

The Yuma County Intergovernmental Public Transportation Authority (YCIPTA) met in Regular Board Meeting session on Monday, MARCH 25, 2024 at Yuma County Department of Development Services, Aldrich Hall; 2351 West 26th Street, Yuma, AZ 85364. The Vice Chair, Mr. Matias Rosales called the meeting to order at 1:30PM

Members Present:

Matias Rosales/City of San Luis/Vice Chair
Brain Golding, Sr./Quechan Tribe/Secretary/Treasurer
Ross Poppenberger/Arizona Western College
Jay Simonton/City of Yuma
Louie Galaviz/City of Somerton
Richard Marsh/ Town of Wellton

Members Absent:

Ian McGaughey/ Yuma County/Chair

Others Present:

Shelly Kreger/YCIPTA/Transit Director
Carol Perez/YCIPTA/Transit Operations Manager
Marcela Garcia/YCIPTA/Financial Services Manager
David Garcia/Transit Management Assistant
Dayanna Banuelos/YCIPTA/Clerk II
Shane Bollar/RATP DEV/General Manager
Anabelle Teran/RATP DEV/Operations Manager
Max Isbell/RATP DEV/Maintenance Manager

The Pledge of Allegiance was led by Mr. Rosales

CALL TO PUBLIC:

There were no public comments made.

CONSENT CALENDAR:

No. 1. Adopt the January 22, 2024 regular session minutes. Action required.

Motion: (Simonton/Marsh): To approve as presented.

Voice Vote: Motion Carries, 5-0 Golding was excused.

DISCUSSION & ACTION ITEMS:

No. 1: Discussion and or action regarding approval to release the Cardlock Fuel Services Request for Proposal. Action required.

Mrs. Kreger presented to the Board that an RFP (Request for proposal) needs to be submitted according to FTA (Federal Transit Administration) and single audit requirements, which has not been submitted since 2012.

She stated that she worked with FTA and got an extension to get the RFP out by the end of the month. Once everything is completed it will be submitted to FTA to show it was done the proper way through the

procurement process according to our process and policies and FTA Guidance. She mentioned to the Board that we have an email list of fueling companies as well as advertised in Mass Transit Magazine, AzTA, and the American Public Transportation Association.

Mr. Rosales questioned Mrs. Kreger if there was a list in the packet of the people to whom it would be sent to.

Ms. Kreger informed that there is not.

Mr. Rosales questioned Ms. Kreger if the list consisted of local vendors.

Ms. Kreger stated that it is local vendors and national vendors.

Mr. Simonton questioned who the current service provider was.

Ms. Kreger stated Sellers Petroleum.

Mr. Simonton questioned Ms. Kreger about what the normal contract was.

Ms. Kreger stated that it could be good for up to 10 years.

Mr. Simonton questioned if it was a renewal every year.

Ms. Kreger then stated that it was an initial 3 years and then extensions every 1 year similar to the contractor agreement with Sellers currently.

Discussion ensued by Mr. Simonton on what the current fuel rate was.

Motion: (Galaviz/Poppenberger): To release cardlock fuel service request for proposal.

Voice Vote: Motion Carries, 5-0 Golding was excused.

No. 2: Discussion and or action regarding the update to the YCIPTA Title VI Implementation Plan. Action required.

Ms. Kreger presented to the Board that FTA requires that a recipient of federal funds must put in place a Board-approved Title VI Plan and then update it into the TrAMS (FTA website) which is required to be updated every three years.

Ms. Kreger mentioned to the Board that there is a very update done and everything is highlighted in the staff packet.

Motion: (Simonton/Marsh): To approve Title VI as presented.

Voice Vote: Motion Carries, 5-0 Golding was excused.

No. 3: Discussion and or action regarding the increase and redistribution in Member Entity Dues for FY2024-2025. Action may be required.

Ms. Kreger stated that she had emailed the Board before the Board meeting stating that she would be requesting an increase. She stated that the two reasons for this request are because of the loss of match

of 59,687.96 from the decrease of member entity dues from Arizona Western College and an annual 3% increase because the contractor would be asking for an increase shortly after.

Ms. Kreger stated to the Board that she redistributed the 59,687.96 by how funds are distributed currently, and that was redistributed on the current annual funds and then added the increase of 3% being an actual increase of 31,668 a 3% overall.

Mr. Galaviz questioned Ms. Kreger if there was any other revenue projected that could decrease the increase requested.

Ms. Kreger stated there was nothing she could guarantee but was working hard on the advertising.

Motion: (Poppenberger/Simonton): To approve redistribution and increase.

Voice Vote: Motion Carries, 5-0 Golding was excused.

**No. 4 Discussion and or action regarding YCIPTA Shelter and Bus Advertising
Media kit. No action required.**

Ms. Kreger mentioned to the Board that there is progress on shelters and advertising. She added that Cocopah signed another 6 months with Cocopah Casino and Yuma Investment is still on board. Ms. Kreger also stated that recently Arizona Department of Economic Security is doing a campaign on 18 shelters. She also said that DaVita Dialysis would be placing advertising behind 8 Gillig's.

Ms. Kreger mentioned to the board about discussing with staff on hiring a part-time person to go out and sell advertising spaces. Ms. Kreger expressed that Ms. Banuelos has shown the desire to do more in the office and mentioned she would get trained on expectations and where to go, to try and get advertising out there more.

Mr. Simonton questioned if DaVita had advertised before.

Ms. Kreger stated that it has been a long time since they last advertised.

Discussion ensued by Mr. Rosales on potential circumstances or questions a possible client might have at the time of the purchase of an advertising space.

Mr. Simonton questioned how the advertising spaces are being marketed so that the public knows it is an option.

Ms. Kreger stated that it will be published on the website and will ask the Marketing team to make some Facebook ads in the future.

Ms. Perez then added that on the blank spaces, our ads would be placed as well.

Mr. Galaviz mentioned that this would be a great opportunity for additional revenue and should be prioritized as a funding source that has great potential.

PROGRESS REPORTS:

No. 1: Operations Manager Report/Maintenance Update– Shane Bollar, General Manager – RATP Dev.

No action required.

Mr. Bollar presented the Operations Manager report as contained in the member packet.

Mr. Galaviz questioned what was the longest record for no accidents.

Mr. Bollar answered the longest was 72 days ever since he started working.

Discussion ensued by Mr. Simonton if the accidents Mr. Bollar mentioned were related to the served documents.

Mr. Golding entered the meeting at 1:49 PM

No. 2: Transit Director Report – Shelly Kreger, YCIPTA Transit Director. *No action is required.*

Ms. Kreger presented the Transit director's report as presented on the packet.

Mr. Simonton questioned if there was a charge for the air show service.

Ms. Kreger answered that it was an in-kind for advertising worth about \$15,000.

No. 3: Transit Ridership Report – Carol Perez, Transit Operations Manager. *No action required.*

Ms. Perez presented the Transit Ridership Report as contained in the member packet.

Mr. Galaviz stated that it is slowly going back to how it was before pre-pandemic but years ago there were things done to promote ridership and he wondered what is being done or what are the thoughts on how to increase the ridership.

Ms. Perez then answered that there are currently banner ads that come up on web searches, newspaper ads, and Facebook posts/ads as well. She stated that because the budget is tight not much advertising has been done to promote ridership.

Mr. Galaviz questioned what had been done in the past.

Ms. Perez mentioned there have been special events to promote ridership for example, "Dunk the pump" where free rides were offered, and partnering with the food bank in exchange for a free ride.

No.4: Financial Report – Marcela Garcia, Finance Manager. *No action is required.*

Ms. Kreger presented the financial report on behalf of Ms. Garcia as contained in the member packet.

SCHEDULE NEXT MEETING DATE AND IDENTIFY AGENDA ITEMS:

Mr. Rosales requested a discussion concerning updating Yellow Route (95) in San Luis.

There being no further business to come before the Authority in regular session, the meeting was adjourned at 2:04 p.m.

YUMA COUNTY INTERGOVERNMENTAL TRANSPORTATION AUTHORITY

Adopted this 04/22/24, 2024, Agenda Item _____.



Carol Perez, Board Secretary