



City of Longview

Cowlitz Transit Authority
Agenda
RiverCities Transit

Minutes Cowlitz Transit Authority

Wednesday, May 14, 2014

4:00 PM

Longview Council Chambers

1. Call To Order

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

2. Roll Call

Present: 5 - Todd McDaniel, Mary Jane Melink, Rick Roberson, Dennis Weber and Anthony Harris (nonvoting member)

Excused: 2 - Gary Schimmel and Tom Hutchinson

Staff Present

Corey Aldridge, City of Longview

Brad Windler, City of Longview

Cindi Ross, City of Longview

Others Present

Jesse Conway, Legal Counsel

Betsy DeSpain, Paratransit Services

Amy Asher, CWCOG

3. Constituent Comments

None.

4. Consideration of Minutes for April 9, 2014, CTA Board Meeting

On a motion by Melink, seconded by Weber, the minutes of the regular meeting on April 9, 2014, were unanimously approved.

5. Establish Public Hearing - Board Composition Review

Board Members reviewed the Establish Public Hearing in regards to the Board Composition. McDaniel asked if this is something we do annually. Aldridge answered it is done every four years. McDaniel asked if this is just to set up the public hearing. Aldridge replied it is to set up the public hearing for next month to see if the composition of the board is sufficient, or if it needs to change.

Weber asked if all Commissioners and Council Members must attend the meeting because the first sentence of the RCW states members of the county legislative authority and the elected representative of each city will review the composition of the board. McDaniel agreed. Weber said the language indicates a quorum is the majority of those present. If only three people show up, that would make a quorum. Aldridge agreed with Weber. The board requested staff and legal counsel review the RCW to determine who needs to attend the Board Composition review meeting.

A motion was made by Melink, and seconded by Roberson, to establish a Public Hearing for Board Composition Review at the next CTA Board Meeting to be held on June 11, 2014. The motion carried unanimously.

6. Consent Calendar

A motion was made by Roberson, seconded by Melink, approving all items on the consent calendar as though acted on individually. The motion carried unanimously.

April 2014 Annual Ridership

April 2014 Fixed Route Ridership

April 2014 Paratransit Ridership

April 2014 County Treasurer's Report

April 2014 CTA Fund Balance

7. Consideration of Invoices

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

Columbia Security, March 2014 - \$520.00

City of Longview, June 2014 - \$406,763.36

City of Kelso - \$496.63

TCF Architecture, March & April 2014 - \$14,265.99

Jesse Conway Invoice - \$402.50

8. Bus Advertising Contract Extension

Board Members reviewed the Bus Advertising Contract Extension with Lamar Advertising. Weber re-addressed his question from the last board meeting regarding whether prohibition against political ads were still a statute. Aldridge said staff and legal counsel did look at the policy. Aldridge said the current policy does prohibit religious and political ads on buses. Conway stated if the transit authority allows religious or political ads, it must be open to all parties. Conway reviewed contracts in the Seattle, Spokane, and Vancouver areas and most of them prohibited all religious content and political ads. Many choose not to allow it because they did not want it to appear they are affiliated with a particular group. McDaniel asked if Weber was concerned about legal challenges. Weber stated he was not concerned about legal challenges, however the 1st Amendment does not define between political content and commercial content. Aldridge said a draft of the revised bus advertising policy will be on the June Board agenda. Conway said the revised policy will allow for specific content to be used on buses. Weber asked how much money is made in advertising. Aldridge said 2013 revenues were \$20,000. Aldridge stated the contract with Lamar requires no staff time be devoted to advertising. McDaniel is in favor of the contract because Lamar sells the ads, puts them on the bus, and it's done. Aldridge said the contract extension with Lamar could go on indefinitely. It is the recommendation of staff to continue a month-to-month contract with Lamar for as long as possible as there are no viable alternatives.

A motion was made by Roberson, and seconded by Melink, to approve the Bus Advertising Contract Extension with Lamar Transit. The motion carried unanimously.

9. Manager's Report

Aldridge reported that Michael Wagner, Operations Supervisor for the last two years, accepted a job as General Manager at Pullman Transit. His last day was on May 10th. Aldridge said this will leave staff thin over the next couple of months until a replacement is hired.

Sales tax revenue continues to increase. April was up 8% over 2013 and 12.9% on the year.

RiverCities is experiencing positive trend in ridership with boardings up 2% over 2013. Ridership continues to increase month to month.

TCF Architecture is in town today and tomorrow to meet with City of Longview Public Works personnel. The meeting is to identify current and future facility space and needs of the Public Works department. TCF will also be working on the environmental assessment of the two parcels identified in the Facilities Master Plans study.

Weber asked if the increase in ridership is attributed to the overall economic increase, or is there a specific strategy, as in the college, that account for the increase. Windler replied that Lower Columbia College (LCC) is in the first year

of the agreement and staff has seen an increase since it started. Last month, there was over 4,300 riders with LCC accounting for 10% of ridership overall. Windler said he was in contact with LCC this week about setting up the discussions for renewal. Windler said LCC is looking forward to renewing and thinks the program is going well. Windler said ridership for May is also on a very strong pace.

10. Adjournment

There being no further business to come before the Board, the meeting was adjourned at approximately 4:15 pm.

Cindi Ross, Clerk of the Authority

Todd McDaniel, Chairman