

Background Information:

Consent Calendar:

2. Approval of the October 4, 2017 Meeting Minutes.

3. Update on Changeable Message Sign

This project is a component of the Gateway marketing grant previously submitted. This item is unique because it requires site specific amenities be available including power, security (preferably), and internet access (or the ability to acquire it). After investigating multiple locations, staff pursued a site operated by the Groveland Community Services District (GCSD), owned by Hetch Hetchy (HH). GCSD is amending its agreement with Hetch Hetchy at Pump Station #16, to include the CMS at the site. The sign location is just West of Big Oak Flat on SR 120.

Staff released an Invitation for Bid (IFB) for a changeable/variable message sign on November 22, 2017. Bids are due on December 7, 2017. The TCTA has roughly \$20,000 budgeted for purchasing the changeable message sign. Mounting the sign will be an additional cost.

Attachments:

Invitation for Bids

Recommended Action:

Receive and file this report.

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

Staff received the attached letter from the Visitors Bureau to consider a partnership to bring weekend Trolley service back to Tuolumne County. We will work with TCVB staff to determine the scope and cost of a proposed service and bring this back to the Transit Agenda for consideration at a future date.

Attachments:

Letter from Tuolumne County Visitors Bureau Executive Director

Recommended Action:

Direct staff to work with the Visitors Bureau to explore the scope and cost of possible weekend service.

Regular Agenda:

5. Update on the Tuolumne Transit Center and New Schedules

On Wednesday November 1, 2017 Tuolumne County Transit implemented new transit schedules. The schedules incorporated the new Tuolumne Transit Center which had its ribbon cutting at the end of October. The new schedules also eliminated Route among other changes and a previously approved fare increase was implemented.

Staff won't have definitive numbers on ridership until we receive the November report from the contractor. This is typically received around the second week of the month following the recently completed month. These numbers will be shared at the January TCTA meeting.

Staff spent many hours monitoring the use of the Transit Center. We are pleased to report that riders are very happy with the facility. There are restrooms, wifi, a drinking fountain, bike racks and a number of seating options at the site. All buses on route can park at the facility simultaneously, and this has made for very good transferring between routes.

Attachments:

There are no attachments for this item.

Recommended Action:

Receive and file this report.

6. Marketing Plan for Tuolumne County Transit

The completion of the Tuolumne Transit Center and implementation of the new schedules has freed staff up to begin a more robust marketing plan. Attached for the Transit Agency review is a document outlining the activities that are included as part of the marketing budget for the upcoming year.

Some of the items have been part of our outreach strategy for many years, while other ideas are specific to a target audience or a medium that we have not previously used.

Supplementing the annual marketing budget to help accomplish these activities is the revenue received from our advertising contract with Helen Foraker Advertising, roughly \$35,000.

Staff works with Cole Video, a local contractor and his subs to accomplish many of the activities outlined in the Marketing Plan. Our advertising trade with Clarke Broadcasting makes available an effective and popular media outlet for locals.

Attachments:

Tuolumne County Transit Agency Marketing Plan for 2017.

Recommended Action:

Approve the Marketing Plan as presented.

7. Reports