

**YOSEMITE AREA REGIONAL TRANSPORTATION SYSTEM
(YARTS) AUTHORITY ADVISORY COMMITTEE**

MINUTES

January 20, 2016

The regular meeting of the Yosemite Area Regional Transportation System (YARTS) Authority Advisory Committee held Wednesday, January 20, 2016 at the Merced County Association of Governments, Front Conference Room, 369 W. 18th Street, Merced, CA and conducted by video/teleconference at the Merced County Association of Governments, Front Conference Room, 369 W. 18th Street, Merced, CA, was called to order by Danna Stroud at 10:48 a.m.

MEMBERS PRESENT

Karen Baker, California Welcome Center, Merced
Steven Martinez for Tom Dumas, Caltrans (via teleconference)
Layla Forstedt, Fresno/Clovis Conference and Visitors Bureau (via teleconference)
Rich Green, The Bus, Merced
Sandy Hogan, Mono County LTC (via videoconference)
Tom Gaffery, Fresno State
Lisa Mayo, Tuolumne County Visitors Bureau (via teleconference)
Candy O'Donel-Browne, Mariposa County Economic Development Corp
Terry Selk, Yosemite/Mariposa Tourism Bureau (via teleconference)
Jeff Simpson, Mono County Economic Development (via videoconference)
Moses Stites, Fresno Rural Transit (via videoconference)
Danna Stroud, Mono County Citizen (via videoconference)
Sean Williams, Holiday Inn Express

MEMBERS ABSENT

Sheri Ogden, Yosemite National Park
Steve Smallcombe, Mariposans for the Environment and Responsible Government

OTHERS PRESENT

Scott Burns, Mono County (via videoconference)
Denise Demery, VIA Adventures
Peggy Arnest, Fresno COG (via teleconference)
Cindy Kelly, YARTS staff
Joy Gort, YARTS staff
Terri Peresan, Mariposa County (via teleconference)
Jose Vargas – VIA Adventures
Dick Whittington, YARTS staff
Dave Wolin, Coarsegold Chamber of Commerce

1. Introductions

So noted.

2. Public Comment

There were no comments from the public.

3. Minutes of the July 22, 2015 YARTS AAC meeting

Tom Gaffery moved to approve the minutes of the July 22, 2015 YARTS AAC meeting. Seconded by Candy O'Donel-Browne.

MOTION CARRIED UNANIMOUSLY.

4. Information/Discussion Only

- a. VIA Monthly Service Report for June 2015 – November 2015
- b. YARTS Ridership History/Visitation
- c. YARTS Financial Report/Budget Update
- d. Minutes of the July 27, 2015 YARTS JPA meeting (to be approved at the JPA January 25, 2016 meeting)

Tom Gaffery commented on Item 4a and has asked for a change in formatting ridership reports as follows:

- I'd like to see a single page monthly summary for each route. Some of the important things it should show:
 - Riders # & % per stop presented as a table and graphically
 - What kind of decisions should we be making with the load factor data? Is there value in presenting it broken out in so many different tables? Again, this might be better done graphically.
- Plot the YARTS routes on a single graph as well as with the NPS total Visitors historical trend line.
- Reach out to NPS and get gate entry per gate so we can correlate YARTS rides as a % of entries into the park.

Sandy Hogan commented on Item 4b asking for the following:

- Graph showing ridership trends and history. She stated that it makes it easier to comprehend if there was something to chart ridership throughout the years.

Dana Stroud asked if we could get information from the park that gives a vehicle count.

Tom Gaffery asked to have a report that shows ingress/egress into the park and not just the total ridership.

5. Annual YARTS Social Media Statistics

Cindy Kelly gave a report on the Annual YARTS Social Media Statistics.

Jeff Simpson suggested that staff uses Instagram as it is the social medium of the younger generation.

Tom Gaffery stated the following:

- The facebook & twitter pages have impersonal photo: objects and logos. Add more photos with people and activities.
- The photos on twitter are blurry.
- If YARTS has some tweets planned that are about the service and lively with photos, I can coordinate for the campus to RT.
- Spring break is the week of March 21st. Can we plan a promotion around this time? I will fund Collegian newspaper ads if YARTS produces.
- With the percent of interactions from other countries, it might be worth engaging a marketing firm to craft enough social media content (maybe 1-2 per month for the year) in Spanish, German & Mandarin.

6. YARTS 5311(f) Grant Funding

Dick Whittington gave the update on the YARTS 5311(f) Grant Funding.

Sandy Hogan moved to recommend the YARTS JPA adopt Resolution No. 2016/01-25-01 authorizing funding under FTA Section 5311 (49 U.S.C. Section 5311) with the California Department of Transportation.

Seconded by Jeff Simpson.

MOTION CARRIED UNANIMOUSLY.

7. Fiscal Year 2014/2015 Annual Audit

Dick Whittington gave the update on the Fiscal Year 2014/2015 Annual Audit.

Moses Stites moved to recommend the YARTS JPA accept the YARTS Audit for fiscal year ending June 30, 2015.

Seconded by Sandy Hogan.

MOTION CARRIED UNANIMOUSLY.

8. Hwy 41 Update/Summer Recap

So noted.

9. Proposed Greyhound 'Interline' Agreement

Dick Whittington gave an update on the Proposed Greyhound 'Interline' Agreement.

The committee asked about the possibility of Mono County being included.

Dick stated that staff is working with the contact person at Greyhound.

Terry Selk moved to recommend the YARTS JPA approve the Agreement between YARTS and Greyhound Lines, Inc. and direct the Executive Director to execute the Agreement.

Seconded by Candy O'Donel-Browne.

MOTION CARRIED UNANIMOUSLY.

10. YARTS Joint Powers Authority Agreement and the YARTS Joint Powers Authority Bylaws Review and Revision Draft

Terry Selk moved to recommend the YARTS JPA review and approve the draft JPA Agreement revision unless any major comments are received by Friday, January 23, 2016.

Seconded by Sandy Hogan.

MOTION CARRIED UNANIMOUSLY.

11. Short Range Transit Plan Preplanning Discussion

Dick Whittington gave a report on the Short Range Transit Plan and asked the committee to think about topics they want to discuss prior to the Short Range Transit Plan preparation.

Tom Gaffery stated the following:

- Consultant should look at best practices
- How are we doing in terms of multimodal connectivity? We have Greyhound & Amtrak. How can we better partner with air carriers and/or travel websites? How can we better leverage Amtrak?
- Analysis of future impacts of HSR connectivity
- Possibility of electric vehicles in the future
- Desire for bikes to be allowed under or on a front rack of the bus

Dana Stroud asked if we had a timeline for submitting comments or suggestions.

Dick Whittington replied that we do not have a timeline set up as of yet.

Dana Stroud asked what the preferred method of communicating the suggestions would be.

Dick Whittington stated email would be fine.

12. Oral Report – National Park Service

Dick Whittington gave the report from the National Park Service as Sheri Ogden could not attend.

13. Oral Report – Managers’ Report

So noted.

14. Member Remarks

So noted.

THERE BEING NO FURTHER BUSINESS OF THE YARTS AUTHORITY ADVISORY COMMITTEE, THE MEETING WAS ADJOURNED AT 12:45 P.M.