

SAN MARCOS TRANSIT ADVISORY COMMITTEE

Meeting Minutes

June 24, 2016 – 9:30 a.m.

Committee Members Present

Charles O’Neil
Peter Wetterhall
Joseph Ptak

Committee Member Absent

Steve Herrera

CARTS Staff & City of San Marcos Present

Rachid Breir, Asst. General Mgr. of Operations
Lyle Nelson, Chief of Staff
Dana Platt, Community Services Director
Adrian Elliott, Director of IT Services
Pete Binion, City of San Marcos Liaison
Oscar Hairell, City of San Marcos Liaison
Lisa Prewitt, San Marcos City Council Liaison
Donna Aaron, Committee Secretary

I. Roll Call

The meeting came to order at 9:33 a.m. with roll call.

II. Public Comment Period

No public comments were offered.

III. Approval of Minutes

A motion was made by Pete to approve the minutes from the April 29th meeting as written. The motion was seconded by Joe. The motion carried with all in favor.

IV. Staff Updates

A. Ridership Report

The ridership reports were presented by Rachid which showed ridership numbers rising in May. Joe requested an explanation for the ridership drop in March and April and it was suggested that the excessive rains were to blame. Lyle requested that future ridership reports include the number of operating days in the month and an average of passengers per operating day.

B. On-Time Performance

The on-time performance report was also presented by Rachid with an explanation that the average, which had been high in May, had dropped some in June due to construction on Hopkins causing delays for route 1 eastbound and westbound. He added that, currently, the average for the year was about 91%.

C. ADA Application Update

The ADA application update was presented showing a total of 114 applications processed to date.

V. Art in Transit Program – Discussion/Recommendations

Joe opened the conversation with the explanation that the Art in Transit Program is a federal grant program, to be administered by universities, which pulls together community organizations and creative people from the community to create artistic elements for transit systems. He further stated that through conversations with

Steve Herrera he understood there to be interest in the program at Texas State University in the Community Outreach Dept. as well as the University's Art Dept. He also suggested cooperation with the San Marcos Art League to have art work added to the San Marcos transit station which would be rotated out every two to three months. Further conversation included a description of the new shelters and how art could be added on a front face attachment and the wind screen at the back of the shelters as well as other elements at the bus stops such as the trash receptacles.

VI. Transit System Marketing – Discussion/Recommendations

Dana stated that four out of five buses had been delivered and measurements were being taken to add wraps and decals and that the delivery date for the new shelters and trash receptacles is the week of July 25th. Lyle added that the estimated time frame for rolling out the new buses into service was approximately four to six weeks after delivery. Adrian also stated that the buses would arrive with Wi-Fi service already in place.

Peter asked about the availability of an application that would let the passenger know when the bus would arrive at a stop. Adrian explained that there is a web-based application, due to be ready by the service grand opening, which will use GPS location off of a passenger's mobile device to allow them to choose a bus stop and access arrival times at the chosen stop. The application will also include a trip planner. Dana also presented the latest version of bus stop signage. Further discussion included plans for instructional videos, marketing strategies to identify target demographics and a free ride day for the roll out of the new buses.

VII. Any New Business

Under New Business, Charles asked about the progress of choosing a new member to fill the vacancy on the Transit Advisory Committee. Lyle explained that another application had been presented just prior to the last Board meeting so the issue was tabled in order to carefully consider all options. He further stated that two viable options were being considered. Lisa presented the idea of adding a non-voting University student member to reach out to the student population. She suggested further reaching out to the Commission on Youth and Children to identify a high school student that would be interested in serving as a non-voting member.

VIII. Adjournment

The motion to adjourn was made by Charles. It was seconded by Pete and the meeting adjourned at 10:17 a.m. with all in favor.