

AMES, IOWA

May 21, 2014

The Ames Transit Agency Board of Trustees met on May 21, 2014 at 3:15 p.m. in the CyRide Conference room. President Murrell called the meeting to order via conference call at 3:19 p.m. Present: Trustees Haila, Goodman, and Madden. Trustee Abbas was present via conference call. Absent: Trustee Schainker.

ELECTION OF OFFICERS: Director Kyras shared with board members that the Transit Board elects new officers each June to meet the Ames Municipal Code, Chapter 26A requirements. Trustee Murrell is the current Vice President and expressed an interest in the position of President. During the orientation meeting with the new GSB Representative Hamad Abbas, Hamad expressed interest in becoming the transit board representative on the Ames Area Metropolitan Planning Organization vacated by President Rediske.

Trustee Goodman made a motion to nominate Trustee Murrell as President and Trustee Abbas, AAMPO representative. Motion was seconded by Trustee Madden. (Ayes: Five. Nays: None.) Motion carried.

With the appointment of Trustee Murrell as President, the Vice President position was open. Trustee Madden made a motion to nominate Trustee Haila as Vice President. Trustee Goodman seconded the motion. (Ayes: Five. Nays: None.) Motion carried.

APPROVAL OF APRIL 15 and 23, 2014 MINUTES: Before the approval of the minutes, Director Kyras addressed corrections brought to her attention regarding the April 15, 2014 minutes. At the top of page 5, minutes should read \$80,000 to \$90,000 per bus stall. Paragraph on page 6, beginning with Trustee Goodman, should be eliminated from the minutes as it did not read correctly.

Trustee Haila made a motion to approve the amended April 15, 2014 minutes and April 23, 2014 minutes. (Ayes: Five. Nays: None.) Motion carried.

GRANT APPLICATIONS – IOWA CLEAN AIR ATTAINMENT AND STATE SPECIAL PROJECT:

Director Kyras explained that at the March 2014 meeting, CyRide staff requested that the transit board consider submitting an application for an Iowa Clean Air Attainment program grant. Grants for this program will most likely be due in October 2014 with project start dates of January 2015, which is six months into CyRide's 2014-2015 operating budget year. This grant will fund increased service levels/new routes. CyRide's project would request operating funds for the Green and Brown weekday service increase between 11:30 am and 6:00pm and Sunday Blue route service 11:00 am to 5:00 pm for the second and third years of service as well as for two buses to support

these services. The first year of operating costs for these increased services could be requested in an Iowa DOT Special Project grant application. In total, almost \$500,000 per year in operating funds could be saved over a three-year period as well as funding new buses.

Trustee Goodman made a motion to approve submission of the Iowa Clean Air Attainment Program grant application in an amount not to exceed \$1,038,981 and a State Special Projects grant application for up to \$158,645. Trustee Haila seconded the motion. (Ayes: Five. Nays: None.) Motion carried.

AMES INTERMODAL FACILITY LEASE WITH EXECUTIVE EXPRESS: Director Kyras shared with the transit board that the lease agreement with Executive Express for tenant space at the Ames Intermodal Facility expires on June 30, 2014. A new lease has been drafted with the same language as the current contract with two modifications: date changes to reflect the new year and a \$10 per month increase in lease rate. She indicated a summary of the contract terms was included in the board write-up. Executive Express has approved the lease.

Trustee Madden made a motion to approve the Ames Intermodal Facility Commercial Tenant Lease with Executive Express. Trustee Haila seconded the motion.

Trustee Goodman asked if an announcement was distributed to see if other providers would be interested in this space. Director Kyras said Executive Express has leased the space since 2012 and that only one other carrier indicated any interest in the space, but later indicated they had secured other space. She indicated that if there is additional interest by another party, she would share this information with the transit board for direction on how to proceed.

President Murrell called for the vote. (Ayes: Five. Nays: None.) Motion carried.

TRANSPORTATION CONTRACT WITH DURHAM SCHOOL SERVICES: Director Kyras explained that the second contract for consideration is with Durham School Services, which also expires June 30, 2014. This service is CyRide's creative effort to efficiently address its peak hour demand. She explained that Durham provides limited trips during the busiest times of the day to reduce CyRide's bus and driver requirements. Durham can provide up to seven buses and drivers to assist in this effort. The school buses end their service and then provide one trip from one/two CyRide bus stops into campus. This past year four school buses were utilized.

Barbara Neal, Operations Supervisor, indicated this is a win, win situation for CyRide and the school bus operator as CyRide can contract for buses and has the ability to

add/cancel trips daily to match buses/drivers to varying daily demands. The result is that CyRide does not need to hire up to seven additional drivers or have seven additional buses. Barb shared that the disadvantage to using school buses such as not having two doors to load/unload passengers, so they are placed on routes that do not need transfers, such as the Cardinal route. Cancellation of Ames school can create a problem as CyRide drivers and buses are not available to provide this additional service when school buses do not operate.

Director Kyras explained that a single bid has been received for this service and that the board would be committing to the first year of the contract, with the option for four additional annual renewals.

Trustee Haila mentioned his concern in signing a contract for one year with four options as it added a percentage on top of a percentage, but understood it still was under 4% over the five year period.

Trustee Goodman made a motion to approve the contract with Durham School Services for \$54.20 per trip for the 2014-2015 school year. Trustee Madden seconded the motion. (Ayes: Five. Nays: None.) Motion carried.

DIAL-A-RIDE CONTRACT RENEWAL WITH HIRTA: Director Kyras explained that CyRide's contract with the Heart of Iowa Regional Transit Agency (HIRTA) for Dial-A-Ride (DAR) services on behalf of CyRide as required by the Federal Transit Administration was an annual renewal as the three-year contract expires on June 30, 2015. She further explained that annually both parties were required to approve a renewal of the contract and that HIRTA had provided a letter indicating their interest in continuing this service for CyRide. She shared that at the last transit board meeting the results of the passenger satisfaction survey and DAR public meeting has been discussed with board members. She also shared that, as a result, the letter amending the contract was attached requiring HIRTA to contact customers every time their pickup time is modified even a few minutes.

Following a lengthy discussion, Director Kyras acknowledged that HIRTA had struggled in learning about the community as only a portion of their offices are physically located within the community and in developing efficient schedules. She indicated that progress had been made; however, understands that individuals still have concerns with the service. She further explained that, until operating DAR service, HIRTA had only operated rural, county service. She acknowledged that the service was not perfect, but shared that she believes that combining both the Story County door-to-door service and the DAR door-to-door service together within Ames was a good service model.

Trustee Goodman shared that he was disappointed with the current level of customer satisfaction. He shared that with almost two years of experience that he felt the improvements were coming too slowly. He shared that he would like to see some type of incentive payment be incorporated into their fee structure that would reduce their fee if they were not able to achieve an agreed-upon level of performance.

Trustee Madden shared that he understands the challenge for HIRTA to match the quality of CyRide service, as CyRide is a well run organization. He also stated that he did not have personal experience using HIRTA so did not believe he could fairly judge their service level. He stated that the transit board needed to decide, from a financial commitment standpoint, if they are ready to increase the cost to bring it under CyRide's direct control. Further, he stated that HIRTA isn't designed to be a personal taxi service and, is not meeting that particular need, but shared that hopefully their service will improve. The only other alternative is for CyRide to provide the service and he indicated that he does not believe CyRide is ready to bring it in house at this time.

Trustee Goodman agrees the transit board is not ready to bring it in house but, he struggles with HIRTA's customer service.

Director Kyras cautioned board members that discussions predicating full payment on performance criteria might not be acceptable to HIRTA and the only resulting option at that point was for CyRide to provide the service. This would require CyRide to be prepared in a little over a month to have buses purchased, drivers hired and be ready to operate service. She shared that she did not believe this was physically possible to accomplish. Trustee Haila pointed out that federal funding is not available if the service is operated by CyRide and that 100% of the cost of this service would need to be paid for with CyRide local dollars s opposed to the current 20%.

Trustee Madden shared that he does not oppose setting a goal or incentive, but that he wants to be supportive of HIRTA. He stated that HIRTA service is not equivalent to a taxi service, and that this is not their directive. He indicated that this level of service is beyond what he believes is reasonable for HIRTA to operate.

Trustee Haila referenced the last transit board meeting when Ms. Dreesman was in attendance and indicated that he was sympathetic toward Dial-A-Ride passengers; however, was disappointed when specific information (customer names, specific instances) was not provided that would document the perceived dissatisfaction with service. He shared that CyRide does not have the financial funding to support this service in house.

Trustee Madden shared that it would be difficult to develop an incentive performance measure.

Trustee Goodman said he had received comments from Lutheran Services of Iowa (LSI) and Main Stream Living and that they are very frustrated. He indicated that they had stated that when their clients call HIRTA's customer service number that HIRTA hangs up on them and believes that the city/CyRide is in some way ignoring its customers. Trustee Goodman acknowledged that only an ADA level of service should be provided within the community.

Trustee Madden indicated that he supports the incentive approach if other groups are having issues, but indicated his general observation was that all people are getting treated the same way.

Director Kyras said the problem is the same for HIRTA service as it is for CyRide service - there are peak times and passenger's desired pickup times have to be modified to accommodate all trips. She indicated that some changes can be made; however, others are outside the ADA required service level.

Trustee Goodman shared that he believes HIRTA is not as committed as Heartland Senior Services was and that they are operating it more like a transit service. The question is does the transit board want to go above that level of service and provide more of a human service level of service. Trustee Goodman shared that he wants more for its customers. He asked the question of how to facilitate the improvement because at previous meetings the transit board discusses the issues and he believes the topic then goes away. Trustee Goodman shared that he would like to set up some type of goal through the annual survey that reflects their performance. He shared that the survey should have more specific questions, such as their interaction with customers, friendly customer service, and meeting customer expectations. He indicated that he believed some type of bonus could be provided based on the survey results. He requested CyRide staff to discuss this concept with HIRTA.

Trustee Madden was not ready to vote on a specific plan and understands the need to do something and is open to discussion. Interested parties need to talk about this concept and improving their performance; however, he was not willing to unilaterally move in this direction.

Trustee Goodman made a motion to approve the contact with HIRTA for the 2014-2015 budget year at approximately a 4% increase in rates with the caveat that a conversation regarding future percentage increases be tied to survey performance measures. Trustee Madden seconded the motion.

Trustee Haila asked what will happen if HIRTA does not agree to Trustee Goodman's concept. Trustee Goodman indicated that he would like to see if something can be worked out this year. He also suggested that CyRide staff should be willing to provide professional help with their customer service.

Motion on the floor was moved and seconded. (Ayes: Five. Nays: None.) Motion carried.

Trustee Haila asked if Heartland Senior Services was interested in again providing DAR service. Director Kyras indicated that she had been told that Heartland Senior Services decision was final as they could not afford to provide the service any longer believing they were operating it at a deficit.

Trustee Schainker arrived at 4:12 p.m.

DIAL-A-RIDE REQUEST: Following the end of the last transit board meeting of April 23, 2014 and after a quorum was lost, Jan Dreesman made a request of the transit board to implement a two-week demonstration project by adding an additional bus between 2:30 and 4:30 pm each weekday. The remaining transit board members asked to have the request placed on the May 21, 2014 transit board meeting agenda to be considered by the full transit board.

Director Kyras provided transit board members with an estimate of the cost to implement this demonstration project. She indicated that an additional bus and equipment would need to be purchased and drivers hired/trained as well as additional operating cost incurred, for a total estimate of \$52,700. She also shared that this could possibly be implemented for the next school year; however, she also indicated that the Ames School District would be changing their bell times alleviating the conflict with one of the two pick-up times offered to Ms. Dreesman.

Trustee Goodman asked if CyRide receives data from HIRTA which would include the number of people on the bus. Tom Davenport, CyRide's Transit Coordinator, shared that CyRide receives sample manifests and other data needed for reports to the federal government, but not maximum load counts as this is not an indicator of door-to-door capacity. He did indicate that the national average for passengers per hour for a paratransit, door-to-door type system is three and that this is the same number of passengers per hour that HIRTA is operating. He also indicated that when CyRide provided the service it operated at two passengers per hour.

The transit board members indicated agreement in not implementing the demonstration project, indicating it was only a partial resolution to this issue.

Trustee Haila made a motion to deny the request. Trustee Goodman seconded motion. (Ayes: Five. Nays: None.) Motion carried.

CYRIDE PEAK PERIOD ANALYSIS: Director Kyras explained that, at the request of transit board members, CyRide staff was asked to determine the ten year savings that could occur if CyRide was able to reduce its highest peak hour time period. Director Kyras explained that staff first identified which routes impacted this highest peak period - Red, Blue and Orange routes. She explained that they then defined the highest peak period as: Monday, Wednesday, and Friday from 8:00 am – 9:00 am. She then explained that they made a goal for each of the route's ridership reduction to accomplish a system-wide reduction during this higher time period. The ridership reduction goals for each route were: Red route – 200, Blue route – 100 and Orange route – 250. She then described the specific trips on each route that would need to be eliminated to accomplish these goals.

In analyzing the cost implications of these reductions, staff explained that the savings would be minimal as each of the trips identified for reduction were tied to trips scheduled after the reduced trips so that the savings resulted only from eliminating operating cost for the reduced trip (approximately a 20 minute time period) and would not reduce the total number of buses needed. Director Kyras explained that the total savings for the three routes was estimated at \$12,438 annually and \$124,430 over a ten-year period.

Trustee Goodman asked if there a way to rearrange the peak by moving passengers to a different time when buses are less full. Tom Davenport, CyRide's Transit Coordinator, explained that this could not be accomplished by just reducing trips in the peak period, but that a bus operating in the peak period would need to also be eliminated for a 2 1/2 to 4 hour period to accomplish the savings desired.

Trustee Madden shared that simply reducing the peak does not accomplish the goal as occupancy within the residence halls and apartments in turn requires seated capacity on buses. He questioned whether the desired goal could be accomplished through measures like changing student's class times. He confirmed that CyRide would somehow need to reduce the number of buses for CyRide to save money.

Trustee Schinker asked what impact redistribution of class times would have on ridership? He indicated that a long range policy needed to be developed, possibly modeled after large metropolitan areas.

Trustee Goodman asked for additional information on what it would take to reduce the number of buses more than during just the peak period times. Director Kyras said that

since the schedule ties trips together, a new schedule would need to be developed to see what kind of impact a reduction of this magnitude could have on CyRide's expenses. As staff is focused on addressing the current ridership increase and preparing for the Fall 2014 increase, she recommended hiring a consultant, who is familiar with creating schedules, to provide the level of data the transit board was desiring.

Trustee Goodman shared his concern that CyRide was requesting a million more dollars for capital and that additional operating expenditures to address growth would not be possible. Further, he shared that the current model is creating a lot of financial pressure and not allowing for other types of needs to be addressed, such as for better bus stops. Trustee Goodman asked how to go about finding a consultant to address this question. Director Kyras indicated there are a number of firms who can complete the work desired, but that she believes the first step is to develop a scope of work, in conjunction with the transit board, to make sure that the board's questions are addressed.

Trustee Madden stated that looking at ways to reduce ridership, such as moving class schedules, would involve himself and ISU staff. Additionally, he shared a concern over the level of congestion on Osborn Drive and is concerned about adding more buses to this area of campus.

Trustee Schainker questioned whether the system is sustainable if more buses are added. He asked if federal grants were available to study the efficiency of transit systems. Director Kyras responded that there was not grant funding for this purpose.

Trustee Haila asked if more Durham buses could provide assistance in reducing the peak time period. Director Kyras explained that they could provide a maximum of seven school buses; however, she indicated that CIT Signature Transportation had recently purchased two urban transit buses, similar to CyRide buses, and that in the next several weeks CyRide staff was scheduled to meet with their staff to determine if there were opportunities to contract with them to assist CyRide.

Trustee Madden said that demand will only increase as additional services will be needed for the Research Park expansion project and that he is fine with talking with consultants.

Trustee Goodman indicated that student opinions on what is acceptable for the future are critical to receive during this process. A discussion on timing of a consultant study/scope of work ensued. Trustee Madden said the Fee Committee will meet June 23, 2014 and that this would be a good time for CyRide staff, student representatives, and university leaders to discuss fee options and the structure. Board members shared that they believe that it is important that President Murrell and Trustee Hamad attend

the June 23, 2014 Fee Committee to be part of the discussion, as well as the meeting afterwards with the transit board to discuss their comfort level with measures that could reduce or control ridership.

Trustee Goodman moved for CyRide staff to schedule a meeting between the transit board, GSB board, student leadership, and university leadership to discuss openness to change and to see if student representatives are reluctant or not open to change, then move forward with hiring a consultant following the Fee Committee meeting on June 23, 2014. Trustee Schainker seconded the motion. (Ayes: Five. Nays: None.) Motion carried.

TRANSIT DIRECTOR'S REPORT:

- ✚ Summer ridership is lower, which allows for more staff time on other projects to be completed. Projects for this summer include:
 - Maintenance purchased ten used buses from the St. Paul auction and will be getting these ready for service this fall. Nine out of 10 of the buses will be placed in service; the last bus will be used for parts only.
 - Maintenance and operations staff will work together on bus stop improvements using the \$50,000 budgeted this year for this project. Barb Neal shared that this was a preliminary list and that staff may need to modify it.
 - Operations focus is on hiring 30 drivers to assist with service at the beginning of the new school year. Summer trainer position approved in the budget will be beneficial to accomplishing this.
 - Administrative area is focusing on three projects this summer. Odyssey of the Mind, Triennial Review, and succession planning for Tom Davenport's position. Focus will be on cross training CyRide employees on the tasks within his position.
- ✚ A preliminary draft of CyRide's federal priority for inclusion in the Ames Chamber of Commerce's community priorities was presented. CyRide's priority will be to increase the Small Transit Intensive Cities funding from 1.5% to 3% of total transit funding. This could increase CyRide's funding by almost a million dollars.

Trustee Haila inquired if the delegation traveling to Washington, DC has the acquired knowledge to explain the importance of CyRide's funding priority or questioned whether a board member of staff should join the group presenting the priority in Washington DC in June. Trustee Schainker will be representing the City and will be able to provide CyRide information to the delegation.

Bruce Braley and Republican candidates will be in Ames for the 4th of July parade and Trustee Haila questioned whether time could be set aside to speak with each candidate about CyRide's critical funding needs.

Director Kyras shared a recent conversation she had with the owner of the new Copper Beach complex on S. 16th Street. He inquired as to whether additional Gray Route bus service could be implemented for the fall session. He discussed their three transportation options: help fund CyRide service, hire CIT to provide transportation, or purchase and operate their own bus. With information provided by the Director, they will consider these options and let CyRide know what their plans will be.

Trustees asked if the additional service could be implemented with current vehicles and staffing and was concerned about setting a precedence. Director Kyras said that it would add one bus and several drivers. Tom Davenport, Transit Coordinator, told the Board of Trustees, when the apartment complex on Pinion paid for two years of service. Also, when Sterling Apartments opened, they bought passes for residence for two years which allowed CyRide to use this as seed money for service to this area of Ames.

SET TIME AND PLACE FOR SUMMER MEETINGS: President Murrell noted June 25, 2014 at 3:15 p.m. as the next transit board meeting. Director Kyras mentioned there usually is not a July meeting, but identified a time in case a meeting is needed. The August 28, 2014 meeting date was moved to August 26, 2014 at 8:00 a.m.

Meeting adjourned at 5:31p.m.