

**TOMPKINS CONSOLIDATED AREA TRANSIT, INC.  
BOARD OF DIRECTORS MEETING**

Thursday, June 26, 2008  
4:00 PM TCAT Conference Room  
737 Willow Avenue, Ithaca, NY

Attendees: R. McDaniel, D. Cogan, J. Dotson, H. Dullea, P. Mackesey,  
F. Proto, J. Turcotte, B. Wendt, J. Zumoff

M. Albanese, J. Basile, S. Brock, R. Carnrike, A. Eccleston, N. Oltz,  
B. Stebbins, N. Tedesco, T. Wright, S. Persons/Recording Secretary

Also Attended: Glenn Sharshon, David Moore, Stan Slater, Mike Allen

**Agenda**

**I. Call to Order**

R. McDaniel called the meeting to order at 4:07 PM, and welcomed everyone to the TCAT, Inc. Board of Directors Meeting.

**II. Board Member Items**

S. Brock stated that on the agenda under action items the second bullet strike the words "with VPSI" because we are not entering into a contract with any particular provider, this is the model contract that the board is approving and then any provider who meets the qualifications can sign the contract with us.

P. Mackesey stated she was going to suggest that with there being so much interest in the Discounted Fare Program that we rearrange this agenda so that we could put that closer to the beginning of the meeting so that it would be more convenient to people.

R. McDaniel agreed to move it to just after the Chairperson's Report.

**III. Public Comment**

J. Basile the UAW Chairman stated he would like to introduce Mike Allen to the Board, M. Allen is the international representative and he is going to be working with us on the upcoming contract.

M. Allen stated that he did not want to take up much time but he wanted to say a few words. He stated it was a pleasure to be here and a pleasure to meet everyone, that there is a contract coming up in September and he looked forward to working with everybody. He stated he had met some of the people in the room and he hoped that we can have a successful talk and reach a fair and equitable agreement for all sides involved. He stated he had been with the UAW for 35-36 years and that he came out of the Chrysler plant, he was elected in 1978 and reelected in 1981, 1984, 1987, he was then elected president of the Local with 4000 people in 1990, reelected in 1993, 1996, 1999, and in 2001 he took a job in the international union where he worked in the training division, and then with national negotiations, he decided he had enough to retire and ended up back here. He stated he is happy to be here and happy to answer any questions.

R. McDaniel welcomed M. Allen and stated we look forward to getting to know him as we move on to the negotiating period.

**IV. Approval of the minutes from May 22, 2008 Board Meetings**

The motion to approve the minutes was made by H. Dullea; seconded by F. Proto.

D. Cogan stated that under the Executive Committee section where it stated "D. Cogan stated" needed to be changed to R. McDaniel stated, and under the City Center Project Committee section D. Cogan needed to be removed as he did not give the update.

S. Brock stated that K. Luz Herrera needed to be added to the Attendees list.

The motion to approve the minutes as amended passed unanimously.

**V. Chairperson's Report**

R. McDaniel stated that out of respect for the length of this agenda he would not share a Chairperson's Report and that he would fold that into the executive committee discussion.

**VI. General Manager's Report**

- Reduced Fare Proposal - J. Turcotte stated that as we all know one of the challenges this year at TCAT is the rising fuel price. We started talking about what we can do this summer to help our riders; the one thing we felt was maybe a reduction in the fares would help increase ridership. One of the issues we are having is our commuter trips, our peak time trips are filled to capacity so we thought that through and came up with this idea of proposing a discounted fare. He stated that what he put together were four different scenarios. We looked at the ridership for the two months of last year for the same time period and started looking at the impact of lowering the fares. We started out at \$1.50 and went down to a \$1.00, \$0.50 and the free scenario, and as we looked at it for the midday, the after 6pm and the all day Saturday and Sunday time frames, what we felt was that the best fare to put forward was the \$0.50 fare. One of the reasons for that was, as we all know, we do get state operating assistance by passenger, and TCAT has to match that assistance with \$0.30 so the \$0.50 would actually allow us to match to get the STOA. He stated that personally he thought that anything that is free kind of diminishes the value so we thought the \$0.50 was accountable on TCAT's part. He stated he has also laid out a very aggressive marketing plan that will start tomorrow to get the word out so we can challenge the community to jump aboard a bus and increase our ridership in our non-peak times.

Consider approval of Resolution {2008-09} Approval of Summer Discounted Fare Program. J. Turcotte presented Resolution {2008-09} Approval of Summer Discounted Fare Program.

**RESOLUTION 2008-09  
APPROVAL OF SUMMER DISCOUNTED FARE PROGRAM**

WHEREAS, Tompkins Consolidated Area Transit, Inc. (TCAT) is continuously evaluating opportunities to increase ridership, and

WHEREAS, rising gas prices have caused many people to switch to or consider taking public transit as an alternative to driving their own vehicles, and

WHEREAS, even though almost 1/5 of U.S. transit agencies have cut back service in recent months because of increased fuel prices, and others have increased fares, the TCAT Board of Directors and staff believe that TCAT service cuts or fare increases would lead to drops in ridership at the very time the public is relying on TCAT service to help mitigate the impact of rising gas prices, and

WHEREAS, TCAT has excess capacity on its buses during non-peak hours and days, and a drop in its regular fare during such times is expected to result in a ridership increase without the need to add service, operators or equipment, and

WHEREAS, TCAT staff have evaluated the costs to TCAT of reducing or eliminating its regular fare during non-peak hours and days during a trial period of July 1 through August 31, 2008, and

WHEREAS, the TCAT Board of Directors supports implementation of a summer discounted fare program on a trial basis, and after the program expires the Board will evaluate the program's success in increasing ridership and TCAT's actual costs and will consider whether future discounted fare programs are feasible, therefore be it

RESOLVED, that the TCAT Board of Directors hereby reduces the regular fare to \$0.50 during the hours and days shown on the attached spreadsheet titled "Tompkins Consolidated Area Transit Inc. Discounted Fare Options: June 2008", during the period of July 1, 2008 through August 31, 2008, with fares returning to their pre-July 1, 2008 levels on September 1, 2008.

The resolution to approve the Summer Discounted Fare Program was moved by F. Proto and seconded by P. Mackesey. Discussion followed.

J. Zumoff stated he was glad to see that we were willing to try something and that there was a two month time limit on it and he thought it was probably a good experiment. He questioned if the summer two months was a reasonable time period for an experiment when the summer is normally a slower period in general and what we are going to see really will not be indicative of what might happen if we did it during the normal year.

J. Turcotte stated that the challenge he had with this was not only the summer months but also the off peak times. There are a lot of studies and a lot of references you can look at and when you reduce fares because it is usually across the board you can come up with a pretty good projection on your increase, the challenge here was it was off peak, he stated he did put a 10% increase in here but that was his best guess.

P. Mackesey stated that one way to look at it was to try and figure out who would be using it during off peak hours. We already have a college student population that mostly have bus passes so they are not necessarily the people we would target, we would be targeting people who would be available to ride the bus during off peak hours. There are populations that might allow this to happen, we just have to figure out who can possibly use it, she stated that she does not see that waiting until the fall could change this.

F. Proto stated that one of the concerns was getting the individuals that are outside the city to travel in, and as a companion piece we are preserving our routes for the summer and we are not proposing any cuts for the summer service for anything outside the city. He questioned was there going to be an effort to contact local employers.

H. Dullea asked J. Turcotte to explain the aggressive marketing campaign and whether local employers are involved in it.

J. Turcotte responded that we are going to issue our press release to all of our media outlets. He stated that for the radio spot in the mornings there will be a new ad starting, there is a section in the Penny Saver that we are going to put this ad in, it will be on the side of the buses, the interior of the buses, we are going to distribute a similar flier to all of our outlets, and the website. He stated that he did take note of what F. Proto said about the local employers.

B. Wendt stated that the other thing he does not think we should forget is that TCAT offers some really special services during the summer. We go to the state parks so we have runs out there that people could take advantage of. He stated the general mood out there is stay close to home and enjoy Tompkins County. He stated we do have a lot of new students that do not have bus passes up at Cornell for summer session so there is a whole fresh market of people there and by us marketing Ithaca better it may do more just to show people not just what campus is about but what the whole community is about and all the beautiful attractions that we have around here. He stated that we are also doing some other things with school age youth and he thought that was a really big market for us, that it was a great way to catch teenagers and give them a chance to get out of the house.

J. Dotson stated that she thought the marketing campaign was a great idea. She stated we would love to see a ridership increase and summer time is a great time to do that. We have some routes that have some capacity on them so we do have some room at this time, and this is a neat investment that TCAT can make. She stated she loved the advertising on the outside of the buses because it will open up the possibility for people who maybe have never taken the bus to hop on. We have a budget issue here and one of the best things that we can do is get people on the bus.

H. Dullea stated that in the budget committee we certainly had to look very carefully at any proposal that suggests that we are going to lose money at a very difficult time. All across the country transit operations have two other alternatives right now in the face of skyrocketing costs of diesel, cutting service and increasing fares, but in some mass transit operations differential pricing has been tried out and found to be an attractive thing to do. There are a number of subway systems which have higher prices during commuting periods than in the middle of the day and on the weekends. Those decisions have been made elsewhere with the recognition that pulling people into the mass transit operation is a very important thing to do. He stated that he thought the public often does not realize how subsidized mass transit is and has to be. We are very proud of the fact that we have in this last year over 3.1 million rides taken by the public with an \$11.1 million annual operating budget, that means that the cost of the ride is nearer to \$3.67 per ride and we only charge a \$1.50 a ride. There is an enormous subsidy there and the state contributes to that subsidy, the university has done a major contribution in its practices with its faculty and staff and the partial subsidy of student passes and our county and city also contribute. He stated that one of the fundamental questions that has to be answered by this pilot project is whether or not we can make the argument sufficiently that the public responds significantly to this opportunity and that we will actually see a higher rate of increase this summer than the 10% projected, if that happens it seems to me it is a major message to our colleagues in government that this subsidy is absolutely important.

R. McDaniel stated we have invested more in strategic planning this year than in previous years, TCAT has called us to their retreat and the follow up in various committees has been what can we do in the face of the high fuel costs, in the face of the interest of the whole community to advance sustainability. He stated it makes sense to try it in the summer season when we have more empty seats but it also makes sense to try it in a different business pattern which is the normal season. So we might not see this as the one and only experiment in this field, but one of many experiments to try and leverage all of the value that we have out there in the buses and the routes that are currently moving around.

R. McDaniel asked if all were in favor of passing this resolution. The resolution passed unanimously.

- Monthly Operating Report - J. Turcotte presented the Monthly Operating Report for May 2008. He reviewed the details of the Riders, Miles & Hours Statistics, Service Changes & Special Events, Maintenance Statistics, Accidents & Other Incidents, Finance, Human Resources, Marketing Initiatives, & Customer Communications.
- Rural Transportation Update- J. Turcotte stated we have talked about all the logistics that we can come up with. One thing we have to work on is our 60 day notice for the contract, we will put that together and it will set everything else in motion, once that is done we can talk to C. Chapman and let him tell his people, then TCAT will follow up on recruitment with his employees to see if anyone wants to work at TCAT. We realized we will be recruiting for six more operators and one mechanic. We will also be doing rural route training for supervisors, operators, and mechanics. He stated we are blending the rural route service into our runcut, and we are working on the mileage by route.
- NYSDOT Spare Vehicle Program- J. Turcotte reported that TCAT had been selected by NYSDOT to possibly host spare vehicles. He stated what they are asking TCAT to do is house 6-8 smaller vehicles with the thought that if other properties throughout the state needed to use those spare vehicles that we would lease those vehicles to the properties.

**VII. Action Items from Staff**

- Consider approval of Resolution {2008-07} Approval of ADA Transportation Contract- R. McDaniel presented Resolution {2008-07} to award the ADA Transportation Contract to Gadabout Transportation Services, Inc. to provide ADA paratransit services.

**RESOLUTION 2008-07  
AWARD OF CONTRACT TO GADABOUT TRANSPORTATION SERVICES,  
INC. TO PROVIDE ADA PARATRANSIT SERVICES**

WHEREAS, TCAT, Inc. (TCAT) is in need of a transit service provider to provide ADA paratransit services for TCAT, and

WHEREAS, TCAT issued a request for proposals on May 5, 2008 to provide ADA paratransit services (RFP 20-08) and received one proposal, and

WHEREAS, TCAT staff has determined that Gadabout Transportation Services, Inc. (Gadabout) is a qualified and acceptable firm, and that acceptance of its proposal at a base rate of \$19.50 per passenger trip (less passenger fares) would be in the best interest of TCAT, and

WHEREAS, TCAT staff recommended entering into an agreement with Gadabout to provide ADA paratransit services, and

WHEREAS, TCAT's contract approval policy requires contractual agreements for the provision of ADA paratransit services to be approved by the TCAT Board, therefore be it

RESOLVED, that the TCAT Board of Directors selects Gadabout as its ADA paratransit provider at a base rate of \$19.50 per passenger trip, and be it further

RESOLVED, that the TCAT Board of Directors authorize the Chairperson of the Board and the General Manager to enter into a 3-year contract with Gadabout, with a 3-year option to renew, effective July 1, 2008 for the provision of ADA paratransit services, said contract being subject to the approval of TCAT's attorney.

The resolution to award the ADA Transportation Contract to Gadabout Transportation Services, Inc. to provide ADA paratransit services was moved by H. Dullea and seconded by F. Proto. Discussion followed. The motion passed unanimously.

- Consider approval of Resolution {2008-08} Approval for Entering into Agreement for Van Pool Services- N. Tedesco presented Resolution {2008-08} Approval for Entering into Agreement for Van Pool Services.

**RESOLUTION 2008-08  
CREATING VANPOOL SUBSIDY PROGRAM**

WHEREAS, increased fuel prices and improved environmental awareness have led commuters in Tompkins County and beyond to seek alternatives to the privately owned, low occupancy motor vehicle for commuting to work, and

WHEREAS, a vanpool is a group of people who commute together to work in a seven to fifteen passenger van, sharing the cost of operating the van, and

WHEREAS, in many other regions, vanpools successfully bring commuters to work in a cost-effective, environmentally friendly way, and

WHEREAS, a subsidy for each vanpool group would make the vanpool option more fiscally attractive to potential participants, thereby increasing participation and the overall stability of such a program, and

WHEREAS, as part of Cornell's community transportation and housing initiatives, funds have been made available to TCAT for the start-up of a vanpool program, and therefore there would be no cost to TCAT for such a program; now therefore be it

RESOLVED, the TCAT Board hereby approves the TCAT Vanpool Subsidy Program as described in TCAT's model Non-Exclusive Vanpool Subsidy Contract, subject to TCAT's entering into an agreement or MOU with Cornell University for Cornell to provide the subsidies described in the contract, pay for reasonable vanpool program administrative costs, and provide financial support for equipping vans with wheelchair lifts and other equipment necessary to accommodate disabled vanpool applicants, and be it further

RESOLVED, TCAT staff are authorized to issue Vanpool Vendor Minimum Qualifications and/or a Request for Proposals for the non-exclusive provision of vanpool services that qualify for TCAT's subsidies, and be it further

RESOLVED, the TCAT Board Chair and General Manager are authorized to execute TCAT's Non-Exclusive Vanpool Subsidy Contract with those providers who meet TCAT's Vanpool Vendor Minimum Qualifications and/or the requirements set forth in the Request for Proposals, said contract being subject to the approval of TCAT's attorney.

The resolution for Entering into Agreement for Van Pool Services was moved by P. Mackesey and seconded by D. Cogan. Discussion followed. The motion passed unanimously.

#### **VIII. Committee Reports**

- **Executive Committee**

R. McDaniel stated the Executive Committee met on June 12, 2008 and he presented "TCAT...The Green Initiative", there were also updates on Van Pool, and the Green Street Transit Stop/Café and the budget.

- **Budget Committee**

D. Cogan stated that the Budget Committee met on June 17, 2008 and discussed the 2008-2009 STOA, the fuel prices, the Revenue Expenditure Report dated April 30, 2008 and the 2009 Operating and Capital Budget options and the dates for the Partner Budget Presentation.

- **Transit Service Committee**

P. Mackesey reported that the Transit Service Committee met on June 24 and discussed the reduced fares, an update on the Transportation Development Plan, the passenger miles survey had been completed and there are changes in the figures that are not quite where they should be, the Vanpool service report, the Summer Read and Ride program where 410 passes were given out to students to get them to use the buses.

- **Human Resources Committee**

H. Dullea stated that the Human Resources Committee met on June 16, 2008 and discussed the current staffing levels, the grievance log, and the contract negotiation preparations update.

- **City Center Project Committee**

D. Cogan reported that the City Center Project Committee did not meet this month.

#### **IX. Next meeting**

R. McDaniel announced the next meeting date July 24, 2008 at 4:00 PM.

#### **X. Adjournment**

The motion to adjourn the meeting was made by F. Proto. The meeting adjourned at 6:00 PM.