



**June 22, 2022**

**AMES TRANSIT AGENCY BOARD OF TRUSTEES**

The Ames Transit Agency Board of Trustees met on June 22, 2022, at 4:00 p.m. in the CyRide Conference room. President Jeffrey called the meeting to order at 4:00 p.m. with Trustees Beatty-Hansen, Ludwig, and Schainker present.

**APPROVAL OF MAY 25, 2022, MINUTES:**

Trustee Beatty-Hansen made a motion to adopt the May 25, 2022, Transit Board minutes as presented; Trustee Ludwig seconded the motion. (Ayes: 4 Nays: 0) Motion carried.

**PUBLIC COMMENTS:**

None.

**AWARD OF CONTRACT FOR TRANSIT ADVERTISING SERVICES:**

Director Neal requested approval of award of contract for advertising services for the interior and exterior of CyRide's buses. On June 2, 2022, CyRide released a Request for Proposal for Advertising Services, and bids were due June 16, 2022. CyRide received a single response from Houck Advertising. CyRide's revenue share would be 60% with a minimum annual guarantee over three years of \$555,000. If CyRide were to exercise optional renewals for years four and five, the minimum guarantee would be \$960,000.

Director Neal recommended board approval of Alternative #1 to award the contract to Houck Advertising for the exclusive rights to sell advertising on CyRide buses, maximizing CyRide's advertising revenue with minimal effort from administrative staff. Houck Advertising is familiar with CyRide's buses and advertising policies and has provided quality service during the current contract period.

Trustee Jeffrey inquired if there had been any discussion about font size and disclaimers on advertisements. Director Neal and Assistant Director of Fleet and Facilities Rendall answered that once the contract is approved, CyRide will review the advertising policy and determine what revisions are necessary.

Trustee Ludwig made a motion to approve Alternative #1; Trustee Beatty-Hansen seconded the motion. (Ayes: 4 Nays: 0) Motion carried.

## **AWARD OF CONTRACT FOR FARELESS TRANSIT SYSTEM STUDY:**

Director Neal requested approval of award of contract for the Fareless Transit System Study. On May 10, 2022, CyRide released a Request for Proposal for a Fareless Transit System Study, and bids were due May 26, 2022. CyRide received a single response from Nelson\Nygaard. Nelson\Nygaard was found to be a responsive bidder. They had previously performed CyRide's System Redesign Study and have conducted eight fareless transit system studies in the last four years. The proposed project cost is \$34,961, which is within the \$50,000 budget. The final report will be available to the Transit Board for the October meeting.

Director Neal recommended approval of Alternative #1 to award the contract to Nelson\Nygaard for the Fareless Transit System Study. The firm has extensive experience with transit and innovation and is believed to be the best choice to provide the board with the necessary information to decide on possible system changes.

Trustee Schainker inquired if the scope would include staffing and other continuing cost factors, not just the cost of new services and benefits, because these costs would not stay stagnant. Director Neal stated the consultant would provide an evaluation, with recommendations, providing expected changes in revenue, ridership, staffing, and costs in operational and capital areas. If Nelson\Nygaard thought a fareless system would be in CyRide's best interest, CyRide would need to do more research into what that would entail, including, but not limited to, gathering public comments and finding out what the public would expect. Trustee Schainker also said that if CyRide went fareless, it would not be easy to take that back. Citizens would more than likely expect that the currently existing services in the city would need to change to meet public expectations. University Counsel Norton inquired what the push for this study was. Trustee Beatty-Hansen said that currently, most riders are Iowa State University students, and there is a need to see if changing to fareless would increase ridership opportunities for others within the city and increasing ridership would also benefit the Climate Action Plan via greenhouse gas reductions. Trustee Beatty-Hansen also pointed out a fare can be a barrier to riders, no matter how minimal that fare is. Trustee Ludwig mentioned the city had a fare free pilot summer a few years ago, and there was an increase in ridership during that event. Director Neal clarified that staff was directed by the Transit Board in November to provide an analysis of fareless operations across all of CyRide's services. University Counsel Norton thought this study might be of limited use since the barrier to ridership is unknown. Trustee Beatty-Hansen believed the consultant would bring the Transit Board the information needed to make an informed decision regarding fareless systems. Director Neal stated the consultant's scope of work involves bringing fare scenarios, including positives and negatives for a fareless system, to the board, along with options CyRide may have within the community. It would not be an in-depth study, which would likely cost more than \$50,000. Director Neal also noted that CyRide is not necessarily ready for that yet since, at this point, it is not clear if ridership has recovered from the pandemic.

Trustee Beatty-Hansen made a motion to approve Alternative #1; Trustee Ludwig seconded the motion. (Ayes: 4 Nays: 0) Motion carried.

## MONTHLY REPORT:

- **Battery Electric Bus Update:** There is an ongoing labor dispute at the Nova Bus chassis plant in Saint-François-du-Lac, Quebec. Once the strike is resolved and production resumes, a more definite delivery estimate will be provided to the Transit Board.
- **Demand Response Software:** CyRide is moving forward with the procurement of new demand response management software to allow passengers to self-schedule rides on the EASE and Moonlight Express routes and possible future flexible service zones as part of the FY 2023 budget. An award of contract consideration is planned for the August meeting.
- **Odyssey of the Mind:** Odyssey of the Mind World Finals was in Ames from May 25 through May 28, 2022. CyRide carried over 50,000 passengers and received numerous compliments from attendees.
- **CDL Third-Party Testing Bill Update (SF 2337):** On June 14, 2022, the CDL third-party testing bill was signed by Governor Reynolds.

### Fall meeting dates:

- August 24, 2022, 4:00 p.m.
- September 28, 2022, 4:00 p.m.
- October 26, 2022, 4:00 p.m.
- November 23, 2022, 4:00 p.m.
- December 28, 2022, 4:00 p.m.

Trustee Beatty-Hansen inquired if the November date could be moved due to the proximity to the holiday. Director Neal indicated it probably would be adjusted, but that would be determined once the date gets closer.

**Adjourn:** Trustee Ludwig made a motion to approve adjourning at 4:27 p.m.; Trustee Beatty-Hansen seconded the motion. (Ayes: 4 Nays: 0) Motion carried.

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Liz Jeffrey, President

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Cheryl Spencer, Recording Secretary