

AMES TRANSIT AGENCY BOARD OF TRUSTEES

CYRIDE CONFERENCE ROOM

March 11, 2013

1. CALL TO ORDER: 5:15 P.M.
2. Approval of February 14 and 22, 2013 Minutes
3. Public Comments
4. Intermodal Artwork Purchase
5. Transit Advertising Policy Revision
6. Title VI Service Standards and Policies
7. Budget Proposals to Address ISU Enrollment Increases
8. Transit Director's Report
9. Set Time and Place of Next Meeting
 - April 11, 2013 – 5:30 pm
 - May 9, 2013 – 5:30 pm
10. Adjourn

AMES TRANSIT AGENCY BOARD OF TRUSTEES

AMES, IOWA

February 14, 2013

The Ames Transit Agency Board of Trustees met February 14, 2013 at 5:30 p.m. in the CyRide Conference room. President Anders arrived at 5:40 p.m. and until a quorum was met, Director Kyras proceeded with information from the Transit Director's report, which is information only and requires no action. Items discussed were:

- Next Bus Update
- Disadvantaged Business Enterprise Policy
- State Legislative Activities
- CyRide's highest Ridership Day
- Research on Development Impact on Transit
- Contract Expirations and Negotiations

Trustee Leines arrived at 5:55 p.m. and President Anders called the meeting to order at 5:55 p.m. Trustees in attendance were Anders, Madden, Leines, and Wacha. Trustees Schainker and Rediske were absent.

Director Kyras recommended deferring #5 Title VI Service Standards and Policies to the next transit board meeting, March 11, 2013 to accommodate members who were not able to make the meeting.

APPROVAL OF MINUTES: Trustee Leines made a motion to adopt the January 17, 2013 minutes and Trustee Madden seconded the motion. (Ayes, four. Nays, none.) Motion carried.

PUBLIC COMMENTS: Public in attendance was Ames Tribune reporter, James Heggen.

CYRIDE FACILITY CONSTRUCTION CONTRACT: Director Kyras stated the bid for the construction project was released January 3, 2013 that included a flood wall and gates, expansion for eleven additional vehicles, raising of ductwork to permit circulation of hybrid buses throughout building, and miscellaneous facility repairs. Funding was secured through several state and federal sources with \$5.6 million currently available.

Bids were received February 6, 2013, which included a deduct bid alternate in case the bids came in higher than budgeted. The low bidder was Henkel Construction Company of Mason City at \$4.489 million, approximately half a million dollars under the construction budget.

One issue required additional investigation prior to award of a contract - Disadvantaged Business Enterprise (DBE) participation. CyRide must comply with federal requirements regarding the inclusion of disadvantaged businesses within federal projects. The DBE goal for this project was 3.5%. The low bidder, Henkel, as well as the other bidders included 0%. CyRide staff held small business meetings with DBE firms and General Contractors as well as stressed the need to include DBE firms in the work to be completed with the project. With the low bidder not meeting the 3.5% goal, this bidder was required to document and submit its Good Faith Efforts to try to obtain DBE firms. Based on Henkel Construction's documentation and conversations with FTA, CyRide decided Henkel Construction Company had met the Good Faith Efforts required allowing Henkel Construction to be considered the lowest, responsive bidder.

The bid was approved at the February 12, 2013 City Council meeting, contingent upon the Transit Board and DOT's approval.

Trustee Madden motioned for approval of Alternative #1, contingent on IDOT approval, to award the construction contract to Henkel Construction Company of Mason City, Iowa for a lump sum amount of \$4,489,000. Motion seconded by Trustee Wacha.

President Anders asked to confirm that the DBE concern had been resolved. Director Kyras confirmed that Henkel Construction Company had met all requirements stating that they had taken IDOT's DBE list and sent an email to all firms on this list, receiving only one DBE bid in return. This bid was three times higher than the low bid for the work to be supplied. Additionally, Henkel Construction validated that they had worked with this firm on previous projects.

(Ayes: Four. Nays: None.) Motion carried.

TITLE VI SERVICE STANDARDS AND POLICIES: Agenda item deferred to March 11, 2013 Transit Board meeting.

ISU MEMORANDUM OF AGREEMENT – INTERMODAL FIBER ENHANCEMENT: Director Kyras explained that CyRide was getting close to closing out the Intermodal Facility project and using all federal funding. However, a project enhancement had been identified that would use remaining funds and provide a benefit to the facility and its users. This enhancement would install fiber to the facility from Iowa State University. Included in this project would be safety features such as remotely locking restroom, shower and other doors at pre-determined times. The fire, elevator, and intrusion alarms would also be linked to Iowa State University's Campus Police and the prepay machines connected to Iowa State's system. A separate water meter for Executive Express's garage area would also be installed.

In order to expeditiously complete this work, an agreement (MOA) with Iowa State University (ISU) was developed to complete these activities. The MOA detailed the work to be done, its cost and that ISU will oversee its completion.

The total cost of the project is \$74,300 and completes these services provided in the Memorandum of Agreement included with the transit board packet.

Director Kyras indicated that the MOA is current being reviewed by the City of Ames Legal Department and that approval of the document would need to be contingent upon Legal Counsel's approval. President Anders asked if this needed an RFP and Director Kyras said no RFP is required because of CyRide's contractual relationship with Iowa State University.

Trustee Leines made a motion to approve Alternative #1 for a Memorandum of Agreement with Iowa State University and seconded by Trustee Wacha.

Trustee Madden said he would need to abstain because of a conflict of interest. The Memorandum of Agreement was deferred due to the need to clarify whether the motion could be approved with three "aye" votes and an abstention.

QUARTERLY REPORT

Director Kyras highlighted the following quarterly report items.

Ridership:

- Ridership for the quarter was up 3%
- Farebox revenue was up for the first two quarters, +1.8%
- Expenses were higher due to fuel expenses

Maintenance:

- Interior cleaning is lower, but a significant higher number of buses than usual were cleaned the previous year
- Mechanical problems are down
- Expenses are a higher because of fuel

Fixed-Route/Operations Trends:

- Accidents are significantly lower – down 38%
- Dollar amount for damage is down
- Customer comments are down

Dial-A-Ride Trends:

- Dial-A-Ride reporting is behind with no statistics at this time
- Discussions with HIRTA staff indicate that ridership is down

Moonlight Express:

- Ridership is lower year-to-date and for the quarter

President Anders asked if the hybrid vehicles were meeting performance, as there was some concern with this technology in the beginning. Director Kyras indicated that the type of hybrid system in the buses was new technology, and that it did not immediately see significant improvement. However a little over 12 months after the buses began in operation, CyRide staff, working with the manufacturer, had been able to achieve an average improvement of 12 – 14 %; however, not the 20 – 25 % that the systems were supposed to be able to achieve.

The next Transit Board meeting is March 11, 2013 at 5:15 p.m.

The Transit Board meeting adjourned at 6:13 p.m.

Robert Anders, President

Joanne Van Dyke, Recording Secretary

AMES TRANSIT AGENCY BOARD OF TRUSTEES

AMES, IOWA

February 22, 2013

The Ames Transit Agency Board of Trustees met February 22, 2013 via conference call at 11:55 a.m. President Anders called the meeting to order at 11:58 a.m. Trustees in attendance were Anders, Schainker, Leines, Rediske, and Wacha. Absent: Trustee Madden.

ISU MEMORANDUM OF AGREEMENT – INTERMODAL FIBER ENHANCEMENT: Director Kyras explained that the Transit Board was not able to take action on this item at the February 14, 2013 transit board meeting due to a lack of quorum. She further stated that the attached Memorandum of Agreement (MOA) was between Iowa State University and CyRide/City of Ames for the enhancement of the Intermodal facility by installing a fiber connection between Iowa State University's campus and the Intermodal facility. This enhancement will allow restroom and showers doors to be locked remotely and opened at specific times as well as additional doors within the terminal and bus garage. Fire, elevator, and intrusion alarms along with prepay machines will also be connected directly to the ISU's Campus Police to alert them if there is trouble.

One additional enhancement is also included in the MOA adding a water meter in the Executive Express garage that accurately records water usage so that utility billings to the carrier can be accomplished. Total cost for the enhancement is \$74,300.

Director Kyras reviewed the remaining dollars in the Intermodal Facility Grant. Director Kyras shared with the Transit Board that she had received a phone call from the Federal Transit Administration last week indicating they preferred the money for art be spent on something else other than the artwork, as the new transit bill does not include an art in transit program. As a result of that conversation, Director Kyras spoke with Trustees Madden and Schainker and a decision was made to not move forward with the art piece. However, Director Kyras received a phone call from the FTA just prior to this meeting and the FTA reversed this decision and again is strongly encouraging funding be spent to place artwork at the facility.

Director Kyras stated that the only resolution to being able to purchase a piece of art in such a short period-of-time before the grant expires is to purchase a piece from Iowa State University, which is located by Morrill Hall and titled "Power Tennis". Iowa State's loan for this art piece will expire in April and it will be returned to the artist; however it could be purchased and placed at the Intermodal Facility. The parties involved will need to negotiate the price and move it to the Intermodal Facility. The Transit Board has previously approved up to \$30,000 to be spent on the art piece and is this funding

amount is reflected in the grant balance, leaving \$9,500 in the grant. It is Director Kyras' understanding that this piece of artwork could cost up to \$40,000, which could result in the possibility of reducing CyRide's reimbursement of its time spent on the project in order to purchase the piece.

Trustee Schainker asked if there was an annual operating cost for the fiber project or, if this cost was included in the price of \$74,300. Director Kyras believes there is some cost and that it is not include in the operating budget, but that it is not as much as if/when camera's are added to the fiber connection. She further explained that the current camera system is what they call a closed system where the cameras record and if there is an incident, Campus Police need to view the video at the facility. The cameras could be connected to the Campus Police in the future, but this comes with a substantial monthly cost of 22 cameras at \$40 each.

Trustee Schainker made a motion to adopt Alternative #1, assuming there is no ongoing cost, approving the Iowa State University Memorandum of Agreement for completion of the Fiber Enhancement project for a not-to-exceed total of \$74,300.00, subject to approval by the City of Ames legal counsel. Motion was seconded by Trustee Rediske. (Ayes: Five. Nays: None.) Motion carried.

No action is required on the artwork since it is not on the agenda, but Director Kyras asked for direction from the board on how the Director should proceed. Director Kyras will need to write a justification to the Federal Transit Administration to purchase the artwork since it is a sole source procurement from the artist. The FTA will have to approve the sole source procurement and proceed with negotiation with the artist on the purchase price to make sure it is within the budget. Director Kyras asked for direction as to whether the Transit Board feels comfortable with moving forward with the purchase in light of the new FTA information since the decision last week with Trustees Madden and Schainker was that the Transit Board not move forward.

President Anders approves with proceeding with the sole source purchase and having some piece of artwork at the facility since the pad is already placed at the facility. Director Kyras said the first step is to get the Federal Transit Administration concurrence. Trustee Wacha agreed on the consensus of this purchase as did the remaining board members.

Transit board meeting adjourned at 12:08 p.m.

Robert Anders, President

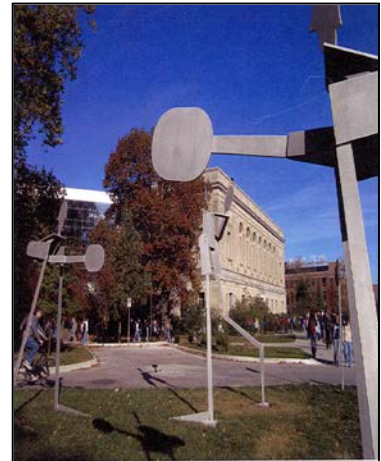
Joanne Van Dyke, Recording Secretary

CITY OF AMES, Iowa

MEMO TO: Ames Transit Board of Trustees
FROM: Sheri Kyras
DATE: March 11, 2013
SUBJECT: INTERMODAL ARTWORK PURCHASE

BACKGROUND: The Transit Board of Trustees approved up to \$30,000 for purchase of a piece of art for the Intermodal Facility at its January 17, 2013 meeting. Since that time, the Federal Transit Administration has made several varying decisions on whether the purchase of art could be included as a grant eligible activity. The final decision made on February 21, 2013 was that it was eligible and further that they encouraged art to be placed at the facility. At the February 22, 2013 Special Transit Board meeting, a consensus of the members present was to proceed with negotiation and possible purchase of art for the facility. It was discussed that a piece currently located at Iowa State University could be purchased for the facility.

INFORMATION: With the short time period to procure a piece of art for the Intermodal Facility prior to the grant's expiration on September 30, 2013, the best art option identified was to determine if a piece currently on commission to Iowa State University could be purchased for the Intermodal Facility. This art sculpture is entitled, "Power Tennis" and includes four sculpture pieces as pictured to the right. The Public Art Commission has been in contact with the artist, William King, and he has agreed to a purchase price of \$39,000. The Public Art Commission would be responsible for moving and installing the piece at the Intermodal Facility. The Transit Board would need to approve an additional \$9,000 from the Intermodal grant to purchase the sculpture.



The following chart illustrates the remaining dollars in the grant.

Activity	Balance To Pay
Beginning Balance after Pay Application #19	\$442,788.00
Sales Tax Refund (est.)	+\$155,000.00
Weitz Contract (Retainage and Remaining Expenses)	-\$397,840.53
Neumann Monson Fee (Architect)	-\$12,889.70
ISU Fee (Project/Construction Management)	-\$7,226.00
ISU Fiber Project	-\$74,300.00
Art Piece	-\$30,000.00
CyRide Project Management Reimbursement	-\$60,000.00
Intermodal Equipment (Snow and Leaf Blowers, etc.)	-\$6,000.00
Balance Available	\$9,531.77

CyRide has prepared a letter justifying sole source procurement of this piece and it has been submitted to the Federal Transit Administration for review; however, a response to date has not been received.

ALTERNATIVES:

1. Approve payment of \$39,000 to William King for the purchase of the sculpture “Power Tennis”, subject to approval of sole source procurement from the Federal Transit Administration and City of Ames Purchasing Approval.
2. Do not approve the purchase of artwork for the Intermodal Facility.

RECOMMENDATION:

The Transit Director recommends approval of Alternative #1 to approve purchase of the artwork for the Intermodal Facility. There is sufficient remaining grant dollars for this purchase, a desire by the FTA to include art at the facility and with a short time period to accomplish its purchase, the Power Tennis sculpture is able to be quickly procured.

CITY OF AMES, Iowa

MEMO TO: Ames Transit Board of Trustees
FROM: Sheri Kyras
DATE: March 11, 2013
SUBJECT: TRASIT ADVERTISING POLICY REVISION

BACKGROUND: At the December 10, 2012 Transit Board meeting, board members approved a new Transit Advertising Policy entitled, "Policies and Standards for Advertising on Ames Transit Agency Transit Facilities." These changes were forwarded to CyRide's current transit advertising vendor, Houck Advertising Company, for implementation.

INFORMATION: As Houck Advertising began to use the new policy, one area of the document was found to be problematic for past, current and future contracts. As a result, CyRide's advertising vendor has recommended a modification to one section of the new policy - Section 3.03 Public Service Announcements (PSA's). Under the adopted policy, the language allows both interior and exterior advertising; however, this is currently negotiated with the firm purchasing advertising. It also requires at least a 90-day contract. Some current and past PSA contracts have been for shorter periods of time and the negotiated placement allows for more flexibility for the vendor. Therefore, the advertising firm has recommended leaving this language out as well as deleting the word "free" from Public Service Announcements as some PSA's are at reduced pricing. The attached document crosses out in red the language that would be deleted from the adopted policy. The City of Ames Attorney's office has reviewed the suggested revisions and has approved the modifications.

ALTERNATIVE:

1. Approve the modifications to CyRide's Policies and Standards for Advertising on Ames Transit Agency Transit Facilities, Section 3.03 Public Service Announcement as recommended by CyRide's current transit advertising vendor and approved by the City of Ames Attorney's Office.
2. Do not approve the modifications to CyRide's Policies and Standards for Advertising on Ames Transit Agency Transit Facilities.

RECOMMENDATION:

The Transit Director recommends approval of Alternative #1 to better reflect past, current and future transit advertising contracts displaying advertising on CyRide's buses.

POLICIES AND STANDARDS FOR ADVERTISING ON AMES TRANSIT AGENCY TRANSIT FACILITIES

The Ames Transit Agency (CyRide) is a metropolitan transit system created as an administrative agency of the City of Ames, Iowa under section 26A of the City of Ames Municipal Code. The Ames Transit Agency owns and operates buses, bus shelters, a garage and other properties (collectively referred to as “Transit Facilities”) in conjunction with its transit system. It is in the public interest to make advertising space available to the successful Advertising Contractor (referred to as “Contractor”) to generate revenue and help fund the operation of the transit system or upon acceptance of the advertising as unpaid public advertising or public service announcements in accordance with this policy in order to support public agencies and community non-profit services.

I. PURPOSE

1.01 Nonpublic Forum; Commercial/Proprietary Functions. CyRide will rent space to its Contractor on its Transit Facilities for limited types of advertising (“Permitted Advertising”). By allowing limited types of advertising on or within its buses and or/bus shelters and providing limited space at no charge pursuant to this policy, CyRide does not intend to create a public forum for public discourse or expressive activity, or to provide a forum for all types of advertisements. The display of Permitted Advertising upon payment of rent to the advertising contractor in accordance with the Contractor’s adopted rental schedule on designated Transit Facilities is intended only to supplement fare revenue, tax proceeds and other income that fund the transit system.

1.02 Certain Excluded Advertising. CyRide will not accept for display on its Transit Facilities the types of advertising defined in Section 2.01 of these policies and standards (“Excluded Advertising”). By not accepting Excluded Advertising, CyRide can:

- (a) maintain a professional advertising environment that maximizes advertising revenues and minimizes interference or disruption of the commercial aspects of its transit system;
- (b) maintain an image of neutrality on political matters and other noncommercial issues that are the subject of public debate and concern;
- (c) protect passengers, employees and CyRide facilities from harm or damage that can result from some individual’s reactions to political or controversial materials; and
- (d) help build and retain transit ridership.

1.03 Limits on Permitted Advertising. Placing reasonable limits on Permitted Advertising displayed on its Transit Facilities will enable CyRide to:

- (a) avoid subjecting its passengers and other members of the public to material that may discourage them from using transit services;
- (b) maintain an image of professionalism and decorum;
- (c) avoid displaying material that is not suitable for viewing by minors who ride on CyRide buses or those individuals whose neighborhoods are served by CyRide bus routes; and
- (d) maximize revenues by attracting and maintaining the patronage of passengers.

II. ADVERTISING POLICIES

2.01 Excluded Advertising. For the purposes of these policies and standards, the advertising described in this Section 2.01 is “Excluded Advertising.” CyRide will not accept the following Excluded Advertising for display, posting or placement on or within its buses, or other Transit Facilities:

- (a) ***Alcoholic Beverages.*** Advertisements and images soliciting or promoting the sale or use of alcoholic beverages.
- (b) ***Tobacco Products.*** Advertisements and images soliciting or promoting the sale or use of tobacco products including, but not limited to, cigarettes, cigars and smokeless tobacco.

2.02 Permitted Advertising. Subject to the viewpoint-neutral standards contained in Section 3.01 of these policies and standards, CyRide will accept “Permitted Advertising” for display or placement on designated CyRide Facilities. For the purposes of these policies, “Permitted Advertising” is advertising that:

- (a) Does not qualify as Excluded Advertising under Section 2.01.
 - (b) Generally relates to the economic interests of the advertiser and its audience.
- Advertising defined in Section 3.02 and 3.03 also is Permitted Advertising.

2.03 Prohibitions on Literature or Product Distribution and Leafleting.

CyRide’s purpose in operating a transit system is to meet the public’s need for efficient, effective and safe public transportation. CyRide Facilities are not intended to be public forums for public discourse or expressive activity. Literature or product distributions, leafleting and similar activities can disrupt or delay passengers who are boarding and exiting buses and other transit vehicles, distract passengers, distract bus operators, cause maintenance issues, and otherwise create safety issues for passengers, operators and surrounding traffic. Accordingly, political campaign activities, distribution of political or issues campaign literature, leafleting, and other informational or campaign activities are prohibited within CyRide buses or other transit vehicles and within CyRide bus shelters. Notwithstanding the policies that allow the display of Permitted Advertising on designated CyRide Facilities, nothing in these policies or standards authorizes or permits advertisers to distribute literature, leaflets, coupons, products, samples or other items within CyRide buses. On a limited basis and in conjunction with a “partnering” opportunity

approved by CyRide, CyRide may allow an advertiser to distribute items on or within CyRide Facilities. Any distribution of literature, leaflets, coupons, products, samples or other items must be pre-approved by CyRide and must comply strictly with terms and conditions established by CyRide.

III. ADVERTISING STANDARDS AND RESTRICTIONS

3.01 Advertising Standards and Restrictions. CyRide will make available on designated CyRide Facilities space for advertisements subject to the viewpoint-neutral restrictions in this Section 3.01 that limit certain forms of advertising. Advertisements cannot be displayed or maintained on CyRide Facilities if the advertisement or information contained in the advertisement falls within one or more of the following categories:

- (a) ***False, Misleading, or Deceptive.*** Advertising or any material or information in the advertising that is false, misleading or deceptive.
- (b) ***Unauthorized Endorsement.*** Advertising that implies or declares that CyRide endorses a product, service, point-of-view, event or program. The prohibition against endorsement does not apply to advertising for a service, event or program for which CyRide is an official sponsor, co-sponsor or participant, provided CyRide's Transit Director or other designated representative gives prior written approval regarding the endorsement.
- (c) ***Obscene or Offensive Material.*** Advertising that contains obscene or offensive materials. "Obscene materials" means displays information that, taken as a whole, appeals to the prurient interest in sex and depicts or describes, in a patently offensive manner, sexual conduct and which, taken as a whole, does not have serious literary, artistic, political, or scientific value. "Offensive materials" means displays or information that would be offensive to a reasonably prudent person of average sensitivity in the community, including advertising that contains derisive, distorted, immoral, profane or disreputable language or impressions.
- (d) ***Unlawful Goods or Services.*** Advertising or any material or information in the advertising that depicts, promotes or reasonably appears to encourage the use or possession of unlawful or illegal goods or services.
- (e) ***Unlawful Conduct.*** Advertising or any material or information in the advertising that: depicts, promotes or reasonably appears to encourage unlawful or illegal behavior or conduct, including unlawful behavior of a violent or antisocial nature; is libelous or an infringement of copyright; is otherwise unlawful or illegal; or is likely to subject CyRide to liability.
- (f) ***Adult Entertainment.*** Advertising that promotes or displays images associated with adult book stores, adult video stores, nude dance clubs and other adult

entertainment establishments, adult telephone services, adult internet sites and escort services.

- (g) **Graffiti.** Advertising that uses images or symbols that depict or represent graffiti.
- (h) **Illegal Firearms and Weapons.** Advertising that contains images or depictions of illegal firearms, or the unlawful use of firearms or other weapons.
- (i) **Internet Addresses and Telephone Numbers.** Advertising that directs viewers to internet addresses or telephone numbers that contain materials, images or information that would violate these advertising standards if the materials, images or information were contained in advertising displayed or posted on CyRide Facilities.
- (j) **Distractions and Interference.** Advertising that incorporates or displays any rotating, revolving, or flashing devices or other moving parts or any word, phrase, symbol or character, any of which are likely to interfere with, mislead or distract traffic or conflict with any traffic control device or motor vehicle regulation.

3.02 Political, Religious, or “Issues” Advertising. All political, religious, or “issue related” advertising shall bear conspicuously a paid advertising disclaimer that shall be consistent with the requirements as outlined in Attachment A.

3.03 Public Service Announcements. CyRide’s contractor may use interior or exterior ad space for public service messages for governmental entities, or non-profit organizations. The actual distribution and customary charges will be established by the contractor. ~~Interior and exterior advertising space will be available for public service ads subject to the demand for paid advertising space. The actual distribution of these spaces will be at CyRide’s contractor’s discretion. Public service ads will be placed for at least ninety days. Continuation of an ad for more than ninety days will be approved only if there are no public service or paid ads waiting to be placed. Public service ads may be removed at any time if the space has been sold to a paying advertiser.~~

~~A governmental entity, academic institution or tax-exempt non-profit organization that wants to place public service ads must provide the printed ads at its own expense.~~ The ads must conform to regular CyRide standards for size, weight and other physical characteristics.

Copy Standards for **Free** Public Service Advertising:

The ad must be directed toward promotion of an organization’s services to the community, a substantial segment of the community or ads informing the public about programs, services or events. Ads which are for internal promotion (e.g., honoring

employees) or are designed primarily for the benefit of an organization (e.g., soliciting donations) are not eligible for ~~free~~ public service space.

Ads which promote partisan political activity (e.g., campaign ads or party fund-raisers) or which advocate positions on political issues are not eligible for ~~free~~ public service space.

All ~~free~~ public service ads must comply with the copy standards otherwise outlined in this policy for paid advertising.

3.04 Space Availability. CyRide’s Contractor limits the amount of space on its Transit Facilities available for advertising and does not represent that it can accommodate all requests for advertising space. Advertising space will be made available only on CyRide Facilities designated by CyRide. No advertising, signs and other types of postings or messages may be displayed, posted or placed on any other CyRide Facilities.

3.05 Reservation of Rights. CyRide reserves the right to amend these policies and standards at any time. Subject to any contractual obligations, CyRide reserves the right to discontinue advertising on CyRide Facilities and discontinue accepting advertising for display or posting on CyRide Facilities. CyRide reserves the right to limit the availability of advertising space on its Transit Facilities and remove advertising that does not comply with these advertising policies and standards and, subject to any contractual obligations.

IV. APPEAL OF ADVERTISING DECISIONS

4.01 Initial Reviews. CyRide’s Transit Director will make initial decisions about accepting or rejecting proposed advertising. The decisions will be based on these policies and standards. CyRide’s Transit Director, or other designated CyRide staff, will work with Contractor to resolve issues about advertisements that do not comply with these policies and procedures. Resolution may include modification of the art, copy, or both as well as rejection of the advertisements.

4.02 Appeals to Transit Trustee. An advertiser may appeal a decision to reject or remove an advertisement by filing a written request with the permanent Trustees of the Ames Transit Agency Board of Trustees and the Board’s President within ten (10) business days after the rejection or removal decision. The advertiser’s request must state why the advertiser disagrees with the decision in light of CyRide’s advertising policies and standards. The three Transit Trustees may consult with the City of Ames legal counsel. The Trustees will review the basis for the rejected or removed advertisement and will consider the advertiser’s reasons for filing the request. The Trustees will make a decision on the request and will notify the advertiser of its decision in writing within fifteen (15) business days after receiving the advertiser’s request.

**ATTACHMENT A
POLITICAL, RELIGIOUS, OR ISSUES ADVERTISING DISCLAIMER
REQUIREMENTS**

I. DISCLAIMER REQUIREMENTS

- A. **Political Candidates** - On an advertisement that is authorized and paid for by a candidate or his/her campaign committee, the disclaimer must identify:
1. Who paid for the message.
 2. A statement that CyRide does not endorse the advertisement
- B. **Political Candidate Advertisement Paid by a Different Party** - On an advertisement that is authorized by a candidate or his/her campaign committee, but is paid for by another person, the disclaimer notice must:
1. Identify who paid for the communication.
 2. Indicate that the candidate authorized the message.
 3. A statement that CyRide does not endorse the advertisement
- C. **Political Advertisement Not For Political Candidate** – On an advertisement that is not authorized by a particular candidate or his/her campaign committee, the disclaimer notice must:
1. Identify who paid for the message.
 2. State that it was not authorized by any candidate or candidate's committee.
 3. List the permanent address, telephone number or World Wide Web address of the person who paid for the communication.
 4. A statement that CyRide does not endorse the advertisement
- D. **Religious Oriented, Political Issue or Other Noncommercial Issue Ads** - The disclaimer notice must:
1. Identify who paid for the message.
 2. List the permanent address, telephone number or World Wide Web address of the person who paid for the communication.
 3. A statement that CyRide does not endorse the advertisement

CITY OF AMES, Iowa

MEMO TO: Ames Transit Board of Trustees
FROM: Sheri Kyras
DATE: March 11, 2013
SUBJECT: TITLE VI SERVICE STANDARDS AND POLICIES

DISCUSSION: New Title VI federal regulations require transit systems to develop service standards and policies that fairly provide services and amenities to the entire community, regardless of race, color, or national origin, including individuals who are limited in their English proficiency. For CyRide, this means that routes, frequencies of service, amenities, etc. must be better or equivalent in areas where there is a higher concentration of minority individuals as opposed to non-minority areas. To document this equity, CyRide is required to develop service policies and standards, which then must be approved by the Transit Board of Trustees.

The Transit Board must also approve an overall Title VI Plan, including the service standards and policies, by October 1, 2013.

INFORMATION: The attached document identifies the staff recommended service standards and policies. A standard represents a quantifiable number threshold that the transit system will attempt to achieve. A policy is a procedure or action that CyRide will take to provide equity in the provision of its service. The following system-wide standards and policies have been developed to meet the intent of the federal requirement.

Standards

- Vehicle Load
- Vehicle Headway
- On-Time Performance
- Service Availability

Policies

- Distribution of Transit Amenities
- Vehicle Assignment
- Transit Security

For each standard or policy, CyRide has identified its actions or thresholds in black and the industry standard or policy in red. CyRide's standards and policies have been established based on actual service statistics, which in almost every case exceed these industry standards. A presentation on each standard or policy will be provided at the Transit Board meeting.

The new Title VI regulations require transit system's the size of CyRide to establish these standards and policies; however, it does not require system's to monitor their service against these thresholds. System's providing service in areas of more than 200,000 in population are required to monitor and document their achievement of the standards and policies to ensure equitable service.

CyRide is seeking concurrence is establishing standards and policies for its service.

ALTERNATIVE:

1. Approve the Service Standards and Policies document for inclusion in CyRide's Title VI Plan.
2. Approve modifications to the Service Standards and Policies document.
3. Do not approve Service Standards and Policies for CyRide's system.

RECOMMENDATION:

The Transit Director recommends approval of the Service Standards and Policies document as it reflects current service achievements, which are higher than industry standards. This action satisfies the first step in meeting its Title VI program documentation, with the second step to be completed by October 1, 2013.

CyRide

SERVICE STANDARDS AND POLICIES

SYSTEMWIDE SERVICE STANDARDS

To prevent discriminatory service design or operation, the FTA circular requires transit agencies to adopt system wide service standards and system wide service policies (policies are discussed later in this section). System wide service standards are required for the following criteria: vehicle load, vehicle headway, on-time performance and service availability. Each of these standards is detailed below.

VEHICLE LOAD

To ensure CyRide customers can gain access to public transit services while balancing customer comfort, loading standards must be established and schedules devised that reflect customer volumes. This standard is measured as the ratio of customers on board to the seated bus capacity expressed as a percent. Values of 100 percent or less indicate all riders are provided a seated ride while values above 100 percent indicate standees. The following loading standard indicates the degree of crowding (i.e., standees) that is acceptable based on bus type and manufacturer’s recommendation for safe, maximum loading capacity. These standards reflect standees in the center portion of the bus only, not in the stairwells. For ridership consistently above these standards below, CyRide will place a second bus on the trip.

Standard: Acceptable load factors should never consistently exceed the following: (Industry Standard: 125-150% in urban areas, 175% in university systems)

Bus Type	Vehicle Load Standard		
	Seated Capacity	Total Customers	Percentage
Standard 40’ Bus	34-47	65	138-191%
Articulated 60’ Bus	62	112	172%
Minibus 186” Wheelbase	18	30	166%
Minibus 158” Wheelbase	12	20	166%

Due to the short distance and heavy demand CyRide experiences on a daily basis, it operates a portion of its 40’ standard bus fleet with perimeter seating (utilizing fewer seats per bus) to more efficiently operate service. Therefore, the vehicle load percentage on these buses is substantially higher; however, the total number of customers per 40’ bus remains the same.

To the maximum extent possible, heavier demand single trips using smaller capacity vehicles (34 passenger standard buses) will be replaced with larger buses on the trip (42-47 passenger buses) to reduce the vehicle load percentage.

VEHICLE HEADWAY

Vehicle headway (the time interval between two vehicles traveling in the same direction on the same route) standards at CyRide relate to frequency of service. This standard is one of the commonly applied measures of transit adequacy, particularly from the customer's point of view. Consequently, it can be one service characteristic that is the cause of customer dissatisfaction. In general, frequencies or "headways" (i.e., the time from one bus to the next at the same location) are established to provide enough vehicles operating past bus stops on a route to accommodate the customer volume and to stay within the recommended loading standards, which were discussed previously. If customer loads are light enough that more time is needed between vehicles to meet loading standards, then headways should be set on clock-face headways operating at 10, 20, 40 or 60-minute intervals.

Standard: For periods in which service is operated, the standard **minimum** headways by type/time of service are as follows. (Industry Standard: Varies)

Service Type/Time	Weekday		Saturday	Sunday
	Base	Night		
Local	20-minute	40-minute	Same as Weekday	40-minute
Circulator	20-minute	40-minute	---	---
Peak Period Service	60-minute	---	---	---
Night Only	---	40-minute	40-minute	---
Flexible Service (Eve. Service Only)	---	---	---	20-minute

The definition of the above service types/times is as follows:

Local. Route that operates primarily on arterial (major) streets, typically with a minimum of twelve stops and an average speed of 15 miles per hour or less. These routes typically serve major origins or destinations and provide the basic level of service throughout the City of Ames. (CyRide routes - Red, Green, Blue, Gray, Yellow, Brown, Aqua)

Circulator. Routes that are confined to a specific area of town connecting major activity centers and allow customers to transfer to other routes going further into the community. (CyRide routes – Cardinal, Gold and Orange)

Peak Period Service. Routes that operate limited trips, only during peak demand times, typically in the morning and afternoon periods of the day. (CyRide routes – Gray, Pink and Purple)

Night Only. Routes operated beyond traditional transit hours. In Ames, this service operates between 10:00 pm and 2:30 am on Friday and Saturday nights during the school year. (CyRide route – Moonlight Express)

Flexible Service. A route that deviates from a generally defined route to provide direct transportation to customers that live within the vicinity of the route. In Ames, this service operates between 6:00 and 10:00 pm on Sunday evenings. (CyRide route – Silver)

Weekday Base. Routes operated generally from 6 am to 6 pm, Monday-Friday.

Weekday Night. Local and circulator routes that are operated generally from 6 pm until 11 pm or 12:30 am during the weekday. Night only routes operate from 10 pm until 2:30 am Friday and Saturday nights during the school year.

Saturday. All routes that operate during Saturday base and night periods of the day, excluding night only service.

Sunday. All routes that operate during Sunday base and night periods of the day.

As with all standards, this headway matrix should be considered a guide, not an absolute measure.

ON-TIME PERFORMANCE

Published timetables must provide the transit customer with a reasonable guarantee that the scheduled service will operate, and will, additionally, operate on time. The dependability of CyRide is important to people who typically plan trips around the availability of bus service. Moreover, customers associate a time penalty with unreliable bus service that reduces the attractiveness of public transportation. There are several ways to measure CyRide's dependability. The first is whether service operates at all. Measures of actual versus scheduled service (missed trips) are expressed as the percentage of scheduled trips that are actually made. CyRide should have sufficient spare buses and bus drivers to assure that the standard is met.

Standard: For CyRide, the missed trip standard is established at 99.9 percent. Therefore, less than 201 trips annually out of 201,493 can be missed and still meet the standard. (Industry Standard: 90-95%)

On-time performance is also examined in terms of schedule adherence, which means the difference between scheduled time and the time the bus actually passes a particular location. The schedule adherence standard consists of two parts: 1) the definition of on time, and 2) the proportion of buses that operate within the on-time range. For purposes of establishing CyRide on-time performance, "on-time" is established at zero minutes early to 3 minutes late. This allows the bus reasonable latitude for encountering general delays due to traffic, weather or other on-route delays, without unduly inconveniencing customers. For most persons, a wait of up to three additional minutes would not be regarded as excessive. Scheduled buses should

never be early, for this would cause customers to miss the bus entirely and subject many riders to an even longer wait for the next scheduled bus. However, CyRide operates a significant number of “extra buses” to address overcrowding issues. “Extra Buses” can operate ahead of or behind the scheduled buses to pick up customers arriving prior to the departure time of the scheduled buses or to provide the additional capacity needed to carry the number of people waiting for the scheduled bus. These buses are not considered when calculating the system wide on-time performance of the buses as they are purposely early or late to assist the scheduled bus.

Standard: The standard for CyRide’s schedule adherence is established at 85% of scheduled trips system wide. Therefore, 17 out of every 20 scheduled bus trips should be considered "on-time" according to the standard. (Industry Standard: 73-75%)

SERVICE AVAILABILITY

A transit system inevitably receives many requests for service from citizens who are not within walking distance of a route, or who desire buses operating in their neighborhoods connecting with different destinations. Since transit resources are limited, it is unlikely that everyone will be accommodated to a satisfactory degree. Therefore, it is necessary to determine how to allocate the available resources to provide the best possible service. In developing measures for CyRide service, this standard has been divided into three separate components that reflect travel concentrations, trip purpose and the need for bus service. The three components are: Production End representing the trip end that produces travel, Attraction End that attracts travel and Bus Stop Spacing. A description of each of these is presented below.

Production End. Determination of which residential neighborhoods should be candidates for service is a function of reasonable walking distance. Numerous studies have indicated that the maximum distance an average person can reside from a bus route and still be considered to “have service” is approximately one-quarter mile, which is roughly equivalent to a five-minute walk.

Standard: The standard will be 85% of the population within ¼ mile walking distance between home and a CyRide bus stop or attraction. (Industry Standard: ¼ mile, 85-90%)

This route coverage guide is just that-- a guide. It is not an exact measurement. In some areas, the street pattern is not uniform or major generators are further apart than the guide indicates. CyRide’s service may not and should not conform to the guide in all areas due to other factors such as population density and operational hours compared to destination.

Attraction End. Major traffic generators in the Ames community create a transit opportunity.

Standard: CyRide will apply the following standards when considering service modifications.

- **Hospitals/Nursing Homes.** These usually do not attract a large number of trips.

These facilities do, however, often serve those who depend on transit. Therefore, institutions of 100 or more beds may be considered candidates for CyRide service. (Industry Standard: None Found)

- **Colleges/Schools.** Students in a university community often comprise a major segment of the transportation dependent population. For this reason, colleges and post-secondary schools have been included in the availability standard. Those institutions with an enrollment of at least 1,000 students warrant consideration for service. (Industry Standard: None Found)
- **Shopping Centers.** Shopping trips constitute a major reason for transit travel. Shopping centers with more than 100,000 square feet of leased retail space are large enough to warrant consideration for CyRide service. Mixed-use retail, housing and office complexes can also be included within this category. (Industry Standard: None Found)
- **Social Service/Government Centers.** Public Agencies, government centers and community facilities attract significant traffic volume. While the nature and size of these facilities varies greatly, it can be generally stated that those serving at least 100 clients daily warrant consideration for public transit service. (Industry Standard: None Found)

Bus Stop Spacing

While route alignments are the primary determinants of transit availability, a second influence on the proximity of transit is the bus stop spacing along these routes. Obviously, stops at every intersection provide the shortest walking distance to the bus, but may not be warranted based on other considerations. Therefore, a bus stop spacing standard must consider service area density and land characteristics served. Using these criteria, CyRide has developed two categories, Campus and Non-Campus, and established standards for each.

Standard: The general bus stop spacing standard for CyRide is summarized below: (Industry Standard: Varies, most far-sided)

Bus Stop Spacing Standard

Location	Stop Spacing
Campus	Every other building
Non-Campus	Every 2 – 3 blocks

It should be noted that in some instances, the bus stop spacing standard should be discarded in favor of simply considering the location of customer concentration. This is especially true for stops that serve major activity centers.

The exact placement of a bus stop in the area of a signalized intersection is also a matter of concern. Generally far-sided bus stops will be the CyRide standard unless determined, on a

case-by-case basis, that other factors, such as business ingress/egress or congestion issues, dictate otherwise.

SYSTEMWIDE SERVICE POLICIES

The FTA circular requires system wide service policies for distribution of transit amenities, vehicle assignment and for transit security. Policies differ from standards in that policies are not necessarily based on a quantitative threshold and are actions or procedures as opposed to standards that are rules or principles.

DISTRIBUTION OF TRANSIT AMENITIES

The new Title VI circular requires that CyRide maintain service standards for the distribution of various transit amenities, including bus shelters, benches, route map/timetable, and trash receptacles owned by CyRide. There are several amenities that are placed at bus stop by private entities. These are not governed by these standards. The CyRide standard for each of these amenities is described below.

Bus Shelters. A major concern of transit riders, especially regarding inclement weather, is the amount of time spent on the street exposed to the elements. The abundance of cold and windy conditions is of particular concern in Iowa. The placement of shelters and the development of a priority location program is based upon the following:

- Number of boarding and/or transferring customers at a specific stop,
- Amount of shelter from the elements or lighting at or near the stop, and
- ADA considerations
- Safety concerns
- Customer comments received

Policy: Shelters should be provided at stops which serve 150 or more boarding daily and/or transferring customers or which serve concentrations of elderly or disabled residents. Shelters should be at least 6' by 10' and be enclosed on all sides except for entrances. Service information including route numbers and colors, maps and schedules that serve the stop should be displayed. **(Industry Standard: Varies)**

Benches. Benches represent a medium level of amenity to provide greater comfort for CyRide customers.

Policy: Benches should be installed inside all standard shelters. Benches may also be installed independently at bus stops that do not have shelters. For these benches, they should be placed facing the street, a minimum of 6 to 8 feet from the bus stop sign and anchored in place. **(Industry Standard: None Found)**

NEXT BUS Digital Signage

CyRide provides real-time vehicle tracking technology to assist customers in conveniently using its service. One of the techniques used to convey this information is through digital signs at the bus stop.

Policy: CyRide will place LED digital signs at major transfer locations throughout its system.

Route Map/Timetable. CyRide’s printed route map/schedule provides information for the general public at the bus stop where they will be boarding the bus.

Policy: CyRide’s route map/timetables are provided in all shelters. They are also provided at major transfer points throughout the system. (Industry Standard: Shelters and Transfer Points)

Trash Receptacles. Trash receptacles are located only a bus stops with a larger number of boardings, usually in conjunction with a bus shelter.

Policy: CyRide provides trash barrels at shelters. (Industry Standard: None Found)

These standards are guidelines only in placement of amenities throughout CyRide’s system. Not all bus stop locations are able to physically accommodate the amenities.

VEHICLE ASSIGNMENT

Vehicle assignment refers to the process by which vehicles are placed into service on routes throughout the system. The following policy has been established.

Policy: CyRide randomly assigns buses to a route; however, the following routes/times of day dictate smaller vehicles, using only a portion of the fleet due to lower ridership demand or route geometrics. (Industry Standard: Random with Exceptions for Route Geometrics and Lower Demand)

Route/Time of Day	Size of Bus	Reason
Yellow	Minibus	Lower Demand
Pink	Minibus	Lower Demand
Green/Evening & Sat.	Minibus	Lower Demand
Brown Sat.	Minibus	Lower Demand
Gold	35’ Bus	Route Geometrics
Orange	Articulated	Higher Demand

When smaller or larger buses are assigned, the specific bus from within this portion of the fleet will be randomly selected. Additionally, buses are regularly interlined, changing routes at North Grand Mall, allowing for further rotation in the system as well as transfer capability for CyRide customers.

TRANSIT SECURITY

Transit system's are required to develop security policies that will protect employees and the public against any intentional act or threat of violence or personal harm, either from criminal activities or terrorist acts. In response to this requirement, CyRide provides the following security policy:

Policy: CyRide buses are equipped with two-way radios to communicate security concerns and security cameras as a method to after-the-fact review situations that may occur on the bus. All CyRide bus shelters will be equipped with conventional electric, solar lighting or have nearby lighting to ensure customers security while waiting or exiting a bus. Additionally, all CyRide buses display signage educating customers on what to look for and do if they find a suspicious package. Also, all new bus drivers are provided with transit security training consisting of: warning signs, what to look for and procedures to follow in security situations. Finally, CyRide works with the Ames Police Department to simulate emergency situations on a CyRide bus. (Industry Standard: Larger systems have protocols for various emergency scenarios, smaller systems have language similar to the above.)

CITY OF AMES, Iowa

MEMO TO: Ames Transit Board of Trustees

FROM: Sheri Kyras

DATE: March 11, 2013

SUBJECT: BUDGET PROPOSALS TO ADDRESS ISU ENROLLMENT INCREASES

BACKGROUND: Iowa State University (ISU) enrollment and CyRide ridership have been growing for the past seven years, as illustrated below, and is predicted to continue to increase in the next several years.

Year	ISU Enrollment	% Increase	CyRide Ridership	% Increase	Buses Added
2005-2006	25,741		4,173,208		6
2006-2007	25,462	-1.1%	4,314,151	+3.4%	3
2007-2008	26,160	+2.7%	4,646,554	+7.7%	2
2008-2009	26,856	+2.7%	5,002,146	+7.7%	4
2009-2010	27,945	+4.0%	5,377,155	+7.5%	0
2010-2011	28,682	+2.6%	5,447,289	+1.3%	0
2011-2012	29,887	+4.2%	5,759,883	+5.7%	0
2012-2013	31,040	+3.9%	5,850,000	+1.6%	3
Total		+20.6%		+40.1%	18

As the above chart indicates, ISU enrollment has increased 20%, while CyRide ridership has grown by 40% in this same time period, carrying almost 1.7 million additional rides and requiring 18 additional buses during the peak period. This exponential growth has created financial and infrastructure challenges, and with continued enrollment increases, will further strain resources to provide a quality service in the future under the current funding scenario. In light of this situation, the Transit Board of Trustees in January 2013 requested staff to identify potential changes to the operating/GSB Trust Fund calculations for discussion by the Transit Board, Iowa State University, and Government of the Student Body.

INFORMATION: The analysis of this challenge will include the following information:

- Definition of the Problem
- GSB Trust Fund Purpose and Balance
- Possible Solutions

Definition of the Problem

Each December CyRide develops budget options that include:

- Baseline Budget (same service level at the following year's cost plus inflation/wage increases)
- Baseline Budget with Service Increases (baseline with board-desired service improvements)

Both types of budget options base cost estimates on current enrollment levels. When substantial or year-after-year increases occur, CyRide's budget is not able to accommodate the additional ridership created by the enrollment increase(s), estimated at an additional between 150-170 rides per student enrolled at ISU. As additional riders are at the bus stop, CyRide must place additional buses on peak trips so that individuals are not left at the bus stop. When buses consistently carry 60 riders (150% of seated capacity), additional buses are placed on a bus trip.

Financially when ISU enrollment grows, the additional student fee dollars, above what is needed for the local share, is placed in the GSB Trust fund and CyRide's operating budget remains the same while at the same time incurring additional expense to provide the additional rides. With a 20% increase over the past seven years and tighter budgets due to stable to lower state and federal funding sources for operating service, CyRide has needed to request Special Student Fee and Tuition Committee permission the last two years to transfer GSB Trust Fund dollars to the operating budget to financially pay for ridership growth the next fall as a result of enrollment increases.

GSB Trust Fund Purpose and Balance

The purpose of the Government of the Student Body (GSB) CyRide Trust Fund is to "smooth out" student fees over time as enrollment varies from year to year. In years with declining enrollment, large fee increases are not necessary to provide the student's local funding share needed to support service the following year as the GSB Trust fund has a positive balance. Any deficits created from lower enrollment and student fees can be taken from the GSB Trust Fund balance as opposed to a large, one-year increase in fees for the following year. Likewise, in years with higher enrollment, excess student fee funds generated, above the local funding share needed to support service the following year, is added to the Trust Fund balance. Positive balances in the Trust Fund generate interest on the balance and deficit balances require interest payments to the Trust Fund.

The specific intergovernmental agreement language that creates this fund and dictates how it is administered is as follows:

- 2.1.e. Payment of the agreed level of contribution by the GSB is to be made from student fees assessed for that purpose. Therefore, it is recognized that, due to the enrollment fluctuations, there will always be some disparity, plus or

minus, between the amount of the GSB contribution budgeted and the sum actually realized from student fees for that purpose.

- (1) GSB shall have no liability or carry-over debt in subsequent years because of fees being less than the budgeted amount.
- (2) However, when fees are collected in an amount exceeding the agreed level of contribution the excess shall also be paid over to the Ames Transit Agency to be retained as a credit to a reserve account. Any such amount shall be invested at interest and interest earned credited to the reserve account.
- (3) Funds in the said reserve account shall be used by the Ames Transit Agency to offset any deficiency of revenue from student fees for the GSB contribution. Should the amount in such reserve account ever be, in the judgment of the Ames Transit Agency Board of Trustees, substantially greater than any reasonably foreseeable deficiency of revenue aforesaid, the reserve fund may be drawn upon by the Ames Transit Agency to expand or enhance transit services.
- (4) However, any considered expenditure of funds in the reserve account by the Ames Transit Agency, other than to offset a fee revenue deficiency, must be approved by a majority vote of the GSB Senate.

Some solutions may require modification of the above language to reflect the change(s). Currently, the GSB Trust Fund Balance is estimated to be at \$980,000 (see chart attached) at the end of the fiscal year (June 30, 2013). This balance includes the additional cost of up to \$238,500 for the 2012-2013 budget year as approved by the Special Student Fee and Tuition Committee to address additional ridership as a result of enrollment increases.

Possible Solutions

CyRide staff has identified three possible solutions to addressing disparity between the operating budget and GSB Trust Fund in times of growth as follows:

- Solution #1 – Amend Increase into the Adopted Budget
- Solution #2 - Cap the Trust Fund Balance
- Solution #3 - Cap GSB Trust Fund Increase

Solution #1 – Amend Increase into the Budget

This solution increases service levels on existing routes in the Fall of each year through the budget amendment process by estimating the additional cost due to higher enrollment. Each November, CyRide amends its budget to more accurately reflect higher or lower budget revenues and expenses with five months of experience. As part of this process, based on September of that year’s ISU enrollment numbers, an estimate of the impact that enrollment increases will have on CyRide expenses could be determined and then **automatically** amended into the budget as it does for other revenues like state funding or farebox revenues that can vary from the time the budget is adopted until the first five months of the budget year. The additional revenue could be transferred from the GSB Trust Fund. For example, if fall enrollment is 1,000 students higher than the previous year, the cost of additional buses/drivers could be estimated and additional funds from the GSB Trust Fund could automatically be transferred to CyRide’s operating revenues in November of that year to address the additional expenses.

The advantages and disadvantages of this solution are as follows:

Advantages	Disadvantages
1. Provides an automatic growth mechanism.	1. Forces uneven splits between the three funding partners.
2. Growth conversations coincide with the budget process.	
3. Provides funding when ridership increases occur.	

#2 – Cap the Trust Fund Balance

This solution caps the total dollars in the Trust Fund. The GSB Trust Fund balance could be capped at a pre-determined level (i.e. \$500,000) and any additional student fee revenue above this level would be retained in the operating budget for use to pay for additional service needed due to enrollment increases. The capped level of the Trust Fund could be at a level that the Transit Board believes provides an adequate level to function as intended to “smooth out” student fees when enrollment decreases occur.

Advantages	Disadvantages
1. The GSB Trust Fund balance will remain at a level used to address enrollment variations only.	1. If GSB Trust Fund level is below the cap and enrollment increase occurs, the additional revenue may not be captured in the operating budget to address the additional service needed.
2. May provide funding when ridership increases occur if the increase is above the predetermine dollar amount.	2. Trust Fund balance will not grow large enough where students can pay for additional CyRide services/projects.

#3 – Cap GSB Trust Fund Increase

This solution controls the amount of funds placed in the Trust Fund each year. As enrollment increases annually, the amount or percentage of the GSB fees added to the Trust Fund could be capped at a predetermined level. For example, if increases in the Trust Fund were capped at no more than .5% increase per year, and ISU enrollment increased 3% over the previous year’s enrollment, .5% of the additional student fees could be transferred into the Trust Fund and 2.5% would remain in the operating budget to pay for additional services due to higher ridership. Likewise, if the 3% equated to \$200,000 above the three-party share, then the amount transferred to the Trust Fund could be capped at \$50,000 with \$150,000 remaining in the operating budget.

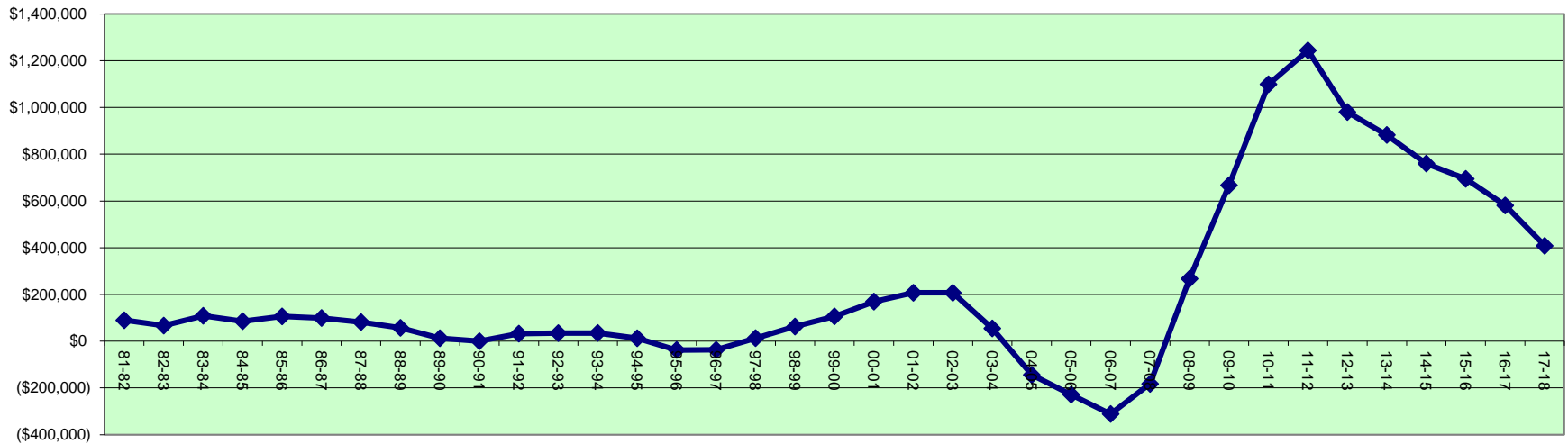
Advantages	Disadvantages
1. Provides an automatic growth mechanism.	1. Trust Fund balance will not grow large enough to where students can pay for additional CyRide services/projects.
2. Increases both the Trust Fund and CyRide’s operating budget to address current and future enrollment increases/decreases.	
3. Provides funding when ridership increases occur.	

CyRide staff is seeking board direction on the proposed solutions and next steps.

GSB Fees and Trust Fund Summary

CAPITAL & OPERATIONS	5.8% Actual 08-09	5.0% Actual 09-10	3.8% Actual 10-11	4.0% Actual 11-12	4.0% Adopted 12-13	5.0% Projected 13-14	5.0% Projected 14-15	5.0% Projected 15-16	5.0% Projected 16-17	5.0% Projected 17-18
Budgeted Revenue	\$2,760,265	\$2,898,278	\$3,008,413	\$3,204,263	\$3,499,053	\$3,674,006	\$3,857,706	\$4,050,591	\$4,253,121	\$4,465,777
Actual Revenue	\$3,023,287	\$3,290,692	\$3,432,423	\$3,339,076	\$3,649,053	\$3,661,575	\$3,822,663	\$3,977,490	\$4,132,317	\$4,287,144
Surplus/(Deficit)	\$263,022	\$392,414	\$424,010	\$134,813	\$150,000	(\$12,431)	(\$35,043)	(\$73,101)	(\$120,804)	(\$178,633)
TRUST FUND										
Opening Balance	(\$182,848)	\$267,129	\$667,188	\$1,099,162	\$1,244,080	\$980,495	\$882,494	\$760,106	\$694,606	\$580,748
Interest	\$806	\$7,645	\$7,964	\$10,105	\$13,200	\$10,600	\$8,825	\$7,601	\$6,946	\$5,807
Payments	\$186,149			Next Bus	(\$266,785)	(\$96,170)	(\$96,170)			
Transfers In (Out)	\$263,022	\$392,414	\$424,010	\$134,813	\$150,000	(\$12,431)	(\$35,043)	(\$73,101)	(\$120,804)	(\$178,633)
Ending Balance	\$267,129	\$667,188	\$1,099,162	\$1,244,080	\$980,495	\$882,494	\$760,106	\$694,606	\$580,748	\$407,922
% of Budgeted Revenue	9.7%	23.0%	36.5%	38.8%	25.0%	23.4%	19.2%	17.1%	13.7%	9.1%
Increase	\$3.85	\$2.41	\$0.00	\$0.00	\$0.00	\$0.00	\$2.64	\$2.64	\$2.64	\$2.64
Total Fees	\$60.20	\$62.61	\$62.61	\$62.61	\$62.61	\$62.61	\$65.25	\$67.90	\$70.54	\$73.18
Increase %	6.8%	4.0%	0.0%	0.0%	0.0%	0.0%	4.2%	4.1%	3.9%	3.7%
Student Semester FTEs	50,221	52,559	54,822	53,331	58,282	58,482	58,582	58,582	58,582	58,582

GSB Trust Fund Balance



Transit Director's Report

March 2013

1. Impact of Federal Sequestration

Information recently received from the American Public Transit Administration, and in meetings recently attended by the Transit Director in Washington DC, indicates that there will be **no impact** on CyRide's federal funding due to sequestration. A majority of transit funding is generated from a percentage of the federal gas tax, which is congressionally protected from across-the board funding reductions. All of CyRide's funding comes from the protected source and, therefore, the transit system will receive its full federal funding allocation for the 2013-2014 budget.

2. Orange Route Study Activities

The Orange Route Study consultants will begin the data collection phase of the study the week of March 11, 2013. On Monday of this week, they will be handing out travel pattern surveys to commuters at the Park and Ride to gain a deeper understanding of where they are starting/ending their trip, purpose of their trip and demographics about the riders. Beginning on Tuesday of that week through Thursday, they will be conducting on/off counts to determine the activity at each CyRide bus stop along this route plus stops on Bissell and Union Drive.

3. Facility Construction Contract Delay

The contract approval process with Henkel Construction for the facility modifications has taken longer to accomplish and will result in a few weeks delay in beginning construction.

April

<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
	1	2	3	4	5	6
7	8	9	10	11	12	13
				Transit Board Mtg. 5:30pm		
14	15	16	17	18	19	20
	VEISHEA	←			→	VEISHEA
21	22	23	24	25	26	27
28	29	30				
						2013