

AMES TRANSIT AGENCY BOARD OF TRUSTEES
CYRIDE CONFERENCE ROOM

October 25, 2017

1. CALL TO ORDER: 8:00 A.M.
2. Approval of September 20, 2017 and October 2, 2017 Minutes
3. Public Comments
4. #24 Silver Route Performance
5. Facility Discussion
6. System Redesign Bus Stop Changes
7. Transit Director's Report
8. Set Fall Semester Meeting Times and Place:
 - November 22, 2017, 7:30 AM
 - December 7, 2017, 8:00 AM
9. Adjourn

AMES TRANSIT AGENCY BOARD OF TRUSTEES

AMES, IOWA

September 20, 2017

The Ames Transit Agency Board of Trustees met on September 20, 2017 at 8:00 a.m. in the CyRide Conference room. President Haila called the meeting to order at 8:01 a.m. with Trustees Schainker, Valentino, Haila and Bibiloni present. Absent: Trustee Gregory and Nelson.

Approval of August 24, 2017 Minutes: Trustee Valentino made a motion to adopt the August 24, 2017 transit board minutes as presented. Trustee Bibiloni seconded the motion. (Ayes: Four. Nays: None.) Motion carried.

Public Comments: Trustee Valentino asked Director Kyras if she had responded to the Iowa State University student request for CyRide to consider playing music over the radio like CAMBUS and other universities.

Director Kyras stated that she had responded to the student's email, stating that typically transit systems do not play music on their buses, as riders have varying tastes in music and it can offend some riders. Director Kyras indicated that she was not sure what CAMBUS policies stated on this issue, but stated that they are a university only system, as opposed to CyRide that serves both the university and city, so she indicated that this might be the difference. She indicated that she would visit with the CAMBUS Director at the next state association meeting.

Transit Advertising Presentation – Houck Transit Advertising Co.: Director Kyras explained that last March the Ames Transit Agency Board of Trustees awarded a transit advertising contract to Houck Transit Advertising Co. This new contract guaranteed CyRide revenue of \$250,000, with 60% of the gross revenues to CyRide. Director Kyras indicated that Houck Transit Advertising Co. was in attendance to present different types of advertising options used in the industry and to determine whether there was interest in any new types of advertising on CyRide buses. Director Kyras then introduced Justin Houck, President of Houck Transit Advertising for a presentation of the different advertising options.

Mr. Houck introduced his co-worker Mr. Walters, CyRide's account representative. Mr. Houck provided a brief history of his firm and current client base. Further, he indicated that his firm had partnered with CyRide for 20 years.

Mr. Walters then shared his perspective of the Ames market, by indicating that the summer had been one of the busiest in Ames for bus advertising. He explained his approach in the local, regional and national markets and customer service perspective. He then described CyRide's current advertising options – several sizes of exterior and interior ad's. He then explained their new approach to the articulated buses, where the buses were "sold out" at \$15,000 per year in revenue compared to a standard 40' bus at approximately \$4,000 per year.

Trustee Schainker asked if the revenue described represented total, gross revenue or CyRide's share. Mr. Walters stated it was gross revenue and CyRide would receive 60%. Mr. Schainker asked if this revenue would increase CyRide's share. Mr. Walters indicated that it was part of the total revenue and if additional revenues were generated above the guaranteed level, CyRide would share in those revenues. He indicated that the recently accepted bid was based upon revenue from current advertising options only. Director Kyras shared that Houck Advertising had exceeded its previous contract's lower guarantee (\$110,000) for the past several years.

Mr. Walters then explained several new types of advertising that CyRide could consider to increase its advertising revenues. First, he described several variations of wrapped buses – whole bus, half a bus, curbside wheel well to wheel well and back of the bus. He also described the vinyl wrap material and its impact on customer's ability to see out of the bus (similar to tinted glass). Mr. Walters acknowledged that branding is important to CyRide and was the reason for the various options described.

President Haila shared his thoughts that any new types of advertising needed to easily be incorporated and not compete with CyRide's branding. Mr. Walters indicated that the bus wraps could include CyRide's logo and phone number in the headliner portion of its buses.

Mr. Walters explained that full bus wraps would generate \$15,000 per year in gross revenue per bus. He also indicated that the half bus wrap would generate \$350 a month and back bus wraps would generate \$250 a month.

President Haila asked if advertisers are responding positively to advertising on CyRide buses. Mr. Walters indicated that there was no method to directly correlate product sales to bus advertising, but indicated that the best indication was repeat business, stating that CyRide had several advertisers who had been on CyRide buses for years.

Mr. Houck explained how the vinyl material applied to the bus and that it is easily removed. He also indicated that their firm would be responsible for the cost of a wrapped bus if it is in an accident and the graphics need to be repaired. He indicated that the bus would not be available for service for several days during the application. Further, he indicated that he would not propose that the articulated or CyBrid buses be wrapped, but that wrapped buses be operational year-around.

Mr. Walters then explained an interior advertising option - digital messaging. He indicated that a bus signage manufacturer, Luminator Technology Group, offers a digital platform for advertising inside the bus and a real-time messaging mechanism for transit systems. He indicated that Houck Transit Advertising would manage the platform from their office in St. Paul. He indicated that as many as 20 advertisers could be displayed on the signage at one time. He indicated it could operate from a Wi-Fi or cellular platform, but would prefer the Wi-Fi version as it could automatically download each night. Their

proposal is to add this to the articulated buses as a demonstration project with two or three display screens on each bus. Mr. Walters indicated that Houck Transit Advertising would pay for the capital equipment for the demonstration project and in return would need 70% of the revenue to recoup their costs. CyRide would receive 30% of the gross revenue. He indicated that if the demonstration was successful, different conditions could be negotiated.

President Haila asked what the potential maximum revenue for CyRide might be, stating his concern that revenues could be reduced in the future for various reasons. Mr. Walters indicated that his estimate of CyRide's maximum share could be \$300,000 to \$350,000 per year. He also indicated that current gross revenues were on track to be approximately \$416,000 this calendar year – an increase of approximately \$70,000 compared to last year.

Director Kyras shared staff's thoughts on the potential new advertising types. She indicated that staff was very interested in the digital demonstration project as it could benefit CyRide, as well as bring in advertising revenues, but indicated that to reduce visual clutter on the inside of the buses, she would recommend that handle ad's be eliminated. Mr. Houck indicated that it was no longer selling handle ads. She continued saying staff has mixed interest on the exterior bus wraps. She indicated that CyRide's image/branding was a concern, as well as visually being able to see in or out of the buses. She indicated that customers could see through windows that were wrapped, but the clarity was reduced. She also stated that TSA has concerns with bus wraps, as emergency responders cannot see inside of the bus if an incident occurs.

Director Kyras indicated that if the board desired to try a wrap option, that she would recommend the back of the buses as it eliminated the wrapped window concerns and had less of an impact on CyRide's brand.

Trustee Schainker shared his thoughts that he was not supportive of a wrap option other than possibly the back of the bus, indicating his concerns with its interference with CyRide's brand. He indicated that he was supportive of the digital advertising signage.

Trustee Valentino shared his thoughts and concerns about CyRide's image, but also said he was supportive of the digital advertising sign and possibly the back of the bus. He indicated that he believes that the sides and front of the bus were critical to CyRide's image.

Trustee Bibiloni stated that CyRide's cardinal and gold image was important to maintain as it operates throughout the community.

Trustee Schainker asked what the revenue might be from the digital signage. Mr. Walters indicated that, as it was a demonstration project and was currently untested, his best guess would be between \$5,000 and \$13,000 per year. Mr. Schainker indicated

that this was a large range and Mr. Walters responded that, through the demonstration project, they would be able to answer that question better.

Mr. Houck posed a question to board members about wrapping a limited number of buses, citing that other transit systems did not allow their entire bus fleet to be wrapped. Mr. Schainker indicated that he would not be supportive of this option.

Trustee Schainker shared that he was in favor of trying the digital advertising. There was a consensus of board members that agreed with this approach. Director Kyras asked for board members opinions on wrapping the back of the buses. Trustee Schainker said he could be in favor of this wrap option, but wanted to ensure that it was financially beneficial.

Trustee Bibiloni stated that he supported maximizing advertising revenue, but not at the expense of CyRide's image as he believes that that it is important to promote CyRide's brand to the public. He indicated he supported the digital advertising signage and the back of the bus wrap option as they maintained this image.

Trustee Valentino indicated he supported the back of the bus wrap option as it could promote products/services in the community that were beneficial to students and the digital advertising sign as it allows CyRide to connect with its customers.

Trustee Schainker stated his support of the digital signage, indicating that it allowed more advertisements in a small footprint. He asked whether digital signage was possible on the exterior of the buses, much like the newer billboards. Mr. Walters indicated that the technology is available; however, each sign costs approximately \$50,000 and he explained that if the bus was in an accident, it was cost prohibitive to replace. He also indicated that it might cause other drivers to become distracted while driving.

Trustee Schainker made a motion to approve the digital advertising demonstration project on the six articulated buses at a 70% advertising firm/30% CyRide revenue share and that if the project was successful, further discussions would be needed to expand the program. Trustee Valentino seconded the motion. (Ayes: Four. Nays: None.) All in favor.

There was a general discussion regarding the benefits of a wireless versus cellular platform for the demonstration project. Mr. Walters indicated that the cellular option allows for more real-time messaging; however, the wireless option allows for automatic downloads at CyRide's facility when buses return. He indicated that the wireless option was their preference.

Changes in Accounting Procedures: Director Kyras shared with board members that, through the City of Ames' annual audit, a need for a change in accounting practices was discovered on how federal revenues were applied. She indicated that Duane Pitcher, City of Ames Finance Director, and Tina Stanley, Asst. City Finance Director, were

present at the meeting to answer board members specific questions. She then explained the accounting change, indicating that federal revenue for the year and CyRide's budget year must be the same and that CyRide must accrue the federal revenue back to the same CyRide budget year if the allocation is received after the end of the year. The result is that the 2016-2017 budget will include two federal formula allocations, and the 2017-2018 budget year will be over before CyRide receives its 2017-2018 federal allocation, creating a cash flow issue.

Director Kyras then explained why the federal funds had been applied to a different year in the past, tracing the procedures back to when the City of Ames exceeded 50,000 in population in 2000. She indicated this change designated Ames as a small urban area and required CyRide to receive federal urban transit funding instead of rural funding. As a result, the Iowa Department of Transportation directed CyRide to delay its receipt of its urban allocation, so that it did not received both rural and urban funds in the same year. She indicated that CyRide has operated under this policy since that time.

President Haila directed a question to Mr. Pitcher, asking if a federal allocation received after the end of a CyRide budget year would be received if, for some reason, CyRide no longer existed. Mr. Pitcher indicated that it would be received and accrued back to the appropriate fiscal year to expenses incurred that year.

In light of this change, Mr. Pitcher recommended revising the board's closing balance policy and carrying a higher balance for cash flow purposes. He recommended an additional amount equal to an estimate of the federal allocation. He further clarified that this would be in addition to his previous 7-10% recommendation and board's current policy.

There was a lengthy discussion to clarify the change and closing balance recommendation.

Trustee Schainker shared his thoughts on how this change will impact CyRide's budget process, indicating that staff would need to estimate federal revenues as they will not be known/received until after the year is completed. Further, he indicated that the previous year's closing balance would need to include an amount equal to the federal funding, so that expenses could be paid until the federal allocation is received after the year had ended. Specifically, he stated that CyRide would need to maintain a closing balance of 10%, plus allocated federal funding in light of this accounting change. He suggested a board policy that would include in the closing balance the cash flow that would be needed for the next fiscal year to fund the operation.

Trustee Schainker made a motion to establish a new closing balance policy to maintain 7 - 10% of CyRide operating expenses plus the next year's estimated federal funding allocation. Trustee Valentino seconded the motion. (Ayes: Four. Nays: None.) Motion carried.

CyRide Roof Repair – Project Closeout: Director Kyras provided a brief summary of the reroof project stating that the capital plan budget for the project was \$375,000, the bid award was \$307,000 to Academy Roofing & Sheet Metal of Des Moines and that work was completed over the summer with all closeout information provided and the work satisfactorily completed. The retainage amount is \$15,350.

Trustee Schainker made a motion to accept final completion and approve the release of retainage in the amount of \$15,350 to Academy Roofing & Sheet Metal Company for the completion of the CyRide Reroofing 2016 Project. Trustee Valentino seconded the motion. (Ayes: Four. Nays: None.) Motion carried.

Maintenance Truck Equipment Purchase: Director Kyras provided a brief summary of the maintenance truck purchase and equipment needed to make this vehicle function in numerous manners to support CyRide’s daily operations – snow plow, sander, push vehicle for incapacitated vehicles, etc. She indicated the original capital budget was \$75,000 for the truck and equipment, but that this was increased to \$85,000 after the truck purchase was higher than planned. Remaining funds to equipment the vehicle were \$51,262; however, the single bid was for \$59,672, \$8,410 over budget. A savings from the purchase of mobile lifts of \$16,631 will be used to address this overage. She indicated that staff discussed rebidding the project, but believes that, due to the specialized equipment, additional, lower bids would not be received.

President Haila requested confirmation that both projects could be fully funded by shifting funds from the mobile lifts to the maintenance truck equipment purchase. Rich Leners, CyRide’s Fleet & Facilities Director, indicated that there was adequate funding for both projects.

Trustee Schainker made a motion to approve the purchase and installation of a custom built utility body, power V snowplow, custom fabricated push bumper, and material spreader package to Hawkeye Truck Equipment of Des Moines, IA for \$59,672. Trustee Valentino seconded the motion. (Ayes: Four. Nays: None.) Motion carried.

Transit Director’s Report: Director Kyras updated the transit board on:

Open Driving Hours Update: Director Kyras explained that CyRide is experiencing another driver shortage this fall as its goal is to have no more than 250 - 300 open hours and currently has 750 open driving hours per week. She shared several factors that were contributing to this shortage:

- CyRide lost more than the average number of drivers in the spring/summer
- Unemployment in Ames is 1.9%
- More applicants are not making it through CyRide’s hiring process

She further explained that the most recent recruitment was large one and, while it takes approximately three months to complete a driver’s training, this should help in getting closer to the desired goal as this is the largest recruitment of the year. She

also described a change in hiring practices that will hopefully shorten the time to get the CDL permit and employs drivers as they are training for this test.

President Haila shared his concern that previous changes had not avoided this issue and asked for clarification on who pays for their CDL license. Director Kyras said that CyRide does not pay for the CDL test as there is a concern that CyRide could be used as a way to get this license and then move to another employer. She also shared that Durham is having a difficult time with hiring, as well as CIT.

Copper Beach Update: Director Kyras shared that Copper Beach had informed Iowa State University that they would not be operating a private shuttle to campus this fall, but may consider this for the spring semester. President Haila asked for clarification about whether a private shuttle, connecting to CyRide would be a challenge. Director Kyras indicated that current discussions were not to transfer to a CyRide bus, but to take students directly to the fringe of campus.

System Redesign Final Document, Public Meeting & Marketing Concept: CyRide received the final invoice and documents along with the Executive Summary in July 2017. The Executive Summary was provided to the transit board and received no comments. CyRide staff has gone through it, made the necessary changes and are ready to pay the final payment of \$5,812.

Director Kyras provided an update on the marketing and outreach efforts. She indicated that a public meeting will be scheduled for late October/early November to introduce the changes to the public. CyRide staff met with its marketing consultant on how to educate the public on these changes. The marketing consultant suggested to not try to educate the public on all the changes, rather to market the website where more detailed information could be provided. She shared the preliminary graphic options for the marketing campaign to board members.

Trustee Schainker asked what information would be contained on the website. Director Kyras indicated that staff had not begun these discussions, but indicated that it would most likely include a summary of the changes and the new schedules at a minimum.

Trustee Bibiloni asked when the system redesign would be implemented. Director Kyras indicated it would occur in two phases – May and August 2018. Further, she indicated that marketing of the changes will begin in January 2018.

Trustee Valentino shared his thoughts on the marketing graphic options, indicating that he was not in favor of the vintage looking option and suggested the colors match CyRide's color scheme. President Haila suggested including CyRide's "swoosh" to the graphics.

Facility Update: Director Kyras shared that the goal for the October 2016 transit board meeting was to gain direction on where CyRide's facility expansion should be located – existing site versus a second site. She then provided a flow chart with the process that would be required over the next year to be prepared to apply for a grant application next July to help fund this expansion.

A general discussion of the process was held. Director Kyras indicated that if a second site was chosen as the preferred expansion plan, that CyRide would work with a committee of CyRide, ISU and City staff to identify potential sites for this expansion. She also shared that a new commercial driver's license requirement that will become effective in 2019 will require CyRide to have a dedicated training course, which will impact the size and site decisions. The board shared their concern with this new requirement and struggled with the logic of this change. Barb Neal further explained that the new regulations required this new course if a transit system will be training its own drivers.

Fuel Costs Update: Director Kyras indicated that, to-date, CyRide's fuel costs had averaged \$1.71 per gallon, which is still below the budget cost of \$2.50/gallon, but indicated that prices had increased from the beginning of the fiscal year to current from \$1.49 per gallon to \$1.85.

Signal Timing Impact on Routes: Director Kyras shared that operations staff were experiencing a new challenge this year with two critical intersections - Lincoln Way and Welch and Stange and Pammel. She stated that pedestrian walk cycles had been added to these signals, reducing the timing allowed for turning movements. She indicated that as a result, it was taking some buses up to an additional 10 minutes to travel their route. She indicated that staff was working with both ISU and the city to determine if adjustments could be made to reduce this impact on CyRide. She also shared that if the buses cannot maintain a reliable schedule, additional buses may be needed to address this change.

President Haila asked staff how the S. 3rd/4th Street reconfiguration was impacting CyRide. Director Kyras indicated that CyRide and City staff had had numerous discussions about this street and had relayed its safety and route timing concerns to staff. She indicated that city staff was working with CyRide to adjust signal timing to try to address the timing concerns.

Trustee Schinker expressed his concern that, with the Complete Streets initiative, he was struggling to figure out how all modes of transportation could be accommodated without significant concessions by one or more modes in a corridor. He encouraged the Director to request being part of the Complete Streets study committee to work through these challenges and find a balance.

President Haila suggested CyRide have a conversation with the bicycle coalition on options and to share CyRide concerns.

Director Kyras also updated the board on ridership for the first week of school, indicating that ridership was 1.6% lower than the first week last year. She also shared that a majority of the ridership reduction was on the Red route from west Ames to campus, which has always experienced ridership increases.

President Haila shared his thoughts that it could be related to the saturation of apartment complexes in West Ames along with stable ISU enrollment.

President Haila asked when CyRide would be meeting with HIRTA staff. Director Kyras indicating she believed a meeting was scheduled for October 6, 2017.

Trustee Bibiloni shared his discussion with ISU's ADA Group for Disability Awareness and their desire for changes. Director Kyras said that staff had met with this group and were working through their list of concerns. She indicated that one change that had been requested had already been made to the Dial-A-Ride brochure. Barb Neal, CyRide's Assistant Director of Operations stated that a majority of the issues discussed were past experiences and had been addressed at the time of the occurrence.

Trustee Bibiloni inquired about feasibility of purchasing an automated ADA announcement system. Director Kyras indicated that this technology is expensive to purchase and maintain and indicated that staff would be gathering more information regarding these systems at the APTA annual meeting in October where hundreds of vendors will be exhibiting their products.

A question was raised about other technology options, specifically mentioning a voice-activated mic system around the driver's neck. Director Kyras shared her concern that drivers are constantly multi-tasking with customer questions, what is happening outside of their bus, as well as trying to safely maneuver their bus on a time schedule. She indicated that asking the drivers to announce a significant increase in stops would be a safety concern.

Trustee Bibiloni further stated that the Disability Awareness group shared their belief that drivers view disability as a chore or an inconvenience. They mentioned examples such as, passengers have to ask the driver to deploy the ramp and that the visually impaired individual is not able to see where the stop is located. Director Kyras shared that the discussion with this group was to let CyRide know when issues arise so that staff can directly speak with the driver and address the issue. She indicated that mistakes happen and that a reminder will typically resolve the issue.

Barb Neal, Asst. Director of Operations, responded to the concern that a person's disability was perceived as an inconvenience. She stated that the requirement to securely lock a wheelchair in place draws attention to the individual and does take longer to continue on the route. She indicated that this draws attention to the person with a disability and can make them uncomfortable, but is a requirement to safely

transport them. She also used the example that the group requested that the every driver ask other passengers to move from the front seats, indicating that this also draws attention to the individual and can make them uncomfortable, so it is difficult to balance what needs to be done to safely provide service and treating the person with a disability as any other customer.

Director Kyras indicated that additional meetings with the group would be held to work through their concerns.

Set Meeting Times and Place:

- October 19, 2017 – 8:00 A.M.
- November 16, 2017 – 8:00 A.M.
- December 7, 2017 – 8:00 A.M.

Adjourn: The Ames Transit Agency transit board meeting adjourned at 10:04am.

AMES TRANSIT AGENCY BOARD OF TRUSTEES

AMES, IOWA

October 2, 2017

The Ames Transit Agency Board of Trustees met on October 2, 2017 at 7:45 a.m. via Conference Call. President Haila called the meeting to order at 7:47 a.m. with Trustees Valentino, Bibiloni, Gregory, Schainker, Haila and Nelson present.

New CyRide Turnaround at Wallace Hall: Director Kyras gave a brief summary on the initial cost estimate for the turnaround of \$185,000, as well as the final design and new cost estimate of \$300,000. She indicated that ISU and CyRide staff had discussed options to reduce the cost, but believe that any significant cost savings would impact the quality of the infrastructure. As a result, staff has come up with two funding options.

The first option is for CyRide to incur the entire cost increase for an additional \$115,000 or \$207,500 in total. She indicated that CyRide's 2016-2017 closing balance above 10% and not needed for cash flow could fund this additional cost and that CyRide would still have \$97,000 left in uncommitted closing balance funds.

The second option is to continue with the partner shares as originally budgeted at 50% for CyRide and 16.6% for each local partner. This would increase the local partners share from \$30,833 to \$50,000 and CyRide's share from the \$92,500 to \$150,000. There is sufficient funding in the closing balance to address CyRide's cost increase, but would require approval of the local funding partners increase.

President Haila stated that if the transit board went with option #2, CyRide would increase its share by \$57,000 and option # 1 would be an increase of \$115,000, so the difference would be approximately \$57,000 between the two options.

Director Kyras said staff is proposing Alternative #1 as CyRide has sufficient funding and it is the quickest approach allowing ISU to maintain its schedule for this project, which includes bidding the project in January 2018. She indicated that typically this time period provides better pricing.

Trustee Schainker asked for clarification that the funding increase would be taken from CyRide's closing balance. Director Kyras confirmed that it would be taken from the closing balance.

Trustee Bibiloni made a motion to approve Alternative #1 for CyRide to commit a total of \$207,500 of CyRide's closing balance to the construction of the new bus turnaround at Wallace Hall, which is an increase of \$115,000 from the approval of the transit board on June 28, 2017. Trustee Gregory seconded the motion. (Ayes: Six. Nays: none.) Motion was unanimous.

President Haila asked board member to reviewed the proposed fall transit board meeting schedule. Director Kyras said that the October meeting was moved from October 19 to October 25, 2017 as there was conflict. The remaining dates met with all board members approval.

Set Meeting Times and Place:

- October 25, 2017 – 8:00 A.M.
- November 16, 2017 – 8:00 A.M.
- December 7, 2017 – 8:00 A.M.

Adjourn: Trustee Valentino made a motion to adjourn at 7:57 a.m. Motion seconded by Trustee Gregory. The motion was approved and the meeting was adjourned.

CITY OF AMES, Iowa

MEMO TO: Ames Transit Board of Trustees

FROM: Sheri Kyras

DATE: October 25, 2017

SUBJECT: #24 Silver Route Performance

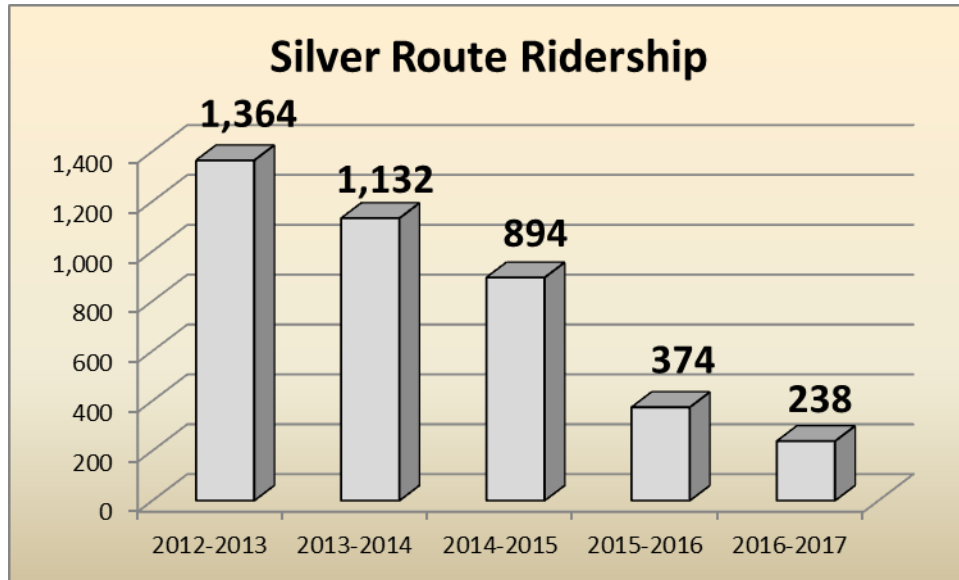
BACKGROUND: CyRide operates a route from Iowa State University’s “S” Lots, east of Jack Trice Stadium, on Sunday evenings from 6:00 – 10:00 pm during the school year on a 20-minute service level to provide service for students arriving back to Iowa State after the weekend. This route operates with a small minibus from the parking lot, where their cars are parked, to Iowa State’s major residence halls at the Towers, Union Drive and Richmond Court complexes on a demand response basis (only stopping at areas for people that are on the bus). CyRide began this service to provide a safe ride back to their dormitories from the parking lot when CyRide service levels are at its lowest. The route began in 2001 and was discontinued, due to financial constraints, in 2004. It was restarted in 2008 to present.

The attached map illustrates where and how the service operates.

CyRide staff is seeking board direction on whether this service should be included in the System Redesign (CyRide 2.0) services offered next year.

INFORMATION:

CyRide’s Silver route has been identified as one of its lower performing routes over the years and, as such, has been eliminated for financial reasons for shorter periods of time in CyRide’s service history. The graph on the next page illustrates the level of ridership, and slow decline in interest for this route, over the past five years.



Daily ridership each Sunday for the current year (2017-2018) school year to-date is as follows:

Date	# of Rides Provided
Aug. 20	10
Aug. 27	6
Sep. 3	0
Sep. 10	9
Sep. 17	1
Sep. 24	0
Oct. 1	1
Oct. 8	2
Year-To-Date	29

The school-year cost to operate this service is approximately \$7,000 and represents 136.4 revenue hours of CyRide’s total 127,000 annual revenue hours of service (hours when CyRide is picking up and dropping off customers). It is operating at 1 passenger per hour, which is significantly below CyRide’s board-established minimum performance standard for off-peak service of 7 passengers per hour.

ALTERNATIVES:


1. Eliminate the #24 Silver Route effective with the 2017-2018 budget (Fall 2018).
2. Continuing operating the #24 Silver Route in 2017-2018 from 6 – 10 pm each Sunday evening during the school year.
3. Modify the #24 Silver Route in 2017-2018 to operate each Sunday evening during the school year for board determined operating hours.


4. Defer action on the #24 Silver Route until a future board meeting.


RECOMMENDATION:


The Transit Director recommends approval of Alternative #1 to eliminate the #24 Silver Route due to low ridership and system performance. The annual savings and revenues can be better utilized in other places within CyRide's system providing more transit services to a larger number of people.

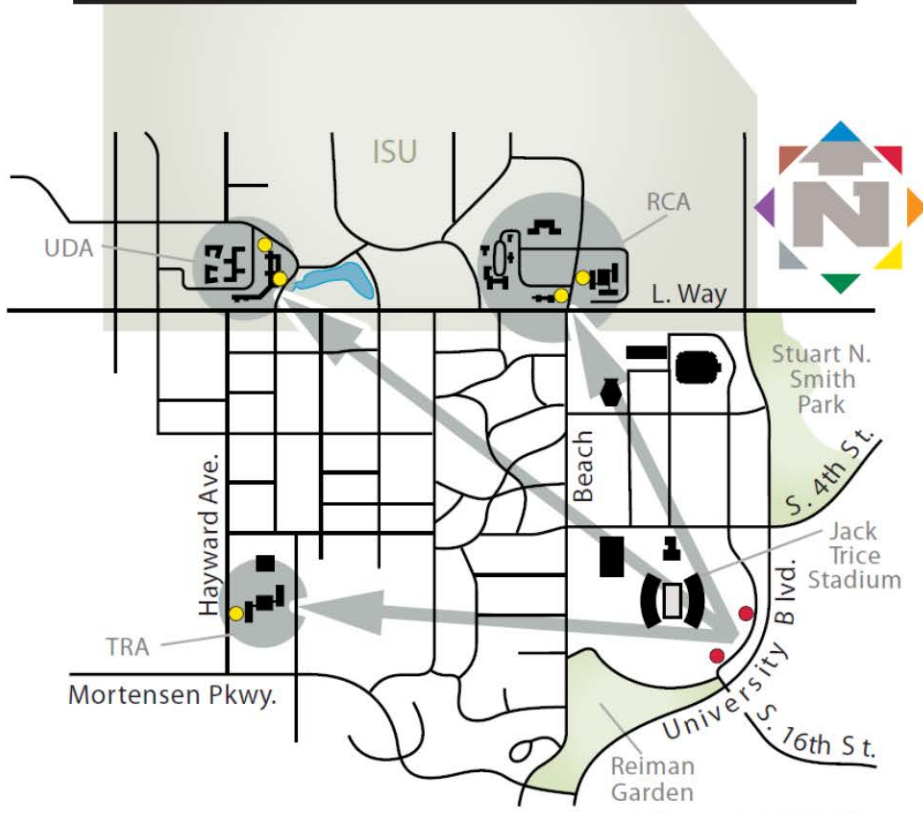
SILVER SERVICE

 24 Silver Service
(Sunday nights, prior to ISU Monday class days. See schedule for exceptions. Delivers passengers upon request 6:00–10:00 pm at :00, :20, and :40. Does not operate summers.)

 ISU Residence Halls:
Union Drive Association (UDA)
Richmond Court Association (RCA)
Towers Residence Association (TRA)

 ISU residence hall bus stops

 Boarding bus stops
(S lots east of Jack Trice Stadium)



CITY OF AMES, Iowa

MEMO TO: Ames Transit Board of Trustees

FROM: Sheri Kyras

DATE: October 25, 2017

SUBJECT: Facility Discussion

BACKGROUND: CyRide has a long history of ridership growth, which has challenged its facility's infrastructure to keep pace with this growth. CyRide's main facility is located at 601 N. University Blvd. (referred to in this document as CyRide 1). This building was constructed in 1983 and, due to CyRide's growth since that time, it has constructed five expansions to provide space for its fleet, administration and maintenance functions in its current 79,033 sq. ft. facility. In the past, master plans have been developed at this site regarding expansion plans; however, CyRide's ridership growth from 3 million to just under 7 million has made these plans obsolete in a short period of time, as CyRide's space needs have exceeded planning assumptions. The most recent facility studies were completed in 2009 and 2011 and assumed a smaller fleet size than CyRide operates today.

Today, CyRide had a second, temporary site at 2005 E. Edison St. (referred to in this document as CyRide 2). CyRide has been using this ancillary site since 2016. CyRide 2 is an outdoor, gravel lot owned by the City of Ames and shared with the Ames Police Department.

With a significant portion of the fleet currently parked outside (approximately 25%), staff has developed information that can assist board members in determining where CyRide's infrastructure should be expanded to house CyRide's fleet indoors and have adequate space to efficiently house the future operation of transit services in Ames. Staff is seeking direction from the transit board regarding where this expansion should occur.

INFORMATION: This document is divided into four topic areas for discussion to provide board members with a base level understanding of the issues/assumptions surrounding CyRide's facility infrastructure and expansion:

- **History** – CyRide's facility growth/changes and a summary of the 2009 and 2011 final facility master plans and assumptions.
- **Facility Planning Assumptions** – Two assumptions that will guide discussions on facility needs and ultimately an expansion location.
 - **Topic #1** - Design Timeframe
 - **Topic #2** - Fleet Size for Facility Planning Purposes

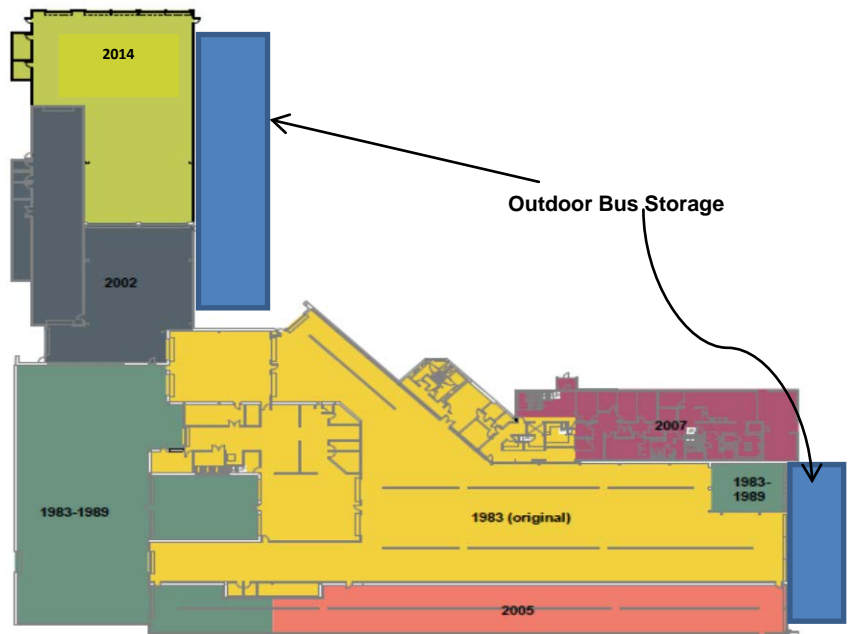
- **Space Needs** – Functional space needs to support CyRide’s fleet for the next 20 years, using a space needs software program from a firm who specializes in transit facility design.
- **Multi-Level Design Concept** - What and how much of the identified space needs can be accommodated on its CyRide 1 site using a multi-level conceptual design.

History

Two pieces of historical information will provide base-level information on past facility discussions, which have led previous boards and staff to decisions on how/where to house CyRide’s fleet as it has grown – Facility Changes and Recent Facility Planning Studies/Recommendations.

Facility Changes – CyRide’s original building (CyRide 1) was constructed in 1983 to accommodate bus storage for a fleet of 25 vehicles, maintenance and administrative space. As ridership increased and the fleet grew, CyRide added five

additions to accommodate more buses, as well as operational and administrative functions. The last addition was completed in 2014 for storage of eleven buses; however CyRide has fourteen buses parked in this area and was full from the first day it was opened. CyRide still operates from the original maintenance shop area; however has expanded with one articulated bus hoist located in the 2014 addition and expansion into bus storage areas for its tire/battery functions (see graphic of original building and additions above). This facility is able to house approximately 80 large buses, two maintenance trucks and 8 small buses, with a portion of its buses and support vehicles (five cars) being parked outside.



In 2011-2012, CyRide’s fleet exceeded its indoor bus storage and CyRide began parking buses outside. Today seventeen buses are housed outside (blue areas on the map), which maximizes all available overnight parking areas on its CyRide 1 site, as the remaining exterior site areas are needed for bus circulation. The impact of this outdoor bus parking practice was monitored in January 2016 with staff finding that the additional expenses incurred on twelve buses parked outside at that time was an additional \$14,000 for that one month period due to maintenance issues related to the cold weather and additional fuel usage to idle buses all night during extremely cold periods.

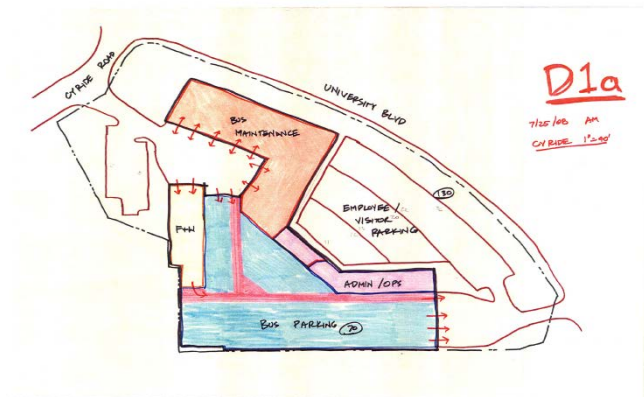
In March 2016, the Transit Board of Trustees approved a second site (CyRide 2) on E. Edison Street to temporarily house vehicles that CyRide was not able to accommodate inside or outside of its CyRide 1 facility on University Blvd. This site is illustrated to the right. Discussions at the time were for this site to bridge CyRide’s facility needs in the short term (one to five years). Fencing, improved ground surface, electrical and lighting improvements were made to the site at a cost of \$50,000. This site is used by CyRide to house its spare buses and as a holding area for buses that will soon exit CyRide’s fleet. This site has 3 to 5 buses parked at this location at any one time during the school year and 20-25 buses in the summer to relieve congestion at its CyRide 1 site. CyRide does not operate daily service from the CyRide 2 site at this time.



Recent Facility Planning Studies/Recommendations – Two studies have been completed within the last ten years, which focused on the longer term plans to house CyRide’s fleet. Each is briefly described below.

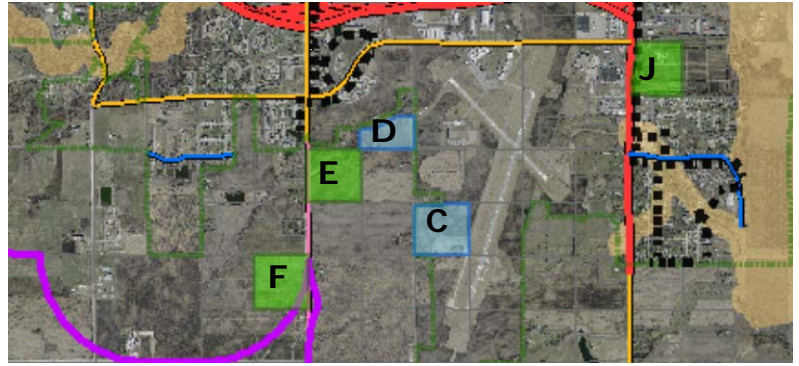
2009 Facility Study – This study was completed with the aid of a consultant, Parson-Brinkerhoff. The study period was a 20-year time frame in which, based on ridership at that time, it predicted CyRide ridership in 2028 would reach 5.7 million rides with a fleet of 90 buses (compared to CyRide’s current 6.7 million rides and 95 buses). The study reviewed three options: expansion at the existing site, satellite bus storage/office space or new facility at a different location. The graphic below depicts the “best option” found for CyRide’s existing site; however, the study found that expansion at this site could not accommodate the following:

- Over 35,000 square feet of bus storage space
- 6,500 square feet of maintenance area
- 15,000 square feet of outside area (circulation and storage)
- 8,000 square feet of green space
- 20,000 square feet of water retention
- 8 employee parking spaces



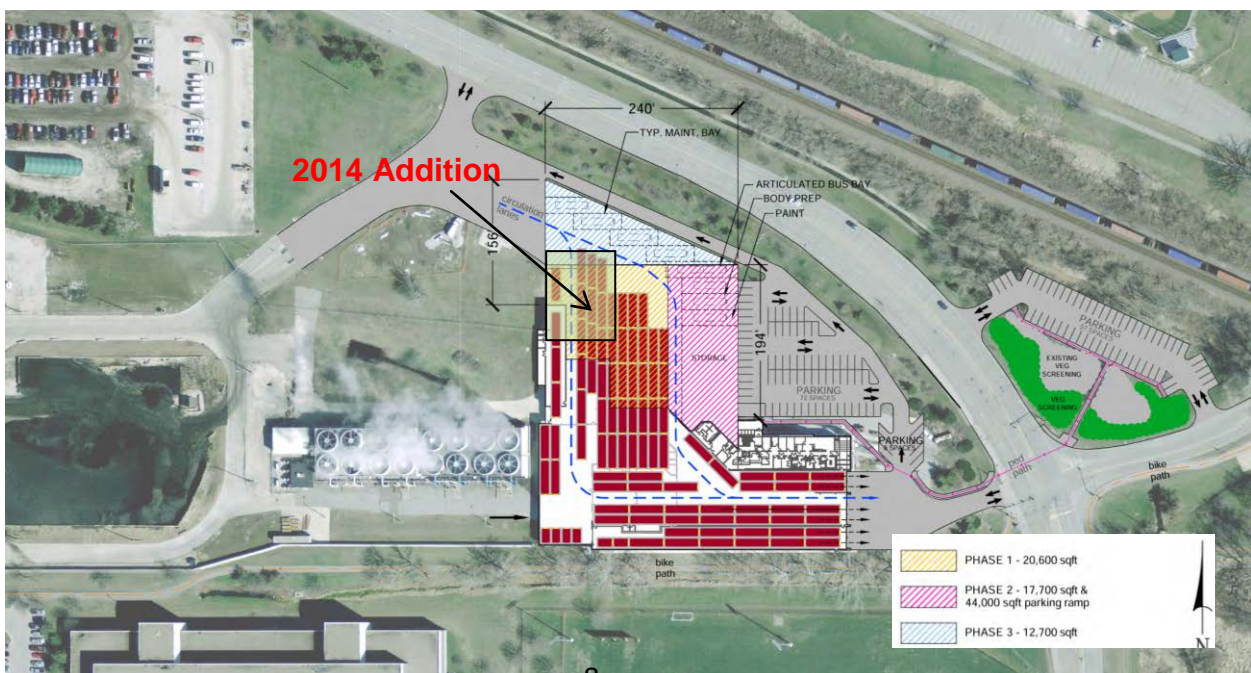
As a result of the concerns regarding the areas that could not be accommodated at the current site, the transit board directed staff and the consultant, with assistance from city and ISU representatives, to conduct a site analysis of potential other sites in and near Ames that could accommodate a satellite facility (4-5 acres) at the least, and if large enough, a new facility for CyRide’s entire operations in the future (10-12 acres).

The study committee developed twelve site criteria to guide the site analysis, which consisted of analyzing the physical site, utilities, road access, zoning, etc. From this analysis, ten initial sites were considered, which included private, ISU, school district and city-owned properties. This list was narrowed to the five best sites, which are graphically shown to the right.



After final review and discussion with the transit board, the committee found that no parcels studied were large enough and available for CyRide use in the central Ames area, as the five sites were either near the airport, Research Park or on state land that was not currently for sale. However, the consultant indicated that the satellite facility option remained the best option for CyRide, if a site could be identified and secured. The transit board, after lengthy discussion, determined that the best option at that time was to expand at the current site and directed staff to hire a consultant to begin planning for this expansion.

2011 Facility Study – At the direction of the transit board, staff hired URS to develop a master plan at the current site that would accommodate as much of the space needs identified in the 2009 Facility Study as possible. Thirteen different possible building configurations were developed, which included options such as a two-story building, partial underground facility, encroachment of setbacks and green space requirements and off-site employee parking. The option that was chosen by the Transit Board is illustrated below. The first phase, in yellow, was further subdivided into two phases due to funding constraints, and as a result, the 2014 bus storage addition was constructed with 8,200 square feet of bus storage space and an articulated bus hoist.



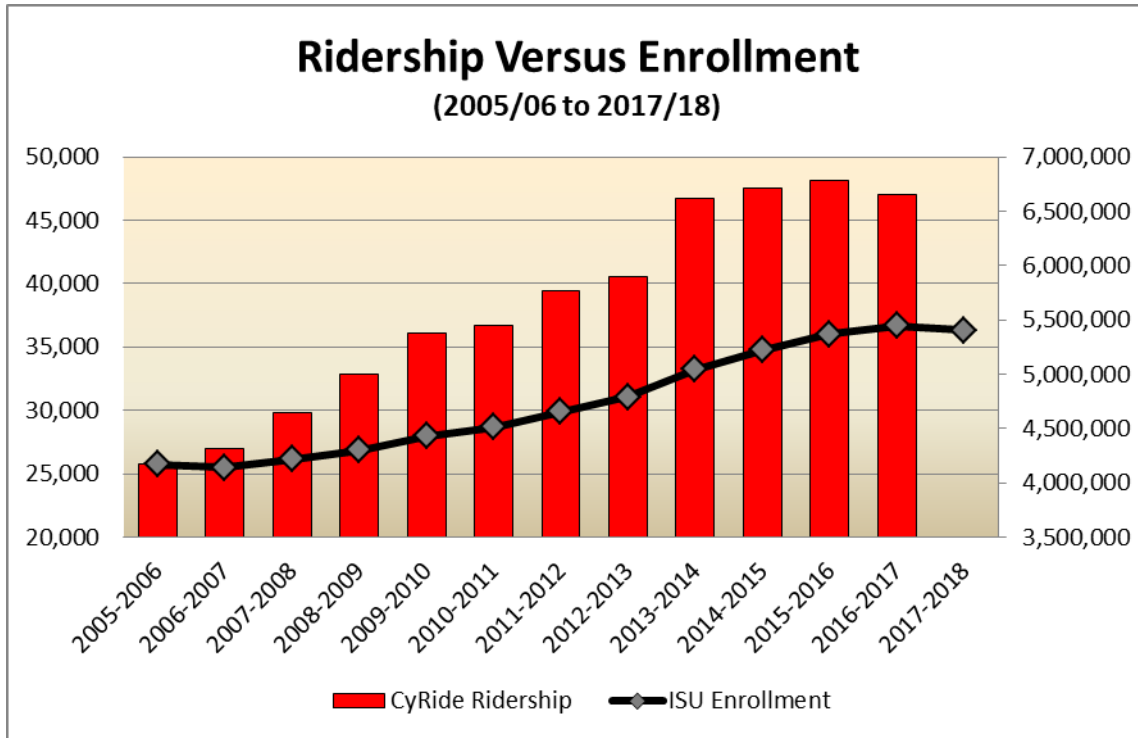
Planning Assumptions– Design Timeframe/Fleet Size for Facility Planning Purposes

Design Period - The first assumption in determining CyRide’s facility space needs requires establishing a design period, which identifies the time period in which the facility’s infrastructure will need to meet its operational needs. Past CyRide facility studies have used a 20-year design period to ensure that adequate land/space is available to efficiently operate CyRide services in the near and longer-term period. Therefore, **CyRide staff has used a twenty-year design horizon (2018-2038) for the space needs analysis described later in this document to ensure that CyRide’s land/facilities are sized appropriately for its future ridership/fleet needs.** This will also allow federal, state and local dollars to be spent appropriately and not be placed in a position to repay funding for a facility that grows beyond its ability to function on a site and operations must be moved to a new site.

Fleet Size - The second assumption in determining the facility needs is to determine the maximum fleet size during the next 20-year period based on historical trends and future predictions. Information developed to assist in determining the fleet size is described below.

Historical Trends - The chart/graph below shows the historical trends for the past twelve years for CyRide’s ridership, ISU enrollment and fleet size.

Year	ISU Enrollment	% Incr.	CyRide Ridership	% Incr.	Fleet Size
2005-2006	25,741		4,173,208		61
2006-2007	25,462	-1.1%	4,314,151	3.4%	63
2007-2008	26,160	2.7%	4,646,554	7.7%	66
2008-2009	26,856	2.7%	5,002,146	7.7%	70
2009-2010	27,945	4.1%	5,377,155	7.5%	72
2010-2011	28,682	2.6%	5,447,289	1.3%	79
2011-2012	29,887	4.2%	5,769,883	5.9%	84
2012-2013	31,040	3.9%	5,893,568	2.1%	89
2013-2014	33,241	7.1%	6,619,192	12.3%	85
2014-2015	34,732	4.5%	6,711,665	1.4%	87
2015-2016	36,001	3.7%	6,785,479	1.1%	89
2016-2017	36,660	1.8%	6,658,027	-1.9%	95
2017-2018	36,321	-0.9%			95



In reviewing CyRide’s ridership increase, a majority of this growth can be attributed to Iowa State University’s (ISU) enrollment increase; however, other factors such as development patterns over the years (changes in these patterns to concentrate housing near campus in the Campustown area) and weather have also played a role in CyRide’s ridership levels. As a result, this causes a less direct correlation between ridership and enrollment.

A second historical trend that has impacted how CyRide’s infrastructure has grown, or in this case not kept pace with its growth, has been the conservative estimating of ISU enrollment and CyRide ridership, which has typically underestimated both (i.e. ISU predicted 200-500 student enrollment increase, 2,201 was the actual increase). While both ridership and enrollment are extremely difficult to predict, assumptions have been that both would be relatively stable to slightly increasing each year; however, since 2005-2006 ISU and CyRide’s growth has been significant, with ISU growing typically between 2 and 7% per year, while CyRide has grown between 1 and 12% per year. This has impacted CyRide’s infrastructure as CyRide has had to play “catchup” to accommodate this growth. This has been easier to address on the fleet side than with the facility.

Future Predictions - The two main factors that will impact CyRide’s ridership in the next twenty years, are ISU enrollment and development patterns. First, ISU enrollment is predicted to remain relatively stable over the next ten-year period, indicating that large year-after-year ridership/enrollment increases will most likely not continue into the future.

Second, recent development patterns have concentrated significant student housing growth near ISU’s campus in the Campustown area, which has led to stability, as opposed to growth, in

CyRide’s ridership. The City of Ames, Planning Director has indicated that this housing concentration in the Campustown area should begin to level off with available land for development becoming more scarce. Therefore, staff believes that CyRide ridership should stay between a range of 6.5 to 7.5 million rides per year over the next twenty years, which equates to a bus fleet between 93 – 107 buses. **As a result, staff recommends planning for facility space that will house a maximum bus fleet of 125 buses, so that if unanticipated growth occurs, as it has in the past, CyRide is not placed in a physically constrained situation that will not allow for adequate infrastructure space.** With this said, CyRide would plan for a larger facility, but only construct the facility as it has the need and funding to support expansion, much the same as CyRide’s facility has expanded over the last 34 years at its CyRide 1 facility.

Space Needs

Currently, the CyRide 1 facility encompasses 4.5 acres on ISU land under a 99-year lease. CyRide 2 is approximately .3 acres on City of Ames land. In total, CyRide is operating service utilizing 4.8 acres.

A transit industry, facility consultant’s program was used to determine the number of square feet and acres needed to support CyRide’s operations. Staff began by using the program on current conditions (fleet, # of employees, etc.) at its permanent site, CyRide 1 facility on University Blvd., to calibrate the program with operations today. The results of this analysis are detailed below.

Building Areas	CyRide 1 Current Sq. Ft.	CyRide 1 Program Sq. Ft. for 95 Buses (Industry Std.)	Variance Sq. Ft.
Administrative	3,800	5,400	-1,600
Operations Areas	7,500	7,800	-300
Vehicle Maintenance Areas	8,700	30,400	-21,700
Parts Storage Areas	1,300	5,800	-4,500
Interior Bus Parking Area	59,690	116,505	-56,815
Service Areas (Fuel, Wash, Farebox)	4,500	6,500	-2,000
Exterior Vehicle Parking	32,598	43,000	-10,402
Exterior Storage Areas	400	1,600	-1,200
Storm Water Management	0	0	0
Site Circulation, Setbacks, Landscaping	137,397	217,000	-79,603
Total Sq. Ft.	255,885	434,000	-178,115
Acres	4.5	10	-5.5

This analysis indicated that, according to industry standards, typical transit systems of similar size to CyRide have more than twice the amount of land area in which they conduct their operations. Understanding how current CyRide operations function compared to industry standards will allow staff and board members to better determine the size of land to meet CyRide’s needs in the next 20 years.

Next staff estimated conditions using the transit industry, facility consultant’s program, based on a fleet of 125 buses, additional staff to provide this level of service and operational/maintenance support functions of the transit system to represent the facility space needed in the next twenty years. Additionally, CyRide developed a preliminary design of a training course that would meet the new federal Commercial Driver’s License (CDL) requirements in 2020, previously discussed at the September board meeting. Both of these analyses are described next.

Facility Software Program – Using the consultant’s software program, the chart below calculates the square footage and total acres needed for the larger fleet and support functions (for a 125 bus operation), based on industry standards. These calculations are reflected in the chart below and are compared to CyRide 1’s facility current space.

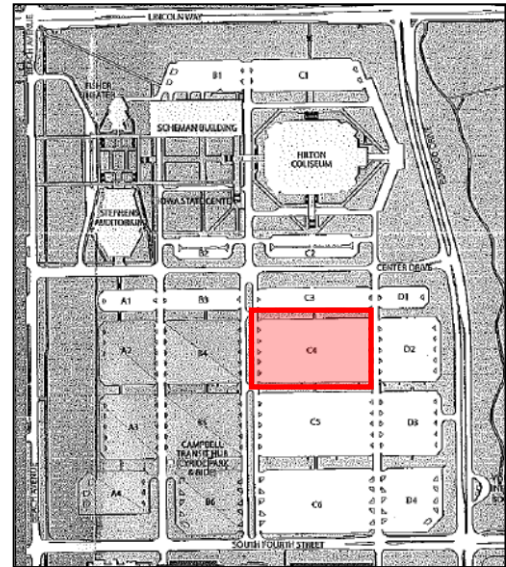
Building Areas	CyRide 1	CyRide 1	Deficit From Current
	Current Sq. Ft. for 95 Buses	Program Sq. Ft. for 125 Buses (Industry Std.)	
Administrative	3,800	8,600	-4,800
Operations Areas	7,500	9,000	-1,500
Vehicle Maintenance Areas	8,700	37,200	-28,500
Parts Storage Areas	1,300	8,200	-6,900
Interior Bus Parking Area	59,690	164,835	-105,145
Service Areas (Fuel, Wash, Farebox)	4,500	8,700	-4,200
Exterior Vehicle Parking	32,598	55,800	-23,202
Exterior Storage Areas	400	700	-300
Storm Water Management	0	22,500	-22,500
Site Circulation, Setbacks, Landscaping	137,397	315,500	-178,103
TOTAL Sq. Ft.	255,885	631,035	-375,150
Acres	4.5	14.5	-10.0

The result of planning for a fleet of 125 buses, as opposed to 95, is that its square footage and acreage space requirements increase, creating a larger deficit at the current CyRide 1 site using a single story facility design.

Training Course Preliminary Requirements – In addition to the above required acreage requirements, beginning in February 7, 2020, the Federal Motor Carrier Safety Administration (FMCSA) will be imposing new regulations on agencies that train employees to get their CDL license, regarding curriculum content, instructor certifications and facilities required for the training. 99% of all CyRide applicants do not have a CDL license, which requires CyRide to train its new employees, and document their training, to pass this set of tests for them to then begin their CyRide specific training. The FMCSA training facility definition in this regulation is on the next page.

“Range means an area that must be free of obstructions, enables the driver to maneuver safely and free from interference from other vehicles and hazards, and has adequate sight lines.”

The ISU Center parking lot (C4 pictured to the right), is where CyRide currently trains new drivers; however, it would not meet the definition above. It is not barricaded and some individuals park their cars in this lot (creating an obstruction), particularly in the afternoon as the lot becomes fuller, and others can drive through when a trainee is operating the bus (not free from interference from other vehicles).



The picture below illustrates a transit system’s driver training course constructed in South Bend, Indiana. Based on this design, an additional approximately 2 acres are needed to comply with this upcoming regulation.



Summary

In summary, the facility at CyRide 1 is undersized for existing service in available acreage and amount of square footage, therefore, also undersized to meet the future fleet size of 125 buses and a driver training course. In total, CyRide would need 16.5 acres to accommodate service over the next 20-year period compared to its existing 4.5 acres. As a result, CyRide staff and ASK Studio consultants looked at how to maximize the CyRide 1 site, using multiple levels, to determine if it could meet its future facility needs as identified in the space need analysis based on a fleet of 125 vehicles, excluding the training course space requirements. This analysis will be described in the next section.

Multi-Level Design Concept

ASK Studio developed a preliminary conceptual design to determine how much of CyRide’s unmet space needs could be accomplished with a multi-level facility. The attached maps (Floors One and Two) illustrate how additional needs could be accommodated (maximized).

Utilizing approximately a little more than a quarter of the acreage identified as needed in the space needs analysis for a fleet of 125 buses, this scenario accommodates:

- 95 vehicles with indoor storage (76% of the programmed fleet)
- 100% of the employee/public vehicle parking needs through a three-level parking ramp on the north side of the building
- 100% of support and small revenue vehicles housed inside
- 40% of maintenance area needs, increasing current square feet from 8,700 to 14,744 square feet
- A new larger training room and additional office space

The chart below details how much of these space requirements can be met on CyRide 1’s site utilizing its 4.5 acres under this multi-level scenario, compared to industry standards and CyRide’s current available square footage.

Building Areas	CyRide 1 Current Sq. Ft.	CyRide 1 Program Sq. Ft. (Industry Std.)	CyRide 1 Multi-Level Facility Sq. Ft.	Deficit From Industry Std.
Administrative	3,800	8,600	8,600	0
Operations Areas	7,500	9,000	9,000	0
Vehicle Maintenance Areas	8,700	37,200	14,217	-22,983
Parts Storage Areas	1,300	8,200	8,200	0
Interior Bus Parking Area	59,690	164,835	67,256	-97,579
Service Areas (Fuel, Wash, Farebox)	4,500	8,700	4,500	-4,200
Exterior Vehicle Parking	32,598	55,800	65,435	0
Exterior Storage Areas	400	700	400	-300
Storm Water Management	0	22,500	0	-22,500
Site Circulation, Setbacks, Landscaping	137,397	315,500	121,804	-193,696
TOTAL Sq. Ft.	255,885	631,035	134,712	-331,623

As a result, more of CyRide’s needs are met under the multi-level scenario; however, not all needs can be accommodated. The main, positive difference is in CyRide’s ability to park 95 buses inside the building and accommodate all employee parking. The negative aspects of this design concept leaves the following needs not accommodated.

- 30 vehicles (24% of the programmed fleet)
- A second fuel bay (50% of needs) - Industry standards call for one bay per 75 vehicles
- Driver training course

- Critical functions are undersized as follows:
 - 22,983 square feet of maintenance area (60% of needs)
 - 193,696 square feet of circulation, setbacks, landscaping (60% of needs)
- University desires for green space

Beyond the space requirements not accommodated, the multi-level design also has additional challenges, which include:

- Air flow to the cooling towers is interrupted to a much greater degree than today.
- Public/Visitors would need to park in the ramp and enter CyRide through a corridor to the current second floor of CyRide – Lobby would need to be relocated.
- Negative impact on University Blvd. as buses would need to circulate on this road to be serviced each day. Also more driver circulation, currently done on site, would be done on University Blvd.
- Parking ramp would require significant maintenance upkeep, including snow removal, which could increase the need for staff to address this area and additional operating expenses.
- The cost to construct a multi-level facility is likely over 50% higher than expansion on a single level, which could equate to millions of dollars more being spent on the facility over the long-term.
- As has been CyRide’s practice, construction could not be completed in sections as CyRide is able to secure state/federal discretionary grant funds to support its expansion, but would need to wait until all funds for the expansion could be secured at one time as the changes are interrelated. This could take a much longer period of time, if successful at all, in securing these grants.
- CyRide could not function at this site during construction. It would need to relocate its entire operations/staff for a significant amount of time, reducing efficiency during this time period and increasing CyRide expenses.
- Potential repayment to the Federal Transit Administration for the removal of the current employee parking lot and circulation road, which still have a useful life.

Summary

In summary, previous facility planning studies indicated that the current CyRide 1 site was not sufficient for a smaller fleet size than CyRide operates today. In analyzing a multi-story facility, more of the facility needs for a fleet of 125 vehicles are able to be accommodated; however, critical maintenance/operational needs still remain unmet in this scenario, as well as significant challenges identified.

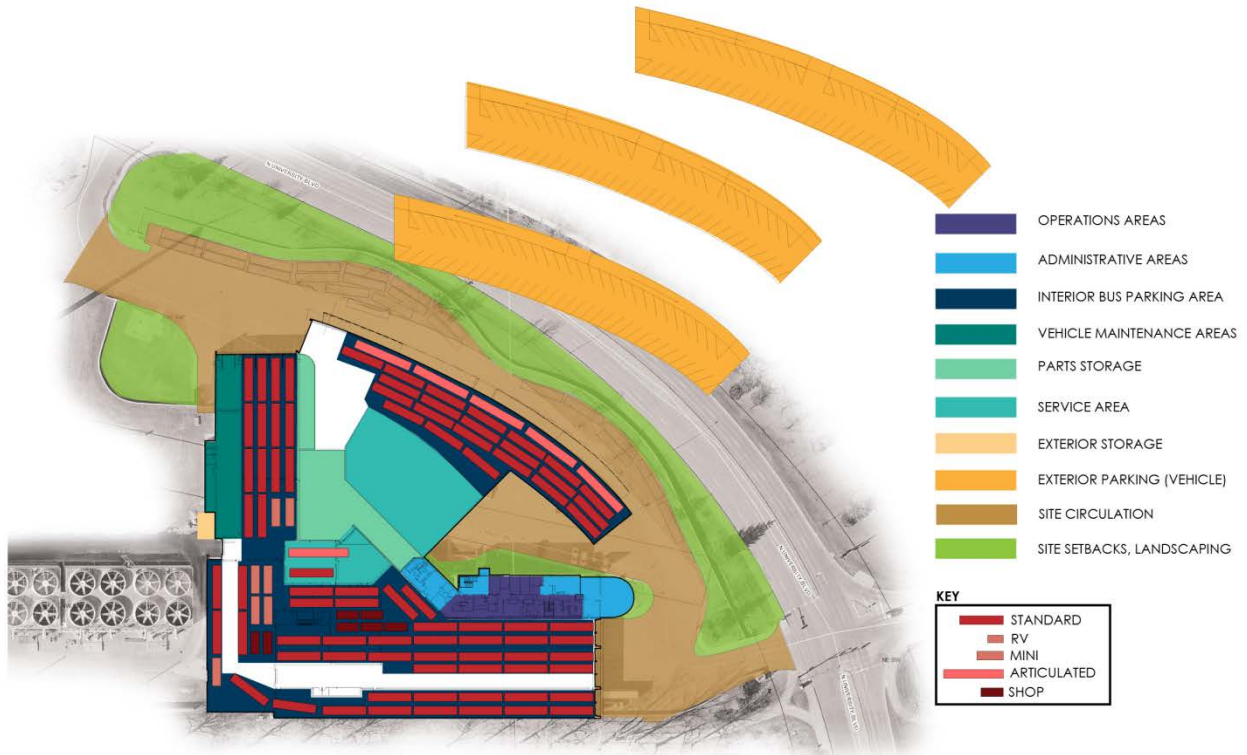
ALTERNATIVES:

1. Determine that CyRide's future facility expansion should be accommodated at a second site and direct staff to begin a site analysis study to determine potential sites. This study would include input from both city and Iowa State University personnel.
2. Determine that CyRide's future facility expansion should be accommodated at the current CyRide 1 site and direct staff to develop a master plan to accommodate as much of the transit system's space needs as possible at this site.
3. Delay action and direct staff to develop additional information for consideration at a future board meeting.

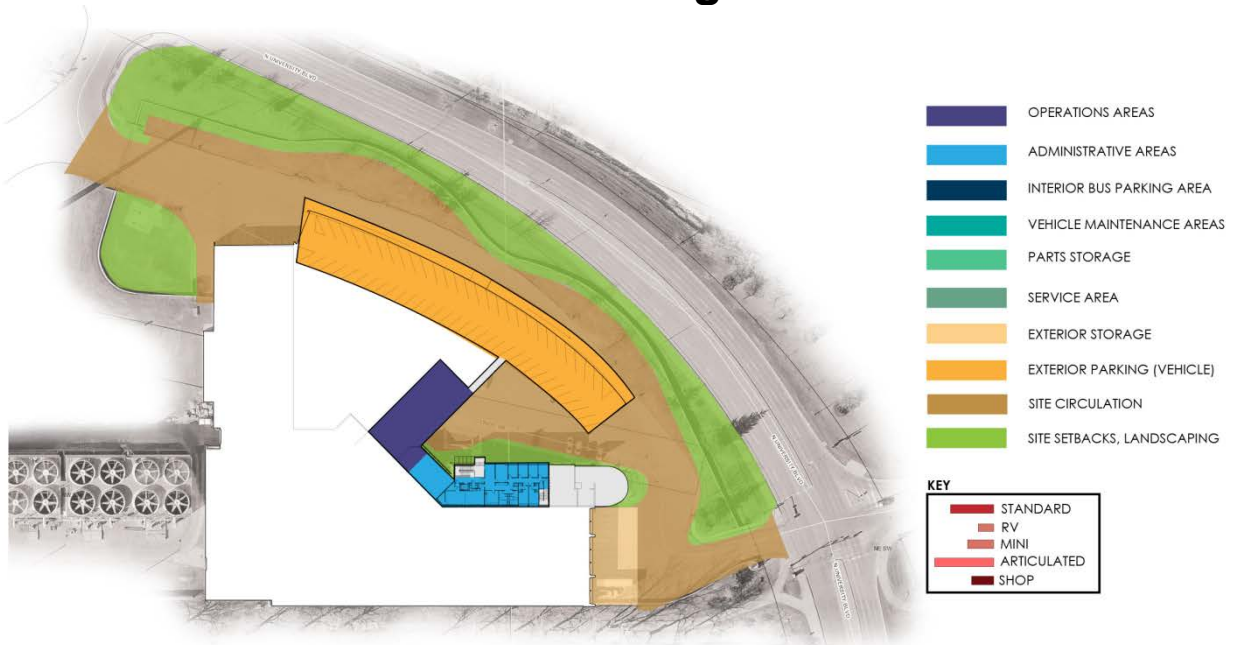
RECOMMENDATION:

The Transit Director recommends approval of Alternative #1 to begin a site analysis study. Staff believes that, while the current CyRide 1 site is in an optimal site location, its 4.5 available acres is not adequate for its future needs. It was designed for a fleet of 25 vehicles and, at 95 vehicles and planning for 125, has exceeded the available land areas needed to efficiently operate a large transit service. This is evidenced by CyRide's increasing number of accidents on its property due to the amount of backing required to maneuver through the facility and close proximity of buses; land-locked maintenance shop after 4 pm and operations continuing until 12:30 - 2:30 am; undersized maintenance, training rooms and circulation areas, etc. Further, the fatal flaws of accommodating only 95 vehicles and the lack of space for a second fuel bay, let alone severely undersized maintenance areas and circulation and no ability to accommodate a training course to allow staff to train employees for their CDL license, lead staff to the belief that a second site as the most fiscally-responsible solution.

Multi-Level Conceptual Design - First Level Building/Parking



Multi-Level Conceptual Design - Second Level Building



CITY OF AMES, Iowa

MEMO TO: Ames Transit Board of Trustees
FROM: Sheri Kyras
DATE: October 25, 2017
SUBJECT: System Redesign Bus Stop Changes

BACKGROUND: In April 2017, the Transit Board of Trustees approved implementation of a System Redesign, impacting almost all of CyRide’s routes. As part of these changes, bus stop locations will need to be added, removed and/or signage changed to accurately reflect where CyRide will travel beginning in May and August of 2018. In addition, these changes will need to either be reflected on current signage, prior to the service change, notifying customers of what and when the change will occur.

CyRide currently has 451 bus stops in its system.

INFORMATION: Over the summer, CyRide staff began an inventory of bus stops, comparing existing stops with the new routes to determine if changes needed to be made. From this inventory, a list of which stops needed modification, the exact location of new stops, the extent of the change (add, remove or change signage), as well as an estimated cost to implement these changes has been prepared. The end result is that:

- 17 bus stops will be added to CyRide’s system and need concrete pad/shelter constructed at the stop (CyRide will notify property owners of the new bus stop locations prior to construction)
- 89 bus stops will need to be removed and/or signage modified

This represents changes to 25% of CyRide stops. The attached chart details the locations for new stops, removal of stops and signage changes.

The *estimated* cost breakdown (including labor) by type of improvement is listed below.

Type of Improvement	Estimated Cost
New Bus Stop – Concrete/Shelter	\$39,550
Stop Removal – Signage Only	\$3,096
Stop Removal – Concrete Pads/Restore Area	\$1,350
Signage Language Changed (Stickers)	\$344
TOTAL Cost	\$44,340

CyRide typically programs \$50,000 each year for the cost of bus stop improvements into its Capital Improvement Plan. The above changes will constitute CyRide’s activities for the end of the current fiscal year (April – June 2018). This cost will be paid for 80% by the federal government using formula dollars from the Elderly and Disabled Program (Section 5010) and with 20% local match, funding from CyRide’s capital budget.

Emphasis over the summer will be to construct the new bus stops and add signage at these new locations, as well as developing temporary signage for stops that will be removed, so that customers know when a stop will be closing. This also allows CyRide staff to then remove the temporary and permanent signage over the fall at a slower pace, as opposed to removing all signage in one day.

Staff will re-evaluate the stops once this work is complete to ensure that the stops are working well for CyRide’s customers.

CyRide 2.0 Preliminary Bus Stop Modifications

Type	Bus Stop Description	Route	Estimated Cost
Add	16 th & Northwestern	2	\$450
Add	20 th & Northwestern	2	\$350
Add	SE 3 rd & Duff	3	\$350
Add	Target Near S. Duff	3	\$3,800
Add	SE 5 th Near Fresh Thyme	3	\$750
Add	Emerald at Garden	5	\$350
Add	Emerald at Opal	5	\$350
Add	N. Knapp at Welch Ave.	6	\$350
Add	S. Knapp at Stanton	6	\$350
Add	S. Lynn at Lincoln Way	6	\$350
Add	S. Morrill at Union	6	\$350
Add	Alcott & Thackery	7	\$350
Add	Mortensen & Wilder (outbound)	11	\$350
Add	Mortensen & Miller (outbound)	11	\$350
Add	Mortensen & Miller (inbound)	11	\$350
Add	Mortensen & Seagrave	12	\$350
Add	Towers Turnaround	25	\$30,000
Remove	Steinbeck & S. Dakota	1,7,1A	\$43
Remove	Dickensen & Steinbeck	1,7,1A	\$43
Remove	Dickensen & Mortenson	1,7,1A	\$43
Remove	20 th & Northwestern	2	\$150
Remove	16 th & Northwestern (west)	2	\$150
Remove	16 th & Northwestern (east)	2	\$43
Remove	S. 5 th & S. Duff	3	\$43
Remove	Blankenburg & Stange	3	\$43
Remove	UV Laundry	3	\$43
Remove	Stotts & Blankenburg	3	\$43
Remove	Blankenburg & Stange	3	\$43
Remove	UV Laundry	3	\$43
Remove	Stotts & Blankenburg	3	\$43
Remove	Stotts & Edenburn	3	\$43
Remove	Edenburg & #27 Schilletter	3	\$43
Remove	#40 Schilletter	3	\$43
Remove	Roy Key & Wheeler	3	\$150
Remove	Roy Key & 30 th	3	\$43
Remove	Wheeler & Orion	3	\$43
Remove	S. Bell at DMACC	4	\$43
Remove	S. 16 th at Americ Inn	4	\$43
Remove	S. 16 th at Dayton - East	4	\$43
Remove	S. 16 th at Dayton - West	4	\$43
Remove	S. 16 th & S. High	4	\$43
Remove	S. 16 th & High	4	\$43

Remove	S. 16 th at Dayton – West	4	\$43
Remove	S. 16 th & Dayton – East	4	\$43
Remove	S. 16 th & Motel	4	\$43
Remove	S. 16 th & Duff	4	\$43
Remove	S. Bell & DMACC	4	\$43
Remove	S. Bell & SE 5 th	4	\$43
Remove	Graham & S. Bell	4	\$43
Remove	Alexander & E. Lincolnway	4	\$43
Remove	E. Lincolnway & S. Bell	4	\$43
Remove	S. Bell & Graham	4	\$43
Remove	S. Bell & SE 5 th	4	\$43
Remove	S. 16 th & S. Duff	4	\$150
Remove	Emerald & Jewel	5	\$43
Remove	Emerald & Garden	5	\$43
Remove	Emerald & Teagarden	5	\$43
Remove	Ken Maril & Emerald	5	\$43
Remove	Ken Maril & Minnetonka	5	\$43
Remove	Viola Mae & Ken Maril	5	\$43
Remove	Viola Mae & Minnetonka	5	\$43
Remove	Garnet & Garden	5	\$43
Remove	Garnet & Harcourt	5	\$43
Remove	Garnet & Jewel	5	\$43
Remove	Jewel & Diamond	5	\$43
Remove	Jewel & Harcourt	5	\$43
Remove	Jewell & S. Duff	5	\$43
Remove	Lincolnway & Alcott	7	\$43
Remove	Todd & Alcott	7	\$43
Remove	Todd & Sinclair	7	\$43
Remove	Todd & College Creek	7	\$150
Remove	Thackery & Todd	7	\$43
Remove	Todd & Alcott	7	\$150
Remove	Todd & Sinclair	7	\$43
Remove	E. Lincolnway & High	10	\$43
Remove	E. Lincolnway & Cherry	10	\$43
Remove	E. Lincolnway & Sondrol	10	\$43
Remove	E. Lincolnway & Freel	10	\$43
Remove	E. Lincolnway & Dayton	10	\$43
Remove	Dayton & E. Lincolnway	10	\$43
Remove	Dayton & Ford	10	\$43
Remove	Dayton & 3M	10	\$43
Remove	E. 13 th & Dayton	10	\$43
Remove	Eastgate & Philadelphia	10	\$43
Remove	Plymouth & Dayton	10	\$43
Remove	Dayton & E. 13 th	10	\$43
Remove	Dayton & Becker	10	\$43
Remove	Dayton & Ford	10	\$43
Remove	Dayton & E. Lincolnway	10	\$43
Remove	E. Lincolnway & Dayton	10	\$43

Remove	E. Lincolnway & Freel	10	\$43
Remove	E. Lincolnway & Sondrol	10	\$43
Remove	E. Lincolnway & Borne	10	\$43
Remove	E. Lincolnway & East	10	\$43
Remove	McCormick & Story Co. Develop. Ctr.	10	\$43
Remove	Ash & Sunset	22	\$150
Remove	Knapp & Ash	22	\$150
Remove	Ash & Gable Lane	22	\$43
Remove	Bissell & Osborn @ Armory	22, 1A	\$43
Remove	Pammel & Spedding Hall	22, 1A	\$150
Remove	Pammel & Science II	22	\$43
Modify			
Modify	20 th & Fellows School (west)	2	\$43
Modify	20 th & Hayes (west)	2	\$43
Modify	Ames High School (west)	2	\$43
Modify	16 th & Ridgewood (west)	2	\$43
Modify	16 th & Ridgewood (east)	2	\$43
Modify	Ames High School (east)	2	\$43
Modify	20 th & Hayes (east)	2	\$43
Modify	20 th & Fellows School (east)	2	\$43

Transit Director's Report

October 2017

1. HIRTA Biannual Meeting

CyRide and HIRTA staff met on October 3rd to discuss coordination issues regarding the CyRide's Dial-A-Ride (DAR) service contracted with HIRTA. Below is a listing of the three operations-related topics discussed and brief summary of each.

- HIRTA Services Update
 - **New Ames Service** - "HIRTA Now" began on September 6th. This service operates like a taxi service with no requirement for advance reservations. Cost is \$5 per ride compared to \$2 required by ADA with advance reservations. DAR customer will pay \$5 as it is service above and beyond ADA requirements.
 - **Restored Out-Of-Town Service** – Reinstated Ames to Des Moines and Ames to Iowa City service.
 - **New Technology** – With their software, they are working on two new online features – one for agencies to set-up trips for their clients and one for customers. The agency one is currently being tested; the customer module will be tested after the first of the year. CyRide suggested possibly using the ISU's Alliance for Disabilities Awareness group to help test, if they are interested as this is one of the areas they had requested. CyRide will assist in funding this technology for a total cost of \$15,711.25 divided over six months (Jan. – June 2018). A contract amendment will be made to incorporate this technology/cost into the existing CyRide-HIRTA contract.
 - **Clarification of New Staff Roles** – Have added a new position that is solely responsible for the operations, as opposed to operations with administration duties.
- ISU Alliance for Disabilities Awareness - Discussed their DAR concerns with knowing where ISU buildings are located and request for online scheduling. CyRide contacted ISU and received a list of ISU's new building addresses, which was shared with HIRTA to address the building location concern as their onboard equipment includes GPS capability, if the location is on Google. They will test to determine if Google recognizes these addresses on their system.
- Statistics – CyRide asked for any insight into the reduction in the number of rides provided this past year. Their staff shared data that indicates that the number of clients on DAR has been decreasing and decreased significantly last year (FY17):

- FY15 Number of Clients – 126
- FY16 Number of Clients – 118
- FY17 Number of Clients – 73

They also indicated that some heavy users were also riding less, providing specific examples to CyRide staff. Both groups brainstormed ways to target information to individuals within the community that might need the service – ensuring brochures are available and openly displayed at human service agencies and ISU offices, updating DAR program information brochure, etc.

2. North Grand Mall Discussions

CyRide staff met with North Grand Mall’s Manager and one of its owners on October 6th to discuss the options available for relocating buses at the mall. Two of the options were discussed with board members over the summer; however, a third option was identified prior to the meeting with mall representatives and was discussed as well. This third option would locate buses on the west side of the mall, either in the parking lot next to Ferndale Ave. or on the west side of Ferndale in a parcel of land owned by the mall.

The locations in the northwest parking lot (included in the original options) and this new location were chosen for further study. CyRide staff will ask its on-call architecture firm to aid in determining what infrastructure changes would be needed for both options. CyRide staff will also have conversations with city staff on bus use of a small section of Ferndale Ave. due to concerns with its pavement thickness.

The third location, next to the mall entrance that would have an almost \$500,000 impact on CyRide’s operations, was eliminated from consideration. As plans are moving slower than anticipated for the mall, both groups agreed to a goal of moving to a new location in August 2018 along with the System Redesign changes. Staff will periodically update board members on the evaluation of the two sites and discussion with mall representatives.

3. November Board Meeting Discussion Topics

Typically staff would have a late fall discussion with board members regarding potential service changes for consideration in its next year’s budget. However, with these services addressed through the System Redesign, staff is preparing information for board members regarding consideration of a fare modification, which is typically viewed as positive by the public in conjunction with a major service change of this nature that disrupts current travel patterns.

Along with this discussion, staff will prepare information for board member discussion to determine its vision for non-student ridership in Ames as requested by board members at the August 24, 2017 meeting with the thought that the fares could significantly impact non-student ridership.

4. Electric Bus Technology

CyRide staff has been monitoring the progress of electric bus technology over the years. Previously, the two main concerns were: limited range on an electric charge and infrastructure space needs/cost. There have been significant improvements in both areas. CyRide's Assistant Directors recently attended the American Public Transit Association's triennial EXPO and visited with electric bus manufacturers gaining additional knowledge on its newest technology. CyRide staff's conclusion is that electric bus technology has progressed to the point where this could be considered as a possible alternative fueled vehicle for CyRide in the near future.

Additionally, an ISU graduate student has been working on an honors project regarding electrifying CyRide buses and recently presented his findings and recommendation to staff in a one-hour presentation. He indicated that he would be open to presenting this same information to board members, either at a future meeting or a special meeting if board members are interested.

As a result of the ISU graduate students work, one of the industry's main electric bus manufacturers, PROTERRA, will be bringing a demonstration electric bus to CyRide on October 26th at 10:00 am for a presentation/question period (approximately one-hour) and ride on its bus. Board members are welcome to attend a portion or all of this event.

November

<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	14	15	16	17	18
19	20	21	22 Transit Board Meeting @ 7:30am	23 City & University Holiday	24 City & University Holiday	25
26	27	28	29	30	2017	