

**CITY OF SAN LUIS OBISPO  
MASS TRANSPORTATION COMMITTEE  
Planning Dept.  
Wednesday, January 12, 2005**

**CALL TO ORDER**

Chairman Bob Johnson called the meeting to order at 2:30 p.m.

**ROLL CALL**

**Present:** Bob Johnson (Chair), Jean Knox (Vice Chair), Denise Martinez, D. Gregg Doyle, Susan Rains, and Dustin Robinson

**Alternates:** Kathy Howard (voting) and Rob Nesbitt

**Absent:** Jose Lemus

**Staff:** Austin O'Dell

**ANNOUNCEMENTS**

There were no announcements.

**PUBLIC COMMENTS**

There were no public comments.

**A. CONSENT ITEMS**

**A1. Minutes from the October 13, 2004 meeting**

Mr. Johnson asked the record to reflect that it was Jean Knox who ran the meeting, as he was absent.

A motion was made to approve the minutes as amended.

The motion passed unanimously, with Mr. Johnson abstaining.

## **B. DISCUSSION ITEMS**

### **B1. Draft Easy Pay Fare Program**

Mr. O'Dell discussed the details of the Easy Pay Fare program draft and the need for an updated disability discount policy and identification requirements. He reported that bus drivers and finance staff have difficulty determining was constituted a valid ID.

Staff recommended to refer this matter to an Ad Hoc committee to consider the parameters for an Easy Pay Fare program and disability discount policies. The Ad Hoc committee would provide staff with input on the application requirements for the Disabled Discount ID Card and input on the development of a transition plan for the new Disabled Discount card.

Mr. O'Dell also discussed the process of certifications.

Frank Vallaneuva, City bus driver, supported having new ID cards so drivers could quickly assess the validity of using the Disabled Discount rate and felt a picture should be part of the ID card.

Raymond Castro, 611 Brizzolara, supported the idea of a new card system to verify who is entitled to get the Disabled Discount.

Ms. Knox felt temporary disabilities should be recognized and suggested doctors could verify with an expiration date. She supported the use of pictures on the ID.

Mr. Doyle asked for clarification on service animal eligibility and felt the animals needed verified cards as well.

Ms. Knox agreed with the need for animals being designated through certification.

Mr. Johnson created a Committee to consider the above, including him, Ms. Martinez, and Ms. Howard. Ms. Knox agreed to serve as a Committee alternate if necessary.

**B2. Proposal to Introduce a Monthly/Weekday Pass and Visitor 5-Day Pass**

Mr. O'Dell discussed the proposal for a recommendation to Council that they adopt a Monthly Student Weekday Pass for \$20 and a Visitor's 5-Day Pass for \$5 and that both passes be offered as of July, 2005.

He outlined requests that have been received to have other types of passes available for purchase. He also discussed the security measures in place with electronic pass systems that mitigated fraudulent use.

Ms. Knox did not favor the "weekday" limitation of the pass and felt a student pass should be offered for 30 days for \$20.00. She also felt the Visitor pass should be offered at 1-day and 5-day rates.

Mr. Johnson felt the Monthly Student Pass should include weekends and cost \$25.00 He suggested a 7-Day Visitor Pass for \$7.50.

Ms. Knox felt that a 7-Day pass should cost \$10.00.

Mr. Doyle agreed that a student pass should be valid for 31 days at a cost of \$20 and felt that a \$5/5-Day pass would make administration easier if people could purchase in 5-day units.

Mr. Vallanuevo felt the multi use/multi-day passes would increase ridership and felt the public would favor the idea.

Mr. Robinson also agreed the student pass should be 30 days/\$20. He did not feel that Cuesta students should be excluded from current student discounts available to Cal Poly students.

The motion made by Mr. Doyle, seconded by Jean Knox, to recommend to Council that the City should offer: a). 1-Day pass for \$3.00; b). 7-Day pass for \$10.00; and c). 31-day pass available for K-12/Primary and Secondary school students only for \$20.00), carried unanimously.

### **B3. Marketing Plan Revision**

Mr. O'Dell discussed the marketing RFP process for the interior bus advertising, as directed by Council and reported that there had been no submissions. He suggested to refer this matter to an Ad Hoc committee to review and revise the marketing plan. He also discussed the shortfall in the budget as a result of not receiving that interior advertising revenue.

There were no public comments on this item.

Mr. Johnson agreed to head the Ad Hoc committee, with Ms. Rains and Mr. Robinson serving on it as well.

### **C. ACTION ITEMS**

There were no action items.

### **D. INFORMATION ITEMS**

#### **D1. Transit Manger's Report**

Mr. O'Dell discussed an overview of ridership numbers and reported that the changes made in the last year have yielded increased ridership. He stated an evaluation/performance report was being prepared outlining the first year results and would be submitted for Committee review and input at the March meeting.

Mr. Doyle distributed a summary of his recommended service improvements and stated he wanted an opportunity to work on Committee input on service revisions prior to the March presentation of the report; he was particular concerned with re-allocation of capacity measures.

Mr. O'Dell invited Committee members to meet with him to give input on service revisions. Both Mr. Doyle and Ms. Rains indicated that they would be calling him on the topic.

Mr. O'Dell discussed the Annual Performance Report.

Ken Blakeman, First Transit manager, reported that 7250 Cal Poly students had ridden the bus during the last quarter and that 17,600 rode the bus during

the first week of the new quarter. He attributed some of that increase to the parking lot closures on campus.

Mr. O'Dell reported that the Projects Program updates (i.e. 5307 Budget funds) would be presented at an upcoming meeting.

He also discussed the EDAPTS maintenance agreement update and that the SMART signs were being organized.

He outlined changes to taxi safety and inspections policies. He discussed the purview of the Transit Manager and the expansion of authority over the fleet.

## **D2. Future Items**

Ms. Knox stated a concern about the evening bus service and its low ridership and asked for future discussion on it.

The meeting adjourned at 4:30 p.m. to the next regular meeting of March 9, 2005.

Respectfully submitted,

Lisa Woske, Recording Secretary