

A motion to approve the PTHS Coordinated Plan was made by Mr. Worthams, and supported by Mr. Ecklund. The roll call vote was as follows:

Ayes: All Present Nays: None Absent: VanStratt

The motion carried.

6. UPDATE ON P.A. 196

Mr. Ammon gave the background information on the effort to allow one authority to levy a two-tiered millage.

Obstacles include:

- Act 196 itself authorizes one millage rate across the county
- The Michigan Constitution requires uniform taxation

He stated that he was in contact with staff at the Michigan Attorney General's office, and other 196 Authorities were being pursued for their input. The Executive Committee had discussed meeting with all P.A. 196 Authorities in the State. The City Manager's office and the County Administrator had also been contacted for meetings. Chairperson Teeter indicated that there would be an update the next month.

7. UPDATE ON TRANSIT TALK

Mr. Lam stated that the ideas generated in the presentations so far ranged from broad to specific, and would be shared with the Comprehensive Operational Analysis. Other entities were becoming interested in the subject as well; especially high schools and parent advocate organizations. There was an invitation to be involved in a Community Access Television program. The presentation was continually reviewed and refined to ensure that public transportation was something the community wanted to own.

Mr. Hein said the response was growing exponentially and gave examples of past Transit Talks. The website was being updated regularly. He added that as the list of scheduled Transit Talks grew, the need for presenters did as well. Mr. Kuseske commented on the United Way transit talk he attended, where community leaders were heard from.

Chairperson Teeter thanked Mr. Lam and Mr. Hein for the briefing book, and asked the Board Members to coordinate with Mr. Hein and Mr. Lam in order to have involvement. Mr. Lam stated posters about the open meetings would be hung on the buses and in other public places.

8. REPORT FROM TRANSPORTATION DIRECTOR

Mr. Schomisch updated the Board on several items:

- A draft of the Service Agreement for calendar year 2010 would be brought to the next board meeting; Chairperson Teeter asked for Mr. Schomisch and Mr. Hein to work with Ms. Bradshaw regarding the timing of payments.
- A written request for a public hearing on fare increases was received, so it would be held on November 16th at the Kalamazoo City Commission, after a public input session was held at the next TAB meeting on October 23rd.
- The Governor signed the transportation budget that morning; the additional 1.5 million in cuts was not included in that budget.
- Representatives from the Comprehensive Operational Analysis project were willing to meet with the KCTA Board.

A. KATS 2009 SOCIO-ECONOMIC SURVEY REPORT

Mr. Schomisch thanked KATS staff for their work on the survey. Highlights of the results included:

- the reason for using the system changed from work to school since the previous survey
- almost 50% of the respondents said they rode six times per week or more
- about 80% were riders who did not have other forms of transportation or did not have a license
- about 60% had completed high school, 31% had completed some college or had a degree
- over 50% of riders had incomes less than \$12,000/year
- 14,000 to 17,000 people in the community used transit at least once a year

The overall results indicated that public transit was still important to get people to work and school. In response to a question from the Board, Mr. Schomisch stated that KVCC riders were included in the survey, and that kicker buses were added to that route when necessary. About 36,000 bikes were carried per year. KATS covered the cost of the survey through FTA planning funds that the MPO received for this purpose.

Mr. Schomisch said the survey covered fixed-route and not demand-response because of the diverse population on fixed routes. It would be more beneficial to do a customer satisfaction survey on the demand-response side, as was done in 2008.

B. FARE INCREASE PROPOSAL DISCUSSION

Mr. Schomisch summarized his memo dated October 6th (a copy of which will be on file with the minutes). Similar fare increases were proposed in 2005.

-PROPOSED FARE STRUCTURE: FIXED ROUTE:

- general fares increase from \$1.35 to \$1.50 per ride
- children's rates went from \$1.25 to \$0.75 and would be based on height instead of age
- the Senior, Disabled and Medicare reduced rate would be \$0.75 and would be all day long, instead of only during non-peak hours
- the proposed rates on the new Unlimited Access-Seven Day Pass had gathered the most criticism, and he was considering reducing the amount to \$15
- because of the administrative expenses involved with tokens, riders would be urged to try the 20-ride, renewable debit card
- if purchased with a Bridge Card, tokens could still be bought at the discounted rate of \$1.25
- the new fareboxes would make transfers less open to misuse

Budget revenue projections for 2009 included:

- Line Haul - \$805,000
- Care-A-Van - \$370,000
- ADA/MetroVan - \$136,000
- Tokens - \$320,000
- Pass Sales - \$437,000

The Multi-Ride Pass was not on the fare structure, because the fare was not changing. The method, however, would be changing from punch passes to the 20-Ride card that would be renewable at vending machines. Discussion continued on the passes.

-PROPOSED FARE STRUCTURE: METRO COUNTY CONNECT: Mr. Schomisch summarized the Metro County Connect Fare Structure as follows:

- Certified Rider fares would increase from \$2.70 to \$3.00
- subscription rates for individuals were the same as regular fares; subscription rates for agencies would decrease from \$6.83 to \$6.00
- Specialized Medical Trips (insurance paid trips) saw over 1,300 riders per month and would increase from \$13.00 to \$15.00
- Senior, Disabled and Medicare certified trips would go from \$3.35 to \$4.00
- fares for children under 48" would go down from \$12.15 to \$6.00
- infants/children that could be carried would be free
- general cash fare would decrease from \$12.15 to \$12.00

Mr. Schomisch listed the following Costs per Trip based on the 2009 Budget:

- Line Haul = \$3.15
- MetroVan = \$28.66
- Care-A-Van = \$29.68

In 2007, the average revenues-to-expenses were:

- Nationally = 26.5%
- Statewide = 15%
- Kalamazoo = 16%

(For 2010, with no fare increase Kalamazoo would be 14.9%; with the fare increase it would be 16.8%.)

Mr. Schomisch answered questions from the Board. The average Metro County Connect ride was 7.5 miles, and the fare compared to \$20-\$25 for a cab. Ms. Kempen indicated that many people in the community felt it was time for a fare increase. Ms. Sumney was glad to see that tokens were still available to people who had used that form of payment so often in the past. Chairperson Teeter commented on the relationship between the TAB, the City, Metro and the KCTA, and the County taxpayers who would be funding Metro County Connect. It

was her hope that future fare increase consideration would be brought to the KCTA in tandem, and not after the fact; that it would be a more collaborative effort. Mr. Schomisch agreed.

A motion to formally endorse the fare structure, with the reduction to the Unlimited Access (7 Day) pass to \$15.00 and to take the endorsement to the City Commission was made by Mr. Rosine, and supported by Mr. Worthams. Mr. Worthams asked if the subject had already been addressed. Ms. Pyatt stated that the Board had passed a more general resolution on fare increases, and that the actual proposed fare structure had not been brought to the Board at that time. Ms. Teeter said that the Board had also supported consistent reviews of fares. The roll call vote was as follows:

Ayes: All Present Nays: None Absent: VanStratt
The motion carried.

Mr. Schomisch agreed and further said that the KCTA had started the ball with their previous votes of support; since then eight other jurisdictions had passed similar endorsements.

9. REPORT FROM PROJECT MANAGER

Mr. Hein briefly listed the items on his Project Manager's Report (a copy will be filed with the minutes). He was drafting the Community Report/Annual Report at the current time; it would go before the Board at the next meeting. Chairperson Teeter asked that he deliver the Community Report to the area municipalities as well.

10. COMMITTEE REPORTS

- A. Executive – Chairperson Teeter referred to the notes from the previous meeting.
- B. Budget Review – There was nothing to report.
- C. Public Transit/Human Services – Chairperson Teeter asked Mr. Mekemson to report back as the Coordinated Plan's approval progresses. It was Mr. Mekemson's belief that a committee would review the progress on the needs and improvements listed in the plan. Mr. Hein said the plan recommended the same. Ms. Teeter asked Mr. Hein and Mr. Schomisch to bring recommendations to the Board regarding who should be on the subcommittee.

11. ANY OTHER ITEMS

There was nothing to report.

12. CHAIRPERSON'S REPORT

Chairperson Teeter noted the upcoming November election involving the City Transit Millage, and that absentee ballots had been sent out.

13. CITIZENS' TIME

Mr. Urban, from Friends of Transit, stated, regarding P.A. 196, that he thought it would be simple to arrange for multiple taxing districts within a single authority that were established in a measurable and objective manner. He thought that having more than one taxing district within the authority could be addressed in P.A. 196.

14. MEMBERS' TIME

There were no comments made.

15. ADJOURNMENT

The meeting was adjourned at 7:02 p.m.

KCTA Chairperson

KCTA Secretary