

The Ingram Group

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Monterey County Regional Taxi Authority Joint RTA Board and Technical Advisory Committee Workshop October 31, 2011

CONSULTANT SUMMARY NOTES

CALL TO ORDER

Vice-Chair Downey called the Authority Board to order. Roll call was taken and a quorum was present.

CONSENT AGENDA

Items on the Consent Agenda were reviewed by General Manager Sedoryk. It was moved and seconded to approve the Consent Agenda.

PUBLIC COMMENTS NOT ON THE AGENDA

Mr. Sam Martinez addressed the Board suggesting that the study session should have been scheduled in the afternoon as taxi drivers work at night and it was difficult for them to attend morning sessions.

NEW BUSINESS

Joint Study Session of the Regional Taxi Authority Board of Directors and Technical Advisory Committee

RTA Board and Technical Advisory Committee members participated in a Strategic Planning Workshop led by Candace Ingram, principal of The Ingram Group.

Welcome and Introductions Self-introductions were provided. Ms. Ingram reviewed the purpose of the workshop: forward planning, presentations, identification of interests and concerns, discussion, identification of goals, next steps. Participants were asked to extend courtesy to one another throughout the session, to listen to one another and possible differing points of view without interrupting speakers, and to actively participate in the session.

Initial Comments from Participants Participants were asked if there were any comments prior to beginning the workshop. Comments included:

- The Joint Powers Agreement (JPA) defines the roles of the RTA, creating Monterey-Salinas Transit (MST) as the administrator of the RTA, and that any changes to the JPA would require approval from the parties to the JPA (cities and county)
- Need to keep focus in the workshop, not get into arguments or rehash old issues including whether the RTA should exist
- Consider varying the membership of the RTA so that members might include some members in addition to the MST Board
- Recognition that the margin for taxi companies is small and they have limited funds
- Key is better communication

- Need for better understanding and agreement on data used in various reports and as a basis for decision-making

Review of Handouts Ms. Ingram provided a Workshop agenda. Other handouts included a copy of the Nelson/Nygaard study (2008) conducted for the Transportation Agency of Monterey County (TAMC) which was the basis for establishment of the RTA, and a copy of Accomplishments by the RTA over the past year.

Desired Expectations for Workshop and Results The group noted the following as desired expectations for the session:

1. Establish a clear set of expectations for staff and services
2. Work better together
3. Clarify what RTA is and the requirements and expectations
4. Recognize conflict of bus company regulating taxi companies
5. RTA-TAC-Drivers work together to provide better service to customers and end users
6. Listen to concerns, better understand responsibilities and purpose, mutual respect between RTA and Drivers
7. Roles of Joint Power agencies and why RTA exists – move forward with understanding that RTA is staying
8. Find common ground together
9. Progress and momentum. Be more efficient and come to conclusions/resolutions on topics
10. Discussion of substance, clarity on how change occurs and acceptance of what is
11. Wrap up loose ends – clarity on purpose – progress and understanding of where airport is in respect to RTA
12. Accept what is – MST as administrator of RTA not conflict of interest. Better communication, agree to disagree civilly and recognize it's not a we vs. they situation
13. Remove MST as administrator. RTA Board to be different and separate from MST board. Taxis vs. MST.
14. Consumer /customer emphasis
15. Customer needs buses and taxis more in line with standards outside of the area
16. Understand how RTA could change from its current configuration
17. Senior program and driver record standards effect on existing drivers (“grandfathering” in existing drivers from some of the new driver standards)
18. Solutions to problems/suggestions
19. Record what is needed
20. Expectation priorities for staff
21. Airport work together with taxis within RTA standards
22. Learn information on issues
23. Better relationships and understanding between Board and Drivers
24. Focus on RTA direction

Presentation Mr. Sam Martinez provided a presentation for attendees and distributed a presentation handout to illustrate items of concern to taxi companies and drivers, followed by some questions and discussion among the group related to clarification of items and data noted. The group thanked Mr. Martinez for the presentation.

Discussion The group was asked to set priority on topics for discussion. Each participant was asked to identify what he/she considered the priority for discussion given the limited time available.

Initial items identified by participants included:

1. Finances: budget and fees
2. Data: clarity, consistency

3. Impacts of RTA on: Taxi Companies, Drivers, Administrators, Customers
4. Service Area(s)
5. Capacity—how many taxis/taxi companies are needed in Monterey County
6. Service Periods/Demands – types/periods
7. Study - conduct an independent study regarding establishment of the RTA
8. Capability -- what services are / are not provided and needed
9. Conflict – get a legal opinion regarding MST serving as administrator of the JPA
10. Support and assistance to Companies and Drivers (fuel purchase, car repair loans, insurance)
11. Administration of the RTA

It was agreed that #4, #5, #6 and #8 be consolidated into a single line item issue.

It was further agreed that #7 be removed since it was placed on the future agenda items list.

It was further agreed that #9 be removed as a Legal Opinion had already been given.

It was further agreed that #11 be removed as it was placed on the future agenda items list.

The resulting list for Discussion in the session was consolidated to include the following areas (dependent upon time available):

1. Finances: budget and fees
2. Data: clarity, consistency, independent study
3. Impacts of RTA on: Taxi Companies, Drivers, Administrators, Customers
4. Service Areas, Capacity, Service Periods and Demands (types and periods), Capabilities
5. Support and assistance to Companies and Drivers (fuel purchase, car repair loans, insurance)

TOPIC I: FINANCES Due to time constraints, only the first item regarding Finances was addressed. Results of the discussion noted the following items for consideration:

1. RTA should be revenue neutral (not for profit)
2. Rates and Fees
 - a. Revisit at a later date to see impact of the 30% increase in fares granted by RTA
 - i. Provide data/feedback on impact of fare increase
 - b. Possibility of move from taxis to shuttles by Taxi Companies as result of RTA standards and fees
 - i. Investigate PUC licensing information, standards
 - c. Review fees
 - i. Investigate applicability to Monterey County and peers of same size prior to and following establishment of RTA
 - ii. Benefits to Taxi Companies – no need for individual city business licenses, RTA applies county-wide
3. Investigate diversifying funding
 - a. Eligibility for grants
 - b. Customer/User tax (\$0.05 per fare)?
4. Decrease number of Board meetings from monthly to quarterly (expense reduction)

5. Communicate clear information on RTA rates and fee components
6. Consider reduction in Airport District fees under RTA

NEXT STEPS

Items for Future RTA Agenda Consideration

The group established a separate list of items for consideration on a future RTA agenda which included:

- Varying representatives from MST for RTA and should MST be administrator
- Consistency in data
- Possibility of an independent study
- Support/assistance from Sacramento

CONCLUSION OF WORKSHOP Participants reviewed the earlier list of session expectations. There was general agreement that the workshop generally met stated expectations.

ADJOURNMENT

The meeting was adjourned by Chair Sanchez.