



**Yosemite Area Regional Transportation System (YARTS)
Joint Powers Authority and Authority Advisory Committee
MINUTES**

DATE

Wednesday, October 17, 2018

The special meeting of the Yosemite Area Regional Transportation System (YARTS) Joint Powers Authority Board and Authority Advisory Committee was held on Wednesday, October 17, 2018, at the Yosemite Valley Lodge, Garden Terrace Room, 9006 Yosemite Lodge Drive, Yosemite Valley, CA and was called to order by Chair McDaniel at 10:14 a.m.

JPA MEMBERS PRESENT

Daron McDaniel, Merced County Supervisor, Chair
Miles Menetrey, Mariposa County Supervisor, Vice-Chair
Stacy Corless, Mono County Supervisor
Bob Gardner, Tuolumne County Supervisor
Rosemarie Smallcombe, Mariposa County Supervisor

JPA MEMBERS ABSENT

Rhonda Armstrong, Council Member, City of Kerman
John Gray, Tuolumne County Supervisor
Jerry O'Banion, Merced County Supervisor
Nathan Vosburg, Council Member, City of Coalinga
Tom Wheeler, Madera County Supervisor

AAC MEMBERS PRESENT

Candy O'Donel-Browne, Authority Advisory Committee, Chair
Jim Donovan, Yosemite National Park
Sandy Hogan, Mono County LTC
Lisa Mayo, Tuolumne County Visitors Bureau
Terri Peresan, Mariposa County Department of Community Services
Steve Smallcombe, Upper Merced River Watershed Council
Hub Walsh, Private Citizen

AAC MEMBERS ABSENT

Karen Baker, California Welcome Center, Merced, Vice-Chair
Tom Dumas, Caltrans, District 10
Jonathan Farrington, Yosemite/Mariposa Tourism Bureau
Layla Forstedt, Fresno/Clovis Conference and Visitors Bureau
Michelle Miller, Yosemite/Madera County Visitors Bureau
Jeff Simpson, Mono County Economic Development
Moses Stites, Fresno Rural Transit
Nanette Villegas, Merced Mall
Sean Williams, Holiday Inn Express
Vacant, Fresno
Vacant, Mono

OTHERS PRESENT

Peggy Arnest, Fresno Council of Governments
Bob Asquith, Tuolumne County Transportation Council
Denise Demery, VIA Adventures
Andrew Felden, Amtrak
Elizabeth Gerrts, Nature Bridge
Don Harkner, Yosemite Gateway Partners
Selena McKinney, LSC Transportation Consultant
Kathleen Morse, Yosemite National Park
Carmen Setness, SJJPA
Gordon Shaw, LSC Transportation Consultant
Tyler Summerset, Tuolumne County Transportation Council

STAFF PRESENT

Nav Bagri, Finance Director
Stacie Dabbs, Executive Director
Navneet Mattu, Transit Administrative Assistant
Jose Mendoza, Transit Technician
Cindy Kelly, Assistant Transit Manager
Artis Smith, Transit Director

1. Meet and Greet

2. Introductions

Chair McDaniel led the introductions.

3. Public Comment

At this time, a public hearing was opened for public comment.

Opened: 10:17 a.m.

Closed: 10:18 a.m.

Carmen Setness commented about the San Joaquin connection with YARTS. She presented the group with an informative flyer containing fares, schedule and amenities/benefits.

4. YARTS Short Range Transit Plan - Overview

Gordon Shaw gave an update on where we are and what we know so far, including presentation of service, capital, institutional, marketing and fare alternatives.

Selena McKinney presented marketing strategies to the group.

5. Corridor Group Discussions

Persons interested in a specific corridor gathered in small groups to discuss the options presented and identified preferred strategies. YARTS staff, consultants and NPS staff joined the groups for discussion.

6. Lunch - provided by Aramark

7. Corridor Group Discussion Reports

A representative from each corridor presented their findings.

Tyler Summerset presented Do's and Don'ts for Hwy 120 North corridor.

Do's

- More dynamic fare increase policy
- 3rd Run - 2 additional Groveland Runs
- Angels Camp added to route
- Smaller vehicles (for year-round service)
- Agencies to pay to offset corridor increase
- BART to YARTS - using 120
- Agencies to purchase YARTS buses
- Use bypass to ease congestion

Don'ts

- Discourage YARTS ridership thru fare increase
- Select alternatives that meets YARTS objectives/goals/standards
- Limit creativity or ability to pursue unique alternatives

Director Corless presented Do's and Don'ts for Hwy 120/395 corridor.

Do's

- Eliminate June Lake from the route
- Shortening transit time in general
- Add June for weekday service
- Change route names - from Hwy 120/395 to Mammoth Route
- Market more to hikers
- Search funds from locals
- Bus bypass for YARTS

Don'ts

- Eliminate and cutting fares
- Don't target cyclist
- Don't market at fair

Sandy Hogan stated that during the Ferguson Fires the ridership was up from Mammoth to Tuolumne.

Director Smallcombe presented Do's and Don'ts for Hwy 140 corridor.

Do's

- Add peak season Round Trip (mid-day)
- Do not eliminate early runs
- Evaluate alternate route via Mount Bullion cutoff road to service Mariposa Yosemite Airport
- Serve Mariposa fairgrounds
- Better coordinate with existing services
- Focused effort in social media
- Kudos to drivers
- Optimizing schedules (more flexibility)

Don'ts

- Don't reduce fares
- Don't go to San Francisco, Dublin and Sacramento

Gordon Shaw presented Do's and Don'ts for Hwy 41 corridor.

Do's

- Keep YARTS running
- Buy more YARTS buses
- Eliminate short runs
- Stop service after Labor Day
- Seek funds to provide free fares
- Oakhurst to Mariposa connection
- Make Pines Resort on demand stop

Don'ts

- None

8. Full Group Discussion

Cindy Kelly requested the PowerPoint from Gordon Shaw to post on YARTS website.

Director Smallcombe asked for funding source for low income riders. Cindy Kelly responded that the funds were provided by LCTOP and only Merced County was considered as low income (disadvantaged) community. Tyler Summerset mentioned that Tuolumne County has been using LCTOP funds for schools, and to offer low income groups with reduced fares.

Hub Walsh suggested that YARTS shouldn't go to the County fairs for marketing because it seems to be ineffective in his experience. Gordon Shaw responded that just being at the fairs builds knowledge about YARTS in the community. Marketing at the County fairs is a long-term strategy.

Steve Smallcombe asked about the long-term liability for Hwy 41 service from Fresno Yosemite Airport. Steve Smallcombe mentioned that only 3-4% of boarding is done at Fresno Airport.

Gordon Shaw stated that it takes at least 3 years for any service to get to its highest potential.

Director McDaniel stated that the local fairs should contact YARTS to have booth at the fare to market YARTS.

Cindy Kelly mentioned that the transit service in Merced (The Bus) sell tickets for the fair on the bus at pre-sale price.

9. Wrap Up and Next Steps

Lisa Mayo commented that Tuolumne Visitor Bureau is always available for information. Also, mentioned that it was great to have YARTS booth at the IPW at Denver.

Stacie Dabbs commented that when we increase demand, we also need capital to run the service.

Gordon Shaw commented that it was great to work with everyone at the workshop on the Short Range Transit Plan.

Cindy Kelly thanked everyone for coming to the workshop. Also, thanked Aramark for great lunch at the workshop. Cindy mentioned that YARTS staff will be posting the PowerPoint from the workshop on our website.

THERE BEING NO FURTHER BUSINESS OF THE YARTS JOINT POWERS AUTHORITY AND AUTHORITY ADVISORY COMMITTEE THE MEETING WAS ADJOURNED AT 2:18 p.m.