

Minutes

Kalamazoo County Transportation Authority

February 22, 2010

Place: Room 204, County Administration Building
Time: 5:30 p.m. – 6:51 p.m.
Others Present: Dale Hein, Blaine Lam, Bill Schomisch, Judy Whitehurst, Lori Pyatt

Vice-Chair Rosine called the meeting to order.

1. ROLL CALL

Members Present: Paul Ecklund, Diane Kempen, Jack Mekemson, Greg Rosine, Char Sumney, Jan VanStratt, David Worthams.

Members Absent: Linda Teeter

A quorum was present. A motion to excuse Linda Teeter was made by Mr. Worthams, supported by Mr. Mekemson, and approved.

2. REQUEST FOR APPROVAL OF AGENDA

A motion to approve the agenda as presented was made by Mr. Mekemson, supported Mr. Worthams, and approved.

3. REQUEST FOR APPROVAL OF MINUTES

A motion to approve the February 8 Minutes as presented was made by Mr. Worthams, supported by Mr. Mekemson and approved.

4. TRANSIT TALK REPORT BY LAM AND ASSOCIATES

Mr. Blaine Lam provided a summary of the previous Transit Talks and commended the City of Kalamazoo, Kalamazoo County, Metro Transit, and KCTA for the difference between the millage elections in 2008 vs. 2009. The total participation was about 285 citizens. (A printout of the slideshow will be on file with the minutes.)

During this visioning process, he looked at other systems around the country and also worked closely with the Executive Committee. He summarized the outreach process and stated that Transit Talks made it clear that KCTA was committed to hearing from the community; the public was moving away from the we/they attitude toward seeing how transit benefited the entire community.

Ultimately, citizens wanted a dynamic, countywide system that served beyond the urban core, and this process would help KCTA determine a vision they can be confident is based on constituent feedback. The slides listed the comments received. Regarding the “Directional changes...” slide, when compared to other systems in the nation, in some ways the local system was ahead of the curve. An emphasis was placed on re-branding the system and appealing to eco/health conscious people.

Key Recommendations:

- 1) Integrate specific issues identified in Transit Talk with ongoing KCTA work.
- 2) Continue dialogue with key stakeholders and the public through formal and informal meetings.
- 3) Build continued public interaction into future planning.
- 4) Elevate marketing efforts in planning of future operations.
- 5) Utilize free and inexpensive communication methods (such as public access television, bus signs, public places) to highlight the accessibility of the system.
- 6) Link public transit with ecological and community health movements (there was a high correlation in other communities).

- 7) Target new opportunities for potential users who consider public transportation discretionary at best (by using pilot programs).
- 8) Consider accelerating some long range recommendations of the COA.
- 9) Integrate findings of the 2009 Socio-Economic Survey and the PTHS Coordinated Plan into the vision.
- 10) Increase public-private partnerships, especially those that are more visible.
- 11) Increase ridership among student populations through creative and coordinated arrangements.
- 12) Pilot more customer-interface programs, especially those which will clarify anticipated changes in technology (cell phones, GPS, etc.).
- 13) Continue to learn from the success of other systems (such as the successful branding of all elements of the systems.)
- 14) Because KCTA must rely on public trust, remember that communication is a two-way, and an ongoing, process.

He thanked the Board for giving him the opportunity to work on the project. Another more specific report would follow. The Transit Talk Schedule gave an indication of the wide variety of folks that were heard from. Mr. Lam described his favorite session where riders were able to answer their neighbors' transit concerns. The viewpoints varied widely between riders and non-riders.

In response to a Board question, Mr. Lam stated safety concerns were not heard from in the general public, but it was brought up in specific populations and in specific neighborhoods. It was clear that Metro had addressed safety issues over the past year.

In response to a question, Mr. Lam indicated that the website would remain up. It was agreed that it would be a good idea to continue Transit Talks. Mr. Schomisch thanked KCTA for the project; the information would be used by Metro, and the COA effort used the feedback during its analysis.

Vice-Chair Rosine commented that the term 'marketing', as it pertained to KCTA, was less about selling something and more about being aware of the grassroots needs and expectations, and being accountable to the people.

In response to a question, Mr. Lam encouraged KCTA to continue to identify and communicate with local stakeholders and to use various means of communication to do so. Vice-Chair Rosine didn't think taking action on the report was necessary.

5. FISCAL YEAR 2010 BUDGET ADJUSTMENTS

Vice-Chair Rosine, who served as the Chairperson for the Budget Review Committee, explained the following Budget Adjustments that were being recommended:

<u>Operating Expenses:</u>	<u>Increase</u>	<u>Decrease</u>
Covering the TSI Consultant Contract of (up to) \$18,500		
Contractual (588.090.808.00)	\$10,500	
Contingency (588.090.955.00)		\$10,500
Payment to Metro for 2007 audit/reconciled numbers for \$35,278.09		
Kalamazoo Co Transportation (588.090.808.32)	\$35,300	
Contingency (588.090.955.00)		\$35,300
Payment to Metro for half-fares for seniors and people with disabilities of \$15,000		
Kalamazoo Co Transportation (588.090.808.32)	\$15,000	
Contingency (588.090.955.00)		\$15,000
After these adjustments are made, Contingency will have a balance of about \$4,200.		

Mr. Schomisch clarified that the agreement for the half-fares was for “up to 15, 000”. Future reports would tally how much the endeavor actually cost; he expected a loss.

A motion to approve the Budget Adjustments was made by Mr. Worthams, and supported by Mr. Ecklund. It passed unanimously by voice vote.

6. COMMUNICATIONS

There were no communications to report.

7. REPORT FROM TRANSPORTATION DIRECTOR

Mr. Schomisch reported on the following:

- That morning’s meeting to hear public comment on the gas tax had been cancelled due to weather; it would most likely be rescheduled.
- The Memo listing current House Bills: HB5770 would create a separate transportation fund to contain all gas tax collections in order to go toward transportation to help protect the 90/10 formula. The creation of a Fuel Tax Restructuring Commission was discussed. Mr. Worthams reported that Lansing was already being informed as to the effects of missing out on the Federal dollar match. He hoped Mr. Hein would get the Gazette Editorial Board involved to increase the public’s awareness. Mr. Schomisch had attended the Michigan Public Transit Association’s legislative meeting the previous week, where two of the three legislators on the panel felt they needed to hear from their constituents before they would take a position.
- ITS improvement recommendations could be explained in a presentation to the Board if desired.
- Because the reloadable cards and vending machines were delayed, beginning the following Monday the former Punch Passes would be reinstated on March 1, until the vending system can be fully tested.
- Mr. Schomisch requested to come to the next Executive Committee meeting to bring forth building plans for the addition.
- He reported on a bus accident the previous Saturday (there was an injury, but not serious). The driver was ticketed and Metro would take appropriate action regarding the employee.
- The TAB would be meeting the following Friday at 9am; the complete COA report by Perteeet would be presented.

8. REPORT FROM PROJECT MANAGER

Mr. Hein covered the following:

- He requested feedback regarding the option of using Google Calendar to sign up for meetings at other Authorities. In response to a concern of Mr. Worthams, Mr. Hein agreed to look into how using Google Calendar could violate the Open Meetings Act, if the Board were interested in using the technology. Mr. Rosine felt that the old contact system would still have to be used.
- The list of meetings at other Authorities.
- Levy Timeline – The March 8 meeting would see a Resolution to set the public hearing to hear comment on the levy rate. The hearing was not required, but would be held for the sake of transparency. The public hearing would be held April 12.
- Adopt-a-Bus Shelter Agreements were being signed.
- GKUW and the Kalamazoo Community Foundation have combined efforts with the Life Line Project in order to meet basic needs, including transportation. He would keep alert as to how KCTA could play a role.
- Annual Report Presentations were continuing, and the Members would be asked to visit outlying jurisdictions in the future.

9. COMMITTEE REPORTS

- A. Executive – Discussions had been held with Mr. Lam regarding his presentation.
- B. Budget Review – A meeting was held to discuss Budget Adjustments and the levy timeline.
- C. Public Transit/Human Services – Progress on the Coordinated Plan would be reported over time.

10. OLD BUSINESS

- A. The March 8th Meeting would be held at South County Community Services; the COA: Demand/Response report would be presented.
- B. Board Member Visitations at Other Authority Meetings
- C. Public Media Network Update – that evening was being broadcast.

11. NEW BUSINESS

There was nothing to report.

12. CHAIRPERSON'S REPORT

There was nothing reported.

13. CITIZENS' TIME

There were no comments made.

14. MEMBERS' TIME

- Mr. Mekemson commented that he was concerned that the Contingency balance was so low early in the year, and hoped to plan for future Metro Reconciliation in the next budgets.
- Mr. Rosine agreed.

15. ADJOURNMENT

The meeting was adjourned at 6:51

KCTA Chairperson

KCTA Secretary