

BOARD OF DIRECTORS
REGULAR MEETING
MONTEREY-SALINAS TRANSIT
February 12, 2007

1. CALL TO ORDER

Chairman Armenta called the meeting to order at 10:00 a.m. in the Monterey-Salinas Transit Conference Room.

Present:	Michael Cunningham	City of Carmel-By-The-Sea
	Kristin Clark	City of Del Rey Oaks
	Gary Wilmot	City of Marina
	Libby Downey	City of Monterey
	Vicki Stilwell	City of Pacific Grove
	Thomas Mancini	City of Seaside
	Fernando Armenta	County of Monterey
Absent:	Sergio Sanchez	City of Salinas
	Lisa Senkir	City of Gonzales (Ex-Officio)
Staff:	Carl Sedoryk	General Manager/CEO
	Lyn Owens	Director of Human Resources
	Hunter Harvath	Director of Administration
	Michael Hernandez	Chief Operating Officer
	Robert Weber	Transit Services Manager
	Sonia Bannister	Office Administrator
	Mary Archer	Planner
	William Morris	Contract Transportation Manager
	Dave Sobotka	Controller
	Tonja Posey	Human Resource Supervisor
Others:	Dave Laredo	DeLay & Laredo
	Anthony Lewis	Coach Operator
	Jim Fink	Salinas resident
	Kay Barron	Seaside resident
	Evan Verglan	CSUMB student

Apology is made for any misspelling of a name.

2-2. – 2-8. CONSENT AGENDA

The consent agenda items consisted of the following:

- 2-2. Adopt Resolution 2007-15 recognizing Anthony Lewis Coach Operator, as Employee of the Month for February 2007.

- 2-3. Disposal of property left aboard buses.
- 2-4. Minutes of the regular meeting of January 8, 2007.
- 2-5. Financial Report – January 2007.
- 2-6. Amendment to MST RIDES Advisory Committee (RAC) bylaws.
- 2-7. Schedule of Board committee meetings.
- 2-8. Authorize \$92,133 purchase of up to 9 real-time passenger information signs from Siemens VDO.

Item 2-8 was pulled for further discussion. This item will be discussed later in the agenda.

Director Mancini moved to approve the remaining items on the consent agenda. Director Downey seconded and the motion carried unanimously.

3. SPECIAL PRESENTATIONS

Robert Weber, Director of Transportation Services, introduced Anthony Lewis, Coach Operator as MST Employee of the Month for February 2007. He is being recognized for his work ethic, which is consistently at a high standard. His dedication to his job and his interest in the safety and security of co-workers and customers is a statement of his professionalism. Tony has received positive Observation Reports from independent sources that rate driver skills. He consistently rates "Above Standard" when being evaluated for Operator Check Rides.

4. PUBLIC COMMENTS

Jim Fink, Salinas resident, asked about the status of service to San Luis Obispo County. He is excited that the construction on the new transit center in Marina is starting. He said MST should lease buildings not currently being used for MST business to generate additional revenue. He complimented staff on the beautiful design of the 2007 passes. There needs to be additional training for VTA operators with regards to MST passes. He also supports having BRT on the Peninsula and he likes the new route design.

Kay Barron, Seaside resident, commented that with the recent service change on the Peninsula, her brother-in-law no longer has DART service on the former Fort Ord to allow him to get to work. Staff will work with Ms. Barron on this issue.

Evan Verglan, CSUMB student, said he did research on the low conversion cost of using bio-diesel in public transit. He would like to present his findings to staff and possibly do a trial run.

Mr. Sedoryk replied that MST is actively pursuing using bio-diesel in the fleet. However, MST has been told by the engine manufacturers that they will not support warranty issues if bio-diesel is used. MST will continue to work with its bus manufacturers and actively pursue if bio-diesel is the appropriate fuel choice.

5-1. FINANCE COMMITTEE MINUTES

The Board accepted and filed the MST Finance Committee Minutes – January 8, 2007.

6. BIDS/PROPOSALS

None.

7. PUBLIC HEARINGS

None.

8-1. SMART CARD FARE COLLECTION DEMONSTRATION

Mr. Sedoryk reported that electronic fare-payment systems are becoming more widely used throughout the public transit industry. These types of systems use cards that allow customers to store value to be used on buses as needed and have proven to be very popular for both customers and transit agencies alike.

The credit card-sized TransLink card stores value in the form of electronic cash (e-cash) and transit passes. To pay a fare, a rider simply “tags” the card by touching it to one of the card readers installed on buses or at the entrance to transit stations or terminals and — in an instant — the card reader automatically deducts the correct fare and applies any appropriate discounts, including transfers. TransLink provides several convenient options for getting a card and loading value onto it. Customers can order TransLink cards — and add value to them — online, by phone or by mail, or pick up a card at participating retail locations and transit agency ticket offices. Customers also can add value at self-serve Add Value Machines located in transit stations, or through an employee transit benefit program (such as Commuter Check®).

The demonstration to provide smart technology on eight coaches that are used on long distance routes would cost \$200,000. The smart cards would provide interoperability with other regional systems like Santa Clara VTA, and Caltrain.

Director Cunningham supports the project; however, he would like to see additional analysis that shows the initial \$1.2 million investment will be recouped in the form of service efficiency and customer satisfaction.

Santa Cruz Metro is looking to submit a regional project to Congressman Farr that would benefit both MST and Santa Cruz Metro. However, staff does not want this project to

compete with money for buses. In fiscal years 2002 and 2003, MST received \$1,244,446 in federal ITS grant funds. Of this amount, \$676,035 remains uncommitted towards specific ITS projects. A portion of this money can be used to fund the smart card demonstration project.

The Board suggested having staff evaluate and analyze other fare system alternatives currently being used in other transit systems and report back to the Board with a recommendation prior to proceeding with the demonstration project.

Jim Fink, Salinas resident, wants MST to explore BART+ tickets. Monterey Live (bus pass vendor) was closed when they were supposed to be open. He wants staff to revisit having a 1-day grace period at the beginning of the month on the previous month's pass.

2-8. ON-STREET REAL-TIME CUSTOMER INFORMATION LED SIGNS

The On-Street LED signs will display actual MST bus arrival time or scheduled departure times from bus bays at STC. The signs have the same hardware and software as on an actual vehicle and as such will display "live" information based on the Global Positioning System (GPS) location of the bus. Such signage is becoming increasingly common at transit stations throughout the country.

Director Cunningham likes the concept; however, he feels that this project should not come before the smart-card project.

Jim Fink, Salinas resident, said having real-time information signs makes it easier for the customer to gauge when their next bus is due to arrive. He would like to see it implemented at other locations besides transit centers.

Director Mancini moved to approve \$92,133 to purchase on-street real-time customer information LED signs from Siemens VDO as part of the ongoing implementation of Intelligent Transportation Systems (ITS). Director Wilmot seconded and the motion carried with Director Cunningham opposed.

8-2. UPDATE ON PENINSULA ROUTE CHANGES

Mr. Harvath, Director of Administration, gave a brief update on the Peninsula route and schedule changes which was implemented on January 27, 2007.

Director Stilwell commended staff on getting the word out to the public regarding the service changes.

With regards to a pass sales vendor in Monterey, staff has found it to be extremely difficult in finding someone willing to sell the passes.

Director Wilmot would like staff to evaluate the possibility of having DART serve the outskirts of Marina.

9. NEW BUSINESS

None.

10-1. – 10-4. REPORTS & INFORMATION ITEMS

The reports consisted of the General Manager/CEO Report; Washington D. C. Lobbyist Report – December 22, 2006; Sacramento Lobbyist report – December 27, 2006; Quarterly Performance Results Report – 1st Quarter FY 2007; staff trip reports; and Passenger Transit article – *Emissions Reductions and fuel savings spur changes in bus products*.

Mr. Sedoryk reported that ridership continues to grow. In January, Directors Armenta, Clark, and Sanchez accompanied Mr. Sedoryk and Mr. Harvath to Sacramento to meet with Assemblymembers Caballero and Maldonado, and Senators Laird and Denham.

11. ELECTION OF OFFICERS

The MST Board of Directors held their election of officers and re-elected Director Fernando Armenta as Chair and Director Tom Mancini as Vice-Chair. Other staff appointments remain the same.

Director Cunningham moved to accept the recommendation of the Nominating Committee appointing Director Armenta as Chair and Director Mancini as Vice-Chair. All other appointment remain the same. Director Downey seconded and the motion carried unanimously.

12. COMMENTS BY BOARD MEMBERS

None.

13. ANNOUNCEMENTS

March 22, 2007 Board Strategic Planning workshop.

Form 700 – Statement of Economic Interest, due to MST by April 2, 2007.

14. ADJOURNMENT

There being no further business, Chairman Armenta adjourned the meeting at 12:04 p.m.

PREPARED BY: 
Sonia AR Bannister