

CEDAR AREA TRANSPORTATION ADVISORY BOARD MEETING
JANUARY 28, 2019

A regular meeting of the Cedar Area Transportation Advisory Board was held on Monday, January 28, 2019 at 4:00 PM in the Cedar City Conference Room located at 10 North Main, Cedar City, Utah.

PRESENT:

Tom Jett, Chairman
Craig Corry, Member
Jerry Russell, Member
Kol Gibson, Member
Allison Bulloch, Member
Brody Johnson, Member
Ryan Marshall, Public Works Director
Joanne Rice, Co-Manager CATS
Kathy Dahl, Executive Secretary

ABSENT/EXCUSED:

Paul Cozzens

For the benefit of the new members, Marshall went over the Cedar Transportation Advisory Board's bylaws, and the operation of the CATS system. Our goal is to increase our ridership and get more SUU students to utilize the system and working on getting the system more usable and convenient for SUU students.

The Board discussed the changing of the Chairman of the Board at the first of year. Marshall asked if any board members would like to accept the Chairmanship for the upcoming year. Russell volunteered and the board voted unanimously that Russell act as Chairman for the next year.

APPROVAL OF MINUTES

Russell moved, Johnson seconded, and motion carried unanimously that the minutes from the September 10, 2018 meeting be approved.

CHAIRMAN REPORT

Jett mentioned that there was some very inclement weather a week ago, but it didn't seem to slow down the transit system. The Streets Division did a fantastic job of keeping the roads clean and the stops open. He asked that staff pass that along to the drivers.

STAFF REPORT

Marshall gave an update on the Public Works building that will house the Fleet Division and the bus services. The building went out for bid and the bids came double the engineering estimate. The building has been put on hold for the time being. Marshall stated that in the upcoming budget cycle, he will be asking for additional funding and then rebid the project to see if there will be a more favorable bid climate. In answer to query from the board, Marshall stated that there were a couple of things that could have caused the bids to come in the way they did. One was the requirements of federal funding (the City budgeted \$800,000 and we have an FTA grant for \$200,000) that require a contract to contain all the federal clauses, including Buy America, certain certification requirements and Davis-Bacon wages. The second is the strong building atmosphere in this area. 8 companies picked up plans, but only 2 submitted bids due to the federal requirements. The City has been discussing the possibility of excluding the federal funding to possibly get better bids. Marshall also stated that FTA has said there is more funding available that we could apply for. This will be an item in the upcoming budget cycle.

In answer to query from the board, Marshall explained that the building shell was actually constructed with 100% FTA money as an ARRA grant under CATS. Half was enclosed and is used to house CATS vehicles. The other half is to be enclosed and built as Fleet maintenance. FTA is willing to participate because they have the initial investment and a portion of the maintenance side will be designated for CATS vehicles.

Marshall asked Rice about the proposed news article about CATS for Iron County Today. Rice stated they she was told they will put us on their list and do an article when they don't have anything timely to report. We are planning on calling them every few months.

Marshall reported that Rice will be leaving. She is moving to Arizona, so this is her last meeting with the board. We have another Co-Manager, Anna Hernandez, and she is doing very well and picking up on everything very quickly. She will continue and we have the other position open and being advertised. We will give it at least 2 weeks to see how many applications we get and go from there.

Bulloch asked if Marshall has thought about using alternative fuels for the CATS buses. He reported that it has been discussed and the engineers were asked to keep it in mind when they designed the Fleet building. The infrastructure for these types of fuels is very expensive due to the ventilation and other requirements. Bulloch stated that the Iron County School District has gone to propane and has the largest propane bus fleet

in Utah. It is considered an alternative fuel, but you don't have to do anything different to the maintenance shop and the engines are zero emissions. They haven't had any problems with the propane buses in the low temperatures. Bulloch stated that the mileage is a little less, but that Iron County School District has already paid for this year's buses with fuel savings. They have a tank and purchase the fuel in bulk. In answer to query from Marshall, Bulloch stated that there is no retro kit for the engines, you have to purchase the bus with a propane engine. Marshall stated that CATS purchases our vehicles through the UDOT contract and there are not any alternative fuel vehicles on the state contract for the smaller size buses we purchase. There was some discussion about the larger transit districts going to electric buses. Marshall stated he will bring up the idea of alternative fuel vehicles on the state contract at his annual 5311 funding distribution meeting and the next URSTA conference.

Jett asked about the ridership numbers spiking in October and then flat in November and December. Rice stated that the trend seems to be a decrease in ridership when the weather is very cold.

NEW BUSINESS

Gibson stated that he may have access to some funding that would pay for an ad in the Iron County Today, and possibly could do an ad in the SUU newspaper. Marshall stated that the article for the paper was to try and get the word out about the transit system here in Cedar City, and if we could get an ad or article in the SUU newspaper that would help get the information to more students. During new student orientation, we have manned a booth and tried to get information about the transit system to the new students but getting information to the rest of the student population would be good. There was some discussion about the possibility of advertising in conjunction with the Utah Summer Games. We could look at having a link from their website to CATS. Marshall stated that we are linked to the tourism bureau. The CATS advertising budget is very limited, so any ideas for advertising would be helpful.

OLD BUSINESS

Jett again asked about bus tracking. Rice and Marshall both stated that it has been requested in the CATS budgets but has not been approved by the City. It is shown again as a capital request for the upcoming budget sessions.

Jett again asked about internet on the buses. He stated that he understands the cost is prohibitive but asked if staff had done any further research into it. Marshall stated that we can continue to watch this and will also check with URSTA to see if there is anything through that organization that will help make it feasible for smaller transit systems.

Jett again asked about advertising on the buses, especially possible agreements with other City Departments, such as the Aquatic Center, Golf, etc. Jett also stated that he has seen electronic advertising on the sides of transit buses in cities in Idaho and also in Salt Lake and feels we may be able to do that. Marshall stated that we have approached the other City Departments and they are not interested in putting any of their advertising funds toward advertising on the CATS buses. Marshall stated that electronic advertising is a pretty expensive form of advertising and you have to have a large enough system and enough buses out on the roads to cover the costs of the advertising system and entice businesses to advertise. You also have to be careful about the type of advertising. With smaller system such as ours, advertisers feel it is not a good use of their advertising dollars because of the limited exposure. Also, with trying to maintain private business advertising, you need staff to maintain current ads and solicit new contracts. Right now, we don't have the volume of buses or the funding and staff to take care of it.

NEXT MEETING DATE

Our next meeting is scheduled for April 8, 2019 at 4:00 PM.

ADJOURNMENT

As there was nothing further, Johnson moved, Bulloch seconded, and motion carried unanimously that the meeting be adjourned at 4:48 PM.