

The Yuma County Intergovernmental Public Transportation Authority (YCIPTA) met in a Regular Board Meeting session on Monday, October 23, 2023, at Yuma County Department of Development Services, Aldrich Hall; 2351 West 26th Street, Yuma, AZ 85364. The Secretary/Treasurer, Mr. Ian McGaughey called the meeting to order at 1:31 P.M.

**Members Present:**

Susanna M. Zambrano/Arizona Western College /Vice Chair (Via phone)  
Ian McGaughey/ Yuma County /Secretary/Treasurer  
Allen Heck/Cocopah Tribe  
Brian Golding, Sr./Quechan Tribe  
Richard Marsh/Town of Wellton (Via phone)  
Louie Galaviz/City of Somerton  
Matias Rosales/City of San Luis

**Members Absent:**

Jay Simonton/City of Yuma /Chair

**Others Present:**

Shelly Kreger/YCIPTA/Transit Director  
Carol Perez/YCIPTA/Transit Operations Manager  
David Garcia/YCIPTA/Transit Management Assistant  
Lorena Sanchez/YCIPTA/Clerk II  
Adriana Ortiz/YCIPTA/Clerk II  
Anabel Teran/RATP DEV/ Operations Manager

The Pledge of Allegiance was led by Mr. McGaughey

**CALL TO PUBLIC:**

No public in attendance; no comments made.

**CONSENT CALENDAR:**

**No. 1: Adopt the August 28, 2023 regular session minutes. Action required.**

**Motion (Marsh/Golding): To approve as presented.**

**Voice Vote: Motion Carries, 7-0 with Mr. Simonton being excused.**

**DISCUSSION & ACTION ITEMS:**

**No. 1: Discussion and or action to update the principal office location in Article II, Section 2.2 of the YCIPTA 2nd Amendment to the 2nd Amended & Restated By-Laws. Action required**

Ms. Kreger provided the form requested in the previous meeting, which was needed to update YCIPTA's address listed in the by-laws.

**Motion (Golding/Marsh): To approve the action to update the principal office location in Article II, Section 2.2 of the YCIPTA 2nd Amendment to the 2nd Amended & Restated By-Laws.**

**Voice Vote: Motion Carries, 7-0 with Mr. Simonton being excused.**

**No. 2: Discussion and or action regarding the appointment of a third member to the Financial Sustainability Committee. Action needed.**

Ms. Kreger stated per the last meeting's request for a third member to join the committee, replacing Ralph Velez.

Mr. McGaughey asked if there were any volunteers and who is currently on the committee.

Ms. Kreger stated the members are currently Mr. Simonton and Mr. McGaughey.

Mr. Galaviz nominated Mr. Rosales

Mr. Golding seconded.

**Motion (Galaviz/Golding): To appoint Mr. Rosales as a third member to the Financial Sustainability Committee.**

**Voice Vote: Motion Carries, 7-0 with Mr. Simonton being excused.**

**No. 3: Discussion and or action regarding the FY23-24 Marketing Plan. No action required**

Ms. Kreger presented the marketing plan as well as expenditures for advertising, as requested in the yearly review. She added there will also be a costume purchased for mascot promotional activities.

Mr. Golding questioned if the advertising objective could be made more specific, regarding what the ridership goal would be considering the investment amount.

Ms. Kreger stated the yearly budget includes marketing. She asked if a ridership target report was needed.

Mr. Golding questioned how the marketing success would be measured. He requested a more specific marketing plan be provided, including a specific number goal, and a comparison of before and after.

Mr. McGaughey asked Ms. Perez what the ridership numbers need to be to return to pre-covid levels.

Ms. Perez stated she did not have an exact number but a percentage is 11%.

Mr. McGaughey asked if a percentage is adequate or if an exact number is preferred.

Mr. Golding stated he would personally prefer a number to have a simpler outlook.

Mr. Matias stated the exact number would be easier to understand by just looking instead of calculating.

Mr. Galaviz inquired if the 11% shortage was overall or specific to certain routes or areas.

Ms. Perez stated it was overall for all routes in the previous month.

Mr. Heck questioned how the marketing may assist certain areas or routes and how can they be catered to specifically help those areas.

Ms. Perez inquired if there was a specific time frame to compare ridership levels.

Mr. Golding stated yearly would be sufficient for each fiscal year.

Mr. Galaviz opinioned that bi-annually would be better suited.

Mr. Heck agreed with Mr. Galaviz adding bi-annually would accommodate the seasonal changes that occur reflecting a more accurate ridership change.

Mr. Golding stated the running total of passengers' year to date could be added as an additional line item in the report.

Mr. Heck inquired if public events impacted ridership levels during event times, with people preferring to use public transit instead of driving.

Ms. Kreger explained there are several events that services are provided for and most times it is free.

Mr. McGaughey requested a more specific report be presented next meeting.

**No action required. No action taken.**

**No. 4: Discussion and or action regarding adding an additional loop on the Yellow95/Orange2. No action is required.**

Ms. Kreger explained the Greyhound in-kind is at risk due to missing connection times. She added cutting the NightCat was detrimental due to its connection. Ms. Kreger stated she was informed by the Arizona Department of Transportation (ADOT) and has been working with Ms. Perez on researching schedule times and establishing connections in hopes of not losing Greyhound support.

Mr. McGaughey questioned if there would be an additional charge for the extra runs.

Ms. Kreger stated yes, one hour of revenue cost.

Mr. Golding stated the dollar amount for the additional cost would have been appreciated if included in the report.

Ms. Kreger stated the revenue cost is \$157 but the additional hours have not been calculated yet.

Mr. Heck stated the additional advertising regarding the connections and later trips would help the cost.

**No actions required. No action taken.**

**No. 5: Discussion and or action regarding YCIPTA Shelter and Bus Stop permit status report. No action required.**

Ms. Kreger reported Cocopah Tribe has purchased an additional shelter which looks great and is being used regularly.

Mr. Heck stated the new bench is being used regularly, the location aids in the increase of usage as well.

**No actions required. No action taken.**

#### **PROGRESS REPORTS:**

**NO. 1: Operations Manager Report/Maintenance Update– Anabel Teran, Operations Manager – RATP Dev. *No action required.***

Ms. Teran presented the report stating there had been three (3) accidents in the past month. Two (2) being preventable and one (1) nonpreventable. No serious injuries in any of the accidents but one (1) driver involved in two (2) of the accidents was found negligent and therefore was terminated. Ms. Teran stated the accidents were a side swipe and two (2) rear endings. She also mentioned participating in two (2) community service events.

Mr. Golding inquired about the price of repairing the rear-end damaged bus.

Ms. Teran stated she was not sure but it is getting repaired now. She added she would request a subrogation.

Mr. Heck asked if the frame or drivability was affected by the accident.

Ms. Teran stated if the damage is minimal the bus is inspected at the yard, but if there is major damage, leaking, or hanging wires a mechanic is sent to inspect at the scene before moving it.

Mr. Heck questioned if there was structural damage to the bus.

Ms. Kreger stated in one accident the bike rack sustained the damage and not the bus.

Mr. McGaughey gave gratitude for acting and terminating the driver, he noted the safety of passengers is our highest priority.

Mr. Golding asked about any injured passenger updates or claims.

Ms. Teran stated there are no updates or claims.

**No actions required. No action taken.**

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

Ms. Kreger presented the report mentioning an interview was conducted but when the position was offered there was no response from the applicant. She added the applicant was promising at the moment.

Mr. McGaughey inquired about what could be scaring the applicants off.

Ms. Kreger stated the applicant applied without knowing the job description and was afraid of not knowing the tasks. She stated the applicant was reassured that the tasks would be taught and not required to know beforehand.

Mr. Golding asked if this was the only applicant and if the position is still advertised.

Ms. Kreger stated the position is still advertised and applications are still being received.

Ms. Perez explained that many applicants are not experienced in this field.

Mr. Golding inquired what the next step is.

Ms. Perez stated the previous applicants were either out of the country or nowhere near the level needed.

Ms. Kreger stated there have been five to six (5-6) interviews.

Mr. Heck mentioned many people have moved from California so there may be prospects from out of state but the income may be an area to review to better motivate applicants.

Mr. McGaughey stated he is unaware if the posting could be narrowed down to target specific areas.

Mr. Heck stated targeting Imperial Valley people would be a good possibility.

Mr. McGaughey questioned if Yuma County assists with these situations.

Ms. Kreger stated yes.

Mr. McGaughey asked what more could Yuma County do to assist.

Ms. Kreger stated she is unaware of what the County could do in addition to posting it on their website.

Mr. Matias stated accounting positions are hard to fill.

Ms. Kreger requested other entities post the positions on their websites.

Mr. Matias questioned if the position was posted on Linked In.

Ms. Perez stated it has been removed for editing.

Mr. McGaughey expressed sympathy for the struggle to fill the position.

Mr. Matias suggested searching within Arizona Western College (AWC) for recent graduates.

Ms. Kreger continued with the remaining report topics.

Mr. Golding clarified for Mr. Heck that Ms. Zambrano is the representative of AWC on the board. He added she could possibly be able to assist in finding a prospect for the open position.

Ms. Zambrano stated she would reach out and see what she could do.

Mr. Golding referenced a Grow Our Own strategy explaining the possibility of teaching within the company.

Ms. Kreger stated that is already being done with some clerks taking on accounting tasks. She added the bigger projects like working with the grants and federal billing are the more complex tasks that are a major part of the job.

Mr. Heck suggested the job openings be forwarded to all entities to post on their behalf in effort to assist.

**No Action Taken. No Action Required.**

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

Ms. Perez presented her report as contained in the member's packet.

Mr. McGaughey questioned if the ridership decline was discussed at transit conferences.

Ms. Perez confirmed, adding that some agencies have gotten back to pre-covid levels due to going fare-free.

Ms. Kreger stated that is an option that is not possible at the moment.

Mr. Heck noted many people passed away due to and during covid with the majority being elderly and of fixed mobility which possibly affected ridership numbers. He asked if it is fair to expect to return to pre-pandemic numbers when the passengers are not there.

Ms. Kreger answered she is unaware if there is a way to track those statistics.

Mr. Matias responded by saying after research is done there may only be a small percentage, but social media and marketing strategies may be able to show the effects on demographic categories.

Mr. Galaviz questioned if certain demographics are being targeted with specific marketing material and if the different demographics like younger riders, are being tracked.

Ms. Perez stated that it is not tracked within ridership but there are different classifications for disabled, student, and Medicare recipients that do categorize in those demographics.

Mr. Golding mentioned the most important role of the transit system is to provide a lifeline to shopping, health care, work, and other necessities for an inexpensive price. He added another important function is to help with traffic congestion and minimize the need for road repairs as well as pollution. Mr. Golding stated marketing should reflect those factors including the possibility of saving money. He concluded by stating all facets of the system should be promoted.

**No Action Taken. No Action Required.**

**No. 4: Financial Report – Shelly Kreger, Transit Director. Will be provided at the meeting or under separate cover. No action is required**

Ms. Kreger presented her report as contained in member's packets. She explained July has not been reimbursed by ADOT due to system changes on their end.

**No Action Taken. No Action Required.**

**SCHEDULE NEXT MEETING DATE AND IDENTIFY AGENDA ITEMS:**

Ms. Kreger stated the November and December meetings are usually combined; she will send emails regarding dates.

Mr. Matias recalled the request for the short-range transit plan, stating he did not receive it. He stated changes need to be done due to traffic issues going on in the city. Possible route changes could improve service as well as provide more service and reduce traffic on the main streets.

Ms. Kreger recommended looking at a circulator study done.

Mr. Matias stated San Luis has changed dramatically since the study was done five (5) years ago.

Ms. Kreger comforted she would contact Yuma Metropolitan Planning Organization (YMPO) regarding city changes.

Mr. Matias raised concern over the study being done five (5) years ago adding most cities have changed dramatically since then.

Mr. Golding interjected explaining that ensuring sustainability is determined by a tax and most taxpayers are not riders.

Mr. Matias described most cities had reduced traffic levels after Covid but contrary to most San Luis has raised traffic levels and pedestrian border crossings post-covid. He added local and intercity transportation is being investigated but knows YCAT's yellow route is the most utilized by pedestrians, so adjusting routes to decrease delays for those passengers would possibly boost ridership levels.

Mr. Golding stated this may not be an agenda item. He stated a separate meeting to discuss driver competence and route issues would better fit this topic. Mr. Golding continued suggesting communication with city officials regarding closures, construction, and other issues in advance would also decrease delays.

Mr. McGaughey asked Ms. Kreger if she could coordinate a meeting regarding this.

Mr. Golding stated the Operations Committee is available for these reasons and could be gathered to discuss these topics if meetings are set up.

**TBD due to Thanksgiving.**

## **ADJOURNMENT**

There being no further business to come before the Authority in regular session, the meeting was adjourned at 2:27 p.m.

YUMA COUNTY INTERGOVERNMENTAL TRANSPORTATION AUTHORITY

Adopted this 12/18/2023, 2023, Agenda Item\_\_\_\_\_.

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Lorena Sanchez, Board Secretary