



Daniel S. Little, Executive Director

## AGENDA

### SOCIAL SERVICES TRANSPORTATION ADVISORY COUNCIL

Executive Conference Room (**Please check in with security at the main entrance.**)

Caltrans West Venture, Lassen Training Room

1031 Butte Street, Redding, CA 96001

Wednesday, November 16, 2016, 1:30 p.m. to 3:00 p.m.

Item	Topic	Time Allotted	Presenter
1	Call to Order and Introductions	1:30 p.m.	Chair
2	Public Comment Period (Limit 3 minutes per speaker)	1:30 -1:35 p.m.	Chair
<p><i>No action or discussion shall be made on any item not appearing on the noticed agenda. Members and staff may briefly respond to statements made or questions proposed by persons exercising their public testimony. (Government Code 54954.2 (2)). The council may direct staff to place a matter of business on a future agenda. The council or staff may ask a question for clarification.</i></p>			
3	Brown Act Presentation	1:35 – 1:50 p.m.	Vice Chair
4	Discussion and Action Item <ul style="list-style-type: none"> <li>• “Reasonable to Meet” Definition Recommendation</li> <li>• Formula for farebox ratio requirements</li> <li>• Recommendations on continuation and improvements to Cottonwood Express</li> </ul> Discussion and Update Items <ul style="list-style-type: none"> <li>• Funding cuts to FTA 5311(f) – Intercity bus services</li> <li>• FTA 5310 Funding Program (Seniors and Disabled) – Call for projects</li> <li>• Sunday Service Update</li> <li>• New transit performance measures for safety and assets</li> </ul>	1:50 - 2:45 p.m.	Chair / SRTA
5	Transit Operator Updates <ul style="list-style-type: none"> <li>• RABA</li> <li>• SSNP</li> <li>• Other Member Updates</li> </ul>	2:45 - 2:55 p.m.	All
6	Items for next SSTAC Meeting <ul style="list-style-type: none"> <li>• Meeting Location</li> <li>• Other items</li> </ul>	2:55 - 3:00 p.m.	Chair
7	Adjourn	3:00 p.m.	Chair

**MEMBERSHIP:**

- Steve Smith - Help Inc.
- VACANT** - Citizen, Disabled Transit User
- Susan Morris Wilson - Shasta 2-1-1
- Del Lockwood - Shasta County HHSA/Opportunity Center
- M. Susan Tieden - Veteran Affairs
- Kao Saechao - Far Northern Regional Center
- Marinda May - Hill Country Health and Wellness Center
- Jennifer Powell - Shasta Senior Nutrition Programs
- Lisa White - Shasta Senior Nutrition Programs
- Margie McAleer - Shasta Living Streets
- Phylcia Snow - United Way

**Transit Technical Support Staff**

- Chuck Aukland - Redding Area Bus Authority
- Al Cathey - Shasta County Public Works

**Transportation Acronym Cheat Sheet**

<b>Acronym</b>	<b>Term</b>
SRTA	Shasta Regional Transportation Agency
RABA	Redding Area Bus Authority
CTSA	Consolidated Transportation Services Agency
SSNP	Shasta Senior Nutrition Program
TDA	Transportation Development Act
STA	State Transit Assistance (source of TDA funding)
LTF	Local Transportation Fund (source of TDA funding)

Parties with a disability as provided by the American Disabilities Act who require special accommodations or aides in order to participate in the public meeting should make the request to the SRTA at least 48 hours prior to the meeting. If information is needed in another language, contact (530) 262-6190. Si se necessita información en español, llame (530) 262-6190.

Shasta Regional Transportation Agency (SRTA)

**SOCIAL SERVICES TRANSPORTATION ADVISORY COUNCIL  
MEETING NOTES**

Caltrans, District 2 Executive Conference Room  
1657 Riverside Drive  
Redding, CA 96001  
Wednesday, September 21, 2016  
1:30 PM

*(NOTE: These notes are not intended to serve as a transcript or verbatim record of the proceedings of the Social Services Transportation Advisory Council, but rather as a record of the meeting time, place, attendance, and the order and general nature of the Advisory Council discussion, deliberations, and actions taken, if any.)*

**Members Present:**

Steve Smith	-	Help, Inc.
Susan Morris Wilson	-	2-1-1 Shasta
Marinda May	-	Hill Country Health and Wellness Center
Jennifer Powell	-	Shasta Senior Nutrition Program
Lisa White	-	Shasta Senior Nutrition Program
Margie McAleer	-	Shasta Living Streets

**Transit Technical Support Staff:**

Chuck Aukland	-	Redding Area Bus Authority
Al Cathey	-	Shasta County Public Works

**Others Present:**

Michelle Tyson	-	Shasta County HHS/Opportunity Center
Melissa Estrada	-	Redding Area Bus Authority
Aaron Casas	-	Caltrans, District 2
Kathy Grah	-	Caltrans, District 2
Dan Little	-	Shasta Regional Transportation Agency Staff
Jenn Pollom	-	Shasta Regional Transportation Agency Staff
Amy Lindsey	-	Shasta Regional Transportation Agency Staff
Kathy Urlie	-	Shasta Regional Transportation Agency Staff

**1. Call to Order and Introductions:**

Chair Steve Smith called the meeting to order at 1:35 PM. Introductions were made.

**2. Public Comment Period (Limit Three Minutes per Speaker):**

No public comments.

**3.A. Recommend to the SRTA Board of Directors Changing the “Reasonable to Meet”**

**Definition that is Used to Fund Public Transit Services** – SSTAC Chair Steve Smith introduced the subject, indicating that his and the subcommittee’s interest was in “further facilitating the implementation of new projects” and considering what other agencies have to take into account. Thus, the subcommittee recommended revising the Reasonable to Meet (RTM)

definition with adjusted lower fare box recovery ratio percentages to make it easier to implement a new service and foster the agencies' constituent objectives.

SRTA Executive Director Dan Little provided some background, pointing out that RABA is not currently meeting the fare box standard. He clarified that every year RABA needs to determine fare box ratio and whether or not they are meeting it. A new provision allows advertising revenue to be added to fare box revenue. Dan provided summary graphics showing charts of TDA Law, Existing SRTA, Effect of SSTAC Subcommittee Recommendation; and SRTA staff proposed staff recommendation. He explained the different charts and that he wanted to let the SSTAC know in advance that SRTA staff would likely have a different recommendation to the SRTA Board of Directors.

Steve indicated that it is not the SSTAC's intent to "hamstring" the agencies and operators for the provision of transit services. The SSTAC would like to be able to better promote some projects in order for riders to have what they need.

Dan suggested that an SSTAC recommendation could also be presented at the December or February SRTA Board of Directors meetings in order to allow more time to investigate this. He acknowledged that the SSTAC is an advisory council for its constituency and that it can make a wholly different recommendation than SRTA staff.

Redding Assistant Public Works Director Chuck Aukland provided handouts on the RABA system and reviewed them with attendees. In the course of the discussion, several things were mentioned, including that there has been no RABA fare increase since 2006. When the RABA Board of Directors considered a fare increase several years back, higher ridership due, in part, to the IASCO airport express, new route revisions recommended by the Short Range Transit Plan, increased LTF revenues due to partial economic recovery, and a desire by the directors not to be punitive to folks still recovering from the recession led to no fare increase. Chuck pointed out that Local Transportation Funds (LTF) not spent on transit goes to local jurisdictions for streets and roads purposes, and that the jurisdictions are in sore need of that funding. He pointed out that gas taxes, Regional Surface Transportation Program (RSTP) Exchange Funds, and LTF are used to fund these improvements.

Dan Little suggested adding a blended rate for the TDA penalty—between the urban 15% minimum and non-urban 10% minimum. When queried what rate this may turn out to be, Dan suggested it might be around 14%.

Steve was receptive to Dan's suggestion to gain more input from staff about what the potential effects of changing the ratio might be, as well if more information could be brought back to the group. He wondered if it may be time to advocate for a RABA fare increase. Arguments for an increase might be used to address how close RABA is to the penalty TDA phase. Some suggested that it might be a hardship though to those on fixed income. Steve responded by maybe "looking" at a fare increase may be warranted. A couple of members pointed out that the SSTAC is servicing the social services constituency, and that the Far Northern Regional Center purchases a lot of paratransit passes.

By consensus, the SSTAC tabled the item until the next regularly scheduled meeting, with more staff information provided by SRTA, as offered by Dan Little.

**3.B. Marketing Options for Cottonwood Express** – SRTA Senior Planner Jenn Pollom indicated that the Cottonwood Express has a dedicated \$10,000 of Low Carbon Transit Operations Program (LCTOPs) funding for advertising. She indicated that ridership was very low, and that the postcard voucher distribution used to inform Cottonwood residents of the new service has not been successful—only six vouchers have been redeemed from the 5,000 distribution. Some suggested locations to distribute the postcards, like Cottonwood Christian Assistance, the Right Road Recovery Center, the senior center, the library, etc. Others pointed out that the intent is a one-time trip to familiarize riders with the new service, not have a supply of vouchers to be used continuously. Dan Little wondered whether electronic vouchers have a role for future use. Jennifer Powell suggested posters in grocery store windows, federally-qualified centers. Steve Smith suggested word of mouth.

**3.C. Intercity Transportation Study Update** – Jenn Pollom gave an update on the study development for potential intercity service between Redding and the Sacramento/San Francisco Bay Area. She indicated that an administrative draft should be available in a few weeks for review. Although SRTA's Transit and Intercity Rail Capital Program (TIRCP) grant submission was not successful, both she and Dan Little are in close contact with the state for follow-up. She also mentioned that SRTA is considering applying for Caltrans Sustainable Transportation Grant funding for Task 1 – Business Plan of the TIRCP proposal to establish partnership agreements for an intercity service.

**3.D. Coordinated Transportation Plan Update** – SRTA Senior Planner Kathy Urlie gave an update on the study development. She indicated that a draft should be available to share with the SSTAC and other stakeholders in the next few weeks.

**4. Transit Operator Updates:**

- a) Chuck Aukland of RABA announced the initiation of the Crosstown Express, funded with LCTOP, and running Monday through Friday. Hopefully it will serve the Bethel and Hilltop hotel riders well. He mentioned that the Beach Bus had received about 30 riders a day for its three round trips per day. He hopes that, if operated again next year, that there will be more riders with an emphasis on getting the word out. He continued by mentioning that RABA is working to update its web page, including the information. Also, RABA is beginning bus fare box replacements to tie into the AVL buses and real time information. He finished by noting that they will be looking into the monthly pass rate structure in the next year or so as there are some discrepancies.
- b) Jennifer Powell of SSNP thanked SRTA for the electric bus demonstration and how SSNP is focused on moving toward electric. She mentioned that the Overall Work Program funded Transportation Analysis RFP netted no respondents; she's working with SRTA staff to re-advertise. She finished by noting that the Humboldt State University and Mercy Medical electric charging station is almost shovel ready, should any funding materialize.

**5. Items for Next SSTAC Meeting:**

- a) Meeting Location – SRTA's Conference Room on November 16, 2016.
- b) Other Items – Dan Little suggested a Brown Act presentation. As she gives them frequently, Susan Wilson offered to give the SSTAC Brown Act overview. Dan Little mentioned that an update on Sunday service planning/grant activities could also be on the agenda.

**7. Adjourn:**

There being no further business to discuss, Chair Smith adjourned the meeting at 3:08 PM.