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BOARD AGENDA

Wednesday, January 18, 2012
CITY OF ARROYO GRANDE, CITY COUNCIL CHAMBERS
215 E. Branch Street. Arroyo Grande, California
3:30 P.M. – 5:00 P.M.
(Ending time is approximate)

Chairperson: Jim Guthrie
Director: Shelly Higginbotham

Vice Chairperson: John Shoals
Director: Paul Teixeira

Individuals wishing accessibility accommodations at this meeting under the Americans with Disabilities Act (ADA) may request such accommodations to aid hearing, visual, or mobility impairment by contacting the SCAT offices at 781-1338. Please note that 48 hours advance notice will be necessary to honor a request.

NOTE: Arroyo Grande City Offices are served hourly by SCAT Route 24.
Please call 541-2228 for more information.

CALL TO ORDER AND ROLL CALL

PUBLIC COMMENTS: This portion of the agenda is reserved for any members of the public to directly address the South County Area Transit Board on any items not on the agenda and within the jurisdiction of the Board. Comments are limited to three minutes per speaker. The Board will listen to all communication, but in compliance with the Brown Act, will not take any action on items that are not on the agenda.

BOARD ADMINISTRATIVE ITEMS

ELECTION OF OFFICERS: Elect Chairperson and Vice Chairperson

A. INFORMATION AGENDA

A-1 Executive Director's Report (Receive)

B. ACTION AGENDA

B-1 Summer Youth Ride Free Program (Adopt)

- C. CONSENT AGENDA: (Roll Call Vote)** the following items are considered routine and non-controversial by staff and will be approved by one motion if no member of the South County Area Transit Board or public wishes an item be removed. If discussion is desired by anyone, the item will be removed from the consent agenda and will be considered separately. Questions of clarification may be made by South County Area Transit Board members, without the removal of the item from the Consent Agenda. Staff recommendations for each item are noted following the item.

C-1 Vehicle Procurement (Approve)

C-2 SCAT Minutes of October 19, 2011 (Approve)

D. DIRECTORS' COMMENTS

E. EXECUTIVE COMMITTEE MEMBERS' COMMENTS

ADJOURNMENT

Next South County Area Transit Board meeting April 18, 2012

SOUTH COUNTY AREA TRANSIT

January 18, 2012

STAFF REPORT

AGENDA ITEM: A-1

TOPIC: Executive Director's Report

PRESENTED BY: Aimee Wyatt
Tania Arnold

STAFF RECOMMENDATION: Information

BACKGROUND/DISCUSSION:

Operations:

The Halcyon Park & Ride improvement project is still underway and the temporary stop in place until further notice.

Service Planning:

South County Transit schedule changes went into effect on January 2nd, 2012. Print schedules arrived the week of December 19th and were distributed immediately on buses and to pass outlets. Rider Alerts were posted on the buses and at impacted stops during the week of December 19th. The final week of December, approximately 13 new bus stop poles and signage was placed; bus stop schedule inserts were replaced with updates at all 88 stops, including new large poster sized schedules and 5 different shelter locations; straight-line maps were printed and placed on all the buses; and new stop and timetable information was updated and made available in Google transit.

We would like to thank the entire South County Area Transit team and especially Coleen Kubel for all the extra effort in coordinating the training, stop timing and routing. South County Area Transit bus operators have been instrumental in helping with suggestions for route timing and improvements to the public schedules. Further thanks goes to our graphic designer, Neomi Vembu, who worked on 19 different versions of the new schedule over the last 4 months.

Staff welcomes customer, partner & bus operator feedback, especially before the end of January when we expect to make minor route timing modifications and update the schedule before a planned reprint, approximately February 15, 2012. Following this, no new service modifications are planned until January 2013 – after sufficient time to review ridership trends.

Avila Trolley Update: The Weekend Beach Trolley service extension to the Pismo Premium Outlets started the first week in November. Drivers report that customers are pleased with the transfers to SCAT and RTA now available at the Premium Outlets. By adding service to the Outlets and increasing system-wide connectivity, RTA received a

\$3500 grant from SLOCOG for additional trolley marketing. Friday night service to the Avila Beach Fish & Farmer's Market will restart in early April. More information will be available at the next board meeting in order to confirm the extended summer hours schedule before the start of Memorial Day weekend and agree on an annual operations schedule for the 2013 Fiscal year.

Marketing:

Charter T.V. commercials are airing in January – focusing on the high value of bus passes and continuing the “Save Gas Money, Ride the Bus” Campaign.

Staff is working with Regional Rideshare to plan for Summer Youth Transit promotions. In consideration of high amounts of staff time required to administer the Youth Summer Break Pass program, staff believes a “youth ride free” summer program that would extend throughout the county would give even more youth an opportunity to try out the local transit systems. A staff report is included as “B-1” for further discussion.

Finance and Administration:

We are pleased to report that SCAT and RTA received notice that Prop 1B funding may be coming in early 2012 for three replacement low-floor clean diesel buses for SCAT and two for RTA. This is in addition to the five buses RTA will be ordering with State of Good Repair federal grant funding. Staff continues to work on securing funding for replacing the rest of the SCAT fleet as the fleet is quickly reaching the estimated FTA useful life.

Year end audited financial statements have been completed and are favorable. We expect to have final copies available at our meeting.

September, October and November financials are included in the board packet. They continue to remain in line with budget projections. As always, we continue to monitor fuel prices and labor costs. At this time a budget amendment is not expected for this fiscal year.

Fixed route ridership continues to remain strong with a 19% increase in October compared to last year, and 9% in November. Year to date ridership is up more than 15% over the previous fiscal year.

**SOUTH COUNTY AREA TRANSIT
2011-12 Budget vs. Actual (unaudited)**

	FY 11/12 Adopted	September 2011	October 2011	November 2011	Year to Date	Percent Year to Date
Use of Resources						
<u>Administrative Expenditures</u>						
Insurance	\$ 48,290	\$ 2,725	\$ 2,733	\$ 2,733	\$ 15,708	32.53%
Rent	21,875	1,700	1,700	1,700	8,500	38.86%
Utilities	5,200	646	485	468	2,254	43.35%
Radio Expense	2,200	-	280	-	680	30.91%
Legal Services	1,000	-	-	-	-	0.00%
Payroll Processing	3,120	249	255	250	1,230	39.42%
Administration	63,500	5,292	5,292	5,292	26,458	41.67%
Finance	14,000	1,167	1,167	1,167	5,833	41.67%
Office Expense/Miscellaneous	4,250	54	393	-	1,121	26.38%
Audit	3,000	-	-	-	-	0.00%
Marketing/Community Relations/Printing	12,115	2,037	2,043	1,790	4,157	34.31%
Uniforms/Laundry/Physicals/Ads	6,500	-	-	589	589	9.06%
<u>Operating Expenditures</u>						
Salaries/Benefits	\$ 383,058	\$ 33,020	\$ 34,048	\$ 31,480	\$ 165,346	43.16%
Maintenance	184,850	9,235	7,049	13,913	38,613	20.89%
Dispatch	20,000	1,667	1,667	1,667	8,333	41.67%
Sign Maintenance	3,000	-	-	410	410	13.68%
SCAT Bus Fuel	198,950	16,831	16,729	14,455	82,186	41.31%
Contingency	15,000	-	-	-	-	0.00%
Total Admin and Operating Expenditures	\$ 989,909	\$ 74,621	\$ 73,840	\$ 75,913	\$ 361,419	36.51%
<u>Capital Service</u>						
Transition to New Facility	\$ 17,000	2,132	-	-	\$ 5,696	33.50%
Driver Seats and Large Vehicle Repairs	20,000	-	-	-	-	0.00%
Total Capital Service	\$ 37,000	\$ 2,132	\$ -	\$ -	\$ 5,696	15.39%
Total Use of Resources	\$ 1,026,909	\$ 76,753	\$ 73,840	\$ 75,913	\$ 367,115	35.75%

**SOUTH COUNTY AREA TRANSIT
OPERATING STATEMENT BY ROUTE
YEAR TO DATE THRU NOVEMBER 2011**

	RT 21 PISMO & SHELL BEACH	RT 21 - SAT PISMO & SHELL BEACH	RT 21 - SUN PISMO & SHELL BEACH	RT 23 A.G. VILLAGE, A.G. H.S. & GRANDE AVE	RT 23 - SAT A.G. VILLAGE, A.G. H.S. & GRANDE AVE	RT 23 - SUN A.G. VILLAGE, A.G. H.S. & GRANDE AVE	RT 24 GROVER B. A.G. VILLAGE, SHOPPING PISMO & A.G.	RT 24 - SAT GROVER B. A.G. VILLAGE, SHOPPING PISMO & A.G.	RT 24 - SUN GROVER B. A.G. VILLAGE, SHOPPING PISMO & A.G.	RT 25 ROUTE 23 PM TRIPPER	AVILA BEACH TROLLEY	TOTAL FIXED ROUTE SERVICE	TOTAL SCAT
REVENUES:													
FARES	13,844	2,169	1,529	13,162	1,430	1,115	10,213	1,846	1,373	1,811	1,394	49,886	49,886
OPERATING SUBSIDIES	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL ROUTE REVENUES	13,844	2,169	1,529	13,162	1,430	1,115	10,213	1,846	1,373	1,811	1,394	49,886	49,886
EXPENDITURES:													
ADMINISTRATION	7,501	1,411	1,293	8,643	1,526	1,455	7,484	1,407	1,289	527	2,107	34,642	34,642
MARKETING	641	135	124	739	146	130	639	134	124	85	1,260	4,157	4,157
OPERATIONS/CONTINGENCY	48,299	9,071	8,311	55,649	9,809	9,328	48,187	9,048	8,288	3,489	14,568	224,046	224,046
FUEL	18,366	3,191	2,901	19,027	3,383	3,123	20,122	3,496	3,178	460	4,938	82,186	82,186
INSURANCE	3,392	590	536	3,514	625	577	3,716	646	587	78	1,444	15,708	15,708
TOTAL EXPENDITURES	78,200	14,398	13,165	87,572	15,489	14,612	80,148	14,733	13,466	4,639	24,317	360,739	360,739
FAREBOX RATIO *	17.70%	15.07%	11.61%	15.03%	9.23%	7.63%	12.74%	12.53%	10.20%	39.04%	5.73%	13.83%	13.83%
RIDERSHIP	27,544	3,333	2,383	23,219	2,363	1,854	19,437	2,719	1,893	2,242	5,022	92,009	92,009
SERVICE MILES	18,972.00	3,291.20	2,992.00	19,654.20	3,489.20	3,220.80	20,785.50	3,605.80	3,277.60	476.00	7,941.30	87,705.60	87,705.60
SERVICE HOURS	1,390.44	262.46	240.46	1,602.20	283.80	270.80	1,387.20	261.80	239.80	96.56	394.90	6,430.42	6,430.42
RIDERS PER MILE	1.45	1.01	0.80	1.18	0.68	0.58	0.94	0.75	0.58	4.71	0.63	1.05	1.05
RIDERS PER HOUR	19.81	12.70	9.91	14.49	8.33	6.85	14.01	10.39	7.89	23.22	12.72	14.31	14.31
COST PER PASSENGER	2.84	4.32	5.52	3.77	6.55	7.88	4.12	5.42	7.11	2.07	4.84	3.92	3.92
SUBSIDY PER PASSENGER	2.34	3.67	4.88	3.20	5.95	7.28	3.60	4.74	6.39	1.26	4.56	3.38	3.38

ROUTESUM REPORT

SEPTEMBER 01, 2011 - SEPTEMBER 30, 2011

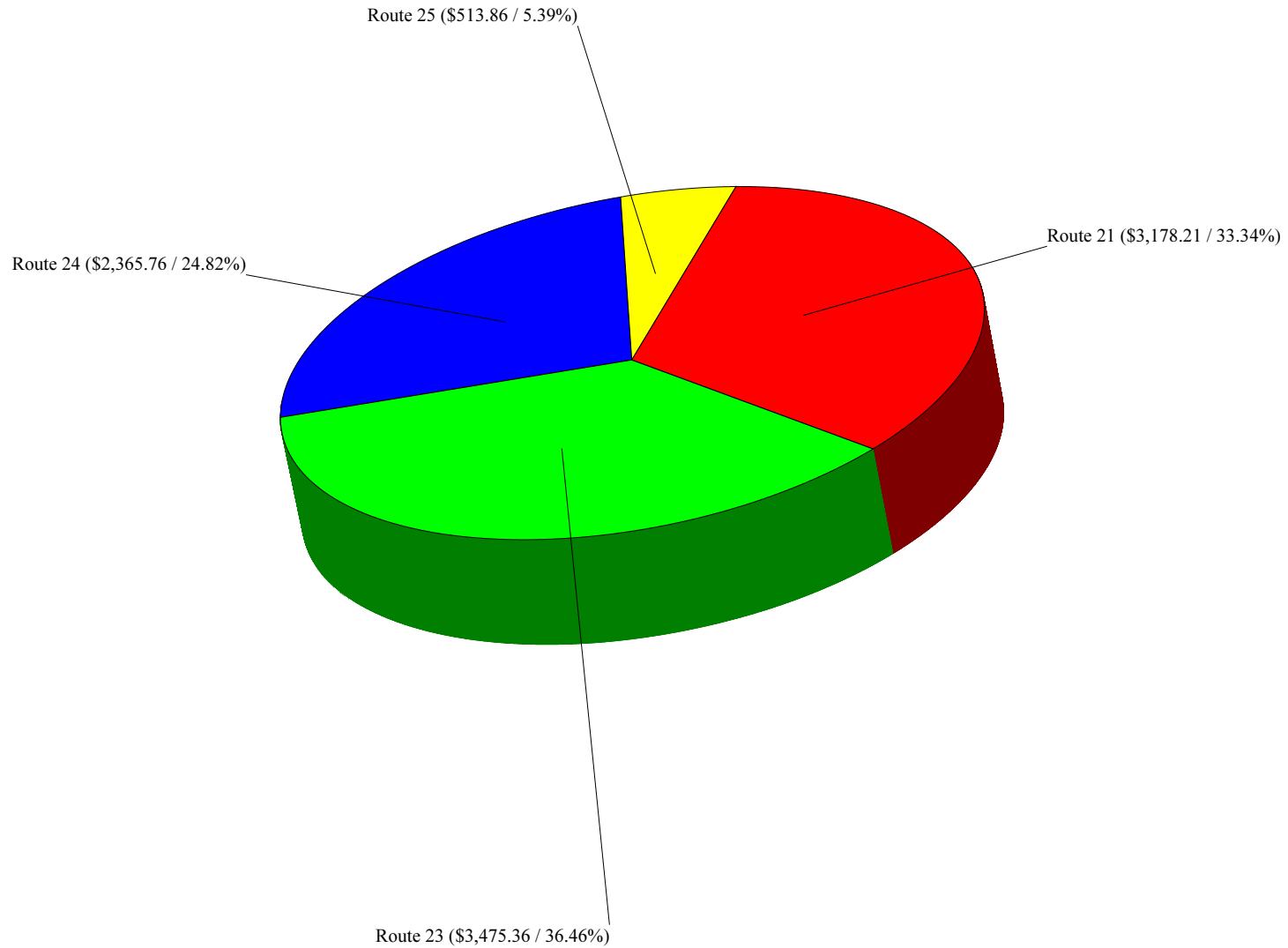
PORTABLE DATA SYSTEM 1 - SOUTH COUNTY AREA TRANSIT AUTHORITY (SCAT)

Revenue and Ridership By Route

Route	Current Revenue	Unclassified Revenue	Dump Count	Preset	Token Count	Ticket Count	Pass Count	Bill Count	Ridership
21	3,178.21	36.81	46	0	0	0	2,955	1,719	5,940
23	3,475.36	61.10	58	0	0	0	2,705	1,848	5,805
24	2,365.76	31.75	41	0	0	0	2,199	1,295	4,479
25	513.86	1.45	2	0	0	0	296	337	718
TOTAL	9,533.19	131.11	147	0	0	0	8,155	5,199	16,942

ROUTESUM REPORT
SEPTEMBER 01, 2011 - SEPTEMBER 30, 2011
PORTABLE DATA SYSTEM 1 - SOUTH COUNTY AREA TRANSIT AUTHORITY (SCAT)

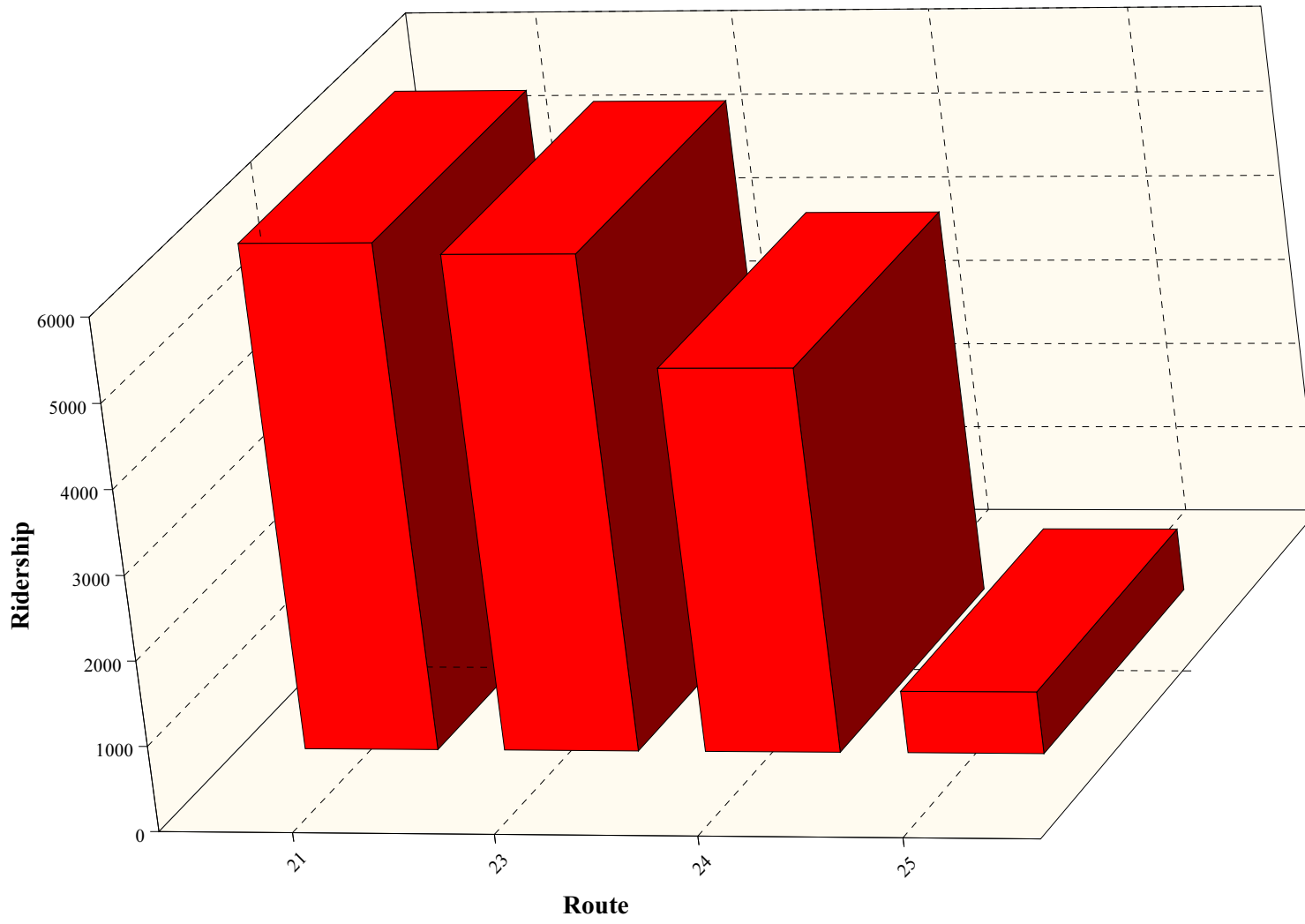
Revenue By Route



A-1-6

ROUTESUM REPORT
SEPTEMBER 01, 2011 - SEPTEMBER 30, 2011
PORTABLE DATA SYSTEM 1 - SOUTH COUNTY AREA TRANSIT AUTHORITY (SCAT)

Ridership By Route



A-1-7

ROUTESUM REPORT

OCTOBER 01, 2011 - OCTOBER 31, 2011

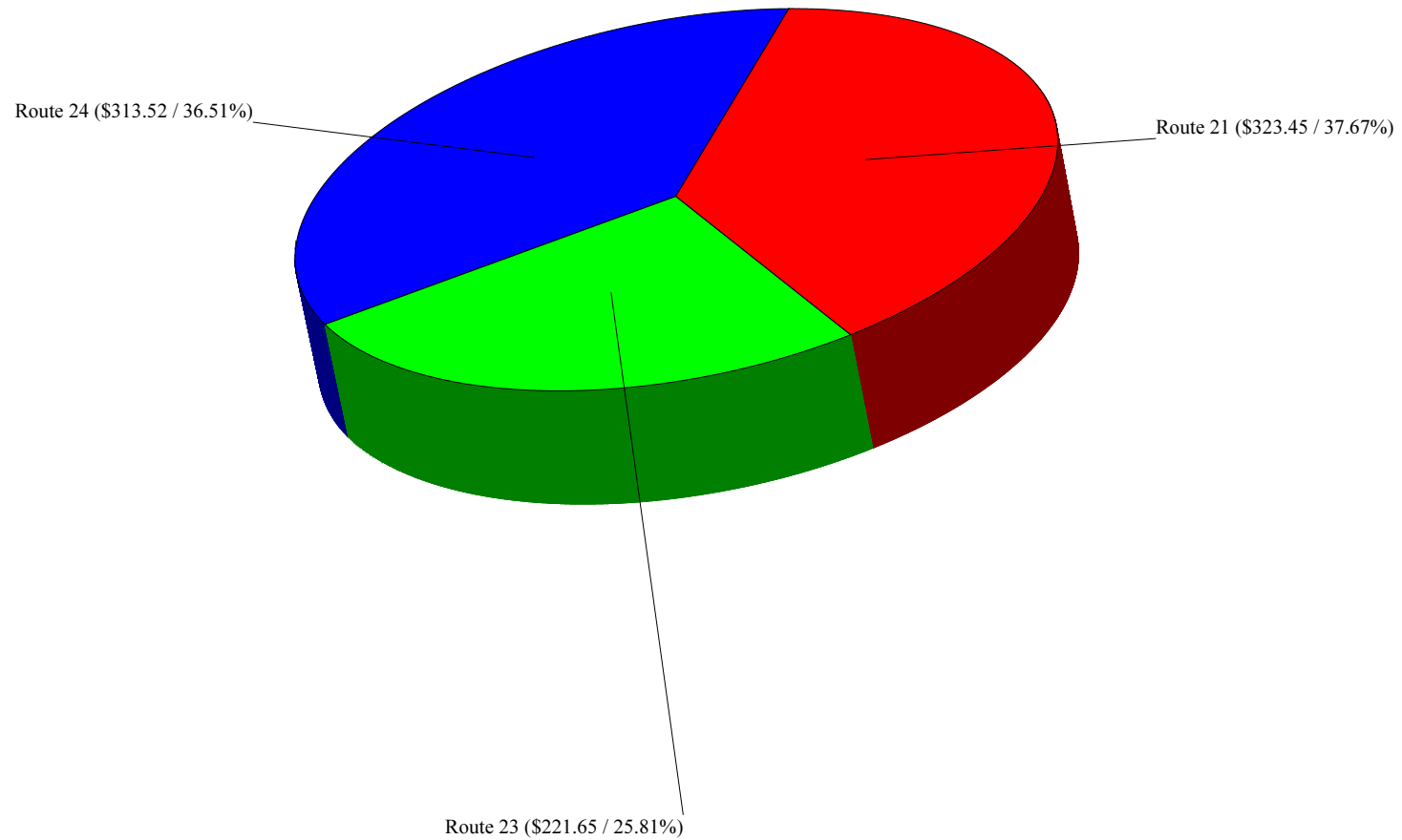
PORTABLE DATA SYSTEM 1 - SOUTH COUNTY AREA TRANSIT AUTHORITY (SCAT)

Revenue and Ridership By Route

Route	Current Revenue	Unclassified Revenue	Dump Count	Preset	Token Count	Ticket Count	Pass Count	Bill Count	Ridership
21	3,061.60	29.66	43	0	0	0	2,478	1,667	6,619
23	2,626.44	32.65	33	0	0	0	2,254	1,351	5,545
24	2,245.65	36.90	35	0	0	0	2,032	1,208	5,042
25	470.30	1.25	1	0	0	0	210	318	712
TOTAL	8,403.99	100.46	112	0	0	0	6,974	4,544	17,918

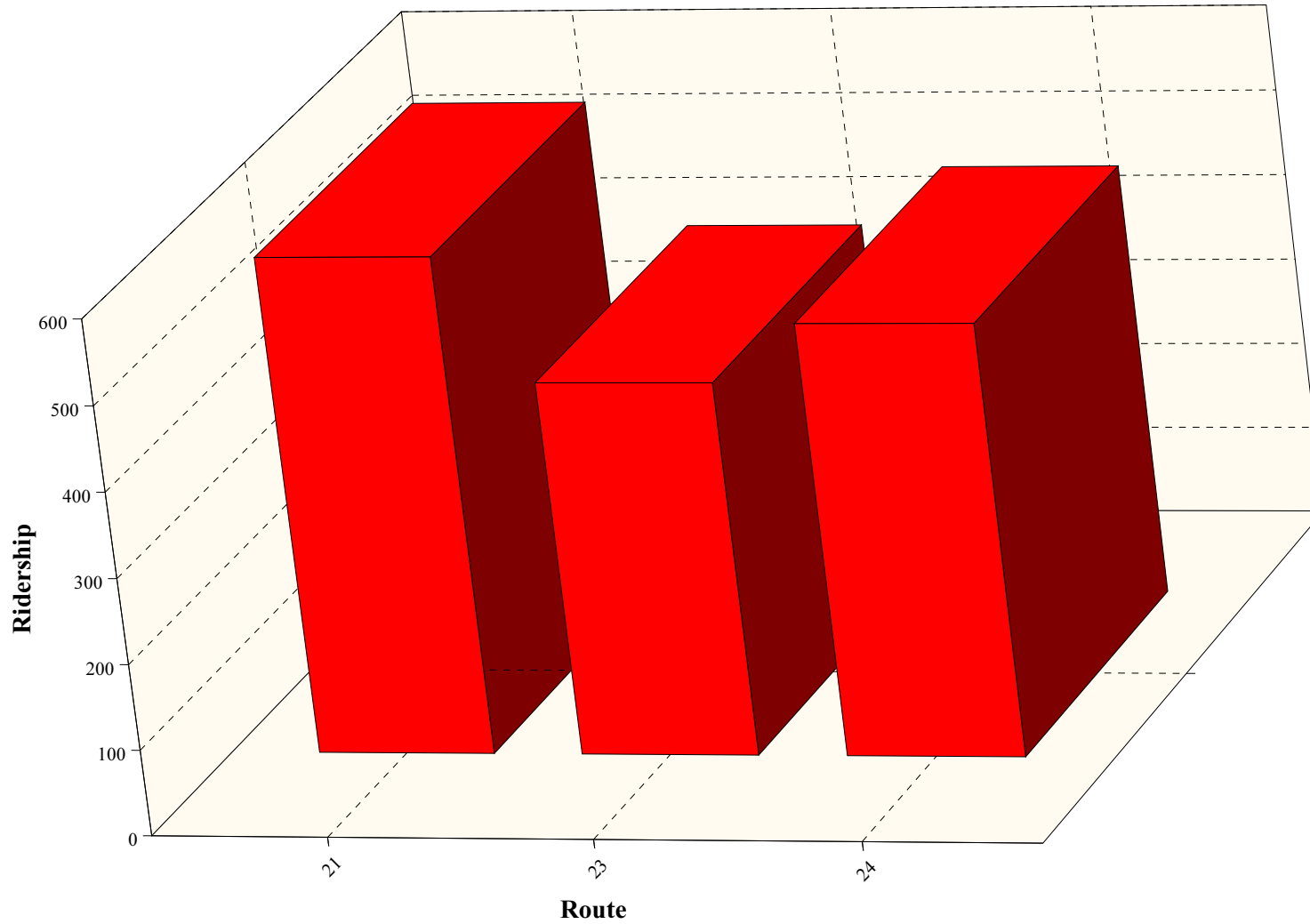
ROUTESUM REPORT
OCTOBER 01, 2011 - OCTOBER 31, 2011
PORTABLE DATA SYSTEM 1 - SOUTH COUNTY AREA TRANSIT AUTHORITY (SCAT)

Revenue By Route



ROUTESUM REPORT
OCTOBER 01, 2011 - OCTOBER 31, 2011
PORTABLE DATA SYSTEM 1 - SOUTH COUNTY AREA TRANSIT AUTHORITY (SCAT)

Ridership By Route



A-1-10

ROUTESUM REPORT

NOVEMBER 01, 2011 - NOVEMBER 30, 2011

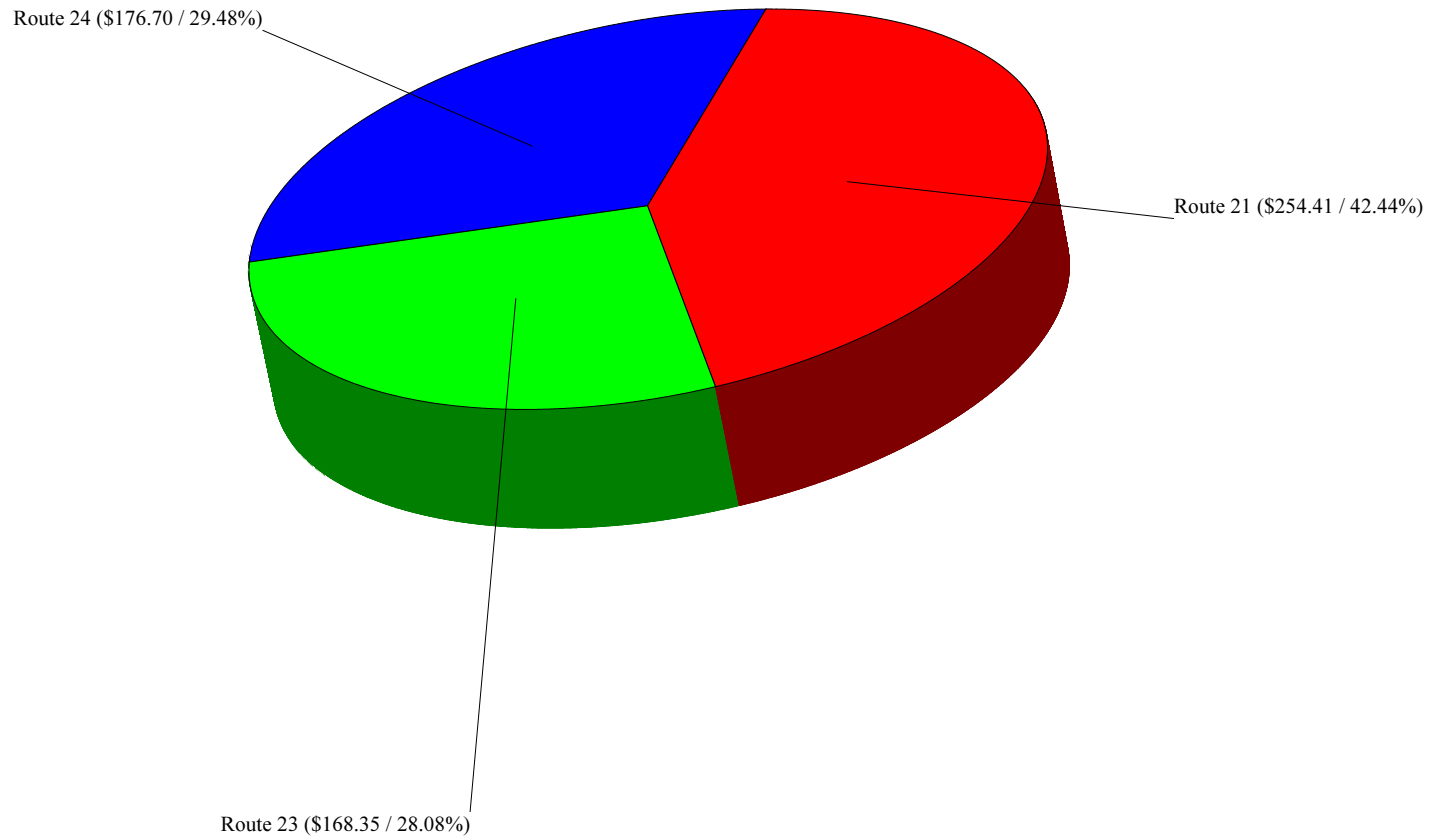
PORTABLE DATA SYSTEM 1 - SOUTH COUNTY AREA TRANSIT AUTHORITY (SCAT)

Revenue and Ridership By Route

Route	Current Revenue	Unclassified Revenue	Dump Count	Preset	Token Count	Ticket Count	Pass Count	Bill Count	Ridership
21	3,100.76	51.50	53	0	0	0	2,599	1,587	5,483
23	2,787.74	53.90	43	0	0	0	2,426	1,451	4,896
24	2,378.73	46.75	50	0	0	0	2,114	1,291	4,375
25	362.55	0.05	1	0	0	0	188	222	495
TOTAL	8,629.78	152.20	147	0	0	0	7,327	4,551	15,249

ROUTESUM REPORT
NOVEMBER 01, 2011 - NOVEMBER 30, 2011
PORTABLE DATA SYSTEM 1 - SOUTH COUNTY AREA TRANSIT AUTHORITY (SCAT)

Revenue By Route



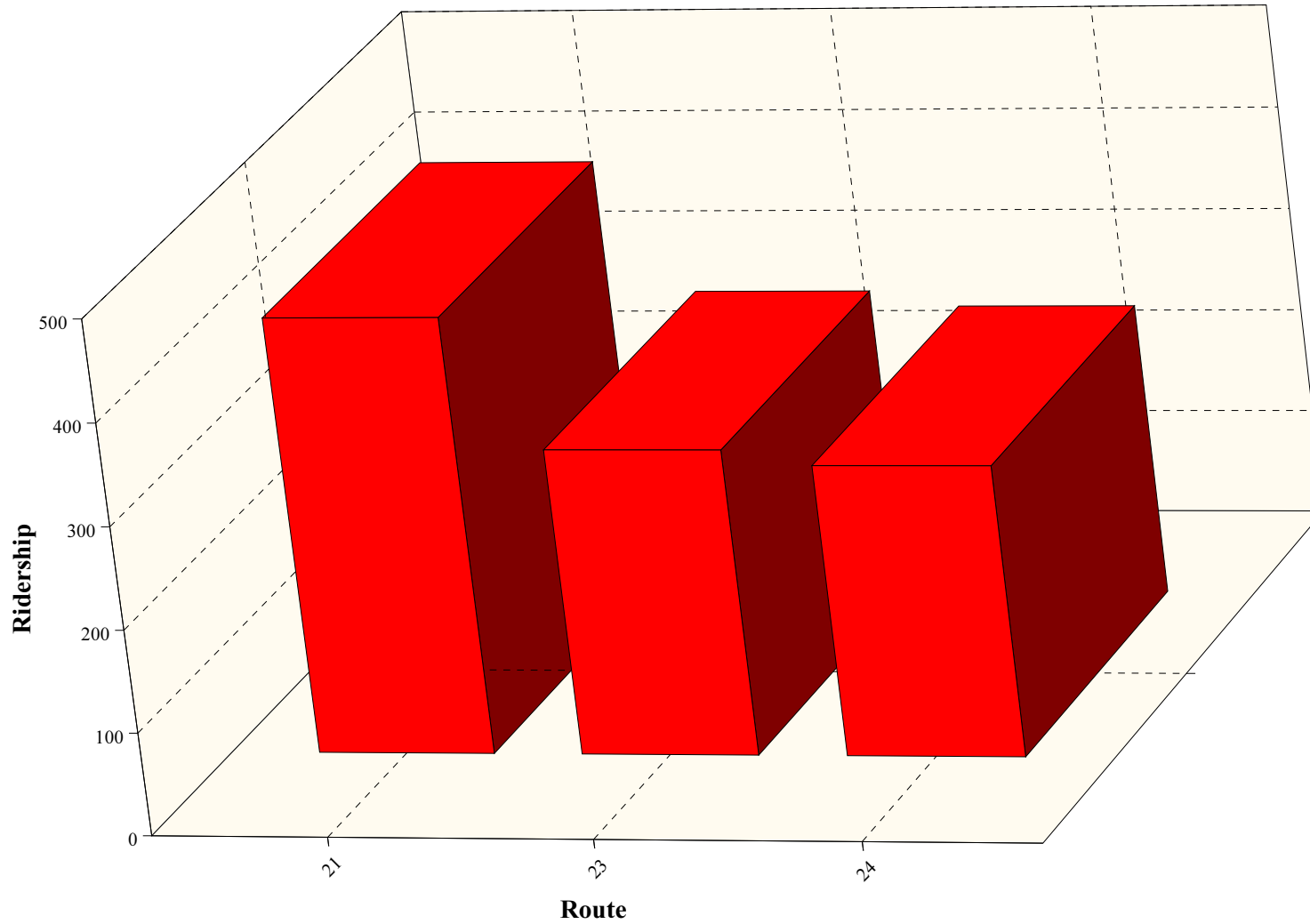
A-1-12

ROUTESUM REPORT

NOVEMBER 01, 2011 - NOVEMBER 30, 2011

PORTABLE DATA SYSTEM 1 - SOUTH COUNTY AREA TRANSIT AUTHORITY (SCAT)

Ridership By Route



A-1-13

SOUTH COUNTY AREA TRANSIT

January 18, 2012

STAFF REPORT

AGENDA ITEM: B-1 (Draft)

TOPIC: Summer Youth Ride Free Program
To replace the Summer Break Pass

ACTION: Review and Adopt Staff Recommendation

PRESENTED BY: Aimee Wyatt

BACKGROUND/DISCUSSION:

Direction is needed in order to start marketing program early in the spring.

Benefits of extending FREE RIDES TO K-12 YOUTH would be the following:

- a. More Ridership
- b. Easy to communicate
- c. Gets Youth to try taking transit
- d. Increase access to get kids places
- e. FREE Press

Disadvantages include:

- a. Possible revenue loss – this is expected to be minor.
- b. Increased loads on some trips that are already busy (unlike most RTA routes, SCAT has busy summer ridership during peak tourist season)
- c. Loss of revenue from the Summer Break Pass program that paid for advertising the passes.

Need a decision to make a plan for summer 2012 service.

STAFF RECOMMENDATION:

Do a first trial year and track the response to the program by measuring:

- a. Ridership (easily quantifiable using a special key that drivers enter)
- b. Free Press generated by the program
- c. Customer feedback from youth taking advantage of the program (need to do onboard surveys during the last 2 weeks of the program to interview youth about experiences riding. May be able to use some of the contacts that Rideshare has of previous SBP pass buyers).

The free ride period would be at most from Memorial Day, Monday May 31, 2012 – Labor Day, Monday, September 3rd, 2012.

SOUTH COUNTY AREA TRANSIT

January 18, 2011

STAFF REPORT

AGENDA ITEM: C-1

TOPIC: Vehicle Procurement

PRESENTED BY: Tania Arnold

STAFF RECOMMENDATION: Authorize Executive Director to procure three (3) thirty-five foot low floor buses at a cost not to exceed \$1,275,000

RTAC RECOMMENDATION:

BACKGROUND/DISCUSSION:

In January 2011, staff anticipates receiving \$1,275,000 in Proposition 1B funding from the FY09-10 and FY10-11 cycle to purchase three (3) thirty-five foot transit buses. The Board approved this program in FY08.

Staff has been evaluating thirty-five foot low floor vehicles available in the marketplace and has identified several options for buses manufactured by Gillig, El Dorado National, and New Flyer. These options are currently available to piggyback on, through contracts already executed with all the FTA required clauses. These thirty-five foot low floor vehicles have upgrade packages that include many custom options, including; digital on-board surveillance systems, automatic passenger counters, multiplex wiring systems, GFI fareboxes, and Luminator front, side and rear destination signs that would be useful to our customers and to our operations and maintenance team. Staff anticipates a twelve (12) to fifteen (15) month lead time for delivery, once an order is placed.

Staff Recommendation

Once funding is received and in order to expedite the purchasing process, staff requests the Board's concurrence to authorize the Executive Director to issue a Purchase Order to one of the vendors identified above for the procurement of three (3) thirty-five foot low floor buses at a price not to exceed \$1,275,000 which is budgeted for the procurement.

**SOUTH COUNTY AREA TRANSIT
MINUTES OF October 19, 2011 BOARD MEETING
ARROYO GRANDE CITY COUNCIL CHAMBERS**

C-2

Directors Present:	Jim Guthrie, Chairperson Shelly Higginbotham John Shoals	City Council Member, Arroyo Grande Mayor, Pismo Beach Mayor, Grover Beach
Directors Absent:	Paul Teixeira	County Supervisor, District 4
Staff Present:	Bob Perrault Steve Adams Kevin Rice Aimee Wyatt Tania Arnold Coleen Kubel Terry Berkeley Tim McNulty Anna Mafort-Lacy Phil Moores Chip Spence Eliane Wilson	City Manager, Grover Beach City Manager, Arroyo Grande City Manager, Pismo Beach Co-Interim Executive Director Co-Interim Executive Director SCAT Operations Supervisor SCAT Road Supervisor County Counsel Administrative Assistant Manager, RTA/SCAT Operations Administrative Services Officer San Luis Obispo Council of Governments

CALL TO ORDER AND ROLL CALL: Chairperson Jim Guthrie called the meeting to order at 1:02 p.m. Roll call was taken; a quorum was present.

PUBLIC COMMENT: Chairperson Guthrie asked for public comment on non-agenda items. There were none.

CLOSED SESSION: Conference with management representatives (Gov. Code Section 54957.6)

It is the intention of the Board to meet in closed session to have a conference with **Ms. Tania Arnold** and **Ms. Aimee Wyatt**, SCAT management representatives, to discuss the salary schedule of its unrepresented employees.

The Board went into Closed Session at 1:03 p.m. and returned to Open Session at 1:18 p.m.

OPEN SESSION: Chairperson Guthrie reported out of Closed Session, noting that no final action was taken and therefore, nothing to report.

INFORMATION AGENDA:

A-1 INTRODUCTIONS: Ms. Tania Arnold introduced Mr. Phil Moores, Manager, RTA and SCAT Operations, and Administrative Services Officer, Mr. Chip Spence. Both joined staff in September. She briefly discussed the background of each.

A-2 Executive Directors Report: Ms. Arnold updated the Board on recruitment efforts for the new executive director. She said the executive search committee will be meeting on November 2 to narrow down the list of candidates for final interviews. The date for these interviews will be determined, most likely on or before December 7.

Auditors were on-site the week of September 12 and conducted the SCAT audit for the previous fiscal year. Draft numbers came last week. She said the Board will get that information as soon as staff has final numbers. Ms. Arnold said ridership was up 14% in September and up 3% for over the fourth quarter over the previous fiscal year. July and August financials indicate fuel prices remain relatively high. Staff continues to monitor this and will provide an update at the January meeting.

She reviewed the productivity reports for July and August. SCAT continues to have strong fare box recovery ratios on all fixed routes, including the Avila Trolley.

Ms. Arnold concluded her report.

A-3 Marketing Report: Ms Aimee Wyatt began by giving an update on ridership for the summer break pass (SBP) promotion. Usage was at record levels for both Regional Transit Authority (RTA) and South County Area Transit, with SCAT having just over 6,000 riders using this pass. That's almost twice the number we've had previously. Rideshare did not see a high increase in pass sales. This indicates more uses per pass holder, including groups such as the YMCA. Other carriers reported moderate use, but not the increase experienced by RTA and SCAT.

Rideshare month is underway and Transit Tuesdays are going well. Ms. Coleen Kubel said the buses are at capacity in high-level areas. At times, there is standing room only. It's very favorable.

Ms. Wyatt said the "Save Gas Money, Ride the Bus" campaign is ongoing. She discussed the new SCAT travel mugs and the trial program allowing riders to bring spill-proof commuter mugs on board.

Halcyon Park and Ride construction has begun. Ms. Kubel briefed the group about this project and where they have begun to dig up the street. Ms. Wyatt said the shelter is ready and waiting the project's completion. This will be a visible and much-needed improvement.

Ms. Wyatt concluded her report.

Vice Chairperson John Shoals asked if there were plans for TV, newspaper, radio spots or other marketing to promote transit in South County. **Ms. Wyatt** said staff ran a series of four cable ads on Charter Communications over the last few weeks. This covered both RTA and SCAT. The ads followed the theme of “Save Gas Money, Ride the Bus.” There was also a brief ad about free Transit Tuesdays and the low cost for monthly bus passes. Staff also worked with Rideshare and did some community outreach, including a booth at the Arroyo Grande Harvest Festival. She talked about some of the ad copy and graphics that has been produced recently. She then discussed other avenues for marketing, such as ad space on the exterior of the buses.

Director Shelly Higginbotham asked we staff has noticed spikes in ridership on ride-free Tuesdays. **Ms. Kubel** answered yes. She said staff sees an increase every time we offer this type of promotion. It’s better this year because it is only one day each week, rather than a series of days. The buses are much more crowded. **Director Higginbotham** asked if staff has utilized public access Channel 20. **Ms. Wyatt** said an intern checked with all the city managers and one offered to provide some slides of the public meeting held at the Ramona Garden park. The planned scheduled change went on. She said it requires the right material but could be a good forum for specific target audience.

Chairperson Guthrie confirmed staff will provide more information regarding the summer break pass at the next meeting. He inquired if staff could determine origin and destination of these pass holders. **Ms. Wyatt** said staff could tell the Board what routes they were used on, but not the origin and destination. **Ms. Kubel** said the YMCA buys the majority of these passes in South County, and they go to specific places, including Shell Beach Elementary School, Harloe Elementary School, Avila Beach, the hot springs and the Sea Life Center. **Chairperson Guthrie** asked who buys the passes. **Ms. Kubel** said the YMCA buys the passes as part of the children’s fee. They ride the bus throughout the day almost every day. Another group travels between Oceano and the Arroyo Grande High School pool.

Vice Chair Shoals noted the intern rode the bus and asked if she approached major employers in the area. He asked if staff had conducted a survey and what obstacles they may foresee. He asked what kind of discussion has taken place. **Ms. Wyatt** said staff doesn’t currently have a plan for employer surveys, but more comprehensive surveys on customer perception is being considered in the next six months. This is always in coordination with San Luis Obispo Council of Governments (SLOCOG). Rideshare typically works with employer transportation choices and may have some things in the five cities that SCAT can key in on.

B. ACTION AGENDA:

B-1 Service Change Recommendation Based on South County Transit Plan: Chairperson Guthrie inquired about the service change recommendations to the SCAT Routes. **Ms. Wyatt** said the South County Transit Plan was finalized in March 2011 and recommended specific service changes based upon extensive route analysis, customer surveys and talking with people. She noted the entire plan is available online. The first recommendation was to split up Route 23 into two different loops—a larger and smaller loop—to help make

better connections. The change recommendations were to eliminate Strother Park on Route 24 due to time limitations. This was already approved and implemented in September. The second change recommendation for Route 24 originally was to send it to Arroyo Grande (AG) High School. This would allow students more service to the school in the morning and afternoon and reduce crowding. The second change to Route 24 was to eliminate Dinosaur Caves Park and run the bus down Oceano/Lagoon area. This was previously taken out of the Route 23 service area. The Board previously discussed the evaluation of serving Brisco Road. The study did not find this to be feasible.

Ms. Wyatt said the Avila trolley currently runs through Pismo Beach and turns around near Wadsworth and Dolliver. Staff recommends extending the route to the Premium Outlets. There are several benefits—it connects to Routes 21 and 24 and both Northbound and Southbound RTA Route 10. This would give the Avila Trolley added visibility and provide riders an opportunity to get from downtown Pismo Beach to the outlets. She said the disadvantages include extra mileage. Timing is also a challenge. It would be difficult to operate the trolley locally in both directions. We would lose the one hour turn-around time. Staff recommends taking the trolley on northbound highway 101 when heading back to Avila Beach. The trip would remain local through Pismo Beach southbound. The different routes may cause confusion.

Ms. Wyatt discussed the public outreach at Ramona Garden Park. Several people did additional outreach to let people know about the proposed changes. Staff was also at the AG Harvest Festival and the AG City Council meeting last week. There are no changes recommended for Route 21. Our recommendation on Route 24 is to keep existing service with a minor stop modification giving more pull-out space in the village, and remove the Dinosaur Park Caves stop and add the Oceano Lagoon. Additional recommendations are to extend the Avila Trolley and to split Route 23 into two loops.

Ms. Wyatt handed out draft schedules.

Director Higginbotham had questions about the Avila Trolley route and stops served on its way to the Premium Outlets. **Ms. Kubel** said the route would travel along Shell Beach Road and stay on Price Street all the way down through Pismo Beach. **Ms. Wyatt** said they would change the stop to Price Street at Stimson instead of the existing Dolliver stop between Wadsworth and San Luis.

Director Higginbotham inquired about the cost per hour to operate the trolley. **Ms. Wyatt** said it currently costs about \$60,000 for 1,000 hours of service—approximately \$60 per hour. **Director Higginbotham** confirmed the trolley is still free to ride. **Ms. Arnold** said we are not charging, but \$404 in donations was collected in August. The trolley had just over 8% fare box recovery ratio. This is from donations only. There are also funds from the Avila Community Foundation the City of Pismo Beach.

Director Higginbotham said having the trolley has been very positive. She was concerned about having the trial schedule run from November through April as this is the off-season. **Ms. Wyatt** agreed. She said staff had much discussion about running the service during the off-peak months. She said we reached nearly 20 riders per hour over the summer. The off-peak ridership is about 4-7 per hour. She said we need to look at the option of cutting off-season service hours for the next fiscal year and increasing service hours in the peak summer months. She

said the evaluation period during the winter months is being implemented because there is very little to lose. First, the cost for the extra mileage is minimal. Second, opportunities to provide extra transfer service and access to Avila Beach are a big plus. She said staff is not looking for huge increases. Rather we are assessing timing issues with connections and see how it works with partners. September had moderate ridership, with almost 10 per hour. She said ridership really began to increase in April and continued over the summer.

Director Higginbotham said she believes SCAT will have more support from CVB and some of the businesses if the trolley runs through the Pismo core. **Ms. Wyatt** said staff could try the local service and see how the timing plays out but pointed out Route 24 comes back to downtown Pismo Beach on a local run.

Ms. Wyatt briefly discussed possible bus stops along West Branch that may provide a connection between Routes 23 and 24.

Vice Chair John Shoals reviewed the new Routes 22 and 23. He observed Route 22 would arrive at Ramona Garden Park earlier than Routes 21, 23 and 24. **Ms. Wyatt** pointed out Cienega and 25th will be only served by Route 22, which may inconvenience some who need to make a connection. They can either wait until Route 23 returns to the Park or walk to The Pike and catch Route 23 for a faster destination.

Vice Chair Shoals inquired about Route 24 service to the Lagoon and if it will miss the Grover Beach Amtrak Station stop. **Ms. Kubel** said it will not deviate from the existing route and will service the Amtrak Station. **Vice Chair Shoals** pointed out there is no service on North Fourth Street. **Ms. Kubel** said we would have to reroute 21 to cover North Fourth Street. This will leave out service to Highway 1, or vice versa. That was the trade-off. Staff wanted to make a stop in North Grover Beach, which was added to Route 23 at Oak Park Boulevard.

Vice Chair Shoals said it is difficult to get from Oceano and Grover Beach to the Premium Outlets. The conversation continued regarding Routes 22, 23 and 24 and how proposed changes may shorten time passengers are on the bus.

Chairperson Guthrie had questions about the routes to AG high school two times each week day and how staff could service the students on Route 24. **Ms. Kubel** said if Route 24 ran to the high school and still served the AG City Hall stop before going to the Premium Outlets, the bus will be running very late. **Chairperson Guthrie** suggested blacking out some stops, the AG City Hall and perhaps all stops along Grand Avenue. For an exchange between Routes 23 and 24, he suggested stopping in front of Bank of America. **Ms. Kubel** said the stop is one block away from the bank because Route 24 turns at the Shell station. The goal is to have the two Routes park side-by-side so passengers do not have to cross the street. The Board also discussed the Traffic Way stop. **Ms. Kubel** said the problem with this stop is you cannot transfer anyone in a wheelchair. However, transfers are typically ambulatory pedestrians. The buses are already stopping here when requested. It is a 30-second stop where the bus pulls over to the curb and hits the hazard lights. By the time Route 24 arrives, it comes right behind and picks up the transfers. So far it is running smoothly. **Ms. Wyatt** said staff may need to make minor tweaks to the times and minutes.

Chairperson Guthrie inquired about people making connections. **Ms. Wyatt** said about two to seven (2-7) SCAT passengers transfer at Ramona Garden Park every hour. Passengers often transfer between Routes 21, 24 and RTA Route 10 at the Premium Outlets.

Director Higginbotham confirmed the proposed SCAT schedule changes would take place January 2, 2012. **Ms. Wyatt** confirmed this and recommended the Avila Trolley extension be approved to begin the first week of November.

Chairperson Guthrie opened public comment.

Ms. Eliane Wilson, San Luis Obispo Council of Governments, said she is impressed that SCAT decided to carry out the recommendations from the South County Transit Plan so quickly.

Chairperson Guthrie closed public comment.

Director Higginbotham asked if this item requires a motion to accept the recommendations. **Ms. Wyatt** answered yes. **Chairperson Guthrie** said he would like to see an amendment for a call out on the AG High School student routes. **Ms. Wyatt** asked if that was agreeable to everyone in Arroyo Grande.

Vice Chair Shoals asked if we can adopt staff recommendations without a resolution. **Mr. Tim McNulty** said the Board can adopt a staff recommendation without a resolution provided thorough meeting minutes are provided. Recommendations are found on page B-1-4, parts A and B.

Action Item B-1 was approved upon a motion by **Director Higginbotham** and seconded by **Vice Chair Shoals**. The motion carried on a roll call vote with **Director Teixeira** absent.

B-2 Pay scale implementation: **Ms. Arnold** said there was some question regarding when the pay scale should be implemented for all employees and if they should be put in place simultaneously. Staff recommends the pay scale be implemented at the beginning of the fiscal year and adjust for the two employees that did not receive that benefit. Staff will evaluate the budget and bring back any information at the January meeting. The hope is to keep the adjustment in line and freeze all merit-based raises for the remainder of the fiscal year.

Ms. Arnold completed her report.

Vice Chair Shoals wanted to make sure there was clarification that staff did not intend to rescind wage increases employees received. He confirmed the two employees who did not receive the wage increase will receive one. **Ms. Arnold** said this was correct. **Chairperson Guthrie** noted SCAT usually is able to show a surplus at the end of the fiscal year. He hoped we would have surplus at the end of this fiscal year as well.

Chairperson Guthrie opened public comment.

Chairperson Guthrie closed public comment.

Director Shoals said in this era when many public employees in various jurisdictions are facing furloughs and pay cuts, it is nice SCAT employees received merit-based raises. He wanted them to keep the raises in place but suggested staff may need to take a look at the budget going forward.

Action Item B-2 was approved upon a motion by **Vice Chair Shoals** and seconded by **Director Higginbotham**. The motion carried on a roll call vote with **Director Teixeira** absent.

C. CONSENT AGENDA: Consent Agenda Items were approved upon a motion by **Vice Chair Shoals** and seconded by **Director Higginbotham**. The motion carried on a voice vote with **Director Teixeira** absent.

D. DIRECTORS' COMMENTS: **Director Shoals** thanked **Ms. Arnold** and **Ms. Wyatt** for their job as co-interim executive directors.

Director Higginbotham also congratulated **Ms. Arnold** and **Ms. Wyatt** on their job as co-interim executive directors. Everyone is working hard to keep the ship afloat. She said the schedule changes look like they will be effective and positive for riders.

E. EXECUTIVE COMMITTEE MEMBERS' COMMENTS: **Committee Member Mr. Bob Perrault** echoed Board comments. He agrees with **Director Shoals** that a direct connection between Ramona and the Outlets, it could increase long term ridership. He suggested looking at procuring a small commuter bus to run direct service a couple times a day if grant opportunities become available.

Committee Member Mr. Kevin Rice was happy to see the significant increase in ridership numbers. He thanked staff for their hard work on the trolley.

F. ADJOURNMENT: The meeting was adjourned at 2:23 pm.

Respectfully submitted,
Anna Mafort-Lacy
Administrative Assistant