



Minnesota Regional Transit  
Board: Records.

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REGIONAL TRANSIT BOARD

Mears Park Centre  
230 East 5th Street  
St. Paul, Minnesota 55101  
612/292-8789

Meeting of The  
**COMMITTEE OF THE WHOLE**  
Monday, August 20, 1990  
Mears Park Centre Chambers  
3:00 p.m.

### Agenda

1. Call to Order and Roll Call
2. Approval of Agenda
4. Five-Year Transit Plan:
  - A. Special Transportation Service Delivery Ed Kouneski/  
Howard Blin
  - B. Regional Coordination Ed Kouneski
  - C. *Emergency Emergency Planning*  
Jeff Spartz  
Chair

REGIONAL TRANSIT BOARD  
ROLL CALL AND ATTENDANCE SHEET

DATE: 8/20/90

BOARD OR COMMITTEE: Committee of Whole

Member Name	Present	Vote							
Mike Ehrlichmann	✓								
Doris Caranicas (P)	✓								
John Finley (A&F)									
Ruth Franklin (A&F)	✓								
Ed Kranz (A&F)									
Sandra Hilary (P)	✓								
Terry O'Toole (P)	✓								
Jeff Spartz (Chair- <del>R</del> W)	✓								
Norbert Theis (P)	/								
El Tinklenberg (Chair-A)	/								
Richard Wedell (A&F)	✓								

Visitors

Arnie Entzel  
K. Lyon  
G. Fails  
  
Alan Morris, mc  
Doug Ewald

Staff

eh, jh, hb, gf  
Eric Wagner, M., Dan Murray

## REGIONAL TRANSIT BOARD

Mears Park Centre, 230 E. Fifth Street, St. Paul, Minnesota 55101  
612/292-8789

**DATE:** August 13, 1990  
**TO:** Committee of the Whole  
**FROM:** Edward Kouneski, Manager of Programs *EK*  
Howard Blin, Manager of Planning *HB*  
**SUBJECT:** Five-Year Transit Plan--**Special Transportation Service Delivery**

### SUMMARY

This memorandum presents information on special transportation services for the elderly and disabled. No action is requested at this time.

### DISCUSSION

Special transportation services are those non-regular route services designed for the elderly and persons with disabilities. These services are provided through the Metro Mobility program and the various county paratransit programs. Attached is information showing the recent trends in Metro Mobility ridership and costs, as well as ridership characteristics.

### Goals

The proposed goal for special transportation services is to implement a variety of transit services to meet the travel needs of the elderly and persons with disabilities.

The Metro Mobility program has experienced tremendous growth during the past several years, reaching an all-time high of 140,000 rides during May 1990. The RTB has recently implemented a trip assurance program, which provides a ride for virtually all requests. Service expansion and trip assurance have greatly increased the travel opportunities for the elderly and persons with disabilities in the metropolitan area.

The challenge over the next five years will be to maintain the high level of service currently provided in a cost effective manner. There does not appear to be a need for major new service initiatives. One new area, however, to be explored is the provision of accessible vanpool service, which in some cases may provide a lower cost alternative to Metro Mobility service.

Key issues the RTB must address over the next five years include:

- *Funding.* Maintaining existing service levels will require continued state appropriations.
- *Fares.* The RTB fare policies call for recovery of 10 percent of Metro Mobility costs through fares. An increase in the current \$1.00 fare will likely be necessary to investigate in the next year or two in order to continue to meet the standard.
- *Eligibility Guidelines.* As other modes become fully accessible, a new evaluation of eligibility criteria will be needed.

#### RECOMMENDATION

No action is requested. This item is for informational purposes only.

HB/EK/kmm  
Attachments

## REGIONAL TRANSIT BOARD

Mears Park Centre  
230 East Fifth Street, St. Paul, Minnesota 55101  
612/292-8789

DATE: August 10, 1990

TO: Committee of the Whole

FROM: Edward Kouneski, Manager of Programs *EK*  
Dan Murray, Project Manager *DM*

SUBJECT: Five-Year Transit Plan--Regional Coordination

### SUMMARY

The Five-Year Transit Plan (FYTP) describes as one of its five major areas of emphasis a regional coordination program to provide marketing and operations policy direction for the network of metropolitan providers receiving funds from the Regional Transit Board (RTB). RTB staff is in the process of implementing various elements outlined in the plan. This memorandum serves as an update of current activities and strategies to enable discussion of future policy actions.

### DISCUSSION

Current legislation (Minn. Stat. 473.373) states that the RTB should focus on coordinating all transit modes. A consultant study completed in early 1989 concluded that the RTB could enhance the regional network of services by:

- communicating the benefits of transit on a regional level;
- developing a regional transit information service;
- instituting a unifying symbol to identify vehicles and signs;
- establishing convenience fare and transfer reciprocity agreements among providers; and
- involving providers more directly in the transit planning process.

### Current Activities

Several activities are now underway including transfer reciprocity between the MTC and certain providers, expansion of the MTC transit information services for other providers, and use of the "T" logo on transit vehicles operated by some other providers.

These initial coordination efforts have resulted in important coalition building relationships among the RTB, MTC, and other providers.

### Immediate and Future Plans

The RTB staff has given immediate priority to implementing certain activities that involve little or no cost and can be easily accomplished. The following work is in progress:

- *Transfer Reciprocity.* To facilitate use of transfers across different systems and, in some cases, modes of transit, transfer reciprocity agreements are being developed. This effort will not require a revenue equity arrangement.
- *Route Numbering System.* RTB and MTC planners are discussing development of a regional route numbering system.
- *Printed Route Maps and Schedules.* RTB staff is providing direction to the MTC for modifying certain route and schedule information pieces to incorporate information about transfer points to routes or services operated by other providers.
- *Contract Requirements.* Language that specifies new responsibilities of providers with regard to regional coordination will be incorporated into the calendar year 1991 contracts to include display of regional logo, transfer reciprocity, and other RTB marketing or operations policy requirements. Providers soon will be preparing next year's marketing plans and budgets for review by RTB staff.

The following efforts will require more extensive work and currently budget estimates and implementation schedules are being prepared.

- *Consumer Awareness and Attitude Study.* Marketing research to determine the demographic characteristics and travel preferences of current and potential riders as well as non-riders can be conducted within budgeted consultant resources this year. A request for proposals is being developed for internal review; authorization to proceed will be requested from the board next month.
- *Regional Transit Logo and Graphic Standards.* Future plans call for a new or modified regional transit logo as well as graphic standards to be developed and applied to vehicles, signs, shelters, and printed materials.
- *Regional Marketing Campaign.* Regionwide, providers have expressed strong interest in having the RTB conduct a marketing campaign that conveys the benefits of transit, and they believe it will be useful to complement their local marketing efforts and to increase ridership.
- *Improved Route Design.* RTB planners are gathering input from MTC staff to advance policies in the new FYTP intended to simplify the design of the regular route bus system, which currently is complicated by numerous route branches.

- *Transit Pricing Strategies.* With the fare increase that is under consideration during 1990, innovative pricing strategies are being analyzed in order to prevent ridership loss. "Deep discounting" is one option that involves raising cash fares but not the price of tickets or tokens; this strategy has proven effective in other cities by encouraging large numbers of low frequency riders to use the bus system more often.

#### **Other Developments**

RTB staff has researched coordination efforts nationally and has collected various documents produced on this subject in other cities. These are useful for implementation purposes.

Locally, the RTB chairman soon will appoint a Marketing Communications Advisory Committee to assist in developing future plans for regional transit promotion, packaging, pricing, and product design. More information on the mission and objectives of this advisory committee will be presented in the near future.

#### **RECOMMENDATION**

This item is for discussion purposes only, leading to future policy action.

EK/DM/jmo

# REGIONAL TRANSIT BOARD

Mears Park Centre  
230 East Fifth Street, St. Paul, Minnesota 55101  
292-8789

**DATE:** August 20, 1990  
**TO:** Chair and Members of the Committee of the Whole  
**FROM:** Eric Waage, Planning Intern *EW*  
**SUBJECT:** Energy Emergency Planning

## SUMMARY

Among the four goals included in the RTB's enabling legislation is that the agency should "...maintain public mobility in the event of emergencies or energy shortages." This memorandum summarizes the present energy status of regional transit and outlines the energy portion of the RTB emergency plan. This memorandum is presented for information only.

## DISCUSSION

Recent years have seen increased United States dependence upon petroleum imported from overseas. Domestic consumption has been rising, domestic exploration and production has dwindled, and the United States has turned to what had been, until last month, cheap Mideast oil to fill the gap.

Volatility in the petroleum sector usually has its greatest impact on public mobility. Transportation uses more energy than any other consumer sector of the U.S. or state economy. In addition, nearly all energy used for transportation is derived from petroleum.

Regional transit uses over 7.1 million gallons of diesel fuel, 1.2 million gallons of gasoline, and 105,000 gallons of lubricating oils each year. The vast majority of diesel is used by regular route transit, while the gasoline is used almost exclusively for paratransit.

Regular route transit, including the MTC and other providers, as a bulk fuel user, buys contract fuel that is delivered to on-site storage facilities. At present, the capacity of these storage sites is 462,000 gallons. The storage capacity now dedicated to diesel is 346,000 gallons, which represents a fifteen day supply at current consumption rates. Other storage capacity is divided between lube oils and gasoline.

Paratransit does not, for the most part, procure fuel in bulk. Most fuel used by paratransit is purchased at retail prices from gas stations. Paratransit fuel storage capacity available is about 24,000 gallons. It should be noted, however, that much of this capacity is shared with other users, such as county or municipal vehicles or school buses.

Recent federal deregulation of the petroleum industry has changed the petroleum market environment. The federal government has also eliminated many earlier energy contingency plans for emergency allocation.

Minnesota has retained an energy emergency conservation and allocation plan. The plan, known as the state set-aside program, allows the governor to redirect 3 percent of all gasoline, and 4 percent of all middle-distillates (diesel, jet, and heating fuels), produced or distributed in the state. Full market price would still have to be paid by the users of redirected fuels.

While there are many scenarios for the development of energy emergencies in the state and nation, some facets will be almost universal. Speed and shock are hallmarks of petroleum market reactions to real or imagined crises. Anticipatory pricing, panic-buying, and hoarding all drive up fuel prices in a very short time. Examples of potential impacts of fuel price increases on operating costs are shown in the attached table.

The petroleum industry is, in turn, slow reacting. In time of real emergencies productive capacity cannot be quickly increased unless idle capacity existed before the event. Therefore, in the event of a large-scale energy emergency, any substantive industry reaction to add capacity would take a long time.

#### **RTB Initiatives**

- That the Regional Transit Board require all providers to prepare individual emergency plans as part of their management plans.
- That the RTB seek to have regional transit specifically identified as a priority user in the state set-aside program.
- That the RTB and MTC continue study of alternative fuels for transit.

#### **RECOMMENDATION**

This plan is presented for informational purposes only. No action is requested at this time.

EW:jmo

**ANNUAL DIESEL FUEL COSTS AT  
VARIOUS PRICE PER GALLON**

<b>Price per gallon Diesel Fuel</b>	<b>Annual Cost (millions)</b>
\$0.80	\$5.7
\$1.00	\$7.1
\$1.20	\$8.5
\$1.40	\$10.0
\$1.60	\$11.4