

CARSON CITY REGIONAL TRANSPORTATION COMMISSION
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A special meeting of the Carson City Regional Transportation Commission was held on Wednesday, August 23, 2006, at 5:30 p.m. in the Community Center Sierra Room, 851 East William, Carson City, Nevada.

PRESENT: Chairperson Richard S. Staub and Commissioners Shelly Aldean and Larry Hastings

STAFF PRESENT: Transportation/Transit Program Manager Patrick Pittenger, Senior Deputy District Attorney Michael Suglia, Administrative Assistant Liz Teixeira, and Recording Secretary Katherine McLaughlin (RTC 8/23/06 Recording 5:32:59)

NOTE: Unless otherwise indicated, each item was introduced by staff's reading/outlining/clarifying the Request for Action Report and/or supporting documentation. Staff members and/or consultants who made the presentation are listed after the Item's heading. Any other individuals who spoke are listed immediately following their listing. A recording of these proceedings is on file in the Clerk-Recorder's office. It is available for review and inspection during normal business hours.

A. ROLL CALL AND DETERMINATION OF A QUORUM - Chairperson Staub convened the meeting at 5:30 p.m. Roll call was taken. A quorum of the Commission was present although Commissioner Zola and Vice Chairperson Des Jardins were absent and had been excused.

B. APPROVAL OF MINUTES (5:32:41) - None.

C. MODIFICATIONS TO THE AGENDA (5:32:45) - None.

D. STAFF PUBLIC SERVICE ANNOUNCEMENTS (5:32:56) - None.

E. PUBLIC COMMENTS (5:33:32) - Daryl Haines indicated that he had some cost effective suggestions he wished to give to the Commission. The JAC street signs should include a small sign listing the schedule. The map should clearly delineate the approximate location where JAC stops. The stops should also be listed. Chairperson Staub explained that he is discussing the JAC service and that his comments should be given after the staff presentation.

F. DISCLOSURES (5:34:43) - None.

G. PUBLIC MEETING ITEM - PRESENTATION AND ACTION ON THE JAC MARKETING PLAN (5:34:47) - Transportation/Transit Program Manager Patrick Pittenger, Administrative Assistant Liz Teixeira, MacWest Marketing Principal Miya MacKenzie, Public Works Director Andrew Burnham, City Engineer Larry Werner, Daryl Haines, Quail Run Homeowners Association President Ralph Butcher- Ms. MacKenzie distributed copies of the computerized slides to the Commission, Deputy District Attorney, and Recording Secretary. (A copy is in the file.) Ms. Teixeira explained PIT's involvement in the process. She thanked the City staff members for their participation in the PIT effort. Chairperson Staub felt that the supporting documentation had shown this effort and complimented staff on it. It also indicated community-wide activities in which the team felt JAC could participate. Ms. MacKenzie read/explained each slide. Although the ridership is increasing each month, the ridership is not at the level it is believed it should be. Reasons it is not being used to its potential were noted. Discussion indicated that the Chamber of Commerce

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and Manpower are working with them to bring the manufacturers into program and establish a service for their areas. Discussion noted the federal tax advantage manufactures/employers can receive if they participate. The routes also need to consider the work force housing areas to maximize the usage. Mr. Pittenger indicated that they are analyzing the routes and marketing efforts in order to improve the service for the riders. Justification for including consideration of the homeless' needs in the marketing effort were provided. The intent is to provide rides for individuals who are truly interested in bettering their lives. The rides will not be given to all homeless individuals. The need to include stops at FISH and the Stewart Indian Colony were justified. The drivers' participation in the analysis was noted including reports regarding where the stops should be provided. Ms. MacKenzie indicated that it takes ten or 11 marketing efforts before people get the message. Training needs to be provided to the seniors so that they understand the service. Comments have indicated that the service is reaching individuals who were unable to leave their homes due to the lack of transit. Efforts to broaden the community's knowledge of the service were noted. Three plans to expand the awareness and their costs were listed. The team supported Plan A as a starting point. Discussion indicated that the plans could be modified if the Commission desired. Discussion indicated that Plan C involved a lot of fixed costs requiring less manpower. Ms. MacKenzie assured the Commission that it is doable and, if needed, additional staff could be brought on board. Commissioner Aldean felt that the City's team will be involved in the marketing analysis, determine how the routes should be realigned in an effort to maximize ridership, revise the map format, get it printed, and, perhaps, post the times on the signs. Mr. Pittenger pointed out that the process is merely a marketing plan. The drivers are willing to participate. They have been a wonderful resource in providing information regarding where the stops need to be located in addition to marketing and other operational suggestions. It is a year long plan. He felt that staff had time to complete its necessary items for Plan A but not Plan C before the marketing effort is launched. He also wanted to have MacWest Marketing under contract before launching. By monitoring the progress, it can be determined if changes are needed. The plan/contract can be amended to meet those needs. Commissioner Aldean cautioned staff against over extending its ability to complete the projects or prematurely launch a plan. Ms. MacKenzie advised that her firm will be participating with staff on developing the advertising brochure and the map's revisions. Chairperson Staub questioned whether the curbs had been painted green? The Commission's action had been for them to be painted purple/green similar to the buses. Justification for using red for the JAC locations was provided. Mr. Burnham explained that the staff had stopped painting the curbs when it was determined that the routes may be revised. Mr. Pittenger indicated that the shelters that have been installed will remain at their current locations. Once the ultimate routes are determined, additional shelters will be installed. Mr. Werner indicated that not every stop will have a shelter. The shelters will be placed at locations where large groups of individuals catch the buses. Discussion explained the funding source for the program. Chairperson Staub opined that the service problems were not the operator's fault. Mr. Pittenger concurred. He also felt that the operator reacts to concerns when issues have been raised. Commissioner Hastings suggested that free rides be offered during October as it is the anniversary of the operation. He questioned where there were interchangeable parts in the various plans which could be made without increasing the cost of the plan. Ms. MacKenzie agreed to analyze the plans. She agreed to work with Mr. Pittenger and the PIT team and make such adjustments as deemed appropriate. Mr. Werner pointed out that Plan A, if selected, includes a 10% contingency fund. The fund will be used to add items from the other plans. Chairperson Staub felt that Spanish brochures were mandatory. He also supported having the banners, advertisements one or two times a month, and the free rides for a period ranging from one to three months. The ads should include an indication of where the service information can be found. The service may not be a money maker for some time. Discussion indicated that JAC Assist has some issues, e.g., replacement of the vehicles with ones that have air conditioning, a training program on how to use the system, the need for

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an ADA certification program, etc. JAC Assist is more expensive to operate than JAC. Only JAC is to be advertised at this time. Chairperson Staub pointed out the need to analyze the fee structure and to establish a procedure for determining who qualifies for vouchers or fee waivers for both JAC and JAC Assist. He also emphasized that the issue at this time is one of ridership. Additional questions/comments from the Commissioners were solicited. Commissioner Hastings felt that the proposed jingle was catchy and should be played on the radio station. Public comments were then solicited.

Mr. Haines reiterated his belief that the JAC signs should include a bus schedule and that the stops should be listed on the maps. Justification for his suggestions were provided. The current map shows only the transfer locations. He believed that his proposed changes would help increase ridership. Chairperson Staub directed his suggestions be added to the plan.

Mr. Butcher explained his personal knowledge of the McCall, Idaho, transit service. It purportedly operated without a charge to the riders due to grants that had been obtained. He alleged that the service used buses similar to those used in Carson City and run every 20 minutes in a continual loop. The service was felt to have been very user friendly. It catered to the tourists, high school students, and seniors. He advised that Quail Run was willing to provide a stop within its community or a stop could be added at Bob White as part of the Fairview Street widening project. The current stops are in the traffic lanes and pose a safety hazard. He urged the Commission to consider the safety concerns when selecting stop locations. He suggested that consideration be given to tapping the Fandango clientele and that merchants sponsor the tickets by giving a dollar off merchandise for every five tickets purchased. He expressed a desire to have a presentation made to his Association and to put the information in their newsletter. Chairperson Staub explained that notes on his suggestions were made. The effort to use the system for the Boys and Girls Club's Kids On The Go Program had been unsuccessful. He suggested that this program be added to the list of Community Event Opportunities. Ms. MacKenzie explained that the plan currently targets the youths in May and allows them to ride for free in June. She also felt that the after school activities will provide an opportunity to explore the system and develop a workable program. JAC could also be used to provide field trips for preschool children as well as elementary and secondary students. Chairperson Staub explained that the School District had originally provided the services for "Kids On The Go" and could assist with developing a JAC program.

Mr. Pittenger explained a survey that had been circulated in the Spring of 2006 regarding the system. He also advised that WNCC has been very cooperative and supportive of the system. It had sent out over 2,000 post cards to the students advising them of the service. The College also sells passes for the service. Staff is working to develop a semester pass for the students. The Commission will be asked to approve it before it is implemented. The website will include information on JAC. A process for purchasing the tickets/passes online needs to be developed. Staff is working on an agreement which will allow merchants to sell the tickets at their businesses, i.e., Albertsons, Walmart, the Senior Center, etc. Discussion indicated that special software may be required to sell the tickets online.

Chairperson Staub suggested that Plan A be approved at a not to exceed cost of \$70,000 and that the Spanish language materials be included in the Plan along with the banner. Commissioner Aldean supported including a ten percent contingency. Commissioner Aldean then moved to authorize the expenditures to MacWest Marketing for JAC in an amount not to exceed \$70,000 plus a ten percent contingency to be used to augment the marketing program as needed as determined by staff and for the RTC to endorse the plan as presented. Commissioner Hastings seconded the motion. Motion carried 3-0. Chairperson Staub thanked staff for the

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presentation and Messrs. Haines and Butcher for their attendance and comments.

H. INTERNAL COMMUNICATIONS AND ADMINISTRATIVE MATTERS (6:29:48) - None.

I. ADJOURNMENT (6:29:52) - Commissioner Aldean moved to adjourn. Commissioner Hastings seconded the motion. Motion carried 3-0. Chairperson Staub adjourned the meeting at 6:30 p.m.

The Minutes of the Special August 23, 2006, Carson City Regional Transportation Commission meeting

ARE SO APPROVED ON October 11, 2006.

/s/
Richard S. Staub, Chairperson