

CITY OF SAN LUIS OBISPO
MASS TRANSPORTATION COMMITTEE
990 Palm Street
Planning Conference, City Hall
Wednesday, May 12, 2004

CALL TO ORDER

Chairman Bob Johnson called the meeting to order at 2:35 p.m.

ROLL CALL

Present: Bob Johnson (Chairman), Denise Martinez, D.
Gregg Doyle, and Jean Knox.

Alternates: Kathy Howard and Rob Nesbitt

Staff: Austin O'Dell, Transit Manager

Vacancies: Student, At-Large, Cal Poly

ANNOUNCEMENTS

There were no announcements.

PUBLIC COMMENTS

There were no public comments.

A. CONSENT ITEMS

A-1 Approval of Minutes of March 10, 2004

Ms. Knox offered the minor wording correction in member comments.

The motion made by Mr. Johnson to approve the minutes of the March 10, 2004 meeting as corrected, seconded by Ms. Knox, carried unanimously.

A-2 Notice of Preparation of the Program of Projects

Mr. O'Dell explained that this noticing requirement is pursuant to the City's Memorandum of Understanding between the San Luis Obispo Council of Governments, the Regional Transit Authority, and the City, announcing the preparation of a Program of Projects.

He further explained it was a formality for the receipt of 5307 federal and capital dollars and recommended approval of the item.

The motion made by Mr. Doyle to approve the City's intent to prepare a Program of Projects, seconded by Ms. Knox, carried unanimously.

A-3 DRAFT MEETING CALENDAR

Mr. O'Dell stated he updated the current meeting calendar for next year. He noted that the July 13, 2004 meeting would be on a Tuesday instead of a Wednesday.

Mr. O'Dell recommended approval of the item.

The motion made by Mr. Doyle to meeting calendar for FY 2004/05, seconded by Ms. Knox, carried unanimously.

B. DISCUSSION ITEMS

B-1 Comment and Endorse Placement of Common Logo Developed by the Promotion and Coordinating Committee (PCC)

Shelly Stanwyck, City's Economic Development Manager, discussed the memorandum regarding the common logo recently developed. She reported that the Council, for their 2004-05 budget, approved increasing the *transient occupancy tax* and that the PCC has been working to encourage more visitors to stay longer in the City.

She discussed the PCC tourism marketing plan, adopted by Council last fall. One of the goals was to adopt a logo that distinguishes the City's identity from the county.

She discussed the goal to increase the use of the trolley. She stated many of the businesses downtown, especially hotels on Monterey Street, were promoting the use of the trolley, seeing it as an amenity to their customers who would then not have to deal with parking.

The PCC requested MTC to recommend the placement of their approved logo on the trolley. The purpose of the logo is to create a common identity for visitors, and to communicate that the trolley is a service they can use. She noted that if the MTC approved the logo use at this level, the PCC would take the endorsement to Council for approval. The money to incorporate the logo would come from PCC.

Public Works suggested the logo be in gold, to match the gold lettering on the trolley, but Ms. Stanwyck presented a full color logo as well.

There was general discussion about the details of the versatile logo. The MTC favored using a color version of the logo for prominence.

The motion made by Ms. Howard to approve the request to place logo on the trolley, seconded by Mr. Nesbitt, carried unanimously.

B-2 Approve Request to Place Banner on Trolley to Promote Art after Dark.

Mr. O'Dell discussed the request from the SLO Gallery Association to place a banner on the back of the trolley to promote their monthly "Art After Dark" Friday evening program. He explained that the "Art After Dark" was a 10 year-old program. He further explained that the City provided a special trolley service to promote the galleries. The City discontinued the special service because it jeopardized federal funds.

As of September 1, 2003, the City implemented a service change for the trolley service. The trolley currently serves many of the participating galleries. The Gallery Association is asking to put their banner on the trolley during those Fridays that "Art After Dark" is in session. The Gallery Association would be responsible for all aspects of using the banner for promotion (e.g. installing it, removing it, maintaining it).

Mr. O'Dell recommended the MTC favor the request.

Mr. Johnson stated that "Art After Dark" was a non-profit event and favored promoting the tourist interest.

Ms. Knox suggested including the new common logo on the banner.

A member of the audience stated it was a good idea, because parking was so limited on Friday evenings.

The motion made by Ms. Knox to approve the request to allow the Gallery Association to place a banner promoting Art after Dark, seconded by Mr. Doyle, carried unanimously.

C. ACTION ITEMS

C-1 Election of Chair and Vice-Chair for Next Fiscal Year

Mr. O'Dell discussed the Chair responsibilities, which include operating the monthly meetings, coordinating the agenda, and attending the quarterly Mayor Luncheon meetings. The Vice Chair fills in as needed, performing the Chair duties if required. Both offices are one-year terms beginning on July 1, 2004.

He opened nominations for Chair and Vice Chair.

Bob Johnson was nominated for another term as Chair. He accepted the nomination. There were no other nominations for Chair.

Gregg Doyle was nominated for Vice Chair. Mr. Doyle did not accept the nomination.

Jean Knox was nominated for Vice Chair. Ms. Knox accepted the nomination. There were no other nominations for Vice Chair.

The motion made by Mr. Doyle to accept by acclamation, Bob Johnson as Chair and Jean Knox as Vice Chair, seconded by Ms. Howard, carried unanimously.

C-2 Support Approval of Contract Extension for the Art on Bus Program

Mr. O'Dell reported that two buses had local scenes painted on them by Liz Maruska. The current two-year contract agreement with the artist is expiring. Ms. Maruska would like to extend the two-year agreement and amend the contract to include a third bus.

Mr. O'Dell stated staff supported the request. Mr. O'Dell explained that a contract amendment would be prepared, and the current contract conditions would remain in effect. The artwork has been already approved. The current contract, approved by City Council, authorizes the City Administrative Officer to modify the contract.

Ms. Knox had a concern that the concept of the artwork sketches would have visual/neurological affects, e.g. the use of parallel lines. The Committee directed the Mr. O'Dell to convey these concerns to the artist.

Mr. O'Dell stated that the artist secured sponsors to underwrite the cost of creating and installing the art.

The motion made by Ms. Knox to approve the contract extension for the Art on Bus Program, seconded by Mr. Doyle, carried unanimously.

D. INFORMATION ITEMS

D-1 Vacancies on the Mass Transportation Committee

There was general discussion of the vacancies and Mr. Johnson urged the alternates to apply for the vacancies. Mr. O'Dell noted that there were four applications submitted.

D-2 Transit Manager's Report

Mr. O'Dell discussed operating data and noted it was the first time they were showing an increase in ridership.

The first quarter of new service report showed a modest increase in system-wide ridership from last year, despite the fare increase. Mr. O'Dell reported that Route 6 in the evening was doing very well. In contrast, Routes 7 and 8 were not doing well. Mr. O'Dell reminded the Committee that they are new routes and are being monitored.

Mr. O'Dell reported that both tourism and trolley ridership are down from last year.

He also discussed the interviewing process to replace Deby Anderson, as well as the Request for Proposals for the interior/exterior advertising bid portion of the marketing plan, to generate advertising revenue to fund other marketing and promotional activities.

Mr. O'Dell reported that he was preparing for the Federal Transit Administration (FTA) Triennial Review. The findings from the 2001 Triennial Review were not favorable to the City. He anticipates that the upcoming review will be more favorable to the City since past issues were properly addressed.

Copies of current schedules were running low and revised schedules were being printed (10,000 quantity).

Mr. O'Dell noted the thirty-year anniversary for Transit System coming up on May 21, 2004 and distributed imprinted mugs and pens commemorating the celebration.

Mr. O'Dell reported that Council approved Beach Cities Cab fare increase.

He discussed SLOCOG/RTAC restructuring project. SLOCOG voted to have one committee, expanded to include both.

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Mr. O'Dell also discussed the regional Rideshare program/SLOCOG discussion and reported that Rideshare program was staying under the RTA management.

There was MTC discussion regarding clarification on various marketing areas and responsibilities.

MEMBER'S COMMENTS

There were no comments.

ADJOURNMENT

The meeting adjourned at 4:10 p.m. to the next regular meeting scheduled for July 13, 2004, at 2:30 p.m.

Respectfully submitted,

Lisa Woske, Recording Secretary