

**San Benito County  
LOCAL TRANSPORTATION AUTHORITY  
MEETING**

**August 21, 2008 2:30 P.M.**

**FINAL MINUTES**

**MEMBERS PRESENT:**

Vice-Chair Botelho, Director Edge, Director Emerson, Director Loe, and Director Valdivia

**STAFF PRESENT:**

Deputy County Counsel, Shirley Murphy; Executive Director, Lisa Rheinheimer; Transportation Planning Manager, Mary Dinkuhn; Administrative Services Specialist, Kathy Postigo; Transportation Planner, Betty Li; Secretary, Transportation Planner, Monica Gomez

**OTHERS PRESENT:**

Tony Mercado, MV Transportation

**A. Certificate of Posting**

*Upon a motion duly made by Director Valdivia, and seconded by Director Edge, the Directors unanimously acknowledged the Certificate of Posting.*

**B. Public Comment:**

None

**CONSENT AGENDA:**

1. **Approve LTA Transactions Report (Financial Claims) dated June 30, 2008 – Postigo**
2. **Approve LTA Transactions Report (Financial Claims) dated July 2008 – Postigo**
3. **Approve LTA Meeting Minutes dated July 17, 2008 – Gomez**
4. **Approve LTA Special Meeting Minutes dated July 17, 2008 – Gomez**
5. **Approve County Express Monthly Management Report for the Month July 2008 – LiOwen**
6. **Approve Jovenes de Antaño Monthly Management Reports for the Months of April, May, and June 2008 – LiOwen**
7. **County Express Bus Shelter Project – LiOwen**
  - a) **Approve** Memorandum of Understanding between San Benito County Local Transportation Authority and San Benito County Health Care District for Bus Shelter Construction Project
  - b) **RELEASE** Invitations for Bids for Bus Stop Shelters and Bus Stop Benches

*Upon a motion duly made by Director Edge, and seconded by Director Emerson, the Directors unanimously approved the Consent Agenda, with an abstention from Director Valdivia on Item 6..*

**REGULAR AGENDA**

8. **Discuss Public Request for Law Enforcement Officers to Ride Free on County Express – LiOwen**

Transportation Planner Betty LiOwen stated that the Local Transportation Authority staff received a phone call from a law enforcement officer that resides in San Benito County inquiring whether or not there was a policy that would allow law enforcement officers to ride for free on County Express.

Currently, the Local Transportation Authority does not have a policy regarding law enforcement officers riding free on County Express. Staff is seeking direction from the Board on the possibility of implementing such a policy.

There was brief discussion amongst Board members and staff

*A motion was made by Director Emerson, and seconded by Director Edge, to implement a policy, with Director's Loe, Botelho, and Valdivia voting against the policy's implementation. The motion did not pass.*

**9. Approve Resolution 08-08 Establishing Personal Care Attendant Fare Policy on County Express' Fixed Route and Intercountry Services – LiOwen**

Transportation Planner LiOwen reported that the Local Transportation Authority does not have a formal Personal Care Attendant fare policy for County Express' Fixed Route and Intercountry services. Prior to June 2008, the Personal Care Attendant paid full fare on each of the services. Staff temporarily suspended the full fare policy until a formal Personal Care Attendant policy is established.

The Social Services Transportation Advisory Council was presented with various PCA fare policies and recommended that PCA should be able to ride for free when accompanying their client when using Fixed Route and Intercountry.

Staff recommends that the Board concur with the Advisory Council's recommendation and APPROVE Resolution 08-08.

*Upon a motion duly made by Director Valdivia, and seconded by Director Emerson, the Directors unanimously approved Item 9.*

**10. Advertisement Potential on County Express – LiOwen**

- a) Receive Update on Advertisement Potential on County Express and,
- b) Direct Staff to Proceed with Transit Advertisement

Transportation Planner Betty LiOwen reported that at its February 21, 2008 meeting, the Board directed staff to research the potential of advertising on County Express vehicles and bus stop shelters. Advertising on County Express vehicles and bus stop shelters may increase revenue for operations and capital improvements.

Staff suggested that the Board consider in-house advertising sales for a period of at least one year. After the one-year period, staff will prepare an in-depth analysis of the amount of time and resources spent for advertising for the Board to review.

The Board stated that this is a great opportunity to raise revenue and asked where the revenue will go.

Staff stated that the revenue would go back into transit operations, whether it's salaries, maintenance, etc. It would be at the Board's discretion.

There was discussion amongst the Board and staff.

**PUBLIC COMMENT:**

**Joe Thompson  
Tres Pinos, CA**

Mr. Thompson stated that this is called "window dressing, white washing". The transit operator (MV Transit) should pay for this service, instead of going back to the taxpayers.

Vice-Chair Botelho stated that he supports the advertisement opportunity because this will allow local businesses the opportunity to have their businesses promoted.

The Board directed staff to develop a request for proposal to seek an outside advertising agency to sell advertising space and report back to the Board for approval.

**11. Fiscal 2007/2008 Year-In-Review – LiOwen**

- a) Receive County Express Operations Report for Fiscal Year 2007/2008
- b) Receive Jovenes de Antaño Operations Report for Fiscal Year 2007/2008, and
- c) Receive Highlights and Accomplishments of Fiscal Year 2007/2008

Transportation Planner Betty LiOwen and Tony Mercado Operations Manager for MV Transit provided a report for County Express Operations for fiscal year 2007/2008.

*System-Wide*

The entire County Express system experienced an increase in ridership of 6.32% for the 4<sup>th</sup> Quarter, but a slight decrease of 2.03% for the entire Fiscal Year 2007/2008. Fuel and maintenance cost have decreased by 6.72% for the 4<sup>th</sup> Quarter and decreased by 16.77% overall for the entire fiscal year. Farebox recovery or the entire fiscal year rose from 11.97% to 15.52%.

Tony Mercado reviewed the detailed analysis report for each service on *Dial-A-Ride, Fixed Route, Gavilan, Caltrain, and Greyhound*.

Ms. Li explained that the rise in foreclosures in San Benito County, changes in school schedules, and the steep increase in gas prices, are all potential reasons for the decrease and increase in ridership for the different routes.

Ms. Li stated that staff has made improvements to the monthly ridership report that Jovenes de Antaño uses so that it is easier to understand and more consistent. Additionally, staff has created a quarterly report that analyzes ridership, productivity, and operations for Jovenes de Antaño's services. Each of the transportation services include minor interpreting services, assistance with shopping, and escort service to and from the vehicle. The report provided a breakdown of the three services that the Authority contracts for: *Out of County Medical Transportation, Senior Lunch Transportation, Medical – Shopping Assistance Program*.

*System-Wide*

During Fiscal Year 2007/2008, there was a decline of 1.59% in ridership. Productivity saw a decline from 2.53 passengers per hour to 2.19 passengers per hour. Productivity levels are dependent on the distance traveled by the Out-of-County Medical Transportation service and the amount of assistance the client requires of the driver for the Medical-Shopping Assistance Program.

Ms. LiOwen reviewed the Local Transportation Authority's highlights and accomplishments that staff was able to achieve in administration, planning, operations, and funding for fiscal year 2007/2008. (See handout "FY 2007/2008 Highlights and Accomplishments").

**PUBLIC COMMENT:**

**Joe Thompson**  
**Tres Pinos, CA**

Mr. Thompson stated that the transit system is a waste of taxpayers' dollars. Using taxis or limousines for transportation would be a lot less expensive.

*Upon a motion duly made by Director Valdivia and seconded by Director Emerson, the Director's unanimously voted to adjourn the LTA meeting.*

**ADJOURN TO REGULAR MEETING OF THURSDAY, SEPTEMBER 18, 2008. AGENDA DEADLINE IS SEPTEMBER 10, 2008 AT 12:00 P.M.**