

SAN MARCOS TRANSIT ADVISORY COMMITTEE

Meeting Minutes

January 29, 2016 – 9:30 a.m.

Committee Members Present

Charles O'Neil
Peter Wetterhall
Joseph Ptak
Steve Herrera

CARTS Staff & City of San Marcos Present

Lyle Nelson, Chief of Staff
Dana Platt, Marketing Coordinator
Donna Aaron, Committee Secretary

I. Roll Call

The meeting came to order at 9:36 a.m. with roll call.

II. Public Comment Period

Two members of the community brought concerns/comments as follows:

- A. Route 6/7 has only three pick-up times per day – a fourth was requested
- B. A suggestion was made to reroute #6 to include the CTMC and WIC office.
- C. A suggestion was made to reroute #5 along the IH-35 corridor to service hotels/motels
- D. Additional stops on Cape Road were requested
- E. Additional stops on Post Road between Umland Rd. and Encino Pte. Apartments were requested
- F. A stop at Premium Mall was requested
- G. Route #1 does not get close enough to the Post Office or Government Center
- H. Appreciation was expressed for the Interurban routes that travel between San Marcos and Austin

III. Approval of Minutes

A motion was made by Peter to approve the minutes from the December 11th meeting as written. The motion was seconded by Charles. The motion carried with all in favor.

IV. Staff Updates

A. Ridership Report

The ridership report for December was presented and questions were asked regarding the total for the year of 2015. A request was made for a side-by-side comparison of calendar year and fiscal year totals. Steve stated that he felt the ridership was moving in the right direction with continued operational improvements.

B. On-Time Performance

The on-time performance report was presented by Lyle who stated that it had been presented favorably to the Board as most of the deficits have been in the "Late" column, which are easily attributable to the number of daily trains in San Marcos.

C. ADA Application Update

The ADA Application update was presented showing the number of applicants having been processed to date at a total of 100.

V. Review of Adopted 2016 Goals and Objectives

In review of the previously adopted statement of Goals and Objectives, no corrections or amendments were offered. Joe asked Lyle how to proceed with the presentation of the document to the Board and Lyle stated that he would present it at the next Board meeting on March 31st. He also stated that the Goals and Objectives adopted by the Committee were pretty comparable to those already adopted by the Board. Joe stated his desire to present the Goals and Objectives to the City Council and to the public per a press release with approval from the Board.

VI. Review of Flood Response Letter to CARTS Board and City Council

After review of the Flood Response Letter it was agreed that Joe would rewrite the letter to include both flood events of 2015 with special attention given to include all agencies involved. Joe was invited by Lyle to present the letter to the Board at its next meeting.

VII. Transit System Marketing

Joe began discussion by restating his desire to use the city's radio station KZOS 92.5 to promote the San Marcos transit system. Dana was introduced to address the marketing options for San Marcos. She stated that she had a meeting set in February with Lisa Prewitt from the San Marcos City Council and Samantha Armbruster, Manager of the Main Street Program to discuss marketing strategies. One option discussed was giving San Marcos a separate link on the CARTS website to lessen confusion. Dana also stated that money has already been allocated for new brochures. In regards to public service announcements for the radio station, she stated that she believed there were some old ads available but nothing current. She was asked about our presence on various social media and explained that CARTS has a Facebook page, a Twitter account, an Instagram account and is present on YouTube.

VIII. Date and Time of Next Meetings

The dates of the meetings for calendar year 2016 were set as follows:

February 26 th	June 24 th	October 28 th
March 25 th	July 29 th	November 18 th
April 29 th	September 30 th	

IX. Any New Business

The bus stop report was presented by Lyle with the explanation that it was created at the City's request to be a barometer for bench and shelter placements.

X. Adjournment

The motion to adjourn was made by Charles. It was seconded by Steve and the meeting adjourned with all in favor at 10:57 a.m.