

APPROVED MAY 13, 2009

**CITY OF SAN LUIS OBISPO  
MASS TRANSPORTATION COMMITTEE  
REGULAR MEETING  
919 PALM ST.  
WEDNESDAY, JANUARY 14, 2009**

**CALL TO ORDER:**

Chairperson Susan Rains called the meeting to order at 2:30 p.m.

**ROLL CALL**

Present: Susan Rains, D. Gregg Doyle, Denise Martinez, Margaret Crockett,  
Robert Wolf, Elizabeth Thyne, and Stanley Yucikas

Absent: Tracey Amundson, Kathy Howard

Staff: John Webster, Tim Bochum, Dee Lawson

**ANNOUNCEMENTS**

There were no announcements.

**PUBLIC COMMENTS**

There were no public comments.

**A. CONSENT ITEMS**

**A-1. Approval of November 12, 2008 Regular Meeting Minutes and  
December 9, 2008 Special Meeting Minutes**

Ms. Rains requested that the ANNOUNCEMENTS section of the November 12, 2008 minutes be amended to read "...Cal Poly Student and Cal Poly Representative" positions.

Ms. Martinez requested that the language in her Member Comment be amended to read "Ms. Martinez suggested that customer service and relations training needed to be better addressed for transit staff and drivers."

Mr. Wolf corrected the December 9, 2008 minutes regarding Route 2 modifications to read "Los Verdes Park areas."

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Ms. Crockett moved to approve both sets of minutes as amended.

Ms. Martinez seconded the motion.

The motion passed unanimously.

## **B. DISCUSSION ITEMS**

### **B-1. SLO Transit Website - Marketing**

Mr. Webster discussed the transit website marketing and web page. He suggested the MTC review other transit web pages for design and content ideas to submit for consideration of inclusion.

He noted that changes and maintenance of a more extensive, interactive website would require someone dedicated to maintaining the website. He suggested perhaps coordinating with the person who handles the SLORTA or Regional Rideshare site.

He noted there was a remaining marketing budget of approximately \$19K which could be strategically used for this project as well as continuing a collaborative marketing approach with the other transit agencies.

There was MTC discussion on the need for Internet interaction of transit information and email lists, etc. and members agreed to send staff email suggestions and to ultimately form an ad hoc committee to investigate ways to utilize distribution lists and networks.

## **C. ACTION ITEMS**

### **C-1. Start SLO Transit Fare and Pass Increase Process**

Mr. Webster and Mr. Bochum discussed the last fare increase in 2003 and current budget issues, including funding reductions, rising fuel costs and farebox and service ratios.

Staff discussed the submitted fare increase chart, allowing that the senior/disabled pass increase would be the most challenging to address.

Mr. Yucikas felt there were too many pass options and suggested keeping only the 3-day pass and price it more attractively.

Mr. Wolf felt a reduced fare should be available to verified low-income residents.

Louise Justice, 3000 Augusta, was concerned about raising fares if services were going to be reduced and submitted letters expressing concerns about modifications to Routes 1 and 3. She also stated that the Ride-On shuttle was being discontinued and seniors would be relying on buses more and did not favor increases to senior rates.

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The MTC recommended a special public hearing meeting to be held on February 18 from 4p – 6p.

Ms. Crockett moved to recommend that Council establish a public hearing on fare increases to be held on or about February 18, 2009.

Mr. Doyle seconded the motion.

The motion passed unanimously.

## **C-2. Review/Approve Short Range Transit Plan Draft**

Staff recapped the process and report and asked MTC to consider the report and system impact in light of the next five years.

There was general MTC discussion.

Mr. Doyle moved to recommend that the report contain direction that when the plan was implemented, Routes 1 and 3 operate north (clockwise) on Laurel Lane.

Ms. Martinez seconded the motion.

The motion passed unanimously.

Mr. Yucikas moved to recommend the modified plan be adopted and forwarded to the Planning Commission for review and approval.

Mr. Doyle seconded the motion.

The motion passed unanimously.

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**D. INFORMATION ITEMS**

**D-1. Transit Manager's Report**

**D-2. Operating – Performance Report**

Mr. Webster noted that ridership has continued to increase even with fuel costs being much lower than earlier in the year and that in December, there was a 50% increase over December of 2007. Mr. Webster reviewed the various attachments and system information and answered Board member questions.

The meeting adjourned at 4:15 p.m. to the next regular meeting on Monday, March 11, 2009 at 2:30 p.m. in the Council Hearing Room.

Respectfully submitted,

Lisa Woske, Recording Secretary