

Tuolumne County Transit Agency

December 13, 2017 Meeting Minutes

The December 13, 2017 meeting of the Tuolumne County Transit Agency (TCTA) was called to order at 3:03 p.m. by Chairman Michael Ayala. Also in attendance were: Councilmember Connie Williams; Councilmember John Gray; Councilmember George Segarini; Darin Grossi; Executive Director; Laura Shinn, Sr. Administrative Analyst; Tyler Summersett; Senior Transportation Planner; Alex Padilla, Transportation Planner and Administrative Technician, Denise Bergamaschi.

Also present at today's meeting was Carl Baker representing Caltrans District 10.

- 1. Oral communication (15 minutes) to allow the public to speak on any item not on the printed agenda.**

Carol Doud approached the podium and informed Council Members that there has been a second fatality on Stockton Road and that that particular area needs to be made safer.

Consent Calendar:

- 2. Approval of the October 11, 2017 Meeting Minutes.**
- 3. Update on Changeable Message Sign**
- 4. Tuolumne County Visitors Bureau (TCVB) proposes collaboration with the Tuolumne County Transit Agency to provide Free Saturday Trolley Service.**

Councilmember Segarini requested that Item 4 be pulled off the Consent Calendar for discussion. He also approved items 2 and 3 of the Consent Calendar.

Councilmember Williams seconded the motion.

Motion approved with a 4-0 vote.

Regular Agenda:

- 4. Tuolumne County Visitors Bureau (TCVB) proposes collaboration with the Tuolumne County Transit Agency to provide Free Saturday Trolley Service.**

Executive Director Grossi informed Council Members that he received a letter from someone that remembered that the trolley service used to run on week-ends and was requesting that the service be brought back. He informed Council Members that the reason this service ended was due to low ridership. He added that the Visitors Bureau felt this would be a good service for the community, so staff is looking into it. He stated that staff will be putting together some ideas and will present them to Council at the February meeting.

***** 3:08 p.m. – at this time Councilmember Royce arrived to the meeting.**

Councilmember Segarini moved to approve collaboration between the TCVB and TCTC to provide Free Saturday Trolley Service.

Councilmember Gray seconded the motion.

Motion approved with a 5-0 vote.

Regular Agenda:

5. Presentation of Appreciation Plaque to Maureen Frank for her assistance with the Transit Facility.

At this time, Executive Director Grossi requested that Maureen Frank approach the podium as he thanked her for her assistance with the new Transit Facility. He informed Council Members that she was the Project Manager and that she assisted with the bid process, meetings and construction. He added that she was GREAT!! Chairman Ayala went to the podium and read the plaque to Ms. Frank and presented it to her.

Maureen Frank thanked Chairman Ayala and Executive Director Gross for the plaque and added that it was a pleasure working with Mr. Grossi as well as Tyler Summersett on the project. She added that all of the thought that went into the project was for the riders - and it shows! She added that the facility is a tremendous asset and hopefully will increase ridership.

6. Update on Tuolumne Transit Center and New Schedules

Senior Transportation Planner, Tyler Summersett, informed Council Members that as of November 1, 2017 the new facility has been in use. He then explained the purpose of the Transit Center and added that it is equipped with wi-fi, water, restrooms – all of the amenities a transit rider could want. He also added that it is being monitored 24/7 and that as of today, there have been no incidences to report. He also stated that with the new Transit Center, people are comfortable while waiting for the buses. He then reported that being that we are only one month in; there is currently no report on the ridership with the new schedule. However, a lot of comments have been received for both approval and disapproval of the new schedules. He added that he and Executive Director Grossi have spent time talking with passengers and that so far, all of the feedback has been positive.

Discussion ensued.

There was No Action required for this item as it was informational only.

7. Approval of Marketing Plan for Tuolumne County Transit

Executive Director Grossi informed Council members that there hasn't been a marketing plan in place for quite some time. He added that we recently have received public input from Carol Doud stating that staff should consider doing television advertising again. He also informed Council that Katie Dunn with Comcast is present tonight and that she and Cole Video will work collaboratively to help staff put together some advertising/marketing ideas.

At this time, Katie approached the podium and stated that she is not sure when the last time transit advertised on television was, but that a lot has happened since then. Also with AT&T as a digital component, transit would be in front of multiple "screens" – not just tv. She added that she is looking to build a robust campaign sometime from March – June of 2018.

There was No Public Comment for this item.

Councilmember Gray moved to approve a Marketing Plan for Tuolumne County Transit.

Councilmember Royce seconded the motion.

Motion approved with a 5-0 vote.

7. Reports

Executive Director Grossi informed Council Members that, Sr. Transportation Planner, Tyler Summersett will be in Merced with COG proposals for YARTS – hoping to get a 4th run going! He added that Tuolumne County pledged 20k for our portion of the study.

There being no further items to discuss, this portion of the meeting was adjourned at 3:30 p.m.

Respectfully submitted,

Denise Bergamaschi
Administrative Technician