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A regular meeting of the Carson City Public Transit Advisory Committee was held at 5:30 p.m. on August 12, 1999 in the City Hall Capitol Conference Room, 201 North Carson Street, Carson City, Nevada.

PRESENT: Vice Chairperson Mary Winkler

Paul Gowins Robert Kennedy John Peshek

STAFF: Marc Reynolds, Community Transportation General Manager

Matt Konze, Community Transportation Dispatch Supervisor

Kathleen King, Recording Secretary

(PTAC 08/12/99; 1-0001)

NOTE: Unless indicated otherwise, each item was introduced by Vice Chairperson Winkler. A tape recording of these proceedings is on file in the Clerk-Recorder's Office and is available for review and inspection during regular business hours.

- I. ROLL CALL, DETERMINATION OF QUORUM (1-0002) Vice Chairperson Winkler called the meeting to order at 5:30 p.m. Roll call was taken; a quorum was present. Chairperson Bennett was absent. Ex-officio members Gobelman and Rodolph were present.
- II. ACTION ON APPROVAL OF AGENDA (1-0006; 1-0032) Member Peshek moved to approve the agenda. Member Gowins seconded the motion. Motion carried 4-0-1-0.
- III. ACTION ON APPROVAL OF MEETING MINUTES OF JULY 8, 1999 (1-0014) Member Kennedy moved to approve the minutes. Member Peshek seconded the motion. Motion carried 4-0-1-0.
- IV. ACTION ON APPROVAL OF MEETING MINUTES OF JULY 29, 1999 (1-0022) Member Peshek moved to approve the minutes. Member Kennedy seconded the motion. Motion carried 4-0-1-0.
- V. WELCOME AND INTRODUCTION OF GUESTS (1-0037) Vice Chairperson Winkler welcomed ex-officio members Gobelman and Rodolph.
- VI. PUBLIC INTEREST AND COMMENTS (1-0042) None.
- VII. DISCUSSION AND ACTION ITEMS
- REPORT ON RIDERSHIP STATISTICS FOR EVENINGS AND WEEKENDS (1-0052) - Mr. Konze distributed and reviewed the "July 1999 Report on Evening and Weekend Pick-Up and Delivery Counts by Zones." He referred to the Zone Map for Operations which corresponded to the areas delineated on the first page of the report. He reviewed the number of trips by funding source for the evening and weekend hours in July, and discussed ride availability, the willingness of clients to change trip times, and the frequency of rides during weeknights and weekends. Discussion ensued regarding a deviated fixed route system and Mr. Reynolds explained and diagramed the same. Mr. Konze reviewed the peak hours for evenings and weekends and discussed the necessity of adding a driver and a dispatcher should the weekend schedule be expanded to accommodate 3.5 passengers per hour. Discussion ensued with regard to total rides for the weekends in July, cutting service hours during the evenings and weekends, accommodating special events, and break requirements for drivers working 7-8 hour shifts. Vice Chairperson Winkler pointed out that availability of service needs to be weighed against cutting costs and efficiency of service. She suggested contacting community groups to stimulate ridership which would still fit into the service's time constraints, thereby retaining the availability of evening and weekend service. Discussion ensued with regard to determining peak use days and destinations, the history of the service, the community-service aspect of the system, the contract with Capitol Cab and the difficulties experienced using this service, the four hours removed from "prime time" when the subcontract for taxicab service was pulled, and Community

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Transportation's mission to serve the public. Mr. Reynolds advised that Capitol Cab is no longer interested in providing service on a subcontract basis. Discussion ensued with regard to alternative means of transportation, total weekend rides for the months of May and June, the affect that various group activities have on total rides, contacting the Recreation Department and other community service organizations to determine if any group activities can be accommodated by Community Transportation, and determining who is riding the service at what times and for what purpose. Mr. Konze advised that most weeknight rides are for employment or due to contract service. Discussion followed regarding service availability, generating more money for the service without adding time to the service, the need to define core service before addressing the needs of the general public, and providing group rates. Vice Chairperson Winkler suggested that the Committee members contact various groups, as follows: She will contact the Movers and Doers group; Ex-officio Member Rodolph will contact the Rec Club; Member Gowins will contact the Nevada Appeal with regard to publishing an ad; and Member Kennedy will contact the Senior Center. No formal action was taken.

- 2. REPORT ON RIDERSHIP, CLIENT COMMUNICATIONS AND UNMET TRIP RESERVATIONS FOR THE MONTH OF JULY 1999 (1-1143) Mr. Reynolds reported that July ridership appeared low because of the School to Careers Program being in summer recess. There were approximately 3400 total rides for the month. He compared July ridership with June ridership and explained that the increase in June included parking shuttle service for events at Mills Park. He discussed ridership for seniors, and advised there was only one recorded complaint for the month of July. He distributed and reviewed a graphic presentation of Unmet Rides for May, June and July, 1999, and commended Mr. Konze on his efforts in reducing the number of unmet rides. Mr. Reynolds advised that one thousand surveys are ready to be mailed, however, details regarding postage are being worked out with NDOT. A survey was previously conducted at the Senior Citizens Center and those names have been removed from the current survey. Results should be returned by the end of the month. Discussion ensued with regard to the number of disabled clients which used the service in July. No formal action was taken.
- 3. REPORT ON BUS SIGNAGE (LOGO) PROGRESS (1-1429) Mr. Reynolds advised that if advertising is pursued, bus signage becomes a secondary issue. Discussion ensued with regard to the current logo, increasing awareness of Community Transportation, and adding a slogan. Vice Chairperson Winkler suggested addressing bus signage and bus advertising as one item on the next agenda. No formal action was taken.
- 4. REPORT ON BUS ADVERTISING PROGRESS (1-1310) Member Kennedy advised of a meeting with Mr. Reynolds wherein they discussed possibilities for advertising. They, in turn, met with a sign maker who is interested in this project and has agreed to provide a "sample" for one or two buses within the next two weeks. Discussion ensued with regard to the "sample", the type of advertising being contemplated, and the possibility of tracking responses to the advertising. Vice Chairperson Winkler requested a progress report on this matter at the next meeting. No formal action was taken.

VIII. COMMITTEE MEMBER COMMENTS (1-1493) - None.

- IX. PROPOSED SCHEDULE FOR NEXT MEETING AND AGENDA ITEMS (1-1496) Member Peshek offered his services for graphics and logo presentations and will work with Mr. Reynolds and Member Kennedy on the bus advertising and logo projects. Vice Chairperson Winkler noted the next meeting is scheduled for Thursday, September 9, 1999. Member Peshek advised he would not be present.
- **X. ADJOURNMENT** (1-1542) Member Kennedy moved to adjourn the meeting. Member Peshek seconded the motion. Vice Chairperson Winkler declared the meeting adjourned.

The Minutes of the August 12, 1999 meeting of the Carson City Public Transit Advisory Committee are so approved this _____ day of October, 1999.

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KAY BENNETT,	Chairperson	