



City of Longview

Cowlitz Transit Authority
Agenda
RiverCities Transit

Minutes

Cowlitz Transit Authority

Wednesday, February 10, 2016

4:00 PM

Longview Council Chambers

1. Call To Order

The meeting was called to order by board member Jensen at approximately 4:00 pm in the Longview Council Chambers.

2. Roll Call

Present: 4 - Rick Roberson, Dennis Weber, Anthony Harris (nonvoting member) and Don Jensen

Absent: 1 - Larry Alexander

Excused: 1 - Mary Jane Melink

Altern Abs: 2 - Chet Makinster and Jim Hill

Staff Present

Amy Asher, City of Longview
Jeff Cameron, City of Longview
Brad Windler, City of Longview
Ben Nolen, City of Longview
Tabitha Hayden, City of Longview

Others Present

Betsy DeSpain, Paratransit Services
Judith Donovan, CWCOG
Sam Rubin, CWCOG

3. Constituent Comments

None.

4. Election of Officers

Board member Jensen called for nominations of the 2016 Cowlitz Transit Authority Board Offices. Weber nominated Jensen for Chairman of the Board. Roberson seconded the nomination, with no further nominations, the motion carried unanimously. Weber nominated Roberson for Vice Chairman of the Board, with no further nominations, the motion carried unanimously.

5. Consideration Of Minutes

On a motion from Roberson, seconded by Jensen, the minutes for the regular meeting held on January 13th, 2016 were unanimously approved.

6. Consent Calendar

Weber asked staff to clarify ridership data. Route 56 and 57 ridership numbers have flipped. Asher stated that the change is due to service changes implemented last February. Route 57 now runs on Saturday and connects Longview and Kelso, therefore it is now a very popular route. Route 56 no longer runs on Saturday. Asher also explained that the decrease in ridership may be due to our recent fare increase and the price of fuel decreasing.

On a motion from Roberson, seconded by Weber, the items on the consent calendar were approved. The motion carried unanimously.

2016 Annual Fixed Route Ridership

2016 January Fixed Route Ridership

2016 January Paratransit Ridership

2015 December County Treasurer's Report

2015 December Fund Balance Report

7. Consideration of Invoices

On a motion from Weber, seconded by Roberson, all invoices were approved for payment. The motion carried unanimously.

Invoice - City of Kelso \$551.96

Invoice - City of Longview \$300,207.08

Invoice - Columbia Security \$520

Invoice - TCF Architecture \$3078.82

8. Vanpool Update

Nolen reported that the vanpool program documents, administration structure, and vehicle support contracts are complete. Nolen has transitioned to marketing the program. Staff has until October 8th of this year to get the vans into revenue service or risk losing them to Washington Department of Transportation.

Marketing strategies staff has employed include radio advertising, parking the vans in high visibility locations for commuters, cold calling large employers and participating in Rideshare Online. The constraints on eligibility is limiting our potential users. Staff has had to turn down potential commuters who wanted to commute into Longview.

Weber asked if WAUNA Mill was contacted as well as WSU Vancouver. The Board discussed coming up with a slogan and other avenues of advertising. Jesen encouraged an advertisement in the Longview Daily News and potentially a banner or poster for when the vanpool vans are parked to inform the public about what vanpool is. The board asked for monthly updates going forward to allow them to follow the progress and make any program changes necessary for a successful vanpool program.

9. Manager's Report

City of Longview appointed Don Jensen and Mary Jane Melink to the Cowlitz Transit Authority board with Chet Makinster as the alternate. The City of Kelso appointed Rick Roberson and Larry Alexander with Jim Hill as an alternate.

Sales tax for January 2016 was up 10% over January 2015.

Project Homeless Connect wanted to thank the board for the fare free day. 250 participants filled out a survey, 36% of which said that they have used our service. Ridership on the route showed about 50 people boarded at the stop nearest the event.

Cameron reported that TCF Architecture had an all-day workshop on Friday. Discussion topics included making better use of the Transit Center and City Shop. Cameron expects a report from TCF in about two months.

10. Adjournment

There being no further business to come before the Board, the meeting was adjourned at approximately 4:37 p.m.

Tabitha Hayden, Clerk of the Authority

Don Jensen, Chairman