

MINUTES FOR THE HUMBOLDT TRANSIT AUTHORITY

REGULAR BOARD MEETING

November 2, 2022

PRESENT

Board Members

Rex Bohn, County of Humboldt

Natalie, Arroyo, City of Eureka

Alex Stillman, City of Arcata

Steve Ladwig, City of Trinidad

Mike Wilson, County of Humboldt

Tami Trent, City of Fortuna

ABSENT

Julie Woodall, City of Rio Dell

Staff

Greg Pratt, General Manager

Consuelo Espinosa, Transit Planner

Brian Connors, Operations Manager

Katie Collender, Finance Manager

Carolann Aggeler, Administration and Finance Assistant

Andi Evans, Bookkeeper

Jim Wilson, Director of Maintenance

Jerome Qiriaz, Transit Planner (Part Time)

Sherry Dunlap, Safety & ADA Coordinator

Also, in attendance was Nancy Diamond; HTA Legal Counsel; Oona Smith, HCAOG; Tabitha Miller, County of Humboldt; Althea Christensen, Community Member; Heidi Benzoneli Community Member.

CALL TO ORDER

Chairperson Arroyo called the meeting to order at 9:01 a.m.

ROLL CALL & Introductions

Introductions were made.

COMMUNITY MEMBERS COMMUNICATION

None

SPECIAL PRESENTATIONS

None

CONSENT CALENDAR

By motion, recommended the approval of the following items considered to be routine and enacted in one *motion*. *Items may be removed from the Consent Calendar upon request and will be heard separately.*
Motion by Councilmember Stillman, second by Councilmember Ladwig to approve the Consent Calendar.
Motion carried unanimously

1. Minutes from the October 5, 2022, Regular Board Meeting

Action Recommended: Approve minutes

2. Remote Teleconference Meetings

Resolution to implement teleconferencing requirements during a proclaimed State of Emergency Pursuant to Assembly Bill 361.

Action Recommended: adopt Resolution 22-22 Implementing Teleconferencing Requirements during a Proclaimed State of Emergency.

3. Humboldt Transit Authority Secretary to the Board

Pursuant to Article 4.1 of the Joint Powers Agreement with the Humboldt Transit Authority, the governing board is to appoint a secretary who may, but need not be, a member of the Governing Board.

Action Recommendation: Appoint Consuelo Espinosa to Take Over Duties as Secretary to the Board as Stated in the JPA.

F Items removed from the Consent Calendar

None

REPORTS

1. Draft August statistics and financial statements for all systems operated by HTA

Finance Manager Katie Collender presented HTA's Comparative Performance Activity Reports and reported that the farebox ratio for all systems is looking good.

NEW BUSINESS

1. JPA Employee Pass Pilot Program

General Manager Greg Pratt reported that since January, the City of Eureka and County employees have been participating in an employee bus pilot program and gave board update on ridership for the past six months. Greg Pratt also made mention that since the stats have been consistent, HTA has enough information for agencies to decide if they would like to enter contract with HTA and continue the program. Staff recommended that the Board reduce the cost per fare by 20% to encourage agencies to continue the program and hopefully form partnerships with other agencies.

Motion by Supervisor Wilson, second by Councilmember Arroyo to approve that HTA work with the County and contact participating agencies to promote the JPA Employee Pass Pilot Program and reduce the cost of each fare by 20%. Motion carried unanimously

2. Transit Intercity Rail Capital Program (TIRCP) and Projects Update

Staff gave board an update that HTA submitted a Cost Allocation Plan to Caltrans for the California Transportation (CTS) for approval, and that this item would be on their agenda for December 8, 2022. Staff also gave board an update regarding the Facility Plan Phase I and Phase II, and that HTA is still waiting for a cost estimate.

Staff reported that Infotainment Screens are being installed and Staff suggested that HTA start posting internal announcements using the Infotainment Screens, as well as sell adds to any interested customers. Additionally, Staff reported that the Credit Card Validators were being shipped and recommended running a nine (9) month Tap on/Tap off Pilot Program for the use of the Credit Card Validators, aiming to

solve the traditional bus payment problem and provide passengers with a convenient tap and go option by using their credit card as they enter and exit the bus at a promotional cost of \$1.00 per ride.

Motion by Supervisor Wilson, second by Councilmember Arroyo to approve that HTA run a nine (9) month Tap on/Tap off Promotional Pilot Program for the use of the Credit Card Validators. Motion carried unanimously

3. Humboldt Transit Authority Bus Advertising

Staff gave board update on the status of its bus advertising program since taking it over on August 8th, 2022. In the meeting handout, Staff provided the Board with draft contracts, a media kit, ad pricing, and policies for review and input, that would allow staff to continue to work with current and new clients through the end of the fiscal year. Staff also made mention that all options would be brought back to the March 2022 Regular Board Meeting for further direction for the 23/24 Fiscal Year.

Staff also reported that they have met with a local sign vendor that will be able to provide design and printing services, including installation and removal.

Public Comment: Community Member Heidi Benzoneli, expressed concern about government agencies competing with small businesses and made mention that she would like HTA Staff to reconsider using a third party for bus advertising.

Councilmember Arroyo and HTA Staff invited Heidi Benzoneli to stay after the adjournment of the meeting to meet with Finance Manager Katie Collender and General Manager Greg Pratt.

Motion by Supervisor Wilson, second by Councilmember Ladwig to approve the Contract, Media Kit, Pricing, and Policies upon review of legal counsel, and Direct Staff to Continue Advertising through the End of the Fiscal Year. Motion carried unanimously.

BOARD COMMUNICATIONS

Councilmember Stillman announced that Governor Newsom signed new provisions in addition to those allowed by AB 361 for teleconferencing rules and procedures that will take effect in February 2023.

Supervisor Wilson also announced that Lift Services are being offered at the Eureka Arcata Airport.

STAFF COMMUNICATIONS

General Manager Greg Pratt announced that in the next two weeks the Dial-a-Ride System will have the new Tap on/Tap off pay feature, so customers can utilize the new Credit Card Payment System.

CLOSED SESSION

None

ADJOURNMENT

Meeting adjourned at 10:15 a.m.