



**Board of Directors  
Regular Meeting Agenda**

**September 28, 2016**

**1:30 pm**

**Fort Bragg**

**Diana Stuart Fort Bragg Division  
190 East Spruce  
Conference Room**

*Video-Conferenced with:*

**Ukiah**

**Ukiah Valley Conference Center  
200 South School Street  
Zinfandel Room**

**AGENDA ITEMS**

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1. Call to Order:

**Public Comment:** Anyone is welcome to attend MTA Board meetings to address items that are on the agenda, or to bring other transit related matters to the attention of the Board. The time limit is 3 minutes per speaker.

**CONSENT CALENDAR**

- |    |   |    |
|----|---|----|
| 2. | Minutes of September 1, 2016 Board Meeting<br><u>Information</u>                                      | 1  |
| 3. | Service Performance Report: Spring Quarter 2016 (March-May, 2016) and June 2016<br><u>Information</u> | 5  |
| 4. | Financial Report: Preliminary, June, 2016<br><u>Information</u>                                       | 11 |
| 5. | Board Meeting Dates and Locations<br><u>Information</u>   | 17 |
| 6. | Capital Program: Update/Progress Report<br><u>Information</u>   | 19 |

## **ACTION & DISCUSSION**

- |     |   |      |
|-----|---|------|
| 7.  | Unmet Transit Needs – Fort Bragg<br><b><u>Action:</u></b> Solicit public input                                | 21   |
| 8.  | MTA Advertising Policy<br><b><u>Action:</u></b> Resolution 2016-18; Review and approve MTA Advertising Policy | 23   |
| 9.  | Mendocino College – Fare Free Rides<br><u>Update</u>  | oral |
| 10. | GM Report   | oral |
| 11. | Management Reports  | oral |
| 12. | Matters from Directors  | oral |

**ADJOURN** Anticipated adjournment is 3:30 pm

## **Americans With Disabilities Act (ADA) Compliance**

The Mendocino Transit Authority complies with ADA requirements and, upon request, will attempt to reasonably accommodate individuals with disabilities by making meeting material available in appropriate alternative formats (pursuant to Government Code Section 54953.2). Anyone requiring reasonable Interpreter services are available for the meeting by calling 707-462-5765, with seven (7) day advance notice.

## Agenda #2

Mendocino Transit Authority

Board of Directors

### Minutes of the Regular Board Meeting September 1, 2016 Willits

Present: Cross, Mastin, Doble, Strong  
Excused: Gjerde, Peters, Tarbell  
Staff: Webster, Butler, Meyer  
Others: Loretta Ellard

Dir. **Mastin** called the Meeting to order at 1:37 PM.

Dir. **Mastin** asked for Public Comment

#### CONSENT CALENDER

Agenda Item #2: Minutes of May 26 and June 30, 2016  
Agenda Item #3: Service Performance Report: May 2016  
Agenda Item #4: Financial Report: May 2016  
Agenda Item #5: Board Meeting Dates and Locations  
Agenda Item #6: Capital Program: Update/Progress Report

Moved by Dir. **Cross** and seconded by Dir. **Strong** to accept Agenda Items #2 - #6. Motion approved by those present.

Agenda Item #7: Unmet Transit Needs - Willits: Action: Solicit Public Input. No Unmet Transit needs presented.

Agenda Item #8: MTA 100 Day Organization Assessment Report. General Discussion and Review. General Manager **Meyer** presented her assessment of the Agency. She stated that the report consisted of background, scopes, objectives, strategies, and recommendations. She stressed that it is not an evaluation of our services, or the impact of our services, and is not designed to substitute for a strategic plan. It will address the immediate needs of the agency.

Agenda Item #9: Review and approve realignment of positions. Action: Discuss, review and give direction to staff regarding organizational restructure. Gen. Mgr. **Meyer** reviewed the

organizational chart. Her recommendation was to make the Supervisor/Trainer become a full time Trainer, add one additional Supervisor in lieu of hiring an Operations Supervisor. One additional Inland Supervisor was added and included with the FY16/17 budget. The HR Manager position would be filled in the following fiscal year.

Dir. **Doble** moved, Dir. **Strong** seconded, to approve not filling the Operations Manager position and use the funds to realign positions to obtain an Inland Supervisor position in the current fiscal year. Motion approved by those present.

**Agenda Item #10: Regular Board Meeting Date Change. Action:** Approve change of regular meeting date to the last Wednesday of each month, commencing September 28, 2016. Gen. Mgr. **Meyer** reported that she sent out a Doodle Poll to find a mutual date that would accommodate the Board Members attendance. The poll resulted in availability on the last Wednesday of each month. Dir. **Strong** moved, Dir. **Doble** seconded to move the meetings to the last Wednesday of each month, with the exception of the November/December combined meeting, which will be on December 7<sup>th</sup>. Motion approved by those present.

**Agenda Item #11: Preliminary Review of the New Service Implementation.** General Mgr. **Meyer** reported that MTA is scheduled to begin the new 5311(f) Service on October 2<sup>nd</sup>. There has been a change in the schedule add service between Fort Bragg and Mendocino to provide transportation for service workers in Mendocino. The toll credits were reduced for the local match, however, the delay in the start date will help offset that match. Staff is hoping for a contract in mid-September to implement the service.

**Agenda Item #12: Mendocino College - Fare Free Rides: Information.** General Mgr. **Meyer** reported that the Fall Semester began with minor problems as the College did not have the stickers available to implement the program, but should be worked out within the next week. The program will continue through the Spring Semester.

**Agenda Item #13: Management Reports: Information.** Fin. Mgr. **Webster** reported that the Operations Manager recruitment was unsuccessful. MTA is currently staffing up for



the new service that will be implemented on October 2<sup>nd</sup>. Maintenance Mgr. **Butler** reported that he received the new bus for the Ukiah Senior Center and it is in service. He has completed his bid process for the new service truck. He is looking into changing the floor plans for the three new large vans that is currently in the budget that will replace vehicles in Fort Bragg and South Coast. Loretta **Ellard** reported that MCOG Board will be taking a tour of the Willits bypass on September 7<sup>th</sup>, and MTA will be providing transportation. CalTrans will be hosting the tour. Gen. Mgr. **Meyer** reported that we are in the middle of contract negotiations with the Teamsters Local 665. MTA had driver meetings last night. She also reported that we purchased new training materials for our trainer, and the driver meeting included training on Conflict Resolution.

**Agenda Item #14: Matters from Directors.** Dir. **Strong** reported that the Willits Bypass Grand Opening is November 3<sup>rd</sup>. Dir. **Mastin** requested more information regarding Board participation in our Workman's Compensation Credit Incentive Program to reduce MTA's premium. He also reported that he will be out of the country between September 19<sup>th</sup> through November 11<sup>th</sup>. He will be available by phone if needed.

Chair **Mastin** called for closed session at 3:05 pm.

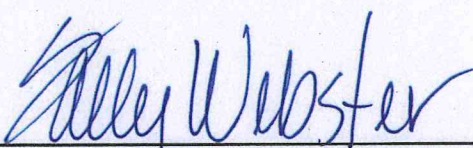
**Closed Session Pursuant to GC 54957(6): Labor Negotiations with Teamsters Local 665 and Section 54957: In depth discussion of 100-Day Organization Assessment Report on Personnel.**

**Report out of Closed Session:** Chair **Mastin** called for Open Session at 4:02 pm. No action taken on items 54957(6) and 54957.

**The Regular meeting of the MTA Board of Directors adjourned at 4:03 pm.**

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Jim Mastin, Chair

  
Sally Webster, Finance/Pers. Mgr.

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**AGENDA ITEM # 3**

**To:** MTA Board of Directors  
**From:** Sally Webster, Finance/Personnel Manager  
**Date:** September 25, 2016

**Subj: Service Performance Report: June and Spring Quarter 2016**

Attached is the Quarterly Report for Spring 2016 (March, April and May), plus the monthly report for June 2016. Performance of MTA services for the Spring Quarter exceeded or met eight of the sixteen standards. Performance improved compared to Spring 2015 for seven of the sixteen measures. Senior Center data are also included, showing one of the standards met.

Performance in the month of June 2016 met or exceeded standards for seven of twelve measures. Compared to June 2015, performance improved for six of the twelve.

Also attached is a year-to-date summary of statistics and performance. Due to month-to-month fluctuations, this year-to-date summary is more meaningful than the monthly reports. Compared with the same eleven months of last year, Total Public Service:

Fare Revenue	up	8.3%
Ridership	down	2.6%
Service hours	up	5.9%
Total operating cost	down	1.8%

**That means that compared to last fiscal year after June (12 months):**

Cost per hour (hourly rate)	decreased	7.2% to \$84.21
Productivity (passengers per hour)	decreased	8.0% to 7.4
Farebox Ratio	increased	10.3% to 16.2%
Average fare paid	increased	11.2% to \$1.83

Ridership continues to show a decline. We don't have complete metrics for the summer months yet but we are optimistic that the new Ukiah-Santa Rosa service beginning in October 2016 and the Mendocino College Fare Free Program will have a positive impact in ridership.

# QUARTERLY PERFORMANCE

Service Month	Passengers per Hour	Farebox Ratio	Operating Cost per Hour	Cost per Passenger
	Higher # is better	Higher # is better	Lower # is better	Lower # is better
<b>Dial-A-Rides</b>				
Spring 2015	3.8	14.4%	96.72	25.30
Summer 2015	3.9	13.5%	92.74	23.70
Fall 2015	4.0	14.5%	101.22	25.42
Winter 2015/16	3.9	13.0%	99.16	25.69
Spring 2016	3.7	11.9%	96.11	25.90
<b>STANDARD</b>	<b>4.5</b>	<b>15.0%</b>	<b>95.12</b>	<b>21.14</b>
<b>Flex Routes (***)</b>				
Spring 2015	5.8	8.0%	84.34	14.44
Summer 2015	5.9	7.1%	78.34	13.20
Fall 2015	5.8	8.2%	81.08	14.04
Winter 2015/16	4.4	6.7%	77.10	17.39
Spring 2016	5.1	8.8%	75.91	14.79
<b>STANDARD</b>	<b>8.2</b>	<b>15.0%</b>	<b>81.62</b>	<b>9.95</b>
<b>Short Distance Bus Routes (**)</b>				
Spring 2015	13.6	16.7%	83.15	6.10
Summer 2015	12.8	14.6%	79.41	6.20
Fall 2015	13.3	17.8%	81.97	6.17
Winter 2015/16	11.9	16.6%	76.05	6.40
Spring 2016	12.8	20.8%	76.22	5.97
<b>STANDARD</b>	<b>14.0</b>	<b>15.0%</b>	<b>85.97</b>	<b>6.14</b>
<b>Long Distance Bus Routes (*)</b>				
Spring 2015	4.0	19.2%	87.35	21.87
Summer 2015	3.5	18.0%	84.80	24.15
Fall 2015	3.9	22.7%	87.94	22.36
Winter 2015/16	3.1	16.9%	83.87	26.89
Spring 2016	3.3	15.9%	84.08	25.11
<b>STANDARD</b>	<b>3.2</b>	<b>15.0%</b>	<b>90.44</b>	<b>28.26</b>
<b>Senior Centers</b>				
Spring 2015	3.0	10.3%	48.76	16.25
Summer 2015	3.0	15.6%	48.20	16.07
Fall 2015	2.8	12.4%	49.90	17.82
Winter 2015/16	3.0	11.9%	50.13	16.71
Spring 2016	3.1	10.4%	50.61	16.33
<b>STANDARD</b>	<b>3.0</b>	<b>12.0%</b>	<b>48.41</b>	<b>16.14</b>

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

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

Jun-15	4.0	15.6%	96.20
Mar-16	3.7	13.2%	94.74
Apr-16	3.8	14.5%	96.25
May-16	3.6	8.1%	97.44
Jun-16	3.7	17.1%	89.59
<b>STANDARD</b>	<b>4.5</b>	<b>15.0%</b>	<b>95.12</b>

## Flex Routes (\*\*\*)

Jun-15	6.3	7.7%	80.70
Mar-16	4.6	9.2%	72.11
Apr-16	5.3	10.0%	78.09
May-16	5.6	7.3%	77.88
Jun-16	4.9	8.9%	74.46
<b>STANDARD</b>	<b>8.2</b>	<b>15.0%</b>	<b>81.62</b>

## Short Distance Bus Routes (\*\*)

Jun-15	13.4	17.1%	84.87
Mar-16	12.6	21.9%	74.44
Apr-16	12.6	24.2%	76.61
May-16	13.1	16.3%	77.75
Jun-16	11.2	17.0%	79.15
<b>STANDARD</b>	<b>14.0</b>	<b>15.0%</b>	<b>85.97</b>

## Long Distance Bus Routes (\*)

Jun-15	3.8	20.9%	90.47
Mar-16	3.5	18.9%	82.93
Apr-16	3.2	18.1%	84.58
May-16	3.3	10.7%	84.78
Jun-16	3.0	19.3%	88.72
<b>STANDARD</b>	<b>3.2</b>	<b>15.0%</b>	<b>90.44</b>

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

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

(\*\*\*) Includes Willits Flex



# Mendocino Transit Authority PRELIMINARY Year-to-Date Statistics and Performance

Friday September 23, 2016  
File(Budget12\ROUTEYTD)

Actual FY 2015/16										File(Budget12(ROUTEYTD)									
Route/Run	Thru		Jun-16		YTD Service Miles	Mileage Based Costs	Hourly Based Costs	33.77	1,112,693	3,824,129	Hourly Rate	Pass per Hour	Fare Box Ratio	Pass per \$ Subsidy	Average Fare	Rev per Svc Hr			
	YTD	Pass	YTD	Service Hours															
02 Willits - DAR	0	0	0	0	0	0	0	0	0	0	0	ERR	ERR	ERR	ERR	ERR			
03 Ukiah - DAR	71,613	22,159	5,889	7,170	61,634	43,497	242,275	113,975	164,128	563,876	95.75	3.8	12.7%	0.045	3.23	12.16			
04 Fort Bragg - DAR	53,824	15,160	3,831	4,495	42,827	30,080	151,834	84,473	109,438	375,825	98.11	4.0	14.3%	0.047	3.55	14.05			
Total Dial-A-Ride	125,437	37,319	9,720	11,665	104,461	73,577	394,109	198,448	273,566	939,701	96.68	3.8	13.3%	0.046	3.36	12.91			
01 Willits - Flex	0	0	0	0	0	0	0	0	0	0	0	ERR	ERR	ERR	ERR	ERR			
08 Local Evening Service	14,669	12,629	2,423	2,904	27,235	19,214	98,024	15,998	54,669	187,905	77.55	5.2	7.8%	0.073	1.16	6.05			
Total Flex Routes	14,669	12,629	2,423	2,904	27,235	19,214	98,024	15,998	54,669	187,905	77.55	5.2	7.8%	0.073	1.16	6.05			
01 Willits - Flex	13,275	14,238	2,479	3,214	31,053	21,907	108,473	22,500	62,752	215,632	86.98	5.7	6.2%	0.070	0.93	5.35			
05 Bragg/About	18,651	20,849	2,708	3,265	36,915	27,232	110,094	12,042	61,254	210,621	77.77	7.7	8.9%	0.109	0.89	6.89			
07 Jibney	2,242	4,048	401	481	5,511	4,985	16,252	711	9,003	30,950	77.11	10.1	7.2%	0.141	0.55	5.59			
09 Local	156,525	153,233	8,675	9,094	109,509	103,438	307,139	15,322	174,723	600,622	69.24	17.7	26.1%	0.345	1.02	18.04			
20 & 21 Willits	60,574	39,617	3,906	4,468	91,831	88,578	150,890	11,498	102,877	353,843	90.60	10.1	17.1%	0.135	1.53	15.51			
22 Willits 22	1,779	699	444	427	17,492	12,258	14,444	780	11,270	38,752	87.32	1.6	4.6%	0.019	2.55	4.01			
Total Inland Routes	253,046	232,684	18,613	20,949	292,311	258,398	707,292	62,852	421,879	1,450,421	77.93	12.5	17.4%	0.194	1.09	13.60			
														ERR	ERR				
60 Coaster	12,038	14,813	1,520	1,882	41,121	29,812	63,479	6,764	41,002	141,056	92.79	9.7	8.5%	0.115	0.81	7.92			
65a New Route 65	27,677	1,835	2,024	2,354	40,472	28,500	79,560	3,262	45,703	157,025	77.57	0.9	17.6%	0.014	15.08	13.67			
65 CC Rider	115,702	12,256	3,625	4,040	111,618	78,461	136,463	16,166	94,792	325,882	89.90	3.4	35.5%	0.058	9.44	31.92			
74 Gualala - Saturday	2,585	935	453	509	10,200	7,077	17,219	2,611	11,071	37,978	83.89	2.1	6.8%	0.026	2.76	5.71			
75 Gualala	20,829	9,700	2,329	2,625	50,800	35,840	88,643	13,394	56,539	194,417	83.47	4.2	10.7%	0.056	2.15	8.94			
95 Point Arena-Santa Rosa	30,043	6,275	3,464	3,890	71,032	49,761	131,437	20,973	82,959	285,130	82.31	1.8	10.5%	0.025	4.79	8.67			
Total Coastal & Long Routes	208,873	45,814	13,415	15,301	325,243	229,451	516,802	63,171	332,066	1,141,489	85.09	3.4	18.3%	0.049	4.56	15.57			
Total Public Service	602,025	328,446	44,171	50,819	749,250	580,640	1,716,226	340,470	1,082,179	3,719,516	84.21	7.4	16.2%	0.105	1.83	13.63			
97 Contract Services	67,515	3,657	1,123	1,123	9,092	6,401	37,903	1,987	18,994	65,285	58.14	3.3	103.4%	-1.640	18.46	60.13			
98 Charter	53,812	13,016	595	595	8,197	7,266	20,135	408	11,519	39,328	66.08	21.9	136.8%	-0.899	4.13	90.41			
Total Other	121,327	16,673	1,718	1,718	17,289	13,667	58,038	2,395	30,513	104,613	60.89	9.7	116.0%	-0.998	7.28	70.62			
Total	723,352	345,119	45,889	52,537	766,539	594,307	1,774,264	342,865	1,112,693	3,824,129	83.33	7.5	18.9%	0.111	2.10	15.76			
Total Mileage, Labor & Direct Costs										2,711,436	41%								
										46%	29%								
										100%									







# Mendocino Transit Authority

## Year to Date Performance Comparison

FY14/15 - FY15/16

Friday September 23, 2016

File(Budget12ROUTEYTD)

Route/Run	YTD Through 14/15			YTD Through 15/16			YTD Through 14/15			YTD Through 15/16			YTD Through 14/15			YTD Through 15/16			YTD Through 14/15			YTD Through 15/16		
	Hourly Rate	ERR	% Diff	Amount	Diff	% Diff	Pass per Hour	ERR	% Diff	Amount	Diff	% Diff	Farebox Ratio	ERR	% Diff	Farebox Ratio	ERR	% Diff	Average Fare	ERR	% Diff	Average Fare	ERR	% Diff
02 Willits - DAR	96.47	95.75	-0.7%	-0.72		-0.7%	3.8	3.8	-0.1	-0.2%		-0.2%	12.3%	12.3%	0.4%	12.3%	12.3%	0.4%	3.09	3.09	0.15	3.23	3.23	4.8%
03 Ukiah - DAR	98.74	98.11	-0.6%	-0.63		-0.6%	4.0	4.0	-0.0	-0.2%		-0.2%	13.3%	13.3%	0.5%	13.3%	13.3%	0.5%	3.45	3.45	0.10	3.55	3.55	2.9%
04 Fort Bragg - DAR	97.35	96.68	-0.7%	-0.67		-0.7%	3.9	3.9	-0.0	-0.7%		-0.7%	12.9%	12.9%	0.4%	12.9%	12.9%	0.4%	3.23	3.23	0.13	3.36	3.36	4.1%
Total Dial-A-Ride																								
08 Local Evening Service	84.00	77.55	-7.7%	-6.45		-7.7%	5.5	5.2	-0.3	-5.9%		-5.9%	6.8%	6.8%	1.0%	6.8%	6.8%	1.0%	1.04	1.04	0.13	1.16	1.16	12.2%
Total Flex Routes	84.00	77.55	-7.7%	-6.45		-7.7%	5.5	5.2	-0.3	-5.9%		-5.9%	6.8%	6.8%	1.0%	6.8%	6.8%	1.0%	1.04	1.04	0.13	1.16	1.16	12.2%
01 Willits - Flex	89.35	86.98	-2.7%	-2.37		-2.7%	5.2	5.7	0.5	10.5%		10.5%	5.0%	5.0%	1.2%	5.0%	5.0%	1.2%	0.85	0.85	0.08	0.93	0.93	9.3%
05 Bragg/About	78.64	77.77	-1.1%	-0.87		-1.1%	8.1	7.7	-0.4	-4.6%		-4.6%	8.1%	8.1%	0.7%	8.1%	8.1%	0.7%	0.79	0.79	0.10	0.89	0.89	12.9%
07 Jitney	89.60	77.11	-13.9%	-12.49		-13.9%	11.7	10.1	-1.6	-13.4%		-13.4%	6.6%	6.6%	0.6%	6.6%	6.6%	0.6%	0.51	0.51	0.04	0.55	0.55	8.4%
09 Local	81.19	69.24	-14.7%	-11.95		-14.7%	18.3	17.7	-0.6	-3.4%		-3.4%	20.1%	20.1%	5.9%	20.1%	20.1%	5.9%	0.89	0.89	0.13	1.02	1.02	14.3%
20 & 21 Willits	106.80	90.60	-15.2%	-16.20		-15.2%	11.0	10.1	-0.8	-7.4%		-7.4%	14.2%	14.2%	2.9%	14.2%	14.2%	2.9%	1.38	1.38	0.15	1.53	1.53	10.6%
22 Willits 22	113.00	87.32	-22.7%	-25.68		-22.7%	0.0	1.6	1.6	ERR		ERR	0.0%	0.0%	4.6%	0.0%	0.0%	4.6%	ERR	ERR	ERR	2.55	2.55	ERR
Total Inland Routes	87.60	77.93	-11.0%	-9.68		-11.0%	13.3	12.5	-0.8	-5.8%		-5.8%	14.6%	14.6%	2.9%	14.6%	14.6%	2.9%	0.96	0.96	0.13	1.09	1.09	13.1%
60 Coaster	96.86	92.79	-4.2%	-4.07		-4.2%	9.4	9.7	0.3	3.1%		3.1%	8.4%	8.4%	0.1%	8.4%	8.4%	0.1%	0.86	0.86	-0.05	0.81	0.81	-6.0%
65a New Route 65	76.54	77.57	1.3%	1.03		1.3%	0.2	0.9	0.7	292.8%		292.8%	6.0%	6.0%	11.6%	6.0%	6.0%	11.6%	20.00	20.00	-4.92	15.08	15.08	-24.6%
65 CC Rider	95.11	89.90	-5.5%	-5.21		-5.5%	3.8	3.4	-0.5	-11.8%		-11.8%	35.9%	35.9%	-0.4%	35.9%	35.9%	-0.4%	8.90	8.90	0.54	9.44	9.44	6.0%
74 Gualala - Saturday	89.40	83.89	-6.2%	-5.51		-6.2%	2.1	2.1	-0.0	-2.2%		-2.2%	5.5%	5.5%	1.3%	5.5%	5.5%	1.3%	2.34	2.34	0.43	2.76	2.76	18.3%
75 Gualala	88.68	83.47	-5.9%	-5.20		-5.9%	4.2	4.2	-0.0	-0.1%		-0.1%	9.2%	9.2%	1.5%	9.2%	9.2%	1.5%	1.97	1.97	0.18	2.15	2.15	9.1%
95 Point Arena-Santa Rosa	87.56	82.31	-6.0%	-5.25		-6.0%	2.1	1.8	-0.3	-13.3%		-13.3%	10.3%	10.3%	0.3%	10.3%	10.3%	0.3%	4.30	4.30	0.48	4.79	4.79	11.2%
Total Coastal & Long Routes	91.48	85.09	-7.0%	-6.39		-7.0%	4.0	3.4	-0.6	-15.5%		-15.5%	18.0%	18.0%	0.3%	18.0%	18.0%	0.3%	4.08	4.08	0.48	4.56	4.56	11.8%
Total Public Service	90.76	84.21	-7.2%	-6.56		-7.2%	8.1	7.4	-0.6	-8.0%		-8.0%	14.7%	14.7%	1.5%	14.7%	14.7%	1.5%	1.65	1.65	0.18	1.83	1.83	11.2%
97 Contract Services	64.21	58.14	-9.4%	-6.06		-9.4%	4.4	3.3	-1.1	-25.9%		-25.9%	91.6%	91.6%	11.8%	91.6%	91.6%	11.8%	13.37	13.37	5.09	18.46	18.46	38.1%
98 Charter	71.35	66.08	-7.4%	-5.28		-7.4%	24.6	21.9	-2.8	-11.2%		-11.2%	142.8%	142.8%	-6.0%	142.8%	142.8%	-6.0%	4.14	4.14	-0.00	4.13	4.13	-0.0%
Total Other	66.36	60.89	-8.2%	-5.47		-8.2%	10.5	9.7	-0.8	-7.6%		-7.6%	108.2%	108.2%	7.8%	108.2%	108.2%	7.8%	6.84	6.84	0.44	7.28	7.28	6.4%
Total	89.88	83.33	-7.3%	-6.54		-7.3%	8.2	7.5	-0.7	-8.0%		-8.0%	17.2%	17.2%	1.7%	17.2%	17.2%	1.7%	1.89	1.89	0.21	2.10	2.10	10.9%

## Comparison FY14/15 - FY15/16

Description	YTD Through 14/15			YTD Through 15/16			YTD Through 14/15			YTD Through 15/16		
	Hourly Rate	ERR	% Diff	Amount	Diff	% Diff	Hourly Rate	ERR	% Diff	Amount	Diff	% Diff
Mileage	705,506	766,539	8.7%	61,033		8.7%	705,506	766,539	8.7%	61,033		8.7%
Mileage Based Costs	643,738	594,307	-7.7%	(49,431)		-7.7%	643,738	594,307	-7.7%	(49,431)		-7.7%
Hourly Based Costs	1,682,662	1,774,264	5.4%	91,602		5.4%	1,682,662	1,774,264	5.4%	91,602		5.4%
Direct Costs	416,361	342,865	-17.7%	(73,496)		-17.7%	416,361	342,865	-17.7%	(73,496)		-17.7%
Overhead Costs	1,147,188	1,112,693	-3.0%	(34,495)		-3.0%	1,147,188	1,112,693	-3.0%	(34,495)		-3.0%
Total Costs	3,889,949	3,824,129	-1.7%	(65,820)		-1.7%	3,889,949	3,824,129	-1.7%	(65,820)		-1.7%

## Charter Rate Calculation:

Cost per mile calculation:

Minivan	0.456	Plus	41.00%	0.64	Plus	10.0%	0.70
Van/Small Bus	0.813	Overhead	0.64	Profit			
Coach	1.129						
Combined	0.900						

## Hourly Rate Calculation:

Actual Hourly Rate	33.77	Plus	19.3%	40.30
Plus Direct Costs		Hourly Rate		41.00%
Hourly Rate		Plus Overhead		56.82
Plus Profit		Hourly Rate		68.18
Plus Profit		20.0%		



## Agenda Item # 4

To: Board of Directors  
From: Sally Webster, Finance & Personnel Manager  
Date: September 25, 2016  
Subj: Preliminary Financial Statements as of June 30, 2016

Attached are Financial Statements for the month ending June 2016. The Income Statement shows a gain of \$365,341, with a variance of \$437,127, as we had budgeted to lose (\$71,786) in FY15/16. Comparing year-to-date through Jun 16 to Jun 15: Operating Revenue is up \$48,487 (5.8%). Other Revenue is up 4.0%, however, TDA revenue was \$38,760 less than what the auditor estimated for FY15/16, and is not reflected in this financial statement. This deficit will carry over to FY17/18, and will be factored into the 5% reserve that is withheld by MCOG each year. Operating Expenses are down 1.7% as compared to the previous year. Our total operating expenses compared to our budget are down 12.2% overall. We were considerably lower in our fuel costs by (\$123,109) or (33.0%) as compared to our budget.

The Capital Income/Expense Statement reflects a \$207,688 gain this month. For further details to the capital program, please see Agenda Item #6.

These statements are Preliminary. There is still year-end work to be done. Changes will be made to accounts depending on the outcome of the actuarial reports and adjustments to the Balance Sheet.



Mendocino Transit Authority		PRELIMINARY		
Budget to Actual Income Statement for twelve months ending		Jun-16		
Description Revenue	-----Year to Date-----		Variance \$	Variance %
	Actual \$	Budget \$		
Operating Revenue	882,111	949,409	(67,298)	-7.1%
Other Revenue	3,374,731	3,404,614	(29,883)	-0.9%
Total Revenue	4,256,842	4,354,023	(97,181)	-2.2%
<b>Operating Expenses</b>				
Transportation	2,676,354	3,073,355	(397,001)	-12.9%
Maintenance	488,885	523,257	(34,372)	-6.6%
Administration	723,836	832,397	(108,561)	-13.0%
Total Operating Expenses	3,889,075	4,429,009	(539,934)	-12.2%
Other (Income)/Expense	(2,307)	(3,200)	893	-27.9%
<b>Mobility Management Program</b>				
Revenue	6,534		6,534	ERR
Expense	(11,267)		(11,267)	ERR
<b>Net Gain/(Loss) Before Depreciation</b>	<b>365,341</b>	<b>(71,786)</b>	<b>437,127</b>	<b>ERR</b>

Mendocino Transit Authority	
Balance Sheet as of .....	Jun-16
Description	\$
<b>ASSETS</b>	
<b>Current Assets</b>	
Cash	2,077,076
A/R, Prepaid Expenses & Inventory	1,066,639
Total Other Current Assets	3,143,715
Property, Plant & Equip Net of Depreciation	11,427,366
Investment - Deferred	0
<b>Total Assets</b>	<b>14,571,081</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Current Liabilities</b>	
Accounts Payable & Accruals	397,750
Other Liabilities	257,790
Provision for Restricted Funds	227,767
Total Current Liabilities	883,307
Deferred Compensation Payable	0
Total Liabilities	883,307
<b>Fund Equity</b>	
Contributed Capital	12,426,079
Retained Earnings	1,261,695
Total Fund Equity	13,687,774
<b>Total Liabilities and Equity</b>	<b>14,571,081</b>



# Mendocino Transit Authority

**PRELIMINARY**

Budget to Actual Income Statement for twelve months ending

Jun-16

Description	Year to Date Actual \$	Annual Budget (Revised Feb 2015) \$	Remaining \$	Actual as % of Budget
<b>Capital Revenue:</b>				
State Grants	336,028	395,549	59,521	85.0%
STA - Capital	282,919	224,558	(58,361)	126.0%
R/STIP			0	ERR
Federal	300,000	407,000	107,000	73.7%
Transfer from Transit Reserve	78,893	94,550	15,657	83.4%
Local - Other	45,682	37,500	(8,182)	121.8%
Sale of Assets	2		(2)	ERR
Interest Income	663		(663)	ERR
Other			0	ERR
<b>Total Revenue</b>	<b>1,044,187</b>	<b>1,159,157</b>	<b>114,970</b>	<b>90.1%</b>

<b>Capital Expenses:</b>	<b>Project</b>				
1 Staff Maintenance Van	96		50,396	50,396	0.0%
1 Heavy Duty Bus			0	0	ERR
2 Paratransit Vans			0	0	ERR
4 Large Vans	97	395,154	358,320	(36,834)	110.3%
2 Medium Duty Buses	98	340,072	346,080	6,008	98.3%
2 Paratransit Vans			0	0	ERR
				0	ERR
				0	ERR
				0	ERR
				0	ERR
Transportation	27	11,563	8,500	(3,063)	136.0%
Maintenance	28	17,909	53,700	35,791	33.4%
Office	29	5,874	37,500	31,626	15.7%
Bus Stops	30	15,100	49,500	34,400	30.5%
				0	ERR
Security Cameras/Projects	80			0	ERR
Transmissions/Major Repairs		5,144		(5,144)	ERR
Vehicle Equipment (Fare Boxes)			126,000	126,000	0.0%
				0	ERR
			0	0	ERR
Admin/Ops - Preliminary Design	c/o 89			0	ERR
Admin/Ops - Construct	93			0	ERR
				0	ERR
			0	0	ERR
Ukiah Senior Center	116		79,161	79,161	0.0%
Willits Senior Center	117	45,682	50,000	4,318	91.4%
Misc - Other				0	ERR
<b>Total Expenses</b>		<b>836,499</b>	<b>1,159,157</b>	<b>322,658</b>	<b>72.2%</b>

<b>Net Gain/(Loss) before Carryover</b>	<b>207,688</b>	<b>0</b>	<b>(207,688)</b>
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## FY 2014/15 Carryover

STA - Capital	216,408	216,408	0	100.0%
Transfer from Transit Reserve			0	ERR

<b>Net Gain/(Loss)</b>	<b>424,096</b>	<b>216,408</b>	<b>(207,688)</b>
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## REVENUE - Budget to Actual Comparison

Date: 23-Sep-16

Dpt	A/C #	Description	Jun-16 Budget	Jun-16 Actual	Jun-16 Variance	Jun-16 %	YTD Budget	YTD Actual	YTD Variance	YTD %
<b>Operating Revenue</b>										
40.	401.100	Fares-Passenger	34,720	33,814	(906)	-2.6%	458,198	384,360	(73,838)	-16.1%
40.	401.200	Fares Paid by Agencies	16,641	21,249	4,608	27.7%	219,610	188,912	(30,698)	-14.0%
40.	411.100	Fares - LCTOP	0	0	0	ERR	0	28,754	28,754	ERR
40.	402.200	Contract Service	5,417	5,820	403	7.4%	65,000	67,512	2,512	3.9%
40.	405.100	Charter	609	996	387	63.6%	25,226	51,898	26,672	105.7%
40.	406.100	Displays Ads	781	0	(781)	-100.0%	9,375	7,800	(1,575)	-16.8%
40.	409.200	Sonoma County Participation	14,333	12,411	(1,922)	-13.4%	172,000	152,875	(19,125)	-11.1%
		<b>Total</b>	<b>72,502</b>	<b>74,290</b>	<b>1,788</b>	<b>2.5%</b>	<b>949,409</b>	<b>882,111</b>	<b>(67,298)</b>	<b>-7.1%</b>

## Other Revenue

40.	409.100	TDA - Operations	207,660	207,660	1	0.0%	2,491,914	2,491,915	1	0.0%
40.	409.110	STA - Operations	14,583	14,583	(0)	-0.0%	175,000	175,000	0	0.0%
40.	411.100	State/Local Grants	0	0	0	ERR	5,000	10,785	5,785	115.7%
40.	413.100	Fed Sec 5311 Oper Grant	41,333	41,333	(0)	-0.0%	496,000	469,217	(26,783)	-5.4%
40.	413.110	Fed Sec 5311(f) Operating Grant	15,000	39,482	24,482	163.2%	180,000	162,028	(17,972)	-10.0%
40.	413.200	Fed Planning Grant	0	0	0	ERR	0	0	0	ERR
40.	407.200	Senior Center Admin/Dispatch	2,158	2,158	(0)	-0.0%	25,900	25,900	0	0.0%
40.	407.210	Maintenance Labor Revenue	2,500	3,823	1,323	52.9%	30,000	37,997	7,997	26.7%
40.	407.220	Maintenance Parts Revenue	0	325	325	ERR	0	1,055	1,055	ERR
40.	407.400	Rental Income	0	0	0	ERR	0	0	0	ERR
40.	407.500	Other Income	67	86	19	29.0%	800	834	34	4.3%
		<b>Total</b>	<b>283,301</b>	<b>309,450</b>	<b>26,149</b>	<b>9.2%</b>	<b>3,404,614</b>	<b>3,374,731</b>	<b>(29,883)</b>	<b>-0.9%</b>
		Combined - Oper/Other Rev	355,803	383,740	27,937	7.9%	4,354,023	4,256,842	(97,181)	-2.2%

## Revenue - Mobility Management Program

41.	401.100	Fares-Passenger		700	700			6,534	6,534	
41.	401.200	Fares Paid by Agencies		0	0				0	
41.	402.200	Contract Service		0	0				0	
41.	411.100	State Grant - Ag Worker/Commute Study		0	0				0	
41.	413.110	Federal Operating Grant - JARC		0	0				0	
41.	413.200	Federal Planning Grant - Commute Study		0	0				0	
41.	407.500	Other Income		0	0				0	
		<b>Total</b>	<b>0</b>	<b>700</b>	<b>700</b>		<b>0</b>	<b>6,534</b>	<b>6,534</b>	
		Combined	355,803	384,440	28,637	8.0%	4,354,023	4,263,376	(90,647)	-2.1%
		<b>Fares - Passenger/Agency</b>	<b>51,362</b>	<b>55,063</b>	<b>3,701</b>	<b>7.2%</b>	<b>677,808</b>	<b>602,026</b>	<b>(75,782)</b>	<b>-11.2%</b>



# Mendocino Transit Authority - Public Service

Budget to Actual Comparison FY 2015/16 YTD thru Jun-16

File: (Budget16\EXPCUMBA)

Friday September 23, 2016

Description	Budget			YTD thru			Jun-16			Actual			Diff			Actual		
	Transp	Maint	Admin	Total	Transp	Maint	Admin	Total	Transp	Maint	Admin	Total	Amount	%	MMP	Total	MMP	Total
Wages	1,430,548	259,095	350,246	2,039,889	1,309,796	252,045	308,570	1,870,411	1,309,796	252,045	308,570	1,870,411	(169,478)	-8.3%		1,870,411		1,870,411
Wages-Vac/Sick/Hol	230,662	50,379	64,415	345,456	228,418	51,181	54,079	333,678	228,418	51,181	54,079	333,678	(11,778)	-3.4%		333,678		333,678
Health	479,596	63,263	63,263	606,122	392,676	61,602	43,870	498,148	392,676	61,602	43,870	498,148	(107,974)	-17.8%		498,148		498,148
Workers Comp	126,782	15,418	2,048	144,248	112,250	15,160	1,384	128,794	112,250	15,160	1,384	128,794	(15,454)	-10.7%		128,794		128,794
Retirement	147,167	28,818	36,735	212,719	114,603	26,162	26,964	167,729	114,603	26,162	26,964	167,729	(44,990)	-21.2%		167,729		167,729
Payroll Taxes	46,912	8,165	12,025	67,103	46,181	8,626	11,930	66,737	46,181	8,626	11,930	66,737	(366)	-0.5%		66,737		66,737
Uniform Allowance	8,200	6,600		14,800	3,974	6,656		10,630	3,974	6,656		10,630	(4,170)	-28.2%		10,630		10,630
Travel Expenses	5,700	3,420	9,430	18,550	7,505	3,136	4,435	15,076	7,505	3,136	4,435	15,076	(3,474)	-18.7%		15,076		15,076
Outside Labor	7,326	6,475	96,304	110,105	1,175	6,506	106,858	114,539	1,175	6,506	106,858	114,539	4,434	4.0%	1,887	116,426		116,426
Fuel-Revenue Vehicles	373,561			373,561	250,452			250,452	250,452			250,452	(123,109)	-33.0%		252,489		252,489
Lube-Revenue Vehicles	10,925			10,925	16,835			16,835	16,835			16,835	5,910	54.1%	1,126	17,961		17,961
Tires/Tubes-Revenue Vehicles	24,153			24,153	10,967			10,967	10,967			10,967	(13,186)	-54.6%		10,967		10,967
Parts-Revenue Vehicles		28,178		28,178		18,657		18,657		18,657		18,657	(9,521)	-33.8%		18,657		18,657
Expense Parts		2,400		2,400		832		832		832		832	(1,568)	-65.3%		832		832
Non-Capital Equipment	2,500	2,400	2,000	6,900	2,458	2,992	3,750	9,200	2,458	2,992	3,750	9,200	2,300	33.3%		9,200		9,200
Office Supplies	400		13,500	13,900	387		12,980	13,367	387		12,980	13,367	(533)	-3.8%		13,367		13,367
Subscriptions	1,265	1,400	1,528	4,193	817	453	762	2,032	817	453	762	2,032	(2,161)	-51.5%		2,032		2,032
Dues & Memberships	575		6,175	6,750	395		4,957	5,352	395		4,957	5,352	(1,398)	-20.7%		5,352		5,352
Janitorial Supplies		13,140		13,140		12,770		12,770		12,770		12,770	(370)	-2.8%		12,770		12,770
Shop Supplies		3,000		3,000		1,980		1,980		1,980		1,980	(1,020)	-34.0%		1,980		1,980
R & M-Buildings & Property		11,350		11,350		7,848		7,848		7,848		7,848	(3,502)	-30.9%		7,848		7,848
Shelter Expense		2,400		2,400		696		696		696		696	(1,704)	-71.0%		696		696
Telephone	11,140	1,440	13,650	26,230	13,371	1,758	17,224	32,353	13,371	1,758	17,224	32,353	6,123	23.3%		32,353		32,353
Utilities	7,740	1,015	11,815	20,570	7,673	599	11,596	19,868	7,673	599	11,596	19,868	(702)	-3.4%		19,868		19,868
Insurance	114,721	9,000	15,017	138,738	115,153	8,002	15,966	139,121	115,153	8,002	15,966	139,121	383	0.3%	6,218	145,339		145,339
Purchased Transportation	1,800			1,800	1,779			1,779	1,779			1,779	(21)	-1.2%		1,779		1,779
Marketing			125,086	125,086			94,446	94,446			94,446	94,446	(30,640)	-24.5%		94,446		94,446
Training	11,067	5,000	3,450	19,517	9,734	820	1,436	11,990	9,734	820	1,436	11,990	(7,527)	-38.6%		11,990		11,990
Board Expense			5,250	5,250			2,171	2,171			2,171	2,171	(3,079)	-58.6%		2,171		2,171
Miscellaneous	4,990	600	120	5,710	2,160	219		2,379	2,160	219		2,379	(3,331)	-58.3%		2,379		2,379
Vehicle Rental														ERR				
Equipment Rental																		
Property Rental	25,625	300	340	26,265	27,595	185	454	27,595	27,595	185	454	27,595	(1)	-0.2%		639		639
Total	3,073,355	523,257	832,397	4,429,009	2,676,354	488,885	723,832	3,889,071	2,676,354	488,885	723,832	3,889,071	(539,938)	-12.2%	11,268	3,900,339		3,900,339
# of Empl (Health benefits)	46	6	6	58														

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## Board of Directors Meeting Schedule

Last Wednesday of every month - 1st Wednesday of the month in December  
 Subject to Change

Date	Time	Location	Video Conference With	Major Agenda Items
<b>2016</b>				
				<b>CANCELLED</b>
July 28	1:30	Willits	only	2017/18 Transit Needs: Willits
				<b>POSTPONED TO SEPT 1</b>
August 25	1:30	Point Arena	only	2017/18 Transit Needs: Point Arena
September 1	1:30	Willits	only	2017/18 Transit Needs: Willits
September 28	1:30	Fort Bragg	Ukiah	2017/18 Transit Needs: Fort Bragg
October 26	1:30	Point Arena	only	2017/18 Transit Needs: Pt Arena
November	no meeting scheduled			
December 7	1:30	Ukiah	Fort Bragg	2017/18 Transit Needs: Ukiah
<b>2017</b>				
January 25	1:30	Fort Bragg	Ukiah	2018/19 Transit Needs: Ft Bragg
February 22	1:30	Willits	only	2018/19 Transit Needs: Willits Initial 2017/18 Budget Discussion
March 29	1:30	Ukiah	Fort Bragg	2018/19 Transit Needs: Ukiah DRAFT 2017/18 Budget & Claim
April 26	1:30	Point Arena	only	2018/19 Transit Needs: Point Arena
May 31	1:30	Fort Bragg	Ukiah	General Manager Evaluation General Manager Contract
June 28	1:30	Ukiah	Fort Bragg	FINAL 2017/18 Budget

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To: MTA Board of Directors  
 From: Sally Webster, Finance/Personnel Manager  
 Date: September 25, 2016  
 Subj: Capital Program: Progress Report

This report is consistent with the capital budget dated June 2015

## 2015/16 Projects

## Current Budget

### Bus Stop Improvements (Other)

**\$49,500**

**New Action:** Additional stops have been approved and upgraded.

**Problems:** None.

### Two Senior Center Vehicles (5310)

**\$129,161**

**New Action:** Willits Vehicle was accepted in March 2016 and is now in service.  
 Van for Ukiah arrived in August 2016 and is now in service.  
 Budget was carried over to FY 2016/17

**Problems:** None

### Two Medium Duty Buses (5311f)

**\$346,080**

**New Action:** Projected completed.

**Problems:** None.

### Four Large Vans (Prop 1B and STIP)

**\$358,320**

**New Action:** Project completed.

**PROBLEMS:** None.

### Two-way Radio Replacement incl. Dispatch Console (Prop 1B and STA)

**\$125,000**

**New Action:** Video project was carried over to FY16/17 and is now complete.  
 The radio project is ready to roll early next fiscal year pending approval of the FY14/15 Safety and Security funding.

**PROBLEMS:** Cal-OES staff cooperation with pending grant requests.

### Maintenance Service Van (STA)

**\$50,386**

**New Action:** Project will be carried over to FY19/20.

**Problems:** None

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## Agenda Item #7

To: MTA Board of Directors  
From: Sally Webster, Finance & Personnel Manager  
Date: September 25, 2016  
Subj.: Unmet Transit Needs

As you know, MTA collects the Unmet Transit Needs submitted in a variety of ways during the fiscal year. We began the FY17/18 Unmet Transit Needs at our December 2015 meeting.

Unmet Transit Needs identified thus far:

- Daily service to Wildwood Campground, east of Hwy 1 on Hwy 20
- Solar Powered Transit Center with Electric Vehicles on the old Masonite Property
- More Service on the South Coast
- Restore old Coaster Service to and from Mendocino
- Add more service to Anderson Valley from Ukiah
- Move the "Colombi" stop at the intersection of Harold and Oak street in Fort Bragg to Oak Street between Park and Harold.
- Service to/from Burke Hill Road in Ukiah
- Local 9 Service on Sundays
- Dial-A-Ride to Calpella
- Additional trips to Willits and back
- Additional Jitney trips
- Local 9 Saturday Service later in the day
- Bus Stop in front of Henny Penny or the Post Office

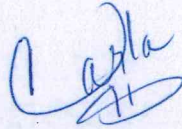
### **Staff Recommendation:**

Solicit public input for any Unmet Transit Needs for Ukiah and/or other areas of the County. Add any unmet transit needs to the list.

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**To:** MTA Board of Directors  
**From:** Carla A. Meyer, General Manager  
**Date:** September 26, 2016  
**Subject:** MTA Advertising Policy



An often overlooked and untapped source of transit system revenues has been utilizing the space on the outside and inside of public transit buses for advertising. A first step towards pursuing this revenue source is an approved advertising policy.

Transit advertising is an important medium for reaching an audience of all ages, backgrounds and incomes, quite literally rolling billboards. Becoming more popular over the years, advertisers have come to realize that they can reach a large variety of people by advertising on bus exteriors. Available in various shapes and sizes, exterior bus signs display advertising messages to thousands of people in cars as well as pedestrians. As the buses travel through local towns and to outlying suburban areas, shopping malls, colleges and business districts, local customers as well as visitors are exposed to these large moving messages.

Local businesses utilize the bus exteriors to advertise their product or services to the general public, while interior ads are more focused on the bus riders providing excellent space for public service agency information.

An additional benefit is that the Transportation Development Act Section "Local Support", Public Utilities Code Section 99243, states that advertising income is considered as fare revenues for each public transit system.

***Recommendation: Review and Approve Resolution 2016-18, MTA Advertising Policy.***



<b>TITLE:</b> <b>Advertising Criteria Policy</b>	<b>RESOLUTION:</b> <b>2016-18</b>
<b>AUTHOR:</b> <b>Carla Meyer, General Manager</b>	<b>EFFECTIVE DATE: 9-28-2016</b>

### Policy Statement:

As part of Mendocino Transit Authority's commitment to the citizens of Mendocino County, Mendocino Transit Authority establishes the following viewpoint-neutral content based limitations on all advertisements and announcements. No advertisement or announcement, hereinafter referred to as 'Ad' is permitted on or may be maintained on any Mendocino Transit Authority Property if it or information contained in it falls within one or more of the following categories:

- A. **False, misleading or deceptive commercial speech.** The Ad proposes a commercial transaction and the Ad, or any material contained in it, is false, misleading or deceptive.
- B. **Unlawful goods or services.** The Ad, or any material contained in it, promotes or encourages, or appears to promote or encourage the use or possession unlawful or illegal goods or services.
- C. **Unlawful conduct.** The Ad, or any material contained in it, promotes, depicts or encourages or appears to promote depict or encourage, unlawful, anti-social behavior or activities.
- D. **Endorsement.** The Ad, or any material contained in it, implies or declares an endorsement by MTA of any service, product or point of view, without prior written authorization of MTA (through the General Manager).
- E. **Obscenity.** The Ad, or any material contained in it, contains obscene matter or any other matter that is prohibited under the provision of Chapter 7.4 (beginning with Section 311) of Title 9 of Part 1 of the California Penal Code and as such laws may be amended or supplemented.
- F. **Prurient Interests.** The Ad, or any material contained in it, contains harmful matter or any other matter that is prohibited under the provisions of Chapter 7.6 (beginning with Section 313) OF Title 9 of Part 1 of the California Penal Code and as such laws may be amended or supplemented.
- G. **Profanity, Vulgarity, Riot.** The Ad, or any material contained in it, is profane or vulgar or presents a clear and present danger of causing a riot, disorder or other imminent threat to public safety, peace or order.
- H. **Community Standards.** A material that is objectionable under contemporary community standards as to be reasonably foreseeable that it will result in harm to, disruption of, or interference with the transportation system
- I. **Libelous speech, Copyright Infringement.** The ad or any material contained in it, holds up an individual or groups of people to public ridicule, derision or embarrassment, or is libelous, or is an infringement of a copyright, trademark or registered mark.
- J. **Tobacco.** The Ad, or any material contained in it, promotes or depicts the sale or use of tobacco or tobacco-related products, except products that counteract symptoms of tobacco habituation.
- K. **Alcohol.** The Ad, or any material contained in it, promotes or depicts the sale or consumption of wine, liquor, beer or distilled spirits.
- L. **Firearms.** The Ad, or any material contained in it, directly or indirectly promotes

- the sale of use of a firearm or contains an image or depiction of a firearm.
- M. **Political Campaign Speech.** The Ad, or any material contained in it, contains political campaign speech. For purposes of these guidelines, the term "political campaign speech" is speech that (1) supports or opposes or appears to support or oppose a ballot measure, initiative or referendum, or (2) refers to any candidate for public office.
  - N. **Religion.** The Ad or any material contained in it advocates or opposes a religion or a religious belief.
  - O. **Traffic Interference.** The Ad, or any material contained in it, displays any word, phrase, symbol, or character likely to interfere with, mislead or distract traffic or conflict with any traffic control device.
  - P. **Distraction.** The ad, or any material contained in it, incorporates any rotating, revolving or flashing devices or any other moving parts.
  - Q. **Violence.** The Ad, or any material contained in it, contains an image or description of graphic violence, including, but not limited to (1) the depiction of human or animal bodies or body parts, or fetuses, in state of mutilation, dismemberment, decomposition or disfigurement, and (2) the depiction of weapons or other implements or devices associated in the advertisement with an act or acts of violence or harm on a person or animal.
  - R. **"Adult" – oriented goods or services.** The Ad, or any material contained in it, promotes or encourages, or appears to promote or encourage a transaction related to, or uses brand names, trademarks, slogans or other materials which are identifiable with Films rated 'X' or "NC-17", video games rated "A" or "M", adult book stores, adult video stores, nude and/or topless clubs and other adult entertainment establishments, adult telephone services, adult internet sites and escort services.
  - S. **Special provisions regarding web addresses and telephone numbers.** The Ad, or any material contained in it, directs viewers to a website or telephone number that contains material that violates this Policy.
  - T. **Public Forum.** The Ad, or any material contained in it, if posted individually or in combination with other Ads causes Mendocino Transit Authority property to become a public forum for the dissemination, debate and/or discussion of public issues.
  - U. **Disclaimer or Attribution.** The Ad fails contain any disclaimer or attribution as required under Section 6 and 7 of this Policy.

**MENDOCINO TRANSIT AUTHORITY  
RESOLUTION 2016-18  
MTA ADVERTISING POLICY**

**WHEREAS:**

1. The MTA Board of Directors is responsible for determining agency policy; and
2. As the sale of advertising on the exterior and interiors of MTA buses is a significant untapped revenue source,

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

1. Reviewed and approved the MTA Advertising Policy; and
2. Direct staff to implement said policy, effective this date.

**ADOPTION of this RESOLUTION** was MOVED by Director     and SECONDED by Director     at a regular meeting of the MTA Board of Directors on September 28, 2016 by the following Roll Call vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

ATTEST:

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Jim Tarbell, Vice-Chairman

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Carla A. Meyer, General Manager