CARSON CITY REGIONAL TRANSPORTATION COMMISSION

Minutes of the Special August 25, 2005, Meeting

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A special meeting of the Carson City Regional Transportation Commission was held on Thursday, August 25, 2005, at the Community Center Sierra Room, 851 East William Street, Carson City, Nevada, beginning at 12 noon.

PRESENT: Chairperson Richard S. Staub and Commissioners Shelly Aldean, Larry

Hastings, and Michael Zola

STAFF PRESENT: Deputy City Engineer John Flansberg, Transportation/Transit Planner Michael

Dulude, Senior Deputy District Attorney Michael Suglia, and Recording

Secretary Katherine McLaughlin (SRTC 8/25/05 Tape 1-0012)

NOTE: Unless otherwise indicated, each item was introduced by staff's reading/outlining/clarifying the Request for Board Action Report and/or supporting documentation. Staff members making the presentation are listed after the Item's heading. Any other individuals who spoke are listed immediately following the staff listing. A tape recording of these proceedings is on file in the Clerk-Recorder's office. This tape is available for review and inspection during normal business hours.

- I. ROLL CALL AND DETERMINATION OF A QUORUM - Chairperson Staub convened the meeting at 12:05 p.m. Roll call was taken. A quorum of the Commission was present although Commissioner Des Jardins was absent.
- J. APPROVAL OF MINUTES (1-0017) - None.
- K. AGENDA MODIFICATION (1-0019) - None.
- L. PUBLIC COMMENT (1-0020) - None.
- Μ. DISCLOSURES (1-0022) - None
- N. **PUBLIC MEETING ITEMS**

DISCUSSION AND ACTION TO APPROVE A RECOMMENDATION TO THE CARSON CITY BOARD OF SUPERVISOR'S OF STAFF'S RECOMMENDATION TO AWARD THE TRANSIT OPERATIONS CONTRACT, #0506-035, TO MV TRANSPORTATION OF FAIR-FIELD, CALIFORNIA FOR AN AMOUNT NOT TO EXCEED \$1,892,779 FOR THE THREE-YEAR **TERM OF THIS CONTRACT (1-0023)** - Transportation/Transit Planner Michael Dulude, Deputy City Engineer John Flansberg - The locations of the other two bidders were noted. Discussion indicated that, if Douglas County is unwilling to pay for services in its area, termination of the service will be considered. Mr. Flansberg estimated that the Douglas County's cost will be five percent of the total fixed route costs. The issue will be negotiated/finalized before operation of the service commences. The amount time the bus(es) and the operator(s) spend in Douglas County will be considered in the determining the portion Douglas County should pay. When or if the ridership impacts Carson City's ridership, the contract may be renegotiated to consider the ridership. An evaluation of the bids did not determine the reasons for the difference beyond the start up costs, the management team's pay structure, and drivers' salaries. MV Transportation is provided

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the City's dial-a-ride service and may have felt comfortable with the proposed fees. Staff added a fuel escalator clause to the contract which lowered the risk to the contractor. A formula using the AAA fuel report website has been established and will be used monthly to adjust the gasoline costs. Paratransit did not submit a bid. Public comments, including MV Transportation 's comments, were solicited but none were given. Mr. Flansberg expressed staff's pleasure at the bids which were all under the staff's estimate. Funding for capital expenditures for buses and bus stops as well as provides flexibility in the budget was provided by the low bid. Commissioner Aldean moved to approve a recommendation to the Carson City Board of Supervisors, staff's recommendation to award the Transit Operations Contract No. 0506-035 to MV Transportation of Fairfield, California, for an amount not to exceed \$1,892,779 for the three-year term of this contract; funding sources are Federal Transit Administration 5307 Funds, Carson City General Fund, Douglas County, and Passenger Fares. Commissioner Zola seconded the motion. Motion carried 4-0.

N-2. PRESENTATION, DISCUSSION, AND ACTION TO APPROVE THE CARSON CITY REGIONAL TRANSPORTATION COMMISSION TRANSIT SERVICE NAME, LOGO, AND

GRAPHIC DESIGN (1-0162) - Transportation/Transit Planner Michael Dulude, Communications Consultant Nancy Pearl, KCJ Creative President Karen Jones and "Creator" Kasey Kersch, Deputy City Engineer John Flansberg, Dave Morgan - Ms. Pearl explained her background and listed local projects she had worked on. A list of things to be completed prior to starting the service was limned, including signage, advertising, a kickoff ceremony, and finding ticket sellers and company supporters. Criteria used to "brand" the service was described. Ms. Jones and Mr. Kersch presented the three conceptual designs and the logo "Jump Across Carson" which is abbreviated as "JAC". The concepts included a Jackrabbit, a "wild horse", and the mountain wind. The dial-a-ride service was called "JAC Assist". Each Commissioner's preference was given. Discussion indicated that the logo should be "Jump Around Carson". Commissioner Zola suggested, if "Jump Around Carson" is a concern for the service that is or will be provided to adjacent Counties, the logo could be changed to "Jump Around Counties". Mr. Flansberg suggested that the bright vibrant colors be used for the fixed route system and the subtle colors be used for the dial-a-ride service. Justification for selecting the vibrant colors for the fixed route system and avoiding the University colors were provided. The contract includes a cleaning requirement for the contractor. Advertising on the outside of the buses may not occur for two years. This allows time for the service's name to be established. Commissioner Aldean voiced concerns about commercializing the buses until they become "rolling billboards". Advertising inside the bus is more acceptable and used throughout the world. Ms. Jones indicated that the back of the bus is open for advertising. Ms. Pearl explained her experience in this field indicated that advertising is not normally found on disabled/elderly transit buses. Revenue generated by four fixed route buses with limited advertising areas will be small. She did not believe it would adequate to offset the operating costs in a major way. Mr. Morgan felt that all of the advertising should be located on a website with the schedules and bus stop locations. He does this on his website. Mr. Dulude explained his research of the revenue potential from advertising indicated that it may generate five percent of the operating costs. Mr. Flansberg advised that at least two transfer locations will have shelters. As the use grows, additional shelters may be added. Advertising could be placed on them. Commissioner Zola encouraged staff to be cognizant of the wind when constructing the shelters. Commissioner Aldean moved to approve the Carson City Regional Transportation Commission Transit Service name, logo, and graphic design by selecting Design No. 1 for the general service transit bus and Design No. 4 for the assisted transit portion of the service provided that the "JAC" is the common use for the acronym (and that it) is darkened so there is a better contrast. She concurred with Chairperson Staub's recommendation that the color be more blue and less purple. Commissioner Hastings seconded the motion.

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Discussion indicated that the Board of Supervisors does not consider the recommendation. Public comments were solicited but none were given. The motion was voted and carried 4-0.

O. INTERNAL COMMUNICATIONS AND ADMINISTRATIVE MATTERS - FUTURE AGENDA ITEMS - NON-ACTION ITEMS (1-0682) - None.
P. ADJOURNMENT (1-0685) - Commissioner Aldean moved to adjourn. Commissioners Hastings and Zola seconded the motion. Motion carried 40. Chairperson Staub adjourned the meeting at 12:45 a.m.
The Minutes of the August 25, 2005, Carson City Regional Transportation Commission meeting
ARE 80 APPROVED ON <u>September 14</u> , 2005.

Richard S. Staub, Chairperson