

AGENDA ITEM IV – A

**YUBA-SUTTER TRANSIT AUTHORITY
MEETING MINUTES
DECEMBER 19, 2024**

I. Call to Order & Roll Call (4:00 p.m.)

Present: Bains (Vice Chair), Blaser, Buttacavoli (4:07 p.m.), Fuhrer, Kirchner (Chair), Hudson (4:03 p.m.), and Shaw

Absent: Flores

II. Public Hearings

A. NextGen Transit Plan Phase 1 Service Alternative

Executive Director Matthew Mauk introduced the public hearing as a second opportunity for the public to provide comments on the current proposed changes to provide Microtransit services to Linda and Olivehurst instead of Yuba City.

Chairman Kirchner opened the public hearing at 4:03 p.m.

Mauk presented one written comment that was received anonymously by email that stated the client is disabled and was looking forward to the option of Microtransit in Yuba City since the closest bus stop is a mile from their home. Mauk also shared an exchange with the Recreation Supervisor from the Yuba City Senior Center who shared that Dial-A-Ride hours ending at 8:00 p.m. instead of the current 9:30 p.m. would affect the ridership from Friday night bingo. Mauk stated that the average for evening Dial-A-Ride is less than seven passengers per evening Monday through Thursday. On Friday evenings, the average is 13.6 passengers.

Based on previous board action, staff will be proceeding with extending weekday service hours on fixed route services until 8:00 p.m. and the elimination of evening service for Dial-A-Ride. The fare increases will go into effect on January 1, 2025.

The earliest timeline for Microtransit services to be available in Linda and Olivehurst would be April 2025.

Chairman Kirchner closed the public hearing at 4:07 p.m.

Director Shaw asked for clarification of service end times for both fixed route and Dial-A-Ride and if Microtransit would run later than 8:00 p.m. The concern is about the Friday night service to the Yuba City Senior Center and requested the board consider keeping Dial-A-Ride service available for those riders. Mauk stated that, for the remainder of the fiscal year, extending the hours on Friday night to 9:30 p.m. would equal approximately 33 revenue hours for a total cost of \$4,525 or \$209 per night. Shaw requested that the board entertain keeping that service available.

Director Hudson asked if it had been proposed to change the time for Bingo to meet the Dial-A-Ride hours. Mauk stated that the Recreation Director informed him that moving to an earlier time would cause them to lose a significant number of participants and they could have an issue with staffing.

Director Blaser asked if the decision to keep the Friday evening hours is simply due to Bingo ridership and if there are any alternatives to getting riders to the Senior Center. Director Shaw stated for some riders, there is no alternative.

Director Buttacavoli asked for clarification on the cost of the service on Friday night.

Director Shaw made a motion to amend the Service Plan to include Friday night Dial-A-Ride services through 9:30 p.m. as proposed. Director Buttacavoli seconded the motion and it carried unanimously. Mauk clarified that the motion includes the rollout Microtransit services in Linda and Olivehurst in the spring. Kirchner confirmed.

III. Public Business from the Floor

None

IV. Consent Calendar

Director Bains requested the minutes be pulled from the consent calendar and considered as a separate item. Director Shaw made a motion to approve Item A on the Consent Calendar. Director Hudson seconded the motion, and it carried with one abstention. Director Bains made a motion to approve Items B and C from the regular board meeting on November 21, 2024. Director Shaw seconded the motion and it carried unanimously.

V. Reports

A. NextGen Transit Plan Marketing and Branding.

Executive Director Mauk presented the NextGen Transit Plan Marketing and Branding item. Mauk directed the board to Exhibit B to view the logos designed by the marketing consultant provided in the board packet. The new logo will use elements of the previous logo with updated visuals and colors. The cost associated with the updated logo would be to update the printed materials such as letterhead and business cards, which would be a relatively low cost. There would be no additional cost to update the website due to the ability of staff to complete the update in house. Mauk also directed the board to Exhibit C to view the sub-branding of the Microtransit service for consideration. If the board decides not to accept the new logos, the six frontrunners will still need to be branded before they are put into service. There is funding from the grant used to purchase the buses to cover the cost of the branding.

Director Blaser asked for clarification of the cost of the marketing consultant. Mauk stated that the amount paid to the consultant does include other items such as assisting with public outreach, creating passenger materials about the Phase 1 Project, and translation work for notices, so the total amount paid has not been solely on branding. Blaser stated his concern is that rates are being raised at the same time as the rebranding.

Director Bains asked why Allstar Wraps was chosen. Mauk stated that a competitive procurement was used and there was a total of three firms who bid. One firm was not responsive to the RFP and the other two firms were graded on a best value assessment. Cost was a factor, but not the only factor considered. Allstar Wraps was deemed the best value and was the lowest responsive bidder.

Director Blaser asked what the funding source was that will be used. Mauk stated that unclaimed State Transit Assistance Funds would be used as the funding source. Blaser asked if there was a deadline to utilize the funds. Mauk stated that there is not.

Director Buttacavoli asked about the justification for the rebranding. Mauk stated that the ultimate goal is to increase ridership and the recommendation to refresh the brand was made to assist with that goal. The original version of the current logo was created in the 80's with a font update in 2011. The goal is to increase visibility and raise the profile of the new services being rolled out.

Director Shaw asked about the difference between Microtransit marketed as MOD (Mobility on Demand) and Dial-A-Ride and how the services would be differentiated. Mauk stated that the NextGen Plan recommends phasing Dial-A-Ride out eventually but there will most likely be a continued need for paratransit service. The major difference is the Dial-A-Ride service is a door-to-door service where the Microtransit service is intended to be zonal, corner-to-corner. The goal is to eventually have an integrated system instead of separate Dial-A-Ride or Microtransit services and provide dynamic scheduling. Shaw asked for clarification that the funding for rebranding would not impact the budget or the NextGen Transit Facility Project. Mauk stated that is correct as it would be new capital project funding. Shaw stated that it would not have any monetary impact on service or the facility project. The suggestion was to hold off on the facility signage until the new facility is built.

Director Buttacavoli stated that the funding used for the branding could be used for another project. Mauk stated that it is currently undesignated funds for eligible capital projects. Buttacavoli asked if the rebranding is premature in relation to the new facility project. Mauk stated the facility signs would be around \$1,300. Director Shaw clarified the question as what is the advantage of rebranding now versus waiting until the new facility is built. Mauk stated that the marketing value of the action of rolling out the new services since it will be a few years before the facility is built. Shaw clarified that the rebranding is being done in conjunction with the new service changes and the facility project is its own project. Buttacavoli asked if this branding is approved, would there be a new branding be needed at the new facility or would this be sufficient. Mauk stated that there is no anticipated rebranding related to the new facility. There are also options other than a full rebranding including increasing advertising with our current contractor for increased revenue and incorporating branding with advertising.

Director Bains suggested tabling the motion until other options are explored.

Director Fuhrer stated that public transit ridership is more of a need based option than a private service. Mauk stated that transit dependent riders are the bulk of the ridership but there is a portion of the riders that are choosing to ride. The goal of rebranding and raising the system's profile is to increase awareness and attract more potential riders. Fuhrer stated that he agreed with Director Bains that it may be in the best interest to see what other options may be available. Mauk stated that the advertising contractor would be willing to discuss options, but

this has not been explored before due to the idea of maintaining the integrity of the Yuba-Sutter Transit branding versus advertising space on the buses.

Director Blaser suggested waiting until the new facility is built to do the rebranding.

Director Buttacavoli stated that he agreed with Director Bains on exploring further options.

Mauk clarified the board's recommendation to table the approval of the new agency logo, proceed with the sub-branding of the Microtransit services and wrapping those vehicles.

Director Hudson made a motion to table approval of the new logos/branding and proceed with the sub-branding of the Microtransit (MOD) Services and wrapping those vehicles. Director Buttacavoli seconded the motion, and it was carried unanimously.

B. Vehicle and Signage Rebranding Project Award.

Mauk stated with the previous action, the assumption is that the agency vehicle logo update was tabled for later.

Director Shaw stated that the logo approval and the vehicle project are two separate processes and should be separated. He also stated that the funding for transit services comes from state funds and not from ridership. He asked to see if the amount coming from the capital funds for the bus wrapping and signage would adversely affect any upcoming projects.

No action was taken.

C. Project and Program Updates.

1. Caltrans State Route 70 Binney Junction Phase 2

Mauk stated that Caltrans was recently considering purchasing the property at 2100 Street outright instead of doing a temporary construction easement. That is no longer under consideration and the timeline has shifted and now the TCE might become effective in mid-2025 through some portion of 2027. It is anticipated that agreements with Caltrans and the lease that will be required on the property near the airport to relocate fixed route buses will be presented for consideration at the January board meeting.

2. NextGen Transit Facility Project

Mauk reported that environmental work is proceeding on the project. The process of tribal consultation has begun. There were two federal tribes and two non-federal tribes who were identified as having interest in the project. FTA and the consultant are working on that in conjunction with Yuba County staff. There is work being done to determine if there are wetlands present on the property as the initial biologic survey identified some potential wetland areas and vernal pools that might need to be addressed with further study. The design process is on-going.

3. Commuter Service Extension Proposal

Mauk reported that based on significant feedback received during the initial survey conducted in August, staff was preparing to release a draft commuter schedule revision for public input, including potential service to the May Lee State Office Complex on Richards Blvd. in Sacramento.

VI. Closed Session

A. Public Employee Performance Evaluation (Pursuant to Government Code Section 54957)

No reportable action was taken.

B. Conference with Legal Counsel – Pending Litigation (Pursuant to Government Code Section 54956.9(d)(1))

No reportable action was taken.

VII. Correspondence / Information

None

VIII. Other Business

None

IX. Adjournment

The meeting was adjourned at 5:30 p.m.

The next regular meeting is scheduled for Thursday, January 16, 2025, at 4:00 p.m. in the Yuba County Board of Supervisors Chambers, unless otherwise noticed.