

**MINUTES FOR THE HUMBOLDT TRANSIT AUTHORITY**

**REGULAR BOARD MEETING**

**June 7, 2023**

**PRESENT**

Board Members

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

**ABSENT**

Natalie, Arroyo, County of Humboldt  
Mike Wilson, County of Humboldt

Staff

Greg Pratt, General Manager  
Consuelo Espinosa, Human Resources Manager  
Katie Collender, Finance Manager  
Carolann Aggeler, Administration and Finance Assistant  
Andi Evans, Bookkeeper  
Brian Connors, Operations Manager  
Jim Wilson, Director of Maintenance  
Jerome Qiriazzi, Transit Planner

Sherry Dunlap, Safety & ADA Coordinator

Also in attendance were Nancy Diamond, HTA Legal Counsel; Catherine Sundquist, CAE Transport; Steve Luther, HCAOG; Oona Smith, HCAOG; Althea Christensen, Community Member; Colin Fiske, Coalition for Responsible Transportation Priorities; Netra B. Khatri, City of Arcata.

**CALL TO ORDER**

Chairperson Stillman called the meeting to order at 9:04 am.

**ROLL CALL & Introductions**

Introductions were made.

**COMMUNITY MEMBERS COMMUNICATION**

None

**SPECIAL PRESENTATIONS**

Scott Adair, Economic Development Director in Humboldt County and Connie Stewart, Executive Director of Initiative for HSU & Chief Policy Advisor for CCRP, presented information about Community Workforce Agreements. As presented, Work Force Agreements opens doors to local diversity business and workers in underserved demographics, by creating more entry-level apprentice job opportunities helping to expand the local skilled trades workforce.

**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 Castellano, second by Supervisor Trent to approve the Consent Calendar.***

***Motion carries unanimously.***

## 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 May 03, 2023, Regular Meeting.

**Action Recommended: Approve Minutes**

2. Humboldt Transit Authority Public Transportation Agency Safety Plan (PTASP)

In 2020, HTA established a Public Transportation Agency Safety Plan to increase the safety of its drivers and passengers and to strengthen the agency's safety and risk management program. The program has been a success and Staff has made a few minor edits for the 22/23 fiscal year's plan.

PTASP Enclosed

**Action Recommended: Approve the Public Transportation Agency Safety Plan for the Humboldt Transit Authority by adopting Resolution 23-07.**

3. Agreement Between the Humboldt Transit Authority and CAE Transport, Inc. for Paratransit Transportation (Dial-A-Ride) Services

Staff is recommending a one-year contract for CAE Transport to provide Dial-A-Ride services in Humboldt County.

~Agreement Enclosed

**Action Recommended: Approve Agreement between the Humboldt Transit Authority and CAE Transport, Inc. for Paratransit Transportation (Dial-A-Ride) Services**

## Reports

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

Finance Manager Katie Collender gave the board an update on the financial statements for all systems, and that all systems are showing good growth and overall improvement. Katie Collender also reminded the board that for the month of June, free rides will be provided for the Arcata & Mad River Bus System.

## NEW BUSINESS

2. National Dump the Pump Day

Dump the Pump Day first started in June of 2006. This year the event was held on June 15, 2023, and its purpose was to provide convenient travel options to help people to save money. Staff proposed to promote the event and offer free rides on June 15, 2023, on HTA Systems.

**Motion by Councilmember Castellano, second by Supervisor Madrone to Authorize Staff to Promote Dump the Pump Day by offering free rides on all HTA Systems. Motion carried unanimously.**

3. Humboldt Transit Authority's Innovative Clean Transit Rollout Plan

Transit Planner Jerome Qiriazzi and Director of Maintenance Jim Wilson presented The Innovative Clean Transit (ICT) plan and explained that each transit agency must submit a complete Zero-Emission Bus Rollout Plan approved by its governing body, showing how it plans to achieve a full transition to zero-emission buses (ZEBs).

**Motion by Councilmember Madrone, second by Supervisor Castellano to Approve Humboldt Transit Authority's Zero Emission Rollout Plan by Adopting Resolution 23-09. Motion carried unanimously.**

4. Agreement between the City of Arcata and the Humboldt Transit Authority for Operations and Maintenance of the Arcata & Mad River Transit System (AMRTS) and Vehicles.

General Manager Greg Pratt announced that since 2001, HTA has been providing maintenance for all AMRTS buses and vehicles, and that the City of Arcata would like to amend the contract to include driving and operations of the AMRTS routes beginning July 1, 2023.

***Motion by Councilmember Madrone, second by supervisor Trent to Approve Amendment and Restatement of the Agreement between the City of Arcata and Humboldt Transit Authority for Operations and Maintenance of the AMRTS System and Vehicles and Authorize the General Manager to Execute all Applicable Documents. Motion carried unanimously.***

Preliminary Budget for Humboldt Transit Authority FY 2023/2024.

Finance Manager Katie Collender reported that she prepared a preliminary budget for the Consolidated Transportation Services Agency, operating the Redwood Transit System, the Eureka Transit Service, Willow Creek & Southern Humboldt Intercity Systems, Redwood Coast Express, and for contracting with the City of Arcata for Operations & Maintenance services. Katie Collender also expressed that HTA is working to rebuild ridership that was lost during the pandemic, while striving towards its operational goals. In the end, she gave the board an update on how the agency will meet financial obligations in the upcoming year.

***Motion by Councilmember Madrone, second by Supervisor Trent to approve the budget as proposed by staff and reviewed by the Finance and Operations Committee. Make changes if necessary. If approved, direct staff to publish a notice regarding public input on the proposed budget. Motion carried unanimously.***

5. Marketing to Promote Ridership

General Manager Greg Pratt announced that HTA is brainstorming marketing for promoting ridership by working on consolidating the agency fares. Additionally, added that the card validators are active and have been passenger friendly. Also reminded the board that the Eureka to Ukiah route will commence on January 1, 2024, as well as that the Redwood Coast Transit System began to meet our buses in Eureka with transfers. Finally, HTA is currently working with HCAOG to explore marketing and promotional ideas.

Councilmember Tammi Trent inquired if HTA had considered working with local social service agencies regarding homelessness to discuss a bus voucher relocation program, as well as suggested ideas for promoting local special events to gain ridership.

Councilmember Alex Stillman suggested advertising by creating a video on how to use the new credit card validators and payment system. Also suggested brainstorming the idea about adding local parking areas when utilizing the transit.

Colin Fiske commended staff for the new payment system. He also recommended the idea of promoting marketing on service improvements with specific details.

HTA's Finance Manager Katie Collender mentioned that HTA may benefit from having a wrap on the bus promoting tap and pay.

Supervisor Steve Madrone suggested increasing ridership by adding more bus runs and improving travel time on the bus by possibly adding micro transit or transit on demand.

Althea Christensen suggested running more direct routes and combining services to support the systems in place to improve ridership.

Board directed Staff to bring this item back to the July 5, 2023, Regular Board Meeting as an agenda item "Promoting Transit" to discuss ideas for increasing ridership.

**BOARD COMMUNICATIONS**

NONE

**STAFF COMMUNICATIONS**

NONE

**CLOSED SESSION**

NONE

**ADJOURNMENT**

Meeting adjourned at 10:52 a.m.