

**CITY OF MADERA
TRANSIT ADVISORY BOARD MEETING**

MEETING AGENDA

DATE: Wednesday, July 18, 2018
TIME: 10:30 A.M. – 12:00 P.M.
PLACE: City Hall Conference Room, 205 West 4th Street
Madera, CA 93637 Phone (559) 661-3689

I. ROLL CALL:

Alex Salazar, Chair

Linda Clark	Vacant, District 5	Cynthia Ortegon
Robin Ware	Daniel Varela	Ramon Lopez

II. PUBLIC COMMENT:

This time is made available for comments from the public on matters within the Board's jurisdiction that are not on the agenda. Each speaker will be limited to three (3) minutes. Attention is called to the fact that the Board is prohibited by law from taking any substantive action on matters discussed that are not on the agenda, and no adverse conclusions should be drawn if the Board does not respond to the public comment at this time. It is requested that no comments be made during this period on items that are on today's agenda. Members of the public may comment on any item that is on today's agenda when the item is called and should notify the Board Chair of their desire to address the Board when that agenda item is called

III. APPROVAL OF MINUTES:

Minutes of April 18, 2018	Alex Salazar
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IV. COMMUNICATIONS:

Debra McKenzie

- A. Welcome Wes Kelley, First Transit General Manager
- B. Madera Transit Division RFP Release
- C. 2018-19 Unmet Transit Needs Hearing

V. ACTION ITEMS:

A. Recommendation to City Council to approve a fare structure change for the MAX and Dial-A-Ride Systems.	Alex Salazar
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VI. DISCUSSION ITEMS:

A. Transit Operations Update	Debra McKenzie
B. Transit Projects Overview	
a. Facilities	
b. Transit Amenities and Enhancements	
c. Draft Transit Asset Management Plan	
C. MAX/DAR Update	Debra McKenzie
D. Madera Transit Division Public Outreach	Debra McKenzie

VII. TRANSIT ADVISORY BOARD MEMBER COMMENTS:

TAB Members

VIII. ADJOURN MEETING:

Alex Salazar

(Next Quarterly TAB meeting is scheduled for Wednesday, October 17, 2018 at 10:30 AM.)

- *The meeting room is accessible to the physically disabled, and the services of a translator can be made available. Requests for additional accommodations for the disabled, signers, assistive listening devices, or translators needed to assist participation in this public meeting should be made at least seventy-two (72) hours prior to the meeting. Please call the Human Resources Office at (559) 661-5401. Those who are hearing impaired may call 711 or 1-800-735-2929 for TTY Relay Service.*
- *Any writing related to an agenda item for the open session of this meeting distributed to the Transit Advisory Board less than 72 hours before this meeting is available for inspection at the City of Madera Office of the City Clerk, 205 W. 4th Street, Madera, California 93637 during normal business hours.*
- *Para asistencia en Español sobre este aviso, por favor llame al (559) 661-5405.*

I, Debra McKenzie, Program Manager for the City of Madera, declare under penalty of perjury that I posted the above Transit Advisory Board Meeting Agenda for the Regular Meeting of July 18, 2018 near the front entrance of City Hall by 5:00 p.m. on Friday, July 13, 2018.

/s/ Debra McKenzie

 Debra McKenzie, Program Manager

Annotated Agenda

III. APPROVAL OF MINUTES:

Alex Salazar

Minutes of April 18, 2018

SUMMARY: (see attachment)**ACTION:** approve**IV. COMMUNICATIONS:**

Debra McKenzie

The following communications have been received to share with the Transit Advisory Board

A. Welcome Wes Kelley, First Transit General Manager

SUMMARY: First Transit, Inc. has decided to transition their leadership team for the Madera Operations Agreement. Wes Kelley will be stepping in as General Manager and the office has hired two new staff to the Dispatch Team. Deliberation by the organization's Regional Vice President, Don Swain (soon to retire) and Regional Director of Operations, Lora Mallory, have resulted in this new direction. In addition, operations supervisor Georgette Temple is also assisting with transition of management to ensure continued and improved services. Please welcome Mr. Kelley as he brings a wealth of energy and knowledge to Madera!

ACTION: information only**B. Request for Proposals Release**

SUMMARY: Madera Transit Division released an RFP for services on May 31, 2018. Proposals are due August 8, 2018. The contract with First Transit, expired on June 30, 2018 and was approved by Council to be extended on a month-to-month basis to allow for completion of the RFP process. It is anticipated a new contract agreement will be in place by October 1 but no later than November 1, 2018. See Attachment 1: Schedule

ACTION: information only**C. 2018-19 Unmet Transit Needs Hearing**

SUMMARY: On May 23, 2018, the MCTC Policy Board approved the Unmet Transit Needs 2018/19 staff report and SSTAC recommendation by Resolution 18-06. The Final 2018/19 Unmet Needs Report has been published to the MCTC website at <http://www.maderactc.org/unmet-transit-needs/>.

Responses to all comments will be mailed out to those who participated during the Unmet Transit Needs process. The MCTC staff is currently working on the Final Report preparation and distribution of the response letters.

The report found for City of Madera, there are no unmet transit needs that are reasonable to meet.

ACTION: Information and Discussion only

V. ACTION ITEMS:

- A. Recommend approval to City Council to change the fare structure for the MAX and Dial-A-Ride Systems. Alex Salazar

SUMMARY: See Exhibit B. The City of Madera, Transit Division also known as Madera Area Express has proposed changes to its fare table to improve the accessibility of curb-to-curb transit services for low-income seniors, the disabled, and those on Medicare (DAR), while expanding available fixed-route services (MAX) to all riders.

MAX looks to make the following primary changes. The first is an increase to the regular **MAX** fare by \$0.25. This would impact the **MAX** half-fare discount for Seniors/Disabled/Medicare riders and increase their fares by \$0.15. The second change is a premium fare structure on DAR for the general public. Fares for seniors age 60+, those obtaining an American Disability Act (ADA) Certification or presenting a Medicare card will see no change on DAR with the premium fare structure. General Public (those who do not have the aforementioned status) will see an increase to ride the DAR system. The proposed increase amount is \$1.00 in both the City and County Service Areas for DAR on October 1, 2018. After evaluation, a second \$1.00 adjustment will take place October 1, 2020 if warranted. The DAR increase would impact General Public DAR ticket books, which in the past have been sold at a 50% discount. With the new fare structure, the ticket books will be sold at a 25% discount.

In addition to the fare adjustments, the DAR system will no longer offer a student fare, and all tickets may only be used on the system for which they are purchased: DAR tickets on Dial-A-Ride and MAX tickets on MAX. This will separate the green MAX/DAR Senior ticket into two separate tickets.

If approved the recommendation would go to City Council on the Consent August 15, 2018. Item would be on the Consent Calendar of the agenda.

ACTION: approve recommendation to Council

VI. DISCUSSION ITEMS:

- A. Transit Operations Update

SUMMARY: July 9, 2018 – MAX Route 1 experienced serious delays for 4 hours due to three drivers calling in sick in the morning. The incident shed light on the fact that a communication strategy for immediate alerts is needed.

Thirteen (13) complaints taken between April and June 2018. Six of the 13 complaints not validated or unable to validate and include: One was a safety concern at a railroad crossing where driver performed as trained; Two related to driver interactions (motioning or staring) with non-passengers on the street; One was a passenger that would like the radio to be played on DAR; One was a passenger wanting to not have other passengers on board DAR at same time and be dropped off first; One was caller being on speaker phone and hearing background noise that made it sound as if transit office was being disrespectful.

Seven of the complaints received were validated and most related to on-time performance including a missed stop, late DAR pick-ups, late Route 1 buses, and inability to get through to schedule DAR rides. During its transition of managers, First Transit has been delayed in responding to complaints, providing responses orally during meetings rather than in writing as part of the documentation and log process for complaints. Note: there have been 2 complaints received by the City thus far in July 2018. Including an ongoing concern by Madera Unified that drivers left the gates to the fueling stations open overnight.

Lastly, one passenger expressed concern over the continued closure of the MAX stop at Walmart, and mentioned there are others who have just not come forward. Staff continues to look for options to place a stop near this location, and encourages the use of DAR for those riders unable to walk to the crosswalk from the Walgreens stop across the street. A stop inside the parking lot is not recommended.

ACTION: information and discussion only

- A. Transit Projects Overview Debra McKenzie
 - a. Facilities
 - b. Transit Amenities and Enhancements
 - c. Draft Transit Asset Management Plan

SUMMARY: At the last TAB meeting it was requested to provide an overview of the capital projects in the works by MTD staff. The attachment speaks to transit amenities and enhancements projects as well as the Madera Transit Center. **See Attachment 2**

Attachment 3 is a draft of the Transit Asset Management Plan. Transit asset management (TAM) is a business model that prioritizes funding based on the condition of transit assets, in order to achieve or maintain transit networks in a state of good repair (SGR). In July 2016, FTA issued a final rule requiring transit agencies to maintain—and document—minimum TAM standards. The new standards will help transit agencies keep their systems operating smoothly and efficiently. The first TAM Plan for City of Madera must complete and its TAM Plan with planning partners by October 2018 and require update every four years. Additional

reporting requirements to NTD will be added each fiscal year to include: submit Performance Targets to NTD for FY2019 and submit Narrative Report to NTD by FY 2020.

ACTION: information and discussion

B. MAX/DAR Update

Debra McKenzie

SUMMARY: Presentation of DAR/MAX Ridership data for the quarter (see **Attachment 4**).

ACTION: information and discussion only

C. City of Madera Transit Public Outreach

Debra McKenzie

SUMMARY: In working on implementation of the initial public outreach plan, it was determined that bringing on the consultant to assist with marketing was a top priority over attending and sharing information at events/meetings. Staff completed a draft Marketing Plan (attached), and solicited bids from four (4) possible vendors. Quotes are due by July 13 and so long as a minimum of two bids are received, staff look to select a vendor by July 17.

ACTION: information, discussion and guidance to staff on next steps

**VII. TRANSIT ADVISORY BOARD MEMBER
COMMENTS:**

TAB Members

VIII. ADJOURN MEETING:

Alex Salazar