

AMES, IOWA

January 22, 2014

The Ames Transit Agency Board of Trustees met on January 22, 2014 at 8:00 a.m. in the CyRide Conference room. President Rediske called the meeting to order at 8:02 a.m. Present: Trustees Drenthe, Goodman, Rediske and Madden. Absent: Trustees Schainker and Murrell.

Public in Attendance: Dale Dyvig and Jan Dreesman.

APPROVAL OF MINUTES: Trustee Madden made a motion to approve the December 4, 2013 minutes. Trustee Drenthe seconded the motion. (Ayes: Four. Nays: None. Motion carried.)

Trustee Madden made a motion to approve the December 6, 2013 Conference Call minutes. Trustee Drenthe seconded the Motion. (Ayes: Four. Nays: None. Motion carried.)

PUBLIC COMMENTS: President Rediske asked those in attendance who wished to address the transit board to stand and introduce themselves. Jan Dreesman, Dial-A-Ride passenger in the Ames area since 2004 introduced herself.

Trustees Schainker and Murrell arrived at 8:05 a.m.

Ms. Dreesman shared that she had previously lived in Des Moines and had a lengthy ride in their paratransit service. As a result she decided to move to Ames because of the quality of the Dial-A-Ride transit system and the many awards CyRide had received. Ms. Dreesman attended the meeting and shared her concerns about the Dial-A-Ride service. Issues that she shared with the transit board included: confusion on who was responsible for Dial-A-Ride service, various concerns with HIRTA's service, her desire to continue her trip at 2:45 pm each weekday and her general belief that Dial-A-Ride service was no longer a quality service. She further indicated that moving her 2:45 pm trip to a later time created a hardship for her as it lengthened her day and required other appointments to be moved around to accommodate this change. She also believes that HIRTA is not reporting all incidents to CyRide as they are required to do.

Trustee Goodman asked for a clarification on how the Dial-A-Ride program operates and how appointments are made. Director Kyras explained that CyRide determines eligibility for the program and that once qualified, Dial-a-Ride customers then work with HIRTA on their specific trips.

Director Kyras said Story County rides are increasing, which makes it difficult to meet all trip needs for the Ames community and the county. Director Kyras shared with board members that both HIRTA and CyRide had been working with Ms Dreesman since November and a meeting had been held with all parties earlier in January. Those present at this meeting were: Wayne Clinton, HIRTA board member; Julia Castillo,

HIRTA Director; Brooke Ramsey, HIRTA Operations; Jason, HIRTA's Scheduler; Jan Dreesman; Jan's home health care worker; Sheri Kyras; Tom Davenport and Barb Neal of CyRide. The purpose of the meeting was to try to find a solution that would work for Ms. Dreesman, but also HIRTA in providing trips for the entire community as well as meeting ADA paratransit requirements. Director Kyras also shared that HIRTA, like CyRide, has peaks and is following the ADA guidelines, which allows a bus to pick up a passenger one hour prior to the time they would like to be dropped off – in this case as early as 2:00 pm for a 3:00 appointment.

Trustees Goodman and Madden asked Director Kyras to add the ADA requirements, monitoring, ridership stats, and total cost of service to the February agenda. The transit board thanked Ms. Dreesman for speaking about the Dial-A-Ride concerns, as they were aware of the challenge to attend the early transit board meeting.

TRANSIT ADVERTISING: Director Kyras explained that Mr. Dyvig had addressed his concern at the December Transit Board meeting with the Bailing Out Benji signs on CyRide buses. He indicated that he believed the advertising was false, misleading and deceptive advertising, which is not allowable under CyRide's Advertising Policies. The board requested the Director and City Legal Department develop a process to address this section of CyRide's Advertising Policy.

Director Kyras shared that both the Legal Department and CyRide had researched the advertising industries standards and processes for remedy. Through this research, she shared that they had found agencies that were responsible for truth in advertising - Federal Trade Commission and the Iowa Attorney General. Both of these organizations regulate advertising content. Director Kyras explained the Legal Department's recommendation that these agencies be utilized as experts in the field and based on their determination; the Transit Board would take appropriate action. The additional advertising policy language recommended is: "The burden rests on any person complaining that advertising is false, misleading or deceptive to prove such, by filing a complaint and receiving a determination from the Federal Trade Commission, Iowa Attorney General Consumer Protection Division, or a court of law."

Director Kyras then explained the steps in these organizations's process to determine the validity of a claim – Development of written material on their process, description of issue and supporting material to be provided, mediation, etc.

Transit board members discussed that using these formal processes were burdensome and most likely not timely and as a result, discussed possible ways the Transit Board could address issues, acknowledging that it would be rarely used based on past experience.

Trustee Goodman made a motion to approve alternative #2 to refer the question to CyRide's Director and City Attorney's office for further consideration of board directed

changes of developing a local process. Trustee Madden seconded the motion. (Ayes: Six: Nays: None.) Motion carried.

FIVE YEAR CAPITAL IMPROVEMENT PLAN: Director Kyras told the transit board that the information for the CIP was the same as presented in the December board packet, except for two pieces of information - prioritizing the capital purchases as requested by the transit board and the history of capital fund transfers since FY2006. She then briefly summarized the specific purchases that were included in the 2014-2015 plan year.

- New and used buses
- Administrative vehicle
- Replacement of three HVAC units
- Concrete replacement at the east end of building
- A & E Services
- Bus storage expansion
- Computers
- Shop equipment
- Bus stop improvements
- Security cameras
- NextBus

She further explained one of the larger capital expenditures – bus storage expansion. Director Kyras explained that four to six buses will remain outside after the current construction project is completed and that the transit board had given staff approval to purchase five additional used buses. The result is that 11 buses could be parked outside starting in the fall 2014. She indicated that the board and staff needed to begin discussions on how/where to store these vehicles. The dollars in the CIP would be used as local match to a larger state or federal grant to purchase land or construct additional storage, based on this future discussion.

Director Kyras shared with board members staff's recommendation on prioritizing the 2014-2015 CIP projects. She further explained that the priority in the board packet was based on the following: first priority – previous grant/financial commitments, second priority - expenditures to keep the operations or maintenance department functional to meet higher ridership demands, third priority – other expenditures. She also shared that 85% of the purchases would be for building repairs/expansion and buses.

Director Kyras explained that looking at historical information on the dollars transferred from the operating budget to the capital budget to support CIP expenditures could assist board members in comparing the current request to previous expenditures. Historical transfers were between \$250,000 and \$800,000 based on federal funding availability and overall budget needs.

Trustee Madden made a motion to approve the Five Year Capital Improvement Plan as presented. Motion seconded by Trustee Murrell. (Ayes: Five. Nays: One.) Motion carried.

2014-2015 OPERATING BUDGET: Director Kyras informed transit board members that the information contained in the board packet was the same as presented during the December meeting. Director Kyras directed board members to an informational handout to help clarify the service level and financial impact for each option.

- **First Option –**
 - Service – 10 additional hrs. of service each weekday
 - Financial - City, 1.5%, ISU 1.5%, and GSB, 3.7%
- **Second Option –**
 - Service - 10 additional hrs. of service each weekday, Blue route Sundays, Brown-Green routes weekdays, staffing changes
 - Financial - City, 4.4%, ISU, 4.4%, and GSB, 11.9%
- **Third Option –**
 - Service – 10 additional hrs. of service each weekday, Blue route Sundays, Brown-Green routes weekdays, Gray route weekdays, staffing changes
 - Financial - City, 4.4%, ISU, 4.4%, and GSB, 14.9%

Trustee Schainker asked what the transit board's policy was on CyRide's closing balance. Director Kyras indicated that past discussions, prior to 2006, were for a 15% balance. She indicated that 15% of a \$6 million dollar operating budget was a much smaller number than 15% of a \$9 million operating budget. She indicated that staff believes that a 10-12% balance is sufficient for unexpected expenses at this higher budget level. Board members Schainker and Goodman shared that they worry whether the budget is sustainable at current or proposed levels. Trustee Schainker stated that perhaps CyRide should change the way it has been providing service by limiting the number of extra buses, thereby encouraging students to change their travel patterns. Director Kyras shared her fear that limiting capacity would create student dissatisfaction and this would then reflect negatively on student funding levels. She indicated that positive ways of changing behavior, such as staggering class start times, could be beneficial and help control peak demand times. Trustee Madden stated that Iowa State's administration is discussing fluctuating employee start time, but that there is not an easy resolution.

Trustee Goodman indicated that the current three-party funding arrangement created challenges in making annual service level decisions. He proposed a cost-allocation model or possibly re-examining the current funding model assumptions to develop a policy for future year decisions. Trustee Schainker suggested looking at the efficiency of current routes to determine the feasibility of their continued operation. Board members decided to table the conversation and for staff to provide statistics, ridership

by route by time of day and further information regarding operations at a future meeting. Staff shared that the less efficient routes are routes within the community that tend to serve lower-income resident needs.

Director Kyras also shared that opportunities to increase ridership were in the evenings after 7:00 pm, on the weekends and during the summer as opposed to weekday trips. Barbara Neal, CyRide Operation's Supervisor, stated that service patterns have changed and that students were riding multiple trips prior to class as opposed to the one just before class started.

Transit board members held an extensive discussion regarding the sustainability of the current system as it continues to grow. Issues discussed were whether board members were comfortable in capping service levels next year, each of the three party's financial ability to fund additional service as ISU enrollment grows, and ways to make current service more efficient.

Trustee Murrell provided the students perspective on future services. He stated that he believed that the current and proposed system can be sustainable in the future and further that students cannot be forced to change their travel patterns. He shared that student representatives were in favor of funding option # 2. President Rediske also supported option #2 and was not comfortable in capping service levels.

Trustee Goodman advocated for creative ways to deliver service in the future.

Director Kyras mentioned new areas of development where requests would be made in the future: Cooper Beach, Breckenridge developments at the old middle school and new apartments on Maricopa. Trustee Madden added the addition to Buchanan Hall, but does not believe that it will impact CyRide operations.

Trustee Madden also stated that the Iowa State Parking Committee was asked to establish a fee for parking at the Iowa State Center, but that will not occur for fall of 2014.

Trustee Goodman shared that he represented the non-student, citizen/resident perspective as well and that they needed to feel that there were changes that benefited them, such as more comfortable bus stops. He indicated that he had listened to the Dial-A-Ride concerns and is supportive of looking at other residents needs in Ames besides the students.

Trustee Madden said Trustee Goodman's concern is valid, but that students are residents as well and putting buses in Northridge would not generate more riders. Trustee Madden is open to conversations and suggested having some public meetings. He further stated that GSB's contribution has gone up every year and students are paying for what they want and historically they have paid for these services.

Trustee Goodman made a motion to adopt Option #2 - existing level of service at next year's cost, 10 additional hours of service per day, Sunday Blue route additional service, weekday Brown/Green routes, staffing increase, and \$800,000 in capital. Trustee Madden seconded the motion. (Ayes: Five. Nays: One.) Motion carried.

For the next meeting, transit board members requested detailed information regarding CyRide operations. There was an extensive discussion on the type of information desired by route and with fully-allocated costs.

TRANSIT DIRECTOR'S REPORT:

The Transit Director shared the major projects that are currently scheduled and anticipated for calendar year 2014.

- Bus storage growth - History of the Master Plan and how CyRide got there and if the transit system continues with the Master Plan.
- Two new FTA regulations – Transit Asset Management and Safety Plan.
- Long Range Transportation Plan (LRTP) – The AAMPTO will complete a survey on where passengers are starting and ending their transit trip. This will take a great deal of preparation and data analysis with staff providing support.
- Odyssey of the Minds will provide an additional 80,000 rides and involves additional preparation
- Triennial review – Federal review that involves numerous hours of preparation
- Orange Route Study - on hold, but will need to continue in the spring
- Osborn Drive study - Look at ways to reduce congestion
- Impact of implementing a parking fee at the Iowa State Commuter Lot
- Ames to Des Moines Corridor Study – completing CyRide's portion
- AMOS Project – K-12 fare free. Asking for cost estimates to implement K-12 fare free.
- Numerous ongoing projects such as shelters and preparing for increased enrollment next school year.

AMOS Request – Director Kyras asked for board member direction on how this request fit within board priorities. Trustee Madden's response was Ames Transit Agency is a not a social service institution and that it is not the role of the transit board to assist in funding these types of community issues.

Director Kyras shared previous estimates of lost revenue at \$26,000 - \$28,000 and that it would require significant coordination.

Trustee Goodman agreed funding comes first and was concerned that estimates include all costs, not just lost revenue. He indicated that this service could lead to increased ridership, more buses, and cautioned that the cost could be more than the estimate.

The transit board asked CyRide staff to calculate the total costs of this program and to share this with AMOS.

Ridership - Six month ridership, CyRide carried 371,000 more riders between July and December this year attributable to colder weather and enrollment increases. CyRide is on pace to carry 6.5 million riders by the end of the year.

Trustee Drenthe told the members of the transit board that this was his last transit board meeting as he has taken a position in Appleton, WI. Board members wished him luck in his new position and Director Kyras asked board members to share names of individuals to fill this board vacancy.

TIME AND PLACE OF NEXT MEETING: February 19, 2014 time was rescheduled from 4:00 p.m. to 3:15 p.m. Future transit board meetings are:

- March 26, 2014 – 3:15 p.m.
- April 30, 2014 – 3:15 p.m.
- May 21, 2014 – 3:15 p.m.

President Rediske moved to adjourn the meeting at 10:07 a.m. Motion carried.