

The Ames Transit Agency Board of Trustees met on January 19, 2017 at 8:00 a.m. in CyRide's Conference room. President Haila called the meeting to order at 8:04 a.m. with Trustees Gartin, Schainker, Staudt, and Haila present. Absent: Trustee Madden and Valentino. Iowa State University's Senior Vice President, Katherine Gregory was also present.

APPROVAL OF MINUTES: Trustee Gartin made a motion to approve the December 22, 2016 minutes as presented. Trustee Staudt seconded the motion. (Ayes: Four. Nays: None.) Motion carried.

PUBLIC COMMENTS: Trustee Staudt shared a concern he had received from students that the NextBus information was not working correctly on campus signs. Additionally, President Haila mentioned he received comments from the Campustown Association regarding confusion on where customers are to park at the Intermodal Facility. Director Kyras will look into both issues.

RATE SETTING - FARES: Director Kyras stated that the Transit Board had taken action at their December 22, 2016 meeting to approve the 2017-2018 budget. However, she indicated that the board would also need to take action on next year's fare structure, passes and tickets, as well. CyRide staff is recommending that no changes be made to either of the fare categories as the approved budget did not reflect a reduction or increase in the fare structure.

Trustee Gartin asked whether staff had collected data on other transit system's fare structures. He acknowledged the "CyRide Ticket Fare History" charts included in the board's material and shared his concern with the downward revenue trend. He also indicated that he believed that CyRide should begin target marketing to reach more of the community.

Director Kyras shared history on CyRide's fare structure. She indicated that CyRide changed its fare structure in 2011 and, that prior to this decision, staff had completed a peer analysis on fares, which included transit systems in Iowa and similar systems around the nation. She indicated that at that time, CyRide was slightly below the average fare charged in these systems, which resulted in approval of a higher fare structure. Director Kyras indicated that she could distribute the previous transit board report on this analysis. Trustee Gartin shared his concern on approving a fare structure without peer information and indicated that the previous analysis would be helpful.

Director Kyras responded to the request for targeted marketing. She indicated that current and past CyRide budgets did not include a marketing line item, as CyRide's ridership growth, and the challenges it presented, did not require a marketing effort. She further indicated that if the board desired to change this policy, that staff would

need to develop a marketing budget and plan and most likely would need additional staff to implement the plan.

Trustee Schainker asked what the current price was for a fixed route semester pass, purchased by non-university students, and what high school students paid. Shari Atwood, CyRide's Transit Planner, said the price is \$80 a semester for K-12 students as they qualify for reduced prices, with the exception of the monthly pass.

Trustee Schainker asked how the fares compare to what the ISU students pay in fees per semester and Director Kyras said ISU student pays approximately \$74 per semester compared to K-12 semester passes at \$80. He also inquired about the price that ISU employees and staff paid and Director Kyras indicated that ISU pays for a portion of their employees pass; however, CyRide receives the full amount.

Director Kyras shared her thoughts regarding the reason for lower farebox revenue. First, she said that gas prices have declined significantly, which makes other transportation options more attractive. Second, she indicated that with CyRide's ridership growth, that buses are much fuller, which discourages community riders when they have to stand.

Trustee Gartin made a motion to approve the 2017-2018 rates, which reflect no change from the 2016-2017 rate structure. Trustee Schainker seconded the motion. (Ayes: Four. Nays: None.) Motion carried.

RATE SETTING - PASSES: Director Kyras explained that the staff recommendation was for no change in the pass fare structure.

Trustee Gartin made a motion to approve the 2017-2018 rates reflecting no change from the 2016-2017 rate structure. Trustee Schainker seconded the motion. (Ayes: Four. Nays: None.) Motion carried.

BUILDING SECURITY SYSTEM BID – PHASE 1: Director Kyras provided information regarding CyRide's current and proposed security system. She indicated that the proposed security system had been divided into several phases, with a Phase I bid for consideration by the board. This phase included only the office building, with future phases to complete security for the entire building (storage and maintenance). She then explained that the current security system was purchased in 2008 for the office area only and attempts to repair the current security system have been unsuccessful. As a result, staff included this project in the current Capital Improvement Plan and released a bid on December 16, 2016. She indicated that Electronic Engineering of Des Moines was the low base bid of \$118,000. While the two bids received were higher than budgeted (\$60,000), two deduct alternates could be accepted - #3 wire and install sensors in the bus storage area and #4, for the same in the shop area. When comparing the base and two deduct alternates, Electronic Engineering remained the low bid of \$58,300.

Trustee Gartin inquired if staff had spoken with Iowa State University about utilizing their system and whether this could reduce the cost and increase security monitoring through observations by their police force. ISU Senior Vice President, Kate Gregory shared that Iowa State has three types of security systems and that typically these are more expensive. She also shared that they are not monitored by Campus police. Director Kyras shared her experience regarding the university's security system, which was used at the Intermodal Facility, indicating that there was a monthly cost that was fairly expensive and would require an increase in the operating budget.

President Haila shared his concern in approaching the bid with deduct alternates, as opposed to add alternates. He indicated that this is not the typical approach to bidding as deduct alternates typically were not reduced by the full value. Rich Leners, Asst. Director Fleet and Facilities, indicated that this had been a difficult bid to develop to meet the City's Purchasing Department requirements, the direction CyRide's architectural/engineering firm recommended and with a finite budget and desire to have as much of CyRide's facility secured with this first phase. He indicated that this approach met the needs of all parties, but acknowledged it was not a traditional approach.

President Haila asked staff if they were comfortable that we were getting what we wanted for \$60,000. Rich Leners indicated that we were.

Trustee Gartin asked whether it was possible for the transit board to delay voting on this issue for a month and approached ISU to add CyRide to their system. Senior Vice President, Kate Gregory said Iowa State University does not do security in-house and would need to ask their private vendor for a quote. She questioned whether this could then be considered a competitive bid. It was the consensus of the board that it would not.

Trustee Staudt moved to award a contract to Electronic Engineering of Des Moines, Iowa for the bid amount of \$58,300. Award of contract would be subject to approval by the Ames City Council. Trustee Gartin seconded the motion. (Ayes: Four. Nays: None.) Motion carried unanimously.

AUTOMATIC PASSENGER COUNTER (APC) – SINGLE SOURCE PROCUREMENT: Director Kyras explained that the purpose of this agenda item was to provide board members with a history of CyRide's APC project and to provide information on a bid to procure APC equipment/software. She then briefly described how the equipment worked and the benefits of the technology – especially for loading passengers at all doors on CyRide's Orange Route. She also explained the federal ridership reporting requirements, which would be easier for CyRide to comply with using this type of technology. She detailed the budget and timing of the purchase - to utilize unallocated grant funds.

Director Kyras described the APC demonstration project and testing results. She indicated that the project began approximately two years ago in researching firms which offered APC technology. Staff then spoke with NextBus, who utilized InfoDev

equipment. She indicated that the test results of this technology could not accurately count passengers on the articulated buses due to their larger door size. She indicated that CyRide then equipped several vehicles with the DILEX equipment and that this technology originally did not accurately count passengers on 40' buses; however, after recalibration of the equipment, it was performing within statistically acceptable variances. She then explained that with these results and the availability of unallocated grant funds, that staff believes it would be beneficial to equip all articulated buses with the DILEX system as a single source procurement.

President Haila asked whether only the Orange would operate buses with APC's. Director Kyras indicated that currently only the Orange route operates articulated buses, but this could be modified in the future. Barb Neal, Asst. Dir. – Operations, indicated that 40' buses, with APC equipment installed, operated on all routes in CyRide's system to collect the federal ridership reporting information.

Trustee Schainker asked for clarification on the cost of the APC equipment/software – current and proposed in the bid. Director Kyras explained that the \$59,035 cost would include the software cost for CyRide's four current DILEX system and software and equipment costs for the four new systems to be placed on the articulated buses. There was confusion regarding the annual software license fee and Rich Leners, CyRide's Asst. Dir – Fleet & Facilities explained that this included reporting software for current and new APC's, which CyRide currently did not have.

President Haila questioned the costs as to whether they reflected a one or five year period. Rich Leners indicated it was a one year license fee for the each of the eight APC units. President Haila was concerned about the reoccurring annual costs of this technology.

Trustee Gartin shared his concern regarding driver safety and questioned whether boarding through all door increased this safety concern as the driver could not screen customer's board at all three doors. Trustee Staudt shared his thought that boarding through all doors did not increase this risk citing that this happens now on Moonlight Express service where passengers board the bus through the back doors when they open to let people off the bus.

Trustee Gartin indicated that he would like more time to consider this purchase, citing the need for additional costing clarification and understanding of the benefits. Director Kyras indicated the main benefit was to decreasing boarding/alighting time and to "speed up" the route. ISU Senior Vice President Kate Gregory indicated that this would provide a significant benefit on campus. Asst. Director Fleet and Facility, Rich Leners, added that the software included in the purchase would provide information that CyRide Dispatchers could use regarding capacity issues and allow for real-time information. It would also provide stop-level data, which is currently not available to CyRide planning staff.

President Haila shared his belief that it was a worthwhile project and indicated the benefits seem commensurate with the technology cost.

Director Kyras indicated that CyRide's current ridership counting process was time-consuming, with drivers using a tally counter and CyRide's manual recording procedures.

Trustee Gartin indicated an interest in other peer systems comments regarding this technology. Director Kyras indicated that this was commonly-used technology in the industry due to its benefits for decreasing boarding times, accumulation of stop-level data and that some system's had indicated increased ridership due to more accurate counting. She also indicated that the federal government must certify the use of this equipment for federal reporting purposes. Trustee Gartin asked if a decision needed to be made at the meeting or if it could be delayed as he desired more information. Director Kyras indicated that it did not require a decision at the meeting; however, staff needed to respond to the bid in a timely manner.

Senior Vice President, Kate Gregory, was supportive of the technology citing examples of the delay caused by boarding in only the front door. She also indicated that she believed there were two pieces of information being requested: the cost of this system (current and new units) and the pros and cons of the technology.

Trustee Staudt was also supportive of the technology and shared his thoughts that the board needed to be able to determine the cost and value of having or not having the technology.

Trustee Schainker said the 40' buses equipped with APC's could be used for peak hours to gain valuable information and would be beneficial in west Ames.

President Haila shared his thought that maybe the transit board was delving into the daily workings of CyRide as opposed to setting policy. Trustee Gartin disagreed and indicated that he would like more information before voting on the bid.

There was further discussion by board members regarding the cost of the existing demonstration project versus the cost to move forward with eight APC units. Asst. Director Fleet and Facilities, Rich Leners, detailed the difference in how different APC vendors charge for their product – NextBus charged higher upfront costs whereas DILAX is less upfront and more for ongoing expenses.

Senior Vice President, Kate Gregory, asked what the annual fee would be for the eight DILAX units. Rich Leners estimated the cost to be \$20,000.

Director Kyras suggested tabling action at the current board meeting and that staff would prepare additional information around the questions being asked and provide this detail at the March Transit Board meeting.

Trustee Gartin clarified his information request indicating it would be helpful to include: up front versus ongoing costs, quantifiable benefits and peer opinions of the technology.

Trustee Gartin made a motion to defer action until the next month and have staff provide additional information on costs and benefits. Trustee Schainker seconded the motion. (Ayes: Four. Nays: None.) Motion carried.

WEBSITE SUBSCRIPTION SERVICE UPGRADE – SINGLE SOURCE PROCUREMENT: Director Kyras provided board members with an overview of CyRide’s website design-hosting. She indicated that CyRide’s current vendor had designed and hosted the website since 2009, and had not upgraded when the City of Ames updated their website with this same vendor in 2014. She indicated that the vendor contacted CyRide last fall to state that they would no longer be able to host-support the current version of CyRide’s website after June 30, 2017. Shari Atwood, CyRide’s Transit Planner has worked with the City of Ames Information Technology Department and has determined that that best way to move forward would be to award a single source contract to CyRide’s current vendor – Vision Internet. This is the same vendor as the City and would be less expensive than starting over with a new vendor. She referred board members to the list of benefits contained in the information packet regarding the award of a single source procurement.

The price of \$38,496 for the first year is contained in CyRide’s operating budget and hosting in future years would be included in future year budgets.

Trustee Gartin shared his concern regarding cyber security and asked if staff had considered this. There was a discussion that CyRide’s site is informational and does not contain secure data, and that it is hosted by Vision Internet and that they had security protocols in place.

Trustee Gartin made a motion to approve the single source procurement of website subscription services upgrade and associated annual hosting/support/maintenance with Vision Internet of El Segundo, CA in the amount of \$72,976. Trustee Schainker seconded the motion. (Ayes: Four. Nays: None.) Motion carried unanimously.

TRANSIT DIRECTOR’S REPORT:

- 1) **Budget** - Director Kyras shared additional budget information, which is typically provided to board members at the January meeting, that further details elements of the budget that specific board members had indicated an interest in, in past years.
- 2) **ACA** – Director Kyras provided an update on progress towards documenting actions to be taken to stay within compliance with the ACA. She indicated a draft document had been provided to the City by the attorney and provided a timeline on progressing toward completion of this document.
- 3) **Closing Balance** – Director Kyras indicated that the 2015-2016 audit is finalized and that information will be presented at the February 28, 2017 transit board meeting for consideration of reallocating a portion of the balance above the board-directed 10%.

Trustee Schainker asked why staff had not provided this information earlier and Director Kyras indicated that the City's Finance Department wanted to allow the City Council to approve the audit (occurred in December 2016) before they released the final numbers.

A short break was taken for CyRide staff to set up for the "System Redesign Presentation via Skype" agenda item.

SYSTEM REDESIGN PRESENTATION VIA SKYPE:

Director Kyras began the discussion by asking board members, due to the limited time available, to ask clarifying questions, but to hold lengthy discussions regarding the information to future meetings. She indicated that, tentatively, Nelson Nygaard was scheduled to visit Ames at the end of the month and that further details and discussion of the initial proposal could be held at that time, or a special meeting if board members desired this additional opportunity. Mr. Whittmann with Nelson Nygaard then shared that the information to be presented represented initial thoughts only, and any and all of the changes could be modified or removed from consideration all together.

Mr. Whittmann began with a discussion of the ISU Scenarios to remove buses from central campus, which he indicated had been defined by ISU representatives as no buses on Osborn Dr. and Morrill Rd. He showed the route alignment of existing routes, which more heavily utilized Pammel Dr., Bissell Rd and Union Dr. near Friley. Two options for this scenario were presented – one that was fiscally constrained and the other which was not and would increase operating costs approximately \$400,000 per year.

Trustee member Staudt and ISU Senior Vice President Kate Gregory shared their initial thoughts that they were concerned with the impact to students and the alternate roadways impacted. Trustee Staudt also asked why this option was being considered. Director Kyras indicated that it was included in the study's Request For Proposal as an option to be looked at, at the request of the Osborn Dr. study group and had been a question for years about the benefit of removing buses from the central campus area. She indicated including it in the study would provide the university data regarding the impacts of reconfiguring the routes to avoid the central campus area.

Due to time limitations, Mr. Whittmann then provided a high-level overview of the third service scenario proposed called the "transformative" option. There was then a general discussion by board members that there was not sufficient time to fully understand the options presented and that it was difficult to understand the changes and their impact when board members were not provided a comparison from existing to proposed services. As a result, board members decided to schedule a special meeting in early to mid-February to discuss only the system redesign proposals. There was also a brief conversation about the possibility of extending the study's timeline so that more time was given to consider the changes.

MOVE TO ADJOURN: Trustee Staudt made a motion to adjourn the meeting at 10:18 a.m. and Trustee Schainker seconded the motion. (Ayes: Four. Nays: None.) Motion carried.

SPRING SEMESTER MEETING DATES AND TIMES:

- Special Meeting – To Be Determined
- February 28, 2017, 8:00 AM
- March 23, 2017, 8:00 AM
- April 27, 2017, 8:00 AM

John Haila, President

Joanne Van Dyke, Recording Secretary