



MEETING NOTICE & AGENDA

DATE: Thursday, June 16, 2016

TIME: 4:00 P.M.

PLACE: Yuba County Board of Supervisors Chambers
Yuba County Government Center
915 8th Street
Marysville, California

I. Call to Order & Roll Call

Cleveland, Didball (Vice-Chair), Fletcher, Griego, Samayoa (Chair), Sullenger, Whiteaker and Whitmore

II. Public Business from the Floor

Members of the public may address the Authority on items of interest that are within the Authority's jurisdiction and are not on the agenda for this meeting. Public comment regarding agenda items will be permitted as each agenda item is considered by the Board.

III. Consent Calendar

All matters listed under Consent Calendar are considered to be routine and can be enacted in one motion. There will be no separate discussion of these items prior to the time the Board votes on the motion unless members of the Board, staff or public request specific items to be discussed or removed from the Consent Calendar for specific action.

- A. Minutes from the Meeting of May 19, 2016. (Attachment)
- B. Disbursement List for May 2016. (Attachment)
- C. Monthly Performance Report for May 2016 (Attachment)

IV. Reports

A. Transportation Development Act (TDA) Claim for FY 2016/2017. (Attachment)

RECOMMENDATION: Adopt Resolution No. 11-16 authorizing the submittal of Yuba-Sutter Transit's FY 2016/2017 TDA Claim as proposed or amended.

B. City of Fairfield Joint Procurement Memorandum of Understanding (MOU). (Attachment)

RECOMMENDATION: Authorize the execution of a joint procurement MOU with the City of Fairfield for the opportunity to purchase replacement commuter buses as proposed.

C. Marketing & Community Outreach Strategy Report. Review and discussion of planned and proposed marketing and community outreach activities for FY 2016/2017. (Attachment)

RECOMMENDATION: Direct staff as desired.

D. Project & Program Updates.

1. North Beale Transit Center Enhancement Project
2. Connect Card Electronic Fare Card System
3. Bogue Park & Ride Lot Video Surveillance Project
4. FY 2016 Low Carbon Transit Operations Program (LCTOP) Project Approval

V. Correspondence/Information

VI. Other Business

VII. Adjournment

**THE NEXT MEETING IS SCHEDULED FOR THURSDAY, JULY 21, 2016
AT 4:00 P.M. IN THE YUBA COUNTY BOARD OF SUPERVISORS CHAMBERS**

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If you need assistance to attend the Yuba-Sutter Transit Board Meeting, or if you require auxiliary aids or services, e.g., hearing aids or signing services to make a presentation to the Board, please contact the Yuba-Sutter Transit office at (530) 634-6880 or (TTY) 634-6889 at least 72 hours in advance so such aids or services can be arranged.

AGENDA ITEM III – A

**YUBA-SUTTER TRANSIT AUTHORITY
MEETING MINUTES
MAY 19, 2016**

I. Call to Order & Roll Call

Director Samayoa called the meeting to order at 4:00 p.m.

Present: Cleveland (4:16), Didbal (Vice-Chair), Griego (4:12), Samayoa (Chair), Sullenger, Whiteaker and Kitchen (for Whitmore)

Absent: Fletcher & Whitmore

II. Public Business from the Floor

None

III. Consent Calendar

Director Whiteaker made a motion to approve the consent calendar. Director Didbal seconded the motion and it carried unanimously.

IV. Reports

Off-Agenda Item: Yuba College Summer Shuttle Service

Martin announced that there was a need to consider the addition of an off agenda item. He stated that Yuba College approached staff yesterday to request the operation of a summer school shuttle service that would need to start June 13th prior to the next meeting date. Director Whiteaker made a motion to approve the addition to the agenda. Director Sullenger seconded the motion and it carried unanimously.

Martin noted that a hand-out on this subject had been provided to the Board prior to the meeting. Yuba College is asking for the operation of a summer shuttle service similar to what was provided in 2013. This service would be a six week limited stop, express service running Monday through Thursday between the main campus and the Sutter County campus. The operation would require a maximum of 115 vehicle service hours and Yuba College has committed to provide a direct contribution of \$5,000 to cover the estimated maximum direct cost of this service.

Martin introduced Mr. Karsten Stemmann, Dean of STEM and Outreach Centers of Yuba College, who stated that he was approached by the Yuba College President to find solutions on how students can access classes at both campuses which brought him to Yuba-Sutter Transit yesterday. He continued that Yuba College has allocated funds for this purpose and believes the shuttle will benefit the students by allowing them to use both campuses.

Director Didbal made a motion to authorize the operation of a special summer shuttle service as proposed. Director Whiteaker seconded the motion and it carried unanimously.

A. Draft Yuba-Sutter Transit Operating and Capital Budget for FY 2016/2017.

Martin stated that the draft budget has been slightly modified from the April version with operating expenses reduced by \$43,700. The capital budget is unchanged and both budgets are fully funded. Martin noted that the FY 2017 budget is about 3.3 percent higher compared to the FY 2016 budget due primarily to increased contract costs and a cautious guestimate for fuel expenses. Martin continued that staff is expecting some stabilization in ridership which would stabilize fare revenues and the budget also assumes a similar level of Federal funding for operations. He did note that one of the major issues is the future of State Transit Assistance (STA) funding which is now coming in 25 percent below expectations for FY 2016 and is now projected at 18 percent less than the FY 2016 budget for FY 2017. Martin also noted the other budget assumptions that were discussed at the April meeting.

Director Whiteaker made a motion to adopt Resolution No. 8-16 approving the FY 2016/2017 budget as proposed. Director Didbal seconded the motion and it carried unanimously.

B. Local Transportation Fund (LTF) Apportionment for FY 2016/2017.

Martin stated that based upon the approved budget, the annual LTF fund contribution from the member jurisdictions for FY 2017 will be \$2,491,500. He noted that this number is up 6.7 percent over FY 2016 due primarily to increased operating costs, reduced fare revenue and no increase in STA or Federal operating assistance compared to last year. Martin reviewed the two part funding formula process that is specified in the Joint Powers Agreement noting the LTF contribution table in the staff report.

Director Whiteaker made a motion to adopt Resolution No. 9-16 establishing the LTF contributions for each member jurisdiction for FY 2017 as proposed. Director Didbal seconded the motion and it carried unanimously.

C. Set a Public Hearing on Yuba-Sutter Transit's FY 2016/2017 Federal Funding Applications.

Martin noted that a public hearing is required to receive public comments on Yuba-Sutter Transit's Federal funding applications and that staff is recommending that it be set for 4:00 p.m. on Thursday, July 21, 2016.

Director Whiteaker made a motion to approve the staff recommendation and set the public hearing for 4:00 p.m. on Thursday, July 21, 2016. Director Griego seconded the motion and it carried unanimously.

D. FY 2015/2016 California Transit Security Grant Program Governing Body Resolution & Authorized Agent Designation.

Martin stated that the Board approved in December a request for funding under the State Proposition 1B transit security grant program which is administered under the California Office of Emergency Services. Staff has been notified that the project is eligible for funding and the Board is now being asked to submit a Resolution and an Authorized Agent Signature Authority form designating the Transit Manager to act on behalf of the Authority. Martin noted that the project details are outlined in the staff report and the Board has already reviewed this project.

Director Whiteaker made a motion to Adopt Resolution No. 10-16 and authorize the execution of the CalOES Authorized Agent Signature Authority form to complete the FY 2015-2016 CTSGP application process. Director Griego seconded the motion and it carried unanimously.

E. Third Quarter Performance Report.

Martin noted that the third quarter was much worse than the two previous quarters which is believed to be due to bad weather in January and March combined with the unusual alignment of all local school spring breaks being in March. Martin noted that Yuba-Sutter Transit has been experiencing a decline in ridership since May of last year and that staff will next month be bringing some marketing and promotional activity ideas to the Board to promote ridership.

F. Projects & Program Updates.

1. North Beale Transit Center Enhancement Project

Martin stated that site work started this week and should be complete this week. Staff is in the process of ordering the furnishings to complete this project.

2. Bogue Park & Ride Video Surveillance Project

Martin stated that the poles have been installed and that the equipment has been ordered. This project should be complete in June.

3. Pass & Ticket Sales Outlet Commissions

Martin noted that Raley's has not yet responded to the offer of a 2 percent commission on pass sales.

4. CalPERS Review

Martin noted that a close-out letter from the August 2014 review as been received.

V. Correspondence/Information

Director Griego mentioned that she had participated in a rally at the State Capital regarding the need for increased transportation funding in California.

VI. Other Business

None

VII. Adjournment

The meeting was adjourned at 4:24 p.m.

The next meeting of the Yuba-Sutter Transit Authority is scheduled for 4:00 p.m. on Thursday, June 16, 2016 in the Yuba County Board of Supervisors Chambers

**YUBA-SUTTER TRANSIT
DISBURSEMENT LIST
MONTH OF MAY 2016**

CHECK NO.	AMOUNT	VENDOR	PURPOSE
EFT	\$ 7,045.26	PERS HEALTH	HEALTH INSURANCE
EFT	\$ 1,432.63	PRINCIPAL MUTUAL LIFE INSURANCE	L/D/LTD INSURANCE
EFT	\$ 252.51	CALIFORNIA WATER SERVICE	WATER
EFT	\$ 37.94	CALIFORNIA WATER SERVICE	FIRE SUPPRESSION
EFT	\$ 53.28	PG&E	GAS
EFT	\$ 583.10	PG&E	ELECTRIC
EFT	\$ 2,417.77	PG&E	ELECTRIC BILL #2
EFT	\$ 140.47	ATT - SECURITY LINE	SECURITY LINE
EFT	\$ 70.00	AT&T - UVERSE	INTERNET APRIL
EFT	\$ 738.60	TELEPACIFIC COMMUNICATIONS	TELEPHONE
EFT	\$ 122.43	UTILITY MANAGEMENT SERVICES	SEWER
EFT	\$ 400.00	FRANCOTYP-POSTALIA, INC.	POSTAGE RESET
EFT	\$ 250.00	CALPERS 457 PLAN	EMPLOYER CONTRIBUTION
EFT	\$ 379.45	INTUIT	CHECKS
EFT	\$ 100.79	CARDMEMBER SERVICES	CREDIT CARD PAYMENT
EFT	\$ 114.54	ELAVON	MERCHANT SERVICE FEE - JAN
EFT	\$ 126.26	PRIMEPAY	PAYROLL FEE
EFT	\$ 29,285.59	PAYROLL	PAYROLL
15102	\$ 13,502.16	BOYETT PETROLEUM	BUS FUEL
15103	\$ 175.00	CALIFORNIA TRANSIT ASSOCIATION	SPRING LEGISLATIVE CONFERENCE
15104	\$ 1,438.90	CARDMEMBER SERVICES	CREDIT CARD PAYMENT
15105	\$ 50.00	DALE WHITMORE	BOARD MEETING 4/21
15106	\$ 12,569.72	HUNT & SON INC.	BUS FUEL
15107	\$ 50.00	JIM WHITEAKER	BOARD MEETING 4/21
15108	\$ 50.00	JOHN DUKES	BOARD MEETING 4/21
15109	\$ 50.00	MARYJANE GRIEGO	BOARD MEETING 4/21
15110	\$ 918.14	QU. EST	MAINTENANCE OF BUS STOPS/SHELTERS
15111	\$ 94.56	QUILL CORP	JANITORIAL SUPPLIES
15112	\$ 1,100.00	R.C. JANITORIAL SERVICE	JANITORIAL SERVICES
15113	\$ 50.00	RANDY FLETCHER	BOARD MEETING 4/21
15114	\$ 302.60	RICHALL ELECTRIC COMPANY	ELECTRICAL SERVICES
15115	\$ 50.00	RICKY A. SAMAYOA	BOARD MEETING 4/21
15116	\$ 50.00	RON SULLENGER	BOARD MEETING 4/21
15117	\$ 550.00	SACRAMENTO REGIONAL TRANSIT	APRIL BUS PASSES
15118	\$ 311.38	SCHWAAB, INC.	OFFICE SUPPLIES
15119	\$ 50.00	STANLEY CLEVELAND	BOARD MEETING 4/21
15120	\$ 223.96	STAPLES CREDIT PLAN	OFFICE SUPPLIES
15121	\$ 200.00	STATE WATER RESOURCES CONTROL BOARD	ANNUAL PERMIT FEE
15122	\$ 256.00	EMPLOYMENT DEVELOPMENT DEPT	OVERPAYMENT ON INV 9688
15123	\$ 31.76	AT&T	FIRE LINE
15124	\$ 155.72	ADVANCED DOCUMENT CONCEPTS	COPY MACHINE - APRIL
15125	\$ 5,332.00	AZCO SUPPLY, INC.	(3) POLES FOR BOGUE PARK & RIDE
15126	\$ 132.15	HANCOCK PETROLEUM ENGINEERING	REPAIR LEAKING HOSE
15127	\$ 26,713.38	HUNT & SON INC.	BUS FUEL
15128	\$ 57.76	ID CARD GROUP	ID CARDS
15129	\$ 50.00	JIM KITCHEN	BOARD MEETING 5/19
15130	\$ 50.00	JIM WHITEAKER	BOARD MEETING 5/19
15131	\$ 50.00	MARYJANE GRIEGO	BOARD MEETING 5/19
15132	\$ 50.00	PREET DIDBAL	BOARD MEETING 5/19
15133	\$ 83.81	QUILL CORP	JANITORIAL SUPPLIES
15133	\$ 143.33	QUILL CORP	OFFICE SUPPLIES
15134	\$ 24,441.00	RICHALL ELECTRIC COMPANY	ELECTRICAL WORK ON BOGUE PARK & RIDE
15135	\$ 50.00	RICKY A. SAMAYOA	BOARD MEETING 5/19
15136	\$ 50.00	RON SULLENGER	BOARD MEETING 5/19
15137	\$ 40.00	SHELBY'S PEST CONTROL	PEST CONTROL

15138	\$	10.00	SIMONE REED
15139	\$	50.00	STANLEY CLEVELAND
15140	\$	421.68	STANLEY SECURITY SOLUTIONS, INC.
15141	\$	381.63	U.S. BANK EQUIPMENT FINANCE
15142	\$	406,487.23	TRANSDEV SERVICES, INC.
	\$	540,374.49	

VISION REIMBURSEMENT
BOARD MEETING 5/19
SECURITY SERVICES
COPIER LEASE
CONTRACT SERVICES - FEBRUARY

**LAIF
TRANSFERS**

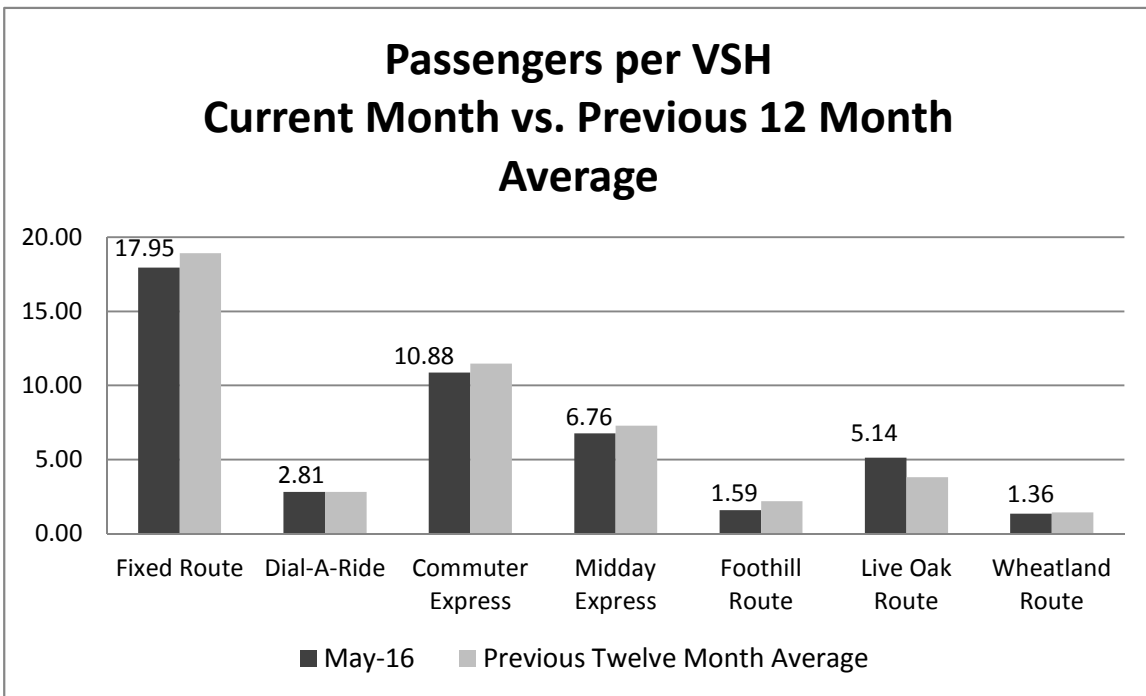
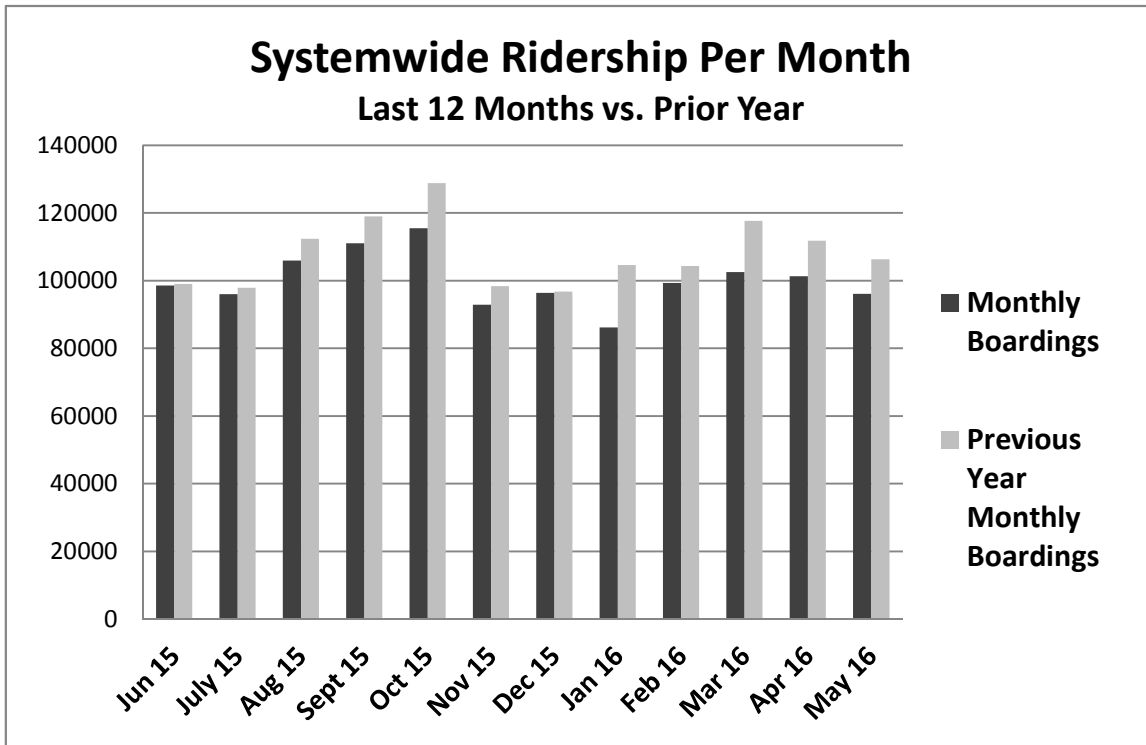
NO LAIF TRANSFERS

AGENDA ITEM III - C

MAY 2016 PERFORMANCE REPORT

Ridership:	May-16	Previous Twelve Month Average	Fiscal YTD	Previous Fiscal YTD
Fixed Route	78,282	82,436	900,217	987,548
Dial-A-Ride	5,608	5,881	64,435	64,072
Commuter Express	10,558	11,046	120,556	127,063
Midday Express	1,041	1,164	12,493	14,751
Foothill Route	137	185	1,975	2,377
Live Oak Route	403	261	3,153	1,853
Wheatland Route	65	50	587	379
Total Ridership:	96,094	101,022	1,103,416	1,198,043
Vehicle Service Hours:				
Fixed Route	4,361.70	4,356.41	47,912.47	47,060.32
Dial-A-Ride	1,995.55	2,077.23	22,751.03	22,672.33
Commuter Express	970.44	962.01	10,629.45	10,371.91
Midday Express	153.99	159.89	1,735.81	1,834.32
Foothill Route	86.27	84.59	934.67	931.34
Live Oak Route	78.42	68.55	814.80	465.27
Wheatland Route	47.72	34.45	408.69	279.66
Total VSH's:	7,694.09	7,743.12	85,186.92	83,615.15
Passengers Per Hour:				
Fixed Route	17.95	18.92	18.79	20.98
Dial-A-Ride	2.81	2.83	2.83	2.83
Commuter Express	10.88	11.48	11.34	12.25
Midday Express	6.76	7.28	7.20	8.04
Foothill Route	1.59	2.19	2.11	2.55
Live Oak Route	5.14	3.81	3.87	3.98
Wheatland Route	1.36	1.45	1.44	1.36
Total Passengers Per VSH:	12.49	13.05	12.95	14.33

MAY 2016 PERFORMANCE REPORT



AGENDA ITEM IV – A
STAFF REPORT

TRANSPORTATION DEVELOPMENT ACT (TDA) CLAIM FOR FY 2016/2017

The adopted Yuba-Sutter Transit budget for FY 2017 includes the use of \$2,491,500 in Local Transportation Fund (LTF) revenue and a maximum of \$760,000 in State Transit Assistance (STA) revenue. All of the LTF revenue and \$488,900 in STA revenue will be used for operating assistance. Another \$100,000 in STA revenues is also being claimed for current year capital purposes while the remaining amount will be retained for future operating or capital purposes. Both LTF and STA funds are made available for transit and transportation uses under the State Transportation Development Act (TDA). A claim for these funds can now be submitted to the Sacramento Area Council of Governments (SACOG) with the adoption of the attached authorizing resolution.

LTF revenue is a ¼ percent sales tax that is returned to the county of origin and distributed therein by relative population first to meet local transit needs after which the remainder is available for local streets and road maintenance. LTF funds can be used for both operating and capital purposes though Yuba-Sutter Transit has traditionally used them almost exclusively for operations. The annual allocation of LTF revenue is based on the amount required to balance the budget after all other revenues have been accounted for and the relative share of that amount is then apportioned to each of the four member jurisdictions based on the prescribed LTF funding formula from the Yuba-Sutter Transit Joint Powers Agreement. While the individual LTF apportionments vary significantly between the member jurisdictions, the total FY 2017 allocation of \$2,491,500 for Yuba-Sutter Transit represents 49.5 percent of the combined amount that is expected to be available from this funding source – up slightly from 46.3 percent in FY 2016.

Since FY 2012, STA revenue has been derived from a State tax on diesel fuel sales. STA funds that are apportioned to Yuba-Sutter Transit and the member jurisdictions are available only for public transportation purposes and they are claimed in their entirety by Yuba-Sutter Transit. These funds can be used for both capital and operating assistance though specific eligibility criteria must normally be met to use them for operations without restriction. Yuba-Sutter Transit has traditionally used STA as the primary local funding source for capital projects especially for any required local match for Federal grants.

Through a series of legislative changes from 2010 through 2015, all restrictions on the use of STA funds for operations were eliminated ultimately through FY 2016. Taking advantage of this new flexibility, most of the STA allocations from FY 2011 to FY 2015 were used to off-set LTF contributions from the member jurisdictions due to the sustained local funding crisis. This approach was specifically noted in each budget as one-time or year-to-year reductions as pending capital needs and reductions in State and Federal funding for capital purposes would soon force a reversal of this approach. While restrictions on the use of STA funds for operations were relaxed significantly in 2015, actual STA receipts have dropped dramatically in FY 2016 over the amount budgeted and this funding source is now projected at a similarly low level for FY 2017. The future use of STA funds for operations will always be an annual decision, but because diesel

consumption is subject to significant fluctuation from year to year staff will continue to be cautious regarding the allocation of these funds for operating purposes.

The \$488,900 in STA funding being budgeted for operating expenses includes a total of \$88,900 in STA funding from Live Oak (\$67,500) and Wheatland (\$21,400) for the operation of contract services provided by Yuba-Sutter Transit to these non-member jurisdictions. Since FY 2008, Yuba-Sutter Transit has been the direct claimant for STA funds that are apportioned for Live Oak and Wheatland pursuant to a Memorandum of Understanding with each of these non-member jurisdictions. Both of these jurisdictions are drawing from unused prior year STA revenues to cover the full cost of their service as the FY 2017 allocation of STA funds to Live Oak and Wheatland is now projected at just \$34,786 and \$13,003 respectively. It is important to note that the Wheatland balance is expected to be exhausted by the fourth quarter of FY 2017 while the Live Oak balance is expected to be similarly drained by the middle of FY 2018. Staff will be discussing these pending short-falls with each of these jurisdictions before bringing this issue back to the Board for direction at a future meeting.

Staff will be prepared to discuss the proposed TDA claim in more detail at the Board meeting.

RECOMMENDED: Adopt Resolution No. 11-16 authorizing the submittal of Yuba-Sutter Transit's FY 2016/2017 TDA claim as proposed or amended.

**YUBA-SUTTER TRANSIT AUTHORITY
RESOLUTION NO. 11-16**

**FISCAL YEAR 2016/2017
TRANSPORTATION DEVELOPMENT ACT (TDA) CLAIM AUTHORIZATION**

WHEREAS, The Sacramento Area Council of Governments (SACOG) has approved allocations of Local Transportation Development Act (TDA) revenues for the Local Transportation Fund (LTF) and State Transit Assistance (STA) programs for FY 2016/2017 for the Counties of Yuba and Sutter; the Cities of Marysville and Yuba City; and, the Yuba-Sutter Transit Authority; and,

WHEREAS, SACOG has designated Yuba-Sutter Transit as the Consolidated Transportation Services Agency (CTSA) for Yuba and Sutter Counties and the cities therein; and,

WHEREAS, Yuba-Sutter Transit has been designated by the Cities of Live Oak and Wheatland as the claimant for all State Transit Assistance (STA) funds available to these non-member jurisdictions; and,

WHEREAS, The Yuba-Sutter Transit Board of Directors has adopted a budget for FY 2016/2017 that includes a total of \$2,491,500 in Local Transportation Fund (LTF) and a maximum of \$760,000 in State Transit Assistance (STA) revenues with \$488,900 to be used for operating purposes (including \$34,786 for Live Oak and \$13,993 for Wheatland) with the remainder to be used for capital purposes; and,

WHEREAS, The Board of Directors, pursuant to the provisions of the Yuba-Sutter Transit Joint Powers Agreement, has adopted the annual apportionment of LTF contributions between the member jurisdictions for FY 2016/2017 in the following amounts: City of Marysville - \$158,246; City of Yuba City - \$1,469,330 County of Yuba - \$686,123 and, County of Sutter - \$177,801; and,

NOW, THEREFORE, BE IT RESOLVED that the Yuba-Sutter Transit Authority Board of Directors does hereby authorize the submittal to SACOG of a TDA claim for a maximum of \$2,491,500 in LTF revenue and \$759,069 in STA revenue for FY 2016/2017 by the following vote:

Ayes:

Noes:

THE FOREGOING RESOLUTION WAS DULY AND REGULARLY INTRODUCED, PASSED AND ADOPTED BY THE YUBA-SUTTER TRANSIT AUTHORITY AT A REGULAR MEETING HELD ON JUNE 16, 2016.

Ricky A. Samayoa, Chairman of the Board

ATTEST:

*Sandra Anderson
Secretary to the Board*

AGENDA ITEM IV – B
STAFF REPORT

**CITY OF FAIRFIELD JOINT PROCUREMENT
MEMORANDUM OF UNDERSTANDING (MOU)**

SUMMARY

On September 19, 2015, the Yuba-Sutter Transit Board of Directors authorized participation in a joint procurement process with the City of Fairfield for the purchase of seven replacement commuter buses. The El Dorado County Transit Authority has since joined the consortium and staff is now seeking Board approval of the attached three-party Memorandum of Understanding (MOU) to memorialize this process in compliance with Federal joint procurement requirements. All of the \$4,375,000 in funding that has been budgeted for this project has been secured and/or committed and staff is now working with the procurement partners on the vehicle specifications and procurement documents. While the solicitation process will be conducted by the City of Fairfield, the final purchase decision regarding the placement of an order, if any, for Yuba-Sutter Transit will always remain with the Board of Directors.

BACKGROUND

The replacement of Yuba-Sutter Transit’s seven oldest commuter buses (six 2006 models and one 2007 model) is scheduled for FY 2018. These medium-duty 35’ 41 passenger Blue Bird buses have not been manufactured since 2007 and they are no longer supported by any manufacturer making their current operation problematic so continued operation beyond their useful design life of 10 years or 350,000 miles would be extremely risky. Because no medium duty commuter buses have been available in the market since 2007, Yuba-Sutter Transit’s commuter bus replacement and expansion purchases in 2010 and 2012 were for a combined total of six high-floor, heavy-duty, high-capacity over-the-road buses.

The existing capital plan has identified and programmed the necessary funding from a variety of state and federal sources to replace the remaining seven commuter buses with buses similar to what Yuba-Sutter Transit purchased in both 2010 and 2012. Those buses were purchased through a joint procurement process that was conducted by the Yolo County Transportation District (Yolobus) and staff is now proposing a similar process for the next procurement. The current funding package for this purchase is shown below.

State Proposition 1B (PTMISEA) Funding	\$3,389,487
Federal Section 5311 Funding	526,573
Federal Section 5339 Funding	<u>458,940</u>
	\$4,375,000

The Fairfield process is expected to result in a five year contract for the purchase of a designated number of diesel commuter buses of a similar type and size to what Yuba-Sutter Transit now operates (40’ - 45’ in length with a seating capacity of up to 57 passengers). While Yuba-Sutter Transit has no plans to expand the commuter bus fleet beyond the current 13 units, the purchase

of seven larger replacement buses would expand the total seating capacity of this fleet by almost 18 percent (equal to two additional 57 passenger buses) which would still be able to accommodate a significant amount of ridership growth over the next five years.

Staff will be prepared at the meeting to discuss the specifics of this project in detail.

RECOMMENDATION: Authorize the execution of a joint procurement MOU with the City of Fairfield for the opportunity to purchase replacement commuter buses as proposed.

6-16

Memorandum of Understanding

Joint Bus Procurement

This Memorandum of Understanding (“MOU”) is entered into this _____ day of _____, 2016 by and between the City of Fairfield, a California municipal corporation, having an office at 1000 Webster Street, Fairfield, CA 94533, hereinafter referred to as “City”, Yuba-Sutter Transit, a Joint Powers Authority, having an office at 2100 B Street, Marysville, CA 95901, hereinafter referred to as “YST,” and El Dorado County Transit Authority, a Joint Powers Authority of the City of Placerville and the County of El Dorado, having an office at 6565 Commerce Way, Diamond Springs, CA 95619, hereinafter referred to as “TRANSIT”. City, YST, and TRANSIT are sometimes individually referred to herein as a “Party” and collectively as “Parties.”

In consideration of the mutual promises set forth in this MOU, the Parties agree as follows:

RECITALS

A. City operates Fairfield and Suisun Transit (FAST). City, YST and TRANSIT wish to cooperate to procure buses, which will provide transportation for residents of City and patrons of FAST, YST, and TRANSIT.

B. City, YST and TRANSIT wish to proceed now with the procurement process, with City undertaking the procurement process, and YST and TRANSIT having the ability to purchase buses through the City’s procurement.

ARTICLE 1 PROCUREMENT PROCESS

A. The Parties agree that City will undertake the procurement of the buses, on behalf of all three Parties. The procurement shall be conducted in compliance with applicable State and Federal law, including the regulations of the Federal Transit Administration.

B. For purposes of this MOU “procurement” includes all phases of planning for and soliciting the acquisition of buses. The acquisition of the buses will be by each Party, upon contract award to the selected vendor.

C. City shall provide YST and TRANSIT with a reasonable opportunity to request changes to and comment on the draft Request for Proposals and other procurement documents, and shall in good faith consider all requests and comments of YST and TRANSIT.

D. City shall provide YST and TRANSIT the opportunity to participate in the proposal review process, and in the determination of which vendor to recommend to City’s City Council for contract award.

E. The Parties agree that any contract with the selected vendor entered into by City shall enable City, YST and TRANSIT to purchase buses, at the specified price.

F. The Parties further agree that any contract with the selected vendor entered into by City shall authorize the activities of the QC Firm referenced in Article 2 of this MOU.

**ARTICLE 2
INSPECTIONS DURING MANUFACTURING PROCESS**

The Parties contemplate that City will engage a third party firm (“QC Firm”) experienced in quality control during the manufacture of buses to conduct inspections throughout the manufacturing process. The QC Firm will provide quality control services on behalf of the Parties, and bring any quality control issues that may arise to attention of the manufacturer and the Parties.

**ARTICLE 3
COSTS**

A. City shall pay all costs of the procurement process.

B. Notwithstanding paragraph A, the Parties will each pay a proportionate share of the cost of the QC Firm referenced in Article 2. These costs will be apportioned on a pro rata basis, according to the number of buses each Party has agreed to purchase. Prior to City entering into the contract with the QC Firm, the Parties shall agree on the method of payment to City for reimbursement of the cost of the QC firm, and memorialize that agreement in a letter agreement.

C. YST shall pay all costs incurred by YST, including all costs arising from the purchase of buses by YST. TRANSIT shall pay all costs incurred by TRANSIT, including all costs arising from the purchase of buses by TRANSIT.

**ARTICLE 4
INDEMNITY**

To the fullest extent permitted by law, YST, TRANSIT and City agree to save, indemnify, defend, and hold harmless each other (and their respective Council members, Board members, officers, officials, employees, and agents) from any and all liability, claims, suits, actions, arbitration proceedings, administrative proceedings, and regulatory proceedings, losses, expenses, or any injury or damage of any kind whatsoever, whether actual, alleged or threatened, attorney fees, court costs, and any other costs of any nature without restriction incurred in relation to, as a consequence of, or arising out of, the performance of this MOU, and attributable to the fault of the other. Following a determination of the percentage of fault and or liability by agreement between the Parties or a court of competent jurisdiction, the Party responsible for liability to the other will indemnify the other Parties to this MOU for the percentage of liability determined.

**ARTICLE 5
TERMINATION**

Any Party may withdraw from MOU upon 10 days written notice to the other Parties, and after payment of all sums due.

**ARTICLE 6
COMPLIANCE WITH APPLICABLE PROVISIONS OF LAW**

The Parties agree to comply with applicable provisions of California law, federal law and of any applicable local ordinance, which shall be considered a part of this MOU as though full set forth herein. Similarly, the Parties agree to comply with all requirements of the respective funding sources for this procurement.

**ARTICLE 7
GOVERNING LAW**

This MOU is entered into in and under the laws of the State of California and shall be interpreted in accordance therewith.

**ARTICLE 8
NOTICES**

Notices permitted or required under this MOU shall be given to the respective parties at the following address, or at such other address as the respective parties may provide in writing for this purpose:

YST:	Yuba-Sutter Transit 2100 B Street Marysville, CA 95901 Attn: Keith Martin, Transit Manager
CITY:	City of Fairfield 1000 Webster Street Fairfield, CA 94533 Attn: David White, City Manager
TRANSIT:	El Dorado County Transit Authority 6565 Commerce Way Diamond Springs, CA 95619 Attn: Mindy Jackson, Executive Director

Any notice or demand which may or must be given or made by either Party, under the terms of this MOU or any statute or ordinance, shall be in writing; and shall be deemed received on: (a) the day of delivery if delivered by hand (including overnight courier service) during receiving Party's regular business hours or by facsimile before or during receiving Party's regular business hours; or (b) on the second business day following deposit in the United States mail, postage prepaid, to the addresses set forth above, or to such other addresses as the Parties may, from time to time, designate in writing pursuant to the provisions of this Article, provided the sender obtains and retains records of such postings.

ARTICLE 9
GENERAL PROVISIONS

A. Cooperation; Further Acts

The Parties shall fully cooperate with one another, and shall take any additional acts or sign any additional documents as may be necessary, appropriate or convenient to attain the purposes of this MOU.

B. Successors and Assigns

This MOU shall be binding on the successors and assigns of the parties. Neither Party shall assign, hypothecate, or transfer, either directly or by operation of law, this MOU or any interest herein without the prior written consent of the other Party. Any attempt to do so shall be null and void, and any assignees, hypothecates or transferees shall acquire no right or interest by reason of such attempted assignment, hypothecation or transfer.

C. Construction; References; Captions

Since the Parties or their agents have participated fully in the preparation of this MOU, the language of this MOU shall be construed simply, according to its plain meaning, and not strictly for or against any Party. Any term referencing time, days or period for performance shall be deemed calendar days and not workdays. All references to YST, TRANSIT, or City include all officers, officials, personnel, employees, and agents of that Party, except as otherwise specified in this MOU. The captions of the various sections and paragraphs are for convenience and ease of reference only, and do not define, limit, augment, or describe the scope, content, or intent of this MOU.

D. Amendment; Modification

No supplement, modification, or amendment of this MOU shall be binding unless executed in writing and signed by all three Parties.

E. Waiver

No waiver of any default shall constitute a waiver of any other default or breach, whether of the same or other covenant or condition. No waiver, benefit, privilege, or service voluntarily given or performed by a Party shall give the other Party any contractual rights by custom, estoppel, or otherwise. The failure of either Party to enforce one or more of the terms or conditions of this MOU or to exercise any of its rights or privileges, or the waiver by either Party of any breach of such terms or conditions, shall not be construed as thereafter waiving any such terms, conditions, rights, or privileges, and the same shall continue and remain in force and effect as if no waiver had occurred.

F. No Third Party Beneficiaries

There are no intended third party beneficiaries of any right or obligation assumed by the Parties.

G. Invalidity; Severability

If any portion of this MOU is declared as invalid, illegal, or otherwise unenforceable by a court of competent jurisdiction, the remaining provisions shall continue in full force and effect.

H. Authority to Enter MOU

Each Party has all requisite power and City to conduct its business and to execute, deliver, and perform the MOU. Each Party warrants that the individuals who have signed this MOU have the legal power, right, and Authority to make this MOU and bind each respective Party.

I. Counterparts

This MOU may be signed in counterparts, each of which shall constitute an original.

J. Entire MOU

This MOU contains the entire MOU of the parties with respect to the subject matter hereof, and supersedes all prior negotiations, understandings or MOUs.

IN WITNESS WHEREOF, the Parties have executed this MOU as of the date first written above.

[signatures begin on next page]

City of Fairfield

Yuba-Sutter Transit

By: _____
David White
City Manager

By: _____
Keith Martin
Transit Manager

Approved as to Form:
Richards, Watson & Gershon

By: _____
Gregory W. Stepanicich
City Attorney

By: _____
Brant Bordsen
YST Legal Counsel

El Dorado Transit Authority

By: _____
Mindy Jackson
Executive Director

By: _____
Michael Tucker
TRANSIT Legal Counsel

AGENDA ITEM IV – C
STAFF REPORT

MARKETING AND COMMUNITY OUTREACH STRATEGY REPORT

BACKGROUND

Yuba-Sutter Transit has experienced tremendous growth over the last 25 years to become a vital component of the local service network, but further adjustments will be necessary for the agency to continue playing a role in the ongoing renaissance of the region. Yuba-Sutter Transit operates among the widest range of services at one of the lowest local cost of any small urban system in California. However, the mix, level and relative priority for these services must continually be evaluated in light of passenger demand, local funding and policy priorities. While the quarter century trend in ridership growth has stalled in Fiscal Year (FY) 2016, Yuba-Sutter Transit's ability to efficiently and effectively meet the anticipated demand while maintaining a high level of performance and customer service in the future will continue to be a concern.

The current Yuba-Sutter Short Range Transit Plan was adopted in May 2015 to guide the local operation and development of public transportation for Yuba and Sutter Counties through 2020 and beyond. The major service recommendations for consideration over the next five years include extended weekday and Saturday service hours; 20 minute service frequencies on Routes 1 and 3; and, annual increases in the number of Dial-A-Ride service hours provided. Capital recommendations included several fleet replacement and minor fleet expansion projects; enhanced and expanded passenger facilities and transit centers; and, several technology projects. While the plan does not include a specific recommendation for fare increases over the five year period, it does suggest that increases may be necessary (except on the Sacramento service) depending on a variety of factors. In addition, the recent progress of the long awaited Connect Card regional electronic fare payment project suggests that the related fare changes adopted in April 2014 will likely be implemented within FY 2017.

These issues among others present vital opportunities and potential challenges for Yuba-Sutter Transit in terms of marketing and communications with riders and stakeholders over the coming year. Generally defined, transit marketing is everything that a transit agency does to communicate with its riders, potential riders, and other important stakeholders within the community it serves. Unlike consumer products, which are strictly focused on sales, transit marketing seeks to accomplish a variety of objectives:

- Generate ridership among those groups with transportation needs that the transit system can meet
- Educate potential riders about what the system has to offer
- Build visibility for transit and the important role it plays in a community
- Build support for the system among decision makers and community stakeholders

An effective marketing and community outreach strategy addresses diverse target markets, from community leaders to the individuals who ride the bus. A key principle of transit marketing is to

understand the needs and concerns of each of these groups and how public transportation can benefit them. This allows you to communicate in a way that will have an impact.

Riders and potential riders with an ongoing need for public transit service generally have limited travel options. Those with an ongoing need may include workers, students, low-income families, older adults and persons with disabilities. These are the core target audiences. People with a discretionary need include commuters who find using transit more convenient and economical than driving to work; people who rely on transit to save money; and, those who ride to benefit the environment.

Many people in the community who do not use public transit themselves also have a stake in transit service. Not only can a well-run system enhance a community's image, but it provides benefits to many individuals and organizations that do not use transit. Employers benefit from having a mobile workforce while schools and colleges may count on transit for student transportation. By providing access to shopping, personal services, medical care and recreational opportunities; public transit benefits a diversity of businesses and organizations while providing much needed mobility options.

DISCUSSION

In marketing Yuba-Sutter Transit services, the agency will need to communicate effectively with and garner support among current riders, potential riders and non-riders or stakeholders. Through effective marketing and outreach efforts these individuals will potentially become aware of the system, know what it does and how it works, be prepared for upcoming changes; and, have a positive image of the system. The following outlines staff's recommended three phase approach for addressing the outreach and marketing needs for the upcoming Fiscal Year 2016/17:

Phase 1 - Performance Assessment; The ongoing issues of on-time performance/dependability; customer service; operational and Americans with Disabilities Act (ADA) policy adherence; and, safety practices should be vigorously and honestly assessed using a combination of the following:

- Desk audits of randomly selected bus surveillance videos
- Secret rider/secret caller programs
- Customer satisfaction surveys (on-board and/or online)
- Public "town hall" and/or open house events
- Surprise bus stop/bus rides with administrative staff and/or contract management
- Front line employee meetings
- Transit advocate/focus group meetings

A comprehensive performance assessment will provide an honest description of where the agency is now. This baseline research will evaluate the system and services and set the stage for the marketing and outreach efforts going forward. It will identify the pros and cons of the service and how it is currently perceived among riders and in the community. It will describe current ridership, identify potential markets and gauge the level of support in the community.

These efforts will also leverage the existing staff resources to help build awareness, educate the community, improve image/perception, garner support and possibly increase ridership.

Phase 2 - Development of Objectives and Strategies; The insight gathered in the performance assessment will be used to determine realistic objectives and inform cost-effective ways to reach the target markets. Implementing a transit marketing program is an intensive effort that will need the support of everyone in the system. Development of a plan will define the objectives of the transit program and how it will be marketed. It will serve as a roadmap that identifies where we want to be, and how we plan to get there. In addition, preparing a plan will promote confidence in marketing decisions and encourage buy-in from system administration and stakeholders.

Phase 3 - Implementation; The strategies used to promote public transit can be as varied as the groups being targeted. Some are fundamental to transit marketing, such as consistent branding and effective passenger materials and others are important once the essential items are in place; and, others are optional based on need and available resources. The strategies provided below are recommended to improve communications and branding; build awareness and image; leverage system enhancements to build support; and, ultimately increase ridership among targeted groups. The following list includes projects that have already been approved as part of recent grant applications and additional concepts for consideration depending on future funding and staff resources:

- Refresh of passenger materials
- Updated bus stop signage
- Improved bus stop facilities/amenities
- Website redesign and development
- Technology upgrades (real-time passenger information, public Wi-Fi, rider alerts)
- Formation of an ongoing citizen/stakeholder advisory group
- Press Release calendar (highlighting outreach efforts, program accomplishments, technological advances and capital improvements)
- Public speaking/gatekeeper outreach effort (targeting community leaders/decision makers, social service coalitions or staff meetings, civic organizations, business/employer groups)
- Advertising on transit facilities/buses
- Permanent and targeted information displays
- Fare incentive programs
- Joint marketing opportunities/partnerships
- Social media participation

Staff is seeking Board direction and input and will be prepared to discuss the proposed marketing and community outreach strategies in detail at the meeting.

RECOMMENDATION: Direct staff as desired.

