

**SACRAMENTO REGIONAL TRANSIT DISTRICT
BOARD OF DIRECTORS
BOARD MEETING
January 12, 2015**

ROLL CALL: Roll Call was taken at 6:00 p.m. PRESENT: Directors Budge, Hansen, Hume, MacGlashan, Miller, Morin, Nottoli, and Chair Serna. Absent: Director Schenirer.

CONSENT CALENDAR

1. Motion: Approval of the Action Summary of December 8, 2014
2. Resolution: Awarding a Contract for Siemens Light Rail Vehicle Vinyl Body Wraps to Vehicle Wraps, Inc. (Barnhart)
3. Resolution: Delegating Authority to the General Manager/CEO to Execute a Contract for Artist Solicitation Services with the Arts and Business Council of Sacramento (Loneragan)
4. Approving the Fourth Amendment to the Contract and Fourth Amendment to Work Order No. 3 for Right of Way Acquisition and Relocation Services for the South Sacramento Corridor Phase II Project with Paragon Partners Ltd. (Scofield)
 - A. Resolution: Approving the Fourth Amendment to the Contract for Right of Way Acquisition and Relocation Services for the South Sacramento Corridor Phase II Project with Paragon Partners, Ltd.; and
 - B. Resolution: Approving the Fourth Amendment to Work Order No. 3 for Right of Way Acquisition and Relocation Services for the South Sacramento Corridor Phase II Project with Paragon Partners, Ltd.
5. Resolution: Approving Ninth Amendment to the Contract for Station Design Services (South Sacramento Corridor Phase 2) with MFDB Architects, Inc. (Abansado)
6. Resolution: Authorizing the Sacramento Regional Transit District to Pick Up All Mandatory Employee Contributions to the Sacramento Regional Transit District Retirement Plan for AFSCME, AEA, and Non-Represented Employees, the Retirement Plan for Regional Transit Employees Who are Members of ATU Local 256, and the Retirement Plan Between International Brotherhood of Electrical Workers Local Union 1245, AFL-CIO and Sacramento Regional Transit District in Accordance with Section 414(H)(2) of the Internal Revenue Code (Bonnel)

7. Resolution: Approving an Amended and Restated Credit Agreement and a Revolving Line of Credit Facility Note with US Bank National Association for \$29 Million With a Final Maturity Date of September 30, 2015 (Bernegger)

ACTION: APPROVED - Director Hansen moved; Director Budge seconded approval of the consent calendar as written with the exception of Item 3. Motion was carried by voice vote. Absent: Director Schenirer.

3. Resolution: Delegating Authority to the General Manager/CEO to Execute a Contract for Artist Solicitation Services with the Arts and Business Council of Sacramento (Loneragan)

ACTION: APPROVED - Director Budge moved the item with the addition of a delegation to staff to make sure that artists throughout all jurisdictions are included in the solicitation; Director Miller seconded approval of the item. Motion was carried by voice vote. Absent: Director Schenirer.

GENERAL MANAGER'S REPORT

8. General Manager's Report
 - a. Government Affairs Update
 - b. RT Entertainment and Sports Complex Business Advisory Panel Finding and Recommendations
 - c. Charities Presentation
 - d. Season of Civil Rights – MLK365
 - e. RT Meeting Calendar

Chair Serna recognized Rick Jennings, Sacramento City Council Member, District 7, in the audience. Mr. Jennings will be joining RT's Board at the next RT Board meeting.

Mr. Wiley and Chair Serna noted that a group of twelve business leaders was convened to serve on an Entertainment and Sports Complex Advisory Panel to review RT services, and develop a set of recommendations to enhance and improve RT's service in conjunction with development of the Entertainment and Sport Complex (ESC). Chair Serna noted that he put together this group to discuss the future of RT's system, how to improve the service (clean trains and buses, clean bus stops, enhance security and safety) for those already riding the system, and those who want to ride the system that do not because of perceptions. This is also an opportunity to enhance ridership and improve farebox recovery.

Mr. Wiley noted that following the report and recommendations of this Advisory Panel, it is staffs intent to develop an action plan to bring back to the Board for consideration.

Chair Serna introduced Wendy Hoyt. Ms. Hoyt noted her honor to facilitate the

meetings of the business leaders, and noted the positive collaborative effort between the private and public sector to enhance the system. Chair Serna thanked Ms. Hoyt for her participation.

David Taylor recognized the members of the ESC Advisory Panel - Mark Friedman, Tina Thomas, Michael Heller, Warren Smith, Dain Domich, Steve Goodwin, Larry Kelley, Ali Youssefi, Roger Kittredge, Michael Ault and Dion Dwyer. The focus of the group was helping RT prepare for the opening of ESC in October 2016 in hopes that riders have a good experience going to/coming from the ESC. Mr. Taylor provided 8 photographs of the various bus stops/stations on the RT system.*

Chair Serna asked Mr. Taylor if he or other business partners/investors would be willing to partner or match resources to assist RT in keeping areas clean, etc. Mr. Taylor agreed that the more engaged the business community is, and the more progress they see, the more willing the business community would be to spend their own time/money. Mr. Taylor noted that Dain Domich has already partnered with RT to keep the area around Alhambra Boulevard clean, and Mr. Domich is a good example of what the rest of the business partners need to be doing with RT.

Mark Friedman noted that addressing the cleanliness and atmosphere of the entire system is important to attract riders on light rail. Mr. Friedman noted that every bus stop and light rail station is a reflection on the RT system.

Tina Thomas would like the public to feel safe and secure riding the light rail system. Ms. Thomas would like to see RT focus on making the system clean and safe, and convenient.

Warren Smith noted that RT should be consistent with its branding and message.

Michael Heller noted that his focus is how to move people around the community, and the quality of the experience. Mr. Heller noted that most choice riders will not ride RT until changes take place in the operation of the system. Once RT makes changes, a new image of RT with branding and marketing opportunities (new logos, new colors, new catch phrases, public art) will enhance RT's ridership and revenues.

Dain Domich – Mr. Domich noted that this is a great opportunity for the region.

Speakers: Mike Barnbaum, Jeffery Tardaguila, Barbara Stanton,
Katharine Thompson

Chair Serna expressed his thanks to those that volunteered their time and energy. The next step will be implementation, and understanding the resource base that RT has to work with. Chair Serna mentioned that if it is the will of the RT Board, and staff, some priority making, which comes along with trade-offs will need to occur, and the Board will have to consider what resources RT has to work with.

Director Hansen would like to see staff's ideas for integrating the ideas from the ESC Advisory Panel and the Security Peer Review, and how RT can improve technology into this plan to benefit all riders.

Director Budge noted that the City of Rancho Cordova took over the maintenance of the light rail stations along their portion of Folsom Boulevard to complement the investment the City of Rancho Cordova has made to Folsom Boulevard. Director Budge volunteered to participate in the standing committee.

Director Nottoli suggested that staff start with cleaning up the stations along the system. Director Nottoli asked that the action plan contain information on what is needed to make the improvements.

Director Hume agrees that this is larger than the ESC. The reflection of the stations and the attitude on the vehicle is directly related to ridership. All of these issues have been raised before, and because of budget issues, RT has prioritized service over maintenance.

Director MacGlashan noted that many of the same items mentioned in the ESC report were mentioned in the Security Peer Review report. The ESC gives RT a deadline to move these suggestions forward, and is hopeful that these items come back to the Board quickly.

Director Morin noted that during every Board meeting, patrons come and appeal for extension of services and fare discounts; RT cannibalizes the system to accommodate their patrons. The average fare revenue is lower than the actual fares collected due to fare evasion and discounts. The Board needs the courage to direct staff to look at options (for restoration of services) to be quality, not necessarily quantity. Director Morin suggested that the Board develop a vested partnership with all jurisdictions to have every jurisdiction make their area a safer place for this type of level of service.

Director Miller thanked everyone for their participation in this endeavor.

Chair Serna suggested the establishment of a standing committee that would be comprised of select members of the RT Board, as well as members from the Business Panel, if it is the will of the Board. Chair Serna requested that this action be agendaized for the January 26th Board meeting and be called something like the ESC/System Improvement Standing Committee, which suggests that it is not just about one facility or destination. Also, at the January 26th meeting, he would like to see a "roadmap" of how we get to implementation measures (a schedule of what needs to happen) between now and the future.

Mr. Wiley introduced Donna Bonnel who, with Chair Serna, presented checks to charities that RT supports. Those charities were: Make a Wish Foundation, Precious Den's Animal Shelter, Breathe California, Special Olympics, Sacramento Children's

Home, Leukemia & Lymphoma Society and Community for Peace.

Mr. Wiley introduced Sam Starks and Rory Kaufmann who provided the history and details of the upcoming Martin Luther King, Jr. 365 events on Monday, January 19th. Because the March has become so large over 34 years, the March has been moved to City College.

INTRODUCTION OF SPECIAL GUESTS

UNFINISHED BUSINESS

PUBLIC HEARING

NEW BUSINESS

9. Motion: Nominating Jay Schenirer as Chair and Andy Morin as Vice-Chair for the RT Board of Directors effective January 13, 2015 (Brooks)

ACTION: APPROVED - Director Hume moved; Director Hansen seconded approval of the item as written. Motion was carried by voice vote. Absent: Director Schenirer.

REPORTS, IDEAS AND COMMUNICATIONS FROM BOARD MEMBERS

PUBLIC ADDRESSES THE BOARD ON MATTERS NOT ON THE AGENDA

Speaker: Mike Barnbaum – Mr. Barnbaum volunteered to participate in the ESC Committee should be Board determine that members of the public could participate. Mr. Barnbaum believes that Sunday/Holiday service should be considered under “Service Initiatives”. That would include changing service that is currently 60 minutes to 30 minutes on Routes 21, 23, 30, 56 and 81; and consider new Sunday service every 60 minutes on Routes 11, 25, 54, 62 and 84.

ANNOUNCEMENT OF CLOSED SESSION ITEMS

RECESS TO CLOSED SESSION

CLOSED SESSION

RECONVENE IN OPEN SESSION

CLOSED SESSION REPORT

ADJOURN

*Handout

As there was no further business to be conducted, the meeting was adjourned at 7:53 p.m.

JAY SCHENIRER, Chair

A T T E S T:

MICHAEL R. WILEY, Secretary

By: _____
Cindy Brooks, Assistant Secretary