

**Background Information:**

**Consent Calendar:**

**2. Approval of the February 6, 2019 Meeting Minutes.**

**Regular Agenda:**

**3. Re-assignment of Marketing Contract with Cole Przybyla to two sub-contractors, Utilitarian Design and Catalyst Creatives, who have been working on TCTC/TCTA projects through Cole Video**

In January, Staff received notice from Cole Video that he desired to terminate his existing marketing and collateral production agreement with TCTC/TCTA, due to his pursuit of other professional interests. Working with legal counsel it was determined that the agreement your board has with Cole, could be re-assigned through mutual agreement. Both Cole and staff were in favor of this option.

Cole has two local sub-contractors who are interested in taking over aspects of his scope of work with the TCTC/TCTA, Utilitarian Design and Catalyst Creatives. This strategy creates a seamless transition for staff and the local businesses as they were already accomplishing the task orders through Cole Video.

Staff recommends entering into agreement with both vendors. There individual Scope of Works have been included, along with the agreement written up legal counsel.

**Attachments:**

*Scope of Work- Utilitarian Design*

*Scope of Work- Catalyst Creatives*

*Original Agreement for Marketing and Collateral Production Services*

**Recommendation:**

*Re-assign Cole Video Marketing agreement to Utilitarian Design and Catalyst Creatives.*

**4. Presentation of the 2018/2019 Mid-Year Transit Performance Report**

The mission statement for Tuolumne County Transit is to provide safe, efficient, reliable, and effective public transportation for residents and visitors, which enhances the community and ensures viable mobility options.

Tuolumne County Transit services are available to the general public including those who are transit dependent. Tuolumne County Transit provides both generalized and specialized transportation services. Tuolumne County Transit also operates several seasonal services, including the Dodge Ridge SkiBUS during the winter months, Pinecrest Service (Labor Day to Memorial Day), and the Adventure Trolley (Saturdays, May-September) as well as being

involved in the planning and marketing of the Yosemite service that runs from spring through fall (May-Sept).

The performance of Tuolumne County Transit and its ability to meet the needs of the community is evaluated on a monthly basis by staff and the Transit Contractor. Pursuant to the Transportation Development Act, the State requires Tuolumne County Transit is evaluated on a regular basis by monitoring, at a minimum, the following performance indicators:

- Passengers per Vehicle Service Hour
- Passengers per Vehicle Service Mile
- Operating Cost per Passenger Trip
- Operating Cost per Vehicle Service Hour
- Farebox Recovery Ratio

**Attachments:**

*The 2018/2019 Mid-Year Transit Performance Report*

**Recommended Action:**

*Accept the 2018/2019 Mid-Year Transit Performance report as presented.*

**5. Reports**