

The County Connection

2477 Arnold Industrial Way

Concord, CA 94520-5326

(925) 676-7500

www.cccta.org

Agenda Item No. 5.a.

CCCTA BOARD OF DIRECTORS

MINUTES OF THE REGULAR MEETING

May 17, 2012

CALL TO ORDER/ROLL CALL/CONFIRM QUORUM

Vice Chair Horn called the meeting to order at 9:00 a.m. Board Members present were Directors Andersen, Dessayer, Hudson, Manning, Schroder and Alternate Member Mitchoff (representing Contra Costa County). Chair Worth and Directors Hoffmeister, Simmons and Weir were absent.

Staff: Ramacier, Chun, Bowron, Burdick, Casenave, Churchill, Hill, Madrigal, Mitchell, Muzzini and Perry

PUBLIC COMMUNICATION: There was no communication from the public.

CONSENT CALENDAR

MOTION: Director Dessayer moved approval of the Consent Calendar, consisting of the following items: (a) Approval of Minutes of Regular Meeting of April 19, 2012 and (b) Proposal for Financial Audit Services and Resolution No. 2012-023. Director Manning seconded the motion and it received the following vote of approval.

Aye: Directors Andersen, Dessayer, Horn, Hudson, Manning, Mitchoff and Schroder

No: None

Abstain: None

Absent: Directors Hoffmeister, Simmons, Weir and Worth

REPORT OF CHAIR

Vice Chair Horn announced Chair Worth is attending a budget workshop in Orinda this morning.

Clayton • Concord • Contra Costa County • Danville • Lafayette • Martinez
Moraga • Orinda • Pleasant Hill • San Ramon • Walnut Creek

REPORT OF GENERAL MANAGER

Update on Federal and State Legislation

Rick Ramacier, General Manager, reported that the U.S. House of Representatives adopted a ninety-day continuing resolution for extension of the transportation authorization bill. There is a combined committee of representatives from the Senate and House that is working on a reauthorization bill, which they want to accomplish by the end of June for both houses to consider.

At the state level, the Governor's budget in his May revise does not directly touch transit. However, the Governor acknowledges that sales tax receipts on diesel fuel will be less than projected for FY2012. If this projection holds true, MTC may adjust, retrospectively, the amount of STA funds allocated to the operators. As more information becomes available, staff will work with the A&F Committee to adjust the budget accordingly.

Mr. Ramacier and the Board also discussed pending legislation. One bill would create the Bay Area Regional Commission (BARC) to include ABAG, BAAQMD, MTC and other agencies. Director Hudson pointed out this legislation would give all transportation money to BARC that now goes to MTC and it would make decisions for allocation of those funds. BARC will set up a citizen's advisory committee and take advice from it as well as the regional entities. There would be fifteen individuals on the Commission who would not have term limits or residence requirements. Director Mitchoff felt that the bill is not in the best interest of Contra Costa County residents, which has been communicated to its author, Senator Mark DeSaulnier. Directors Hudson and Mitchoff oppose the bill as now written.

Mr. Ramacier advised that the California Transit Association (CTA) sponsored a bill in the Legislature. The bill attempts to deal with the possibility that the weight limits for transit buses in California are outdated and too low based on additional equipment required for CNG fueled buses. He stated that it was not a possible solution for the bus manufacturers to make a lighter bus to accommodate this equipment. Scott Mitchell, Director of Maintenance, stated that the weight limit is 32,000 pounds for a bus without passengers. A CNG fueled bus weighs about 3,000 pounds more than the weight limit.

Update on MTC's Sustainability Project

Mr. Ramacier advised that the Metropolitan Transportation Commission (MTC) is due to adopt the final recommendations on the Transit Sustainability Project (TSP). The staff report is not yet available but the Select Committee seems to focus on the cost side for the seven largest agencies by requiring them to reduce their costs by another 5 percent over a period of time. As the eighth largest operator, CCCTA is not part of the program. He discussed the potential use of funds that could be designated to reward or penalize the largest operators based on their cost-control measures to meet the financial requirements. The source of these funds may be a subset of the 5307 federal formula funds that CCCTA uses to purchase transit revenue vehicles. This proposal could reduce the share of flexible set-aside funds that all twenty-seven operators receive on a formula basis.

CCCTA staff is also watching the service, institutional and paratransit areas of the TSP where there will be a series of recommendations that may apply to us. For example, the suburban operators may be asked to work toward the same fare structure as a precursor to being a part of Clipper. The operators may be required to do more paratransit coordination, such as using a regional eligibility system where eligibility determinations are made by a central clearinghouse. In

addition, it is anticipated that MTC will set aside certain funds from any new revenue source that would require operators to increase ridership to receive those funds.

One Bay Area Grant "OBAG" and Public Transit: There was no report.

Potential Late Night/Early Morning BART Bus Service

Mr. Ramacier reported that BART is interested in extending service on Friday and Saturday evenings from midnight until 2:00 a.m. the following day using bus service provided by CCCTA and AC Transit. CCCTA would make four trips from the Civic Center station in San Francisco, stopping at a limited number of stations, including Rockridge and Walnut Creek, and ending at Bay Point. CCCTA provided a cost proposal that was acceptable to BART. When a formal proposal is received from BART, he will bring it to the Board for their consideration.

REPORT OF STANDING COMMITTEES

Administration and Finance Committee

FY2013 Draft Budget and FY2012 Estimated Actual

Director Dessayer stated that the A&F Committee reviewed the FY2013 draft budget several times and there are no major changes after it was reviewed by the Board last month. A potential loss of \$330,000 in STA funds will affect the budget but he recommends continuing as is. Vice Chair Horn inquired about the PERS investment rate of return. Kathy Casenave, Director of Finance, advised PERS provided some different estimates of investment rates of return for future financial planning purposes. She used the lowest rate of return in her projections for the out years. Any necessary adjustments in STA funds will be incorporated into the budget for the Board's consideration next month. This was an informational item and no action was taken.

Marketing, Planning and Legislative Committee

FY2013 Draft Marketing Plan

Director Manning indicated that the MP&L Committee has been studying the FY2013 Draft Marketing Plan for two months and recommends adoption. One of the positive aspects is the focus on the Bus Tracker feature because it will let riders know when the bus will arrive.

Mary Burdick, Manager of Marketing, reviewed a summary of the Plan. She described our service area, partnerships, passenger profiles, marketing objectives, target markets, marketing focus, customer service, community outreach, and the promotions budget. The focus of some of the promotions will be expanding our market base by targeting nonriders. Effort will be placed on promoting the Bus Tracker system before and after implementation. Benefits of this program include providing real-time information of arrival times for riders and customer service personnel, viewing bus stop locations on a map on a computer or smart phone, and receiving email alerts when a bus is approaching a desired stop. Promotional materials for pre-implementation of Bus Tracker are taking place now. Upon implementation, the Bus Tracker software and an instructional video can be accessed through the CCCTA website. Bus Tracker and other promotional materials will include interior and exterior bus advertisements, newspaper and radio advertising, and informational items for distribution at BART stations, city offices, businesses and schools, a direct mail booklet, and recruitment of some passengers for future testimonial ads.

Continuing with her report, Ms. Burdick advised changes and updates to the CCCTA website are made easily and timely by in-house staff. The Trip Planning feature added last year to the website includes access to bus stop locations and it will be more broadly promoted with Bus Tracker. The use of the website has increased about 25 percent and continued growth is expected. For community outreach, staff will continue to participate in business expos and employer sponsored transportation and commuter health fairs. The total marketing budget represents about .65 percent of the operating fixed-route budget. A large portion of the marketing budget will be allocated to the Bus Tracker system as an opportunity for increasing ridership.

MOTION: Director Hudson moved adoption of the FY2013 Draft Marketing Plan. The motion was seconded by Director Schroder and it received the following vote of support.

Aye: Directors Andersen, Dessayer, Horn, Hudson, Manning, Mitchoff and Schroder
No: None
Abstain: None
Absent: Directors Hoffmeister, Simmons, Weir and Worth

REPORT FROM THE ADVISORY COMMITTEE: There was no report.

BOARD COMMUNICATION: There was no further communication from the Board.

CLOSED SESSION

Consultation with Labor Negotiator, Pursuant to Government Code Section 54957.6

At 10:00 a.m., Vice Chair Horn announced the Board would adjourn to closed session to consult with its Labor Negotiator, Pat Glenn, Esq., pursuant to Government Code Section 54957.6 to discuss labor negotiation strategies with the represented and nonrepresented employees: ATU Local 1605 AFL-CIO Bus Operators, Teamsters Union Local 856 AFL-CIO Transit Supervisors, Automotive Machinists Lodge No. 1173 Maintenance Employees, and Administrative Employees.

OPEN SESSION

Report on Action(s) Taken During the Closed Session

At 10:33 a.m. the Board reconvened in open session. Vice Chair Horn announced the Board met in closed session to consult with its Labor Negotiator, Pat Glenn, Esq., pursuant to Government Code Section 54957.6. Direction was provided by the Board; no action was taken.

ADJOURNMENT: Vice Chair Horn adjourned the regular Board meeting at 10:35 a.m.

Minutes prepared by

Janet Madrigal, Clerk to the Board

Date