



SOUTH CENTRAL REGIONAL TRANSIT DISTRICT

BOARD OF DIRECTORS

AGENDA

Wednesday, August 23, 2017, 1:30 PM

The following is the agenda for a meeting of the Board of Directors of the South Central Regional Transit District to be held Wednesday, August 23, 2017 at 1:30 PM, at the Dona Ana County Government Center, 845 North Motel Boulevard Las Cruces, New Mexico 88007.

Digital recordings and/or minutes will be made and will be available on request.

The SCRTD does not discriminate based on race, religion, sex, sexual orientation, gender identity, color, ancestry, serious medical condition, national origin, age, or disability in the provision of services.

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SCRTD.ORG



Call to Order

1. Pledge of Allegiance
2. Roll Call
3. Changes to the Agenda
4. Public Input
5. Approval of SCRTD Meeting Minutes of June 28, 2017
6. Financial Report for the Period Ending July 31, 2017- Katherine Gervasio
7. Executive Director's Report- David Armijo
8. Action – Items
 - a. Resolution to Approve the amended Dona Ana County & SCRTD Agreement
 - b. Resolution to Approve City of Anthony Agreement with SCRTD
 - c. Resolution to Approve Replacement of Engine on StarCraft All Star XL Bus #3
 - d. Resolution to Approve Cancellation of Advertising Contract
 - e. Purchase of one Rio Metro Bus
 - f. Resolution to Approve June 30th, 2017 Budget Adjustments
9. Discussion Items
 - a. Board Retreat - September
 - b. Five Year Service and Financial Plan Update
 - c. FY2016-17 Performance Report
 - d. FY2019 5311 & 5310 Grant Submittal Dona Ana & Sierra County Applications
10. Board Comments
11. Adjourn

Item 5: June 28, 2017 Minutes



South Central Regional Transit District Board of Directors
 Wednesday, June 28, 2017 -- 1:30 PM
 Doña Ana County Government Center
 Commission Chambers
 845 North Motel Boulevard Las Cruces, NM 88007

MINUTES

- I. **Call to Order** – Chairman Javier Perea called the meeting to order at 1:30 pm.
- II. **Pledge of Allegiance:** Pledge of Allegiance was led by Chairman Javier Perea
- III. **Roll Call (Sign In)** –Jeannie Jacka, SCCOG Fiscal Clerk, did a roll call of SCRTRD Board members. With four (4) members present and one participating via telephone, a quorum was established.

Present at the meeting:

Board Members:

Javier Perea-Chairman-Mayor of Sunland Park
 Jack Eakman, Councilor, City of Las Cruces
 Billy G. Garrett, RTD Treasurer, Dona Ana County
 Commissioner
 Robert E. Torres, Village of Hatch
 On the phone: Trustee Marjorie Powey, Village of
 Williamsburg

SCRTRD Staff:

David Armijo, SCRTRD Executive Director
 Leticia Lopez, SCRTRD Dispatcher

SCCOG Staff:

Jay Armijo, SCCOG Executive Director
 Katherine Gervasio, SCCOG Fiscal Administrator
 Jeannie Jacka-SCCOG Fiscal Clerk

Members Absent:

Nora Barraza-Vice Chairman-Mayor of Town of
 Mesilla
 Steve Green, Mayor City of T or C
 Gerald LaFont, Councilor, City of Elephant Butte

Guests:

David Chandler- Center for Neighborhood Tech.
 Michael McAdams, MVMPO
 Michael Bartholomew-CLC Transit
 Gloria Gamos-City of Anthony-Trustee
 Diane Trujillo-Mayor of City of Anthony
 William Provance-DAC Airport
 Sharon Thomas, Citizen Advisory Board
 Greg White-SCRTRD volunteer

- IV. **Approval of / Changes to Agenda:** Chairman Perea asked if any changes be made to the agenda. No changes. Motion made by *Councilor Eakman* and 2nd by *Trustee Torres*.
- V. **Approval of SCRTRD Meeting Minutes of May 24, 2017:** *Councilor Eakman* made the motion to approve the minutes and *Trustee Torres* 2nd the motion *Trustee Powey* asked for a correction on the 5-24-2017 minutes to show she was not at the meeting but was on the phone. Motion passed.
- VI. **Treasurer's Report:** *Commissioner Billy Garrett* requested that *SCCOG Fiscal Administrator Katherine Gervasio* give the Financial report. *Ms. Gervasio* reported that as of 05.31.2017, the expenditures were at \$725,269.00 and the revenue was at \$745,000 with no budget adjustments at this time. The farebox has collected \$ 5,006.00. Commissioner Garrett suggested that the Treasurer's Report be given by the Fiscal Agent. SCRTRD Executive Director, David Armijo also had a suggestion to make a change on the agenda to show a Budget Report instead of the Treasurer's report. SCCOG Executive Director, Jay Armijo, also had a suggestion that SCRTRD Executive Director, David Armijo, eliminate the "Treasurer's report" and move it to a different part of the agenda. Mr. David Armijo agreed to the suggestion. Chairman Perea informed the Board

at the By-laws would need to be reviewed in order to see what to do with the Treasurer position.

VII. Public Input: Greg White who is a volunteer for the RTD, spoke about the County Commissioners meeting held on June 27, 2017. Mr. White gave 2 reasons for speaking on behalf of the RTD. His first reason being that he recognized that Commissioner Vasquez was not going to vote on the RTD motion and postponed the motion for 2 weeks. The 2nd reason was he hoped to use the Commissioner's name as an introductory with the other Commissioners. Mr. White also informed the Board that he had asked the Commissioners what their concerns were and had a copy of the draft summary letter with all the concerns addressed to give to Commissioner Gonzales. He also presented Chairman Perea a copy of the letter.
No Further Public Comment.

Commissioner Garrett thanked Mr. White for all the work he was doing for the RTD.
No Further Public Comment.

VIII. Executive Director's report: *David Armijo, Executive Director, SCRTD*, spoke on Finance and riderships as the most important item he has been working on. The Grant was renewed by the State of NM but it was reduced from \$ 727,000.00 to \$ 419,000.00. This is about 80% of our budget. All operations will be active.

The 5310 & 5311 grants in NM is an opportunity on receiving funding. The deadline was on the June 23rd, 2017 and there is a Letter of Intent to Apply for these grants in the packet.

SCRTD Executive Director David Armijo is looking into an opportunity to serve Sierra County in the near future. First, he would like to have conversations with Sierra County Board of Commissioners over the next 2 to 3 months. Mr. Armijo is also wanting to create a Community Outreach for areas such as Sunland Park, Anthony, Las Cruces and Hatch.

The ridership has risen to 2147. Almost double from last October.

Mr. Armijo is wanting update the By-Laws and the 5-year plan.

Mr. Armijo informed the Board that the buses acquired from Rio Metro are in the shop ready to get painted.

Chairman Perea asked if there were any questions:

Commissioner Garrett asked if the special meeting would be held during a regular meeting or would a separate meeting be held? *SCRTD Executive Director, David Armijo* suggested either a July or August monthly meeting would be used for the special meeting since the room was already reserved to go over the By-Laws and 5 Year Plan.

IX. Discussion items:

a. City of Anthony Mayor Trujillo was invited to discuss Membership proposal to join

SCRTD: SCRTD Executive David Armijo introduced City of Anthony, Mayor Diane Trujillo to the Board. An invitation to become a SCRTD member was given to the Mayor and the City of Anthony. Mr. Armijo would like to work with Mayor Trujillo and focus on the needs for the City of Anthony. He feels that the heart of Anthony is the center of Doña Ana and together both the City of Anthony and the SCRTD can benefit. Mr. Armijo is looking at private property to park 3-4 buses. This would help reduce the cost in fuel and mileage. Ms. Trujillo asked what the Membership dues would be. Per Mayor Perea, it is \$0.50 per resident. City of Anthony, Trustee Gameros spoke to the Board about a Domicile for the buses. Mr. David Armijo informed Ms. Gameros that it would be for only 3-4 buses at a time but that he was also looking for an office in the Anthony City Hall offices.

Mayor Trujillo informed the Board that she had received a phone call from Commissioner Vasquez and that he had requested that the City of Anthony keep \$ 75,000.00 in their budget

for the RTD. Her concern was that she wasn't sure why Commissioner Vasquez would make that kind of request. SCRTD Director Armijo informed the board that he wasn't aware of a reason why that request was made but reassured Mayor Trujillo that it did not have anything to do with the South Central Regional Transit Board

Commissioner Garrett spoke to the Board about communicating with elected officials to get the correct information. He also would like a Follow-Up done with Commissioner Vasquez.

b. Rail Feasibility study presentation: Mr. Chandler, from Center for Neighborhood Technology gave a presentation on the Rail Feasibility study. His findings were shown through a PowerPoint which is included in the packet and also available on the SCRTD website, www.scrtd.org

This study has been ongoing for the last two years. The purpose for the study is to see if a Railroad transit would benefit the area in Las Cruces and El Paso at Union Station. There will be stops with intermediate stations between the terminal stations that are owned by BNSF Railroad. A survey was done with 1000 online recipients and all the responses were positive. Mr. Chandler feels that bringing in the Railroad Transit would help people save money in transportation. Councilor Eakman had concerns on the Capital Costs on the Railroad Transit. He stated that once a Railroad transit comes in, you are committed and cannot walk away from it. With the Bus Transit, you have more options available

c. Notice of Intent to Apply for 5310 & 5311 Grants, Doña Ana and Sierra County: This discussion item was discussed in the Executive Director's report Line Item #8.

X. Action--Items.

a. New Doña Ana County MOU with SCRTD

SCRTD Executive Director David Armijo informed the Board that Commissioner Vasquez asked to wait 2 weeks in order to view the MOU per a discussion on June 27, 2017 with the Commissioner.

Item B:4 needs to be a detailed quarterly report. A report is provided monthly and more details will be provided. On the MOU, change the wording to "monthly" instead of "quarterly." Commissioner Garrett informed the Board that he did not know what Commissioner Vasquez concerns were specifically. But he suggested that the MOU could be modified to read "The SCRTD agrees to account for all funds received and will provide Doña Ana County a monthly report of transit statistics and how the funds are utilized to assure compliance. A motion was made by **Commissioner Garrett** to approve the MOU with SCRTD and Dona Ana County with the modification in Item B:1. **Councilor Eakman** 2nd the motion. Councilor Eakman asked if the date would be changed. Item B1 would need to be modified to read within 14 days of the ratification of the MOU.

b. Resolution to Adopt the 2017-2018 Fiscal year Budget:

Councilor Eakman made the motion to adopt the 2017-2018 Fiscal Year Budget, **Commissioner Garrett** 2nd the motion. The motion carried and approved.

c. Resolution to Approve SCCOG Annual Contract as Fiscal Agent:

Commissioner Garrett made a motion to approve SCCOG Annual Contract as Fiscal Agent and **Trustee Torres** 2nd the motion. Motion carried and approved.

d. Resolution to Adopt the second year of the STS Contract to provide operations and maintenance support to the District: A motion was made by **Councilor Eakman** and 2nd by **Trustee Torres**. Motion passed.

e. **Resolution to appoint Billy Garrett as the SCRTD Board Representative to the Camino Real Consortium:** *Councilor Eakman* made the motion and *Trustee Torres 2nd* the motion. Motion carried and approved.

f. **Resolution to amend the Membership Fees for 2017-2018 Fiscal Year:**

SCRTD Executive Director stated that the Membership dues have not changed since 2013. Based on population the cost is \$0.50 per person. There has not been any billing or revenue from the City of Anthony. The membership fees will be increased by 2.4%. Motion made by **Commissioner Garrett** and was 2nd by **Councilor Eakman**. Commissioner Garrett asked if the membership fee structure was still .50¢ per capita. He also stated that the population has increased and we need to calculate a higher membership fee based on the population increase. The Census used is from 2010 and this is used as the base.

XI. Board Comments: No board comments.

XII. Adjournment: *Commissioner Garrett* made a motion to call the meeting adjourned. *Councilor Eakman 2nd*. Chairman Perea called the meeting adjourned at 3:36.

Approved by:

SCRTD Chairman

Date

Item 6: Treasurer's Report

| South Central Regional Transit District | | | | | |
|--|----------------------|--|------------------|-----------|-------------------|
| FY 17-18 EXPENDITURES as of 07.31.17 | | | | | |
| Descriptions | Budget | Revision Request Increase/ (Decrease) | Y-T-D | % | Remaining |
| <i>Personnel Services</i> | | | | | |
| Salaries | 312,000.00 | | 15,422.06 | 5% | 296,577.94 |
| <i>Employee Benefits</i> | | | | | |
| FICA/Medicare Tax | 21,436.34 | | 1,157.32 | 5% | 20,279.02 |
| WC/SUTA | 15,502.90 | | 191.58 | 1% | 15,311.32 |
| Workers' Comp Insurance | 17,000.00 | | - | 0% | 17,000.00 |
| Health Insurance | 62,334.00 | | 2,951.25 | 5% | 59,382.75 |
| Retirement - PERA | 23,088.00 | | 1,122.74 | 5% | 21,965.26 |
| <i>Travel</i> | | | | | |
| Travel - Reimbursement | 4,000.00 | | | 0% | 4,000.00 |
| FUEL | 55,000.00 | | | 0% | 55,000.00 |
| Maintance on Vehicles | 20,000.00 | | 4,986.85 | 25% | 15,013.15 |
| <i>Supplies</i> | | | | | |
| Supplies | 6,360.00 | | 1,332.00 | 21% | 5,028.00 |
| <i>Insurances</i> | | | | | |
| General Liability | 2,376.00 | | | 0% | 2,376.00 |
| Automobile Insurance | 59,000.00 | | | 0% | 59,000.00 |
| D&O Insurance | 27,500.00 | | | 0% | 27,500.00 |
| <i>Contractual Services</i> | | | | | |
| Professional Fees/Audit | 9,600.00 | | | 0% | 9,600.00 |
| Legal Fees | 1,000.00 | | | 0% | 1,000.00 |
| Contract Services | | | | | |
| SCCOG | 115,000.00 | | - | 0% | 115,000.00 |
| STS, NM | 148,800.00 | | 12,679.71 | 9% | 136,120.29 |
| Zia Therapy | 10,000.00 | | - | 0% | 10,000.00 |
| FineLine Graphics | 2,500.00 | | | 0% | 2,500.00 |
| <i>Operating Cost</i> | | | | | |
| Advertisements | 150.00 | | | 0% | 150.00 |
| Conf/Seminars/Training | 250.00 | | | 0% | 250.00 |
| Postage | 50.00 | | | 0% | 50.00 |
| Office Equipment | 500.00 | | | 0% | 500.00 |
| Asset Management | 1,200.00 | | | 0% | 1,200.00 |
| Telephone | 7,200.00 | | 596.26 | 8% | 6,603.74 |
| Reserve | 70,000.00 | | | 0% | 70,000.00 |
| <i>Capital Assets</i> | | | | | |
| Capital Assets | 5,500.00 | | | 0% | 5,500.00 |
| Total Expenses | \$ 997,347.24 | \$ - | 40,439.77 | 4% | 956,907.47 |

| FY 17-18 REVENUE | | | | | |
|--|----------------------|--|-----------------------------------|----------------|------------------------------|
| South Central Regional Transit District | | | | | |
| Support & Revenue | Revenue | Revision Request Increase/ (Decrease) | Y-T-D Received PMT | % Y_T_D | Remaining Balance |
| Membership Dues | | | | | |
| CITY OF LAS CRUCES | \$ 49,980.00 | | | 0% | \$ 49,980.00 |
| DONA ANA COUNTY | \$ 43,164.00 | | \$ 43,164.00 | 100% | \$ - |
| SUNLAND PARK | \$ 7,208.00 | | \$ 7,208.00 | 100% | \$ - |
| TOWN OF MESILLA | \$ 1,124.00 | | \$ 1,124.00 | 100% | \$ - |
| VILLAGE OF HATCH | \$ 843.00 | | \$ 843.00 | 100% | \$ - |
| City of Anthony | \$ 4,680.00 | | | | |
| CITY OF ELEPHANT BUTTE | \$ 732.00 | | \$ 732.00 | 100% | \$ - |
| CITY OF TRUTH OR CONSEQ | \$ 3,315.00 | - | | 0% | \$ 3,315.00 |
| TOWN OF WILLIAMSBURG | \$ 229.00 | - | | 0% | \$ 229.00 |
| | | | | | \$ - |
| Dona Ana County GRT | 350,000.00 | - | | 0% | \$ 350,000.00 |
| | | | | | |
| El Pase MPO 5310* | 42,905.00 | | 4,968.00 | 12% | \$ 37,937.00 |
| NMDOT 5311 | 157,396.00 | | 27,397.25 | 17% | \$ 129,998.75 |
| NMDOT 5311* | 314,315.00 | | - | | |
| Bus Fares/Ticket Sales | 9,400.24 | | 599.67 | 6% | \$ 8,800.57 |
| Advertisement Revenue | 12,056.00 | | 0.00 | 0% | \$ 12,056.00 |
| TOTAL REVENUES | \$ 997,347.24 | \$ - | \$ 86,035.92 | 9% | \$ 592,316.32 |
| * Funding Begins October 1st, 2017 | | | | | |
| | | | | | |
| | | | | | |
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Item 7: Executive Directors Report

Communications

During the months of June and July, much of the outreach was on educating the Commissioners and community organizations of the benefits of the transit program to support the Districts request for funding. During this period, the District secured its NM DOT 5311 Grant and reached an agreement with the County for \$350,000 to support operations for the next budget year.

Ridership

Per the chart below, Ridership slowed a bit in July with school being out, vacation travel and weather but it is expected that ridership will bounce back at the end of summer.

| SCRTD RIDERSHIP - Fiscal Year 2017 | | | | | | | |
|---|--------------|--------------|---------------|------------------|---------------|----------------------|-------------------------------|
| Period | BLUE | RED | PURPLE | TURQUOISE | ORANGE | Added Service | System Passenger Total |
| Oct 2016 | 159 | 344 | 132 | 22 | 444 | 88 | 1189 |
| Nov 2016 | 121 | 302 | 117 | 30 | 445 | 28 | 1043 |
| Dec 2016 | 103 | 299 | 119 | 40 | 391 | 0 | 952 |
| Jan 2017 | 164 | 334 | 177 | 55 | 382 | 62 | 1174 |
| Feb 2017 | 166 | 492 | 289 | 140 | 435 | 76 | 1598 |
| Mar 2017 | 125 | 545 | 444 | 253 | 460 | 14 | 1841 |
| Apr-2017 | 111 | 567 | 522 | 335 | 384 | 36 | 1955 |
| May-2017 | 139 | 677 | 454 | 303 | 538 | 36 | 2147 |
| Jun-2017 | 143 | 548 | 342 | 365 | 740 | 0 | 2138 |
| Jul-2017 | 125 | 456 | 353 | 299 | 643 | 60 | 1936 |
| Aug-2017 | | | | | | | 0 |
| Sep-2017 | | | | | | | 0 |
| YTD | 1,356 | 4,564 | 2,949 | 1,842 | 4,862 | 400 | 15,973 |
| Notes: | | | | | | | |
| 1. Two holidays in January; including New Year's Day and Martin Luther King Holiday | | | | | | | |

Based on the current trend line ridership for the year should reach 20,000 trips. District staff are working with the schools to adjust schedules where possible to transport students on regular transit buses.

Item 8: Action Items

- a. Resolution to Approve the amended Dona Ana County & SCRTRD Agreement

On July 25th, the Dona Ana County Commission approved the DAC-SCRTRD Agreement to provide \$350,000 for financial support to the District in support of both capital and operating grants to provide transportation services. The approval came after public comment and discussion on the merits of the agreement. Attached to this Board Package is the Memorandum of Understand between the District and the County.

New elements of the agreement include monthly reporting, both financial and performance measures. Additionally, the District will be paid monthly.

The performance measures will be the same information used for the New Mexico State Transit and Rail Division.

Resolution to Approve DAC – SCRTD Agreement

South Central Regional Transit District

Resolution Number: _____

A Resolution to Approve the amended Dona Ana County & South Central Regional Transit District Agreement for transit services

WHEREAS, the South Central Regional Transit District Board of Directors met in a meeting Wednesday, August 23rdth, in the Dona Ana County Offices, 845 N. Motel Blvd., Las Cruces, N.M.; and,

WHEREAS, Dona Ana County has amended the agreement with the South Central Regional Transit District,

NOW, THEREFORE, BE IT RESOLVED by the Board of Directors of the South Central Regional Transit District does hereby approve the Agreement with Dona Ana County for transit services.

ADOPTED AND APPROVED THE 23RD DAY OF August, 2017.

Javier Perea, SCRTD Board Chair

ATTEST:

David Armijo, Executive Director

b. Resolution to Approve City of Anthony Agreement with SCRTD

South Central Regional Transit District

Resolution Number: _____

A Resolution to Approve the City of Anthony to become a Member of the South Central Regional Transit District

WHEREAS, the South Central Regional Transit District Board of Directors met in a meeting Wednesday, August 23rdth, in the Dona Ana County Offices, 845 N. Motel Blvd., Las Cruces, N.M.; and,

WHEREAS, the Regional Transit District Act, Chapter 73, Article 25, Sections 1-18, NMSA 1978 established the legislation to form Regional Transit Districts,

WHEREAS, the South Central Regional Transit District formed in November 2006,

WHEREAS, the City of Anthony, New Mexico has executed a resolution to join the South Central Regional Transit District,

NOW, THEREFORE, BE IT RESOLVED by the Board of Directors of the South Central Regional Transit District does hereby approve the City of Anthony joining the District.

ADOPTED AND APPROVED THE 23RD DAY OF August, 2017.

Javier Perea, SCRTD Board Chair

ATTEST:

David Armijo, Executive Director

c. Resolution to Approve Replacement of Engine on StarCraft All Star XL Bus #3**Background**

During the spring of 2015 the NM State Legislature provided funding to the District to purchase five buses for the start-up of Revenue operations. A purchase was made and five buses were purchased and were delivered by December 2015. The 12-month warranty on these five buses expired last December 2016.

Discussion

During the past month, Bus #3 failed to start and was delivered to Borman for servicing. Borman's mechanics could not get the bus to start so arrangements were made to have technicians from the bus manufacturer to evaluate and troubleshoot the bus. The technician from Creative Bus was able to start the bus and recommend needed maintenance on the bus. However, follow this review it was determined that the engine was unable to be fixed and would require a replacement engine. The cost of the work is over \$8,000 for the engine and a total of \$11,000 for the engine and labor. The District's operations and maintenance contractor, STS is reviewing options and seeking work from a subcontractor better suited for this type of work.

It is expected that this bus will be out of service for the next 60 days.

Recommendation

Provide authorization to the Executive Director to work with STS to secure a replacement engine for bus #3 in an amount not to exceed \$11,500.

Resolution Approve Replacement Engine Bus #3

South Central Regional Transit District

Resolution Number: _____

A Resolution to Approve the Replacement of the Engine for Bus #3 at a cost not to exceed \$11,500 for equipment and labor

WHEREAS, the South Central Regional Transit District Board of Directors met in a meeting Wednesday, August 23rdth, in the Dona Ana County Offices, 845 N. Motel Blvd., Las Cruces, N.M.; and,

WHEREAS, the South Central Regional Transit District provides transportation services,

WHEREAS, the District needs to replace the engine on Bus #3 at a cost of \$8,000 for a new engine,

WHEREAS, the District may acquire a new engine and install the engine at a total cost not to exceed \$11,500,

NOW, THEREFORE, BE IT RESOLVED by the Board of Directors of the South Central Regional Transit District does hereby approve the purchase and installation of a new engine as a replacement for Bus #3.

ADOPTED AND APPROVED THE 23RD DAY OF August, 2017.

Javier Perea, SCRTD Board Chair

ATTEST:

David Armijo, Executive Director

d. Resolution to Approve Cancellation of Marketing Services Agreement

Background

The contract between SCRTD and Templeton Marketing Services, Inc. was signed on November 18, 2015. The agreement was to provide advertising services in the exterior advertising display “on all seven routes for services between towns in New Mexico and Arizona.” The term of the agreement is for five years. This contract may be terminated at any time by either party on written notice, with or without cause.

Discussion

The contract has been in effect for the past 21 months, including 18 months of revenue service. This contract has generated over \$18,166.51. Essentially, about \$1,000 of revenue every month since the beginning of revenue service.

Table: Marketing Services Revenues & Expense

| | Marketing Services | | Revenue | Expense | | | |
|------------|--|----------------|--------------|-------------|-----------|---------------------|------------------|
| Entry Type | Transaction Description | Effective Date | Debit | Credit | Trans Src | ID | Session ID |
| N | To pay invoice for Templeton-152981 | 1/31/2017 | | \$ 96.58 | APS | Templeton Marketing | API-01.31.2017 |
| N | Lettering invoice for SCRTD Buses | 11/10/2016 | | \$ 926.91 | APS | Templeton Marketing | API-11.10.2016 |
| N | REVENUE from advertising | 11/2/2016 | \$ 540.00 | | ARC | TEMPLETON MARKETING | AR-11.02.2016 |
| N | REVENUE FROM ADVERTISING | 12/5/2016 | \$ 540.00 | | ARC | TEMPLETON MARKETING | AR-12.05.2016 |
| N | Revenue from Advertising | 1/9/2017 | \$ 540.00 | | ARC | TEMPLETON MARKETING | DR-01.09.2017 |
| N | Revenue rcvd from Advertising | 2/2/2017 | \$ 540.00 | | ARC | TEMPLETON MARKETING | DR-02.02.2017 |
| N | REVENUE FROM BUS WRAPS | 4/4/2016 | \$ 1,790.00 | | CR | TEMPLETON MARKETING | DR-02292016 |
| N | Advertising revenue recvd. from bus w raps | 3/1/2017 | \$ 540.00 | | ARC | TEMPLETON MARKETING | DR-03.01.2017 |
| N | REV. rcvd | 4/3/2017 | \$ 540.00 | | ARC | TEMPLETON MARKETING | DR-04.03.2017 |
| N | To recv. advert. revenue | 10/3/2016 | \$ 2,880.00 | | ARC | TEMPLETON MARKETING | DR-10.03.2016-01 |
| N | To Record Advertising Rev | 6/2/2016 | \$ 11,280.00 | | ARC | TEMPLETON MARKETING | DR06022016-01 |
| | Transaction Total | | \$ 19,190.00 | \$ 1,023.49 | | | |
| | Net Revenue | | \$ 18,166.51 | | | | |

However, the majority of the revenue was generated from one contract, La Clinica de Familia. That contract began in June 2016 and was not renewed. The data from the Table shows that the District received most of its revenue in calendar year 2016. Since

January 2017 the District has received four checks of \$540 for a total of \$2,160.

Since January, the District has added three buses to the fleet, increase the advertising potential by 40 percent with 8 buses total and the service now goes to El Paso. The opportunity for increased revenue is present. Still, our contractor reports that our two main advertisers will not renew and that the market is soft. Presently, the District is not receiving any advertising revenue.

Recommendation

Staff recommends cancelling the contract and advertising the prospective services of the District operations to a much broader regional market.

Resolution to Terminate the Marketing Services Agreement

South Central Regional Transit District

Resolution Number: _____

A Resolution approving the SCRTD to Terminate the Marketing Services Agreement between the South Central Regional Transit District and Templeton Marketing Services, Inc.

WHEREAS, the South Central Regional Transit District Board of Directors met in a meeting Wednesday, August 23rdth, in the Dona Ana County Offices, 845 N. Motel Blvd., Las Cruces, N.M.; and,

WHEREAS, the South Central Regional Transit District accepts the action to terminate the Marketing Services Agreement between the District and Templeton Marketing Services, Inc.

NOW, THEREFORE, BE IT RESOLVED by the Board of Directors of the South Central Regional Transit District does hereby approve termination of the Marketing Services Agreement.

ADOPTED AND APPROVED THE 23RD DAY OF August, 2017.

Javier Perea, SCRTD Board Chair

ATTEST:

David Armijo, Executive Director

e. Purchase of one Rio Metro Bus

Background

Last Spring, the Board approved acquisition of two Rio Metro small buses. Both buses have performed well and have now been repainted and new logos have been placed on the buses. New fareboxes have been ordered and will be delivered and installed later this month.

Discussion

When the buses were picked up in May, District staff became aware of a third bus, similar in size and age as the other two buses. That bus has fewer miles than the first two. The bus is labeled as bus #736.

The original purchase price for the bus was \$79,704.00. The market value is \$37,850. It has depreciated at 53 percent of the original value. The federal portion of the bus, 80 percent will be transferred to the District at no cost. The local match was \$15,940 and is reduced by \$8,370, with a remaining value of \$7,570.

Recommend

Acquire a small 24-foot bus from Rio Metro in an amount not to exceed \$7,570.

South Central Regional Transit District**Resolution Number: _____**

A Resolution approving \$7,570 for the purchase of a bus from Rio Metro Regional Transit District to South Central Regional Transit District.

WHEREAS, the South Central Regional Transit District Board of Directors met in a meeting Wednesday, August 23rdth, in the Dona Ana County Offices, 845 N. Motel Blvd., Las Cruces, N.M.; and,

WHEREAS, the Rio Metro Regional Transit District has a bus available from its Bus Fleet and will transfer the federal asset to the South Central Regional Transit District,

WHEREAS, the Rio Metro Regional Transit District has depreciated the value of the bus, local match, to a remaining value of \$7,570,

NOW, THEREFORE, BE IT RESOLVED by the Board of Directors of the South Central Regional Transit District does hereby approve the acquisition of a bus from Rio Metro Regional Transit District.

ADOPTED AND APPROVED THE 23RD DAY OF August, 2017.

Javier Perea, SCRTD Board Chair

ATTEST:

David Armijo, Executive Director

f. Resolution to Approve June 30th, 2017 Budget Adjustments

South Central Regional Transit District

Resolution Number: _____

A Resolution approving the South Central Regional District Fiscal Year 2017 Budget Adjustments as of June 30, 2017.

WHEREAS, the South Central Regional Transit District Board of Directors met in a meeting Wednesday, August 23rdth, in the Dona Ana County Offices, 845 N. Motel Blvd., Las Cruces, N.M.; and,

WHEREAS, the South Central Regional Transit District accepts the Fiscal Year 2017 Budget Adjustments.

NOW, THEREFORE, BE IT RESOLVED by the Board of Directors of the South Central Regional Transit District does hereby approve the Fiscal Year 2017 Financials as of June 30th, 2017.

ADOPTED AND APPROVED THE 23RD DAY OF August, 2017.

Javier Perea, SCRTD Board Chair

ATTEST:

David Armijo, Executive Director

Item 9: Discussion Items

a. Board Retreat – September

This item will be discussed in detail at the meeting.

b. Five Year Service and Financial Plan Update

Greg White will address the Board on this item.

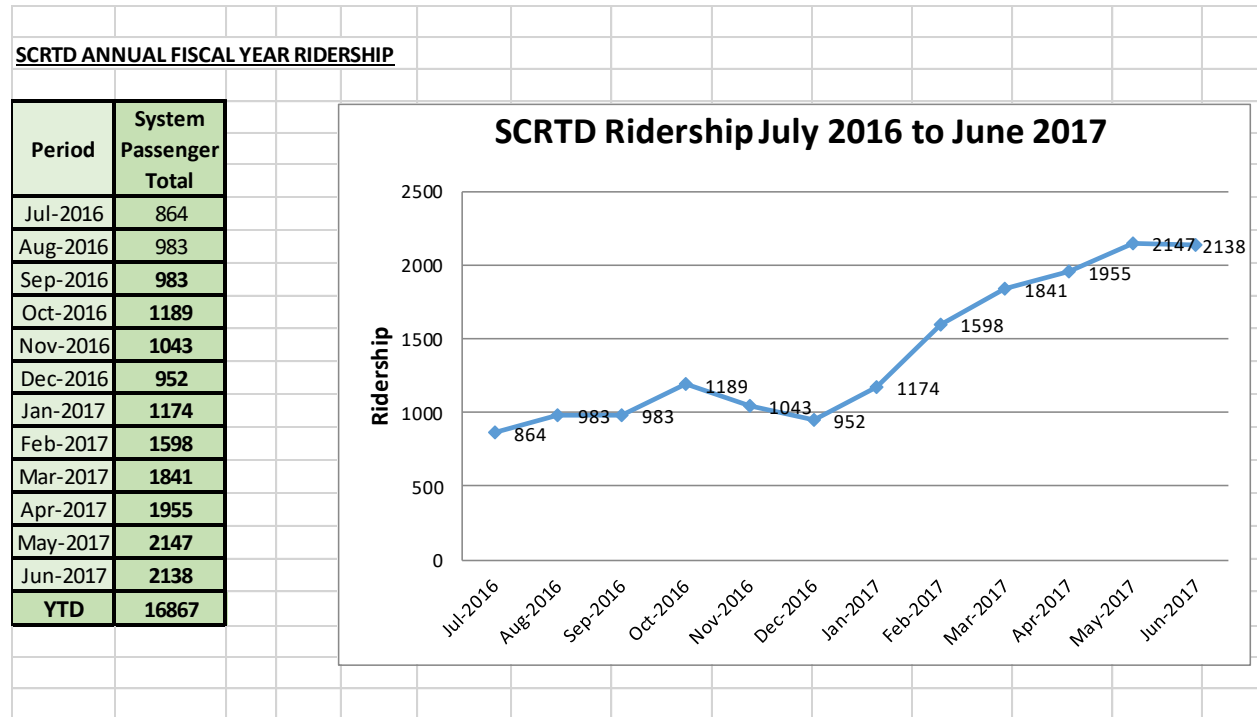
c. FY2016-17 Performance Report

Background

The District began transit operations on February 22nd, 2016. The start-up of operations began with four bus routes operating with four peak buses and offering a free service until June 30th. On July 1st revenue was collected and STS began serving as our operations and maintenance contractor. STS’s operating facility is located at North 17th Street near W. Hadley Street.

Discussion

The District Ridership began with 864 rides for the month of July and ended the fiscal year with 2138 rides in June. The growth in ridership has risen by 147 percent since July 2016. During this period, the District added two federal grants, the NM DOT 5311 and TX DOT 5310 grant. The latter grant provides funding for a new Flex service operated via the Purple route. With the advent of these grants, the District was able to launch a new website, produce new bus schedules, add a new small bus and an additional peak hour bus. These changes contributed to the improvement of services and by extension the growth in ridership for the subject period.



The charts above track the ridership by month and depict the trend line in the ridership for the subject period.

d. FY2019 5311 & 5310 Grant Submittal Dona Ana & Sierra County Applications

Background

The District current draws funds from two grants, the 5311 Rural Transit Grant which funds operations within Dona Ana County. And, the 5310 Elderly and Individuals with Disabilities which funds operations in southern Dona Ana and El Paso counties.

Discussion

September 15th is the deadline for submittal of the next year grants. Additional work to expand upon the current 5311 grant is necessary to add transportation to Hatch in Dona Ana County and to launch a new transit operation in Sierra County. Additional discussion with stakeholder's and the board is necessary prior to preparing and drafting the grant applications.

The District may submit for increase federal funding but will need to secure an increase in local funding to secure the match to the federal grant.

The Sierra County grant would commence on or after October 1, 2018. Local funding will be needed to match the federal funds in the grant. A plan is being developed to address this requirement.