



Minnesota Regional Transit
Board: Records.

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REGIONAL TRANSIT BOARD
Mears Park Centre, 230 East 5th Street
St. Paul, Minnesota 55101

**Meeting of the
REGIONAL TRANSIT BOARD
Mears Park Centre Chambers
Monday, May 3, 1993
4 p.m.**

AGENDA

- 1. CALL TO ORDER AND ROLL CALL**
- 2. APPROVAL OF AGENDA**
- 3. APPROVAL OF MINUTES:**
 - a. Regional Transit Board Meeting, April 5, 1993
 - b. Committee of the Whole, April 12, 1993
- 4. CHAIR'S REPORT**
 - a. Approval of Chair's Benefits
 - b. Drivers of the Month Awards:

Eric Blad, November 1992
George Skrypek, December 1992
Jim Hennessey, January 1993
Dean Vinge, February 1993
Linda Posey, March 1993
James Olson, April 1993
- 5. MEMBERS' REPORTS**
 - a. Resolution of Appreciation for Sherry Roed Munyon, Resolution No. 93-05
- 6. EXECUTIVE DIRECTOR'S REPORT**
- 7. REPORT OF THE COMMITTEE OF THE WHOLE**
Val Higgins, Chair, Policy Committee
 - a. Acceptance of Dakota County Transit Needs Assessment, Phase I
 - b. Approval of Convenience Fare Structure Plan
 - c. Approval of Metro Mobility Temporary Certification Policy
 - d. Approval of National Transit Week Promotional Activities
- 8. OTHER BUSINESS**
- 9. PUBLIC COMMENT**

John H. Riley
Chairman

mff
April 27, 1993



REGIONAL TRANSIT BOARD

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

Minutes of the Meeting of the
Regional Transit Board
Mears Park Centre Chambers
May 3, 1993

MEMBERS PRESENT: John Riley, Chair; Michael Beard; Sharon Feess; Morgan Grant; Val Higgins; James Hovland; Ruby Hunt; Dennis Shulstad

OTHERS PRESENT: Arnie Entzel, Amalgamated Transit Union; Tom Sather, Metropolitan Transit Commission; Greg Andrews, Howard Blin, Mary Fitzgerald, Suzanne Hanson, Judy Hollander, Annette Keller, Paul Moline, Dale Ulrich, Kathy Grochowski, Regional Transit Board staff

MEMBERS ABSENT: Ruth Franklin

CALL TO ORDER AND ROLL CALL

Chair Riley called the meeting to order at 4:15 p.m. and roll was taken.

APPROVAL OF AGENDA

Beard moved and Grant seconded that the agenda be approved. The motion carried unanimously.

APPROVAL OF MINUTES

Hovland moved and Beard seconded:

That the Regional Transit Board approved the minutes of the following meetings:

Regional Transit Board Meeting, April 5, 1993

Committee of the Whole, April 12, 1993

The motion was unanimously approved.

CHAIR'S REPORT

Riley announced that he would be leaving the meeting early to attend an important funding meeting at the capitol and that board member Higgins would chair the meeting in his absence.

Approval of Chair's Benefits

Riley summarized his need for maintaining his medical and dental insurance through the State of Minnesota plan.

Beard moved and Feess seconded:

That the Regional Transit Board establish the chair's benefits as:

- Medical and Dental--reimburse Chair Riley for continuation of health insurance coverage through State of Minnesota plan;
- Vacation accrual rate--7 hours
- Expense allowance not to exceed \$1,500 in accordance with Minnesota Statute 15A.081 Subd. 8.

All other benefit levels consistent with those as stated in current board approval personnel policy.

The motion was unanimously approved.

Drivers of the Month Award

Grant presented the following with a Driver of the Month Award:

Eric Blad, November 1992
George Skrypek, December 1992
Jim Hennessey, January 1993
Dean Vinge, February 1993
Linda Posey, March 1993
James Olson, April 1993

MEMBERS REPORT

Beard reported that he spoke to the Chaska Kiwanis Club regarding transit issues. Feess reported on the RTB/MTC Northwest Corridor Transit Summit she attended in Brooklyn Center on Saturday, May 1.

Resolution of Appreciation for Sherry Roed Munyon, Resolution No. 93-05

Riley expressed his gratitude to Sherry Munyon for her years of dedicated work at the RTB. Riley moved and Higgins seconded:

That the Regional Transit Board approve Resolution No. 93-05.

RESOLUTION OF APPRECIATION

RESOLUTION 93-05

Regional Transit Board Minutes
May 3, 1993
Page 3

WHEREAS, Sherry Roed Munyon has served as Assistant to the Chair of the Regional Transit Board since December 12, 1989; and

WHEREAS, Ms. Munyon has resigned her position with the Regional Transit Board to accept a position effective April 26, 1993 with the Minnesota Chamber of Commerce as Director of Environmental Policy and Transportation; and

WHEREAS, Ms. Munyon, is recognized for her many accomplishments as Deputy Chair of the Regional Transit Board, among them the countless hours of dedicated work lobbying the state legislature on behalf of transit issues in Twin Cities metropolitan area, representing the Regional Transit Board in an articulate manner while educating the public and policymakers; the continued expansion of public transit and paratransit services in the seven-county metropolitan area, and her advocacy for a dedicated funding source for funding transit not only in the Twin Cities but also statewide; and

WHEREAS, Ms. Munyon has served the Regional Transit Board and the public in a manner consistent with the highest professional standards.

NOW, THEREFORE, BE IT RESOLVED:

THAT the Regional Transit Board expresses its gratitude and appreciation to Sherry Roed Munyon for her service to the agency.

BE IT FURTHER RESOLVED:

THAT the Regional Transit Board extends its sincere best wishes to Sherry Roed Munyon for continued success in all her future endeavors.

Adopted this 3rd day May, 1993.

On a roll call vote, eight members voted to approve the resolution; none opposed. The motion and resolution carried unanimously.

Riley excused himself leaving board member Higgins to chair the meeting.

REPORT OF THE COMMITTEE OF THE WHOLE

Acceptance of Dakota County Transit Needs Assessment, Phase I

Beard moved and Feess seconded:

That the Regional Transit Board accept Phase I of Dakota County Transit Needs Assessment

The motion was unanimously approved.

Metro Mobility Temporary Certification Policy

Hunt moved and Hovland seconded:

That the Regional Transit Board approve a Temporary Certification Policy, which temporarily certifies visitors who are Americans with Disabilities Act-certified in another paratransit program to the Metro Mobility program for a period not to exceed 30 days.

The motion was unanimously approved.

Convenience Fare Proposal

Hunt moved and Hovland seconded:

That the Regional Transit Board approve implementation of the Metropolitan Transit Commission's revised structure for deep-discounted convenience fares, effective June 1, 1993.

The motion was unanimously approved.

National Transit Week Promotional Activities

Grant moved and Hunt seconded that:

The Regional Transit Board approve promotional activities associated with the 1993 National Transit Week, except for the proposed special 25 cent fare on May 20.

The motion was unanimously approved.

There being no further business, Feess moved and Hovland seconded that the meeting be adjourned. The motion carried unanimously and the meeting was adjourned at 4:45 p.m.

I hereby certify that the foregoing constitutes a true and accurate record of the Regional Transit Board meeting of May 3, 1993.

Respectfully submitted,

Kathy Grochowski
Acting Secretary

Approved by the Regional Transit Board on this 17th day of May 1993.

April 30, 1993

REGIONAL TRANSIT BOARD

ROLL CALL AND ATTENDANCE SHEET

DATE: *Brd - 5/3/93*

Member Name	Present	Vote							
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ISSUE

John Riley	X	<i>ay</i>							
Michael Beard	X	X							
Sharon Feess	X	X							
Ruth Franklin		<i>absent</i>							
Morgan Grant	X	X							
Val M. Higgins	X	X							
James Hovland	X	X							
Ruby Hunt	X	X							
Gather		<i>absent</i>							
Dennis Schulstad	X	X							

Visitors

Dannie Entigle, Sarah Long
Tom Satter

Staff

Annette, Paul, Mary
Howard, Mary F. Saxon
Dore. J. Judy H., Dale V



REGIONAL TRANSIT BOARD
Mears Park Centre, 230 East 5th Street
St. Paul, Minnesota 55101
229-2700

REPORT OF THE COMMITTEE OF THE WHOLE

At its meeting of April 26, 1993, the committee approved the following recommendations:

DAKOTA COUNTY TRANSIT NEEDS ASSESSMENT, PHASE I

That the Regional Transit Board accept Phase I of the Dakota County Transit Needs Assessment.

METRO MOBILITY TEMPORARY CERTIFICATION POLICY

That the Regional Transit Board approve a Temporary Certification Policy, which temporarily certifies visitors who are Americans with Disabilities-certified, in another paratransit program to the Metro Mobility program for a period not to exceed 30 days.

CONVENIENCE FARE PROPOSAL

That the Regional Transit Board approve implementation of the Metropolitan Transit Commission's revised structure for deep-discounted convenience fares, effective June 1, 1993.

NATIONAL TRANSIT WEEK PROMOTIONAL ACTIVITIES

That the Regional Transit Board approve promotional activities associated with the 1993 National Transit Week, except for the proposed special 25-cent fare on May 20.

OTHER BUSINESS

Members also received a presentation on St. Paul's Access to Transit Final Report.

Val M. Higgins
Chair
Policy Committee

mff
4/26/93



REGIONAL TRANSIT BOARD
Mears Park Centre, 230 East 5th Street
St. Paul, Minnesota 55101
612/229-2700

**Minutes of the Meeting of the
REGIONAL TRANSIT BOARD
April 5, 1993**

MEMBERS PRESENT: John H. Riley, Chair; Michael Beard; Sharon Feess; Ruth Franklin; Val Higgins; James Hovland; Ruby Hunt; Dennis Schulstad

MEMBERS EXCUSED: Doris Caranicas and Katherine Trummer

OTHERS PRESENT: Hak Soo Kim; Jennifer Nordahl; Don Ahern, St. Paul Pioneer Press; Allyson Hartle, Metropolitan Transit Commission; Arnie Entzel, Amalgamated Transit Union; Gregory L. Andrews, Suzanne Hanson, Sherry Munyon, Dale Ulrich, Mary Fitzgerald, RTB staff

CALL TO ORDER AND ROLL CALL

The chair called the meeting to order at 4:15 p.m. and the secretary called the roll.

APPROVAL OF AGENDA

The chair asked that the order of the agenda be amended to allow people who had asked to testify to catch their buses. Feess so moved and Hunt seconded the motion, which was unanimously approved. Higgins moved and Beard seconded that the amended agenda be approved. The motion was unanimously approved.

REPORT OF THE COMMITTEE OF THE WHOLE

Policy Committee Chair Higgins reported on the Committee of the Whole meeting on March 29, 1993.

Review of St. Paul Cultural Area Trolley Service Concept

Higgins said no action is needed at this time. The board must decide if it wishes to get involved in this type of operation and asked for comment. Riley said this route could test the theory that people do not use transit during the day because they do not know where the bus comes from, goes to, and whether they can get back to work. Trains are less confusing because with fixed guideways, there is rarely confusion about where they will stop or how frequently they run. This project has some of the train's advantages but Riley questioned whether there is enough patronage in the cultural corridor along to support this type of service. There is, however, the genesis of a good idea. Downtown restaurants are dying while there are many people at the Capitol and across the river who are potential customers. If the concept were altered a little to serve those populations, it might work. He would like to get everyone to come in and talk it through. There is not enough precedent to develop good ridership projections on this. There is

great danger in advertising a "Cultural Corridor" because it will deter people who only want to get downtown. He questioned the source of on-going funding. This should be discussed at the committee level.

Hartle said MTC sees this as a way to increase ridership among the employees on the fringe of downtown by reducing their dependency on cars during the day. They may decide they do not need to drive to work. Riley added that he is concerned about the loss of shoppers downtown. There has to be a way to feed people into the infrastructure. Higgins said there is a time constraint--the chamber wants to start the service this spring. If RTB attaches too many restrictions and discusses it too much, time will pass and nothing will be accomplished. There is a possibility of running both systems. He asked if these are competing or complementary service. Riley said they should be complementary. He was struck that by the fact that the route of the trolley is right past Galtier Plaza and Town Square. He will try to assemble all the people involved and develop recommendations. Higgins moved and Riley seconded:

That the Regional Transit Board approve the concept of the Downtown Cultural Area Trolley as outlined in the staff report dated March 11, 1993 and direct staff to follow through on the proposal.

The motion was unanimously approved.

Final Recommendations for High Subsidy Routes MTC St. Paul 35CH Weekday

Using maps, Rosvold reviewed the proposed changes to the routes that would help bring them into compliance with the guidelines for passenger subsidy. The current subsidy for Route 35CH is \$6.70 per passenger and \$6.55 for Route 35H. Beard asked what the impact would be on White Bear Area Transit (WBAT). Rosvold said costs would shift, requiring budget and contract amendments. Hovland asked for the cost per day of the extra buses. Rosvold said he is seeking that information from MTC, but does not yet have it.

Jennifer Nordahl spoke against any change in the routes and distributed a petition signed by bus riders that she has circulated for the last two weeks. She said people do not like to use Park-and-Ride and the route change would require a long walk that would be especially difficult in the winter months. She recommended that a volunteer committee of riders be established. Nordahl recommended that there be one "H" bus and two "Cs." It would be acceptable to eliminate one route but she asked that "H" not be eliminated completely. The WBAT bus is not reliable. There are some new homes under construction that will generate new riders. Riley said that whatever is done, it is essential that riders have their own organization to help promote the service. The subsidies are very high. Nordahl said she will not transfer; it is up to MTC to get riders on the buses--they should have to go out to drum up business.

Hak Soo Kim said he began riding the bus this year and speaks for the riders in the White Bear area. He recommended finder's fees and picnics to encourage ridership.

Beard asked how long this process has gone on and when the public was first informed. Rosvold said a public meeting for the riders was held in October 1992. Tentative recommendations were developed which led to the public hearing. When routes are consolidated, people know that if they miss one bus, another will be coming, so the three trips on the same route would actually be beneficial. Hunt asked if the subsidy would be lower if the routes were consolidated and the same number of people rode. Rosvold

said MTC has been asked for costs on these and other alternatives. The loss of patronage is unknown. Responding to Riley, he said MTC is looking at the new mileage and estimated passenger impact, but RTB does not yet have the detailed information. Beard said this seems to be a plan that has an opportunity for brilliance. It appears the community shuttles would be held to a schedule. He would be inclined to support a trial run, but would prefer seeing the projected subsidy before taking action.

Higgins said this particular issue has been before the board for months. The board tried to accommodate people who would be affected and staff developed the most palatable plan possible. In view of the extremely high subsidy, the board should move ahead with the staff recommendation. The idea of door-to-door service for everyone is unrealistic. We provide the best we can to as many as we can.

Riley asked when the MTC cost information will be available. Hovland said the proposal appears to be generous and he questioned whether RTB can support that much service and strike a balance. Rosvold said MTC may supply the information in time for the next board meeting. Hunt moved and Franklin seconded that the issue of Route 35C and Route 35H be laid over to the next board meeting (April 19). The motion was unanimously approved.

Higgins asked that the next meeting not become a public hearing. Franklin agreed, but added that in this instance since there are so many new members it was appropriate to make an exception. Riley said that in the initial presentation the numbers were not available, which opened the door. He wants to know if the proposal will get us where we want to go. Responding to Andrews' question asking for clarification of staff direction, members said the other options should be costed out and the WBAT portion of those costs identified.

Responding to Schulstad's question, the chair said the MTC is responsible for execution and RTB is responsible for planning. MTC cannot be both the route planner and the dominant provider.

Final Recommendations for High Subsidy Route MTC Minneapolis 44A Weekday

Rosvold reviewed the staff recommendation. Franklin moved and Beard seconded:

That the Regional Transit Board approve the restructuring of MTC Minneapolis Route 44A weekday and MTC Minneapolis Route 44B weekday express.

The motion was unanimously approved.

Final Recommendations for High Subsidy Route MTC St. Paul No. 10 Sunday Service: Options to Improve Current Performance

Rosvold reviewed the third option. Hunt commended the staff for developing a solution for this route. She moved and Feess seconded:

That the Regional Transit Board direct that MTC St. Paul No. 10 Sunday service be restructured as outlined in the staff report dated March 11, 1993, by reducing hours of service and rescheduling trip times.

The motion was unanimously approved.

APPROVAL OF MINUTES

Franklin moved and Feess seconded approval of the Administration and Finance Committee meeting minutes of March 8, 1993. The motion carried unanimously.

Hunt moved and Franklin seconded approval of the minutes of the meeting of March 15, 1993. The motion was unanimously approved.

CHAIR'S REPORT

Riley said that in the past two weeks he and Munyon have attended 14 hearings. All proposed bills had to pass out of policy committees by Friday, April 2. The RTB policy bill and the MTC police bill made the deadline. The move to take paratransit away and set up a state-wide organization died, as did the DARTS bill. The Flynn and Orfield bills on governance are still viable. They no longer abolish the entire agency and have conformed to the original Metro Council bill. The board and commission are in jeopardy, which stems from the widespread belief that a board should not appoint a board that appoints a board.

Franklin said some members have requested a meeting to discuss governance. If the board members act as though they are not concerned, they could send a misleading message. The board should make some kind of decision on whether the proposals are good or bad and whether that should be conveyed to the Legislature. Beard and Riley agreed and Riley said the item will be on the agenda of the next meeting.

Higgins agreed that the chain of appointments is bad, but it is short-sighted to correct the situation by abolishing the boards. The issue is how effective the agencies are. The House bill calls for an elected Metro Council; the Senate does not. The authors of the funding bills are Senators Langseth and Chmielewski. Munyon said Senator Berglin's bill is now revised and, instead of prioritizing, it has a moratorium on 35W and an appropriation for construction of light rail in the central corridor. Another policy issue is the request of the Minneapolis Park Board for the prohibition of buses on Minneapolis parkways without a permit. They lost in court so they have taken the issue to the Legislature. The Senate has passed enabling legislation to allow joint powers communities to create Travel Demand Management organizations. Riley said there was a significant bill by Rep. Kelso, later killed, to reopen the opt-out issue. The increase in MTC's tort liability was also defeated. Munyon explained the proposal for a study of high speed busways. It missed the policy deadline but is scheduled for a hearing.

EXECUTIVE DIRECTOR'S REPORT

Andrews said the deadline for proposals responding the Request for Proposals for paratransit service coordination is April 6. Six or seven responses are expected.

McGladrey and Pullen has begun their audit of the agency. The State Department of Employee Relations has approved the RTB Affirmative Action report.

OTHER BUSINESS

Resolution Ratifying Metropolitan Council's Resolution Providing for Issuance of General Obligation Transit System Refunding Certificates of Indebtedness, Resolution No. 93-04

Ulrich reviewed the March 30 staff report. Franklin moved and Hunt seconded that the motion and resolution be approved. On a roll call vote, eight members voted to approve the resolution; none opposed. The motion and resolution carried unanimously.

There being no other business, Feess moved and Beard seconded that the meeting be adjourned. The motion carried and the meeting was adjourned at 5:45 p.m.

I hereby certify that the foregoing constitutes a true and accurate record of the Regional Transit Board's meeting of April 5, 1993.

Respectfully submitted,

Mary Fitzgerald
Secretary

Approved by the Regional Transit Board on this third day of May 1993.



**Minutes of the Meeting of the
COMMITTEE OF THE WHOLE
April 12, 1993**

MEMBERS PRESENT: Ruth Franklin, Doris Caranicas; Katherine Trummer, Ruby Hunt, Sharon Feess, Michael Beard, James Hovland, Dennis Schulstad

MEMBERS EXCUSED: John Riley and Val Higgins

OTHERS PRESENT: Arnie Entzel, Amalgamated Transit Union, Local 1006; Emil Brandt, Transportation Advisory Board; Gregory L. Andrews, Judy Hollander, Gerri Sutton, Sherry Munyon, Dale Ulrich, Clete Luberts, Dave Jacobson, Suzanne Hanson, Mary Fitzgerald, RTB staff

CALL TO ORDER AND ROLL CALL

Committee Chair Franklin called the meeting to order at 4:00 p.m. and roll was taken. John Riley had been called to a meeting in Washington and was unable to attend this meeting.

APPROVAL OF AGENDA

Munyon asked that Item 9, Discussion of Proposed Metro Governance Legislation, be heard first. With that amendment, Hunt moved and Caranicas seconded that the agenda be approved. The motion carried unanimously.

DISCUSSION OF PROPOSED METRO GOVERNANCE LEGISLATION

Munyon said proposed governance legislation, H.F. 1090, died in the Government Operations Committee today. There is still a Senate bill to eliminate the board and commission members which could still work its way through the process. Hunt said it may be that this board should take the position of encouraging a study of metro government rather than drifting along and waiting until this issue surfaces again. There was consensus among the members that there is no longer as much urgency on taking a position on governance and they agreed to defer discussion until the next board meeting. Hunt moved and Franklin seconded:

That the Regional Transit Board direct that the proposed metro governance legislation be placed on the agenda of the board's April 19, 1993 meeting.

The motion was unanimously approved.

Trummer said the board should follow up on taking a position on governance. A sample resolution should be prepared for the next meeting that members can amend and adopt. Hunt agreed that a resolution should be drafted to the effect "...that the restructuring of transit organizations be considered along with other metro restructuring that might be dealt with...." Beard added that the resolution should declare support for a reasonable, deliberative approach.

UNAUDITED FINANCIAL STATEMENTS, JANUARY AND FEBRUARY 1993

Sutton noted that a revised version of the February statements had been distributed. Trummer recommended that the format be changed to identify what it alludes to and that it include a percentage of change figure, which will help identify trends and potential problems. It would be very helpful for the policy makers to see comparisons of several years. Sutton explained that the revenue from property taxes starts coming in July and again in December. The board must demonstrate to the state that the cash flow level is at approximately one million dollars. The federal funds usually come two months after RTB submits the monthly bill. Section 8 and 6 grants are billed quarterly.

Andrews said the MTC operating subsidy is over budget because transit revenues are reported down and projected ridership growth has not occurred. Public hearings on increased fares were held sometime ago and MTC is now asking to implement some pieces of that fare package. They are also considering expenditure reductions. Feess said that at the MTC meeting last week the commissioners discussed modifying the discount package rather than increasing fares.

Hollander said it is worthwhile to note that the favorable expenditure figures for Metro Mobility indicate that not as many riders are being served. The expenditures are declining because of the fare increase and because one of the providers discontinued service, causing some trip requests to go unmet. The program is in a crisis situation.

Responding to Franklin's question about the budget process for this year, Hollander said the first meeting between the staffs of the two agencies will be held this week. Franklin said a special day of training should be set aside and devoted to budgeting. Opt-out is hard to understand, as is Metro Mobility. The members should encourage such a meeting.

Beard asked what the implications will be if the \$2.4 million grant does not come from the federal government. Hollander said the MTC labor settlement may also have a major impact on the budget. The policymakers have agreed to meet regularly to monitor the situation and the board wants MTC to come to a board meeting to report.

Trummer said paratransit costs in the suburban areas are skyrocketing. Dakota County is cutting service because of the increased caseload and flat level of funding. She encouraged staff to bring local government units into the discussions. Jacobson said a Transit Service Needs Assessment is planned for Dakota County.

Franklin said she is still waiting for the competitive transit bidding policy; Hollander said it scheduled for the next meeting of the Policy Committee. Andrews explained the process of bidding out service. The opt-out communities decide what kind of service they want and select the provider. RTB designates the source of funds. Feess moved and Beard seconded:

That the Regional Transit Board receive the January and February 1993 unaudited financial statements and direct that they be placed on file.

The motion carried unanimously.

AUDIT ADVISORY COMMITTEE REPORT

Franklin reviewed the composition and charge of the Audit Advisory Committee. Trummer moved and Hunt seconded:

That the Regional Transit Board approve the Audit Advisory Committee report dated March 18, 1993.

The motion carried unanimously.

REQUEST TO METROPOLITAN COUNCIL TO INITIATE ISSUANCE OF GENERAL OBLIGATION TRANSIT BONDS

Ulrich reviewed the staff report dated April 2, 1993. Hunt asked for information regarding the total indebtedness of RTB and MTC. Ulrich said he does not have that information because the agency does not have its own limit. The Legislature authorizes the sale of transit bonds. Franklin said the Metro Council's bond rating is AAA. Feess questioned Blin about the delay in the transit hubs. Blin said staff is waiting for Dayton's to sign on in Brookdale. Feess moved and Higgins seconded:

That the Regional Transit Board request that the Metropolitan Council issue \$20,000,000 of General Obligation Transit bonds. Of this amount, \$13,000,000 shall reduce the Metropolitan Transit Commission's remaining 1992 legislative authorization and \$7,000,000 shall reduce the Regional Transit Board's remaining 1992 legislative authorization.

The motion carried unanimously.

AMERICANS WITH DISABILITIES PARATRANSIT ELIGIBILITY FIELD TEST

Jacobson reviewed the March 29 staff report. Because of timing problems, TAAC will review the recommendation this week. Caranicas moved and Trummer seconded:

That the Regional Transit Board approve the work program and timeline and authorize the executive director to enter into a contract, not to exceed \$11,583, with the University of Minnesota for testing the functional assessment tool.

Caranicas said the program is outstanding and can serve as a model for the whole country. She is looking forward to the results of the field test. Franklin said the Sister Kenny Institute has done good work for the RTB in the past. Caranicas agreed and said the cost is reasonable. The motion carried unanimously.

REVISED AGENCY TRAVEL POLICIES

Ulrich reviewed the April 5 staff report. Since August 1990 the meal expense reimbursement has been greater for the board members than for staff when staying in certain designated cities. This revision will correct those discrepancies and also bring the board's policies into conformance with the standards of the Internal Revenue Service, which will simplify IRS reporting. Ulrich explained the State requirement that anyone traveling on State-paid business is required to report the frequent flyer points to the agency since the State regards those points as property of the state, not the individual. Members are asked to report their points to Mary Fitzgerald. Trummer asked about the class action suit on airline fares. It may be possible for RTB to recover quite a lot of money. Feess moved and Hunt seconded:

That the Regional Transit Board adopt the March 30, 1993 revision of the Travel and Expenses Policies and Procedures.

The motion carried unanimously.

1993 REGIONAL TRANSIT BOARD MESSENGER NEWSLETTER CONTRACT

Hanson reviewed the March 30 staff report. Trummer moved and Beard seconded:

That the Regional Transit Board authorize the executive director to enter into a contract with Morgan Williams and Associates not to exceed \$17,700 for the design, production and printing of four 8-page newsletters.

Schulstad asked how many copies are distributed. Hanson said last year the figure was 3,500. Trummer said every item in the issue given to the members reports on past activity. She recommended that the newsletter contain some citizen input and that it highlight upcoming issues and meetings so that local officials can participate in a two-way communication.

Hovland asked what the total annual costs are, including production, design and distribution. Hanson said distribution costs are approximately \$2,000. The writing is done by staff and amounts to one quarter of a full-time employee's time. Schulstad said that amounts to over \$1.00 for each Messenger and it could be done at less cost. It is not necessarily better to produce eight pages instead of four. The motion was unanimously approved.

OTHER BUSINESS

Feess asked about the status of the joint meeting with the Metropolitan Transit Commission that she requested in March. Andrews said he has been discussing it with Riley. The chair would like to discuss it at the next board meeting. One of his concerns is that the new members should be fully briefed before the meeting takes place. Feess said that is a good idea, but these meetings should go forward. The impetus is being lost.

Hovland said he has received his first call from a constituent and passed the information to Andrews for follow-up..

There being no other business, Feess moved and Caranicas seconded that the meeting be adjourned. The motion carried unanimously and the meeting was adjourned at 5:30 p.m.

I hereby certify that the foregoing constitutes a true and accurate record of the Regional Transit Board's Committee of the Whole meeting of April 12, 1993.

Respectfully submitted,

Mary Fitzgerald
Secretary

Approved by the Regional Transit Board on this third day of May 1993.



REGIONAL TRANSIT BOARD
Mears Park Centre, 230 East 5th Street
St. Paul, Minnesota 55101
229-2700

REPORT OF THE COMMITTEE OF THE WHOLE

At its meeting of April 26, 1993, the committee approved the following recommendations:

DAKOTA COUNTY TRANSIT NEEDS ASSESSMENT, PHASE I

That the Regional Transit Board accept Phase I of the Dakota County Transit Needs Assessment.

METRO MOBILITY TEMPORARY CERTIFICATION POLICY

That the Regional Transit Board approve a Temporary Certification Policy, which temporarily certifies visitors who are Americans with Disabilities-certified, in another paratransit program to the Metro Mobility program for a period not to exceed 30 days.

CONVENIENCE FARE PROPOSAL

That the Regional Transit Board approve implementation of the Metropolitan Transit Commission's revised structure for deep-discounted convenience fares, effective June 1, 1993.

NATIONAL TRANSIT WEEK PROMOTIONAL ACTIVITIES

That the Regional Transit Board approve promotional activities associated with the 1993 National Transit Week, except for the proposed special 25-cent fare on May 20.

OTHER BUSINESS

Members also received a presentation on St. Paul's Access to Transit Final Report.

Val M. Higgins
Chair
Policy Committee

mff
4/26/93

RESOLUTION OF APPRECIATION

RESOLUTION 93-05

WHEREAS, Sherry Roed Munyon has served as Assistant to the Chair of the Regional Transit Board since December 12, 1989; and

WHEREAS, Ms. Munyon has resigned her position with the Regional Transit Board to accept a position effective April 26, 1993 with the Minnesota Chamber of Commerce as Director of Environmental Policy and Transportation; and

WHEREAS, Ms. Munyon, is recognized for her many accomplishments as Deputy Chair of the Regional Transit Board, among them the countless hours of dedicated work lobbying the state legislature on behalf of transit issues in Twin Cities metropolitan area, representing the Regional Transit Board in an articulate manner while educating the public and policymakers; the continued expansion of public transit and paratransit services in the seven-county metropolitan area, and her advocacy for a dedicated funding source for funding transit not only in the Twin Cities but also statewide; and

WHEREAS, Ms. Munyon has served the Regional Transit Board and the public in a manner consistent with the highest professional standards.

NOW, THEREFORE, BE IT RESOLVED:

THAT the Regional Transit Board expresses its gratitude and appreciation to Sherry Roed Munyon for her service to the agency.

BE IT FURTHER RESOLVED:

THAT the Regional Transit Board extends its sincere best wishes to Sherry Roed Munyon for continued success in all her future endeavors.

Adopted this 3rd day May, 1993.

John H. Riley, Chair

Kathy Grochowski, Acting Secretary

REGIONAL TRANSIT BOARD

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

DATE: May 3, 1993
TO: Chair and Members of the Regional Transit Board
FROM: Gregory L. Andrews, Executive Director
SUBJECT: Amendment to Chairman Benefits

ACTION REQUESTED

The Board is requested to amend the fringe benefits for the chairman pursuant to Article VII A of Board bylaws.

BACKGROUND

The current bylaws of the Regional Transit Board provide in Article VII A that the Board has the responsibility to establish expense allowance and benefits of the chair not to exceed the expense allowance or benefits received by the chair of the Metropolitan Council. With the appointment of John H. Riley as chair, it is necessary to amend the chair's benefits, in particular the medical and dental coverage, vacation accrual rate and expense allowance.

Because Chair Riley desires to continue his medical and dental coverage with the State of Minnesota plan, it is necessary for the RTB to reimburse him for the net cost of such plan. In addition, the vacation accrual is recommended at seven hours per pay period (same rate as former chair Ehrlichmann) and, finally, the annual expense allowance would be set at \$1,500 per year, consistent with Minnesota Statutes.

RECOMMENDATION

That the Regional Transit Board establish the chair's benefits as:

- Medical and Dental—reimburse Chair Riley for continuation of health insurance coverage through State of Minnesota plan.
- Vacation Accrual Rate—7 hours.
- Expense allowance not to exceed \$1,500 in accordance with Minnesota Statute 15A.081 Subd. 8.

All other benefit levels consistent with those as stated in current board approved personnel policy.

REGIONAL TRANSIT BOARD

Mears Park Centre
230 East Fifth Street, St. Paul, Minnesota 55101
292-8789
TDD 229-2715

DATE: April 20, 1993
TO: Chair and Members of the Regional Transit Board
FROM: Randy Rosvold, Senior Planner *RR*
SUBJECT: Dakota County Transit Needs Assessment Phase I

Enclosed is the Phase I Dakota County Transit Needs Assessment. Staff will present the findings from the needs assessment at the April 26, 1993, meeting of the Policy Committee.

Dakota County Office of Planning and the Regional Transit Board (RTB) have formed a partnership to study the transportation issues facing Dakota County. In 1992, Dakota County and the RTB agreed to complete a two-part transit needs assessment within one year. Much effort and resources have already been placed on examining transportation issues in the region and in Dakota County. Realizing the availability of existing transportation-related information, staff from both agencies planning departments were assigned to complete the task. To minimize costs, no outside consultants were hired. Phase II of the needs assessment is scheduled for completion by August 1, 1993.

RECOMMENDATION

That the Regional Transit Board accept Phase I Dakota County Transit Needs Assessment.

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REGIONAL TRANSIT BOARD

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

DATE: April 21, 1993
TO: Chair and Members of the Regional Transit Board
FROM: Len Simich, Senior Project Manager
SUBJECT: Proposed Change to the Convenience Fare Structure.

SUMMARY

The MTC has requested that on June 1, 1993, the RTB approve implementation of its adopted structure for deep discounting convenience fares. The structure was approved as part of the regional regular route fare increase which is scheduled to take place on or before January 1, 1994. In an attempt to offset an estimated \$1 to \$2 million passenger revenue shortfall, the MTC is requesting that the change to the convenience fare pricing take place in June rather than waiting until the entire new fare structure is implemented.

DISCUSSION

At the time the MTC's 1993 budget was being reviewed, a number of factors that had budgetary impacts were unknown. These factors included a projected increase in passenger revenue due to anticipated growth in ridership, the availability of federal Congestion Mitigation and Air Quality (CMAQ) funding for I-394 operations, and the outcome of the labor settlement. It was estimated that a revenue shortfall of more than \$4 million could occur if the assumptions made by the MTC in their 1993 budget were not realized.

In an attempt to address a potential revenue shortfall in 1993, the RTB adopted a regular route fare increase which included the following:

- 15¢ increase in the basic fare.
- Elimination of the zone-crossing charge.
- 25¢ increase in the peak-express charge.
- 25¢ increase to the downtown zone during the peak period.
- 5¢ per ride increase in the pricing of the discounted convenience fares.

By implementing this new fare structure, it is estimated that an additional \$4.8 million in revenue would be generated annually. However, it is also projected that ridership would decline 3.9 percent. (See attached memo dated October 6, 1992.)

The board approved the proposed new fare increase but delayed implementation until they had a better indication as to the outcome of the factors listed above and if any additional funding would become available through the 1993 legislative session. It was determined that new fare increase would be implemented on or before January 1, 1994.

Convenience Fare Structure
April 21, 1993
Page 2

For the first quarter of 1993, MTC passenger revenue was significantly lower than projected. Based on the first two months of this year, passenger revenue could be \$1 to \$2 million less than budgeted. In an attempt to help offset this revenue shortfall, the MTC is requesting that in June, 1993, the approved change in the convenience fare pricing be implemented, and that the cost of the monthly pass be priced upon 42 rides per month versus the current 40 rides.

Financial projections for the pricing and discount changes indicate an annual revenue increase of \$1,578,000, with an associated 1% reduction in ridership. With a June 1 implementation, the additional revenue generated in 1993 would be approximately \$918,000.

FINDINGS

The MTC has discussed the convenience fare changes with representatives of the opt-out communities and the University of Minnesota (the other regular route contractors). While they did not have any major problems with the proposed price change, they did pose some of the same questions as RTB staff:

- Should only one component of the fare increase plan be implemented if the board still intends to have the full fare increase plan in place by January 1994? Is it better to implement this in a two-phase approach as requested, or implement the entire plan earlier than January 1994?
- It should also be noted that increasing the pricing of the monthly pass from 40 to 42 rides was not part of the fare increase proposal and not presented at public hearings.
- Given that we do not yet know the financial impact of the arbitration, or if the \$2.4 million requested in CMAQ funding will be approved, or if additional state funding will be appropriated, will the \$918,000 raised by implementing the change to the convenience fares be enough?

MTC's request is consistent with the previously approved fare increase policy. Staff agrees with their assessment that unless additional revenue is generated, the MTC is going to face a serious budget shortfall.

Given the information presented, staff supports MTC's request. However, the Board may want to consider implementing the entire fare increase sooner than January 1, 1994.

For the MTC and other providers to implement this by June 1, 1993, we are requesting the Board take action on this at their next scheduled meeting.

ATTACHMENT I
PROPOSED CONVENIENCE FARE PRICING

PROPOSED CONVENIENCE FARE PRICING

<u>Description of Ride</u>			<u>Current Price</u>	<u>New Price</u>	<u>Monthly Cost Increase To Customer</u>
<u>MONTHLY PASSES:</u>					
Peak	Local	No Zone	\$32.00	\$36.00	\$4.00
Peak	Local	Zone Xing	\$42.00	\$46.00	\$4.00
Peak	Express	No Zone	\$42.00	\$46.00	\$4.00
Peak	Express	Zone Xing	\$52.00	\$56.00	\$4.00
Offpeak	Local	No Zone	\$22.00	\$25.00	\$3.00
Offpeak	Local	Zone Xing	\$32.00	\$36.00	\$4.00
Offpeak	Express	No Zone	\$32.00	\$36.00	\$4.00
Offpeak	Express	Zone Xing	\$42.00	\$46.00	\$4.00

TICKETS:

Peak	Local	No Zone	\$8.00	\$8.50	\$0.50
Peak	Local	Zone Xing	\$10.50	\$11.00	\$0.50
Peak	Express	No Zone	\$10.50	\$11.00	\$0.50
Peak	Express	Zone Xing	\$13.00	\$13.50	\$0.50
Offpeak	Local	No Zone	\$5.50	\$6.00	\$0.50
Offpeak	Local	Zone Xing	\$8.00	\$8.50	\$0.50
Offpeak	Express	No Zone	\$8.00	\$8.50	\$0.50
Offpeak	Express	Zone Xing	\$10.50	\$11.00	\$0.50

TOKENS:

Offpeak	Local	No Zone	\$0.55	\$0.60	\$0.05
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04/07/93

ATTACHMENT II

A & F MEMO

OCTOBER 6, 1992

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REGIONAL TRANSIT BOARD

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

DATE: October 6, 1992
TO: Chair and Members of the Administration and Finance Committee
FROM: Edward Kouneski, ^{EK} Manager of Programs
SUBJECT: Regional Regular Route Fare Increase

SUMMARY

The Regional Transit Board (RTB) has held a series of public hearings on a proposed fare increase for the regular route transit system. Based on the public testimony, RTB staff has modified the preferred option presented at the hearings. This memorandum specifies the new regular route fare structure to be adopted and recommends that it be implemented no later than July 1993.

DISCUSSION

The RTB has pursued a regular route fare increase primarily to ensure that the Metropolitan Transit Commission's (MTC) 1993 budget is balanced and secondarily to meet the region's financial performance standard for farebox recovery.

Balancing the Budget

A fare increase will be needed in 1993 to balance the operating budget proposed by the MTC. (This finding is discussed in a separate staff memorandum dated October 5, 1992, titled *MTC Budget Update*.) The timing of the fare increase can be determined based on certain expense and revenue assumptions, as explained in the analysis which follows.

With regard to revenues, the MTC has assumed the amount available in 1993 would include:

- **\$2,400,000 of new federal funding as operating assistance for I-394 service.** The RTB has agreed to seek this funding as part of the Congestion Mitigation and Air Quality (CMAQ) Improvement program of the Intermodal Surface Transportation Efficiency Act (ISTEA) of 1991. Final approval by the Federal Transit Administration (FTA) on this funding request, once it is made, will not be known until the spring 1993.
- **\$1,500,000 more in RTB subsidy than is available.** The MTC has requested \$66.5 million while the RTB has adopted a 1993 budget identifying \$65 million available for the MTC.

- An \$800,000 net increase in passenger revenue. This is due to an anticipated growth in ridership, assuming no fare increase.

The above assumptions, if not realized, represent a \$4.7 million revenue shortfall for 1993. Furthermore, this analysis does not yet take into account other factors which would drive the MTC's costs higher in 1993. The single most important item that the MTC has not considered in its 1993 budget is the impact of a labor settlement, which is to be decided through a binding arbitration process; if unfavorable, it may be in the magnitude of \$3 million. The arbitrator's decision is expected in early 1993.

Given these findings, and the need for the RTB to assume fiscal responsibility for balancing 1993 transit expenditures and revenues, there are a number of scenarios to be considered in order to decide the appropriate timing for a fare increase. Two basic options analyzed here are to proceed with a fare increase immediately, to become effective January 1993, or to delay it until July 1993. The financial outcome of either decision depends on the cost of the labor settlement and the acquisition of new federal funds.

Attached to this memorandum is a table which illustrates the options to balance the MTC's 1993 budget proposal. As shown under *Option A*, if we assume that the labor settlement can be offset by other expense reductions at the MTC, if no new federal funds are available and we proceed to implement a fare increase immediately, the MTC's 1993 budget would be nearly balanced, with a deficit of \$391,000 at the end of 1993.

In contrast, as shown in *Option B*, if the assumed impact of the labor settlement is recognized and no new federal funds are acquired, the deficit would be \$3,391,000 even with the additional passenger revenue generated from a fare increase effective in January 1993.

Since a fare increase ultimately affects ridership, if a delay is possible it should be considered. With this in mind, the most favorable scenario would be that shown as *Option G*, which assumes that the MTC can contain its costs within the budget level proposed, not to exceed \$119.9 million. (See *MTC Budget Update* memorandum for details on proposed expenditures.); and secondly, that the RTB can acquire new federal funding.

These two actions, the MTC containing costs and the RTB receiving new federal funds, would enable the fare increase to be delayed until July 1993. Because of its cost containment efforts, the MTC would also be projected to meet the farebox recovery standard, performing at 35.3% for 1993. There would be a slight surplus at the end of the year. (See *Option G* in the table "Options to Balance MTC 1993 Budget Proposal.")

The only means to avoid a fare increase in 1993 would be to secure additional funds from the state legislature for the regular route transit system. This possibility is considered remote.

In summary, a recommended approach for the board to consider is to:

1. *Approve the MTC operating budget at or below its proposed level, \$119.9 million.*
This action would require the MTC to offset any cost increases due to a labor settlement with reductions in other expenses.
2. *Seek \$2.4 million in new federal funding for I-394 service.*
3. *Adopt the recommended regular route fare structure, modified to be responsive to many of the concerns expressed by the public.* The modifications are described in the next section of this memorandum.
4. *Implement the fare changes no later than July 1, 1993 .*

If it becomes known that costs cannot be contained or new federal funds are unavailable, the board could revisit this topic. Note that for planning purposes, each month that the fare increase is delayed represents a potential loss of approximately \$300,000 in additional passenger revenue. The MTC requires 60 to 90 days of lead time to implement a fare change.

Proposed Fare Changes

To be responsive to the concerns of the public, RTB staff recommends several modifications to the original fare proposal. The original preferred option on fares was projected to increase passenger revenues by more than \$6 million; the new recommended fare structure would generate approximately \$4.8 million, which would cover the potential \$4.7 million revenue shortfall described earlier. Three recommended modifications are explained below.

- Originally, it was proposed that the social fare be increased from \$.25 to \$.50. This applies to senior citizens, youth, and persons with limited mobility who ride during the off-peak period.

Staff recommends no change in the social fare in response to comments about persons with income limitations who would be adversely affected by the increase.

- Currently, riders boarding in the downtown zone pay \$.25. The RTB had proposed elimination of the downtown zone fare during the peak period, this would have required passengers to pay the full peak fare, proposed at \$1.25.

Instead, staff recommends that a reduced fare for the downtown zone be retained but increased from \$.25 to \$.50 during the peak period. The downtown reduced fare would remain \$.25 during the off-peak period as originally proposed.

RTB staff believes that the downtown zone should be further examined to consider alternatives for future action; these may include restricting the zone boundaries or offering the reduced fare only to persons who are ridesharing.

Fare Increase
October 6, 1992
Page 4

- A \$.50 charge for express service had been proposed to apply during both the peak and off-peak periods.

Staff recommends a \$.50 express charge during the peak and a \$.25 express charge during the off-peak. It will cost \$1.75 to ride an express route during the peak hours and \$1.25 during the off-peak. Suburban riders traveling to the downtowns currently pay \$1.60 during peak hours, Riders traveling between Minneapolis and St. Paul on the all-day I-94 express routes currently pay \$1.35 during peak hours and \$1.10 during the off-peak.

The express service charge recognizes that express routes offer a premium service with limited stops; accompanied by the elimination of the zone charge, it moves regional policy away from a distance-based fare structure to one based on "premium" charges.

Other proposed changes in the regional fare structure would remain as originally stated to the public:

- *A \$.15 increase in the basic fare.* It will cost \$1.25 to ride during peak hours (up from \$1.10) and \$1.00 ride during the base, or off-peak, period (up from \$.85).
- *Elimination of the zone-crossing charge.* There will no longer be a \$.25 charge for travel between the central cities and suburban communities.

(Note that an associated change in Metro Mobility fares would be made at the same time, to eliminate the current zone-crossing charge for Metro Mobility riders.)

- *A \$.05 increase (per ride) in convenience fares.* This applies to 10-ride cards, monthly passes, and tokens. For riders who purchase these pre-paid convenience fare items, the size of the discount would change from \$.30 to \$.25 per ride.

Note that the modified fare recommendation for regular route service, discussed above, would result in less ridership loss than projected under the original proposal. The modified proposal is projected to yield approximately \$4.8 million total additional revenue, on an annualized basis, with an expected 3.9% drop in ridership. The original proposal would have generated another \$1.7 million in revenue, or \$6.5 million total, with an associated 6.4% drop in ridership. A comparison of the revenue and ridership impact is shown in the following chart:

	1992 Estimated <u>Actual</u>	1993 Original <u>Proposal</u>	1993 Modified <u>Recommendation</u>
Fare Revenue	\$35,102,000	\$41,619,000	\$39,916,000
Percent Change		18.6%	13.7%
Ridership	63,314,000	59,235,000	60,871,000
Percent Change		(6.4%)	(3.9%)

Copies of the transcripts from the public hearings and written testimony are available for review at the RTB offices.

RECOMMENDATION

That the Regional Transit Board:

1. Adopt the following regular route fare structure:

Cash Fares

	<i>Peak</i>	<i>Off-Peak</i>
Local	\$1.25	1.00
Express	1.75	1.25
Downtown	.50	.25

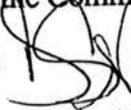
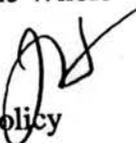
Convenience Fares

	<i>10-Ride Cards</i>	<i>Monthly Pass</i>	<i>Tokens</i>
Local Peak	\$10.00	\$40.00	N/A
Local Off-Peak	\$7.50	\$30.00	\$.75
Express Peak	\$15.00	\$60.00	N/A
Express Off-Peak	\$10.00	\$40.00	N/A

2. Eliminate the zone-crossing charge from the Metro Mobility fare structure.
3. Implement these fare changes no later than July 1993, allowing for the benefits of the MTC's efforts to contain costs and the RTB's pursuit of new federal funds to be achieved.

REGIONAL TRANSIT BOARD

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

DATE: April 20, 1993
TO: Chair and Members of the Committee of the Whole
FROM: Debra Sorenson Nelles 
SUBJECT: Metro Mobility Temporary Certification Policy 

SUMMARY

To comply with ADA, the Metro Mobility Advisory Committee drafted an interim certification policy for visitors who are certified in another paratransit program. The Transportation Accessibility Advisory Committee has reviewed the motion and recommends policy approval.

BACKGROUND

ADA requires complementary paratransit programs to make service available to visitors who do not reside within the jurisdiction. Visitors need to present documentation that they are ADA paratransit eligible, under ADA criteria, in the jurisdiction in which they reside. ADA states that a visitor using the system longer than 21 days may be required to apply for eligibility.

DISCUSSION

Present Metro Mobility policies do not address the subject of visitors. The following recommendation will bring Metro Mobility into compliance with ADA. Staff supports the TAAC recommendation.

Providers will be subsidized for visitor trips at the same rate as Metro Mobility certified riders and the \$10.00 certification fee, applicable to the Metro Mobility Administrative Center, would be waived.

RECOMMENDATION

That the Regional Transit Board approve a Temporary Certification Policy which temporarily certifies visitors, who are ADA certified in another paratransit program, to the Metro Mobility program for a period not to exceed 30 days.

REGIONAL TRANSIT BOARD

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

DATE: April 21, 1993
TO: Chair and Members of the Committee of the Whole
FROM: Dave Jacobson, Senior Project Administrator
Deb Sorenson Nelles, Paratransit Analyst
SUBJECT: Board Referral to Policy Committee of Agenda Items

At the Regional Transit Board's (RTB) April 19, 1993 meeting, two subjects recommended by the Transportation Accessibility Advisory Committee (TAAC) were referred to the Policy Committee of the Whole for review. Those items were:

- Metro Mobility Temporary Certification Policy
- ADA Compliance in Regard to Three Wheel Scooters

Staff is in the process of researching these two subjects. At the April 26 Policy Committee of the Whole, the Metro Mobility Temporary Certification Policy will be discussed. Materials will be distributed at that time and a report will be made by staff.

At the May 24 Committee of the Whole, the ADA Compliance in Regard to Three Wheel Scooters will be on the agenda.

REGIONAL TRANSIT BOARD

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

DATE: April 20, 1993

TO: Chair and Members of the Committee of the Whole (Policy)

FROM: Suzanne Hanson, public information manager *SH*
Jane Fitz, writer/editor
Dan Murray, project administrator, marketing and special projects *DM*

SUBJECT: National Transit Week Promotional Activities

SUMMARY

This memo explains the rationale for promoting transit locally during National Transit Week, set for May 17 - 21, 1993, and asks that the Regional Transit Board approve a 25-cent special bus fare for regular route bus service on May 20, 1993 and the promotional activities to support National Transit Week.

BACKGROUND

The American Public Transit Association (APTA) has designated May 17 - 21, 1993, as National Transit Week. Transit Week is an annual observance that promotes transit to increase ridership and highlight transit's ability to save energy, improve the environment and increase transportation mobility for everyone. The RTB's public information staff worked with area providers and other members of the transit community to develop ideas to promote transit service in the metro area that week.

Like any product or service, transit must be marketed to attract consumers, in this case, transit riders. We have developed a mix of activities aimed at attracting new riders to the system and gaining attention for transit and its benefits with local media. The activities planned include:

- participating in the Minnesota Rideshare Awards May 17
- promoting B-BOP Day activities on May 18
- setting a special 25-cent fare day May 20. (A theme of "Back to the '60s" will be used to promote the special fare since the fare for local bus service was a quarter throughout the 1960s.)
- promoting Transit Week activities through banners at transit hubs, ads in weekly newspapers, i.e., Twin City Reader and City Pages, and aggressive media relations

The RTB's fare policy number 13 states, "The fare structure and pricing levels will be flexible to allow for promotional and experimental fares subject to RTB approval." The estimated cost of providing a single day of regular route transit service at 25 cents throughout the Twin Cities is approximately \$35,700. This is based on the average daily cash farebox recovery. The numbers are conservative for existing ridership levels.