

BOARD OF DIRECTORS  
REGULAR MEETING  
MONTEREY-SALINAS TRANSIT  
May 14, 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
	Gary Wilmot	City of Marina
	Libby Downey	City of Monterey
	Vicki Stilwell	City of Pacific Grove
	Robert Russell	City of Salinas
	Thomas Mancini	City of Seaside
	Fernando Armenta	County of Monterey
	Lisa Senkir	City of Gonzales (Ex-Officio)
Absent:	Kristin Clark	City of Del Rey Oaks
Staff:	Carl Sedoryk	General Manager/CEO
	Lyn Owens	Director of Human Resources
	Hunter Harvath	Director of Administration
	Michael Hernandez	Chief Operating Officer
	Robert Weber	Dir. Transportation Services
	Sonia Bannister	Office Administrator
	Mary Archer	Planner
	William Morris	Contract Transportation Manager
	Dave Sobotka	Controller
	Tonja Posey	Human Resource Supervisor
	Tom Hicks	CTSA Manager
	Drew Salzbom	Marketing/Planning Intern
Others:	Dave Laredo	DeLay & Laredo
	Debra Daniels	Operations Supervisor
	Jim Fink	Salinas resident
	Lance Atencio	MV Transportation
	Chris Rubrecht	HOPE Services
	Glenna Meneely	HOPE Services
	John Slobodin	Monterey resident
	Brian Serra	Marina resident
	Stephen Hayth	Marina resident

***Apology is made for any misspelling of a name.***

## **2-2. – 2-11. CONSENT AGENDA**

The consent agenda items consisted of the following:

- 2-2. Adopt Resolution 2007-20 recognizing Debra Daniels, Operations Supervisor, as Employee of the Month for May 2007.
- 2-3. Disposal of property left aboard buses.
- 2-4. Minutes of the regular meeting of April 9, 2007.
- 2-5. Financial Report – April 2007.
- 2-6. Adopt Resolution 2007-21 declaring the week of May 12-18, 2007 as Monterey County Bike Week and declaring May 2007 as Clean Air Month in the Monterey Bay Region.
- 2-7. Update on Board committee members and proposed meeting dates.
- 2-8. Adopt Resolution 2007-22 authorizing federal funding under FTA with California Department of Transportation.
- 2-9. Adopt Resolution 2007-23 approving the revised Drug & Alcohol policy.
- 2-10. Authorize sending a letter of support to the City of Monterey regarding Lighthouse Avenue traffic improvement.
- 2-11. Authorize disposal and release of title and salvage rights for vehicle #5113.

Item 2-10 was pulled for further discussion.

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

### **2-10. LETTER TO CITY OF MONTEREY SUPPORTING LIGHTHOUSE AVENUE TRAFFIC IMPROVEMENT**

The City of Monterey has requested that MST provide a letter regarding the Board's preference with regards to the traffic improvement on Lighthouse Avenue. Staff prefers Alternative C, which contains a one-way bus lane along Lighthouse Avenue. Reasons include reduced delay in operations, improved schedule reliability, and decreased traffic congestion due to increased transit ridership.

The Board suggested addressing the letter to the Mayor and City Council and signed by the Board Chair.

Jim Fink, Salinas resident, supports Alternative C on Lighthouse Avenue.

**Director Wilmot moved to authorize the Chair to send a letter of support to the City of Monterey regarding Lighthouse Avenue traffic improvement. Director Mancini seconded and the motion carried unanimously.**

### **3. SPECIAL PRESENTATIONS**

Robert Weber, Director of Transportation Services, introduced Debra Daniels, Operations Supervisor, as MST Employee of the Month for May 2007. On April 3, 2007, MST was notified that two of the children of an MST Coach Operator had been critically injured. The father of the two boys had not yet been notified and was at that time driving the Line 42, which serves Natividad Hospital in Salinas – the very hospital where his sons were being treated for their injuries. The parents were notified that one of the boys was in grave condition and that he was being transferred by helicopter to the Trauma Center at Santa Clara Valley Medical Center in San Jose. Without hesitation, Debra loaned the distraught parents the use of her personal vehicle and cellular phone so they could respond to San Jose to be with their son.

Mr. Sedoryk, General Manager/CEO presented Michael Hernandez, Chief Operating Officer, a plaque for 30-years of service. Mr. Hernandez started at MST as a Coach Operator and worked his way up to his current position.

### **4. PUBLIC COMMENTS**

Jim Fink, Salinas resident, complimented Coach Operator Jim Raines. He was the driver on line 29 where Mr. Fink lost his checkbook wallet. Mr. Raines found it and made sure it was returned to its rightful owner. Mr. Fink would like to see service on line 29 extended on Sunday nights and to have it rerouted to serve Blackie Road to provide service to homes along that route.

Chris Brubeck, HOPE Services, would like to see line 21 service increased to daily service instead of just weekdays.

### **5-1. – 5-5. COMMITTEE MINUTES**

The Board accepted and filed the MST Finance Committee Minutes – March 19, 2007; the Marketing Committee Minutes – March 30, 2007; and the MST Board Strategic Planning workshop minutes – March 22, 2007.

A correction was made to the Finance Committee minutes to reflect “The committee felt that affordable units should be generated...”

## 6. BIDS/PROPOSALS

None.

## 7. PUBLIC HEARING

None.

### 8-1. MST FARE STRUCTURE ANALYSIS

MST's current fare structure is comprised of six zones and five overlap zones. Fares are calculated according to how many zones a customer travels in on their trip. Reduced pricing for shorter trips could also attract new customers.

The Board received a final report from Connetics Transportation Group. The report recommended that in the long-term, MST should consider adopting a fare structure based on usage of the system based on time or distance traveled. This type of fare structure would: 1) price fare by the type of service; 2) rebalance fare products based on actual and perceived value; 3) introduce discounted multiples on tickets and day passes; 4) introduce rolling 7-day and 30-day passes; 5) eliminate paid transfers; 6) eliminate the zone fare collection process; 7) change child validation for free fare from age-based to height-based; and 8) expand college, employer and social service. To implement this type of fare structure, it is likely that MST would have to implement smart-card or other fare collection technology. The Board also expressed interest in receiving an update on new fare collection technology.

Jim Fink commented that the San Joaquin RTD system uses a card similar to the ones used by BART. This card is proof of payment.

John Slobodin commented that Golden Gate Transit uses the Smart Card technology and it works.

**Director Cunningham moved to direct staff to work towards implementing a future fare structure based on usage, and to work with the Marketing Committee to determine what new fare products MST should offer. Director Mancini seconded and the motion carried unanimously.**

### 8-2. FY 2008 BUDGET

The FY 2008 budget represents a 4.4% decrease from the prior year. This is a balanced budget. The Fixed route budget contemplates no fare increase and requires maintaining current levels of service. The RIDES budget maintains the level of service to meet ADA requirements including service to South Monterey County.

**Director Mancini moved to: 1) approve the FY 2008 budget; 2) authorize staff to file the appropriate state and local grant applications to execute the budget; 3) approve Resolution 2007-24 authorizing filing federal grant applications; and 4) approve FY 2008 Goals and Objectives. Director Cunningham seconded and the motion carried unanimously.**

### **8-3. STRATEGIC PLAN**

The Strategic Goals will drive MST staff activities for the next several years. Five strategic priorities include: 1) improve service design and infrastructure; 2) develop stable, long-term revenue sources; 3) enhance information technology; 4) improve service quality; and 5) conserve natural resources.

Director Wilmot asked about the possibility of selling carbon credits.

**Director Mancini moved to adopt the FY 2008-2010 Strategic Goals. Director Wilmot seconded and the motion carried unanimously.**

### **9. NEW BUSINESS**

None.

### **10-1. – 10-6. REPORTS & INFORMATION ITEMS**

The reports consisted of the General Manager/CEO Report; TAMC Highlights – April 25, 2007; Washington D. C. Lobbyist Report – April 27, 2007; Sacramento Lobbyist report – May 1, 2007; Letter to Department of Transportation regarding FTA proposed rulemaking 49 CFR Part 604; and Staff trip reports.

Mr. Sedoryk reported that ridership continues to grow.

### **11. COMMENTS BY BOARD MEMBERS**

Director Downey thanked Mr. Harvath and Mr. Sedoryk for meeting with her and a constituent. She like the “Dump the Pump” slogan.

Director Mancini reported that the Seaside City Council contacted TAMC, MST, and FORA to get an overview of the entire transportation issues.

### **12. ANNOUNCEMENTS**

None.

### 13. CLOSED SESSION

The Board adjourned to Closed Session to meet with legal counsel regarding upcoming labor negotiations with ATU and existing litigation.

**Upon returning to Open Session, Chairman Armenta announced that no action was taken on either item.**

### 14. ADJOURNMENT

There being no further business, Chairman Armenta adjourned the meeting at 12:00 p.m.

PREPARED BY:   
Sonia AR Bannister