

REDDING AREA BUS AUTHORITY
 Regular Meeting
 City Council Chambers
 777 Cypress Avenue
 Redding, California 96001
 November 15, 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, Dixon (Alternate for Lindsay), Jones, Kehoe, 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.

CONSENT CALENDAR

The following matters were considered inclusively under the Consent Calendar:

Approval of Minutes - Regular Meeting of October 18, 2010

Board Member Comnick advised she will abstain from discussion and voting on this matter due to being absent from the October 18, 2010, meeting.

The Vote:

AYES: Board Members: Bosetti, Dickerson, Dixon, Jones, Kehoe, Stegall, and McArthur
 NOES: Board Members: None
 ABSTAIN: Board Members: Comnick
 ABSENT: Board Members: None

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

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

It is recommended that the October 2010 Cash Report, including RABA investments totaling \$3,009,302.66, and Accounts Payable Register No. 4, check numbers 112219 through 112232 inclusive, in the amount of \$436,068.58 be approved.

First Quarter Financial Performance Indicators

(R-010-090)

It is recommended that the First Quarter Financial Performance Indicators for fiscal year (FY) 2010-11 be accepted. The total fare box ratio (FBR) for the first quarter is 15.32 percent, which is slightly higher than the combined fare box ratio of 15.28 percent for the first quarter of 2009-10 but is lower than the 16.7 percent required for FY 2010-11 by the Shasta County Regional Transportation Planning Agency (RTPA).

System Report for September 2010

(R-010-800)

It is recommended that the System Report for September 2010 be accepted. Fixed Route ridership totaled 55,169 with a paid ridership of 53,445, showing a five percent increase in fixed ridership from last month and a decrease of seven percent from last year. Demand response ridership totaled 5,559, with a paid ridership of 5,308, showing a five percent decrease from August 2010 and a decrease of four percent over last year. Express Route ridership for the Burney Express Contract was 542 riders.

Authorization to Apply for Proposition 1B Funds for the 2009-10 Fiscal Year

(R-010-280-500)

It is recommended that the Board authorize staff to apply for \$497,181 in State of California Proposition 1B (Prop 1B) bond funds through the Public Transportation, Modernization, Improvement, and Service Enhancement Account (PTMISEA) program for the 2009-10 fiscal year regarding three proposed projects: 1) Passenger accessibility/loading improvements (\$260,000), 2) Expansion of RABA Downtown Transit Center (\$180,000), and 3) Maintenance Facility lobby renovation (\$57,181).

Amendments to the Conflict of Interest Code for the Redding Area Bus Authority
(F-010-150 & R-010)

It is recommended that the RABA Board approve and recommend to the Redding City Council that amendments to the Conflict of Interest Code for the Redding Area bus Authority, Appendix A, and List of Disclosure Categories, Appendix B, be adopted.

MOTION: Made by Board Member Kehoe, seconded by Board Member Stegall, that all the foregoing items on the Consent Calendar be approved and adopted as recommended with the exception of item(s) taken by a separate vote as indicated above.

The Vote:

AYES: Board Members: Bosetti, Connick, Dickerson, Dixon, Jones, Kehoe, Stegall, and McArthur,

NOES: Board Members: None

ABSTAIN: Board Members: None

ABSENT: Board Members: None

AUTHORIZATION TO EXECUTE A TRIAL RIDERSHIP FARE AGREEMENT WITH SHASTA COMMUNITY COLLEGE

(R-010-280-210 & R-010-150)

Assistant Public Works Director Aukland related that RABA staff has been working with Shasta Community College (College) to develop a student bus pass program (Pass Program) to increase ridership and provide a benefit to area college students with a limited income. He stated that the Pass Program is in line with the recommendations from RABA's marketing consultant, Ilium, and with previously approved transit plans. He explained that RABA staff, the College Student Senate, and the College Administrative Services Department have reached a conceptual agreement to fund the Pass Program for a trial period and then analyze the data to determine the fiscal and ridership impact on both agencies.

Mr. Aukland advised that identifying funding for the program has been difficult due to the current state of the economy and the impact the lost revenue may have on meeting the required fare box ratio, but, in an effort to move the Pass Program forward, the Student Senate has agreed to fund the Pass Program for one semester utilizing funds from the sale of student body identification (ID) cards. He related that the Student Senate has offered \$15,000, half of their total revenue for the Fall 2010 semester, to fund the program and, with this revenue commitment, the basic structure of the proposed agreement was formulated.

Public Works Director Crane recommended that the Board authorize staff to negotiate, and the Executive Officer to execute, a trial ridership fare agreement with Shasta Community College allowing students to utilize their valid student body identification cards for unlimited ridership on the RABA fixed route service for the Spring 2011 semester.

Joe Wyse, Vice President of Administrative Services at the College, voiced support on behalf of the college administration and related that the Student Senate took the lead on this proposal. He thought the trial program would produce positive outcomes for the College, the students, RABA, and the community.

MOTION: Made by Board Member Kehoe, seconded by Board Member Connick, that the Board authorize staff to negotiate, and the Executive Officer to execute, a trial ridership fare agreement with Shasta Community College allowing students to utilize their valid student body identification cards for unlimited ridership on the RABA fixed route service for the Spring 2011 semester.

The Vote:

AYES: Board Members: Bosetti, Connick, Dickerson, Dixon, Jones, Kehoe, Stegall, and McArthur,

NOES: Board Members: None

ABSTAIN: Board Members: None

ABSENT: Board Members: None

ADJOURNMENT

There being no further business at the hour of 5:37 p.m., Chair McArthur declared the meeting adjourned.

APPROVED:

Missy McArthur, Chair

ATTEST:

Pamela Mize, City Clerk