## CARSON CITY PUBLIC TRANSIT ADVISORY COMMITTEE Minutes of the September 9, 1999 Meeting Page 1

A regular meeting of the Carson City Public Transit Advisory Committee was held at 5:30 p.m. on Thursday, September 9, 1999, in the City Hall Capitol Conference Room, 201 North Carson Street, Carson City, Nevada.

**PRESENT:** Chairperson Kay Bennett

Vice Chairperson Mary Winkler

**STAFF:** Marc Reynolds, Community Transportation General Manager

David Heath, Director of Finance Kathleen King, Recording Secretary

(PTAC 09/09/99; 1-0001)

**NOTE:** Unless indicated otherwise, each item was introduced by Chairperson Bennett. A tape recording of these proceedings is on file in the Clerk-Recorder's Office and is available for review and inspection during regular business hours.

- I. ROLL CALL, DETERMINATION OF QUORUM (1-0002) Chairperson Bennett called the meeting to order at 5:33 p.m. Roll call was taken; a quorum was not present. Members Gowins, Kennedy and Peshek were absent. Ex-Officio Members Gobelman, Heath, McGrew, and Rodolph were present.
- II. ACTION ON APPROVAL OF AGENDA Mr. Reynolds suggested deferring discussion on items VI(3), VI(4), and VI(5). (1-0030) Chairperson Bennett modified the agenda to address item VI(2) first.
- III. ACTION ON APPROVAL OF MEETING MINUTES OF AUGUST 12, 1999 Deferred.
- IV. WELCOME AND INTRODUCTION OF GUESTS (1-0025) Previously covered.
- V. PUBLIC INTEREST AND COMMENTS (1-0027) None.
- VI. DISCUSSION AND ACTION ITEMS
- 1. REPORT ON RIDERSHIP, CLIENT COMMUNICATIONS AND UNMET TRIP RESERVATIONS FOR THE MONTH OF AUGUST 1999 (1-0394) Mr. Reynolds distributed and reviewed the Monthly Business Report. He noted that ridership has increased since July, and explained the reason for the distortion in the ticket sales statistics between July and August. Discussion followed regarding monies owed by Carson-Tahoe Hospital, the Trip Count by Revenue Source chart, a special event on August 10, and the trend for average passengers per hour. Mr. Reynolds advised of one customer complaint for the month of August, two written compliments from the Senior Center, and one written compliment received on behalf of the customer service representatives. Discussion ensued regarding cancellations/no-shows/unmet trips, the related costs, procedures for addressing the problem, ensuring that the reason for the statistical number of cancellations/no-shows is not actually a communication error between the client and Community Transportation, and determining an acceptable number of cancellations/no-shows. Mary West, of Paratransit Services, volunteered to assist Mr. Reynolds with tracking cancellations and checking for false numbers in the statistics.
- 2. REPORT ON BUS SIGNAGE (LOGO) PROGRESS (1-0035) Steve Reynolds discussed bus advertising and two opportunities available to Carson City Community Transportation ("CCCT"). The first is to develop a new revenue stream, which could be done with very little or no direct cost to CCCT. The second opportunity is to market the bus service within the community. Mr. Reynolds referred to the existing logo and its lack of visual marketing value, and distributed color samples of possible advertising signs and logos/slogans. Marc Reynolds discussed utilizing roof top placards for the vans and/or the passenger cars, and advised that Reno RTC staff have volunteered to assist CCCT in setting up the marketing and getting the advertising program started. An RTC representative will present information on their advertising program at next month's meeting. In the meantime, they have forwarded their typical contract, marketing strategy,

## CARSON CITY PUBLIC TRANSIT ADVISORY COMMITTEE Minutes of the September 9, 1999 Meeting Page 2

demographics, etc. He thanked Lee Rogers and Terry McCloud of the Reno RTC for their assistance. With regard to questionable advertising, the Reno RTC has additionally forwarded their advertising policies. A decision must be made regarding whether to have CCCT administer the marketing/advertising program or to have it administered on a commission basis by an outside contractor. Steve Reynolds discussed "borrowing" from the Reno market; the concern that, without a fixed route system, the advertisers continue to recognize the value of bus advertising; and the experience of the South Lake Tahoe transit system in trying to administer its own advertising and marketing program. He suggested that the best opportunity would be to develop an agreement with a marketing entity and sell the space on the buses for a certain amount per month. There would then be no expense to CCCT. He provided examples of similar programs in communities of comparable size and pointed out that a private entity would have the ability to turn down questionable advertising much easier than a public entity. He reiterated the difficulty in tasking the transit operators with successfully administering an advertising/ marketing program. Marc Reynolds reviewed the pricing schedules used by Reno RCT. Vice-Chairperson Winkler supported the idea of pursuing advertising and having an outside firm administer the program. Discussion included listing a phone number for CCCT on the buses, ensuring that the advertising isn't confused with the destination of the bus, providing specific guidelines to the advertising contractor, providing policy recommendations to the Board of Supervisors, and determining the use for revenue generated. Chairperson Bennett requested this item be reagendized for the next monthly meeting. She thanked Steve Reynolds for his presentation.

- 3. **REPORT ON BUS ADVERTISING PROGRESS** Deferred.
- 4. COMMITTEE REPORT ON UTILIZATION OF EVENING AND WEEKEND SERVICE Deferred.
  - 5. **DISCUSSION ON EXPANDED SERVICE** Deferred.
- DISCUSSION ON FINANCIAL REPORT FORMAT (1-0782) Mr. Heath distributed and reviewed the monthly report, together with a line item summary of all revenues and expenditures currently being tracked in the system. He explained the summary is generated on a cash basis. Ms. McGrew suggested changing the designation of the NDOT Transit Study to read "FTA 5311 Grant." Discussion included the percentage of seniors purchasing tickets, the vocational rehabilitation contract, preparation of the annual budget, the source of rental revenues, and the Senior DAS Rides category. Mr. Gobelman pointed out a potential shortfall against the amount budgeted in the Senior Transit Grant funding reimbursement category, based on the current ridership statistics. Discussion followed regarding the source of funding for vehicle repair and maintenance, award of a vehicle through the 5310 grant program, and vehicles which need Chairperson Bennett requested that discussion and possible action regarding a fleet maintenance/capital replacement program be agendized for next month. She requested information from Mr. Reynolds regarding the current costs for vehicle maintenance. Ms. McGrew explained the current policy for 5310 grant vehicles and the conditions under which Carson City was awarded the vehicle. Discussion ensued regarding the difference in Federal Transit Administration monies once Carson City becomes eligible for MPO status. Chairperson Bennett thanked Mr. Heath for the report and requested the opportunity for the Committee to participate in preparation of the 2000-01 budget.
- VII. COMMITTEE MEMBER COMMENTS (1-1325) Ms. McGrew discussed the progress of the job access grant program.
- VIII. PROPOSED SCHEDULE FOR NEXT MEETING AND AGENDA ITEMS (1-1262) Chairperson Bennett reviewed agenda items for the next monthly meeting, as follows: cancellations/no-shows; bus logo/advertising; evening/ weekend service; maintenance costs; condition of the fleet; and opportunities for capital replacement program.
- **IX. ADJOURNMENT** (1-1465) The meeting adjourned by mutual consent.

The Minutes of the September 9, 1999 meeting of the Carson City Public Transit Advisory Committee are so

## CARSON CITY PUBLIC TRANSIT ADVISORY COMMITTEE Minutes of the September 9, 1999 Meeting Page 3

approved this	day of October, 1999.		
		KAY BENNETT, Chairperson	