

Background Information:

Consent Calendar:

- 2. Approval of the January 4, 2017 Meeting Minutes**
- 3. Adopt online Purchasing Policy in support of Tuolumne County Transit Ski Bus ticket sales**

Tuolumne County Transit operates the seasonal SkiBUS service from Sonora to Dodge Ridge annually. This service typically runs from season opening until late March or early April. This service is unique in that it attracts a ridership demographic that may not reside in Tuolumne County. Additionally, it offers a unique incentive by providing transportation in conditions that drivers may not have experience or confidence.

Another unique aspect of the service is the ability to purchase a ticket online. In previous years, parties interested in getting a ride on the SkiBUS would navigate to the Tuolumne County Transit site, but then required to leave it for the actual ticket purchase which was hosted by a site administered by a firm hired by the transit contractor. This has functioned without any issues.

Last year Tuolumne County Transit launched a new website. Whereas the site that was replaced did not offer an online store, the current site does. Staff has developed an online ticket purchasing policy to inform its customers of the terms of the purchase. Previously, there was no policy in place, and the contractor simply dealt with refunds and missed trips on a case by case basis.

In an effort to increase transparency and minimize misunderstandings the following policy was developed:

Tickets and reservations are non-transferable. Tickets are only refundable up to 24 hours prior to the trip. Please be prepared to board at least five (5) minutes prior to the scheduled time of departure. Tuolumne County Transit reserves the right to sell reserved seats of no show passengers. Tickets purchased online are redeemable only on Tuolumne County Transit's SkiBUS service. Tuolumne County Transit will not be held responsible for lost or stolen tickets. Children must be at least 12 years old to ride the SkiBUS unaccompanied by a parent or guardian. A valid identification card or ticket purchase receipt must be presented to the driver at the time of boarding. Schedules and services are subject to change without notice. Tuolumne County Transit will not be held liable for delays due to breakdowns, weather, or other conditions beyond the carrier's control. Tuolumne County Transit will not be responsible or be held liable for damage to or loss of equipment, gear or any other carry on items.

Tuolumne County Transit charges a \$1.00 convenience fee for each online transaction. Fares are payable in US dollars.

Please direct any inquiries or questions about online ticketing and/or refunds to tsummersett@co.tuolumne.ca.us or call 209.532.0404 (7am-7pm).

Legal counsel has reviewed the policy and staff has made the requested clarifications and changes.

Attachments:

There are no attachments for this item.

Recommended Action:

Approve policy as presented.

4. Request For Qualifications (RFQ) for Marketing and Collateral Production Services

This Request for Qualifications is a follow up contract to one that was in place between 2013 and 2016. The goal is to retain a firm or firms to assist the TCTC/TCTA with a myriad of goals including marketing the various services offered by Tuolumne County Transit, Regional Transportation Planning Agency and Active Transportation Program. This will require various fields of expertise including video production, graphic design, photography, printing, and related activities. The Agencies are open to hiring a one stop shop or firms that specialize in one of the fields of interest.

Previously, TCTC/TCTA retained two firms: Cole Video and Marketing Solutions (owned by Paul Bell). Mr Bell passed during his tenure under contract with the Agencies.

Staff would like to recognize Mr. Bell for all of the excellent design work he did on behalf of Tuolumne County Transit, including schedules, marketing for the SkiBUS, Historic 49 Trolley Service, and Yosemite Bus. Similarly, Mr. Bell helped considerably with the launch of the Active Transportation Program. He set the template for trail maps, including the West Side Trail and Sugar Pine Trail that have been so well received by locals and tourists getting outside in Tuolumne County.

He worked quickly and efficiently and was a very conscientious steward of the tax dollar. His services, expertise and approach to maximizing the value of our projects will be missed.

There are several large projects that will require a firm or firms with expertise in these fields. Most notably will be a re-design of the current Transit schedule to incorporate the new Transit Center currently under construction.

This RFQ was let on February 3, 2017 with responses due by February 24, 2017. Staff will bring the top ranked proposal or proposal back to the TCTA for consideration at a future meeting.

Attachments:

The TCTA Request for Qualifications Marketing and Collateral Production Services.

Recommended Action:

Receive and file this report.

Regular Agenda:

5. Progress Report on the construction of the Tuolumne Transit Center

According to the Union Democrat, January 2017 was 3 times wetter than average, logging a whopping 19+ inches of rain. This type of precipitation (representing half of the annual average) will understandably cause delays in a construction schedule. The original timeline for finishing the Transit Center was the end of March. The steel structures of both of the building and the shade structure have received the bulk of the contractors attention in recent weeks. One error was caught early in the assembly process and is being corrected. Storm water Best Management Practices (BMP's) are all in place and will remain so for the duration of the project. Compensation for rock excavated from the project site is currently being negotiated. An on-site meeting will allow all parties to reach consensus on the volume present.

A change order was requested of the contractor by staff. Fiber optic cable will be extended from the Juvenile Detention Center to the Transit Center. All the conduit is included as part of the joint trench that stretches between the two buildings on the campus, however, the cable itself was left out of the specs. The change order will rectify this oversight.

An additional change order to furnish the building is being considered.

Recommended Action:

Receive and file this report.

6. Presentation of scheduled events celebrating 40 Years of Transit Service in Tuolumne County

As Council may recall, at the November 9, 2016 TCTA meeting Resolution No. 37-16 was passed recognizing 40 years of Transit Service in Tuolumne County. The reason for this agenda item is to provide a list of activities/events that staff has coordinated in observance of Tuolumne County Transit and its services to the community.

The following is a scheduled list of events planned for Calendar Year 2017:

- Celtic Faire - March 9th -11th
- Mother Lode Round Up Parade – May 13th & 14th
- Mother Lode Fair – July 7th – 9th
- Health Fair - October 17th & 18th
- Christmas Parade – November 24th

We will also celebrate the Grand Opening of the new Tuolumne County Transit Facility in 2017. A date has not yet been determined.

The above is a list of events that Tuolumne County Transit participates in on an annual basis. Given that this is our 40th year, staff will coordinate other events and marketing throughout the year as a reminder of the important role that transit plays in serving our community.

Attachments:

Resolution 37-06 recognizing 40 years of Transit Service in Tuolumne County

Recommended Action:

Authorize staff to schedule/coordinate events accordingly, and at their discretion, to celebrate Tuolumne County's Transit service within the community.

7. Update on the submittal of Transit Financial Transactions report and Financial Audits to the State Controller.

Staff will provide an oral report on the update of aforementioned documents.

8. Reports