



## MEETING NOTICE & AGENDA

**DATE:** Thursday, May 18, 2017

**TIME:** 4:00 P.M.

**PLACE:** Yuba County Board of Supervisors Chambers  
Yuba County Government Center  
915 8<sup>th</sup> Street  
Marysville, California

### **I. Call to Order & Roll Call**

Cardoza, Didball (Chair), Fletcher, Leahy, Pedigo, Sullenger, Whiteaker and Whitmore (Vice-Chair)

### **II. Public Business from the Floor**

Members of the public may address the Authority on items of interest that are within the Authority's jurisdiction and are not on the agenda for this meeting. Public comment regarding agenda items will be permitted as each agenda item is considered by the Board.

### **III. Consent Calendar**

All matters listed under Consent Calendar are considered to be routine and can be enacted in one motion. There will be no separate discussion of these items prior to the time the Board votes on the motion unless members of the Board, staff or public request specific items to be discussed or removed from the Consent Calendar for specific action.

- A. Minutes from the Meeting of April 20, 2017. (Attachment)
- B. Disbursement List for April 2017. (Attachment)

### **IV. Reports**

- A. **Yuba-Sutter Transit Operating and Capital Budget for FY 2017/2018.** Presentation of the final draft budget for review and approval consideration. (Attachment)

RECOMMENDATION: Adopt Resolution No. 5-17 approving the FY 2017/2018 budget as proposed or amended.

- B. **Local Transportation Fund (LTF) Apportionment for FY 2017/2018.** (Attachment)

RECOMMENDATION: Adopt Resolution No. 6-17 establishing the LTF contributions for each member jurisdiction for FY 2017/2018 as proposed or amended.

- C. **Set a Public Hearing on Yuba-Sutter Transit's FY 2017/2018 Federal Funding Applications.**

RECOMMENDATION: Set a public hearing for 4:00 p.m. on Thursday, July 20, 2017 to receive comments on Yuba-Sutter Transit's FY 2017/2018 federal funding applications.

- D. Administrative Staffing Change.** Review and consideration of the proposed job description and salary scale for a new Program Analyst I/II position. (Attachment)

RECOMMENDATION: Approve the Program Analyst I/II job description and salary scale and authorize the Transit Manager to fill this position as proposed.

- E. Targeted Green Infrastructure Fund (TGIF) Grant Program.** Review and consideration of a proposed application under a new Sacramento Metropolitan Air Quality Management District (SMAQMD) grant program. (Attachment)

RECOMMENDATION: Authorize the submission of an application under the TGIF program for specified bus stop enhancements as proposed.

- F. Revised Transit Advertising Policy.** (Attachment)

RECOMMENDATION: Adopt the revised Transit Advertising Policy as proposed or amended.

- G. Transit Advertising Program Request for Proposal (RFP).** (Attachment)

RECOMMENDATION: Authorize release of the Transit Advertising Program RFP as proposed or amended.

- H. Project & Program Updates.**

1. New Staff Introduction (Adam Hansen, Planning Program Manager)
2. Pass & Ticket Outlet Changes
3. Connect Card Implementation
4. Transdev Contract Extension Authorization

**V. Correspondence/Information**

**VI. Other Business**

**VII. Adjournment**

**THE NEXT REGULAR MEETING IS SCHEDULED FOR THURSDAY, JUNE 15, 2017  
AT 4:00 P.M. IN THE YUBA COUNTY BOARD OF SUPERVISORS CHAMBERS**

P:\YST Agenda Items\AGENDA May 18 17.doc

If you need assistance to attend the Yuba-Sutter Transit Board Meeting, or if you require auxiliary aids or services, e.g., hearing aids or signing services to make a presentation to the Board, please contact the Yuba-Sutter Transit office at (530) 634-6880 or (TTY) 634-6889 at least 72 hours in advance so such aids or services can be arranged.

## AGENDA ITEM III – A

### YUBA-SUTTER TRANSIT AUTHORITY MEETING MINUTES APRIL 20, 2017

#### **I. Call to Order & Roll Call**

Keith Martin called the meeting to order at 4:00 p.m. With the absence of the Chair and Vice-Chair, Director Leahy nominated Director Cardoza as the Acting Chair for the meeting. Director Fletcher seconded the motion and it carried unanimously.

Present: Cardoza, Fletcher, Leahy, Sullenger, Whiteaker, Cleveland (for Didbal), and McKenzie (for Whitmore)

Absent: Didbal, Pedigo and Whitmore

#### **II. Public Business from the Floor**

None

#### **III. Consent Calendar**

Director Whiteaker made a motion to approve the consent calendar. Director Leahy seconded the motion and it carried unanimously with Director Fletcher abstaining.

Martin noted that there is no performance report due to the staffing shortage. He stated that March ridership was down compared to last year, but that it was improved over the year-to-date trend. Martin noted that staff expects to catch up with all performance reports by the June meeting.

#### **IV. Reports**

##### **A. Revised Draft Yuba-Sutter Transit Operating and Capital Budget for FY 2018.**

Martin introduced the revised draft operating and capital budget for FY 2018 which includes detailed assumptions regarding each of the revenue and expense items. He noted that the major change from the preliminary draft budget that was presented at the March meeting is the recognition of the recently passed and soon to be signed Senate Bill (SB) 1. While this measure will result in increased State Transit Assistance (STA) revenue, it will also increase the cost for diesel fuel due to a 20 cent per gallon increase in the excise tax on diesel fuel as well as a new 3.5 percent sales tax on diesel fuel sales.

Martin added that the SB 1 impacts have yet to be fully calculated and that staff has been rather conservative in budgeting for the new revenue as any surplus can be carried forward into future years. He did note that staff is no longer recommending an immediate fare increase for the Live Oak and Wheatland services as the new STA projections would reverse the negative trend that had been projected for these two non-member jurisdictions.

After reviewing a number of the budget considerations listed in the staff report, Martin noted that he would like to reconsider a recommendation from the 2015 Yuba-Sutter Short Range Transit Plan (SRTP) to add a new junior or mid-range administrative staff position in FY 2017. While this position was not included in the FY 2017 or the draft FY 2018 budget, staff is now recommending that it be considered as the loss of the incumbent Planning Program Manager and the number of major projects in the pipeline has illustrated the immediate need for additional staffing. This new position would assist in project implementation; data development and analysis; and, compliance with ever increasing Federal and State mandates and reporting requirements.

To illustrate this issue, Martin provided the Board with a handout from the 2015 SRTP in which Yuba-Sutter Transit's administrative staffing level was compared to similar agencies with most having two times or more full-time equivalent positions. While it is likely that this disparity has certainly not improved since this comparison was done, Martin noted that additional professional staff capacity is needed now. He added that the interviews that were held last Friday for the vacant Planning Program Manager position revealed an opportunity to leverage that process for this purpose. As a result, staff is now recommending that a proposed job description and salary scale for a new Program Analyst position be developed for Board consideration at the May meeting and that an allowance be provided for that position in the revised final draft budget to be presented at the same meeting. With Board consent, staff would then select from the Program Manager interview list along with anyone internally who would desire to compete for this position.

In response to an invitation for Board comments or questions, Director Fletcher asked what caused the jump under the miscellaneous professional expenditures from \$10,000 in FY 2016/17 to \$140,000 in FY 2017/18. Martin responded that that \$120,000 of that increase is for consultant services to complete the Route 1 Corridor Enhancement Plan with nearly all of this cost off-set by a State planning grant.

Director Whiteaker inquired as to how soon new staff could be brought on board. Martin responded that it could happen rather quickly assuming the Board authorizes the position at the May meeting and the Program Manager I/II list is used exclusively. He added that the Yuba County Personnel Department staff who has been assisting with the Program Manager hiring process has confirmed that a lesser position than that which was applied for can be offered and accepted with no obligation to advertise the new position.

It was the consensus of the Board that a job description and salary scale be developed for a new Program Analyst position for consideration at the May meeting.

#### **B. Connect Card Implementation Plan and Schedule.**

Martin stated that a copy of the most recent version of the adopted Connect Card Implementation Plan was included in the agenda packet with proposed changes to that plan noted in red for Board consideration. The first proposed change would occur June 1<sup>st</sup> when Sacramento punch cards and discounted ticket books would no longer be sold. These fare products would still be accepted on the bus as they are now for one year. The second change would be to limit the exchange of these products only for pass products loaded on a Connect Card. For accounting purposes, they could not be exchanged for cash value on a Connect Card. The last change would be to establish that all monthly passes whether paper or plastic would expire on the first calendar day of the following

month which is now the case with a Connect Card due to software limitations. Staff is proposing that this policy become effective on July 1<sup>st</sup>.

Director Cleveland asked if the money is deducted from the card when it is tapped on the bus. Martin responded that the tap device on the bus deducts the fare with each boarding as appropriate whether it is a cash or monthly pass transaction.

Director Whiteaker made a motion to approve the revised Connect Card transition plan as proposed. Director Leahy seconded the motion and it carried unanimously.

C. **Sub-Recipient Agreement with the Sacramento Area Council of Governments (SACOG) for State Proposition 1B (PTMISEA) Bond Funds.**

Martin stated that this is a routine agreement with SACOG for the transfer of approximately \$3.4 million in State PTMISEA funds towards the purchase of seven replacement commuter buses for approximately \$4.4 million dollar with the balance to be funded from Federal and State sources. Martin added that the project is currently out to bid as part of a three agency joint procurement process lead by the City of Fairfield.

Director Leahy made a motion to authorize execution of the sub-recipient agreement as submitted. Director Whiteaker seconded the motion and it carried unanimously.

D. **One Year Indexed Extension of the Transdev Services, Inc. Transit Operations Agreement.**

Martin stated that the current Transdev contract includes three years with fixed rates followed by two optional years at Yuba-Sutter Transit's sole discretion. The initial three year period will end September 30, 2017 and staff is now seeking Board authorization to exercise the first one year option. Pursuant to the contract, the pricing for option years are to be increased based on a defined consumer price index within a range of between 2 and 4 percent.

Martin noted that a copy of the referenced index table was provided in the agenda packet and that the resulting change for the first year option has been calculated at 2.74 percent. Based on this relatively low percentage figure and satisfactory performance over the last three years, Martin stated that staff is recommending that the Board conditionally authorize a one year extension of the Transdev Services, Inc. agreement subject to Caltrans concurrence.

Director Whiteaker made a motion to approve the conditional indexed extension of the existing Transdev Services, Inc. agreement as proposed. Director Fletcher seconded the motion and it carried unanimously.

E. **California Governor's Office of Emergency Services Disaster Relief Grant Application Authorization.**

Martin stated that Yuba-Sutter Transit's expenses during the February Lake Oroville emergency spillway incident was about \$6,200 and that the agency is eligible for the reimbursement of 75 percent of these expenses with certain conditions. He noted that the attached resolution would authorize the Transit Manager and the Finance Program Manager to execute all required assurances and agreements pertaining to state disaster assistance on behalf of the Yuba-Sutter Transit Authority.

Director Whiteaker made a motion to approve Resolution No. 4-17 authorizing the Transit Manager and the Finance Program Manager to execute all required assurances and agreements pertaining to state disaster assistance on behalf of the Yuba-Sutter Transit Authority. Director Fletcher seconded the motion and it carried unanimously.

F. **Projects & Program Updates.**

1. **Pass & Ticket Outlet Changes**

Martin stated staff had received notice from the Bel-Air Market about a month ago that the Yuba City store would not sell transit passes and tickets at their customer service counter after April 22, 2017. This resulted in a search for locations with extended (evening and weekend) hours which included approaching the two counties about using their main libraries for this purpose. Martin is happy to report that the Yuba County Board of Supervisors will be considering this issue at their April 25<sup>th</sup> meeting and Sutter County is not far behind. Both counties would receive a 3 percent commission on sales which is the same amount that was paid to Bel Air Market.

2. **Administrative Staff Recruitment (Planning Program Manager I/II)**

Martin stated that a conditional offer has been made to a well-qualified candidate and he is currently undergoing the necessary back ground checks. Staff hopes to have him on board in time to introduce him at the May 18<sup>th</sup> meeting.

3. **Allyn Scott Youth & Community Center (ASYCC) Parking Lot Lighting Project**

Martin stated that lighting project for the shared parking lot between a Yuba-Sutter Transit and the ASYCC was completed today. Martin noted that this project, which will be a great asset for both organizations, was completed with State bond funds.

4. **Feather River Air Quality Management District (FRAQMD) Mini-Grant BikeLid Project**

Martin invited the Board to check out the new BikeLid that is now installed at the Government Center Transit Center. He noted that this project was funded primarily through a mini-grant from FRAQMD.

5. **Commuter Bus Replacement Request for Proposals (Proposals Due June 21<sup>st</sup>)**

Noting that this project was discussed earlier on the agenda, Martin stated that manufacturer proposals will be due June 21<sup>st</sup>.

6. **Connect Card Public Kick-Off Event (9:30 a.m. on Thursday, June 15<sup>th</sup> in the Raley Field Parking lot in West Sacramento**

Martin informed the Board that they would be receiving invitations to the public kick-off event for the Connect Card program in June.

7. Targeted Green Infrastructure Program Funding from the Sacramento Metropolitan Air Quality Management District

Martin stated this is a new lottery based source for small projects up to a maximum of \$40,000 and that is available for projects from throughout the six county SACOG region. Martin added that staff is looking at this as a possible funding source for the long anticipated Johnson Park bus stop improvements and that he is planning on bringing a project at the May meeting for authorization consideration.

**V. Correspondence/Information**

None

**VI. Other Business**

None

**VI. Closed Session**

**A. Public Employee Performance Evaluation Pursuant to Government Code Section 54957.  
Position Title: Transit Manager**

The meeting was adjourned to closed session at 4:38 p.m. The Board returned from closed session at 4:45 p.m. and Director Cardoza announced that no reportable action had been taken in closed session.

**VII. Adjournment**

The meeting was adjourned at 4:45 p.m.

**THE NEXT REGULAR MEETING IS SCHEDULED FOR THURSDAY, MAY 18, 2017  
AT 4:00 P.M. IN THE YUBA COUNTY BOARD OF SUPERVISORS CHAMBERS**

**AGENDA ITEM III-B  
YUBA-SUTTER TRANSIT  
DISBURSEMENT LIST  
MONTH OF APRIL 2017**

CHECK NO.	AMOUNT	VENDOR	PURPOSE
EFT	\$ 7,319.34	PERS HEALTH	HEALTH INSURANCE
EFT	\$ 1,524.14	PRINCIPAL MUTUAL LIFE INSURANCE	L/D/LTD INSURANCE
EFT	\$ 249.22	CALIFORNIA WATER SERVICE	WATER
EFT	\$ 33.04	CALIFORNIA WATER SERVICE	FIRE SUPPRESSION
EFT	\$ 580.23	PG&E	ELECTRIC
EFT	\$ 2,661.96	PG&E	ELECTRIC BILL #2
EFT	\$ 421.65	PG&E	GAS
EFT	\$ 125.00	PG&E	PARKING LOT LIGHTING - SET-UP
EFT	\$ 182.81	ATT - SECURITY LINE	SECURITY LINE - APRIL
EFT	\$ 70.00	AT&T - UVERSE	INTERNET APRIL
EFT	\$ 803.56	TELEPACIFIC COMMUNICATIONS	TELEPHONE
EFT	\$ 108.81	UTILITY MANAGEMENT SERVICES	SEWER
EFT	\$ 250.00	CALPERS 457 PLAN	EMPLOYER CONTRIBUTION
EFT	\$ 162.35	CARDMEMBER SERVICES	RABOBANK CREDIT CARD
EFT	\$ 400.00	FRANCOYTP-POSTALIA, INC.	POSTAGE RESET
EFT	\$ 128.52	ELAVON	MERCHANT SERVICE FEE - MARCH
EFT	\$ 224.10	PRIMEPAY	PAYROLL FEE
EFT	\$ 34,414.05	PAYROLL	PAYROLL
15498	\$ 695.00	ALL SEASONS TREE & TURF CARE	LANDSCAPING MAINTENANCE & PEAR TREES SPRAYED
15499	\$ 2,368.46	BIKELID LLC	BIKELID
15500	\$ 14,427.57	BOYETT PETROLEUM	BUS FUEL
15501	\$ 175.00	CALIF. TRANSIT ASSOCIATION	SPRING CONFERENCE FEE
15502	\$ 144.76	KEITH MARTIN	3RD QTR REIMBURSEMENTS
15503	\$ 349.00	LETTER PUBLICATIONS	ANNUAL SUBSCRIPTION
15504	\$ 157.83	MATTHEW MAUK	3RD QTR REIMBURSEMENTS
15505	\$ 14,905.10	MERRIMAC ENERGY GROUP	BUS FUEL
15506	\$ 75.00	PASSENGER TRANSPORT	ANNUAL SUBSCRIPTION
15507	\$ 220.76	QUILL CORP	JANITORIAL SUPPLIES
15508	\$ 1,100.00	R.C. JANITORIAL SERVICE	JANITORIAL SERVICE
15509	\$ 324.00	RALEY'S	MARCH COMMISSION
15510	\$ 1,476.00	RICH, FUIDGE, LANE & BORDSEN, INC.	LEGAL SERVICES
15511	\$ 385.00	SACRAMENTO REGIONAL TRANSIT	MARCH RT PASSES
15512	\$ 40.00	SHELBY'S PEST CONTROL	PEST CONTROL
15513	\$ 26.22	SIMONE REED	3RD QTR REIMBURSEMENTS
15514	\$ 320.51	STAPLES CREDIT PLAN	OFFICE SUPPLIES
15515	\$ 1,449.78	TAPCO	BUS SIGNS
15516	\$ 373,918.86	TRANSDEV SERVICES, INCL	CONTRACT SERVICES - FEBRUARY
15517	\$ 135.00	TRANSIT TALENT.COM	RECRUITMENT AD
15518	\$ 33.64	AT&T	FIRE LINE
15519	\$ 1,000.00	ACTION FENCING	REMOVE BIKE LOCKER & INSTALL BIKELID
15520	\$ 199.29	ADVANCED DOCUMENT CONCEPTS	COPY MACHINE - MARCH
15521	\$ 450.00	DIGITAL DEPLOYMENT	WEB SERVICES - APRIL
15522	\$ 538.28	MACK'S AUTO BODY & PAINT	REMOVE OLD PAINT & REPAINT BUS #1671
15523	\$ 1,059.77	QU.EST	MAINTENANCE OF BUS STOPS/SHELTERS
15524	\$ 40.00	SHELBY'S PEST CONTROL	PEST CONTROL
15525	\$ 187.50	SMART MARKETING & PRINTING	MARKETING CONSULTATION
15526	\$ 446.97	STANLEY SECURITY SOLUTIONS, INC.	SECURITY SERVICES - MAY
15527	\$ 606.68	STATE BOARD OF EQUALIZATION	JAN - MAR BUS FUEL TAX
15528	\$ 584.25	STATE COMPENSATION INSURANCE FUND	STATE COMP INSURANCE
15529	\$ 646.16	STOTT OUTDOOR ADVERTISING	INSTALLED 41 NO-SMOKING SIGNS
15530	\$ 200.00	STATE WATER RESOURCES CONTROL BOARD	ANNUAL PERMIT FEE
15531	\$ 384.29	U.S. BANK EQUIPMENT FINANCE	COPIER LEASE
15532	\$ 114.76	VERIZON	CONNECT CARD WIRELESS
15533	\$ 100.00	JIM WHITEAKER	AD HOC MTG & BOARD MEETING 4/20
15534	\$ 50.00	MANNY CARDOZA	BOARD MEETING 4/20
15535	\$ 100.00	MICHAEL LEAHY	AD HOC MTG & BOARD MEETING 4/20
15536	\$ 50.00	RANDY FLETCHER	BOARD MEETING 4/20
15537	\$ 50.00	RON SULLENGER	BOARD MEETING 4/20
15538	\$ 50.00	STANLEY CLEVELAND	BOARD MEETING 4/20
15539	\$ 50.00	STEPHANIE MCKENZIE	BOARD MEETING 4/20
	<b>\$ 469,294.22</b>		

**LAIF  
TRANSFERS**

NO LAIF TRANSFERS



AGENDA ITEM IV – A  
STAFF REPORT

**YUBA-SUTTER TRANSIT OPERATING AND CAPITAL BUDGET  
FOR FY 2017/2018**

**Summary**

Attached for Board review and discussion is the final draft Yuba-Sutter Transit operating and capital budget for FY 2018 which has been modified from the version that was presented at the April meeting. Operating expenses for FY 2018 are now budgeted at \$7,181,300 which is up \$20,000 from the April version due largely to proposed staffing changes. Capital expenses for FY 2018 are now budgeted at \$6,796,200 which is up \$1,671,200 from the April version due primarily to the need to include the planned 2019 replacement of ten demand response buses in FY 2018 for programming purposes.

The Yuba Sutter Transit Authority Joint Powers Agreement (JPA) stipulates that a proposed budget be submitted to the Board by the end of March prior to the start of each fiscal year and that a final budget be adopted by the end of May. This adoption schedule is designed to provide early notice to the member jurisdictions of the annual apportionment of Local Transportation Fund (LTF) contributions for inclusion in their own budget process.

**Current Year (FY 2017) Budget Projections**

Projected year-end operating expenses for FY 2017 are now expected to be \$74,000 (1.1 percent) below the budgeted amount of \$6,857,900. This small savings is primarily due to lower fuel prices which more than off-set how special grant funded project expenditures are now being expensed rather than capitalized. While savings are expected to be realized in several line items, the major positive expense factor continues to be lower than expected fuel prices. Representing nearly 10 percent of the operating budget, fuel is by far the most volatile line item over the years, but Yuba-Sutter Transit's year-to-date average price for diesel fuel is now \$1.94 per gallon compared to a budgeted average of \$2.30 per gallon. Experience indicates that this situation can change quickly and the currently projected year-end savings of \$101,000 in fuel costs could erode quickly if fuel prices should suddenly spike upward.

On the revenue side, current year fare receipts are now projected to be \$98,000 less (7 percent) than budgeted due to a two year downward ridership trend made even worse by historic rainfall totals this winter and the February evacuation order. Other negative revenue factors include a \$283,600 reduction (37 percent) in State Transit Assistance (STA) revenue from what was originally expected to be received for FY 2017 along with a \$110,000 reduction (44 percent) in the use of Federal Transit Administration (FTA) Section 5311 rural funding for operating assistance. The major positive revenue impacts are the recognition of matching grant revenues for special grant funded project expenditures and an increase in advertising revenue derived from bus exterior, bus shelter and bus bench advertising program.

## **FY 2018 Budget Estimates**

The draft operating budget is essentially a status quo document as staff is not recommending any significant service, fare or organizational changes for FY 2018 except for the proposed addition of one new mid-level administrative staff position. The need for this position was discussed at the April meeting and it will be presented for authorization consideration later on this same agenda. Other service, fare and organizational changes that had been recommended in the Yuba-Sutter Short Range Transit Plan (SRTP) for consideration in FY 2017 and FY 2018 are still being deferred due to the current negative ridership trend and the uncertain impact of the on-going roll-out of the Connect Card electronic fare card system.

Despite this conservative approach, the revised draft operating budget of \$7,181,300 represents an increase of 4.7 percent (\$323,400) over the adopted FY 2017 budget and an increase of 5.9 percent (\$397,400) over the projected year end figure for FY 2017. The largest component of the operating budget is the existing service contract with Transdev Services, Inc. The initial three year term of this contract will expire on September 30, 2017, but two indexed one year extension options are available at Yuba-Sutter Transit's sole discretion. The first of these extensions was authorized at the April Board meeting resulting in a 2.74 percent increase in contract related expenses. For some perspective, combined contract expenses represent 73 percent of the proposed FY 2018 operating budget.

The next largest budget expense (10 percent) is for diesel fuel which has been a major budget variable in recent years with wide swings both up and down. For FY 2018, fuel prices are being budgeted just as they were for FY 2017 with an additional allowance of \$55,000 for the partial first year impact for the SB 1 increase in diesel sales and excise taxes. Two additional noteworthy increases in expenditures are those related to the administration of the Connect Card (an additional \$77,000 in Account #010.50300) and the Route 1 Corridor Enhancement Plan project (a total of \$120,000 in Account #160.50309 of which \$20,000 is now posted as a current year expense) though all but \$13,800 of these expenditures are expected to be offset by matching state grant revenues.

The most significant revenue assumptions in the revised draft operating budget include the expected stabilization of ridership and the resulting impact on fare revenue; a conservative first year estimate of increased STA funding resulting from the recent passage of the state transportation funding measure (SB 1); and, the relative distribution of STA funding between operating and capital uses. Based on these and other assumptions, the amount of the Local Transportation Fund (LTF) contributions from the member jurisdictions would be essentially unchanged (up \$8,500) from the amount that was budgeted for FY 2017. The budget also assumes a similar though slightly lower level of Federal funding for operations compared to what was budgeted for FY 2017.

The draft FY 2018 capital budget of \$6,796,200 has been increased by nearly \$1.7 million since April. The new figure now includes the planned 2019 replacement of ten demand response buses for programing purposes and the emergency back-up generator

project for the Marysville facility that is being funded with State Proposition 1B Safety and Security Bond Funds. The remaining capital projects that are largely being carried over from FY 2017 include the replacement of seven commuter buses and a number of smaller capital projects. These smaller projects include long delayed accessibility improvements on North Beale Road that are being funded by three Federal grants in coordination with Yuba County; bus stop enhancements being funded with State Low Carbon Transit Operations Program; and, facility security improvements and system technology upgrades being funded through the State Transit Safety and Security Grant program. Yuba County expects to break ground on the North Beale Road improvements in June so this project should be completed by the end of the new fiscal year.

### **Other Considerations**

In addition to the above, the draft FY 2018 budget includes several other expense and revenue assumptions for consideration:

- Other than the proposed addition of a fifth administrative position to be considered later on this agenda and the previously approved one year increases in discount senior fare eligibility to age 65 effective September 1, 2017, no major SRTP related service, program or policy recommendations are expected to be implemented before FY 2019. Due to reduced ridership since FY 2015, most SRTP service recommendations have been delayed indefinitely while other recommendations for technology improvements and bus stop enhancements; key planning studies; and, the replacement of seven commuter buses are still programmed for FY 2018 and beyond.
- Continuation of the Regional Waste Management Authority (RWMA) consulting agreement for FY 2018.
- No fare increases or significant service reductions are included in the revised draft budget. With a budgeted FY 2018 farebox recovery ratio of approximately 18.1 percent (compared to a 20 percent goal and a minimum requirement of 14.6 percent), possible fixed route and Dial-A-Ride fare increases will likely be a consideration for the FY 2019 budget, but staff is reluctant to propose any immediate changes during the current transition to the Connect Card system. Due to the passage of SB 1, the previously proposed increase in rural route fares is no longer an immediately consideration as the Live Oak and Wheatland STA fund balances should begin trending in a positive direction in FY 2018.
- The revised draft budget assumes the continued use of a high level of Federal transit funding for operating expenses, but there is now some uncertainty regarding the future of such funding under the new administration.
- While the Connect Card regional fare card system should ultimately result in some operating cost savings for fare collection and improved on-time performance, there will also be a cost impact for administration of the program.

For FY 2018, these funds are expected to be covered entirely with funding from the State Low Carbon Transit Operations Program (LCTOP) account. The combined impact, whether positive or negative, will not be known until the transition to the new system is complete. Because this transition process is expected to take six months or more, staff is budgeting for both Connect Card revenues and expenses rather conservatively with the understanding that this will be a major and unavoidable budget risk.

- Continued funding from the Feather River Air Quality Management District (FRAQMD) for the Live Oak service expansion and the deeply discounted monthly youth, senior and disabled discount pass program at a level similar to what is being provided for 2017. Without renewed funding, these programs will now expire on December 31, 2017. Higher passenger out of pocket costs would likely have a significant impact on both ridership and fare revenue.

Staff will be prepared at the meeting to discuss the above issues as well as the final draft budget in as much detail as desired.

**RECOMMENDATION:** Adopt Resolution No. 5-17 approving the FY 2017/2018 budget as proposed or amended.

**Attachments:** Resolution No. 5-17  
Final Draft Operating and Capital Budget for FY 2018  
Final Draft FY 2018 Budget Assumptions

P:\yst agenda items\Final Draft Budget Item IV-A 5-17.doc

*YUBA-SUTTER TRANSIT AUTHORITY*

*RESOLUTION NO. 5-17*

***FISCAL YEAR 2017/2018 BUDGET ADOPTION***

*WHEREAS, The Yuba-Sutter Transit Authority was formed in 1975 for the purpose of providing public transit services to the residents of the Bi-County Area; and,*

*WHEREAS, Pursuant to Paragraph 4 of the Yuba-Sutter Transit Authority Joint Powers Agreement, as amended, the Board of Directors shall adopt a final budget on or before May 31 of each year for the fiscal year commencing July 1; and*

*WHEREAS, The proposed budget for the fiscal year ending June 30, 2018 reflects operating expenditures of \$7,181,300 and capital expenditures of \$6,796,200.*

*NOW, THEREFORE, BE IT RESOLVED that the Yuba-Sutter Transit Authority Board of Directors does hereby adopt the Fiscal Year 2017/2018 budget by the following vote:*

*Ayes:*

*Noes:*

***THE FOREGOING RESOLUTION WAS DULY AND REGULARLY INTRODUCED, PASSED AND ADOPTED BY THE YUBA-SUTTER TRANSIT AUTHORITY AT A REGULAR MEETING HELD ON MAY 18, 2017.***

---

*Preet Didball, Chairman of the Board*

***ATTEST:***

*Sandra Anderson  
Secretary to the Board*

**YUBA-SUTTER TRANSIT AUTHORITY  
FINAL DRAFT FY 2017/2018 OPERATING BUDGET**

REVISED MAY 10, 2017

	FY 2014/2015 Budget	FY 2014/2015 Audited	FY 2015/2016 Budget	FY 2015/2016 Audited	FY 2016/2017 Budget	FY 2016/2017 Projected	FY 2017/2018 Final Draft Budget
<b>Operations Expenditures</b>							
010.50300 Services - Other Maintenance	100,000	96,857	100,000	127,934	120,000	160,000	190,000
010.50401 Fuel and Lubricants	937,300	715,212	828,000	513,681	651,000	550,000	699,000
010.50402 Tires and Tubes	54,600	58,431	64,400	71,218	70,000	70,000	70,000
010.50499 Other Materials and Supplies Consumed	60,000	149,188	70,000	121,744	120,000	190,000	60,000
010.50500 Utilities - Electric and Gas	48,000	42,568	48,000	43,929	48,000	48,000	50,000
010.50501 Utilities - Water and Sewer	5,200	5,211	5,500	4,752	5,500	5,000	5,500
010.50600 Casualty and Liability Costs - Operations	262,000	258,882	268,600	269,037	277,300	277,000	284,500
010.50800 Services - Contract Operations	4,490,000	4,448,164	4,647,000	4,697,981	4,856,000	4,800,000	4,960,000
010.50801 Services - Out of Contract	12,500	9,200	12,500	9,782	12,000	17,000	12,000
Subtotal - Operations	\$5,969,600	\$5,783,713	\$6,044,000	\$5,860,058	\$6,159,800	\$6,117,000	\$6,331,000
<b>Administration Expenditures</b>							
160.50102 Salaries and Wages - Admin. Staff	255,000	266,865	278,000	312,600	355,000	345,000	383,700
160.50200 Fringe Benefits - Admin. Staff	120,000	118,942	150,000	123,423	165,000	168,000	186,300
160.50301 Services - Accounting	2,000	1,407	2,000	2,067	2,300	2,300	2,500
160.50302 Services - Legal	12,000	10,582	12,000	9,266	12,000	5,000	12,000
160.50303 Services - Printing and Copying	35,000	31,944	35,000	36,119	40,000	30,000	40,000
160.50309 Services - Miscellaneous Professional	106,000	104,373	20,000	1,301	20,000	24,400	114,000
160.50499 Materials and Supplies - Office & Postage	11,000	14,262	15,000	9,123	15,000	12,000	15,000
160.50502 Utilities - Telephone & Internet	7,500	7,126	9,000	11,169	13,000	13,000	15,000
160.50900 Miscellaneous Expense - Insurance and Bond	30,000	25,260	33,000	22,552	33,000	33,000	33,000
160.50901 Miscellaneous Expense - Dues & Subscriptions	3,500	4,815	4,800	3,507	6,000	5,000	6,000
160.50902 Miscellaneous Expense - Travel and Meetings	6,000	5,585	6,000	4,675	7,000	3,500	7,000
160.50903 Miscellaneous Expense - Board of Directors	5,000	3,550	4,800	3,650	4,800	4,100	4,800
160.50904 Miscellaneous Expense - Media Adv. and Promo.	15,000	18,580	20,000	5,481	20,000	10,600	20,000
160.50909 Miscellaneous Expense - Other	1,000	1,653	3,500	2,840	5,000	11,000	11,000
Subtotal - Administration	\$609,000	\$614,944	\$593,100	\$547,773	\$698,100	\$666,900	\$850,300
Total Expenditures	\$6,578,600	\$6,398,657	\$6,637,100	\$6,407,831	\$6,857,900	\$6,783,900	\$7,181,300

		FY 2014/2015 Budget	FY 2014/2015 Audited	FY 2015/2016 Budget	FY 2015/2016 Audited	FY 2016/2017 Budget	FY 2016/2017 Projected	FY 2017/2018 Final Draft Budget
Operating Revenue								
40100	Passenger Fares	1,375,000	1,424,757	1,430,000	1,310,781	1,375,000	1,275,000	1,275,000
40200	Special Transit Fares	35,500	21,922	20,000	24,027	21,500	23,500	21,000
40600	Auxiliary Revenue (Bus, Shelter & Bench Advertising)	25,000	28,398	25,000	27,414	28,000	37,000	50,000
40700	Non-Transportation Revenue (Interest)	2,000	1,060	1,000	1,152	1,000	2,500	2,000
40709	Non-Transportation Revenue (RWMA, Misc.)	10,000	9,571	17,000	68,018	65,000	67,000	67,000
40900	Local Transportation Funds (LTF)	1,837,100	1,716,203	2,336,100	2,125,725	2,491,500	2,470,410	2,500,000
40901	Local Cash Grants/Reimbursements	0	0	0	20,333	23,400	25,600	34,500
41100	State Transit Assistance Funds (STA)	809,000	810,746	480,000	487,720	488,900	476,373	755,000
41109	State Cash Grants/Reimbursements	0	0	0	14,405	13,600	166,900	176,800
41300	General Operating Assistance - FTA Sect. 5307 (Urban)	2,000,000	2,000,000	2,000,000	2,000,000	2,100,000	2,100,000	2,100,000
41301	General Operating Assistance - FTA Sect. 5311 (Rural)	200,000	200,000	228,000	229,256	250,000	139,617	200,000
41309	Job Access Grant - FTA Sect. 5316 (JARC)	200,000	101,000	100,000	99,000	0	0	0
41310	Rural/Small Urban Planning Grant - FTA Sect. 5304 (SRTP)	85,000	85,000	0	0	0	0	0
	Total Operating Revenue	\$6,578,600	\$6,398,657	\$6,637,100	\$6,407,831	\$6,857,900	\$6,783,900	\$7,181,300

		FY 2014/2015 Budget	FY 2014/2015 Audited	FY 2015/2016 Budget	FY 2015/2016 Audited	FY 2016/2017 Budget	FY 2016/2017 Projected	FY 2017/2018 Final Draft Budget
	Deferred TDA Revenues, July 1	\$1,024,836	\$1,011,353	\$1,383,042	\$1,358,293	\$1,761,843	\$2,013,110	\$2,003,900
	LTF Revenues Received	1,837,100	1,823,274	2,336,100	2,336,100	2,491,500	2,491,500	2,500,000
	STA Revenues Received	909,000	1,050,615	932,162	932,162	760,000	476,373	1,000,000
	LTF Revenues Allocated - Operating	(1,837,100)	(1,716,203)	(2,336,100)	(2,125,725)	(2,491,500)	(2,470,410)	(2,500,000)
	STA Revenues Allocated - Operating	(809,000)	(810,746)	(480,000)	(487,720)	(488,900)	(476,373)	(755,000)
	LTF Revenues Allocated For Local Capital Outlays	0	0	0	0	0	0	0
	STA Revenues Allocated For Local Capital Outlays	(100,000)	0	(100,000)	0	(100,000)	(30,300)	(467,747)
	Prior Period Audit Adjustments (As Necessary)	0	0	0	0	0	0	0
	Deferred TDA Revenues, June 30*	\$1,024,836	\$1,358,293	\$1,735,204	\$2,013,110	\$1,932,943	\$2,003,900	\$1,781,153
	Local Transportation Funds (LTF)	1,024,626	1,115,628	1,164,777	1,326,003	1,319,778	1,347,093	1,347,093
	State Transit Assistance Funds (STA)	210	242,665	570,427	687,107	613,165	656,807	434,060

Deferred STA Detail								
	Yuba-Sutter Transit Portion		\$113,137		\$584,730	\$569,070	\$607,507	\$365,760
	City of Live Oak Portion		107,276		89,353	44,095	51,200	56,200
	City of Wheatland Portion		22,252		13,024	0	(1,900)	12,100
	Total Deferred STA Revenue		\$242,665		\$687,107	\$613,165	\$656,807	\$434,060

\*Carryover revenues available and required for cash flow, contingencies and local capital match

**YUBA-SUTTER TRANSIT AUTHORITY**  
**FINAL DRAFT CAPITAL BUDGET**  
**FY 2017/2018**  
**REVISED MAY 9, 2017**

<u><b>EXPENDITURES</b></u>	<b>FY 2015/2016 BUDGET</b>	<b>FY 2015/2016 AUDITED</b>	<b>FY 2016/2017 BUDGET</b>	<b>FY 2016/2017 PROJECTED</b>	<b>FY 2017/2018 FINAL DRAFT BUDGET</b>
Maintenance and Operations Facility (1)	\$ -	\$ -	\$ -	\$ 35,000	\$ 162,500
Vehicle Purchase/Replacement (2)	\$ 4,375,000	\$ -	\$ 4,425,000	\$ -	\$ 5,875,000
Miscellaneous Capital (3)	\$ 580,600	\$ 40,826	\$ 785,000	\$ 230,353	\$ 758,700
	<u>\$ 4,955,600</u>	<u>\$ 40,826</u>	<u>\$ 5,210,000</u>	<u>\$ 265,353</u>	<u>\$ 6,796,200</u>
<u><b>REVENUES</b></u>					
Federal (5307,5310,5311,5317,5339)	\$ 1,271,513	\$ -	\$ 1,271,513	\$ -	\$ 2,106,513
Transportation Development Act (Local)	\$ 100,000	\$ -	\$ 100,000	\$ 30,300	\$ 467,747
Low Carbon Transit Operation Program	\$ 60,300	\$ 10,247	\$ 180,400	\$ 50,053	\$ 180,400
Vehicle Emission Fees (FRAQMD)	\$ -	\$ -	\$ -	\$ -	\$ -
Other Local	\$ -	\$ -	\$ -	\$ -	\$ -
Proposition 1B (PTMISEA/Safety)	\$ 3,523,787	\$ 30,579	\$ 3,658,087	\$ 185,000	\$ 4,041,540
	<u>\$ 4,955,600</u>	<u>\$ 40,826</u>	<u>\$ 5,210,000</u>	<u>\$ 265,353</u>	<u>\$ 6,796,200</u>

Notes:

- The facility security projects include an emergency generator system (\$107,500) and the completion of facility security projects that have begun in FY 2017 will be competed in FY 2018 (\$90,000 combined project). These projects are funded by a State Proposition 1B Transit Safety and Security Grants. The last major facility project was the remodel and expansion of the facility that was completed in FY 2012.
- The FY 2018 vehicle projects include the replacement of the seven 2006/2007 model Blue Bird commuter buses (PTMISEA - \$3,389,487 / Section 5311 - \$526,573 / Section 5339 - \$458,940) and the programmed replacement of ten 2010 model Starcraft demand response/rural route buses (PTMISEA - \$247,253 / Section 5311 - \$375,000 / Section 5339 - \$460,000 / STA - \$417,747). The commuter bus project is carried over from the FY 2017 budget for completion in 2018 and the demand response bus project is being identified in the FY 2018 budget for funding purposes, but it will be completed in 2019. The last major vehicle projects were the purchases of six demand response/rural route buses and eleven heavy duty local fixed route buses that were both completed in FY 2014.
- Planned miscellaneous capital expenditures for FY 2018 include an allowance for facility and office equipment & furnishings (STA - \$50,000); North Beale Road accessibility improvements (Secion 5317 - \$86,000 / Section 5307 - \$200,000); bus stop enhancements (LCTOP - \$180,400); and the following State Proposition 1B Transit Safety and Security Grant funded projects: system technology upgrade projects Phase I (\$44,300) and Phase II (\$134,300) and the completion of mobile video surveillance and mobile video retrofit projects (combined \$63,700). Projected FY 2017 expenses include the completion of North Beale Road Transit Center (LCTOP - \$50,053); an allowance for office equipment & furnishings (STA - \$10,000); and the following State Proposition 1B Transit Safety and Security Grant funded projects (\$150,000): completion of the Park & Ride Lot Video Surveillance (\$17,000, STA \$20,300), and continuation of the mobile video surveillance (\$37,650)and the mobile video retrofit (\$95,350) projects. Note: A total of \$162,500 of the FY 2017 expenditures and related revenue will be below the capitalization threshold and transferred to the operating budget.



**YUBA-SUTTER TRANSIT  
FY 2017/2018 OPERATING & CAPITAL BUDGET ASSUMPTIONS  
REVISED MAY 10, 2017**

**OPERATIONS EXPENDITURES**

**Services – Other Maintenance (Acct. #010.50300)**

This account is available to fund a variety of outside maintenance and operations related services. These services include radio maintenance and repeater contracts; CHP inspection certificates; minor facility repairs and services; landscape maintenance; janitorial expenses; bus stop shelter and sign maintenance, repairs and relocations; mechanical warranties; and, storm water/pollution prevention related planning, permitting, monitoring and reporting expenditures. This account also includes an allowance for the labor portion of major mechanical repairs based on current year experience as well as for the labor portion of state grant funded project expenditures below the capitalization threshold.

Yuba-Sutter Transit's share of the first year operating expenses for the regional Connect Card electronic fare card system are being added to this account beginning January 2017. For FY 2018, these expenses are estimated at \$77,000 and the FY 2018 expenses are expected to be covered with state funds from the Low Carbon Transit Operations Program (LCTOP).

**Fuel & Lubricants (Acct. #010.50401)**

This account is based on the operation of 92,000 vehicle service hours (VSH) in FY 2018 at a budgeted average base cost of \$7.00 per VSH plus an additional \$55,000 for the partial first year impact of state Senate Bill 1 (SB 1) that will be effective November 1, 2017. SB 1 increased the excise tax on diesel fuel by 20 cents per gallon and increased the sales tax on diesel fuel to 4 percent. The base average cost per VSH is the same as that which was used for the current year budget. While this figure is 18 percent higher than the \$5.91 that is now being projected for FY 2017, it is 10 percent below the audited \$7.81 figure for FY 2015 just two years ago which shows just how volatile this account can be from year to year. The budgeted FY 2018 figure is equivalent to the consumption of approximately 280,000 gallons of off-road (red-dye) diesel fuel at a net average base price of about \$2.30 per gallon including diesel emission additives and applicable taxes before the new diesel excise tax and sales tax increases are applied in November. Because fuel expenses represent about 10 percent of the proposed budget, this account will always be the greatest expenditure risk each year.

**Tires & Tubes (Acct. #010.50402)**

This account is based on the projected year-end expenditures for FY 2017. In addition to changes in tire prices which increased significantly over the past few years, this figure can vary from year to year depending on if and when vehicles are replaced. The last new buses were delivered in early 2014 and the next new buses are not expected before late 2018.

**Other Materials & Supplies Consumed (Acct. #010.50499)**

This account is available to fund miscellaneous maintenance and operations materials and supplies such as the purchase of replacement vehicle components and non-capital maintenance equipment as necessary. The amount budgeted is based on recent expenditure levels with an allowance for major unforeseen expenses during the fiscal year. Of particular concern are the repair and replacement costs for major components (engines, transmissions and differentials) on Yuba-Sutter Transit's older buses that are nearing the end of their life cycle. The current year projections for FY 2017 include non-labor state grant funded project expenditures below the capitalization threshold, but these are not included in the budget for FY 2018.

**Utilities – Electric & Gas (Acct. #010.50500)**

Based on the projected year-end expenditures for FY 2017 with an allowance for the new employee parking lot lights at the Allyn Scott Youth and Community Center (ASYCC) next door to Yuba-Sutter Transit's maintenance, operating and administration facility in Marysville.

**Utilities – Water & Sewer (Acct. #010.50501)**

Based on the projected year-end expenditures for FY 2017 assuming an increase for FY 2018.

**Casualty & Liability Costs – Operations (Acct. # 010.50600)**

This account is based on the current fleet of 51 revenue vehicles and the vehicle insurance rates that are provided in the current operating contract with Transdev Services, Inc. with a 2.74 percent indexed price adjustment for the first of two option years effective October 1, 2017.

**Services – Contract Operations (Acct. #010.50800)**

This figure is based on the current operating contract assuming the operation of 92,000 annual VSH for FY 2018 (down slightly from the projected year end figure for the current fiscal year) with a 2.74 percent indexed price adjustment for the first of two option years effective October 1, 2017.

**Services – Out of Contract (Acct. #010.50801)**

This account is available for the provision of out-of-contract service hours for special events and community services that are provided in partnership with a wide variety of community groups and organizations consistent with the applicable service procedures.

The projected increase in this account over the amount budgeted for FY 2017 is due to the evacuation related special services that were operated during the Lake Oroville emergency spillway incident in February. Most of these expenditures are expected to be covered with state disaster relief funding.

## **ADMINISTRATIVE EXPENDITURES**

### **Salaries & Wages – Administrative Staff (Acct. #160.50102)**

The budgeted amount is based on a projected total salary figure for five administrative staff positions including a new Program Analyst I/II position to be considered later on this same agenda. This amount assumes no general cost of living adjustment (COLA) for FY 2018 the last of which was provided effective July 2008. It does include any available step increases and longevity adjustments and an allowance for the pay out of a portion of accrued annual leave.

The significant increase in the audited FY 2016 amount for this line item over the amount budgeted was due primarily to the July 2105 consultant agreement with the Regional Waste Management Authority which was off-set by the increase in Miscellaneous Non-Transportation Revenue along with a required accounting adjustment for accrued compensated absences.

### **Fringe Benefits – Administrative Staff (Acct. #160.50200)**

Fringe benefit expenses, which have been adjusted to account for known increases in health and retirement expenses, represent an estimated 49 percent of salary expenditures based on the above salary assumptions.

The decrease in the audited FY 2016 amount for this line item compared to the amount budgeted was due to a significant one-time retirement credit from CalPERS that was partially offset by the reclassification of Worker's Compensation insurance and the new RWMA consultant agreement.

### **Services – Accounting (Acct. #160.50301)**

Based on past expenditures including payroll and miscellaneous accounting services.

### **Services – Legal (Acct. #160.50302)**

An allowance for contract legal services based on recent expenditures with an allowance for unforeseen future legal services.

### **Services – Printing & Copying (Acct. #160.50303)**

This account is for the lease and operating expenses for two office copiers as well as for the outside printing of tickets/passes, brochures and other miscellaneous materials based on projected expenses for FY 2017 with an allowance for all new passenger information materials related to the implementation of the new Connect Card electronic fare system in FY 2018. These later expenses, which had been budgeted for FY 2017, were delayed due to the delayed implementation of the Connect Card system.

**Services – Miscellaneous Professional (Acct. #160.50309)**

This account is for miscellaneous professional services such as computer support services, graphic design work and other administrative support services. For FY 2018, this account also includes \$100,000 of the total \$120,000 Route 1 Corridor Enhancement Plan consultant contract that is largely funded from revenues shown in the State Cash Grants/Reimbursements account (#41109).

**Materials & Supplies – Office & Postage (Acct. #160.50499)**

This account is for supplies, postage and express mail expenses based on past expenditures with an allowance for increased costs associated with implementation of the Connect Card system.

**Utilities – Telephone & Internet (Acct. #160.50502)**

This account is based on projected year-end expenditures for FY 2018 assuming an increase for a long-needed Internet upgrade by the end of FY 2017.

**Miscellaneous Expense – Insurance & Bond (Acct. #160.50900)**

This account is based on past experience after the FY 2017 increase in liability insurance policy coverage limits.

**Miscellaneous Expense – Dues & Subscriptions (Acct. #160.50901)**

This account is based on past expenditures with an allowance for a new membership in the Small Urban Network of the Community Transportation Association of America (CTAA). Current memberships include the California Transit Association, the California Association for Coordinated Transportation (CalACT) and the Association of Government Accountants (AGA). This account also includes biennial CPA renewal fees. Paid subscriptions include the weekly publication from the American Public Transportation Association (APTA) and a weekly digest related to compliance with the Americans with Disabilities Act (ADA).

**Miscellaneous Expense – Travel & Meetings (Acct. #160.50902)**

This account is available to fund travel, lodging and meeting expenses on an as needed basis for Yuba-Sutter Transit staff and board. The budgeted amount is based on past expenditures and expected future staff travel and training expenses allowing for an increase in FY 2018 in part due to anticipated additional training needs for new staff and in preparation for the upcoming federal Triennial Review.

**Miscellaneous Expense – Board of Directors (Acct. #160.50903)**

This account is based on an average of 12 meetings a year for each member. Current policy limits compensation to a maximum of 20 meetings per member each fiscal year.

**Miscellaneous Expense – Media Advertising & Promotion (Acct. #160.50904)**

This account is an allowance for a wide range of marketing and promotional expenses including specialized point of use passenger informational materials for bus stop shelters and information panels; special event promotional pieces; website support fees; telephone directory advertising; and, other marketing opportunities. FY 2017 is experiencing lower than budgeted marketing expenses due in part to the delayed implementation of the new Connect Card system, but Yuba-Sutter Transit’s marketing activities have always been limited. For comparison, marketing expenses are typically 1 to 2 percent of the operating budget at similarly sized systems which would be equivalent to at least \$72,000 in annual marketing expenses for Yuba-Sutter Transit.

**Miscellaneous Expense – Other (Acct. #160.50909)**

This account is an allowance for miscellaneous expenses such as banking fees, check charges and otherwise undesignated expenses. It has been increasing in recent years due to credit/debit card merchant account fees, commissions paid to pass and ticket sales outlets and new annual CalPERS report expenses to comply with new accounting requirements.

**OPERATING REVENUES**

**Passenger Fares (Acct. #40100)**

With no major service or fare changes, the budget assumes no growth in total passenger fare revenue in FY 2018 over the projected amount for FY 2017. This assumption is being made despite a two year trend of declining ridership as the impact of the September 2015 service and fare policy changes is expected to stabilize in FY 2018. The budget also assumes the continuation of the Feather River Air Quality Management District (FRAQMD) sponsored discount monthly pass program at the current funding level beyond December 2017.

**Special Transit Fares (Acct. #40200)**

This account is based on current year revenue projections for direct fare payments by Yuba County Employment Services, Yuba County Child Protective Services (CPS) and other miscellaneous special transit service revenues.

**Auxiliary Transportation Revenue – Advertising (Acct. #40600)**

This account is for bus exterior, bus stop shelter and bus stop bench advertising program revenues. This figure is based on the projected year end figure for FY 2017 with an allowance for the planned expansion of the bus exterior program in FY 2018. A total of 30 advertising bus stop shelters and 69 advertising bus stop benches are now located throughout the service area and exterior ads are now available on 27 of 51 buses. The current expired advertising contract is now on a month-to-month basis, but a new Request for Proposals (RFP) will be brought to the Board for consideration by the end of the fiscal year and the Ad Hoc Advertising Committee is recommending an expansion of the exterior program to include some portion of all buses.

### **Non-Transportation Revenue – Interest (Acct. #40700)**

This account represents the estimated interest earnings on available cash for FY 2018 which can vary significantly from year to year for a variety of reasons. Interest income is derived from the investment of operating and capital reserves that are available for cash flow, contingencies and future capital expenditures such as fleet replacement/expansion and the repair or replacement of major facility items.

### **Non-Transportation Revenue – FRAQMD, RWMA & Miscellaneous (Acct. #40709)**

This account includes receipts from the consulting agreement with the Regional Waste Management Authority and miscellaneous income from photo I.D. fees, bike locker rentals, special grants and surplus property sales. For FY 2018, this account assumes the waiver of all Connect Card I.D. fees (approximately \$3,000 annually) to encourage conversion to the new Connect Card system.

### **Local Transportation Funds (Acct. #40900)**

The allocation of Local Transportation Fund (LTF) revenues is traditionally based on the amount required to balance the budget after all other revenues are calculated. For FY 2018, despite a 4.7 percent (\$323,400) increase in budgeted operating costs, staff is proposing that the LTF allocation for FY 2018 be essentially unchanged at \$2.5 million (up just \$8,500 or 0.3 percent from FY 2017). This is made possible only because of the expected increase in available State Transit Assistance (STA) funds from the recent passage of Senate Bill 1 (SB 1). This measure will not become effective until November 2017 and revised FY 2018 funding estimates have yet to be prepared. Staff is using a conservative \$1 million STA estimate for FY 2018, but this figure is still more than double the amount of STA revenue than what we expect to receive for FY 2017 and \$300,000 more than the current SACOG adopted allocation for Yuba-Sutter Transit for FY 2018. The particulars regarding STA revenues are discussed below under that account.

For FY 2017, the \$21,095 difference between the amount of LTF revenue budgeted and the amount will be added to Yuba-Sutter Transit's cash reserve at year-end. This reserve is shown at the bottom of the operating budget as deferred TDA revenue and broken out for both LTF and STA with the latter broken out in more detail to include the amounts that are restricted for Live Oak and Wheatland. Yuba-Sutter Transit's STA reserves are typically used for capital purposes while LTF reserves constitute Yuba-Sutter Transit's contingency and cash flow fund. The LTF reserve is budgeted at 19 percent of total operating expenditures for FY 2018 which is unchanged from the budgeted percentage for FY 2017. In addition to providing a contingency fund for unforeseen expenses or wildly escalating fuel prices, an adequate cash reserve is essential due to the high level of Federal funding that is still being used for operations (32 percent of all budgeted revenue) since most of these funds are not received until the end of the fiscal year or even beyond. This situation is even more precarious as the new administration's uncertain intentions regarding Federal funding for transit operations.

### **Local Cash Grants/Reimbursements (Acct. #40901)**

This account is available for local contract service payments and other contributions for services or programs. For FY 2016 and FY 2017, this account includes grants from the Feather River Air Quality Management District (FRAQMD) to partially off-set the cost to expand the Live Oak Route from three to five days a week effective July 2015 and reimbursements from Mercy Housing that are received from the City of Wheatland to off-set the cost to expand the Wheatland Route from three to five days a week effective December 2015. This account is expected to increase in FY 2018 due to an increase in the Mercy Housing share of the Wheatland Route.

### **State Transit Assistance (STA) Funds (Acct. #41100)**

State Transit Assistance (STA) revenue is the often threatened single source of on-going State transit funding which has historically been Yuba-Sutter Transit's primary source of local matching funds for Federal capital grants. In just the last eight years, STA funding has been eliminated once, restored once and significantly reworked three times – most recently by SB 1 which was signed by the Governor on April 28, 2017. STA funding is now funded through a sales tax on diesel fuel and is generally available with only minimal restrictions exclusively for transit operating or capital purposes. Effective November 2017, SB 1 will significantly expand the amount of funding for STA through an increase in the sales tax on diesel and a portion of an increase in vehicle registration fees. The traditional purpose and flexibility in how these funds can be used is unchanged.

While STA funding has dropped significantly since FY 2015 and FY 2017 receipts are now expected to be almost \$300,000 less than the original allocation, SB 1 includes a 4.0 percent sales tax on diesel with all but 0.5 percent of those funds dedicated to the STA account. Because this measure will not become effective until November 2017 and revised FY 2018 STA funding allocations have not yet been adopted, staff is using a conservative \$1 million STA estimate for FY 2018. This figure is still more than double the amount of STA revenue to be received for FY 2017 and \$300,000 more than the SACOG adopted allocation for Yuba-Sutter Transit for FY 2018. Any excess above that which is being designated for operations will still be available for future allocation though significant STA reserves will be needed for future capital replacement projects through FY 2020 and beyond.

It should be noted that a portion of the STA funding that is being budgeted for operating expenses is derived from specific allocations to Live Oak and Wheatland for the operation of the contract services that Yuba-Sutter Transit provides to these non-member jurisdictions. Due to the recent reductions in the amount of STA funding, the accumulated reserve balances for both cities has been drained much faster than expected following the expansion of both services in 2015. Most significantly, Wheatland's STA balance will be fully exhausted by the end of FY 2017 so the new revenue resulting from SB 1 will provide immediate security for both of these services for FY 2018 and beyond.

### **State Cash Grants/Reimbursements (Acct. #41109)**

This account is available for the receipt or accrual of payments for state grant funded project expenditures below the capitalization threshold and for miscellaneous grant related reimbursements for projects such as the Route 1 Corridor Enhancement Plan that is now expected to be complete by the summer of 2018. For FY 2017, this account also includes the expected state reimbursement for Yuba-Sutter Transit's February 2017 disaster related services along with a portion of the funding for the corridor enhancement plan.

### **Federal General Operating Assistance – FTA Section 5307 (Acct. #41300)**

This account is for Federal operating assistance that is provided to transit systems in small urban areas through what is now known as the Fixing America's Surface Transportation (FAST) Act. Signed December 4, 2015, the FY 2017 allocation of Section 5307 funding to Yuba-Sutter Transit from the FAST Act was up 5.9 percent over the amount that was available for FY 2016 and staff is assuming another 2.0 percent increase to approximately \$2.5 million for operating and/or capital purposes in FY 2018. Historically used primarily for capital projects, a greater percentage of these flexible Federal funds has been used over the last ten years for operations due to the ten year Proposition 1B State Bond Program in 2006; the swap of \$1.9 million in Federal transit stimulus capital funds between Yuba-Sutter Transit and the Davis urbanized area in 2009; and, several major discretionary grants from other sources.

The draft FY 2018 budget assumes that \$2.1 million in Section 5307 funding will again be programmed for operations with the remaining Federal apportionment to be added to the projected FY 2017 carryover balance of \$3.7 million for use in future years for eligible operating and/or capital expenses. Now that the State Proposition 1B program has ended, this fund balance is critical for the much needed replacement of eleven 2008 model local fixed route buses by no later than 2020. This project is currently budgeted at \$5.5 million with at least \$3.9 million expected to come from this funding source. As a result, the preservation of future funding flexibility for capital purposes is especially important and Yuba-Sutter Transit's Transportation Improvement Program now assumes the use of \$2.1 million in Section 5307 funds for operations each year through at least FY 2020.

### **Federal General Operating Assistance – FTA Section 5311 (Acct. #41301)**

This account is for Federal operating assistance that is provided specifically to rural transit systems. Yuba-Sutter Transit's rural services include the Foothill, Live Oak and Wheatland Routes and the Plumas Lake stop on the Sacramento Commuter and Midday Express service. These funds can be used for both operating and capital assistance subject to a 55.33 percent Federal funding limitation for operations and an 88.53 percent limitation for capital expenditures.

For FY 2017, the amount of Section 5311 funding being used for operations has been reduced significantly from the amount budgeted due to both reduced overall funding availability and the programming of \$375,000 from this source over two fiscal years (FY 2017 and FY 2018) toward the scheduled 2019 replacement of ten demand-response and rural route buses recent years.



**Federal Job Access Grant – FTA Section 5316 (Acct. #41309)**

This funding source was eliminated in MAP-21, but previously awarded grants were used to fund the weekday evening general public Dial-A-Ride service level through FY 2016.

**Federal Rural/Small Urban Planning Grant – FTA Section 5304 (Acct. #41310)**

This account was for a one-time Federal grant for the 2015 update of the Yuba-Sutter Short Range Transit Plan which was fully expended by June 30, 2015.

**DEFERRED REVENUE DETAIL**

1. Deferred TDA Revenues (July 1) – Carried forward from projected year-end figures for FY 2017 with LTF and STA revenues combined.
2. LTF Revenues Received – Amount set in annual apportionment adjusted for any prior year audit findings.
3. STA Revenues Received – Amount of STA revenues that are available to Yuba-Sutter Transit, Live Oak and Wheatland.
4. LTF Revenues Allocated (Operating) – Maximum local share of actual or projected expenditures as set by the budget.
5. STA Revenues Allocated (Operating) – Amount allocated in the budget for operating expenditures, if any.
6. LTF Revenues Allocated for Local Capital Outlays – Amount of deferred or current year LTF revenues budgeted for capital acquisitions during the fiscal year, if any.
7. STA Revenues Allocated for Local Capital Outlays – Amount of deferred or current year STA revenues budgeted for capital acquisitions during the fiscal year, if any.
8. Prior Period Audit Adjustments (As Necessary)
9. Deferred TDA Revenues (June 30) – Amount available for cash flow, contingencies and future local capital expenditures itemized by LTF and STA share of the total available.

## CAPITAL PROGRAM SUMMARY

The proposed capital budget for FY 2018 is made up primarily of carry-over projects that were programmed in prior years including the much needed replacement of the seven oldest commuter buses with seven heavy-duty, high floor model buses similar to those that were purchased in 2010 and 2012 along with a number of smaller projects. Most of the budgeted cost for the commuter bus project will be covered by State Proposition 1B bond funds. The most significant new project is the scheduled 2019 replacement of ten demand response and rural route buses which is in the FY 2018 budget for programming purposes.

Of the smaller projects, the most significant is the long planned accessibility improvements in the North Beale Road corridor near Lowe Avenue in Linda. This project is being funded by three Federal New Freedom grants for a total of \$286,000 with any required local match to be provided by Yuba County so only the Yuba-Sutter Transit portion of this project is shown in the budget. Other projects include those funded by State Proposition 1B Transit Safety & Security program for enhanced facility security, a back-up emergency generator for the Marysville operating facility and system technology upgrades along bus stop enhancement activities to be funded with State Low Carbon Transit Operations grants. The remainder of the capital program is an allowance for miscellaneous office and shop equipment (such as a forklift) or for unforeseen facility repairs.

AGENDA ITEM IV – B  
STAFF REPORT

**LOCAL TRANSPORTATION FUND (LTF) APPORTIONMENT FOR FY 2017/2018**

Pursuant to the adopted Yuba-Sutter Transit Joint Powers Agreement (JPA), staff has prepared the Annual Apportionment of Local Transportation Fund (LTF) contributions for Board review and approval consideration. Based on the draft budget that is being submitted for review and approval consideration earlier on this same agenda, the annual LTF contribution to Yuba-Sutter Transit for FY 2018 would be \$2,500,000.

While the draft FY 2018 operating budget is up 4.7 percent, the budgeted LTF apportionment is up only 0.34 percent (\$8,500) over FY 2017 due primarily to increased State Transit Assistance (STA) funds; increased local and state cash grants and reimbursements; and, an anticipated increase in advertising revenue. These factors largely outweighed reduced fare revenue from lower ridership and a decrease in the use of Federal funds for operating support. Through FY 2015, LTF allocations over the last ten years did not keep pace with budget growth only because of a commitment of a high percentage of available STA revenue and near maximum levels of Federal funding for operating purposes. Staff has repeatedly noted in recent years that higher LTF apportionments would be necessary beginning in FY 2016. Due to small budgeted LTF increase for FY 2018, the figure is still up just 20 percent over what it was in FY 2008 while the operating budget is up 62 percent over the same ten year period.

The JPA specifies a two part process to be followed in the apportionment of the annual LTF contribution among the member jurisdictions. First, a funding formula with four equally weighted factors is applied to determine the relative shares of the total LTF contribution necessary to balance the budget. These factors are: (1) service area population; (2) amount of LTF available to each jurisdiction; (3) fixed route miles; and, (4) demand response boardings.

Second, if this formula results in a calculated contribution from one or more jurisdictions exceeding the amount of LTF available to such jurisdictions for the following fiscal year, the shortfall is then allocated to the remaining jurisdictions using the relative values of each funding formula component for the remaining jurisdictions. This second step in the LTF apportionment process was added to the JPA in 2002. It was first used for the FY 2005 apportionment and it will be necessary for a tenth time for this apportionment.

Applying the two step JPA funding formula to the budgeted LTF figure of \$2,500,000, the member contributions for FY 2018 have been calculated as follows:

City of Marysville	\$ 187,753
City of Yuba City	1,420,869
County of Yuba	731,047
County of Sutter	<u>160,331</u>
	\$ 2,500,000

The following table summarizes the calculations for each of the four funding formula factors for FY 2018. The column labeled “Base Formula Share of LTF” is the relative share (derived by averaging the four equally weighted factors) of the total amount of LTF required without regard to the amount of LTF actually available to any one or more jurisdictions. Based on this calculation, the base share for the City of Marysville would be \$292,599 which is \$104,846 more than the \$187,753 available to Marysville for FY 2018. The reallocation of that shortfall among the remaining three jurisdictions is reflected in the final column which is the actual proposed LTF apportionment for FY 2018.

**YUBA-SUTTER TRANSIT  
FUNDING FORMULA CALCULATIONS FOR FY 2018**

	DIAL-A-RIDE TRIP ORIGINS	FIXED ROUTE MILES	SERVICE AREA POPULATION	LTF AVAILABLE	BASE FORMULA SHARE OF LTF	REALLOCATED FY 2018 LTF SHORTFALL	PROPOSED FY 2018 LTF APPORTIONMENT
Marysville	19.3788%	12.6994%	10.2736%	4.4640%	11.7039%	(\$104,846)	\$187,753
Yuba City	56.2120%	46.3614%	57.8724%	56.5544%	54.2501%	\$64,618	\$1,420,869
Yuba County	23.4301%	39.8051%	26.8060%	21.5945%	27.9089%	\$33,324	\$731,047
Sutter County	0.9791%	1.1341%	5.0480%	17.3871%	6.1371%	\$6,904	\$160,331
Total*	100.0000%	100.0000%	100.0000%	100.0000%	100.0000%	\$0	\$2,500,000

\*Any variance in percentages is due to rounding and has no effect on the dollar amounts calculated.

Staff will be prepared at the meeting to discuss the funding formula process in detail as desired. The detailed documentation for the funding formula calculation is available in the Yuba-Sutter Transit office and will be made a part of the permanent apportionment file.

**RECOMMENDATION:** Adopt Resolution No. 6-17 establishing the LTF contributions for each member jurisdiction for FY 2018 as proposed or amended.

**YUBA-SUTTER TRANSIT AUTHORITY  
RESOLUTION NO. 6-17**

**FISCAL YEAR 2018 LOCAL TRANSPORTATION FUND (LTF) APPORTIONMENT**

- WHEREAS,** *The member jurisdictions of the Yuba-Sutter Transit Authority Joint Powers Agreement receive Local Transportation Fund (PUC 99230) monies for the provision of public transit services in the Marysville, Yuba City, Sutter County and Yuba County Area; and,*
- WHEREAS,** *Pursuant to Paragraph 5 of the Yuba-Sutter Transit Authority Joint Powers Agreement, the Board of Directors must adopt an Annual Apportionment of those Local Transportation Fund monies for the operation of the Yuba-Sutter Transit Authority; and,*
- WHEREAS,** *The total amount of Local Transportation Fund monies required by the Yuba-Sutter Transit Authority for fiscal year 2017/2018 is \$2,500,000; and,*
- WHEREAS,** *The net apportionment of Local Transportation Fund monies for fiscal year 2017/2018 shall be as follows: City of Marysville, \$187,753; Yuba City, \$1,420,869; Yuba County, \$731,047; and, Sutter County, \$160,331.*

**NOW, THEREFORE, BE IT RESOLVED** that the Yuba-Sutter Transit Authority Board of Directors approve the Fiscal Year 2017/2018 Apportionment of Local Transportation Fund (PUC 99230) monies by the following vote:

Ayes:

Noes:

**THE FOREGOING RESOLUTION WAS DULY AND REGULARLY INTRODUCED, PASSED AND ADOPTED BY THE YUBA-SUTTER TRANSIT AUTHORITY AT A REGULAR MEETING HELD ON MAY 18, 2017.**

---

*Preet Didbal, Chairman of the Board*

**ATTEST:**

*Sandra Anderson  
Secretary to the Board*

*P:\common\resolutions\LFT reso 6-17*

AGENDA ITEM IV - D  
STAFF REPORT

**ADMINISTRATIVE STAFFING CHANGE**

While presenting the revised draft FY 2018 Operating and Capital Budget to the Board at the April meeting, staff noted that the 2015 Yuba-Sutter Short Range Transit Plan (SRTP) had recommended that a new junior to mid-range professional position be considered in FY 2017. As envisioned, this fifth administrative position would assist in project planning, implementation and management; data development and analysis; and, compliance with ever increasing Federal and State operational and administrative reporting requirements.

Staff did not include this position in either the FY 2017 budget or the revised draft FY 2018 budget for financial reasons, but the transition process surrounding the departure of the Planning Program Manager clearly revealed an immediate need for additional staff capacity and the recent recruitment process that was conducted for the Program Manager vacancy presents an opportunity to leverage that work for this purpose. To further highlight this issue, attached is a table from the 2015 SRTP comparing Yuba-Sutter Transit's current administrative staffing level to those of three comparable agencies and these comparisons have certainly not improved in the last two years. In response, it was the consensus of the Board that a draft job description and salary scale for a new Program Analyst position be brought back for consideration and possible authorization at the May meeting and that an allowance be added to the draft budget for this purpose.

Attached for Board review and consideration is the draft job description for the new Program Analyst I/II classification which has been reviewed by the Yuba County Human Resources staff person who has been assisting the agency during the current recruitment and selection process. The draft job description is modeled after the existing Program Manager position that was developed and established in 2013 with the support of the Sutter County Department of Human Resources. This new position would assist and support the agency's management staff and the proposed monthly salary scale shown below has been set accordingly as the top step of the Program Analyst II range is equal to the first step of the Program Manager I range. Just as with the Program Manager classification, the proposed job description and salary scale would provide for a flexibly staffed and broadly defined Program Analyst I/II classification allowing the agency to hire at either level depending on the qualifications and experience of the applicant.

**Program Analyst I**

A - \$3,530    B - \$3,706    C - \$3,891    D - \$4,086    E - \$4,290

**Program Analyst II**

A - \$4,086    B - \$4,290    C - \$4,505    D - \$4,730    E - \$4,967

As discussed at the April meeting, with Board approval and authorization, staff intends to offer this new position to one of the candidates interviewed for the then vacant Planning Program Manager position. This approach, if successful, would save both time and money while potentially bringing on someone as early as June 1<sup>st</sup> who has already been established as meeting the minimum qualifications for the higher position. This process is supported by our supporting Yuba County Human Resources staff as such an approach would be allowed under their personnel rules. Should no suitable candidate be willing to accept this lessor position, an open recruitment process could still be initiated.

Based on the proposed salary scale and the current benefit package, the projected first year financial impact of this recommendation would be from \$62,000 to \$70,000 depending on the person hired and their actual starting salary. The final draft FY 2018 budget to be considered earlier on this same agenda does assume that these changes would have a total combined salary and benefit cost of \$64,300. The draft budget also assumes that the \$5,000 allowance for temporary office staff to support the Connect Card roll-out this summer would not be needed with the additional staff position.

Staff will be prepared at the meeting to discuss this recommendation including the proposed process in detail as desired.

**RECOMMENDATION:** Approve the Program Analyst I/II job description and salary scale and authorize the Transit Manager to immediately fill this position as proposed.

Attachments: Table 48: Comparison of Administrative Staffing Levels (2015 SRTP)  
Draft Program Analyst I/II Job Description

/Staffing Change Item IV-D 5-17/

**TABLE 48: Comparison of Administrative Staffing Levels**

*Similar Transit Districts With Contracted Operations*

Administrative Positions		FTE	Peak Vehicles in Operation	Annual Vehicle Revenue Hours	FTE per Pk Vehicle	FTE per 100,000 Vehicle Hours
Yuba Sutter Transit	Transit Manager	0.8				
	Planning Program Manager	1				
	Finance Program Manager	0.9				
	Administrative Assistant	0.75				
	<b>TOTAL</b>	3.45	34	90,619	0.10	3.8
Yolobus (Yolo County Transportation District)	Executive Director	1				
	Executive Admin. Asst.	1				
	Deputy Director - Planning	1				
	Deputy Director - Finance	1				
	IT Specialist	1				
	IT System Support Tech	1				
	Associate Transportation Plnr	1				
	Assistant Transportation Plnr	1				
	Finance Associates	2				
<b>TOTAL</b>	10	49	114,506	0.20	8.7	
WestCAT (Western Contra Costa Area Transit Authority)	General Manager	1				
	Asst. General Manager	1				
	Transit Planner	1				
	Marketing Coordinator	1				
	Admin Asst/DBE Coordinator	1				
	Bookkeeper	1				
	<b>TOTAL</b>	6	45	92,467	0.13	6.5
KART (Kings Area Regional Transit)	Executive Diector	1				
	Transit Assistant	1				
	Facilities Specialist	1				
	Office Manager	1				
	<b>TOTAL</b>	4	20	55,736	0.20	7.2



**YUBA-SUTTER TRANSIT AUTHORITY**  
**Proposed May 9, 2017**

**PROGRAM ANALYST I**  
**PROGRAM ANALYST II**

DEFINITION

Under general and direct supervision, to perform a variety of simple to moderately complex professional level analytical work in support of the Authority's programs and activities in areas such as contract monitoring and compliance; grant management and reporting; marketing and community outreach; data collection, management and reporting; and, short and long term transportation planning; to provide support for a variety of special projects; and to provide technical and administrative support to the Authority's Program Managers and Transit Manager. Incumbents may be assigned to any combination of assignments.

DISTINGUISHING CHARACTERISTICS

Program Analyst I – This is the entry level in the Program Analyst series. This class is distinguished from the II level by the performance of the more routine tasks and duties assigned to positions within the series. Employees at this level are not expected to perform with the same independence of direction and judgment on matters allocated to the journey level. Since this class is typically used as a training class, employees may have only limited or no directly related work experience. Employees work under general supervision while learning job tasks.

Program Analyst II – This is the journey level class within the Program Analyst series and is distinguished from the I level by the assignment of the full range of duties. Employees at this level receive only occasional instruction or assistance as new, unusual or unique situations arise and are fully aware of the Authority's operating procedures and policies. Positions in this class are normally flexibly staffed and filled by advancement from the I level.

SUPERVISION RECEIVED AND EXERCISED

Program Analyst I

Receives general supervision from a Program Manager or the Transit Manager.

Program Analyst II

Receives direction from a Program Manager or the Transit Manager.

EXAMPLES OF ESSENTIAL DUTIES – Duties may include, but are not limited to, the following:

***General Assignments:***

Provide technical support for a variety of special projects.

Prepare and submit a variety of internal and external reports.

Evaluate operations and activities of assigned responsibilities; recommend improvements and modifications.

May assist with the routine troubleshooting and maintenance of desktop computers, servers, and backup of data; assist with the evaluation of new technology related hardware and software; coordinate with outside contractors as necessary.

Build and maintain positive working relationships with co-workers, contract employees and the public using principles of good customer service.

Perform related duties as assigned.

***Specific Assignments:***

Assist with the design and analysis of transportation alternatives including service types, routes and scheduling; develop and test new routes and schedules.

Assist in ensuring contractor compliance; researching and resolving issues to ensure consistent service delivery; operational data collection, analysis and reporting.

Provide support to the Planning Program Manager and Transit Manager with respect to the development of long and short term transit plans; assist in the development of recommendations on a variety of transit and regional planning matters.

Review and make recommendations regarding development proposals with respect to existing and potential service areas; evaluate and recommend how transit can best serve the area and determine optimum bus stop locations.

Assist in the documentation, tracking and management of transit assets including the selection, installation, maintenance and relocation of bus stop signs, benches, and shelters.

Assist in the development, coordination, preparation and distribution of marketing materials including printed brochures, advertising campaigns, website content, and other outreach materials.

Assist in the research and response to customer inquiries, questions, and comments.

Assist in the preparation, analysis and submission of required financial and operational reports related to the administration of routine, special and discretionary federal, state and local grants.

### MINIMUM QUALIFICATIONS

#### Program Analyst I

##### *All Assignments:*

##### Knowledge of:

Principles and practices of organization and administration.

Research methods and procedures including statistical analysis.

English grammar, punctuation, spelling and usage.

Technical report writing.

Modern office equipment and methods including use of computer applications.

##### Ability to:

Learn applicable local, State and Federal laws, rules and regulations.

Prepare and present a variety of administrative and technical reports.

Research, analyze, and resolve technical issues.

Understand and carry out oral and written directions.

Organize and prioritize timelines and project schedules in an effective and timely manner.

Use a variety of personal computer applications.

Communicate clearly and concisely, both orally and in writing.

Establish and maintain effective working relationships with those contacted in the course of work.

*Specific Assignments:*

Knowledge of:

Principles and practices of transit planning and analysis.

Methods of customer service, public relations and marketing.

Ability to:

Learn to perform professional duties in the development, administration and implementation of transit programs.

Learn to analyze and formulate recommendations in support of long and short term planning needs.

Learn principles and practices of grant administration.

Examine and verify a wide variety of financial and operational documents and reports for accuracy and compliance.

Experience and Training

Any combination of experience and training that would provide the required knowledge and abilities is qualifying. A typical way to obtain the required knowledge and abilities would be graduation with a Bachelor's degree from an accredited college or university with major coursework in public or business administration; urban, regional or transportation planning; or, a related field.

License or Certificate

Possession, or ability to obtain, a valid California driver's license. Proof of adequate vehicle insurance and acceptable driving required may be required.

Program Analyst II

*All Assignments:*

Knowledge of:

Principles and practices of project organization and management.

Advanced data analysis methods.

Ability to:

Independently perform professional duties in support of assigned program.

Identify, research and respond to questions from Authority staff, outside agencies, and the public.

Prepare and present technical reports.

Independently analyze situations and data and develop logical conclusions and sound recommendations.

Establish and maintain various data collection, record keeping, tracking, filing and reporting systems.

Provide technical and administrative support for a variety of special projects.

*Specific Assignments:*

Knowledge of:

Principles and practices of local and regional transit planning, monitoring and reporting.

Principles and practices of marketing and community outreach.

Methods for the effective planning of transit routes.

Principles and practices related to the review of development plans as it relates to transit planning.

Principles and practices of contract monitoring.

Ability to:

Independently perform professional transit analysis and program management.

Research transit issues and develop sound recommendations and alternatives.

Experience and Training

Any combination of experience and training that would provide the required knowledge and abilities is qualifying. A typical way to obtain the required knowledge and abilities would be three years of professional experience performing duties similar to that of a Program Analyst I with the Yuba-Sutter Transit Authority and graduation with a Bachelor's degree from an accredited college or university with major coursework in public or business administration; urban, regional or transportation planning; or, a related field.

License or Certificate

Possession, or ability to obtain, a valid California driver's license. Proof of adequate vehicle insurance and acceptable driving required may be required.

The Authority may conduct a background check on candidates prior to appointment that may include personal and professional reference checks, credit history checks, Social Security verifications, professional license/registration verification, military service information and driving history.

AGENDA ITEM IV – E  
STAFF REPORT

**TARGETED GREEN INFRASTRUCTURE FUND (TGIF) GRANT PROGRAM**

Attached for Board review and information is the application packet for a new grant program from the Sacramento Metropolitan Air Quality Management District (SMAQMD). The Targeted Green Infrastructure Fund (TGIF) program is now offering grants of up to \$40,000 for bus stop improvements anywhere within the six county region of the Sacramento Area Council of Governments (SACOG). There is no requirement for matching funds and just \$80,000 is available region-wide. Projects from eligible agencies and organizations (limited to one application per agency) are selected through a lottery system until the funding limit is reached and successful applicants are ineligible for an award the following year.

One local project for which this program seems especially well suited is the much needed enhancement of the existing bus stop in the Johnson Park neighborhood of Olivehurst. Located on northbound Evelyn Drive between Martel Drive and Gold Leaf Way just north of McGowan Parkway, this Route 3 bus stop was created in August 2013 through the consolidation of two bus stops at a new location in the same neighborhood. Served by two buses per hour each service day, this stop is among the top ten boarding locations systemwide with over 100 passenger boardings each weekday and it is the only top ten stop without a shelter or even a bench. The undeveloped lot where this bus stop is located is owned by the Olivehurst Public Utility District (OPUD) and Yuba-Sutter Transit has their permission to use a portion of this old well site to improve this stop.

Based on the estimate that was developed for an unsuccessful 2014 grant application for this purpose, staff is now seeking Board authorization to prepare, submit and execute all related documents in support of an application for \$30,000 under this grant program. As proposed, the project would include the construction a large concrete pad and the purchase and installation of a large bus stop shelter with seating at the subject location. Grant applications are being accepted until June 1<sup>st</sup> with the lottery scheduled for June 15<sup>th</sup>. Without an extension, projects are to be completed by July 1, 2018.

Staff will be prepared at the meeting to discuss this grant program and the proposed project application in detail as desired.

**RECOMMENDATION:** Authorize the submission of an application under the TGIF program for specified bus stop enhancements as proposed.

Sacramento Metropolitan Air Quality Management District (SMAQMD)  
**Targeted Green Infrastructure Fund (TGIF)**  
**Fiscal Year 2017-18**

**Purpose:** The goal of the Targeted Green Infrastructure Fund (TGIF) is to reduce Vehicle Miles Traveled (VMT) in a Blueprint-friendly way by making tangible improvements to the built environment that facilitate walking, bicycling and transit as means of everyday transportation.

**Background Information:** To reduce emissions and achieve the multiple benefits of reduced vehicle travel, the TGIF seeks to invest in capital projects throughout the region, using funding that may be available through the sale of vehicles scrapped by the Sacramento Emergency Clean Air and Transportation (SECAT) Grant Program. Additional program funds may be acquired through other sources. From these funding sources, the TGIF will provide reimbursement to public budgets for selected projects that demonstrate the potential to:

- Reduce vehicle miles traveled
- Demonstrate consistency with the Blueprint
- Demonstrate political and practical feasibility

**Applicant Eligibility:** Public transit agencies or organizations that have or maintain transit stops or stations are eligible to apply. Applications will be screened to assure that proposed projects meet the established criteria and that applicants have the ability to receive the funds, the rights to the property, and the ability to finish the project. One entry accepted per agency.

**Scope of Work:** The program will offer reimbursement of up to an anticipated \$40,000 for the completion of activities that will improve transit stops for ADA accessibility and passenger safety and comfort. Completing the project with a portion of the funds provided by the transportation provider is acceptable. There is no match requirement. Grantees will have up to 11.5 months to complete the improvements.

- The primary improvement is the installation of an ADA-compliant **concrete pad and walking path** to a transit stop that lacks ADA accessibility. This may require acquisition of right-of-way.

For transit stops that already meet ADA accessibility standards, the installation of any of the following improvements is reimbursable:

- **Seating**
- **Shelter**
- **Up to three trees** to shade the seating area – Must include a tree watering and maintenance agreement with adjacent property owners or the local jurisdiction
- **Solar-powered lighting**
- **Schedules and other passenger information**

The requirements for each of the above can be found at [www.airquality.org](http://www.airquality.org).

**Application Process:** Complete the application on the back of this page and email to:

Teri Duarte, Land Use and Health Planner  
Sacramento Metropolitan Air Quality Management District  
[TDuarte@airquality.org](mailto:TDuarte@airquality.org)  
916-874-4816

**Evaluation and Award Process:** Awards will be selected by a lottery process from applications that have been screened for completeness and conformity with the goals of the program. Approximately \$80,000 is available to be awarded in Fiscal Year 2017-18. More program information is available at [www.airquality.org](http://www.airquality.org).



# Reimbursement Grant Application

*Instructions:* Please fill out this application completely and email to Teri Duarte, [TDuarte@airquality.org](mailto:TDuarte@airquality.org). Attach additional documentation if necessary. Applications will be accepted by email from May 9, 2017 to June 1, 2017.

## I. Applicant Information

Name of Public Transit Provider \_\_\_\_\_

Mailing Address, City, Zip \_\_\_\_\_

\_\_\_\_\_ Name of Signing Authority \_\_\_\_\_

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Contact Phone \_\_\_\_\_ Email \_\_\_\_\_

Describe eligibility to receive program funds \_\_\_\_\_

## II. Transit Stop Information

Transit stop location and SACOG ID number if applicable \_\_\_\_\_

Description of current conditions (attach photo) \_\_\_\_\_

\_\_\_\_\_

Proposed improvements \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

How will these improvements help to accomplish this program's goal of reducing private vehicle use?

\_\_\_\_\_

\_\_\_\_\_

Funds requested \_\_\_\_\_ Anticipated date of completion \_\_\_\_\_

Are there any planned capital improvement projects that would conflict with or replicate the proposed project?  Yes  No

If yes, please explain \_\_\_\_\_

## III. Declaration

*By submitting this grant application, the sponsor declares that (1) the information on this form true and accurate; (2) the individual filling out the form is an authorized representative of the public transit operator; (3) the project is or will be in compliance with applicable regulations, codes and permit requirements; and (4) the project will be completed by May 31, 2018 or will abide by the schedule outlined in the individual Memorandum of Understanding (MOU).*

Signature \_\_\_\_\_ Date \_\_\_\_\_

## **Request for Applications Targeted Green Infrastructure Fund (TGIF) Fiscal Year 2017-18**

The Sacramento Metropolitan Air Quality Management District (SMAQMD) announces a new grant program category within the **Targeted Green Infrastructure Fund (TGIF)**. The new category and current funding cycle targets transit stop improvements. The purpose of the TGIF is to reduce air pollution emissions and gain health and climate benefits from reducing vehicle travel.

The **TGIF** seeks to reduce Vehicle Miles Traveled (VMT) in a Blueprint-friendly way by making small, strategic investments that yield tangible improvements to facilitate walking, bicycling and transit use as a means of everyday transportation.

### **Program Objective**

To reduce emissions and achieve the multiple additional benefits of reduced vehicle travel, the TGIF seeks to invest in capital projects throughout the region, using funding that may be available through the sale of vehicles scrapped by the Sacramento Emergency Clean Air and Transportation (SECAT) Grant Program. SECAT is one of many programs in place to help reduce emissions in order to reach air quality goals and make the air healthier to breathe. Additional program funds may be acquired through other sources. From these funding sources, the TGIF will provide reimbursement to public budgets for selected projects that demonstrate the potential to:

- Reduce vehicle miles traveled
- Demonstrate consistency with the Blueprint
- Demonstrate political and practical feasibility

### **Background**

The SMAQMD is responsible for monitoring air pollution in the Sacramento Valley air basin and for administering programs to reduce air pollution levels below the health standards established by the state and federal governments. The Sacramento Federal Nonattainment Area has been classified as "severe" for the federal 8-hour ozone standard.

Vehicles generate most of the emissions that comprise the region's air pollution. Most daily trips in the Sacramento region are made in private vehicles. A key strategy for reducing vehicle emissions is to reduce daily car trips by replacing them with less-polluting means of transportation, such as walking, biking, and transit. Utilizing these forms of "active transportation" reduces emissions of air pollutants, including greenhouse gas (GHG) emissions that cumulatively are bringing about climate changes.

Using active transportation in lieu of travel in private vehicles has additional benefits: increased physical activity, decreased traffic congestion and reduced incidence of injuries and deaths from vehicle collisions. Less car travel also reduces the need for parking, allowing land to be used for more productive purposes.

The effort to shift the balance of daily travel from private cars to walking, biking and transit is supported by regional and state actions. Development in the Sacramento region is guided by the Blueprint, a smart growth vision for the region that was adopted by the Sacramento Area Council of Governments (SACOG) Board of Directors in 2004. The Blueprint seeks to cut down on vehicle emissions and congestion to improve the quality of life for residents of the region. It

accomplishes this by implementing land use and transportation development principles that give options for people to walk, bike, or take public transportation to work and play. California's Sustainable Communities and Climate Protection Act of 2008 (SB 375) seeks to reduce GHG emissions through coordinated transportation and land use planning. Under SB 375, the California Air Resources Board sets regional targets to reduce passenger vehicle use and GHG emissions.

### **Program Funding Cycle: 2017-18**

**Objective:** From July 1, 2017 to June 30, 2018, enhance the use of transit by improving transit stops in the Sacramento region, making the stops more serviceable to a wider range of riders.

**Rationale:** For many people, utilizing public transit means facing uncomfortable conditions. Many transit stops in the region consist of a sign with no place to sit while waiting. Many are located in the open without protective shade, making them uncomfortable in the rain or hot sun. And many lack pavement, making them difficult for persons in wheelchairs. Transit shelter/stop transformations have significant potential for increasing transit ridership,<sup>1</sup> but the operating costs of transit systems frequently don't allow for provision of adequate facilities at all transit stops.

**Applicant Eligibility:** Public transit agencies or organizations in the six-county SACOG region that have or maintain transit stops or stations are eligible to apply. The amount of ridership will not be a consideration for eligibility, so that rural agencies are on an equal level with urban agencies for receipt of awards. Limit one application per agency. Successful applicants awarded funds are ineligible for an award the following year.

**Scope of Work:** The program will offer reimbursement for the completion of activities that will improve transit stops with ADA accessibility infrastructure and will enhance passenger safety and comfort.

- The primary improvement is the installation of a concrete pad and walking path to the stop that meet ADA accessibility standards. This may include acquisition of right-of-way.

For transit stops that are already ADA-compliant, any of following improvements is reimbursable:

- Seating
- Shelter
- Up to three trees to shade the seating area
  - Must include a tree watering and maintenance agreement with adjacent property owners or the local jurisdiction. Applicants may consider an agreement with Property Business Improvement District, the Sacramento Tree Foundation, Tree Davis, or another entity to provide the ongoing maintenance for trees planted on private property.
- Solar-powered lighting
- Schedules and other passenger information

---

<sup>1</sup> Liwag, K. E. (2011). *Increasing Bus Transit Ridership Through Technology and Aesthetic Innovations*. Dr. W. Drummond CP8990 Option Paper.

All improvements must be ADA-compliant, if applicable. The selection of the transit stops for improvements must be checked against any upcoming streetscape improvement projects to avoid duplication of effort. All finished improvements will include a label “Funded by the Sacramento Metropolitan Air Quality Management District.” Labels are provided by the SMAQMD.

**Funding Available:** Awards of up to \$40,000 per project will be made. A total of \$80,000 will be available in Fiscal Year 2017-18. There is no minimum match requirement.

**Application Process:** Complete the application form at [www.airquality.org](http://www.airquality.org). Applicants must demonstrate eligibility to receive funds, identify the location of the transit stop improvements, describe the proposed improvements and include maximum funds requested. Applications will be screened for the ability to obtain any right-of-way necessary and the ability to complete the project, for example, even if completion requires the agency to use its own funds.

**Awardee Selection and Funding Schedule:** Awards will be granted through a lottery selection process until the available amount of funding for the fiscal year is reached.

May 9, 2017 First day applications accepted.

June 1, 2017 Final day applications accepted. Applications will be screened for completeness, clear definitions and addresses. SMAQMD staff will call or email for clarifications on applications as needed.

June 15, 2017 Lottery drawing will be held. A designee selected by the SACOG Transit Coordinating Committee Chair will draw all applicant names to assign a ranking order to each applicant. Awards will be assigned until the \$80,000 available for the fiscal year is reached. Here’s a possible scenario:

<u>Applicant Number</u>	<u>Amt. Requested</u>	<u>Cum. Total Requested</u>
1	\$30,000	\$30,000
2	\$20,000	\$50,000
3	\$40,000	\$90,000
4	\$40,000	\$130,000
5	\$15,000	\$145,000

Because the total funding available is \$80,000, Applicant #3’s request for \$40,000 puts the total requested at \$90,000, or \$10,000 more than the available amount. Applicant #3 will be asked to either reduce the scale of the proposed project to \$10,000; or to provide supplementary funding to make up the difference between the \$40,000 requested and the \$10,000 available. Applicant #3 will have seven days to make a decision. Should Applicant #3 decline to pursue either option, the remaining funds will be offered to Applicant #4. This process will continue until all funds are exhausted. If, after all applicants have been successfully offered funding, a small amount remains unaccepted then the remaining amount will not be awarded and may be available for future solicitations.

Winners will be announced. Announcements for applicants offered less than the requested amount may be delayed a week. Winners will receive Memorandums of Understanding (MOUs) for completion and return to SMAQMD.

- July 14, 2017 Last day for MOUs to be signed. MOUs will be effective on dates that accommodate the needs of individual agencies. Awardees have 11.5 months available to complete work, unless an extension is requested and approved by SMAQMD.
- July 1, 2018 Funded improvements must be completed, unless an extension has been granted and a new schedule is outlined in the individual MOU.
- Aug. 1, 2018 Final invoices are due, which must include a photo of work done and/or documentation of the completed project.

**Outcome and Performance Standards:** Projects must be completed within 11.5 months, unless an extension has been granted and a new schedule is outlined in the individual MOU, to be eligible for cost reimbursement.

**Payments:** Funds will be awarded on a reimbursement basis.

**Point of Contact for Correspondence:**

Teri Duarte, Land Use and Health Planner  
Sacramento Metropolitan Air Quality Management District  
[TDuarte@airquality.org](mailto:TDuarte@airquality.org)  
916-874-4816

AGENDA ITEM IV – F  
STAFF REPORT

**REVISED TRANSIT ADVERTISING POLICY**

At the February 16, 2017 meeting, when discussing the pending expiration of the existing transit advertising program contract, the need to revisit Yuba-Sutter Transit's advertising content policy which was last revised in 1993 was also discussed. In response, an ad hoc committee of the Board of Directors was appointed to review both the advertising program and the advertising policy for possible modifications.

Attached for Board review and consideration is the draft revised advertising policy that includes the expansion and several proposed changes to the 1993 policy which is also attached for Board reference. Significant changes to the current policy regarding prohibited advertising include an expanded definition of sexually explicit advertising; expanding the tobacco prohibition to include marijuana and electronic cigarettes; and, allowing alcohol when its depiction is incidental to the product or service being offered. These revisions are now being recommended in consultation with legal counsel after a review of the policies of a number of similar public transit operators in the greater Sacramento region.

Staff will be prepared at the meeting to discuss the draft policy and related issues in detail. As adopted, the final policy will be added to the draft RFP which will be discussed later on this same agenda.

**RECOMMENDATION:** Adopt the revised Transit Advertising Policy as proposed or amended.

**YUBA-SUTTER TRANSIT**  
**DRAFT ADVERTISING POLICY**  
**Revised May 12, 2017**

The purpose of this policy is to define the standards by which the Yuba-Sutter Transit Authority will review advertising to be displayed on or in any vehicles, equipment, real property or publications, either owned or controlled by Yuba-Sutter Transit, and the conditions under which such advertising space will be made available free of charge. This policy includes, but is not limited to, the interior and exterior of buses, bus stop shelters, bus stop benches, facilities and publications.

The following types of advertising are found to be unacceptable for display on or in Yuba-Sutter Transit's vehicles, equipment, real property or publications:

1. Religious Advertising – material from any religious group or organization or material of a religious nature from any individual or organization.
2. Political Advertising – including, but not limited to, local, state or national elections or issues.
3. Sexually Explicit, Vulgar or Obscene Advertising – including any sexually explicit, obscene or vulgar graphic or written material which is judged to be inconsistent with local community standards of morality and decency.
4. Tobacco and Marijuana – any material that would directly or indirectly promote the sale or use of tobacco or marijuana in all forms including electronic cigarettes, vaping or related products; products that contain tobacco or marijuana; products that resemble tobacco, marijuana or illegal substances of all types.
5. Alcohol – any material that would directly or indirectly promote the sale or use of alcohol unless its inclusion in the ad is clearly incidental to the primary product of service be promoted for sale or use such as for a restaurant.
6. False, Misleading, Deceptive, or Defamatory Advertising

Any agency, organization, contractor or vendor proposing to advertise on or in Yuba-Sutter Transit vehicles, equipment, real property or publication shall submit copies of proposed advertising text and graphics to the Transit Manager prior to its display or publication. The Transit Manager or his/her designee will advise the contractor if the material is inconsistent with this policy within five (5) working days of the receipt of said material.

Except as limited by any third party agreements, unsold advertising space on or in Yuba-Sutter Transit's vehicles, equipment, real property or publications will be available for use by governmental agencies without charge for community purposes. Such advertising will also be judged by the above criteria and will be displayed for a reasonable period subject to the sale of the space or the need for said space by other governmental agencies.

The decision by the Transit Manager to allow or disallow any advertising pursuant to this policy may be appealed to the Yuba-Sutter Transit Board of Directors. The decision of the Board of Directors shall be final.

**YUBA-SUTTER TRANSIT  
ADVERTISING POLICY  
Revised September 28, 1993**

The purpose of this policy is to define the standards by which the Yuba-Sutter Transit Authority will review advertising to be displayed on or in vehicles, equipment, real property or publications, either owned or controlled by Yuba-Sutter Transit, and the conditions under which advertising space on or in said vehicles, equipment, real property or publications will be made available free of charge. This policy includes, but is not limited to, the interior and exterior of buses, benches, facilities and any publications.

The following types of advertising are found to be unacceptable for display on or in Yuba-Sutter Transit vehicles, equipment, real property or publications:

1. Religious Advertising – material from any religious group or organization or material of a religious nature from any individual.
2. Political Advertising – including, but not limited to, local, state or national elections or issues.
3. Sexually Explicit Advertising – including any graphic or written material which is judged to be inconsistent with the local area's standards of morality and decency.
4. Tobacco and Alcohol – any material that would directly or indirectly promote the sale or use of tobacco or alcohol.

Any agency, organization, contractor or vendor proposing to advertise on or in Yuba-Sutter Transit vehicles, equipment, real property or publications shall submit copies of proposed advertising text graphics to the Yuba-Sutter Transit Manager prior to its display or publication. The Yuba-Sutter Transit Manager or his/her designee will advise the contractor if the material is inconsistent with this policy within five (5) working days of the receipt of said material.

Unsold advertising space on or in Yuba-Sutter Transit vehicles, equipment, real property or publications will be available for the use by governmental agencies without charge for community purposes. Such advertising will also be judged by the above criteria and will be displayed for a reasonable period subject to the sale of the space or the need for said space by other governmental agencies.

The decision by the Transit Manager to allow or disallow any advertising pursuant to this policy may be appealed to the Yuba-Sutter Transit Board of Directors. The decision of the Board of Directors shall be final.



AGENDA ITEM IV – G  
STAFF REPORT

**TRANSIT ADVERTISING PROGRAM REQUEST FOR PROPOSALS (RFP)**

Yuba-Sutter Transit's existing 15 year agreement with Stott Outdoor Advertising for the provision of advertising related services on bus stop shelters, benches and bus exteriors expired on February 28, 2017 and is continuing on a month-to-month basis. Stott Outdoor has expressed a desire to continue and expand this relationship. In response, an ad hoc committee of the Board of Directors was appointed to review the existing and proposed advertising program along with the existing advertising policy for possible modifications. The recommendations of the ad hoc committee were discussed at the March meeting.

Attached for Board review and approval consideration is the draft Transit Advertising Program Request for Proposals (RFP) for bus stop shelters, bus stop benches and bus exteriors. This RFP is consistent with the recommendations of the ad hoc committee to expand the advertising opportunities on bus exteriors to include all of Yuba-Sutter Transit's current fleet of 51 revenue vehicles. It also includes a continuation of the current bus stop shelter and bench advertising program. The draft RFP would allow proposals for one, two or all three components of the transit advertising program to include bus exteriors, bus stop shelters and bus stop benches for a period of at least five years.

Under the existing agreement, the contractor now provides, maintains and places advertising on 28 bus stop shelters and 69 bus stop benches at mutually agreeable locations throughout Yuba-Sutter Transit's service area. It also provides for the placement of advertising on the rear windows of 27 buses. In exchange, Yuba-Sutter Transit receives regular commission payments equal to 10 percent of the gross sales value for advertising placed on the shelters and benches and 33 percent for bus exterior advertising. The value of this contract has varied over the years with changes in the economy and changes in the number of advertising spaces available, but Yuba-Sutter Transit is now projected to receive approximately \$37,000 in FY 2017 under the current terms and conditions. Of this amount, 68 percent (\$25,300) is projected to be derived from bus exterior advertising while the remainder (\$11,700) would be from bench and shelter advertising.

As recommended by the ad hoc committee, the draft RFP would expand the bus exterior program significantly to allow advertising on the sides and rear of all 22 local fixed route buses; the rear of all 16 demand response buses; and, the rear of all 13 intercity commuter buses. Side signs would be limited to "king" (144" X 30") and "queen" (96" X 30") sizes in the area generally under the windows and between the wheel wells on the local fixed route buses unless otherwise authorized in writing by the Transit Manager. Signs on the backs of buses shall be limited to either the rear window, if so equipped, or the engine hatch door(s) for buses without a rear window.

This expanded exterior program is expected to result in a significant increase in advertising revenue potential to the agency while minimizing the overall impact of mobile advertising on Yuba-Sutter Transit's brand/image as well as on that of the Yuba-Sutter community as a whole.

Yuba-Sutter Transit has had an advertising program of some sort for well over 30 years while some public transit providers in the greater region accept no exterior advertising (El Dorado County, Placer County and Elk Grove). Others do so at varying degrees up to and including those that allow exterior advertising on an even larger scale that that which is now being recommended (Roseville, Redding and Sacramento). It comes down to a local policy decision regarding the appropriate balance between community values and revenue potential.

Staff and members of the ad hoc committee will be prepared at the meeting to discuss this issue and the draft RFP in detail. If authorized as proposed, it is anticipated that a contract award recommendation will be presented for Board consideration at the July 20<sup>th</sup> meeting.

**RECOMMENDATION:** Authorize release of the Transit Advertising Program RFP as proposed or amended.

**YUBA-SUTTER TRANSIT AUTHORITY  
MARYSVILLE/YUBA CITY, CALIFORNIA**

**REQUEST FOR PROPOSALS (RFP)**

**TRANSIT ADVERTISING PROGRAM**

**RFP RELEASE:** MAY 19, 2017  
**PROPOSALS DUE:** 11:00 A.M., FRIDAY, JUNE 30, 2017  
**AWARD:** JULY 20, 2017 (TENTATIVE)  
**CONTRACT APPROVAL:** JULY 31, 2017 (PROJECTED)  
**CONTRACT START:** AUGUST 1, 2017 (PROJECTED)

Notice is hereby given that the Yuba-Sutter Transit Authority is now accepting proposals from qualified firms for the provision of a transit advertising program in the Marysville/Yuba City Area. Proposals will be accepted for one, two or all three components of the envisioned program which will include exterior bus advertising, bus stop shelter advertising and bus stop bench advertising. The successful firm or firms will be solely responsible for the complete provision of each related component of the advertising program. This shall include, but not be limited to, the marketing, production and placement of all advertising materials and the acquisition, installation, maintenance and insurance of all related equipment or facilities during the term of the resulting agreement or agreements, if any, at no cost to Yuba-Sutter Transit.

In exchange, the selected firm or firms shall have the exclusive right to sell advertising space on Yuba-Sutter Transit's vehicles and at Yuba-Sutter Transit's bus stops to the extent provided herein and in the resulting contract agreement or agreements, if any. The number of vehicles and the extent of the permitted advertising on such vehicles; the number and location of advertising bus stop shelters; the number and location of advertising bus stop benches; agreement terms and conditions; the revenue sharing percentage; and, the method of calculation are generally defined herein and are all subject to negotiation with the recommended firm.

Proposals must be clearly marked "ADVERTISING PROGRAM" and received no later than 11:00 a.m. on Friday, June 30, 2017 at the address below:

Yuba-Sutter Transit  
2100 B Street  
Marysville, CA 95901  
Attn: Transit Manager

Proposals received after that date and time will not be considered and will be returned to the sender unopened. A non-public opening of the proposals will be held at the location and time proposals are due. Yuba-Sutter Transit will accept only one proposal from each qualified supplier.

The decision to award a contract or contracts shall be made by the Yuba-Sutter Transit Board of Directors at their first duly called meeting following the proposal due date unless, at their sole discretion, there is adequate justification to delay said award. The selection of a contractor is tentatively scheduled to occur on or after July 20, 2017.

Yuba-Sutter Transit reserves the right to withdraw this RFP or to modify the schedule described above at any time without prior notice and makes no representation that an agreement will be awarded to any firm responding to this RFP. Yuba-Sutter Transit expressly reserves the right to reject any and all proposals, to waive any irregularity or informality in any proposal or in the RFP procedure, and to be the sole judge of the responsibility of any firm and of the suitability of the materials and services to be rendered.

Any changes to the RFP requirements will be made by written addenda and shall be considered part of the RFP. Upon issuance, such addenda shall be incorporated in the agreement documents, and shall prevail over inconsistent provisions of earlier issued documentation. No prior, current, or post-award verbal conversations or agreement(s) with an officer, agent, or employee of Yuba-Sutter Transit shall affect or modify any terms or obligations of this RFP or any contract resulting from this procurement.

With the exception of contacting staff to ask questions regarding this RFP, any party submitting a proposal shall not lobby any Yuba-Sutter Transit Board member, official, employee or agent regarding this RFP. Any party attempting to influence the proposal, submittal and review process through the ex parte contact of any Yuba-Sutter Transit official may have their proposal rejected.

Contact Keith Martin, Transit Manager, at (530) 634-6880 for more information.

## **BACKGROUND**

Yuba-Sutter Transit is a Joint Powers Agency created by the Counties of Yuba and Sutter and the Cities of Yuba City and Marysville. It is the sole public transit provider in the region offering a wide range of services with a current fleet of 51 buses of various sizes and types. These services now include six local fixed routes and a local demand response service operating Monday through Saturday in the urbanized area; extensive weekday commuter and midday service between Marysville/Yuba City and downtown Sacramento; and, limited weekday rural route service to and from several surrounding communities. Service is not operated on Sundays or major holidays. Current service, route and schedule information is available on the agency website at [www.yubasuttertransit.com](http://www.yubasuttertransit.com).

Yuba-Sutter Transit now operates approximately 93,000 hours and 1.5 million miles of service annually with up to 1.3 million passenger boardings each year. The combined population of the two counties including the bi-county urbanized area of Yuba City and Marysville is approximately 172,000.

## **EXISTING ADVERTISING PROGRAM**

Yuba-Sutter Transit's current advertising program is composed of one 15 year contract for all three components of the agency's advertising program. This contract expired on February 28, 2017 and now continues on a month-to-month basis. The existing advertising program includes advertising on the back windows of 27 agency buses; 28 contractor-owned bus stop shelters; two agency-owned shelters; and 69 contractor-owned bus stop benches.

Yuba-Sutter Transit currently receives commission payments equal to 33 percent of the gross advertising revenue on the sale of exterior advertising and 10 percent on the gross advertising revenue on the sale of bus stop shelter and bench advertising with no guaranteed minimum amount. The contract also provides for limited, no-fee (except for production costs) placement of Yuba-Sutter Transit advertising for self-promotion.

## **PROPOSED ADVERTISING PROGRAM**

Yuba-Sutter Transit is now seeking proposals for one, two or all three components of the transit advertising program to include bus exteriors, bus stop shelters and bus stop benches for a period of at least five years. As envisioned, bus exterior program will be expanded significantly to allow advertising on the sides and rear of all 22 local fixed route buses; the rear of all 16 demand response buses; and, the rear of all 13 intercity commuter buses as shown on **Attachment A**. Side signs will be limited to "king" (144" X 30") and "queen" (96" X 30") sizes in the area generally under the windows and between the wheel wells on the local fixed route buses unless otherwise authorized in writing by the Transit Manager. Signs on the backs of buses shall be limited to either the rear window, if so equipped, or the engine hatch door(s) for buses without a rear window.

If any Yuba-Sutter Transit vehicle decals or signs are to be covered by exterior advertisements, contractor at their sole expense shall prepare and install new decals or signs of comparable size and quality at locations subject to the approval of the Transit Manager. In addition, contractor shall be solely responsible for all cost in connection with the maintenance, repair and/or replacement of advertising on Yuba-Sutter Transit's buses including the restoration of any painted surfaces that may be damaged during the installation and/or removal of such advertising. Yuba-Sutter Transit shall be the sole judge in the determination of the extent of any needed repairs and whether the damaged areas have been restored to their original condition.

Any shelters and/or benches provided under any contract that may be granted under this RFP shall be, at a minimum, Tolar Manufacturing Model #12ALD-PM shelters and Tolar Manufacturing Model #7PMADBNCH benches (or an approved equivalent) in the same number, size and color as the units that are now located throughout the local service area. Advertising shelters and benches are located where appropriate and desirable based on land uses, traffic flows, space limitations and passenger boardings at each location. Yuba-Sutter Transit will assist the successful contractor in the site selection and approval process to the extent possible, but final siting authority shall remain with the jurisdiction in which each shelter is placed. The selected firm will be responsible for securing all necessary permits and for compliance with all siting requirements. In addition, Yuba-Sutter Transit would be willing to consider the replacement or relocation of agency-owned shelters as appropriate on a case by case basis.

Bus stop shelter advertising panels, which may be lighted, will be limited to one end of each shelter though shelters of up to over 20' in length or multiple shelters may be desired at some locations allowing for more than one advertising panel. Shelters are to be constructed of commercial quality materials, aesthetically pleasing and designed for transit use. They shall include a passenger bench and a transit information panel with adequate access in and around the shelter to meet Americans with Disabilities Act (ADA) accessibility standards. The degree to which a proposed shelter meets these criteria shall be determined solely by Yuba-Sutter Transit.

It is anticipated that the term of the contract(s), if any, that may be awarded as a result of this RFP shall be for a minimum period of five years commencing on or about August 1, 2017. Proposers may present justification for a longer award and Yuba-Sutter Transit may authorize a longer period if it is determined that such a period is in the best interest of the agency.

### **PROPOSAL REQUIREMENTS:**

All proposals must, at a minimum, include the following:

1. Description of the proposing firm and any relevant experience of the firm and/or its principals including reference names and telephone numbers.
2. Location of the office that would be responsible for the program and the location from where advertising sales, placement and maintenance will be conducted if different.
3. General description of the proposed program identifying which requested components are included in the proposal. At a minimum, address each of the following issues as appropriate for the proposal.
  - A. Anticipated approach to the placement, maintenance and removal of bus exterior advertising including the specifications of the material that will be used.
  - B. Number of anticipated shelters and/or benches noting if the proposal is contingent in any way upon the siting of a minimum or maximum number of units.
  - C. Proposed shelter and/or bench installation schedule and policy including the anticipated role of the transit authority in the placement process.
  - D. Proposed shelter and/or bench cleaning and maintenance schedule.
  - E. Proposed advertising sales program and policy including the anticipated fee structure for each type of space included in the proposal. (A copy of the current Yuba-Sutter Transit advertising policy is included as **Attachment B**.)
  - F. Number or percentage of advertising spaces by type that would be made available to Yuba-Sutter Transit for self-promotion.
  - G. Picture or detailed drawing of the proposed shelter, if any, including a description of the proposed materials and colors, any design or feature options that might be available and any necessary utility hook-ups.

H. Certificate of insurance coverage and description of coverage limits of at least \$2 million per occurrence and \$5 million general aggregate.

4. Sample contract provisions including the proposed term, revenue sharing schedule and termination provisions by type of advertising if appropriate.
5. Any special considerations either requested by the proposing firm or to be given to Yuba-Sutter Transit including any optional services or contract approaches being proposed for consideration.
6. Name, title, telephone number, fax number and address of the authorized contact person for the proposing firm.

Attachments: A. Vehicle Inventory List  
B. Yuba-Sutter Transit Advertising Policy

P:\2017 Advertising Program RFP.doc

ATTACHMENT A  
EXTERIOR ADVERTISING SPACE

VEHICLE#	CURB SIDE	STREET SIDE	REAR
1670	N/A	N/A	WINDOW
1671	N/A	N/A	WINDOW
1672	N/A	N/A	WINDOW
1673	N/A	N/A	WINDOW
1674	N/A	N/A	WINDOW
1675	N/A	N/A	WINDOW
1676	N/A	N/A	WINDOW
1677	N/A	N/A	WINDOW
1678	N/A	N/A	WINDOW
1679	N/A	N/A	WINDOW
1681	N/A	N/A	WINDOW
1682	N/A	N/A	WINDOW
1683	N/A	N/A	WINDOW
1684	N/A	N/A	WINDOW
1685	N/A	N/A	WINDOW
1686	N/A	N/A	WINDOW
2721	QUEEN	QUEEN	WINDOW
2722	QUEEN	QUEEN	WINDOW
2723	QUEEN	QUEEN	WINDOW
2724	QUEEN	QUEEN	WINDOW
2725	QUEEN	QUEEN	WINDOW
2727	QUEEN	QUEEN	WINDOW
3161	KING	QUEEN	WINDOW
3162	KING	QUEEN	WINDOW
3163	KING	QUEEN	WINDOW
3164	KING	QUEEN	WINDOW
3165	KING	QUEEN	WINDOW
3230	KING	QUEEN	ENGINE HATCH
3231	KING	QUEEN	ENGINE HATCH
3232	KING	QUEEN	ENGINE HATCH
3233	KING	QUEEN	ENGINE HATCH
3234	KING	QUEEN	ENGINE HATCH
3235	KING	QUEEN	ENGINE HATCH
3236	KING	QUEEN	ENGINE HATCH
3237	KING	QUEEN	ENGINE HATCH
3238	KING	QUEEN	ENGINE HATCH
3239	KING	QUEEN	ENGINE HATCH
3240	KING	QUEEN	ENGINE HATCH
4151	N/A	N/A	ENGINE HATCH
4152	N/A	N/A	ENGINE HATCH
4153	N/A	N/A	ENGINE HATCH
4154	N/A	N/A	ENGINE HATCH
4155	N/A	N/A	ENGINE HATCH
4156	N/A	N/A	ENGINE HATCH
4157	N/A	N/A	ENGINE HATCH



ATTACHMENT A  
EXTERIOR ADVERTISING SPACE

5701	N/A	N/A	ENGINE HATCH
5702	N/A	N/A	ENGINE HATCH
5703	N/A	N/A	ENGINE HATCH
5704	N/A	N/A	ENGINE HATCH
5705	N/A	N/A	ENGINE HATCH
5706	N/A	N/A	ENGINE HATCH

**KEY:**

KING - 144" X 30"

QUEEN - 96" X 30"

ATTACHMENT B

YUBA-SUTTER TRANSIT  
ADVERTISING POLICY

CURRENTLY BEING REVISED  
FINAL VERSION TO BE PROVIDED