR RCTA AUDIT SERVICES**

Discussion was held regarding Resolution 2017-18-09. PULL VOTE ON SEPARATELY. On a motion by Director Smith, seconded by Director Gitlin, and unanimously carried on a polled vote the Redwood Coast Transit Authority Board of Directors approved Resolution 2017-18-09 approving a 3-year contract with RJ Ricciardi for RCTA Audit Services.

**5B. ADOPT RESOLUTION 2017-18-10 APPROVING AMENDMENT #1 TO ADOPTED FISCAL YEAR 2017-18 RCTA BUDGET ADDING FUNDING AND EXPENDITURE BUDGET FOR MARKET RESEARCH AND SHORT-RANGE TRANSIT PLAN PROJECTS.**

**5C. ADOPT RESOLUTION 2017-18-11 AUTHORIZING THE APPLICATION FOR AND ACCEPTANCE OF FISCAL YEAR 2018-19 FEDERAL TRANSIT ADMINISTRATION (FTA) SECTION 5311 (F) FUNDING.**

On a motion by Director Short, seconded by Director Cowen, and unanimously carried on a polled vote the Redwood Coast Transit Authority Board of Directors approved the consent agenda items 5B and 5C, as presented.

**6. AWARD 2018-19 SHORT RANGE TRANSIT PLAN/TRANSIT DEVELOPMENT PLAN CONSULTANT SERVICES CONTRACT TO RONNY KRAFT CONSULTING/MOBILITY PLANNERS LLC IN AN AMOUNT NOT-TO-EXCEED \$52,000.**

Discussion was held regarding the 2018-19 Short Range Transit Plan/Transit Development Plan. Mr. Rye reported there were three proposals received in response to the RFP, and all three were scored by a panel including County Planning and DNLTC staff. Ronny Kraft scored the highest of all of them. Madame Chair Kime asked what everyone liked most about Mr. Kraft. Mr. Rye responded they liked how she put more thought and homework into the RFP and a new set of eyes would be a good thing (the second highest scoring proposal was from LSC, who did the last RCTA SRTP).

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 awarded consultant services to Ronny Kraft Consulting/Mobility Planners LLC in an amount not to exceed \$52,000 for the 2018-19 Short Range Transit Plan/Development Plan.

**7. PRESENTATION ON OPTIONS TO EXPAND SCOPE AND BUDGET FOR RCTA'S TRANSIT GENERAL MANAGEMENT CONTRACT**

Discussion was held regarding expanding the scope and budget for RCTA's Transit General Management Contract. After discussion the item was tabled until the next meeting. Autumn Luna stated that she was part of writing the original RFP and contract and felt she could lend a hand. Director Cowen asked Mr. Rye if he wants to increase the contract now. Mr. Rye responded yes that is correct. Director Cowen asked why they would need a 56% increase. Mr. Rye responded two years into the contract they got more experience as to what the transit system needs and realized that there was more work to be done than anticipated. Director Cowen stated she was just trying to understand what the increase was for and if the scope of work was more than bid on. Director Kime read from the contract and it states in there that all duties are covered. Director Cowen stated she is not comfortable increasing the contract by 56%, but if the meetings need to be reduced to 6 a year then she is comfortable with that. Director Short asked what grants Mr. Rye has gotten. Mr. Rye responded we have been successful in getting the same amount as previous years plus a few more. Director Gitlin asked what the impact on the budget is. Mr. Rye responded option one would be a more conservative increase and option two (larger increase), if things continue to go well on the funding side, would be sustainable as well. The item was tabled.

**8. UPDATE ON ADVERTISING REVENUE PROGRAM – DISCUSSION OF NEXT STEPS.**

Discussion was held regarding an update on the development of the Advertising Revenue Program. Mr. Rye reported there is a sign maker on board for a model of the advertisement. RCTA now needs an entity to take over the sales and administration duties. Director Gitlin asked if there are any marketeers that want to take care of

advertising. Mr. Rye responded no. Director Smith asked if there was money in the budget for the General Manager to do the daily duties. Mr. Rye responded yes there is, especially when considering that the ad revenue program will bring new, additional funds to RCTA that do not exist today. Madame Chair Kime asked how many signs will be on each bus. Mr. Rye responded three, one on the back (tails) and one on each side (sides). Director Cowen asked what the pricing is. Mr. Rye responded there needs to be a policy in place before we can figure out pricing. Director Cowen asked how much a 18x48 sign. Mr. Rye responded it's about \$100 a piece to produce and install. Director Cowen suggested instead of accepting 3-month contracts we should strive for 6-months or a yearlong contracts. Madame Chair Kime asked if there will be "Your Add Here" signs on the buses. Mr. Rye responded we could reduce cost just by doing it on the back of the bus. Director Short suggested placing them on every spot to show where the advertisements can be placed. Madame Chair Kime announced the Board of Directors are in favor of asking Mr. Rye to move forward with this project.

On a motion by Director Cowen, seconded by Director Smith, and unanimously carried on a polled vote the Redwood Coast Board of Directors approved to move forward with advertisement and to have "Your Add Here" signs in all spots and approval of expanding the scope and reimburseable costs of the existing RCTA General Manager contract with TMTP/Herron by an amount not-to-exceed \$10,000 per year billed at the regular hourly RCTA contract billing rate of TMTP/Herron.

Rory Johnson stated he understands a one-year contract but would be more interested in a lower lease due to the fact their information changes a lot. Director Cowen responded what if there was a clause in the contract that offered you a one-year contract with opportunities to change signs. Mr. Johnson responded that would work for him.

**9. REVIEW AND APPROVE SUMMER 2018 SERVICE CHANGES: REALIGNMENT OF ROUTE 20 AND 199 TO PROVIDE DIRECT SERVICE TO COLLEGE OF THE REDWOODS AND RE-ALLOCATE LATE NIGHT ROUTE 20 TRIP TO A MID-DAY TRIP.**

Discussion was held regarding Summer 2018 Service Changes. Mr. Rye reported that RCTA has entered into a pattern of conducting annual service changes on July 1 of each year. Last year there was much more involvement due to the need to reduce service (revenue decreases), but this year RCTA can avoid service cuts, and the suggested changes are relatively minor in nature. The changes Mr. Rye suggested for this year would be affect by July 1<sup>st</sup>. The recent market research outreach discovered an issue with the regional buses not going directly to the college (College of the Redwoods, Crescent City Campus). Mr. Rye recommends to re-align Route 20 and 199 to provide direct service to the college. Both changes add about 7-8 minutes to the routes on their trips north of the Cultural Center. The costs are very low, a slight increase. This increase involves eliminating the poorly ridden late night Route 20 trip to Arcata and relocate that trip to the midday. This also addresses concerns uncovered during the market research outreach, that riders don't like having to stay in Arcata/Eureka all day and

desired to be able to make “half-day” trips for medical and school. RCTA has been efforting to communicate these proposed changes to Greyhound in emails and hopes to keep its Greyhound Interline project even without the late evening interline. Mr. Rye suggests doing all this to be affective by July 1. Madame Chair Kime asked Mr. Rye to email the board with Greyhounds response to the emails. Director Smith asked if there is anything obligating us to Grey Hound. Mr. Rye responded there is nothing that says we have to have a certain amount of trips, and that he is unaware of the motives behind the original push to be an interline partner, but the ridership has been very modest.

Rory Johnson commented he is here in support of this item. The grant that will supply free ridership for both CR and HSU students is exciting. For years the college has been trying to get this into motion. The college is also talking about sharing the burden of advertising the free rides program. Director Cowen is excited to get this going and asked how the passes will be generated. Mr. Rye responded they are going to use their ID cards to get the free ride. Madame Chair Kime asked where the bus pulls in at the college. Mr. Rye responded there is a second stop on the corner of Inyo and Small; also one is located in between the Highschool and the College.

On a motion by Director cowen, seconded by Director short, and unanimously carried on a polled vote the Redwood Coast Transit Authority Board of Directors approved Summer 2018 Service Changes: Realignment of Route 20 and 199 to Provide direct service to College of the Redwoods and Re-allocate late night Route 20 trip to a Mid-day trip.

**10. ADOPT RESOLUTION 2017-18-12 ACCEPTING DNLTC DESIGNATION AS COUNTY’S CTSA (CONSOLIDATED TRANSPORTATION SERVICES AGENCY) AND ADDITIONAL ANNUAL FUNDING ALLOCATION – DISCUSS PROJECT(S) & FUNDS.**

Discussion was held regarding Resolution 2017-18-12. Mr. Rye reported CTSA designation is directed to a transportation entity within a county that provides or coordinates transportation services for the elderly and disabled. The CTSA designation can include up to 5% of a County’s TDA funding (about \$25-30k/year in Del Norte), but DNLTC has only pledged an initial allocation of \$10k for FY 2018-19 to start the program. There is an array of potential projects that could be pursued to help with transportation and some may even bring in some money. The money is the TDA money used by RCTA for operations (based on sales tax) and right now RCTA receives whatever is not taken “off the top” for the CTSA, so in a way it really is not additional money. However, if another entity in the County is designated as CTSA, then that is money lost to RCTA, so this designation will protect this (up to 5% annual TDA funds) funding for RCTA. Mr. Rye reported with that next meeting he will bring back more information on how RCTA might approach being the CTSA and what to do with the money.

On a motion by Director Cowen, seconded by Director Short, and unanimously carried on a polled vote Redwood Coast Transit Authority Board of Directors approved

Resolution 2017-18-12 accepting DNLTC designation as County's CTSA (Consolidated Transportation Services Agency) and additional annual funding Allocation.

**11. ADOPT RESOLUTION 2017-18-13 APPROVING FY 2018-19 TRANSPORTATION DEVELOPMENT ACT (TDA) CLAIM**

Discussion was held regarding Resolution 2017-18-13. Mr. Rye reported everything is looking better in general, driven by the State Transit Assistance (STA) fund basically doubled due to the passage of SB-1 in 2017.

On a motion by Director Short, seconded by Director Cowen, and unanimously carried on a polled vote Redwood Coast Transit Authority Board of Directors approved Resolution 2017-18-13 approving 2018-19 Transportation Development Act (TDA) Claim.

**12. PRESENTATION ON FISCAL YEAR 2018-19 RCTA BUDGET AND ADOPTION OF RESOLUTION 2017-18-14 APPROVING FISCAL YEAR 2018-19 RCTA BUDGET.**

Discussion was held regarding Fiscal Year 2018-19 Budget and Resolution 2017-18-14. Mr. Rye reported we are right on budget, even as farebox funds have decreased more than expected. The hoped for increase in ridership with the new, more value laden fare structure has yet to materialize but we are hoping there will be more rider increase in the future. RCTA spent down a chunk of its capital funding account when we bought the new buses, and the plan moving forward is to obtain grants for bus purchases so that our capital account funding is only used for a small percentage of each bus purchase, as local match. That will leave us a balance in the range of \$650,000 of PTMISEA funds for future capital purchases. Non bus replacement projects will slow down a bit in FY 2018-19 as many were delivered last fiscal year and the special CalOES Prop 1B funds for transit security are almost fully expended. The remaining CalOES project included in the FY 2018-19 Budget is \$18,800 for a new generator and fire safety improvements to the O&M Facility. The LCTOP program reflects carry over money and the next anticipated allocation for the Student Free Rides Program. Director Short asked if there were other priority projects that staff identified. Mr. Rye responded the fencing and doors are not up to current code. We also were talking about a possible pedestrian gate for evacuation.

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 Fiscal Year 2018-19 Budget and Resolution 2017-18-14 approving Fiscal Year 2018-19 RCTA Budget.

**13. GENERAL MANAGER VERBAL REPORT**

Discussion was held regarding general manager verbal report. Mr. Rye reported the red curb is in at the Safeway stop and the cart corral will be going in soon. That project is about done. There was a problem with the glass but the situation has been solved.

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

Discussion was held regarding First Transit Verbal Report. Kevin Rucker (interim First Transit Crescent City Project Manager) reported there was a new driver hired and they will complete training next week. There are no vehicles down long term with exception of the adopted bus. That bus should be up and going within the next 30 days.

**15. ANNOUNCEMENTS**

The following Directors addressed the following: None

**16. ADJOURN**

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

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Joseph Rye, General Manager  
Redwood Coast Transit/ TMTP Consulting