

Background Information:

Consent Calendar:

2. Approval of the September 12, 2018 Meeting Minutes.

The TAC voted unanimously with a vote of 3-0 to approve all items on the Consent Calendar as presented.

The CAC did not have a quorum but agreed with the TAC and their vote.

Regular Agenda:

3. Public Hearing to consider approval of Resolution 51-18 adopting of the Final Proposed Fiscal Year 2018/19 Budget for the Public Transit System.

The Tuolumne County Transit Agency is required to conduct a public hearing each year to consider adoption of the final budget for the Region's Public Transit System, Tuolumne County Transit. As required, a notice of this year's hearing was published at least 10 days in advance in the Union Democrat. The budget materials were available for public review for the 10-day period as well.

As you may recall, the Recommended Budget for Fiscal Year 2018/19 for the Public Transportation System was adopted by the TCTA at the May meeting. The purpose of this agenda item is to adopt the Final Budget.

The Recommended Budget adopted by the TCTA in May provided a working budget beginning July 1st, the beginning of the current fiscal year. The Final Budget includes changes from the Recommended Budget, as identified in detail in the attachment A Line Item Budget. The Final Budget will be presented at the TAC/CAC meeting.

Staff recommends the TCTA adopt the Final Budget as presented.

The TAC voted unanimously with a vote of 3-0 to approve Resolution 51-18 adopting of the Final Proposed Fiscal Year 2018/19 Budget for the Public Transit System.

The CAC had no quorum but agreed with the vote of the TAC.

Attachments:

Resolution 51-18, TCTA Final Budget for FY18/19

Recommended Actions:

1. *Conduct a public hearing to consider adoption of the FY 2018/19 Budget for the Public Transit System.*
2. *Adopt Resolution 51-18 approving the Public Transit System Final Budget for Fiscal Year 2018/19 as presented.*

4. Consideration of Cable 8 Access Tuolumne proposal to air TCTA/TCTC meetings and commercials.

Cable 8 has been airing TCTC/TCTA meetings for several years. Cable 8 has initiated significant programming changes aimed at increasing viewership. Additional changes allow for Tuolumne County Transit commercials and other public outreach efforts to be broadcast to a potentially larger audience. Jerry Day, Cable 8 Access Manager, has provided the attached proposal and cost options to continue to utilize Cable 8 as part of our public information efforts.

The purpose is to produce 12 meetings per year (1,808.00); air the meetings 2 times per week (\$2,496.00); and air eight 30 second commercials per day (\$2,880.00).

The TAC voted 3-0 in favor of Consideration of Cable 8 Access Tuolumne proposal to air TCTA/TCTC meetings and commercials.

The CAC agreed with the vote of the TAC.

Attachments:

Proposal from Cable 8 Access.

Recommended Action:

Approve Cable 8 Access airing of TCTC/TCTA Meeting and commercial advertisement at a cost of \$6,456.00 per year.

5. Discuss YARTS Fare Alternatives memo and give direction to TCTA staff in responding to YARTS Board and staff

The YARTS Fare Alternative analysis is related to the YARTS Short Range Transit Plan update which is currently in development. TCTA staff are participating in the effort as stakeholders and also as clients, as some of the deliverables of the Plan are specific to Tuolumne County and the Agency has helped to fund the project, up to twenty thousand dollars.

Short Range Transit Plans are common processes by which agencies evaluate their services, schedules and operating objectives, plan for the future, and create capital improvement plans to support their current and future services.

In the process of evaluating YARTS service and in light of a recent contract they signed with VIA Trailways out of Merced, it is clear that YARTS is facing twin shortfalls. Their contract costs have increased and looming purchases of new buses need to be planned for (YARTS coaches typically cost \$650,000 with a local share of \$125,000 each!). This reality has caused the YARTS board to ask their consultant LSC to deliver a Fare analysis document that closes the funding shortfalls.

Summary of Fare Alternatives

Each option assumes the needed revenue to begin replacing buses in 2023 is \$1,140,000.

Option A: No Fare increase. Assumes a 3% growth in ridership annually (21% overall). Additional revenue generated from this option, ~\$178,000 by 2025.

Option B: 30% Fare increase in 2019 followed by 10% increases each subsequent year (2020-2023). Likely results in a 4% decrease in ridership (10% overall). Additional revenue generated from this option, ~\$513,000 by 2025.

Option C: 30% Fare increase in 2019 followed by 10% increases EVERY OTHER year. Likely results in an 8% decrease in ridership. Revenue generated ~\$445,000.

Option D: 50% increase in 2019, followed by a second 50% increase in 2023. Likely results in a 13% loss in ridership overall. Additional revenue ~\$708,400 by 2025.

Option E: (Recommended course of action from Consultant)

- 30% increase in 2019 (followed by review of ridership/revenue impacts)
- 30% increase in 2020
- 15% increase in 2021
- 15% increase in 2022

This cost increase schedule generates the \$1,140,000 needed to replace the existing YARTS fleet.

Other considerations for the TCTA:

1. Currently the TCTA does not contribute financially to YARTS (other than staff time).

The value of the National Park Service (NPS) contribution to seasonal service between Sonora and Yosemite Valley is ~\$350,000.

2. Currently the TCTA administers an annual marketing grant from the NPS on behalf of the Gateway communities to Yosemite (Mono, Mariposa, Madera, and Tuolumne).

The agreement the TCTA has with the Park is help improve the visitor experience while at Yosemite. Specifically, the two goals for the group are to help reduce congestion and promote transportation alternatives into Yosemite. The increases in fare which likely result in decrease in ridership and likely a corresponding increase in personal automobiles makes it more difficult to market public transit to Yosemite as an economical, convenient alternative to driving oneself.

3. YARTS Fare alternative does not explore other ways of closing the funding shortfall, such as:

- TCTA pays YARTS the equivalent of the amount the fare increase would generate, allowing existing pricing to stay in place

- TCTA uses Congestion Mitigation and Air Quality (CMAQ) dollars or other transportation program to help fund YARTS service in Tuolumne County (\$28,200/2019 - \$64,400/2025)
- Modifying YARTS fare setting policy to allow a non-mileage based fare structure (in essence this would allow for a higher fare from popular locations that are close to the Park. For instance, Yosemite Pines RV park rides pay \$15 roundtrip. This includes the \$35 gate fee and a child 12 or younger. A modification to fare policy could allow a \$20 fare from this location which would raise additional revenue for the system and still be a value to RV'ers not wanting to move their vehicles)
- Purchase of YARTS style coaches by member/non-member agencies for YARTS service in individual corridors

The TAC and CAC both agreed that the TCTA should defer any decision until after the first of the New Year so that the Park Superintendent has an opportunity to review options including increased funding of YARTS.

Attachments:

YARTS Fare Alternatives- Memo form LSC Transportation Consultants

Recommendation:

Authorize the Chairman to sign a letter to the YARTS Board requesting deferment of fare increase action until January 2019 allowing time for discussions with Yosemite National Park Superintendent to increase funding for YARTS and explore alternative solutions to recommendations included as part of the Draft Short Range Transit Plan

6. Recommend Executive Director sign contract for Tuolumne County Transit commercials to air with Comcast Spotlight between October 10, 2018 and June 30, 2019, not to exceed twenty thousand (\$20,000) dollars

The Comcast Spotlight contract for consideration is an extension of the outreach that the Transit Agency started last year. The TCTA entered into an agreement for five thousand plus (5000+) spots to air a commercial created to advertise Tuolumne County Transit services. The theme of the commercial was “transition to a better life” and highlighted three different paths to success with Tuolumne County Transit playing a role in helping to make each success story possible. As part of last year’s contract, the strategy was to target our various demographics and get our commercial in front of them on a regular basis. As such, we previously aired our commercials between June and September.

The current contract for consideration is designed to support last year’s effort by keeping Tuolumne County Transit in front of potential riders, however less frequently, but for a longer period of time. This is considered a ‘maintenance’ contract. This effort will also focus more heavily on a student population, acknowledging our recent agreement with Columbia to sponsor free rides for currently enrolled students. The contract covers October 2018 to June 2019.

This expenditure comes out of the Tuolumne County Transit marketing budget, and is consistent with the goal of growing transit ridership. This expenditure is supported by outreach on social media, primarily Instagram and Facebook, along with more traditional efforts such as participation at community events (Health Fair, Friends and Neighbors Fair, Campus registration

events, and communicating with passengers/prospective riders through our website and on the buses.

Attachments:

Comcast Spotlight contract

Campaign detail for previous contract

Recommendation:

Recommend Executive Director sign contract for Tuolumne County Transit commercials to air with Comcast Spotlight between October 2018 and June 2019, not to exceed twenty thousand dollars (\$20,000)

The TAC voted 3-0 in favor of the Executive Director signing a contract for Tuolumne County Transit commercials to air with Comcast Spotlight between October 2018 and June 2019, not to exceed twenty thousand (\$20,000) dollars

The CAC agreed with the vote of the TAC.

7. Reports