

AMADOR TRANSIT (AT) MINUTES
February 1, 2024 – 9:04 a.m.
ACTC Board Room-117 Valley View Way Sutter Creek, CA 95685

The Amador Transit Board of Directors met on the above date, and the following proceedings were had, to wit:

Present on Roll Call:

Patrick Crew- Board of Supervisors, Chairman
Steve McLean- City of Jackson, Vice Chairman
Susan Bragstad- City of Amador City
Brian Oneto (alternate for Richard Forster)-Board of Supervisors
John Plasse-Citizen at Large
Dan Riordan-City of Sutter Creek

Absent:

None

Also Present:

Patricia Maggie Amarant, AT General Manager
John Gedney, ACTC Executive Director
Felicia Bridges, ACTC Administrative Analyst/Recording Clerk

Pledge of Allegiance

AGENDA:

Motion: It was moved by Director Plasse, seconded by Vice Chairman McLean, and unanimously carried to approve the agenda.

Ayes: Crew, McLean, Bragstad, Oneto, Plasse, Riordan
Noes: None
Absent: None

PUBLIC MATTERS NOT ON THE AGENDA: None

CONSENT AGENDA (Items 1-8): Director Oneto asked to have items #2 and #3 pulled for discussion but withdrew his comment after clarification regarding the ridership chart was made.

#2. Ridership Analysis, December 2023: Director Riordan stated he saw the correction made from last month to the percent change from FY 2022/23. Ms. Amarant replied yes, the formula was missing something and is now correct.

Motion: It was moved by Director Oneto, seconded by Vice Chairman McLean, and unanimously carried to approve the Consent Agenda as presented.

Ayes: Crew, McLean, Bragstad, Oneto, Plasse, Riordan
Noes: None
Absent: None

#9: AT General Manager Report (Informational Only):

FY 23/24 Low Carbon Transit Operations Program (LCTOP) Grant- Call for Projects 2024: Ms. Amarant reviewed her staff report. She stated this funding has greatly assisted with operating costs of the Upcountry Dial-A-Ride (DAR) expansion, and staff would recommend applying for funding assistance for this project again. She stated another potential option could be funding for vouchers. Director Oneto asked how vouchers would help with carbon emissions. Ms. Amarant replied the implementation of a free voucher program could increase incentive for transit use, increase ridership, and reduce the number of vehicles on the roads. Director Plasse stated it seems hard to believe that free vouchers on a bus that gets 5-6 miles per gallon decreases greenhouse gas emissions in any meaningful way, as opposed to how individuals are otherwise getting transported. Director Oneto extended appreciation on the purchase of smaller buses in the recent years, but stated he wonders how the use of empty buses driving around contribute to carbon reduction.

Director Plasse asked for clarification regarding eligibility of the grant program as the staff report notes “*funding for fueling, maintenance, and other costs to operate those services*”. Ms. Amarant replied the funding for the Upcountry DAR goes directly to the operational expenses of that route which include fuel, maintenance, etc. Director Plasse asked if the LCTOP grant funding skews the farebox recovery ratio. Ms. Amarant replied no more than any other grant funding received.

Director Bragstad stated when looking at the statistics of DAR compared to other services, it seems we need to be expanding DAR and reducing fixed route while using smaller vehicles. Ms. Amarant agreed and highlighted AT will finally be receiving one (1) smaller bus at the end of this month which was ordered in 2022, and four (4) more small buses that are scheduled to arrive in January of next year. Director Bragstad noted Calaveras transit DAR does not limit who can ride, and we should be shifting that direction. Ms. Amarant stated it seems we are heading in that direction, especially with the recently expanded DAR into Ione and Plymouth.

REGULAR AGENDA ITEMS:

#10. AT Appointments and Committee Assignments: Ms. Amarant reviewed her staff report. Director Bragstad made a motion to keep the same committee appointments as last year. Director Plasse nominated Director Riordan to be appointed to the Finance Committee in place of Director Forster.

Motion: It was moved by Director Bragstad, which after an amendment was seconded by Director Plasse, and unanimously carried to approve the 2024 Committee Appointments as follows:

- Administrative Committee- Chairman Crew/Vice Chairman McLean*
- Finance Committee- Director Plasse/ Director Riordan*
- Personnel Committee- Chairman Crew/ Director Bragstad*
- Employee MOU Negotiation Committee- Charman Crew/ Vice Chairman McLean*

Ayes: Crew, McLean, Bragstad, Oneto, Plasse, Riordan
 Noes: None
 Absent: None

#11. Review, discussion, and possible staff direction regarding Amador Transit Marketing and Bus Advertising material, Introducing Helen Peterson of Helen & Co. Advertising, Inc.: Ms. Peterson reviewed the attachments. She noted they just starting the advertising vinyl wrap on the new Ford Transit vans and finished the wrap on the Toyota Sienna vans. Ms. Peterson commented the wraps on the smaller vehicles has not been performed before and she thinks they

turned out well. She added in an effort to bump up revenue she is considering bus shelter advertising. Director Riordan asked what 'bus shelter advertising' refers to. Ms. Peterson stated there are a few bus shelters in the region that do have space for advertising on them. Ms. Amarant stated the bus shelters were donated by the Rotary Club and are owned by AT. Ms. Peterson highlighted, currently the revenue for the year is approximately \$58,000, as long as all the advertisers are maintained. She noted there were some changes that included Harrah's Northern California Casino pulling advertising from all buses. However, those have since been replaced with new solid advertising that she is confident will remain for some time.

Director Crew stated there was a question brought forward recently regarding Harrah's Northern California Casino pulling their advertising contract, but the advertising remained on the buses until a new advertiser was contracted with. Ms. Peterson stated they paid in advance so the advertising remained on the buses only for the remainder of their contract period (30 days). Director Plasse stated the concern was advertisers may be canceling their ad with the knowledge that the advertising stays on the buses until it is replaced. Ms. Peterson stated no, only for the remainder of their contract term. She added, Harrah's Northern California Casino pulled their advertising from everywhere, not just AT.

Director Plasse noted another concern previously discussed was the decrease in advertising revenue on the budget. Ms. Peterson stated that was due to the loss of Harrah's Northern California Casino advertising and buses removed from service. She noted there will be rollover funds included in this year's revenue of approximately \$10-15,000. In addition to whatever is already due to AT for this year. Director Plasse asked if the cost to remove advertising is rolled into the cost of advertising itself, actually decreasing the net revenue if there is a swap of advertising. If so, does AT incur those costs of removing the ads. Ms. Peterson stated no, once a company provides their cancellation notice to remove advertising, staff works to replace the advertising immediately and the costs for installation/removal are included in the package to the advertisers.

Director Riordan asked if the \$58,000 is net revenue. Ms. Peterson replied yes and noted she does not take out any expenses. The revenue is 50/50 with any expenses incurred not taken out of AT's portion. Director Plasse clarified, regarding the 50/50 revenue, Helen & Co. receives 50% of the advertising cost. Ms. Peterson responded yes.

Director Oneto asked why firearms are banned from advertising. Ms. Peterson stated she believes that may be considered a political forum and noted the criteria is the same for all transit agencies in California.

Chairman Crew asked, as the bus sizes that AT purchases decrease, will the advertising revenue do the same. Ms. Peterson stated the advertising space will decrease, but she will try to get as much advertising revenue as possible. However, if the revenue does decrease substantially, she will work to restructure pricing.

#12. Approve Monthly Claims List: Chairman Crew noted there is a revised claims list for review. Director Plasse noted there are more Chevrolet expenses.

Motion: It was moved by Director Plasse, seconded by Director Riordan, and unanimously carried to approve the revised claims list.

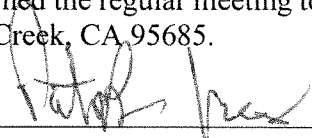
Ayes: Crew, McLean, Bragstad, Oneto, Plasse, Riordan
 Noes: None
 Absent: None

FUTURE AGENDA ITEMS:

- LCTOP-continued

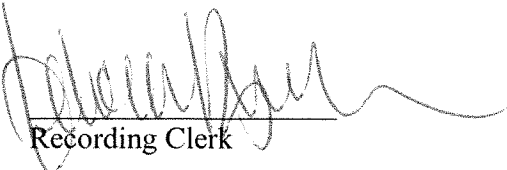
ADJOURNMENT:

At 9:37 a.m. the Chairman adjourned the regular meeting to Thursday, March 7, 2024, at 9:00 a.m. at 117 Valley View Way, Sutter Creek, CA 95685.



Patrick Crew, Chairman
Amador Transit

ATTEST:



Recording Clerk

Note: Copies of referenced documents are available at the AT and ACTC offices.