

**SACRAMENTO REGIONAL TRANSIT DISTRICT
BOARD OF DIRECTORS
BOARD MEETING
August 22, 2016**

ROLL CALL: Roll Call was taken at 5:30 p.m. PRESENT: Directors Budge, Harris, Hume, MacGlashan, Miller, Nottoli, Serna and Chair Schenirer. Directors Jennings and Morin arrived at 5:37 and 5:50, respectively. Absent: Director Hansen.

PLEDGE OF ALLEGIANCE – Led by Mike Wiley

Chair Schenirer asked the Board to move Item 14 to the top of the agenda.

ACTION: APPROVED - Chair Schenirer moved the item; Director Budge seconded the motion. Motion was carried by voice vote. Absent: Directors Hansen and Morin.

INTRODUCTION OF SPECIAL GUESTS

14. Resolution: Commending Michael R. Wiley (J. Schenirer)

Each member of the Board provided comments about Mr. Wiley's service at the District and thanked him for his 38 plus years of service, and his contribution to the betterment of the community.

Mr. Wiley stated that his focus was to make sure that RT had the opportunity to get people where they needed to go; providing the mobility that people need to live their lives, be happy, be productive, get a job, etc. Mr. Wiley indicated that he felt as he was "always a member of the team," and appreciated the opportunity to serve the Board and the public.

Speaker: Jeffery Tardaguila

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

PUBLIC ADDRESSES BOARD ON MATTERS NOT ON THE AGENDA

Jeffery Tardaguila – Mr. Tardaguila asked that his name "Jeffery" be spelled correctly in the July minutes; that the new bus shelters be completed by placing shelter/bus stop numbers in them; that the black benches at the 65th Street light rail station ramps be painted a white color; that two shelters at Alhambra and at J Street close to Alhambra do not have bus stop number or trash cans.

Rick Hodgkins – Mr. Hodgkins noted a new apartment complex being built on Butano Drive between Cottage Drive and Watt Avenue, called Anton Arcade Apartments. He would like to see, as new housing is built along the bus routes that buses connect with light rail, and run as early, late and frequent as light rail.

Mike Barnbaum – Mr. Barnbaum provided an update on the Capital Corridor Joint Powers Authority upcoming meeting on Wednesday, September 21 and the Amtrak schedule to get to that meeting in Suisun City.

Robert Coplin – Mr. Coplin would like more buses in downtown when the Golden 1 Center opens as well as other areas in Sacramento like North Natomas that are not being served. Mr. Coplin does not believe that the Streetcar is a good idea.

Cary Sourrowski – Ms. Sourrowski indicated that she works with the Western Workers Organizing Committee. She noted that since the fare increase she has seen more security on the system. She works a part time job, and works up to 20 hours per week, and cannot afford any additional fare increases. She believes that RT should organize better.

CONSENT CALENDAR

1. Motion: Approval of the Action Summary of July 25, 2016
2. Motion: Rejection of Claims (T. Spangler): Uhler, H. Uhler, B.
3. Resolution: Awarding a Contract for Station Modifications for UTDC Vehicles Phase 2 Project to California Cut and Core (D. Abansado)
4. Resolution: Approving the Initial Study with Center for Public Interest Design (CPID) for the Sacramento Area Council of Government's Grant for Light Rail Low-Floor Station Conversion Delegating Authority to the General Manager/CEO to Execute Contracts Related to the Initial Study with CPID (J. Damon)
5. Entering into a Parking Enforcement and Citation Management Services Agreement and Establishing an Additional \$5 Charge for Monthly Parking at Cosumnes River College (B. Yancey)
 - A. Resolution: Delegating Authority to the General Manager/CEO to Enter Into a Parking Enforcement and Citation Management Services Agreement with the City of Sacramento; and
 - B. Resolution: Establishing an Additional \$5 Charge for Monthly Parking at the Cosumnes River College (CRC) Parking Facilities
6. Resolution: Ratifying the Release of a Request for Proposals for Light Rail Vehicle and Station Advertising Services; and Delegate Authority to the General

Manager/CEO to Award a Contract for Light Rail Vehicle and Station Advertising Services (D. Selenis)

7. Resolution: Approving the Fifth Amendment to the Personal Services Contract with Benjamin Louie as the Transit Police Specialist (N. Leong)
8. Resolution: Approving Folsom Live Admission Tickets as Fare Equivalent to Ride Light Rail on Saturday, September 24, 2016 (D. Selenis)
9. Motion: Changing the Location of the Next Regularly Scheduled Meeting (September 26) to the City of Elk Grove Council Chambers (C. Brooks)
10. Resolution: Amending Exhibit A of Resolution 16-07-0089, and Approving New and Modified Job Descriptions and the District's Authorized Classifications, Positions and Salary Grades (D. Bonnel)
11. Resolution: Certifying Categorical Exemption for St. Rose of Lima Station/7th & K Station Closure and Demolition (E. Scofield)
12. Authorizing a Pilot and Free Ride Event Program for Riders to Events at the Golden 1 Center (B. Bernegger)
 - A. Resolution: Authorizing a Temporary "Group Event Pass" Fare Equivalent Program to Allow up to 4 People from any Fare Category to Purchase a Group Event Pass to Ride Light Rail with Evidence of Valid Same Day Golden 1 Center Event Tickets; and
 - B. Resolution: Authorizing a Temporary "Free Ride Event" Fare Equivalent Program to Accept, on up to 10 Separate Dates, Valid Same Day Golden 1 Center Event Tickets as Fare Equivalent to Ride Light Rail and Delegating Authority to the General Manager/CEO to Select Dates when Golden 1 Center Event Tickets Will Be Accepted as Fare Equivalent.

Speakers:

Jeffery Tardaguila – Items 3, 9 and 12; Mike Barnbaum – Item 9; Rick Hodgkins – Items 4 and 5; and Barbara Stanton – Item 12.

Director Harris asked if the funds for Item 7 were specific to activities related to specific projects or programs, and how the funds were distributed. Norm Leong provided an explanation.

Director Budge noted that the Kings personnel do not have any information about Regional Transit or information related to light rail/buses when they contact season tickets holders about season passes for parking.

ACTION: APPROVED - Director Nottoli moved; Director Budge seconded approval of

the consent calendar with the modification of a 6:00 p.m. start time for Item 9. Motion was carried by voice vote. Absent: Director Hansen.

GENERAL MANAGER'S REPORT

13. General Manager's Report
 - a. Government Affairs Update, Employee Recognition and RT Community Volunteer Ambassadors (H. Li)
 - b. Introduction of Neil Nance, Vice President of Strategic Planning and System Development (H. Li)
 - c. System-Wide Improvement Initiative Presentation (L. Ham)
 - d. Monthly vs. Actual Budget Update (B. Bernegger)
 - e. RT Meeting Calendar

Mr. Li noted that the State Legislature is in its final month of its regular session which ends on August 31st. First, a few legislative issues remain unresolved which have a direct relationship to RT and other transit agencies - Specifically, a transportation financing package authored by Senator Beall and Assembly member Frazier which combines elements of their two major new funding bills into a single package with additional benefits to transit. Second, August 16 is a key date in the Cap and Trade program. This is the first new auction since the disappointing May auction. Results of the auction will be available to the public on August 23rd. On August 16th, California State Transportation Agency announced the awards for the Transit and Inter-city Rail Capital Program and these grants are part of the program for which RT submitted a grant application for the Downtown Riverfront Streetcar Project on behalf of the Cities of Sacramento and West Sacramento. The Streetcar Project was awarded \$30 million in funding.

Mr. Li introduced and acknowledged RT employees Derek Korte, Vincent Beatty, and Leanee Medina Estrada for their exceptional work recently on RT projects.

Mr. Li noted that the two Ambassadors that were recognized last month are now helping with Connect Card testing. Mr. Li then introduced this month's Ambassadors, Barbara Stanton and Russell Rawlings.

Mr. Li introduced Neil Nance, RT's new VP of Strategic Planning and System Development. Mr. Nance is a professional engineer.

Laura Ham noted that critical elements of RT's system wide improvements are our relationships with our partners. Ms. Ham introduced Deputy Chief Ken Bernard and Captain Justin Eckland of the City of Sacramento Police Department, and Matt Eirman, City of Sacramento Parking Manager, who have been partners in the transportation plan for service to Golden 1. Deputy Bernard addressed Director Budge's concerns about the Kings communication and noted that very shortly the City of Sacramento will promote a new campaign called "GetHereSac.com" which will be all about wayfinding.

Captain Eckland assured the Board that the City of Sacramento and RT have partnered throughout this process. Transit routes for bus and light rail services will be accommodated through any road closures (pre and post event) so that normal stops and operations will continue with minimal disruption to the ridership. Both RT and the City's Police Services have coordinated their staff and plans for pre and post events. RT law enforcement will be connected to City Police officers working inside and around the event via a dedicated channel. RT and the City have been coordinating messages in making sure they are aligned and supportive of each other's mission. Mr. Eirman noted that the City's Parking Division and RT have been collaborating in enhancing to expand the services that both entities provide. Some of the programs include: the expansion of bus service to/from the W/X Freeway to support large scale events (over 2,200 outlying spaces) to provide discounted parking to employees and event attendees, integration of the City's software platforms to offer commuters discounted parking options allowing patrons to pay for parking and their fare in a single transaction; enhancing compliance at outlying RT parking lots to promote safety and the service.

Devra Selenis noted that RT's strategic communications and rebranding plan aims to promote RT's much enhanced transit services and program, and increased ridership, as well as demonstrate RT's commitment to providing a clean, safe, friendly and convenient transportation service to the Sacramento region. RT will offer up to 10 free ride days for people to try transit allowing every market segment an opportunity to try transit for free. RT will launch new programs to build awareness of the progress that RT is making. Susan Bitar will be handling media relations, and Christine Ault who will be handling strategic communications. RT has paid (traditional advertising), owned (website, signage, exterior bus ads), and earned media (content that gains momentum through social media and word of mouth). With the help of Gordon Fowler and the 3Fold team who helped develop a ridership campaign, RT will show the region that RT is not just a transportation option, but is part of the "fan experience". The message will allow RT to demonstrate that RT is on the move, relevant and directly tied to activities happening in the downtown core. The social media and on-line portion of the campaign will be tailored to each event by using cultural references such as song title, lyrics and iconic imagery to try RT to those experiences. The consistent theme will be clean, safe and convenient will be threaded throughout all content.

Mark Lonergan provided RT's plan to wrap the exterior of RT's 36 oldest vehicles within the next several months. The first 11 of those vehicles will have a "busy" wrap. A team of RT employees and the Lamar-Obie Corporation are accomplishing this in a very short period of time. After the first 11, RT will have additional promotional designs which are bright and fun wraps. Mr. Li indicated that the remaining 25 would be finished in the next two months, so that all of the Siemens cars would be covered in wraps.

Ms. Selenis noted that the Sacramento Area Council of Governments (SACOG) has provided \$100,000 for the opportunity to activate transit stations and stops. Through a comprehensive process, RT is thrilled that Unseen Heroes has been selected to coordinate the activation programming. Unseen Heroes has previously used their expertise to transform unexpected city spaces and rich environments for communities

to connect. Ms. Selenis introduced Maritza and Roshaun Davis, and SACOG representative Monica Hernandez to talk about station activation.

Ms. Hernandez noted that SACOG's transportation demand management program is primarily focused on getting commuters to take transit or bike. Through a Request for Proposal process, Unseen Heroes was selected to assist RT. Ms. Davis noted that Unseen Heroes will be activating over 16 events, starting with the opening ceremonies of the Golden 1 Center building up first riders, transit users and encouraging people to make transit "cool" again and fun.

Captain Norm Leong introduced the Navigator and Transit Agent Programs. Lieutenant Dennis Joy introduced Pam Inman and Omega Ramos of the Navigator Program. Since the beginning of the Navigator Program, this team has made over 1,200 contacts with potential clients on the system, at bus stops and in RT's right of way. Out of 1,200, 68 accepted or were interested in enrolling in the program and becoming clients. Twelve of those 68 were Armed Forces veterans. The team has managed to streamline the process with different social advocate programs within the region to get these homeless services that they have traditionally been unable to find.

Captain Norm Leong introduced Vincent Beatty of the Transit Agent Program, which is a pilot program. Mr. Beatty noted that since June 2015 fare inspection rates has risen 400%. There are 35 total Transit Agents and Officers. Ninety-five percent of the commuter trains are covered in the afternoon/evening, and in September 50% of the morning trains will be covered. An enormous amount of citations have been issued. There are also reports from guards, agents and RT officers and supervisors that chronic and repeat offenders are now being seen buying tickets because they do not want to be removed from the train after being given a citation. Passenger feedback has been very positive. Mr. Beatty contributes the success of this program to the Amalgamated Transit Union, Captain Leong, Supervisor Soto, RT Police Services Officers that assisted in training the agents, and to the Human Resources staff that allowed Lieutenant Joy and himself to pick the candidates that they thought were the best.

Darryl Abansado provided the status of the system wide station improvements. Phase 1 improvements are continuing at 7th & Capitol, 8th & K, 9th & K. Staff is working with the City of Sacramento on wayfinding signs, which have been ordered, and RT staff will install them by September 15th. Phase 2 is parking lot lighting, LED updates to the four key stations, cleaning and restriping these four parking lots. Phase 3 focuses on the age of the other stations, appearance, security, and pay, park and ride lots. A contract for this work should be awarded next week and RT will focus on Phase 2 first, and then Phase 3.

Brent Bernegger showed one of the 29 new fare vending machines and provided a video on how the public can purchase media. The machines, provided by Parkeon, are solar powered with cellular reception.

Ms. Ham noted that RT will provide educational materials on Measure B. RT will make these educational materials available to RT employees, current and future riders, passengers on bus and light rail vehicles, and make them available as a pdf on the RT website in mid-September, and use social media (Facebook and Twitter) to communicate.

Brent Bernegger showed the financial results for the month of July, noting that revenues were higher than expenses by \$32,000; overall fare revenues are higher than budget by \$30,000 due to fares coming in a little higher; and expenses were under budget. Total ridership in July dropped which was contributed to 3 less weekdays in 2016. RT is exceeding their target for fare recovery; however, is still below RT's policy goal of 23%.

Speakers:

Rick Hodgkins

Mike Barnbaum*

Jeffery Tardaguila

Director Hume thanked the staff for the update on all of the system improvements.

Director Serna thanked the staff for their hard work and gave credit to Chair Schenirer for his leadership for two years.

Director Morin noted that in taking the train today he was checked twice; has noticed that the trains are notably cleaner; and has received those positive comments from patrons.

Chair Schenirer thanked the City of Sacramento and SACOG for creating a system of transportation for our community that works. He is hopeful that all these relationship carry over in how RT does business. Chair Schenirer noted that RT still needs to increase ridership. He and General Manager Li will be participating in the Elk Grove City Council on Wednesday in hopes of capturing some of the Elk Grove riders on the Blue Line.

INTRODUCTION OF SPECIAL GUESTS

14. Resolution: Commending Michael R. Wiley (H. Li)

See action above.

UNFINISHED BUSINESS

PUBLIC HEARING

NEW BUSINESS

REPORTS, IDEAS AND QUESTIONS FROM DIRECTORS, AND COMMUNICATIONS

Director Serna thanked Henry Li for his responsiveness with cleaning up a bus bench and RT bus stop sign that had been apparently run over by a vehicle.

Director Harris volunteered to be an alternate on the CCJPA Board in the event that one of the regular members cannot attend.

Director Hume congratulated Henry Li for settling down in the Sacramento area by purchasing a home.

CONTINUATION OF PUBLIC ADDRESSES BOARD ON MATTERS NOT ON THE AGENDA (If Necessary)

ANNOUNCEMENT OF CLOSED SESSION ITEMS

RECESS TO CLOSED SESSION

Chair Schenirer announced that there will be no report out of closed session following this meeting.

CLOSED SESSION

- A. Conference with Legal Counsel
Pursuant to Section 54956.9
Existing Litigation
 - 1) Scott King v. RT
WCAB #ADJ9577842

- B. Conference with Labor Negotiator
Pursuant to Section 54957.6
District Negotiator: Tim Spangler
 - 1) Employee Organization: ATU

- C. Public Employee Performance Evaluation
Pursuant to Gov. Code Section 54957
 - 1) Title: General Manager/CEO

RECONVENE IN OPEN SESSION

CLOSED SESSION REPORT

ADJOURN

*Handout

As there was no further business to be conducted, the meeting was adjourned at 7:33 p.m.

JAY SCHENIRER, Chair

A T T E S T:

HENRY LI, Secretary

By: _____
Cindy Brooks, Assistant Secretary