

MINUTES FOR THE HUMBOLDT TRANSIT AUTHORITY

REGULAR BOARD MEETING

March 1, 2023

PRESENT

Board Members

Natalie, Arroyo, County of Humboldt  
Steve Ladwig, City of Trinidad  
Tami Trent, City of Fortuna  
Julie Woodall, City of Rio Dell  
Alex Stillman, City of Arcata  
Leslie Castellano, City of Eureka

ABSENT

Mike Wilson, County of Humboldt

Staff

Greg Pratt, General Manager  
Consuelo Espinosa, Transit Planner  
Katie Collender, Finance Manager  
Carolann Aggeler, Administration and Finance Assistant  
Andi Evans, Bookkeeper  
Jim Wilson, Director of Maintenance  
Jerome Qiriazzi, Transit Planner (Part Time)  
Sherry Dunlap, Safety & ADA Coordinator

Brian Connors, Operations Manager

Also in attendance were Nancy Diamond, HTA Legal Counsel; Catherine Sundquist, CAE Transport; Colin Fiske Coalition for Responsible Transportation Priorities; Oona Smith, HCAOG; Althea Christensen, Member of the Public.

CALL TO ORDER

Chairperson Arroyo called the meeting to order at 9:00 am.

ROLL CALL & Introductions

Introductions were made.

COMMUNITY MEMBERS COMMUNICATION

Althea Christensen, Community Member announced that Transit Driver Appreciation Day this year is on Saturday March 18<sup>th</sup>, 2023. Althea also suggested that HTA reach out to the City of Ferndale, for the possibility of coordinating public transit to minimize vehicular traffic from the City of Ferndale, while work is being performed on the bridge.

Colin Fiske with CRTP, invited board members to ride public transportation to and from board meetings, so that they can gain experience and encourage other transit riders.

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 Supervisor Ladwig to approve the Consent Calendar.*

*Motion carries unanimously.*

### A. Consent Calendar

By motion, recommend 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.

1. Minutes from February 1, 2023, Regular Meeting.

*Action Recommended: Approve Minutes*

2. Letters of Support

A. The Northern California Deputy Director of External Affairs requests the HTA Governing Board of Directors provide a letter of support to the Governor's office regarding a price gouging penalty on Big Oil.

B. The Humboldt County Association of Government is applying to Caltrans' Sustainable Communities Grant for Multimodal Connectivity Analysis & Vibrant Neighborhood Planning.

*Action Recommended: Review, Discuss, and if Approved, Authorize the HTA Board Chair to Sign a Letter of Support to the Governor's office Regarding High Fuel Prices and for HCAOG's Sustainable Communities Grant Application.*

3. Federal Transit Administration Section 5311 (f) Grant Funds

Staff is recommending submitting an application for 5311 Regional Apportionment to purchase capital equipment and for operating assistance.

*Action Recommended: Adopt Resolution 21-03 Authorizing Application for FTA Section 5311 Grant Funds and the General Manager to sign the Grant Application.*

Items removed from the Consent Calendar

None

## REPORTS

1. Draft December 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 similar to last month and looking good.

## NEW BUSINESS

1. Humboldt Transit Authority Ad hoc Committee

General Manager Greg Pratt reported that staff formed an ad-hoc committee to provide advice and direction when it comes to changes to the cost allocation plan and to approve expenses over the amount of \$150,000. Due to a change with the County Representative, a replacement was in need to be named, for a three-person committee that will disband after the term of the TIRCP grant.

*Motion by Councilmember Ladwig, second by Supervisor Arroyo to Appoint Councilmember Leslie Castellano to the TIRCP Ad Hoc Committee to the HTA Board to Serve until the Grant Projects have been completed.*

*Motion carried unanimously.*

2. HTA Projects Update

Staff gave the board an update on the following items:

- Redwood Coast Express: General Manager Greg Pratt announced that bus service slated to commence on January 1, 2024.

- North State Transit Symposium July 12 & 13, 2023: General Manager Greg Pratt announced that HTA will be hosting a Transit Symposium at the Sequoia Conference Center in Eureka, bringing together transit agencies, regulators and zero emission bus manufactures to discuss methods towards meeting state Zero Emission goals. Sessions and exhibitors will also highlight ways that other transit agencies are building passenger ridership, transitioning to zero emission buses, mobile ticketing, and hands-free payment processing.
- Fare Integration: Finance Manger Katie Collender updated the board that HTA is looking to propose a fare capping system across other HTA systems that will provide the tap and pay for bus fare using credit cards for payment.
- Ride Humboldt: Finance Manager Katie Collender informed the board that in 2018 HCAOG issued a report that there would be a significant benefit to riders if all systems operated in a more unified way by working to bring forth the "Ride Humboldt", which was the winning branding slogan. The slogan was created in effort to attract passengers with simplicity, which is our number one goal.
- Advertising: General Manager Greg Pratt updated the board that in August/September of 2022, HTA took over the advertising contract by working with current and new vendors. Finance Manager Katie Collender presented an Income Comparison Report, which listed income comparison from the prior contractor vs what HTA has projected based to date on all current contracts.
- Operations: General Manager gave the board an update about the Infotainment screens and the direction that HTA is going with passenger notices and advertising strategies for non-profit organizations

### 3. Samoa Transit Operating Statics

General Manager Greg Pratt announced that due to extremely low ridership and the lack of funds, that the Samoa Transit service that began operating on January 4, 2021, would be discontinued after this FY 22/23. Staff also recommended exploring other ways to service the peninsula as development grows.

*Motion by Councilmember Ladwig, second by Supervisor Woodall to discontinue Transit Service to Samoa and work with HCAOG to find alternative solutions to providing service to the peninsula. Motion carried unanimously.*

#### BOARD COMMUNICATIONS

Councilmember Castellano reminded staff about Transit Driver Appreciation Day and that she was looking for proclamation text before the next City Council Meeting. Councilmember Arroyo offered to forward text before their next meeting in March 2023.

Councilmember Stillman made mention that direction marking signage has been installed at the Eureka Arcata Airport, which will allow the public a more visual of their environment.

Councilmember Arroyo inquired about a transportation reimbursement incentive for a bus transit pass vs mileage reimbursement. General Manager Greg Pratt announced that reimbursement for mileage forms were available after the meeting and that members have the option to opt-out.

#### STAFF COMMUNICATIONS

None

#### CLOSED SESSION

None

#### ADJOURNMENT

Meeting adjourned at 10:13 a.m.