

REDDING AREA BUS AUTHORITY  
 Regular Meeting  
 City Council Chambers  
 777 Cypress Avenue  
 Redding, California 96001  
 July 19, 2010 5:15 p.m.

The meeting was called to order at 5:15 p.m. by Chair McArthur with the following Board Members present: Bosetti, Comnick, Dickerson, Jones, Kehoe, Lindsay, and Stegall.

Also present were City Manager Starman, Assistant City Manager Tippin, City Attorney Duvernay, Public Works Director Crane, Assistant Public Works Director Aukland, City Clerk Mize, and Executive Assistant Stockwell.

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### **CONSENT CALENDAR**

The following matters were considered inclusively under the Consent Calendar:

#### Approval of Minutes - Regular Meeting of May 17, 2010

#### Approval of Cash Report, Accounts Payable Register and Staff Authorized Expenditures for May 2010

(R-010-250-025 & R-010-250-350)

It is recommended that the May 2010 Cash Report, including RABA investments totaling \$2,046,409.33, and Accounts Payable Register No. 11, check numbers 112134 through 112150 inclusive, in the amount of \$683,941.98 be approved.

#### Approval of Cash Report, Accounts Payable Register and Staff Authorized Expenditures for June 2010

(R-010-250-025 & R-010-250-350)

It is recommended that the June 2010 Cash Report, including RABA investments totaling \$2,305,587.01, and Accounts Payable Register No. 12, check numbers 112151 through 112167 inclusive, in the amount of \$416,407.59 be approved.

#### System Report for May 2010

(R-010-800)

It is recommended that the System Report for May 2010 be accepted. Fixed Route ridership totaled 53,512, with a paid ridership of 49,028, showing a decrease in fixed ridership of eight percent over last month and one percent from last year. Demand response ridership totaled 5,115, with a paid ridership of 4,918, showing a seven percent decrease from April 2010 and a decrease of 11 percent over last year. Express Route ridership for the month was 257 riders.

#### Authorization to Surplus and Sell Three 35-foot Gillig Buses

(R-010-900)

It is recommended that the Board declare three 35-foot fixed route Gillig Coaches as surplus, authorize the sale of the vehicles, and deposit the revenue in RABA's capital reserve fund.

#### Authorize RABA to Use the CalACT Co-operative Contract for Purchasing Five Paratransit Vehicles for the Demand Response Service

(R-010-900)

It is recommended that the Board authorize staff to use the CalACT Vehicle Purchasing Cooperative contract to purchase the five remaining paratransit vans for the Demand Response service. A new competitive bid process formed by a vehicle purchasing cooperative called CalACT (California Association for Coordinated Transportation) was approved by Caltrans as the preferred method in lieu of a state contract to acquire the remaining five of the nine paratransit vans using American Recovery and Reinvestment Act funds.

**MOTION:** Made by Board Member Jones, seconded by Board Member Kehoe, that all the foregoing items on the Consent Calendar be approved and adopted as recommended.

The Vote: Unanimous Ayes

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PUBLIC HEARING regarding Minor Service/Route Changes to Routes 4 and 11  
(R-010-350)

The hour of 5:15 p.m. having arrived, Chair McArthur opened the public hearing to consider proposed minor route changes to Routes 4 and 11.

The following documents are on file in the Office of the City Clerk:

Affidavit of Publication - Notice of Public Hearing  
and Affidavit of Mailing - Notice of Public Hearing

City Clerk Mize advised that no protests were received.

Public Works Director Crane recalled that at its May 17, 2010, meeting the Board directed staff to begin the public hearing process to consider two minor route changes on Routes 4 and 11. He said staff has mailed direct notices of the change to residents in the areas of the change, posted change notices on the buses and transfer stations, and in the Redding Record Searchlight newspaper. As a result of the noticing, he said that staff has received a number of positive comments from the public and no negative comments.

Mr. Crane explained that the route changes are important because they address two of the objectives of the marketing plan to increase ridership by targeting the local colleges and major employees. He related that RABA's marketing efforts at Shasta Regional Medical Center (Route 11), and Bethel School of Supernatural Ministry (Route 4) have resulted in the realization that the proposed minor route changes would greatly enhance service to these facilities. He noted that these small changes will not create additional operating expense and may generate a significant increase in ridership.

Mr. Crane recommended that the Board approve the proposed minor changes to Routes 4 and 11 and direct staff to proceed with the implementation by August 1, 2010.

Chair McArthur determined that no individuals wished to address the matter and closed the public hearing at 5:19 p.m.

**MOTION:** Made by Board Member Jones, seconded by Board Member Lindsay, approving the minor changes to Routes 4 and 11, and directing staff to proceed with implementation by August 1, 2010. The Vote:

AYES: BOARD MEMBERS: Bosetti, Connick, Dickerson, Jones, Kehoe, Lindsay, Stegall, and McArthur

NOES: BOARD MEMBERS: None

ABSENT: BOARD MEMBERS: None

ABSTAIN: BOARD MEMBERS: None

MARKETING PROGRAM REVIEW; and

APPROVE AMENDMENT TO AGREEMENT with Ilium Associates Inc., for Bus Marketing - Contract RC-65 and B/S 49  
(R-010-030)

Public Works Assistant Director Aukland recalled that at its September 15, 2008, meeting, the Board approved the agreement with Ilium Associates, Inc., (Ilium) to conduct market research, prepare a marketing plan for Year 1, implement the plan and review the performance for the purpose of developing future plans. He related that on February 23, 2009, the Board accepted the 2009-10 Year 1 Marketing Plan and Ilium has been working with staff to implement that plan over the last fiscal year.

Bob Prowda, Executive Vice President of Ilium, gave a presentation reviewing the progress of RABA's marketing program for the previous year and presentation of the marketing plan for Year 2.

Mr. Aukland noted that significant successful progress has been with the development of ride guides, website design, new logo and paint scheme, free ride days, community events, route improvements, school and employer programs, and many other targeted campaigns. He commented that it is staff's opinion that the programs implemented by Ilium have brought significant exposure to transit options within the community, provided much needed improvements to the attractiveness of the system, appropriately targeted the correct demographics and built strong relationship with community

partners. He thought that without implementation of these features and programs, RABA would likely have seen a more significant decrease in fixed route ridership over the last year and considered it prudent to build upon that success to target future opportunities.

Mr. Aukland related that Ilium is prepared to implement Year 2 of the marketing plan which will build on past promotional successes and the relationships built with employers, schools, community sponsors and media outlets. He advised that, in addition, five new programs will be introduced including a Ride and Win promotion, a Veterans Salute, a Social Services Agency event, school field trips, and holiday free rides (business sponsored).

Mr. Aukland advised that the budget for Fiscal Year 2010-11 and the revised 7-Year Financial Plan included approximately \$117,000 for marketing and advertising. He explained that Ilium's contract is due to expire in September and they have performed well in meeting the contract objectives.

Public Works Director Crane recommended that the Board accept the Year 2 Marketing Plan, authorize the Chair to execute a first amendment with Ilium Associates extending the contract duration for one year for implementation and assessment of the Year 2 plan for a not-to-exceed amount of \$99,985. Further, it is recommended that, upon mutual agreement, the Board authorize the Executive Director to execute three subsequent one-year contract extensions for a not-to-exceed amount of \$130,000 per year.

Board Members Dickerson, Jones, Kehoe, and Lindsay expressed concern that the Year 1 Marketing Plan fare box performance goal of 6.5 percent was not met and that tangible results from Year 1 had not been demonstrated. Board Members Dickerson and Lindsay voiced support for Year 2 of the marketing plan but opposed authorizing the Executive Director to execute the three additional one-year extensions.

**MOTION:** Made by Board Member Stegall, seconded by Board Member Lindsay, accepting the Year 2 Marketing Plan and authorizing the Chair to execute a first amendment with Ilium Associates extending the duration for one year for a not-to-exceed amount of \$99,985 for implementation and assessment of the Year 2 Plan.

The Vote:

AYES: BOARD MEMBERS: Bosetti, Connick, Dickerson, Lindsay, McArthur, and Stegall

NOES: BOARD MEMBERS: Jones and Kehoe

ABSENT: BOARD MEMBERS: None

ABSTAIN: BOARD MEMBERS: None

### **ADJOURNMENT**

There being no further business at the hour of 6:25 p.m., Chair McArthur declared the meeting adjourned.

APPROVED:

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Missy McArthur, Chair

ATTEST:

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Pamela Mize, City Clerk