

**CITY OF SAN LUIS OBISPO  
MASS TRANSPORTATION COMMITTEE  
COUNCIL HEARING ROOM  
995 PALM ST.  
WEDNESDAY, MARCH 9, 2011  
MINUTES**

**CALL TO ORDER:**

Chairperson Elizabeth Thyne called the meeting to order at 2:45 p.m.

**ROLL CALL**

Present: Susan Rains, Denise Martinez, Elizabeth Thyne, Art Apruzzese, Louise Justice, Margaret Crockett, Stanley Yucikas, and Jonathan Ellis

Vacant: Student Representative

Staff: John Webster

**ANNOUNCEMENTS**

There were no announcements at this time.

**PUBLIC COMMENTS**

There were no public comments.

**A. CONSENT ITEMS**

**A-1. Approval of January 12, 2011 Regular Meeting**

Mr. Yucikas noted he was left off of the “present” roll call section.

Mr. Yucikas moved to approve the January 12, 2011 meeting minutes as amended. Ms. Crockett seconded the motion.

The motion passed unanimously.

**B. DISCUSSION ITEMS**

**B-1. Marketing Sub-Committee Update**

Mr. Webster commended and thanked Mr. Apruzzese and Ms. Crockett for their extensive sub-committee work on updating the existing marketing plan.

**B-2. Chapter 5.20 Taxi Regulations Proposed Revisions**

Mr. Webster discussed the current taxi ordinance and how it pertained to Council hearing schedules and reported that Council preferred to set the taxi rates/schedules annually instead of on an as-needed basis and to make any interim review an administration level process.

He discussed the parameters and limitation of on-going regulation and enforcement of ordinance requirements.

There was general Committee discussion on part of the current language and term references. Staff requested members review the draft report and email any concerns to staff.

Ms. Thyne noted that Amy Simpson, 234 Taxi representative, had submitted a letter supporting service improvements but was concerned about some of the costs of proposed changes, e.g. newer vehicle requirements.

Dan Ross, cab driver, discussed the details of limits of service. He was also concerned about drunken patrons on making it impossible to pull up to bars to pick up passengers. He felt taxis should have specific taxi stand zones that were pertinent to the more popular bars whose patrons required service.

Bobby Babaeian, Tri-County Transit Yellow Cab, agreed with the need for taxi stands and relocating them to main bar areas in the core downtown. He favored the existing ordinance and stated his company had no record of complaints and enjoyed a strong relationship with agencies, e.g. airport. He supported measure to improve service and foster cooperation among the various cab companies.

Peter Mourant, Surf Cab, agreed that the taxi's vehicle age should not be restricted; as long as the vehicle passes the annual inspections, it should be deemed operable.

Amy Simpson and Mr. Babaeian agreed with Mr. Mourant's comments.

Mr. Yucikas stated he favored the Council delegating the interim reviews to staff level and he directed staff to look at establishing taxi zones and vehicle age restrictions within the proposed changes.

Mr. Apruzzese wanted staff to re-examine the “insane” and “criminal” terms existing in the draft language.

## **C. ACTION ITEMS**

### **C-1. Review and Approve Marketing Plan Update**

Mr. Webster discussed the revised marketing plan and overview of the content. He reiterated that funding a full-time marketing staff position was critical to any marketing outreach success.

Mr. Yucikas discussed having campus bus stops run at :15 and :45 after the hour to provide better scheduling for promoting student ridership.

Mr. Apruzzese felt that the marketing plan review came at an important time, as gas prices were rising and there should be greater need for people to ride the bus. He agreed that funding the full-time staff position was key.

There was general Committee discussion on how to secure “choice riders” – those riders who choose to ride instead of driving. They agreed that in these hard economical times, bus riding would be preferable and more convenient.

Mr. Yucikas felt there was a niche area of one-stop discretionary shoppers – those who went downtown and back. He felt the one-stop riders were probable in making the switch to the bus instead of their cars. He also felt the current website and IT efforts were focused on disbursing information and not marketing bus riding in specific. He suggested creating one regional website to motivate people as a call to action and get them to try the bus.

Ms. Thyne felt it was important to incorporate new development areas and those areas further out when discussing re-routing.

Mr. Webster agreed that an aging population will need more mass transit to rely on.

The Committee agreed the sub-committee’s marketing plan was thorough and well done and that there was a need for a full-time dedicated marketing staff member.

Ms. Crockett moved to approve the report as submitted and forward it to Council for their review.

Mr. Apruzzese seconded the motion.

The motion passed unanimously.

**D. INFORMATION ITEMS**

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

**D-2. Operating-Performance Reports**

Mr. Webster presented highlight discussion on the reports as presented.

Mr. Yucikas clarified two Unmet Needs requests: more bike rack capacity on buses and better coordination with country transit agencies.

Mr. Webster noted that it was time to review the bylaws and that he would send them out to members for review prior to the next meeting.

**MEMBER COMMENTS**

Ms. Martinez noted that this was her last meeting as a committee member. She stated she has been riding the bus system since 1993 and that the city hired a wonderful fleet of drivers, especially on Route 3.

Ms. Crockett noted that this was her last meeting as a committee member as well and stated that she fully supported MTC efforts.

The MTC and staff thanked the two departing members for their time and service.

The meeting adjourned at 4:45 p.m. to the regular meeting May 11, 2011 at 2:45 p.m.

Respectfully submitted,  
Lisa Woske, Recording Secretary