



Board of Directors Regular Meeting and Strategic Planning Workshop January 9, 2017

Frank J. Lichtanski Administrative Building
Board Room, First Floor
19 Upper Ragsdale Dr., Suite 100, Monterey 93940

9:00 a.m.

TRANSPORTATION: Ride Line 8 from Monterey Transit Plaza (Munras Gate) **at 8:15 a.m. or Sand City Station at 8:30 a.m.** Request a taxi voucher from MST Customer Service at the board meeting for your return trip (good for a \$17 one-way trip).

1. CALL TO ORDER

- 1-1. Roll Call.
- 1-2. Pledge of Allegiance.
- 1-3. Review Highlights of the agenda. (Carl Sedoryk)

1-4. Conduct Swearing in Ceremony for new board members.

2. PUBLIC COMMENTS ON MATTERS NOT ON THE AGENDA

Members of the public may address the Board on any matter related to the jurisdiction of MST but not on the agenda. There is a time limit of not more than three minutes for each speaker. The Board will not take action or respond immediately to any public comments presented, but may choose to follow-up at a later time either individually, through staff, or on a subsequent agenda.

3. CONSENT AGENDA

These items will be approved by a single motion. Anyone may request that an item be discussed and considered separately.

- 3-1. Ratify Presidio Monterey Special Service. (Hunter Harvath)
- 3-2. Award Contract for Jazz Bus JAZZ Bus Rapid Transit shelter displays (Hunter Harvath)

Advocating and delivering quality public transportation as a leader within our community and industry.

Transit District Members Monterey County • Carmel-by-the-Sea • Del Rey Oaks • Gonzales • Greenfield • King City • Marina • Monterey
Pacific Grove • Salinas • Sand City • Seaside • Soledad **Administrative Offices** 19 Upper Ragsdale Drive, Suite 200 Monterey, CA 93940

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4. ACTION ITEMS

- 4-1. Conduct Strategic Planning Workshop. (Carl Sedoryk/Lisa Yates)
 - a. MST Strategic Planning Workshop Agenda
 - b. RTA Strategic Planning Workshop Agenda

5. COMMENTS BY BOARD MEMBERS

- 5-1. Board member Comments and Announcements.
- 5-2. Board member Referrals for future agendas.

6. BOARD REPORTS, COMMENTS, AND REFERRALS

- 8-1. Reports on meetings attended by board members at MST expense.
- 8-2. Board member comments and announcements.
- 8-3. Board member referrals for future agendas.

7. ADJOURN

NEXT MEETING DATE: February 6, 2017
19 Upper Ragsdale Dr., Suite 100, Monterey, CA 93940
Boardroom First Floor

10:00 a.m.

NEXT AGENDA DEADLINE: January 24, 2017

**Dates and times are subject to change.*

*Please contact MST for accurate meeting date and times or check online at
<http://mst.org/about-mst/board-of-directors/board-meetings/>*

Materials related to an item on this agenda submitted to the Board after distribution of the agenda packet are available for public inspection at the Monterey-Salinas Transit Administration Building at 19 Upper Ragsdale Dr., Suite 200, Monterey, CA 93940 during normal business hours.

Upon request, the Monterey-Salinas Transit will provide written agenda materials in appropriate alternative formats, including disability-related modifications or accommodations, auxiliary aids, or services to enable individuals with disabilities to participate in public meetings. Please send a written request, including your name, mailing address, phone number and brief description of the requested materials and preferred alternative format or auxiliary aid or service at least three working days prior to the meeting. Requests should be sent to MST – c/o Clerk to the Board, 19 Upper Ragsdale Dr., Suite 200, Monterey, CA 93940 or clerk@mst.org. Taxi-related materials and information are available on www.mst.org.

To: Board of Directors
From: Hunter Harvath, Assistant General Manager – Finance & Administration
Subject: Presidio Bus Charters

RECOMMENDATION:

Ratify the authorization given by the General Manager/CEO on the expenditure of \$69,100 to charter buses to transport US Military soldiers to and from area airports during the holidays.

FISCAL IMPACT:

\$69,100 – 100% funded through revenues received through MST’s partnership with the US Army/Presidio of Monterey.

POLICY IMPLICATIONS:

Your board approves expenditures \$25,000 and higher.

DISCUSSION:

MST currently has four military partnerships with local installations: Naval Postgraduate School, Presidio of Monterey, Fort Hunter Liggett, and Camp Roberts. In addition to regular bus service on 12 routes that serve these installations, MST also provides the military with occasional special services to meet the transportation needs of the troops. These services are funded largely through the federal transit benefit and represent approximately \$4.5 million in revenue to MST as well as an estimated 20% of annual ridership.

MST was approached by staff members at the Presidio with a request for transportation assistance for soldiers going between post and area airports in late December and early January so that they could go home and visit with family and friends for the holidays. As the scope and scale of the airport transportation requests grew, staff realized that this was not a service that could be provided in-house by MST or through its contractor MV Transportation, Inc., given the vehicles and staffing currently available.

In that regard, staff reached out to two local private charter companies – Pacific Monarch and Discovery – to see if either would be able to meet the Army’s airport transportation needs for this holiday season. Fortunately, Discovery had both the vehicles and drivers available to provide this service and began costing out the total

number of trips. The grand total of all trips together through the December/January holiday period exceed the GM/CEO \$25,000 purchasing limit. Given that there were no regularly scheduled board meetings before the trips would occur, the fast approaching dates the airport service had to operate, and the reluctance to call a special meeting of the Board so close to the holidays just to approve this one expenditure, the General Manager/CEO consulted the chair of your Board on the matter. After careful consideration Chair Barrera advised him to spend the funds to charter the buses with Discovery on behalf of the military for the airport transportation for soldiers over the holidays, and then seek ratification of that decision by your Board at the January 9, 2017, meeting.

PREPARED BY: 
Hunter Harvath

REVIEWED BY: 
Carl G. Sedoryk

To: Board of Directors
From: Hunter Harvath, Assistant General Manager – Finance & Administration
Subject: JAZZ Bus Rapid Transit Shelter Displays

RECOMMENDATION:

Award contract in the amount of \$48,650 to WellmanAd to update JAZZ Bus Rapid Transit shelter displays

FISCAL IMPACT:

\$48,650 already included in the FY 2017 budget.

POLICY IMPLICATIONS:

Your board approves purchases \$25,000 and higher.

DISCUSSION:

As a feature of MST's JAZZ Bus Rapid Transit project, MST partnered with the Monterey Jazz Festival to create displays highlighting the sights and sounds of each year of the festival's history. These displays form a "linear museum" along the JAZZ BRT route, which follows the Fremont/Lighthouse corridor from Sand City, through Seaside and Monterey. The JAZZ BRT project had enough shelters along the route to profile the festival from the years 1958 through 1990.

As the Jazz Festival is approaching its 60th anniversary in 2017, staff would like to profile the remaining years – 1991 through 2017 – by creating new displays for the shelters. Because the sun exposure has faded out many of the displays in the four years it has been in operation, it is time to replace them anyway. With the 60th anniversary fast approaching staff contacted the original marketing consultant – WellmanAd – that coordinated the creation of the displays. This consultant also works with the Monterey Jazz Festival, which will help to ensure a unified theme and design for the displays. In that regard, staff requests authorization from your Board to enter into a contract with WellmanAd in the amount of \$48,650 to design the new displays. It is hoped that, with your approval of this expenditure, the displays would be ready in time for installation in early April to coincide with the Monterey Jazz Festival's Next Generation event for young musicians held annually in Monterey.

PREPARED BY: 
Hunter Harvath

REVIEWED BY: 
Carl G. Sedoryk



**Monterey-Salinas Transit District
Strategic Planning
January 9, 2016
9:00 a.m. – 12:00 p.m.**

AGENDA

I. INTRODUCTIONS/OVERVIEW OF THE DAY	Tony, Carl and Lisa	9:00 a.m.
II. REVIEW OF ACCOMPLISHMENTS	Carl	
<ul style="list-style-type: none"> • MST Accomplishments and Missed Opportunities and Unforeseen Developments 		
III. MST'S LANDSCAPE – S. W. O. C.	All	
IV. STRATEGIC GOALS, OBJECTIVES AND OUTCOMES	All	
<ul style="list-style-type: none"> • Review and Update of MST Strategic Plan for 2017-2019 		
V. GOALS IN FOCUS	Hunter, Mark, Kelly, Mike, Lisa, Robert and David	11:10 – 11:50 a.m.
<ul style="list-style-type: none"> • MST Executive Staff's Focus • Legal Issues of Past and Future 		
VI. NEXT STEPS	Lisa	
<ul style="list-style-type: none"> • Integrate Comments/Prepare Draft MST 2017-2019 Strategic Plan • Timeline 		
VII. ADJOURN	Tony	12:00 p.m.
LUNCH		12:00 p.m.

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**Regional Taxi Authority (RTA)
Board Planning Workshop
January 9, 2016
12:00 p.m. – 2:00 p.m.**

AGENDA

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| I. | INTRODUCTIONS/OVERVIEW
OF THE DAY | Mary Ann, Carl,
Lisa | 12:00 p.m. |
| II. | DISCUSSION OF THE
LANDSCAPE | All | |
| | <ul style="list-style-type: none"> • Quick Background/Stats Review • Challenges and Opportunities | Carl | |
| III. | DETERMINING THE FUTURE
PURPOSE AND DIRECTION
FOR RTA | All | |
| | <ul style="list-style-type: none"> • Strengths and weaknesses to be aware of for future action | | |
| IV. | KEY PRIORITIES TO MOVE
FORWARD | All | |
| V. | NEXT STEPS | Lisa | |
| | <ul style="list-style-type: none"> • Timeline | | |
| VI. | ADJOURN | Mary Ann | 2:00 p.m. |