

Agenda #2

Mendocino Transit Authority

Board of Directors

Regular Board Meeting October 23, 2014

Ukiah Video-Conferenced with Fort Bragg

Present: Lloyd Cross, Meg Courtney, Jim Tarbell, Dan Gjerde -
Fort Bragg; Benj Thomas, Jim Mastin, Madge Strong -
Ukiah

Staff: Beard, Blake - Fort Bragg; Webster, Butler, Baxter,
Wilson - Ukiah

Excused:

Others: Loretta Ellard MCOG, Lisa Davey-Bates MCOG, Nephele
Barrett MCOG, Ava Avione Passenger, Jeff Michael
University Pacific, Jesse Neumann University Pacific

Chair **Mastin** called the Meeting to order at 1:31 PM.

Chair **Mastin** asked for Public Comment: No Public Comment

Chair **Mastin** introduced passenger **Ava Avione** and explained that
her issues would be discussed under Agenda Item #7.

CONSENT CALENDER

Agenda Item #2: Minutes August 28, 2014 Regular Board
Meeting
Agenda Item #3: No Report
Agenda Item #4: No Report
Agenda Item #5: Board Meeting Dates and Locations:
Agenda Item #6: Capital Program: Update/Progress Report

Moved by Dir. **Thomas** and Seconded by Dir. **Courtney** to approve
Consent Calendar Items #2 through #6.

Approved by a Roll Call Vote:

AYES: Cross, Tarbell, Courtney, Gjerde, Thomas, Strong,
Mastin

NOES: None

ABSTAIN: None

ABSENT: None

Agenda Item #7: Unmet Transit Needs: Item presented by Marketing and Planning Manager **Blake**. She asked if anyone had any additional needs that they wanted to present.

She informed the Board that she had received a call from a passenger requesting a bus to depart from Ukiah on weekdays to Redwood Valley at 1:05 PM.

Ms **Avione** stated there is an unmet transit need for bus service between Mendocino/Caspar and Fort Bragg on Saturdays.

Marketing & Planning Manager **Blake** assured Dir. **Cross** that his unmet transit needs, service from Inland Mendocino County to the South Coast and back in the same day and local bus service between Point Arena and Gualala, would be added to the list.

Dir. **Courtney** inquired if staff had made any progress regarding the service between the North Coast and the Mendocino College.

GM **Baxter** reported that he and Marketing/Planning Manager **Blake** had met with the Dean of Instruction of the Willits Center/Fort Bragg, **Debra Polak**. They discussed the existing MTA service and connections with the Mendocino College campuses, marketing opportunities, and the possibility of enhancing future connections. Staff feels that good lines of communication have been open between MTA and the College and they are looking forward to a strong collaboration in the future.

Recommendation: Identify any additional Unmet Transit Needs and add them to the FY 2015/16 list. The above needs will be added to the list.

Agenda Item #8: Rider and non-Rider Survey: Item presented by Marketing and Planning Manager **Blake** for information only. No action was taken by the Board.

Agenda #9: Health Insurance Update: Item presented by Finance and Personnel Manager **Webster**: She reminded the Board that last May she discussed the MTA's health care plan and that because of some of the regulations of the Affordable Health Care Act, MTA would no longer be covered by the old carrier. At that time there was little information about what the plans had to offer and what the rates would be. Since then she has been able to look over many of the plans that are offered and because of some of the regulations of the Affordable Care Act the plans are more affordable than what was available in the past. MTA employees will still be covered by Blue Shield that offers the best plan at a reduced rate.

Agenda Item #10: Ridership and Customer Service Training: Item presented by GM **Baxter** for information only, no action was taken by the Board. He explained that although ridership has stabilized, it is still down about 10% from its peak a year ago. He added that some of the reasons for this dip staff cannot control, but there are things we can control. Things like reliable schedules, listening to customer suggestions and the unmet transit needs, and most importantly providing good customer service.

He explained that MTA has hired a very qualified transit professional to provide customer service training to all drivers, dispatchers, front office staff, supervisors and managers. Her name is Janice Nowlan and GM **Baxter** has worked with her while at RTD in Colorado where she developed a program called "The Passenger Interaction Program".

Ms **Nowlan** will provide training on "Effective Passenger and Customer Relations" on Sunday, November 16 for the drivers, dispatchers and front office staff and for supervisors, and managers on Monday, November 17. As every passenger is precious, this is an opportunity to fine tune staffs' customer service skills so that we can offer our passengers the best possible experience when they ride MTA.

Agenda Item #11: Management Report: Marketing and Planning Manager **Blake** informed the Board that Leadership Mendocino held a LM alumni in MTA's Maintenance Facility. There were about 40 people in attendance and everyone was impressed with the facility.

Interim Transportation Manager **Wilson** told the Board she was working on the connections with C C Rider and the Mendocino College campuses.

Ms **Ellard** (MCOG) announced that at the last MCOG Board meeting five-year contracts were awarded to Lisa Davey-Bates for MCOG planning and to Phil Dow of Dow and Associates for administration.

Agenda Item #12: Matters from Directors: Dir. **Courtney** said she attended the Coordinated Public Transit- Human Services Transportation Plan forum held in Fort Bragg yesterday.

Dir. **Thomas** stated he was assigned to an ad-hoc committee to specifically deal with the questions regarding the winter shelter at the Buddy Eller Center in Ukiah. Ways in which the

transit system might better assist providing services to the homeless were discussed.

GM **Baxter** stated he had just received a letter from Plowshares requesting free passes for the homeless. He will respond explaining that unfortunately MTA does not have the resources to provide free rides, but we are willing to help in any other ways that we can.

Chair **Mastin** announced that after the election on November 4, MTA will be losing two Board members, Dir. **Thomas** and Dir. **Courtney**. He thanked them for the work they have contributed over the years and he appreciates the investment they have made in MTA.

Both Dir. **Courtney** and Dir. **Thomas** stated they will miss everyone and it was a pleasure to serve on the MTA Board.

Adjourn: 2:46 PM

Chair, Mastin


Glenna Blake, Marketing & Planning

Agenda Item # 3

To: MTA Board of Directors
From: Norma Wilson, Operations Manager *NW*
Date: January 12, 2015
Subj: **Service Performance Report: Fall Quarter 2014 and November 2014**

Attached is the Quarterly Report for Fall 2014 (September through November) comparing performance with the previous four quarters. Fall 2014 performance exceeded only four of the sixteen standards and improved or stayed the same for four of the standards when compared with Fall 2013. Senior Centers met three of their standards and fell slightly compared to the previous year. The usual monthly report for November 2014 is included as well, comparing performance in November with the three previous months plus November 2013. Performance in the month of November 2014 met standards for only two of the twelve measures. Compared to November 2013, performance improved or stayed the same for four of the twelve standards.

Also attached is a year-to-date summary of statistics and performance measures by route, with subtotals by service type. Due to month-to-month fluctuations, this year-to-date summary is more meaningful than the monthly reports. That page also provides a comparison with the same five months of last year, showing Total Public Service:

Fare Revenue	Up	0.8%
Ridership	Down	11.3%
Service hours	Down	0.7%
Total operating cost	Up	7.0%

That means that compared to last fiscal year after November (five months):

Cost per hour (hourly rate)	Increased	7.7% to \$94.23
Productivity (passengers per hour)	Decreased	10.7% to 8.2
Farebox ratio	Decreased	5.8% to 14.0%
The average fare paid	Increased	13.6% to \$ 1.60

Ridership is down significantly more than service hours and Productivity shows a corresponding decrease. Farebox ratio and other metrics show small declines however, average fare has increased year-to-date. Staff will continue to monitor and search for opportunities for improvement.

QUARTERLY PERFORMANCE

Service Month	Passengers per Hour	Farebox Ratio	Operating Cost per Hour	Cost per Passenger
DIAL-A-RIDES				
Fall 2013	4.0	12.1%	90.71	22.62
Winter 2013/14	4.3	11.9%	93.36	21.90
Spring 2014	4.1	12.7%	89.33	21.85
Summer 2014	3.9	11.4%	96.76	24.71
Fall 2014	3.9	12.5%	99.92	25.48
STANDARD	4.5	15.0%	87.19	19.38
Flex Routes (***)				
Fall 2013	6.6	6.7%	81.26	12.24
Winter 2013/14	5.2	5.5%	81.06	15.71
Spring 2014	5.5	6.4%	79.69	14.61
Summer 2014	5.5	6.2%	82.98	14.97
Fall 2014	5.5	7.1%	86.17	15.75
STANDARD	8.2	15.0%	89.80	10.95
Short Distance Routes (**)				
Fall 2013	15.7	14.8%	86.92	5.54
Winter 2013/14	13.8	13.3%	87.27	6.30
Spring 2014	13.3	14.0%	85.45	6.42
Summer 2014	12.7	12.5%	91.48	7.20
Fall 2014	13.8	14.9%	94.03	6.83
STANDARD	14.0	15.0%	88.16	6.30
Long Distance Routes (*)				
Fall 2013	4.8	18.3%	90.52	18.92
Winter 2013/14	4.3	16.7%	93.15	21.73
Spring 2014	4.5	18.5%	90.77	19.96
Summer 2014	4.1	18.1%	96.89	23.46
Fall 2014	4.6	19.2%	97.20	21.22
STANDARD	3.2	15.0%	90.18	28.18
Senior Centers				
Fall 2013	3.4	12.9%	44.80	13.18
Winter 2013/14	3.4	11.1%	47.36	13.93
Spring 2014	3.0	10.8%	44.60	14.87
Summer 2014	3.3	16.8%	45.60	13.82
Fall 2014	3.3	11.6%	44.91	13.61
STANDARD	3.0	12.0%	46.19	15.40

(*) Includes Routes 60 Coaster, 65 C C Rider, 75 Gualala - Ukiah and 95 Point Arena - Santa R

(**) Includes 5 BraggAbout, 7 Jitney, 9 Local, 15 Laytonville, 20/21 Willits, 30 Rdwd Vly

(***) Includes 1 Willits Flex, 8 Local Evening Service

Summer (Jun/Jul/Aug)/ Fall (Sep/Oct/Nov) /Winter (Dec/Jan/Feb)/ Spring (Mar/Apr/May)

MONTHLY PERFORMANCE

Service Month	Passengers per Hour	Farebox Ratio	Operating Cost per Hour
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Dial-A-Rides

Nov-13	4.1	11.6%	97.69
Aug-14	3.9	10.4%	94.91
Sep-14	4.0	11.8%	104.04
Oct-14	3.8	12.0%	93.37
Nov-14	4.0	14.0%	103.35
STANDARD	4.5	15.0%	87.19

Flex Routes (***)

Nov-13	5.0	5.2%	86.73
Aug-14	6.0	6.1%	86.90
Sep-14	6.0	8.2%	85.97
Oct-14	5.4	7.0%	81.29
Nov-14	4.8	6.1%	92.66
STANDARD	8.2	15.0%	89.80

Short Distance Bus Routes (**)

Nov-13	14.7	13.5%	92.62
Aug-14	12.7	12.1%	88.31
Sep-14	14.2	15.1%	96.59
Oct-14	14.0	15.3%	87.55
Nov-14	13.0	14.3%	99.20
STANDARD	14.0	15.0%	88.16

Long Distance Bus Routes (*)

Nov-13	4.6	19.3%	92.39
Aug-14	4.2	16.1%	92.20
Sep-14	4.7	17.6%	103.20
Oct-14	4.9	18.9%	92.41
Nov-14	4.1	21.3%	96.16
STANDARD	3.2	15.0%	90.18

(*) Includes Routes 60 Coaster, 65 C C Rider, 75 Gualala - Ukiah and 95 Point Arena - Santa Rosa

(**) Includes 5 BraggAbout, 7 Jitney, 9 Local, 15 Laytonville, 20/21 Willits, 30 Rdwd Vly

(***) Includes Willits Flex

Year-to-Date Statistics and Performance

Route/Run	Thru		Nov-14		YTD Service Miles	Mileage Based Costs	Hourly Based Costs	Direct Costs	Indirect Costs	Total Costs	Hourly Rate	Pass per Hour	Fare Box Ratio	Pass per \$ Subsidy	Average Fare	Rev per Svc Hr
	YTD Fare Revenue	YTD Service Hours	YTD Paid Hours	YTD Service Hours												
02 Willits - DAR	0	0	0	0	0	0	0	0	0	0	ERR	ERR	ERR	ERR	ERR	ERR
03 Ukiah - DAR	27,244	2,532	3,145	26,700	22,768	103,873	43,790	74,963	245,394	96.92	3.8	11.1%	0.044	2.83	10.76	
04 Fort Bragg - DAR	19,655	1,589	1,853	17,502	14,930	61,200	35,240	48,930	160,300	100.86	4.0	12.3%	0.045	3.09	12.37	
Total Dial-A-Ride	46,899	4,121	4,998	44,202	37,698	165,073	79,030	123,894	405,694	98.44	3.9	11.6%	0.045	2.93	11.38	
01 Willits - Flex	0	0	0	0	0	0	0	0	0	0	ERR	ERR	ERR	ERR	ERR	ERR
08 Local Evening Service	5,615	1,002	1,211	11,259	9,611	40,037	9,263	25,882	84,793	84.66	5.6	6.6%	0.070	1.01	5.61	
Total Flex Routes	5,615	1,002	1,211	11,259	9,611	40,037	9,263	25,882	84,793	84.66	5.6	6.6%	0.070	1.01	5.61	
01 Willits - Flex	4,342	5,310	1,272	12,837	10,959	42,049	11,055	28,222	92,285	90.04	5.2	4.7%	0.060	0.82	4.24	
05 Bragg>About	7,458	9,479	1,363	15,256	13,555	45,035	6,026	28,419	93,036	83.11	8.5	8.0%	0.111	0.79	6.66	
06 Bragg>About - Saturday	0	0	0	0	0	0	0	0	0	0	ERR	ERR	ERR	ERR	ERR	ERR
07 Jitney	979	2,033	166	2,279	2,769	7,043	1,054	4,780	15,645	94.30	12.3	6.3%	0.139	0.48	5.90	
09 Local	56,661	64,987	3,599	45,422	58,510	132,923	22,875	94,306	308,615	85.76	18.1	18.4%	0.258	0.87	15.75	
15 Laytonville-Willits	0	0	0	0	0	0	0	0	0	0	ERR	ERR	ERR	ERR	ERR	ERR
20 & 21 Willits	24,487	18,881	1,971	37,977	50,338	65,127	11,179	55,896	182,340	112.87	11.7	13.4%	0.120	1.30	15.16	
30 Redwood Valley	0	0	0	0	0	0	0	0	0	0	ERR	ERR	ERR	ERR	ERR	ERR
40 Potter Valley	0	0	0	0	0	0	0	0	0	0	ERR	ERR	ERR	ERR	ERR	ERR
52 Talmage	0	0	0	0	0	0	0	0	0	0	ERR	ERR	ERR	ERR	ERR	ERR
54 Hopland	0	0	0	0	0	0	0	0	0	0	ERR	ERR	ERR	ERR	ERR	ERR
Total Inland Routes	93,927	100,690	7,524	113,771	136,131	292,178	52,189	211,423	691,920	91.96	13.4	13.6%	0.168	0.93	12.48	
60 Coaster	5,253	6,314	630	17,043	14,951	26,746	3,396	19,831	64,924	102.99	10.0	8.1%	0.106	0.83	8.33	
1 Coaster - Saturday	0	0	0	0	0	0	0	0	0	0	ERR	ERR	ERR	ERR	ERR	ERR
5 CC Rider	54,824	6,417	1,503	46,299	39,715	57,031	8,094	46,141	150,980	100.46	4.3	36.3%	0.067	8.54	36.48	
0 Coast to Coast	0	0	0	0	0	0	0	0	0	0	ERR	ERR	ERR	ERR	ERR	ERR
74 Gualala - Saturday	914	450	195	4,400	3,747	7,487	1,439	5,601	18,275	93.57	2.3	5.0%	0.026	2.03	4.68	
75 Gualala	7,799	4,096	963	21,000	17,927	36,912	7,065	27,207	89,111	92.54	4.3	8.8%	0.050	1.90	8.10	
95 Point Arena-Santa Rosa	13,431	3,469	1,446	29,662	25,304	55,281	11,370	40,498	132,453	91.61	2.4	10.1%	0.029	3.87	9.29	
Total Coastal & Long Routes	82,221	20,746	4,737	118,404	101,644	183,458	31,363	139,278	455,743	96.20	4.4	18.0%	0.056	3.96	17.36	
Total Public Service	228,662	142,998	17,385	287,636	285,084	680,745	171,844	500,477	1,638,150	94.23	8.2	14.0%	0.101	1.60	13.15	
97 Contract Services	25,788	2,048	455	3,720	3,178	15,031	2,884	9,267	30,360	66.67	4.5	84.9%	0.448	12.59	56.63	
98 Charter	26,009	5,813	219	2,823	3,191	7,162	892	4,903	16,149	73.70	26.5	161.1%	-0.590	4.47	118.71	
Total Other	51,797	7,861	675	6,543	6,369	22,194	3,776	14,170	46,509	68.95	11.7	111.4%	-1.487	6.59	76.79	
Total	280,459	150,859	18,059	21,277	291,453	702,939	175,620	514,647	1,684,659	93.29	8.4	16.6%	0.107	1.86	15.53	
Total Mileage, Labor & Direct Costs										1,170,012	44%	31%	100%			
										42%	10%	100%				

Mendocino Transit Authority Year to Date Statistics Comparison

Route/Run	YTD Through 13/14		YTD Through 14/15		YTD Through 13/14		YTD Through 14/15		YTD Through 13/14		YTD Through 14/15		YTD Through 13/14		YTD Through 14/15		YTD Through 13/14		YTD Through 14/15			
	Fare Revenue	Fare Revenue	Fare Revenue	Fare Revenue	Pass	Pass	Pass	Pass	Hours	Hours	Hours	Hours	Service Hours	Service Hours	Service Hours	Service Hours	Amount	Amount	Amount	Amount	Diff	Diff
	% Diff	% Diff	% Diff	% Diff	% Diff	% Diff	% Diff	% Diff	% Diff	% Diff	% Diff	% Diff	% Diff	% Diff	% Diff	% Diff	% Diff	% Diff	% Diff	% Diff	% Diff	% Diff
02 Willits - DAR	0	0	0	0	0	0	0	0	ERR	ERR	ERR	ERR	0	0	0	0	0	0	ERR	ERR	ERR	ERR
03 Ukiah - DAR	24,594	27,244	9,454	9,627	173	173	1.8%	1.8%	2,448	2,532	84	84	2,532	2,532	245,394	23,910	10.8%	10.8%	23,910	23,910	0	0
04 Fort Bragg - DAR	20,144	19,655	6,730	6,366	(364)	(364)	-2.4%	-5.4%	1,628	1,589	(39)	(39)	1,628	1,589	160,300	13,157	8.9%	8.9%	13,157	13,157	0	0
Total Dial-A-Ride	44,738	46,899	16,184	15,993	(191)	(191)	4.8%	-1.2%	4,076	4,121	45	45	4,076	4,121	405,694	37,067	10.1%	10.1%	37,067	37,067	0	0
08 Local Evening Service	5,578	5,615	6,878	5,569	(1,309)	(1,309)	0.7%	-19.0%	1,011	1,002	(9)	(9)	1,011	1,002	84,793	5,020	6.3%	6.3%	5,020	5,020	0	0
Total Flex Routes	5,578	5,615	6,878	5,569	(1,309)	(1,309)	0.7%	-19.0%	1,011	1,002	(9)	(9)	1,011	1,002	84,793	5,020	6.3%	6.3%	5,020	5,020	0	0
01 Willits - Flex	4,204	4,342	5,429	5,310	(119)	(119)	3.3%	-2.2%	1,035	1,025	(10)	(10)	1,035	1,025	92,285	3,463	3.9%	3.9%	3,463	3,463	0	0
06 Bragg/About	5,837	7,458	8,631	9,479	848	848	27.8%	9.8%	1,132	1,119	(13)	(13)	1,132	1,119	93,036	9,560	11.5%	11.5%	9,560	9,560	0	0
07 Jitney	1,118	979	2,417	2,033	(384)	(384)	-12.4%	-15.9%	151	166	15	15	151	166	15,645	2,174	16.1%	16.1%	2,174	2,174	0	0
09 Local	59,865	56,661	81,097	64,987	(16,110)	(16,110)	-5.4%	-19.9%	3,668	3,599	(69)	(69)	3,668	3,599	308,615	15,359	5.2%	5.2%	15,359	15,359	0	0
15 Laytonville-Willits	0	0	0	0	0	0	ERR	ERR	0	0	0	0	0	0	0	0	ERR	ERR	0	0	0	0
20 & 21 Willits	24,802	24,487	19,322	18,881	(441)	(441)	-1.3%	-2.3%	1,628	1,616	(13)	(13)	1,628	1,616	182,340	8,262	4.7%	4.7%	8,262	8,262	0	0
30 Redwood Valley	0	0	0	0	0	0	ERR	ERR	0	0	0	0	0	0	0	0	ERR	ERR	0	0	0	0
40 Potter Valley	0	0	0	0	0	0	ERR	ERR	0	0	0	0	0	0	0	0	ERR	ERR	0	0	0	0
52 Talmage	0	0	0	0	0	0	ERR	ERR	0	0	0	0	0	0	0	0	ERR	ERR	0	0	0	0
54 Hopland	0	0	0	0	0	0	ERR	ERR	0	0	0	0	0	0	0	0	ERR	ERR	0	0	0	0
Total Inland Routes	95,826	93,927	116,896	100,690	(16,206)	(16,206)	-2.0%	-13.9%	7,614	7,524	(90)	(90)	7,614	7,524	691,920	38,817	5.9%	5.9%	38,817	38,817	0	0
60 Coaster	5,171	5,253	6,851	6,314	(537)	(537)	1.6%	-7.8%	675	630	(45)	(45)	675	630	64,924	2,685	4.3%	4.3%	2,685	2,685	0	0
31 Coaster - Saturday	0	0	0	0	0	0	ERR	ERR	0	0	0	0	0	0	0	0	ERR	ERR	0	0	0	0
35 CC Rider	52,251	54,824	6,533	6,417	(116)	(116)	4.9%	-1.8%	1,520	1,503	(17)	(17)	1,520	1,503	150,980	7,134	5.0%	5.0%	7,134	7,134	0	0
70 Coast to Coast	0	0	0	0	0	0	ERR	ERR	0	0	0	0	0	0	0	0	ERR	ERR	0	0	0	0
74 Gualala - Saturday	914	914	364	450	86	86	0.0%	23.6%	195	195	0	0	195	195	18,275	1,279	7.5%	7.5%	1,279	1,279	0	0
75 Gualala	7,889	7,799	4,203	4,096	(107)	(107)	-1.1%	-2.5%	972	963	(9)	(9)	972	963	89,111	5,533	6.6%	6.6%	5,533	5,533	0	0
95 Point Arena-Santa Rosa	14,576	13,431	3,378	3,469	91	91	-7.9%	2.7%	1,448	1,448	(0)	(0)	1,448	1,448	132,453	9,193	7.5%	7.5%	9,193	9,193	0	0
Total Coastal & Long Routes	80,801	82,221	21,329	20,746	(583)	(583)	1.8%	-2.7%	4,810	4,737	(73)	(73)	4,810	4,737	455,743	25,824	6.0%	6.0%	25,824	25,824	0	0
Total Public Service	226,943	228,662	161,287	142,998	(18,289)	(18,289)	0.8%	-11.3%	17,511	17,385	(126)	(126)	17,511	17,385	1,638,150	106,728	7.0%	7.0%	106,728	106,728	0	0
97 Contract Services	24,107	25,788	2,326	2,048	(278)	(278)	7.0%	-12.0%	464	455	(9)	(9)	464	455	30,360	1,800	6.3%	6.3%	1,800	1,800	0	0
98 Charter	28,359	26,009	5,383	5,813	430	430	-8.3%	8.0%	319	219	(100)	(100)	319	219	16,149	(6,669)	-29.2%	-29.2%	(6,669)	(6,669)	0	0
Total Other	52,466	51,797	7,709	7,861	152	152	-1.3%	2.0%	783	675	(109)	(109)	783	675	46,509	(4,869)	-9.5%	-9.5%	(4,869)	(4,869)	0	0
Total	279,409	280,459	168,996	150,859	(18,137)	(18,137)	0.4%	-10.7%	18,294	18,059	(235)	(235)	18,294	18,059	1,684,659	101,859	6.4%	6.4%	101,859	101,859	0	0

Subsidy, Ft Bragg DAR (RCRC 697,150) 150,859 18,059 1,684,659

Mendocino Transit Authority
 FY13/14 - FY14/15
 Year to Date Performance Comparison
 Monday, January 5, 2015
 File: Budget12\ROUTETEYD

Route/Run	YTD Through 13/14		YTD Through 14/15		Nov-14		YTD Through 13/14		YTD Through 14/15		Nov-14		YTD Through 13/14		YTD Through 14/15		Nov-14					
	Hourly Rate	Diff	Hourly Rate	Diff	Amount	% Diff	Pass per Hour	13/14	14/15	Amount	% Diff	Farebox Ratio	13/14	14/15	Amount	% Diff	Average Fare	13/14	14/15	Amount	% Diff	
02 Willits - DAR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR
03 Ukiah - DAR	90.48	96.92	6.45	7.1%	-0.1	-1.5%	3.9	3.8	11.1%	11.1%	-0.0%	ERR	ERR	ERR	ERR	ERR	2.60	2.83	0.23	8.8%	0.23	8.8%
04 Fort Bragg - DAR	90.38	100.86	10.47	11.6%	4.1	3.1%	4.0	4.0	13.7%	12.3%	-1.4%	ERR	ERR	ERR	ERR	ERR	2.99	3.09	0.09	3.2%	0.09	3.2%
Total Dial-A-Ride	90.44	98.44	8.00	8.8%	-0.1	-2.3%	4.0	3.9	12.1%	11.6%	-0.6%	ERR	ERR	ERR	ERR	ERR	2.76	2.93	0.17	6.1%	0.17	6.1%
08 Local Evening Service	78.91	84.66	5.75	7.3%	-1.2	-18.3%	6.8	5.6	7.0%	6.6%	-0.4%	ERR	ERR	ERR	ERR	ERR	0.81	1.01	0.20	24.3%	0.20	24.3%
Total Flex Routes	78.91	84.66	5.75	7.3%	-1.2	-18.3%	6.8	5.6	7.0%	6.6%	-0.4%	ERR	ERR	ERR	ERR	ERR	0.81	1.01	0.20	24.3%	0.20	24.3%
01 Willits - Flex	85.82	90.04	4.22	4.9%	-0.1	-1.2%	5.2	5.2	4.7%	4.7%	-0.0%	ERR	ERR	ERR	ERR	ERR	0.77	0.82	0.04	5.6%	0.04	5.6%
05 Bragg/About	73.74	83.11	9.37	12.7%	0.8	11.1%	7.6	8.5	7.0%	8.0%	1.0%	ERR	ERR	ERR	ERR	ERR	0.68	0.79	0.11	16.3%	0.11	16.3%
06 Bragg/About - Saturday	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR
07 Jiney	89.21	94.30	5.09	5.7%	-3.8	-23.4%	16.0	12.3	8.3%	6.3%	-2.0%	ERR	ERR	ERR	ERR	ERR	0.46	0.48	0.02	4.1%	0.02	4.1%
09 Local	79.95	85.76	5.81	7.3%	-4.1	-18.3%	22.1	18.1	20.4%	18.4%	-2.1%	ERR	ERR	ERR	ERR	ERR	0.74	0.87	0.13	18.1%	0.13	18.1%
15 Laytonville-Willits	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR
20 & 21 Willits	106.93	112.87	5.94	5.6%	-0.2	-1.5%	11.9	11.7	14.2%	13.4%	-0.8%	ERR	ERR	ERR	ERR	ERR	1.28	1.30	0.01	1.0%	0.01	1.0%
30 Redwood Valley	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR
40 Potter Valley	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR
52 Talmage	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR
54 Hopland	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR
Total Inland Routes	85.78	91.96	6.18	7.2%	-2.0	-12.8%	15.4	13.4	14.7%	13.6%	-1.1%	ERR	ERR	ERR	ERR	ERR	0.82	0.93	0.11	13.8%	0.11	13.8%
60 Coaster	92.21	102.99	10.78	11.7%	-0.1	-1.3%	10.1	10.0	8.3%	8.1%	-0.2%	ERR	ERR	ERR	ERR	ERR	0.75	0.83	0.08	10.2%	0.08	10.2%
31 Coaster - Saturday	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR
35 CC Rider	94.64	100.46	5.82	6.2%	-0.0	-0.7%	4.3	4.3	36.3%	36.3%	-0.0%	ERR	ERR	ERR	ERR	ERR	8.00	8.54	0.55	6.8%	0.55	6.8%
70 Coast to Coast	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR	ERR
74 Gualala - Saturday	87.16	93.57	6.41	7.4%	1.9	2.3%	2.3	2.3	5.4%	5.0%	-0.4%	ERR	ERR	ERR	ERR	ERR	2.51	2.03	-0.48	-19.1%	-0.48	-19.1%
75 Gualala	85.99	92.54	6.56	7.6%	-0.1	-1.6%	4.3	4.3	9.4%	8.8%	-0.7%	ERR	ERR	ERR	ERR	ERR	1.88	1.90	0.03	1.4%	0.03	1.4%
95 Point Arena-Santa Rosa	85.12	91.61	6.48	7.6%	0.1	2.8%	2.3	2.4	11.8%	10.1%	-1.7%	ERR	ERR	ERR	ERR	ERR	4.31	3.87	-0.44	-10.3%	-0.44	-10.3%
Total Coastal & Long Routes	89.38	96.20	6.82	7.6%	-0.1	-1.2%	4.4	4.4	18.8%	18.0%	-0.8%	ERR	ERR	ERR	ERR	ERR	3.79	3.96	0.17	4.6%	0.17	4.6%
Total Public Service	87.45	94.23	6.78	7.7%	-1.0	-10.7%	9.2	8.2	14.8%	14.0%	-0.9%	ERR	ERR	ERR	ERR	ERR	1.41	1.60	0.19	13.6%	0.19	13.6%
97 Contract Services	61.55	66.67	5.12	8.3%	-0.5	-10.3%	5.0	4.5	84.4%	84.9%	0.5%	ERR	ERR	ERR	ERR	ERR	10.36	12.59	2.23	21.5%	2.23	21.5%
98 Charter	71.53	73.70	2.17	3.0%	9.7	57.2%	16.9	26.5	124.3%	124.3%	36.8%	ERR	ERR	ERR	ERR	ERR	5.27	4.47	-0.79	-15.1%	-0.79	-15.1%
Total Other	65.82	68.95	3.34	5.1%	1.8	18.4%	9.8	11.7	102.1%	111.4%	9.3%	ERR	ERR	ERR	ERR	ERR	6.81	6.59	-0.22	-3.2%	-0.22	-3.2%
Total	86.52	93.29	6.77	7.8%	-0.9	-9.6%	9.2	8.4	17.7%	16.6%	-1.0%	ERR	ERR	ERR	ERR	ERR	1.65	1.86	0.21	12.4%	0.21	12.4%

Comparison		YTD Through 13/14		YTD Through 14/15		Nov-14	
Description	13/14	14/15	Amount	% Diff	Amount	% Diff	
Mileage	300,342	294,179	(6,163)	-2.1%			
Mileage Based Costs	293,782	291,453	(2,329)	-0.8%			
Hourly Based Costs	684,991	702,939	17,948	2.6%			
Direct Costs	156,264	175,620	19,356	12.4%			
Overhead Costs	447,759	514,647	66,888	14.9%			
Total Costs	1,582,796	1,684,659	101,863	6.4%			

Charter Rate Calculation:		Cost per mile calculation:	
Actual	Plus	Actual	Plus
0.710	44.00%	0.710	44.00%
1.084	Overhead	1.084	Overhead
1.691	Profit	1.691	Profit
1.259	Miniivan	1.259	Miniivan
	Van/Small Bus		Van/Small Bus
	Coach		Coach
	Combined		Combined

Hourly Rate Calculation:	
Actual Hourly Rate	Plus
33.04	10.0%
25.0%	Plus Direct Costs
41.29	Hourly Rate
44.00%	Plus Overhead
59.46	Hourly Rate
71.35	Plus Profit

Agenda Item # 4

To: Board of Directors
From: Sally Webster, Finance & Personnel Manager
Date: December 26, 2014
Subj: Financial Statements as of November 30, 2014

Attached are Financial Statements for the month ending November 2014. The Income Statement shows a gain of \$2,058 and a \$17,898 *positive* budget performance. Comparing year-to-date through Nov 14 to Nov 13: Operating Revenue is up \$4,011 (1.2%). Other Revenue is up \$19,578 (1.5%) and Operating Expenses are up (6.4%) as compared to the previous year. Our operating expenses compared to our budget are down (3.7%).

The Mobility Management Program is reflected in the financial statements. Grants do not cover the cost of the program, therefore TDA is covering the loss at this time.

There has been no activity as far as Capital Spending to date. The Capital Income/Expense Statement reflects a gain of \$39,051, which is a pro-rated STA Allocation for July-October 2014, and no expenditures at this time. For further details to the capital program, please see Agenda Item #6.

Our fiscal year ending June 14 has not been completed as of this date. Changes may be made to accounts depending on the outcome of the actuarial reports and adjustments to the Balance Sheet.

Mendocino Transit Authority

Budget to Actual Income Statement for five months ending

Nov-14

Description	-----Year to Date-----			
Revenue	Actual \$	Budget \$	Variance \$	Variance %
Operating Revenue	351,763	382,227	(30,464)	-8.0%
Other Revenue	1,359,314	1,376,832	(17,518)	-1.3%
Total Revenue	1,711,077	1,759,059	(47,982)	-2.7%
Operating Expenses				
Transportation	1,140,267	1,187,132	(46,865)	-3.9%
Maintenance	216,523	206,692	9,831	4.8%
Administration	352,919	381,875	(28,956)	-7.6%
Total Operating Expenses	1,709,709	1,775,699	(65,990)	-3.7%
Other (Income)/Expense	(807)	(800)	(7)	0.9%
Mobility Management Program				
Revenue	2,727		2,727	ERR
Expense	(2,844)		(2,844)	ERR
Net Gain/(Loss) Before Depreciation	2,058	(15,840)	17,898	ERR

Mendocino Transit Authority

Balance Sheet as of

Nov-14

Description	\$	\$
ASSETS		
Current Assets		
Cash	1,215,125	
A/R, Prepaid Expenses & Inventory	1,234,078	
Total Other Current Assets		2,449,203
Property, Plant & Equip Net of Depreciation		10,581,426
Investment - Deferred		0
Total Assets		13,030,629
LIABILITIES & EQUITY		
Current Liabilities		
Accounts Payable & Accruals	489,397	
Other Liabilities	167,588	
Provision for Restricted Funds	192,407	
Total Current Liabilities		849,392
Deferred Compensation Payable		0
Total Liabilities		849,392
Fund Equity		
Contributed Capital	11,142,373	
Retained Earnings	1,038,864	
Total Fund Equity		12,181,237
Total Liabilities and Equity		13,030,629

REVENUE - Budget to Actual Comparison

Date: 26-Dec-14

Dpt	A/C #	Description	Nov-14 Budget	Nov-14 Actual	Nov-14 Variance	Nov-14 %	YTD Budget	YTD Actual	YTD Variance	YTD %
Operating Revenue										
40.	401.100	Fares-Passenger	34,146	30,020	(4,126)	-12.1%	186,515	170,783	(15,732)	-8.4%
40.	401.200	Fares Paid by Agencies	16,366	17,895	1,529	9.3%	89,395	57,877	(31,518)	-35.3%
40.	402.200	Contract Service	4,583	4,530	(53)	-1.2%	22,917	25,788	2,871	12.5%
40.	405.100	Charter	609	0	(609)	-100.0%	9,910	26,430	16,520	166.7%
40.	406.100	Displays Ads	781	0	(781)	-100.0%	3,906	0	(3,906)	-100.0%
40.	409.200	Sonoma County Participation	13,917	14,347	430	3.1%	69,583	70,885	1,302	1.9%
		Total	70,403	66,792	(3,611)	-5.1%	382,227	351,763	(30,464)	-8.0%

Other Revenue

40.	409.100	TDA - Operations	197,382	197,382	1	0.0%	986,908	986,908	1	0.0%
40.	409.110	STA - Operations	20,833	20,833	(0)	-0.0%	104,167	104,167	0	0.0%
40.	411.100	State Planning Grant	5,000	0	(5,000)	-100.0%	56,000	36,143	(19,857)	-35.5%
40.	413.100	Fed Sec 5311 Oper Grant	41,333	41,333	(0)	-0.0%	206,667	206,667	0	0.0%
40.	413.110	Welfare to Work Grant	0	0	0	ERR	0	0	0	ERR
40.	413.200	Fed Planning Grant	0	0	0	ERR	0	0	0	ERR
40.	407.200	Senior Center Admin/Dispatch	2,052	2,052	1	0.0%	10,258	10,258	1	0.0%
40.	407.210	Maintenance Labor Revenue	2,500	3,074	574	23.0%	12,500	14,332	1,832	14.7%
40.	407.220	Maintenance Parts Revenue	0	84	84	ERR	0	456	456	ERR
40.	407.400	Rental Income	0	0	0	ERR	0	0	0	ERR
40.	407.500	Other Income	67	67	0	0.5%	333	384	51	15.2%
		Total	269,166	264,825	(4,341)	-1.6%	1,376,832	1,359,315	(17,517)	-1.3%
		Combined - Oper/Other Rev	339,569	331,617	(7,952)	-2.3%	1,759,059	1,711,078	(47,981)	-2.7%

Revenue - Mobility Management Program

41.	401.100	Fares-Passenger		281	281			2,727	2,727	
41.	401.200	Fares Paid by Agencies		0	0			0	0	
41.	402.200	Contract Service		0	0			0	0	
41.	411.100	State Grant - Ag Worker/Commute Study		0	0			0	0	
41.	413.110	Federal Operating Grant - JARC		0	0			0	0	
41.	413.200	Federal Planning Grant - Commute Study		0	0			0	0	
41.	407.500	Other Income		0	0			0	0	
		Total	0	281	281		0	2,727	2,727	
		Combined	339,569	331,898	(7,671)	-2.3%	1,759,059	1,713,805	(45,254)	-2.6%
		Fares - Passenger/Agency	50,513	47,915	(2,598)	-5.1%	275,910	228,660	(47,250)	-17.1%

Mendocino Transit Authority

Budget to Actual Income Statement for five months ending

Nov-14

Description	Year to Date Actual \$	Annual Budget \$	Remaining \$	Actual as % of Budget
Capital Revenue:				
State Grants		215,126	(215,126)	0.0%
STA - Capital	48,369	147,400	(99,031)	32.8%
R/STIP			0	ERR
Federal		920,000	(920,000)	0.0%
Transfer from Transit Reserve		16,855	(16,855)	0.0%
Local - Other		34,125	(34,125)	0.0%
Sale of Assets	20		20	ERR
Interest Income	356		356	ERR
Other			0	ERR
Total Revenue	48,745	1,333,506	(1,284,761)	3.7%

Capital Expenses:	Project					
1 Paratransit Van			0	0	ERR	
1 Heavy Duty Bus			0	0	ERR	
2 Paratransit Vans			0	0	ERR	
3 Large Vans			0	0	ERR	
2 Heavy Duty Buses			0	0	ERR	
2 Paratransit Vans			0	0	ERR	
				0	ERR	
				0	ERR	
				0	ERR	
				0	ERR	
Transportation	27		4,000	(4,000)	0.0%	
Maintenance	28		38,000	(38,000)	0.0%	
Office	29		34,125	(34,125)	0.0%	
Bus Stops	30		49,500	(49,500)	0.0%	
				0	ERR	
Security Cameras/Projects	80			0	ERR	
Transmissions/Major Repairs				0	ERR	
Vehicle Equipment (Fare Boxes)			54,171	(54,171)	0.0%	
				0	ERR	
			0	0	ERR	
Admin/Ops - Preliminary Design	c/o	89	250,000	(250,000)	0.0%	
Admin/Ops - Construct		93	750,000	(750,000)	0.0%	
				0	ERR	
			0	0	ERR	
Redwood Coast Senior Center	c/o	114	76,855	(76,855)	0.0%	
Ukiah Senior Center	c/o	115	76,855	(76,855)	0.0%	
Misc - Other				0	ERR	
Total Expenses			0	1,333,506	(1,333,506)	0.0%

Net Gain/(Loss) before Carryover	48,745	0	48,745
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FY 2013/14 Carryover					
STA - Capital		31,314	31,314	0	100.0%
Transfer from Transit Reserve				0	ERR

Net Gain/(Loss)	80,059	31,314	48,745
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Board of Directors Meeting Schedule

Fourth Thursday of January through October

Third Thursday of November and December

Date	Time	Location	Video Conference With	Major Agenda Items	
2015					
January	22	1:30	Fort Bragg	Ukiah	Rider/Non-rider Survey Results General Manager Evaluation
February	26	1:30	Willits	only	Initial 2015/16 Budget Discussion 2015/16 Transit Needs: Willits
March	26	1:30	Ukiah	Fort Bragg	DRAFT 2015/16 Budget & Claim
April	23	1:30	Point Arena	only	Proposed 2015/16 Budget
May	28	1:30	Fort Bragg	Ukiah	Proposed 2015/16 Budget
June	25	1:30	Ukiah	Fort Bragg	FINAL 2015/16 Budget
July	23	1:30	Willits	only	2015/16 Transit Needs: Willits
August	27	1:30	Point Arena	only	2015/16 Transit Needs: Point Arena
September	24	1:30	Fort Bragg	Ukiah	2015/16 Transit Needs: Fort Bragg
October	22	1:30	Ukiah	Fort Bragg	2015/16 Transit Needs: Ukiah
November	19	1:30	Fort Bragg	Ukiah	
December	17	1:30	Ukiah	Fort Bragg	

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To: MTA Board of Directors
From: Dan Baxter, General Manager
Date: January 7, 2015
Subj: Capital Program: Progress Report



This report is consistent with the capital budget dated June 26, 2014

2014/15 Projects

Current Budget

Bus Stop Improvements (Other) \$49,500

NEW ACTION: MCOG approved \$25,000 for phase 2. New Scope of Work & RFQ being prepared.

PROBLEMS: None.

**Facility Solarization & Modernization
Admin Building Design/Construction (State of Good Repair,
Prop 1B) \$1,000,000**

NEW ACTION: Preliminary design is completed. Majority of funding is not secure.

PROBLEMS: Searching for funding.

Two Senior Center Vans (5310) \$153,710

NEW ACTION: Vehicles for Redwood Coast and Ukiah Sr. Centers were approved. Purchasing Vans via the CalACT Coop was held-up for approval by CalTrans but is now in place. Buses will be built at the end of January.

PROBLEMS: None.

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Agenda Item # 7

To: Board of Directors
From: Glenna Blake, Marketing & Planning *GB*
Date: 1/9/2015
Subject: Mendocino Countywide Transit Ridership Survey Draft Plan

In 2013 MTA applied for and received a 5304 Rural and Small Urban Transit Planning Grant. The purpose of the grant was to conduct two system-wide passenger surveys of all of MTA's services. One survey was conducted in August of 2014 when school was not in session and one the following September when Mendocino County schools were operating.

In addition, a countywide telephone (land-line and cell phone) survey of non-riders was conducted in September, 2014. The purpose of this survey was to determine how aware of and what the perceptions are of non-riders about MTA and the services that are provided.

RFP's were sent to qualified consulting firms and eight proposals were received. After an extensive selection process, LSC Transportation Consultants, Inc. was selected to head up the project. Ms Selena McKinney, the project's lead Transportation Planner, has been working closely with staff to complete a draft report. Ms McKinney will be at the January 22 Board meeting to review and answer any questions you may have about the project.

Attached as a separate document, is the draft report for your review.

Staff Recommendation:

Solicit Board and public input, revise if necessary and adopt Resolution 2015-1 approving the final report of the Mendocino Countywide Transit Ridership Survey.

MENDOCINO TRANSIT AUTHORITY
RESOLUTION 2015-01

Approving the Countywide Transit Ridership Survey

WHEREAS:

1. Whereas MTA believes that the periodic conduct of passenger and non-passenger ridership surveys is beneficial to transit riders, the general public, employees and this agency, and
2. The MTA received a federal planning grant 5304 Rural Transit Planning Grant to conduct the surveys, and
3. The scope of work has been completed with the exception of approving the final draft report.

NOW, THEREFORE, BE IT RESOLVED that the MTA Board of Directors hereby:

1. Approve the final draft report of the Countywide Transit Ridership Survey

ADOPTION of this RESOLUTION was MOVED by Director _____ and SECONDED by Director _____ at a regular meeting of the MTA Board of Directors on January 22, 2015 by the following Roll Call vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

ATTEST:

Jim Mastin, Chairman

Dan Baxter, General Manager