

**CITY OF MADERA
TRANSIT ADVISORY BOARD MEETING**

MEETING AGENDA

DATE: Wednesday, October 17, 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, Vice Chair

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 July 18, and August 15, 2018 **Alex Salazar**

IV. COMMUNICATIONS:

A. Madera Transit Division RFP	Debra McKenzie
B. Social Service Transportation Advisory Council vacancies	
C. SR145 as Downtown Main Street Staff Report	Jimmy Monreal

V. DISCUSSION ITEMS:

A. Madera Transit Division Public Outreach Presentation and Community Feedback Session	Jeffrey Scott Agency
B. Transit Operations Data and Overview	Debra McKenzie

VI. ACTION ITEMS:

Approve a letter of support from TAB and recommend City Council **Alex Salazar**
Approve a letter of support to the Affordable Housing and Sustainable Communities program for funding housing and transit related improvements as part of the Downtown Madera Veterans and Family Housing project.

VII. TRANSIT ADVISORY BOARD MEMBER COMMENTS:

TAB Members

VIII. ADJOURN MEETING:

Alex Salazar

(Next Quarterly TAB meeting is scheduled for Wednesday, January 16, 2019 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 October 17, 2018 near the front entrance of City Hall by 5:00 p.m. on Friday, October 12, 2018.

/s/ Debra D. McKenzie

Debra McKenzie, Program Manager

Annotated Agenda

III. APPROVAL OF MINUTES:

Alex Salazar

Minutes of July 18, 2018

SUMMARY: See Attachment A

ACTION: approve

IV. COMMUNICATIONS:

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

A. Madera Transit Division RFP #201718-10
McKenzie

Debra

SUMMARY: Staff will provide an update on the MTD RFP Process to date. Addendum #5 to RFP #201718-10 shows the adjusted schedule as follows:

Section IX. Proposed RFP Schedule - Page 33 the following dates are amended as follows:

<u>Date</u>	<u>Task</u>
September 6, 2018 (Thursday)	Notification of request for Revised Cost Proposal
September 14, 2018 (Friday)	Revised Cost Proposal due to City by 3:00 P.M.
September 20, 2018 (Thursday)	Notification of request for Best and Final Offers
September 28, 2018 (Friday)	BAFO due to City by 3:00 P.M.
October 1, 2018 (Monday)	Review Committee process completed
October 17, 2018 (Wednesday)	Notification of intent to award
November 7, 2018 (Wednesday)	Council agenda item to award
November 9, 2018 (Friday)	Execute award
November 12, 2018 (Monday)	Turnover procedures initiated and audit conducted (as needed)
December 14, 2018 (Friday)	Service begins

ACTION: information only

B. Social Service Transportation Advisory Council vacancies

SUMMARY: The Social Service Transportation Advisory Council currently has three vacancies. The vacant positions are Potential Transit User 60 Years or Older, Representative of the Local Social Service Provider for Disabled, and Representative of a Local Social Service Provider for Persons of Limited Means. MCTC staff is soliciting applications for these vacancies. The application for appointment is currently on the MCTC website at <http://www.maderactc.org>.

ACTION: information only

C. SR145 as Downtown Main Street Staff Report

Jimmy Monreal

SUMMARY: See Attachment B. City of Madera received a 2018 Caltrans Sustainable Transportation Planning Grant that began implementation in May 2018. Engineering staff will provide an update on the project as transit will be a part of the planning process.

ACTION: Information and Discussion only

V. DISCUSSION ITEMS:

A. Madera Transit Division Public Outreach Presentation and JSA
Community Feedback Session

SUMMARY: The 2018 Transportation Development Act (TDA) Triennial Performance Audit of City of Madera Transit Division, recommended (as the highest priority) that the City develop and implement a marketing plan to support growth in ridership and fare revenue. In addition, the City is recipient of a Federal Transit Administration (FTA) Award for \$60,000 through June of 2020 for systemwide public outreach and engagement.

Through the small procurement services process (contracts between \$2,500 and \$50,000) City staff solicited quotes from 5 transportation-related firms. Two bids were received: one from Moore & Associates and one from Jeffrey Scott Agency. Both bids were responsive with JSA providing the lowest overall price (\$21,330) and best presentation to work within the City's Consultant/City collaborative approach. The City selected JSA's proposal, which essentially serves as a Scope of Work and is attach for reference (see Attachment D).

JSA held a kick-off meeting with City staff on September 11, 2018 and an initial timeline was established. The timeline includes a presentation of rebranding ideas that will lead the direction for all marketing and outreach moving forward.

JSA will present three proposed branding ideas and seek public comment and input that will guide what is presented to the Madera City Council for approval at the Wednesday, November 21, 2018 Council meeting. The attached flyer was shared at the Intermodal and on all buses to encourage participation.

ACTION: information and discussion only

B. Transit Operations Data and Overview Debra McKenzie

SUMMARY: Staff will provide a copy of the Quarterly Dashboard to include performance data to date for the fiscal year including: ridership by system, revenue hours, revenue miles, and on-time performance.

ACTION: information and discussion only

VI. ACTION ITEMS:

Approve a letter of support from TAB and recommend City Council approve a letter of support to the Affordable Housing and Sustainable Communities program for funding housing and transit related improvements as part of the Downtown Madera Veterans and Family Housing project. **Alex Salazar**

SUMMARY: See Attachment C. Title: Downtown Madera Veterans and Family Housing Presenter: Marisa Sigala. Ms. Sigala will share information regarding the Affordable Housing and Sustainable Communities grant application being pursued.

ACTION: approve letter of support from TAB and recommend approval of letter of support by City Council

VII. TRANSIT ADVISORY BOARD MEMBER COMMENTS: TAB Members

VIII. ADJOURN MEETING: Alex Salazar