COUNTY (==) EXPRESS

AGENDA REGULAR MEETING LOCAL TRANSPORTATION AUTHORITY

DATE: Thursday, January 19, 2017

3:00 P.M.

LOCATION: Board of Supervisors Chambers

481 Fourth Street, Hollister, CA 95023

DIRECTORS: Chair Tony Boch, Directors Anthony Botelho,

Jaime De La Cruz and Ignacio Velazquez Alternates: San Benito County: Mark Medina;

City of Hollister: Mickie Solorio Luna; San Juan Bautista: Jim West

Persons who wish to address the Board of Directors must complete a Speaker Card and give it to the Clerk prior to addressing the Board. Those who wish to address the Board on an agenda item will be heard when the Chairperson calls for comments from the audience. Following recognition, persons desiring to speak are requested to advance to the podium and state their name and address. After hearing audience comments, the Public Comment portion of the agenda item will be closed. The opportunity to address the Board of Directors on items of interest not appearing on the agenda will be provided during Section D. Public Comment.

3:00 P.M. CALL TO ORDER:

- A. ACKNOWLEDGE Certificate of Posting
- B. ELECT LTA Chairperson for 2017
- C. **ELECT** LTA Vice Chairperson for 2017
- D. <u>PUBLIC COMMENT:</u> (Opportunity to address the Board on items of interest not appearing on the agenda. No action may be taken unless provided by Govt. Code Sec. 54954.2. <u>Speakers are limited to 3 minutes.</u>)

CONSENT AGENDA:

(These matters shall be considered as a whole and without discussion unless a particular item is removed from the Consent Agenda. Members of the public who wish to speak on a Consent Agenda item must submit a Speaker Card to the Clerk and wait for recognition from the Chairperson. Approval of a consent item means approval as recommended on the Staff Report.)

- APPROVE Local Transportation Authority Draft Meeting Minutes Dated December 15, 2016 – Gomez
- 2. RECEIVE Specialized Transportation/Jovenes de Antaño November 2016 Monthly Service Report Valentine
- **3. RECEIVE** County Express/MV Transportation November 2016 Monthly Operations Report Valentine

REGULAR AGENDA:

- 4. **RECEIVE** Report on the Anzar High School Bus Stop Improvement Project Valentine
- 5. AUTHORIZE County Express Shuttle Service to the San Benito County Fair Valentine

Adjourn to LTA Meeting on Thursday, February 16, 2017. Agenda deadline is January 31, 2017 at 12:00 p.m.

In compliance with the Americans with Disabilities Act (ADA), if requested, the Agenda can be made available in appropriate alternative formats to persons with a disability. If an individual wishes to request an alternative agenda format, please contact the Clerk of the Council four (4) days prior to the meeting at (831) 637-7665. The Local Transportation Authority Board of Directors meeting facility is accessible to persons with disabilities. If you need special assistance to participate in this meeting, please contact the Clerk of the Board's office at (831) 637-7665 at least 48 hours before the meeting to enable the Council of Governments to make reasonable arrangements to ensure accessibility.

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San Benito County LOCAL TRANSPORTATION AUTHORITY REGULAR MEETING

December 15, 2016 3:00 P.M.

DRAFT MINUTES

MEMBERS PRESENT:

Chair Boch, Director Botelho, Director Velazquez, and Alternate Director De La Cruz

MEMBERS ABSENT:

Director Muenzer

STAFF PRESENT:

Deputy County Counsel, Shirley Murphy; Executive Director, Mary Gilbert; Transportation Planner, Veronica Lezama; Transportation Planner, Regina Valentine; Secretary, Monica Gomez

CALL TO ORDER:

Chair Boch called the meeting to order at 3:55 p.m.

A. CERTIFICATE OF POSTING

Upon a motion duly made by Director De La Cruz, and seconded by Director Botelho, the Directors unanimously acknowledged the Certificate of Posting. Vote: 4/0 motion passes.

B. PUBLIC COMMENT: None

CONSENT AGENDA:

- 1. Approve Local Transportation Authority Draft Meeting Minutes Dated November 17, 2016 Gomez
- **2. Receive** Specialized Transportation/Jovenes de Antaño October 2016 Monthly Service Report Valentine
- 3. Receive County Express/MV Transportation October 2016 Monthly Operations Report Valentine
- **4. Receive** Operations Performance Report for the 1st Quarter of Fiscal Year 2016/2017 Valentine
- 5. Anzar High School Bus Stop Improvement Project Valentine
 - a. **Adopt** Resolution 16-05 Authorizing the Executive Director to Execute all Necessary Documents to Obtain Fiscal Year 2014/2015 Funding from the California Governor's Office of Emergency Service, and
 - b. Authorize Chair to Sign Authorizing Agent Forms for Fiscal Year 2014/2015
- **6. Approve** Amendment #1 to the Contract between LTA and David Rzepinski & Associates Dated April 21, 2016 for the Completion of a Transit ITS Plan Valentine

Director Botelho asked to pull Item 5 from Consent.

Upon a motion duly made by Director De La Cruz, and seconded by Director Botelho, the Directors unanimously approved Items 1-4 & 6 from the Consent Agenda, with an abstention on Item 1 from Director Velazquez. Vote: 3/0/1 motion passes.

Regarding Item 5, Director Botelho requested that staff provide more detailed information regarding the Anzar High School bus stop improvement project and associated costs for the project.

Staff will provide more information at the January meeting, but requested approval of the item to ensure timely submittal to the state.

There was no public comment on the Consent Agenda.

Upon a motion duly made by Director Botelho, and seconded by Director Velazquez, the Directors unanimously approved Item 5. Vote: 4/0 motion passes.

Upon a motion duly made by Director De La Cruz, and seconded by Director Velazquez, the Directors unanimously adjourned the LTA meeting at 4:04 p.m. Vote:4/0 motion passes.

ADJOURN TO LTA MEETING JANUARY 19, 2017.



Jovenes de Antaño

Specialized Transportation Services Monthly Service Report - November 2016

WEEKDAYS

Service	Passengers	Vehicle Revenue Hours	Vehicle Revenue Miles	ations/Fares ollected	Service Days
Out-of-County	371	239.00	3,179	\$ 200.00	19
Senior Lunch	703	109.50	900	\$ 5.25	19
Medical/Shopping Assistance	123	101.25	1,401	\$ 154.00	18
Total	1,197	449.75	5,480	\$ 354.00	100 mm

WEEKENDS

Service	Passengers	Vehicle Revenue	Vehicle Revenue	Donations/Fares Collected	Service Days
Out-of-County	53	31.00	415	\$ 40.00	4
Total	53	31.00	415	\$ 40.00	

MONTH

Service	Passengers	Vehicle Revenue	Vehicle Revenue	Donations/Fares Collected	Service Days
Out-of-County	424	270.00	3,594	\$ 240.00	23
Senior Lunch	703	109.50	900	\$ -	19
Medical/Shopping Assistance	123	101.25	1,401	\$ 154.00	18
Total	1,250	480.75	5,895	\$ 394.00	

FISCAL YEAR TO DATE

Service	Passengers	Vehicle Revenue Hours	Vehicle Revenue Miles	Donations/Fares Collected	Service Days
Out-of-County	2,461	1,679.00	22,514	\$ 852.50	121
Senior Lunch	4,380	586.25	5,292	\$ -	104
Medical/Shopping Assistance	645	562.58	5,991	\$ 766.50	90
Total	7,486	2,827.83	33,797	\$ 1,619.00	THE HOUSE

VEHICLE MILEAGE INFORMATION

Vehicle Number	Ending Odometer
733	
734	
735	100836
736	89344
737	90615
738	63968

ADDITIONAL INFORMATION

Service	Current Month	Year To Date
Lift Assisted Trips	123	516
Unduplicated Passengers	100	533
Turn Downs		0
No Shows		0
Cancellations		0
Employee Hours		0.00
Vehicles - Midday		THE RESERVE THE PARTY OF THE PA
Vehicles - Peak		

NOTES

97			



Jovenes de Antaño

Monthly Service Report - November 2016 Specialized Transportation Services

OUT OF COUNTY

			ONE WAY PASSENGERS	AY PAS	SENGE	RS	
Week of	W	ı.	*	표	ш	v	Total
11/1-5/2016		12	26	15	17	14	84
11/7-12/2016	24	21	21	21		14	101
11/14-19/2016	21	16	22	15	18	12	104
11/21-26/2016	19	28	18			13	78
11/28-30/2016	17	17	23				57
							0
Total	81	94	110	51	35	53	424
				l		l	

SENIOR LUNCH

		1	H	H		H	H	Н
	S)			40				40
2								0
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	Total	55.75	70.25	67.5	48	28.5	0	270
	S	80	٥	7.25	6.75			<u></u>
OURS	.	11.3		12.5				23.8
REVENUE HOURS	TH	14	17	10.25				41.25
RE	Α	13.5	12.5	11.5	11.5	7		56
	1	6	17.5	12.5	15	14.5		68.5
	*		14.3	13.5	14.8	7		49.5
ï								_
	Total	0	151	40	0	46	0	240

	1	≯	Ξ	a.	S	Total
	61	225	189	139	73	687
173	191	171	284		79	868
161	155	157	139	133	76	821
239	234	148			187	808
\Box	215	102				380
\neg						0
636	856	803	612	272	415	3594

MEDICAL/SHOPPING ASSISTANCE

ľ	1	}	Ĕ	4	Total
2					0
					0
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Tores	23.25	23.75	27	17.25	18.25	0	109.5	
	9		6.5				12.5	
Н	5.75	5.25	6.5				17.5	
*	5.75	9	6.25	5.75	6.75		30.5	
Y.	5.75	9	4.75	5.75	5.75		28	
Z		6.5	3	5.75	5.75		12	

REVENUE HOURS

	Total	187	205	226	143	139	0	006	
MILES		20		51				101	
REVENUE MILES	H	48	46	45				139	
RE	. W	45	62	40	49	54		250	
		44	50	20	44	41		229	
	¥		47	40	20	44		181	
		7							

	Total	36.5	35	37.5	17.5	27.5	0	154	
	j	12.8		7.5				20.3	
FARES	F	2	15	0				30	
	3	8.75	'n	8.75	0	10		42.5	
	1	0	7.5	7.5	7.5	12.5		45	
	W		7.5	3.75		40		16.25	
S	Total	29	28	30	14	22	0	123	
ONE WAY PASSENGERS	H	11		9				17	
AY PAS	TH	4	12	8				24	
NE W	>	7	4	_	æ	8		34	
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35

Total

Week of 11/1-5/2016 11/7-12/2016 11/14-19/2016 11/21-26/2016

188			Г				
Total	23.75	23	29.5	14.25	10.75	0	101.25
	8		7				15
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		5.75	3		4		12.8

5	293	303	387	207	211	0	1401
f3	103		118				221
Ε	58	114	71				243
×	80	42	102	123	109		456
	52	22	85	84	84		362
1	400	90	11		9		119
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REVENUE MILES

REVENUE HOURS

November 2016
San Benito County Express Monthly Operations Report
Operated by MV transportation

Year to Year comparison

Passengers Per Hour	2016		2015
Dial a Ride/Paratransit	4.33		3.63
Fixed Route Service	5.35		4.82
Gavilan Service	9.98		10.18
Caltrain Service	4.93		6.29
Greyhound Service	2.98		4.20
Total Passengers	10,627	9,284	
Total Revenue Hours	1942.46	1,795.59	
Passengers per Hour	5.47	5.17	
Lift Trips No Shows Cancellations	174 69 174	158 83 308	

WEEKDAYS November 2016

Service	Passengers	incidental Passengers	Vehicle Revenue Hours	Vehicle Revenue Milos	1 4	ash Fares Collected	T.	oken Fares Callected	1000	iken Sales	Service Days	Invoiced
Diai-A-Ride	2,061	19	286.25	3,076	\$	653.24	\$	522.17	\$	99.75	21	\$ 12,641.66
Paratransit	1,404	393	608.85	9,227	\$	1,959.72	\$	1,566.53	\$	299.25	21	\$ 26,888.64
Fixed Route	2,419	13	454.55	5,164	\$	1,367.64	\$	231.00	\$	5.00	20	\$ 20,074.29
Gavilan	2,983	0	298.68	6,870	\$	3,045.58	\$	849.00	\$	60.00	21	\$ 13,190.60
Caltrain	1,086	0	220.14	5,419	\$	1,489.95	\$	171.00	\$		21	\$ 9,722.04
Total	9,953	425	1,868.47	29,755	\$	8,516.13	\$	3,339.70	\$	464.00	104	\$ 82,517.24

SATURDAY

Service	Passengers	Incidental Passengers	Vehicle Revenue Hours	Vehicle Revenue Miles	C	ash Fares Collected	100,000	en Fares ollected	Tok	en Sales	Service Days	Invoiced
Dial-A-Ride	42	0	12.06	187	\$	56.49	\$	2.20	\$	-	4	\$ 532.6
Greyhound	91	0	26.44	775	\$	154.40	\$	4.40	\$	-	4	\$ 1,167.67
Total	133	0	38.50	962	\$	210.89	\$	6.60	\$	~	8	\$ 1,700.2

SUNDAY

Service	Passengers	Incidental Passengers	Vehicle Revenue House	Vehicle Revenue Miles	Cash Fares Collected	1	oken Fares Collected	\$ •	Service Days	Invoiced
Dlal-A-Ride	27	21	8.69	128	\$ 38.23	\$	14.30	\$ -	4	\$ 383.78
Greyhound	68	0	26.80	772	\$ 112.38	\$	2.90	\$ -	4	\$ 1,183.57
Total	95	21	35.49	900	\$ 150.61	\$	17.20	\$	8	\$ 1,567.34

MONTH

Service	Passengers	Incidental Passengers	Vehicle Revenue Hours	Vehicle Revenue Miles	Cash Fares Collected	Т	oken Fares Collected	To	ken Sales	Service Days	Invoiced
Dial-A-Ride	2,130	40	307.00	3,391	\$ 747.96	\$	538.67	\$	99.75	29	\$ 13,558.04
Paratransit	1,404	393	608.85	9,227	\$ 1,959.72	\$	1,566.53	\$	299.25	21	\$ 26,888.64
Fixed Route	2,419	13	454.55	5,164	\$ 1,367.64	\$	231.00	\$	5.00	20	\$ 20,074.29
Gavilan	2,983	0	298.68	6,870	\$ 3,045.58	\$	849.00	\$	60.00	21	\$ 13,190.60
Caltrain	1,086	0	220.14	5,419	\$ 1,489.95	\$	171.00	\$	-	21	\$ 9,722.04
Greyhound	159	0	53.24	1,547	\$ 266.78	\$	7.30	\$	-	8	\$ 2,351.24
Total	10,181	446	1,942.46	31,617	\$ 8,877.63	\$	3,363.50	\$	464.00		\$ 85,784.86

FISCAL YEAR TO DATE

Service	Passengers	Incidental Passengers	Vehicle Revenue Hours	Vehicle Revenue Miles	Cash Fares Collected	H	oken Fares Collected	oken Sales	Service Days	Invoiced
Dial-A-Ride	9,869	240	1,548.91	5,357	\$ 4,421.65		2,474.49	\$ 495.75	150	\$ 68,404.51
Paratranslt	7,653	595	3,064.20	59,794	\$ 10,643.37	\$	7,037.71	\$ 1,487.25	106	\$ 135,324.27
Fixed Route	11,959	97	2,258.49	25,649	\$ 6,516.70	\$	1,207.00	\$ 200.00	105	\$ 99,741.70
Gavilan	12,599	0	1,298.11	29,130	\$ 13,070.14	\$	4,124.00	\$ 258.00	106	\$ 57,328.43
Caltrain	5,452	0	994.75	25,543	\$ 8,068.88	\$	744.30	\$ -	106	\$ 43,931.14
Greyhound	943	0	296.72	7,803	\$ 1,523.61	\$	50.00	\$ 	44	\$ 13,104.04
Total	48,476	932	9,461.18	153,275	\$ 44,244.35	\$	15,637.50	\$ 2,441.00	0	\$ 417,834.09

ADDITIONAL INFORMATION

	Current Month	Year To Date
Lift Assisted Trips	174	868
Turn Downs		0
No Shows	69	352
Cancellations	197	1,051
Employee Hours	2,135	11,400
Vehicles - Midday	7	
Vehicles - Peak	8	

NOTES

Greyhound Bikes = 0 Gavilain Bikes= 30 Caltrain Bikes = 10 Fixed Route = 0

	Business	Clockwise	Counter	Sunnyslope	Southside	Fixed Subtotal
1-Nov	0	34	25	4	14	123
2-Nov	22	20	55	8	15	144
3-Nov	13	53	52	7	16	136
4-Nov	15	29	53	_	<u>~</u>	154
5-Nov				ı)	
6-Nov						
7-Nov	24	38	55	2	14	133
8-Nov	13	39	51	4	. 2	119
9-Nov	37	37	53	œ	: C	145
10-Nov	18	31	61	4	17	131
11-Nov	14	15	17	0	C	46
12-Nov					ı	
14 Nov	cc	0	7	•	•	ļ
ACA!	25	4	D.		12	145
15-Nov	2,	49	49	4	14	152
16-Nov	16	63	23	က	12	147
17-Nov	21	63	52	4	20	160
18-Nov	19	59	09	0	17	155
19-Nov						
20-Nov						
21-Nov	18	19	0	0	0	37
22-Nov	18	4	0	0	0	62
23-Nov	21	27	0	0	0	84
24-Nov					ı)
25-Nov	0	o	0	0	0	
26-Nov						
27-Nov						
28-Nov	19	39	56	10	ო	127
29-Nov	13	48	42	4	-	118
30-Nov	29	52	75	. ro	10	150
1-Dec				,)	3
TOTALS	402	891	998	58	215	2432
DAILY AVERAG	1				i	



Agenda Item: _	
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COUNTY (==) EXPRESS

Staff Report

To: Local Transportation Authority

From: Regina Valentine, Transportation Planner Telephone: (831) 637-7665 x 205

Date: January 19, 2017

Subject: Anzar High School Bus Stop Improvement Project

Recommendation:

RECEIVE Report on the Anzar High School Bus Stop Improvement Project.

Summary:

The Local Transportation Authority (LTA) will receive funding from the California Governor's Office of Emergency Services (CalOES) for Anzar High School bus stop improvements.

Financial Impact:

There is a total of \$46,712 available for the Anzar High School Bus Stop Improvement Project.

Background:

The LTA Board has previously authorized staff to submit applications for funds from the California Transit Security Grant Program – California Transit Assistance Fund (CTSGP – CTAF) for upgrading radio systems, new fencing around the transit maintenance and County Public Works Yard, fareboxes, and bus stop improvements at Abbe Park in San Juan Bautista. The source of this funding is the Highway Safety, Traffic Reduction, Air Quality, and Port Security Bond Act of 2006, also known as Proposition 1B.

CTSGP – CTAF funds can only be used for transit system safety, security and disaster response projects. With the Board's approval at the December 2016 meeting, staff submitted an allocation request to use the funds to improve the Anzar High School bus stop in San Juan Bautista. Additionally, at the December meeting, the Board directed staff to return with more information on the bus stop improvements and associated costs for the project.

Staff Analysis:

The bus stop at Anzar High School currently consists of a wooden post without seating. As described in the Bus Stop Improvement Plan (BSIP) that was accepted by the Board in June 2016, bus stop improvements at Anzar High School would provide a functional and visible location to increase the security comfort of passengers. Attachment 1 of this staff report is an excerpt from the BSIP detailing the current conditions of the County Express Intercounty bus stop.

Anzar High School Bus Stop Improvement Project January 19, 2017 Page 2 San Benito County Local Transportation Authority

A bus shelter with anti-vagrant benches will be added to provide comfort to passengers waiting for the bus. The shelter will also have solar lighting with a motion sensor to make the shelter more visible. The visibility of the stop makes it less susceptible for criminal activity. The lights will be aimed downward into the shelter and will have a motion sensor.

Attachment 2 of this staff report is the bus stop improvement conceptual plan and preliminary cost estimate taken from the BSIP for the Anzar High School bus stop. It is estimated that the improvements to the bus stop will cost approximately \$30,000. Staff will work with the Aromas-San Juan Unified School District regarding final project details and construction.

Although the preliminary cost of the project is less than the CalOES grant amount of \$46,712, staff noted that right-of-way costs were not factored into the cost estimate. It is anticipated that there may be a right-of-way cost associated with construction of improvements on property owned by the Aromas-San Juan Unified School District. Additionally though the final project costs will likely be less than the grant amount, LTA will be eligible to use leftover funds for other projects consistent with the CTSGP – CTAF grant goal of improving transit system safety, security and disaster response since an allocation request for the total amount available was submitted.

Executive Dire	ector Review:	Counsel Review:	N/A	
Attachments:	1. Anzar High School Bus Stop Current Conditions			

2. Anzar High School Bus Stop Improvement Plan and Cost Estimate

Draft Final Report LTA Bus Stop Improvement Plan

Anzar High School



#86



Aerial View of the Bus Stop

Existing Conditions:

- Bus stop currently serves the Inter-County line in the City of San Juan Bautista
- · Route timetable in near vicinity
- · Bus stop location aligned with curb lane
- Adequate lighting along the sidewalk
- Red curb at stop measures 220'0"
- Sidewalk along bus stop measures 7'6"
- The bus stop is spacious and has room for a shelter and benches

Existing Deficiencies:

- · No bus shelter or bench
- · No trash can or recycling bin
- No bicycle facility along the bus route
- No bicycle racks or lockers
- · No wheelchair ramp
- · No system map or route map



View of the bus stop



View of the bus stop from across the street





	CONSTRUCTION COS	T ESTIMATE	
Bus Stop:	86 Anzar High School	Date:	1/26/2016
		Prepared:	VQ/AP

ITEMS	UNIT	l	JNIT COST	QUANTITY	TOTAL
0. 15 1					
Street Furniture					
Install Trash Bin	EA	\$	500.00	1	\$ 500.00
Install New Bus Shelter	EA	\$	15,000.00	1	\$ 15,000.00
Install New Bench	EA	\$	2,000.00	1	\$ 2,000.00
Striping					
Install Red Curb	LF	\$	3.00	50	\$ 150.00
Above Ground					
Install Concrete Bus Pad	SF	\$	45.00	50	\$ 2,250.00
				SUBTOTAL	\$ 19,900.00
Mobilization, Traffic Control & constru	ction Inspe	ection	(20%)		\$ 3,980.00
				TOTAL	\$ 23,880.00
Contingency (25%)					\$ 5,970.00

GRAND TOTAL \$ 29,850.00

Agenda Item: _	
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COUNTY (==) EXPRESS

Staff Report

To: Local Transportation Authority

From: Regina Valentine, Transportation Planner Telephone: (831) 637-7665 x 205

Date: January 19, 2017

Subject: County Express Service to San Benito County Fair

Recommendation:

AUTHORIZE County Express Shuttle Service to the San Benito County Fair.

Summary:

The Local Transportation Authority has provided a shuttle service to the County Fair since 2013. The 2017 County Fair will be held September 28 through October 1. Staff is proposing to again offer a shuttle service for fair attendees and is seeking early approval to begin the planning and marketing process.

Financial Considerations:

The financial impact for this service is approximately \$1,600.

Background:

The San Benito County Fair is scheduled September 28 through October 1, 2017. Staff is asking for the Board to authorize shuttle service to the fair on those dates. If approved, this would be the fifth year the Local Transportation Authority will provide this service.

To analyze the performance of the shuttle, staff has reviewed the historic ridership data for the County Fair shuttle service in 2013, 2014, 2015, and 2016. In the table below, the ridership numbers of the service relative to the County Fair attendance is provided by year.

Year	Fair Attendance	Shuttle Ridership	Ridership Percentage of Attendance
2013	11,913	231	1.94%
2014	11,205	71	0.63%
2015	11,954	26	0.22%
2016	9,307	66	0.71%

County Fair Shuttle Service January 19, 2017 Page 2

It should be noted that each year staff has made adjustments to the service in attempts to better serve the community or at the request of the County Fair, which impacts ridership. In terms of the overall shuttle ridership trend, although in absolute numbers 2014 had a higher number of riders than 2016, when comparing ridership to the fair attendance, last year's shuttle outperformed 2014's service. For 2017, staff's goal is to meet or exceed the success of the shuttle's 2013 performance.

Staff Analysis:

The County Fair shuttle service allows the Local Transportation Authority to market its services to residents who are not familiar with County Express to try transit. Often, a person does not ride transit because they do not understand how the system works or are reluctant to try something new. The shuttle service would provide them an opportunity to familiarize themselves to the vehicle, driver, and service levels. The driver on the vehicle would have service brochures on hand to provide attendees.

Staff does not recommend charging a fare for the service. Parking at the Fair is \$5.00 per vehicle. A family of two adults and children would pay \$7.00 in bus fares for a round trip; making it financially unreasonable for the family to take the shuttle service. Additionally, by not charging a fare or having a third party pay for the service, the agency is exempt from Charter Bus regulations (49 CFR Section 604).

In addition to the marketing potential, the shuttle service would have a positive impact on the County Fair. The shuttle service has the potential to:

- Bring more attendees
 - Individuals without personal vehicles will be able to ride the shuttle to the County Fair, increasing the number of potential customers for vendors and sales tax generation.
- Reduce Congestion

Alleviate the crowded parking situation on the fairgrounds. In past years, attendees have illegally parked their vehicles on the side of the road once the parking lot was full.

Staff is seeking early approval of the shuttle service to begin the planning and marketing process. If approved, staff will work with the San Benito County Fair Staff to select an appropriate schedule with the bus arriving approximately every hour and shuttle stop locations. As discussed during the November 2016 Board meeting, staff will coordinate with the County Fair to ask patrons to pay entrance fees on-board the bus at Gate 1 of the fairgrounds with the option of riders than being dropped off at Gate 3 to decrease walking distance.

Regarding promoting the service, staff will: ask that shuttle information be included in all County Fair marketing materials, post notices on-board buses beginning August 2017, and utilize other community advertising outlets such as BenitoLink and social media.

Executive Director Review:	Counsel Review:	N/A
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