

Tuolumne County Transit Agency

March 13, 2019 Meeting Minutes

The March 13, 2019 meeting of the Tuolumne County Transit Agency (TCTA) was called to order at 3:06 p.m. by Chairman Michael Ayala. Also in attendance were: Councilmember Ryan Campbell; Councilmember Jim Garaventa; Councilmember Karl Rodefer; Councilmember Connie Williams; Laura Shinn, Senior Administrative Analyst; Tyler Summersett; Senior Transportation Planner; Alex Padilla, Transportation Planner; and Administrative Technician, Denise Bergamaschi.

Gregoria Ponce' was present at today's meeting representing Caltrans District 10.

1. Oral communication (15 minutes) to allow the public to speak on any item not on the printed agenda.

There was no Oral Communication at today's meeting.

Consent Calendar:

2. Approval of the February 13, 2019 Meeting Minutes.

Councilmember Rodefer moved to approved the February 13, 2019 Meeting Minutes as presented.

Councilmember Gray seconded the motion.

Motion approved with a 4-0 vote.

Regular Agenda:

3. Re-assignment of Marketing Contract with Cole Przybyla to two sub-contractors, Utilitarian Design and Catalyst Creatives, who have been working on TCTC/TCTA projects through Cole Video.

Executive Director Grossi informed Council Members that the TCTA/TCTC has an existing contract with Mr. Przyblya, whom staff has used for years for marketing purposes. He added that Mr. Przybyla has taken on a new career path but that we have also been working with his sub-contractors for some time under the current contract. He also informed Council Members that staff has spoken with legal counsel regarding this item and that it is acceptable to continue with the partnerships as established.

Discussion ensued.

There was No Public Comment.

Councilmember Gray moved to approve providing that the current rates do not exceed the existing contract.

Councilmember Campbell seconded the motion.

Motion approved with a 4-0 vote.

4. Presentation of the 2018/2019 Mid-Year Transit Performance Report.

Sr. Transportation Planner, Tyler Summersett provided a colored copy of the attached materials to Council Members as well as several charts for reference which were not included in the packet. Mr. Summersett reminded Council Members that the new Transit Center opened a little over a year ago and that the riders really like it. He also reported on the Farebox Recovery adding that as of mid-year it has been a struggle due to operating costs going up and ridership going down. He then provided an update on ridership for each of the different Routes provided by Tuolumne County Transit adding that the decline in ridership appears to be a nationwide occurrence. Mr. Summersett then provided a brief explanation of the Special Events services that we will be providing service for in the upcoming months, including free rides for students at Columbia College.

**** 3:26 p.m. – at this time, Gregoria Ponce' with Caltrans arrived.

Discussion ensued regarding the decline in ridership as well as marketing ideas.

There was no action required for this item as it is for informational purposes only.

5. Reports

There were no reports for this segment of the meeting.

There being no further items to discuss, the meeting was adjourned at 4:00 p.m.

Respectfully Submitted,

Denise A. Bergamaschi
Administrative Technician

**** 3:37 p.m. – at this time, Councilmember Connie Williams arrived.