

**CITY OF MADERA
TRANSIT ADVISORY BOARD MEETING**

AMENDED MEETING AGENDA

DATE: Thursday, July 30, 2020
TIME: 5:30 P.M. – 6:30 P.M.
PLACE: Conference Call
Dial-in Info: 559-661-5450
Participant Code: 166-684-36

CALL TO ORDER

I. ROLL CALL:

Meeting called to order at 5:32pm

Members Present: Latif Muhamad, Marie Luna, Steve Salter, Otilia Morales, Linda Clark, Cynthia Ortegon

Members Absent: Robin Jenkins

Staff Present: Ivette Iraheta, Grant Administrator
David Huff, Interim Program Manager
Michelle Avalos, Grants Specialist – Attended after roll call.

Others: Gabriel Tabarez, MV General Manger
Denise Pinuelas, MV General Manager

II. PUBLIC COMMENT:

No comments were made, and it was closed by Chair

III. APPROVAL OF MINUTES:

Steve Salter

There were no minutes to approve. April 16th minutes were not provide to the Transit Advisory Board and instead will be provide at the next quarterly meeting.

IV. COMMUNICATIONS:

A. COVID-19 Updates

Ivette Iraheta

a. Fixed Route Fee's remain waived –

All fees remain waived. Ivette shared there was the first positive case confirmed within MV and measures were protective measure were taking immediately to prevent spread. Five MV employees (drivers) encountered the individual that tested positive and had to self-quarantine, thus affecting Route One to only operate at 70% for July 13 – 15, 2020 To keep Route One operable, MV recruited drivers from Hanford and Route One was restored to 100% as of July 16, 2020. The five employees whom were self-quarantine returned to work with negative results. Actions taking to prevent the spread of COVID-19 on public transportation was to reduce maximum rider capacity to ten which will also increase social distancing; Enforcing the requirement of face coverings to be worn by riders when boarding

the bus; Encouraging riders to use Madera Metro for destination travel only; and to increase sanitation on all transportation vehicles.

To be affective in the sanitation of all transportation vehicles, Ivette Iraheta suggested Madera Metro contracts with a janitorial company that specializes in disinfecting areas that are suspect to COVID-19. To expedite the procurement process, it was proposed to MV to recruit and establish a contract with a janitorial company, while Madera Metro covers expenses after reaching an approved quote. Increase sanitation on buses. The last measure being taken by Madera Metro is the installment of safety shields for drivers. This process is currently going to the process of procurement.

b. DAR use remains limited to disable and senior passengers

DAR remains limited to senior passengers and disabled. TAB members asked if DAR was impacted by driver shortage, in which the answer was no. TAB Member shared they were informed DAR drivers were release in month of June. Cynthia Ortegon ask will Madera Metro be reimbursed during this time for allowing riders to board without paying fees. Ivette Iraheta confirmed that Madera Metro will be reimbursed through the CARES Act because this is a COVID-19 related item.

V. DISCUSSION ITEMS:

- A. Transit Operations Data, Overview, & Service Changes Michelle Avalos
(Present by Ivette Iraheta)

Ivette Iraheta share May and June operations were at 60% which is the highest Madera Metro has reached. Reduction of ridership could be the result of riders working from home, not going to school, and affected by layoffs. Prior to the driver shortage, services to Routes 1 and 2 have not been reduced and since July 16, 2020, Route 1 and 2 are operating at 100%. Route 3 is currently suspended, but MCCC has requested that Madera Metro begins providing services to the campus beginning August 10th if the students need the transportation to campus. School will have limit courses, library will open. Students will not qualify to use DAR and will need to be notified of this change of service. Currently DAR is for Seniors and Disabled individuals. Madera Metro plans to present a proposal to Council in September about changing the boundaries serviced by DAR. Currently Madera Metro does not have an agreement with county to carry DAR service in the County District, therefore Madera Metro will not enter County areas.

- B. Update on Transit Center Michelle Avalos
(Present by Ivette Iraheta and David Huff)

Virtual Ribbon cutting was developed for the transit center. Virtual ribbon cutting was dedicated to Ms. Loretta Castro with a plan to host a future organized for the bench dedication. Radio and furniture installation have been completed. Lease agreement is currently being reviewed by MV staff and Madera Metro is waiting for it to be executed by MV. Other items include the approval of a contract for Facilities and Landscape maintenance. Both services will begin after MV moves into the Transit Center.

- C. Update on Transit Public Outreach & Marketing Plan Ivette Iraheta
 - a. Facebook

Madera Metro launched the new Facebook page. Facebook will be used to provide updates, highlights, and ridership rules and reminders. Ivette encourage the TAB to view and like the page.

b. Madera Metro Webpage Revisions

Madera Metro has made and will continue to make aggressive changes in the coming months. Public views are beginning to increase on the webpage. Goal is to have something new by the end of the year.

c. Bus Wraps

Parts of Madera Metro outreach efforts is to improve image and replace the MAX wraps with Madera Metro wraps. In addition, Jeffrey Scott Agency (JSA) assisted with the publishing of the virtual video and will also revise all brochures, route maps, and fair schedules related to Madera Metro and DAR. Prior to the person to person restrictions given due to COVID-19, Madera Metro purchased several marketing paraphernalia but have been unable to distribute. Once restrictions are lifted, the plan is to distribute items at local events.

D. Update on Other Transit Projects

Ivette Iraheta

a. MV Lease Agreement – August 19th Council Item

As previously stated, the plan is to present the lease to Council on the 19th of August. Highlights mentioned were the shared use of common areas within the Transit Center allowing the City of Madera to host trainings, meetings, conference, and other events.

b. Safety Plan –

90% completion. December 31, 2020 due date, viewing period is 30 days prior.

c. Farebox modernization bid –

Madera Metro has contacted neighboring cities to gain contacts and resources for which system they are currently using. Have spoken with MV to see which Farebox would better serve their needs. The Transit Division has had discussion on hiring a consultant to take on this project due to the details needed.

d. COVID-19 Safety Items

e. M Line

M-Line will be designed to coordinate transportation throughout neighboring Counties. The plan is to create a route that would transport students to community colleges as well as Fresno State. In addition, it has been expressed to also coordinate with Hospitals and Health Center.

E. Route 3 – MCC Request to resume service starting August 10th.

Discussed during V.A. Discussion items.

F. Update on New Route Plans (Focus is to create and design a service that is dependable and consistent)

Madera Metro was awarded \$100,000 Transportation planning grant. Award is to complete a thorough assessment of our transit system. Check for inefficiencies, develop enhancements for systems, increase routes, minimize stops. Ending goal is to complete a professional assessment to modernize our system and improve the quality and efficiency.

G. Madera Metro - Walmart Shopping Center

a. Bus Stop

b. Awarded grant to complete assessment

Is a priority item with the assessment. F. Update on New Route Plans

H. Recent Grants Received/Pursuing

a. CalTrans Sustainable Planning Grant – Madera Transit Plan

Covered in F. Update on New Route Plans

b. 5339 Funds – Vehicle expansion

Madera Metro is currently apply for funds to purchase another bus. Withing the last 1.5 years, Madera Metro has applied for and purchased Applied for 9 buses in the last 1.5 years, this purchase would make it 10.

- Question on electric buses. COM applied for a grant of 1mil to receive two buses and charging stations to be placed at Transit Center.
- CMAC Grant funding source that will provide our first electric bus. (Needs to be confirmed)
- State of California wants all transit vehicle to be electric.
- I. Future Meeting Dates
 - a. Wednesday mornings @10:30am vs. Thursday evenings @ 5:30pm
- Change meeting to Thursday @ 5:30pm

VI. ACTION ITEMS:

A. Recommendation to City Council: Senior/ADA Fares

Steve Salter

- This was a previous action item that was taken to Council.

VII. TAB SECRETARY AND MEMBER COMMENTS:

Members/Secretary

- Mr. Latif, addressed changes are needed in the Boards & Commissions section “Local Board Appointment List”.

VIII. ADJOURN MEETING:

Steve Salter

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(Next Quarterly TAB meeting is scheduled for October 28, 2020.)

- *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, David Huff, Programs Manager for the City of Madera, declare under penalty of perjury that I posted the above Transit Advisory Board Meeting Agenda for the Reschedule Meeting of July 30, 2020, on the Transit Advisory Webpage on Wednesday, July 29, 2020.

/s/ _____
David Huff, Programs Manager